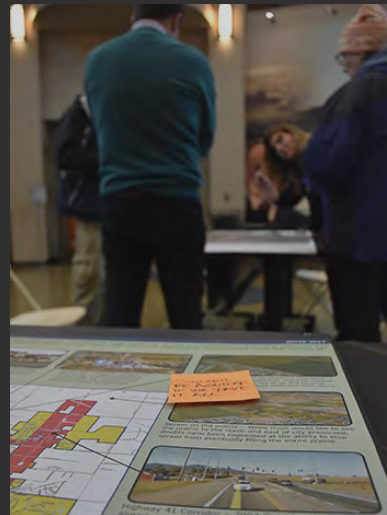




City of Post Falls
**Comprehensive
Plan**

Adopted July 2020



Amendments

Date of Amendment	Ordinance #	Description
April 2021	#21-06	<i>Amending Low-Density Residential; removing "single-family"</i>
November 2021	#21-22	<i>Adding Medium Density R2 to the Low-Density land Use Designation.</i>
June 2022	#22-04	Adding the Kootenai County Fire & Rescue Impact Fee Study and Capital Improvement Plan; and Kootenai County Emergency Medical Services System Impact Fee Study and Capital Improvement Plan.

Acknowledgements

2020 Amendment

The following citizens, elected officials and staff are acknowledged for their various contributions to the 2017 update and 2020 amendment of this comprehensive plan, many of which devoted volunteer hours to provide assistance to staff and develop a citizen participation process that would reflect the wishes of the community in the Comprehensive Plan. Everyone's efforts have made this planning effort a success and are greatly appreciated.

Adopted by Post Falls City Council on July 7, 2020

Mayor

Ronald G. Jacobson

City Council Members

Linda Wilhelm, Council President – Seat 6

Kerri Thoreson – Seat 1

Steve Anthony – Seat 4

Alan Wolfe – Seat 2

Lynn Borders – Seat 5

Joe Malloy – Seat 3

Planning Commission Members

Ryan Davis, Chairman

Vicky Jo Carey

Ray Kimball, Vice Chair

Nancy Hampe

James Steffensen

Samuel Bishop

Mark Latham

Staff

Shelly Enderud, City Administrator

Bob Seale, Community Development Director

Jon Manley, Planning Manager

Jami Hayes – Planner I

Ethan Porter – Planner I

John Beacham, Public Works Director

Jason Faulkner, Finance Director

Dave Fair, Parks & Recreation Director

Consultants: Studio Cascade Inc., Spokane WA

RESOLUTION NO. 20-07
CPA-0001-2020

**A RESOLUTION OF THE MAYOR AND CITY COUNCIL OF THE CITY OF POST FALLS
ADOPTING THE 2020 POST FALLS COMPREHENSIVE PLAN**

WHEREAS, Idaho's Local Planning Act, Idaho Code Title 67, Chapter 65, requires Idaho cities to carry out planning duties necessary for the adoption and amendment of a Comprehensive Plan from time to time; and

WHEREAS, On March 10, 2020 the Post Falls Planning and Zoning Commission held a public hearing, in compliance with provisions of the Local Planning Act, concerning the adoption of the 2020 Post Falls Comprehensive Plan and recommended that the Plan be adopted by the City Council; and

WHEREAS, On June 2, 2020, the Post Falls City Council also held a public hearing to consider the Plan and after consideration directed that city staff prepare a resolution to adopt the Plan.

NOW, THEREFORE, BE IT RESOLVED, by the Mayor and City Council of the City of Post Falls, Idaho, as follows:

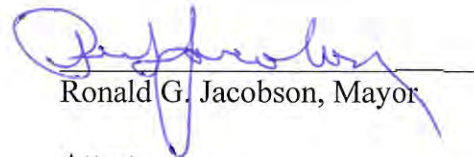
That the 2020 Post Falls Comprehensive Plan, attached hereto as Exhibit "A" and by this reference incorporated herein, is hereby adopted and all prior comprehensive plans are hereby repealed.

This Resolution is effective upon its passage by the City Council and approval of the Mayor.

PASSED by the City Council on the 7th day of July, 2020 and APPROVED by the Mayor on the 7th day of July, 2020.



City of Post Falls, Idaho


Ronald G. Jacobson, Mayor

Attest:


Shannon Howard, City Clerk

RESOLUTION NO. 21-13
CPA-0001-2021

**A RESOLUTION OF THE MAYOR AND CITY COUNCIL OF THE CITY OF POST FALLS
ADOPTING AN AMENDMENT TO THE 2020 POST FALLS COMPREHENSIVE PLAN TO
ADD THE MEDIUM DENSITY RESIDENTIAL (R-2) ZONING DISTRICT TO THE LIST OF
QUALIFYING IMPLEMENTING ZONING DISTRICTS TO THE LOW-DENSITY
RESIDENTIAL LAND USE DESIGNATION**

WHEREAS, Idaho's Local Planning Act, Idaho Code Title 67, Chapter 65, requires Idaho cities to carry out planning duties necessary for the adoption and amendment of a Comprehensive Plan from time to time; and

WHEREAS, On September 14, 2021, the Post Falls Planning and Zoning Commission held a public hearing, in compliance with provisions of the Local Planning Act, concerning the adoption of the Post Falls Comprehensive Plan Amendment and recommended that the Amendment be adopted by the City Council; and

WHEREAS, On November 2, 2021, the Post Falls City Council also held a public hearing to consider the Amendment and after consideration directed that city staff prepare a resolution to adopt the Plan.

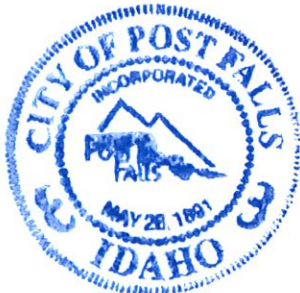
NOW, THEREFORE, BE IT RESOLVED, by the Mayor and City Council of the City of Post Falls, Idaho, as follows:

That the Medium-Density Residential (R-2) is an implementing zoning within the Comprehensive Plans Low-Density Residential Future Land Use Designation in the adopted 2020 Post Falls Comprehensive Plan Amendment be modified as shown below:

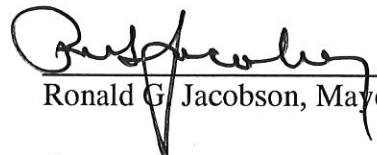
**Low-Density Residential Implementing Zoning Districts
R-1-S, R-1, R-2, RM, SC3, Per Focus Area**

This Resolution is effective upon its passage by the City Council and approval of the Mayor.

PASSED by the City Council on the 2nd day of November, 2021 and APPROVED by the Mayor on the 11th day of December 2021.



City of Post Falls, Idaho


Ronald G. Jacobson, Mayor

Attest:


Shannon Howard, City Clerk

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Introduction

1

This comprehensive plan is the policy foundation for the City of Post Falls, helping coordinate decision-making across a wide range of topics toward specific, desired outcomes. It serves multiple needs and functions, including:

- **Legislative** – This plan meets requirements of the Local Land Use Planning Act of the State of Idaho, Title 67, Chapter 65, and promotes consistency of implementing regulations;
- **Community intent** -This plan articulates community intent, expressed as policy regarding matters of interest to the general public, private enterprise and local agencies. This offers a degree of predictability for all who rely upon or interact with the City;
- **Service provision** – This plan facilitates coordinated, timely and efficient provision of public facilities and services;
- **Educational** – This plan helps inform residents, agencies, and economic interests regarding Post Falls' demographics, needs, priorities and objectives;
- **Orderly growth** – This plan provides a means to guide annexation, allowing logical expansion





Figure 1.01 – Community outreach played a large role in this plan's update, including committees, questionnaires, workshops, in-park "pop-up" events and more. (Image: Studio Cascade, Inc.)

of the city and the efficient, economic provision of public services.

The City's budget, capital facilities plan, transportation plan and departmental level of service (LOS) standards are all based on and should be consistent with comprehensive plan policy. The Post Falls strategic plan also ties back to this document, providing more highly detailed plans for action.

Planning Process

Post Falls' first comprehensive plan was adopted in May 1969, with an amended plan adopted in July 1977. In early 1993, the City initiated a fresh update, adopting a revised plan in March 1995.

In 2004, the City adopted a fourth revision, including an early attempt at creating a plan to function on the internet. Further review and revision of the plan took place in 2009, with updates to goals and policies, and improved online access features. The 2009 update also included a secondary future land use map in support of the Post Falls *SmartCode*.

This update process was initiated in 2017, with work focused on revisiting the City's policy framework in view of rapid growth, and to support the creation of a newly-cast, hybrid code. Economic and market profile work was conducted to inform policy development, with a detailed technical analysis of findings included in this plan's appendix.

Table 1.01 below details many of the activities used to engage the Post Falls community in developing this current update.

Using the Plan

Towns and cities generally employ two types of instruments to guide and enact legislation. Though each is intentionally distinct, they must be well-coordinated and complementary:

- Policy Documents – Such as comprehensive plans, to set direction;
- Regulatory Documents – Such as zoning or development regulations, to implement policy.

As a policy document, this plan does not hold legal sway over City activities or automatically extend into land-use regulation. Instead, it provides a first comprehensive, coordinated step towards a large variety of community goals. Additional steps may be essential, including

Table 1.01 – Public Engagement Summary

Orientation Interviews

Consultants began the update process with a three-day series of orientation interviews, conducted with a representative sample of 20 residents, business owners, and representatives from public service providers and civic organizations. Results of these conversations helped establish an initial understanding of relevant topics and issues the planning process would need to address and resolve.

Advisory Committee

Because the process also included a critical assessment of its zoning ordinance, the City elected to empanel and involve an advisory committee constituted of local real estate professionals, property owners, developers, builders, and other community representatives. This committee, equipped with a handbook updated with process results, met six times during the planning process to review land use and transportation policy changes. The committee offered suggestions and refinements, discussing the implications of the proposed new policies and the conditions under which they believe they could succeed. Committee advice and recommendations shaped the plan's land use and transportation concept and implementation proposals. The committee took a pragmatic look at the plan's ideals, helping to refine them into action steps that more closely fit the community's ability to put them in place.

Project Website

The City sponsored a project website for the plan update. The site featured a project calendar, process results, and links to related projects and information. The site also included a link to the City's Facebook™ page and other social media channels, encouraging public participation at various planning events and public comment on the plan's direction.

Studio in the Rotunda

The City hosted a three-day "open studio" in the City Hall Rotunda with consultants and staff on-hand to speak with the public and integrate public comments and suggestions into plan policy and strategy. The studio was open to the public each of the three days, with more than 100 people visiting the displays, speaking with the planning team, and commenting on ways in which the plan might address their hopes and concerns.

Results showed that topics such as downtown revitalization, the local trail network, transportation system safety, and an appreciation of the Rathdrum Prairie's agricultural heritage are important to the community. As a result, the plan evolved to reflect these ideals, refining the vision, policy and strategic framework to respect these and other community priorities.

Vision Workshop

At the conclusion of the studio's first day, the City hosted a community workshop to review, evaluate and refine the vision from the previous version of the comprehensive plan. While most of the ideals found in the earlier plan still seemed relevant and on target, participants were eager to incorporate a more closely-tailored story for the community's neighborhoods and in helping the city develop more character-rich places and features.

Zoning Workshop

At the studio's conclusion, the City hosted an evening workshop presenting alternative planning and zoning scenarios. The workshop, working from updated vision elements developed in the studio, began to envision an integrated zoning strategy to achieve it. This information propelled preparation of an updated policy framework, including review of potential zoning proposals to capture and achieve what residents hope for their community's long-term future.

Questionnaire

For the plan update, the City sponsored two types of questionnaires: One, administered via the project website, focused on general community values, priorities and concerns. The second, administered during the Studio and Q'emlin events, focused on more specific ideas related to policy trade-offs and implementation actions.

The first questionnaire provided a set of results that informed updates to the community vision. Importantly, results confirmed that residents appreciate the fact that Post Falls includes many distinct neighborhoods – each with unique identities, characteristics, aspirations, and needs. Most residents also expressed appreciation for the overall quality of Post Falls' schools, helping them identify Post Falls as a true "home town" with excellent quality of life features. Elements from the survey matched with the existing vision, but also indicated the need for "fine-tuning" to respect the characteristics of individual neighborhoods.

Q'emlin Park/Post Falls Days "Pop-up"

The City spent two days at Q'emlin Park during Post Falls Days to solicit community reaction to the plan's proposals. Visitors to the tent ("pop-up studio") had an opportunity to learn about the plan's proposals, the trade-offs implied in policy shifts, and the new community vision. Participants also were provided a short questionnaire to capture their ideas on how best to refine the plan. More than 120 people visited the pop-up studio during the two days.

Concept Plan & Strategy Workshop

Following a presentation on the plan's draft policies and initiatives, participants at this event worked in small groups to review recommended changes. The workshop included assessments of land use patterns and differing types of corridor "experiences" along the community's major arterials. These exercises informed land use and transportation policy, and also laid the foundation for preliminary commercial and mixed-use zoning proposals.

Table 1.01 – Public Engagement Summary

(Continued from pg. 1•4)

Joint PC/CC Work Session

City staff and the consultant team presented the plan’s conceptual recommendations at a joint work session with the Planning Commission (PC) and City Council (CC). The PC and CC discussed the plan’s vision, goals, policies and implementing actions. During the conversations, the PC and CC questioned the plan’s population forecasts, adopted from KMPO’s regional transportation plan, believing the numbers too high. While they thought the community may eventually grow to the forecast 90,000 population, they were concerned that the plan’s 20-year horizon implied that the growth would occur at a faster pace than desired. The group agreed with the plan’s emphasis on neighborhoods, connections to the Spokane River, enhancement of the community’s parks and open spaces, improvements to the non-motorized transportation experience, and the downtown’s revitalization. But they were wary of committing to rapid growth and the investment in infrastructure it would require.

Future Land Use Mapping Workshop

This workshop helped refine this plan's Future Land Use Map, guiding long-range growth considerations. Members of the City Council, the Urban Renewal Agency, the Planning and Zoning Commission and the general public took part.

PC Work Session

The Planning and Zoning Commission conducted its public hearing on the comprehensive plan update, hearing a presentation from staff and the consultant and opening the hearing for comment. There was no public testimony. The commissioners asked questions, commented on the plan's structure and presentation of the community's vision, and then recommended the plan's adoption subject to minor revisions as suggested by staff. The commission approved the motion to recommend the plan unanimously.

City Council Adoption

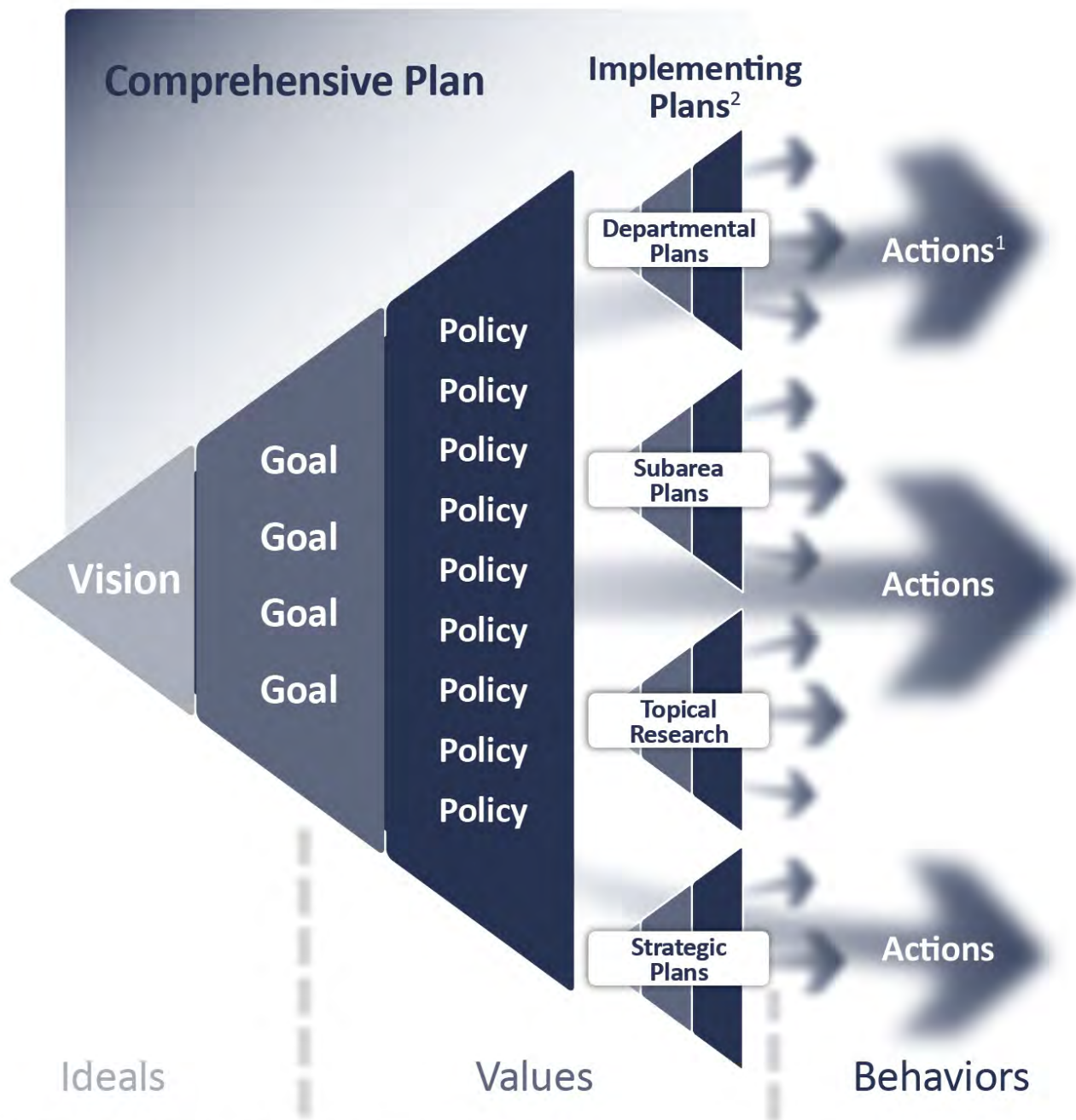
Following the Planning and Zoning Commission's recommendation, on June 2, 2020, the Post Falls City Council held a public hearing to consider the Plan and after consideration directed that city staff prepare a resolution to adopt the Plan. On July 7, the Mayor and Council voted to adopt the 2020 Post Falls Comprehensive Plan.

development of implementing studies, plans, simple inventories, or updates to create consistency between the comprehensive plan and regulatory documents.

Goal and policy statements are typically expressed in written form, but may also exist as maps or diagrams, such as in land use mapping. Other charts and supporting information are provided to show conditions or projections that shaped plan policy.

For purposes of this plan, the terms “Goal”, “Policy”, and “Action” are defined as:

- **Goal** – Broad statements indicating a general aim or purpose to be achieved. A goal is a direction setter, an ideal future end, condition, or state related to the public health, safety, or general welfare toward which planning and implementation measures are directed;
- **Policy** – A policy is a topic-specific statement providing guidelines for current and future decision-making. It indicates a clear commitment of the local legislative body. A policy is an extension of a plan’s goals, reflecting topical nuance as well as an assessment of conditions;
- **Action** – Actions are budgetable steps envisioned or undertaken to implement plan policy. Actions may include the development of more detailed and localized plans, work to implement policies, formal agreements, regulations or other strategies.



¹ Actions include programs, capital investments, regulations, etc.

² Examples only. Implementing plans may include a wide variety of plan types

Figure 1.02 – Comprehensive plans are organized as tiered systems, expressing community desires from broad-brush ideals (vision) through specific action items the City may lead (actions). Other types of plans are sometimes prepared to identify or help implement actions, taking vision, goal and policy cues from the comprehensive plan. (Image: Studio Cascade, Inc.)

Figure 1.02 illustrates how the above features are related, flowing from vision through increasingly defined goals, policies and various types of implementing plans and actions the City may undertake.

Elements of the Plan

The following is a list of the elements (chapters) included in the Post Falls Comprehensive Plan. Each features a topical focus; articulates conditions and key objectives the community intends to address, and references relative policies and action items from the full policy framework.

- 1) Introduction – Including a brief description of the plan, its purpose and components, the community vision, and a long-range "focus area" diagram.
- 2) Land Use – Providing an overview of existing development patterns and trends, descriptors for land use types keyed to a Future Land Use Map, and land-use related goals from the plan's overall policy framework.
- 3) Housing – Providing summary information regarding housing conditions and needs in Post Falls, plus all housing-related goals from the policy framework.
- 4) Transportation – Describes the community's transportation infrastructure, identifies priorities and lists transportation-related goals.
- 5) Public Services, Facilities & Utilities – Outlines conditions regarding water, wastewater treatment, police and fire protection, schools, library, and other related services. Lists services-oriented goals from the goal and policy framework.
- 6) Parks, Recreation & Open Space – Discusses parks and recreation conditions, open space objectives, and lists parkland categories used for facility planning. Considered the foundation for the more detailed Parks & Recreation Master Plan (2012), and includes baseline parks-related goals.
- 7) Natural Resources & Hazards – Describes natural resources and hazards in Post Falls, framing the subsequent listing of goals designed to protect such features.
- 8) Economic Development – Presents an overview of economic conditions and needs for Post Falls, introducing goals promoting a healthy economic future for the city.

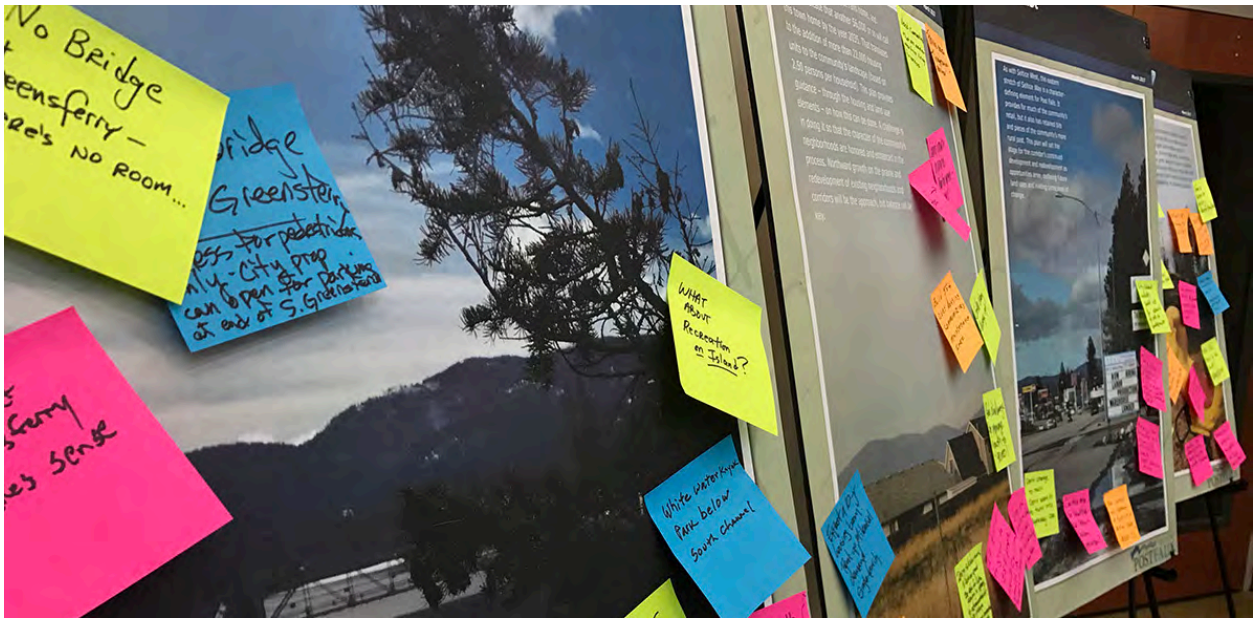


Figure 1.03 – The 2017 update process reviewed and updated this plan's policy framework, explored by chapter topic. New strategies to shape the character of developing areas were also included. (Image: Studio Cascade, Inc.)

- 9) Community Design & Character – Describes key districts, cultural assets and other features tied to Post Falls' quality of life and civic identity. Lists related goals from the plan's goal and policy framework.
- 10) Implementation – Introduces and lists a range of projects and actions needed to implement the plan's goal and policy framework.
- 11) Appendices – These sections include the overall goal, policy and implementing action framework; a plan glossary, and a section containing studies performed to advise this plan.

Planning Context

This comprehensive plan bases much of its policy framework on population and growth rate forecasting, working to anticipate and provide for such growth in ways that support overall community goals. Consequently, an Economic and Market Profile (CAI Report) was prepared for Post Falls in March 2017, with summary data used below and throughout this plan. The CAI Report provided data and "takeaway" advice on a range of topics including demographics,

Table 1.02 – Post Falls, Coeur d'Alene & Kootenai County Populations

	1960	1970	1980	1990	2000	2010	2017 ¹	2040 ²
Post Falls	1,983	2,371	5,736	7,349	17,247	27,574	30,886	103,908
CAGR	–	1.8%	9.3%	2.5%	8.9%	4.8%	1.6%	4.8%
C d'A	14,291	16,228	19,913	24,563	34,514	44,137	48,618	84,943
CAGR	–	1.3%	2.3%	2.3%	4.1%	2.8%	1.5%	2.5%
County	29,556	35,332	59,770	69,795	108,685	138,494	150,128	307,183
CAGR	–	2.0%	6.9%	1.7%	5.6%	2.7%	1.2%	2.4%

Notes: CAGR = Compound Annual Growth Rate; 1 = American Community Survey (ACS) Five-year estimates; 2 = Planning projection, Kootenai Metropolitan Planning Organization (KMPO), 12/13/18 update

employment and industry, real estate, and retail. A copy of the report is provided in Appendix D.¹

Various elements in this plan describe key findings gathered from the CAI Report and other sources, assisting baseline assumptions that reflect and support this plan's policy framework. Other trends, such as housing and employment growth, are described in corresponding elements.

Table 1.02 provides comparative population trends seen in Post Falls, Coeur d'Alene and Kootenai County. Data provided from 1960 to 2017 were derived from published U.S. Census data. Projected population figures (2040) were gathered from the Kootenai County Metropolitan Planning Organization (KMPO).²

Key population findings:

- Post Falls has experienced periods of very rapid growth followed by relative lulls, demonstrated most recently by an annual growth rate of 8.9% between 1990 and 2000, contrasted with a 1.6% rate between 2010 and 2017;
- Compound Annual Growth Rates (CAGR) in Post Falls have consistently outpaced those of Coeur d'Alene and Kootenai County since 1960;
- Though less robust, growth trends in Coeur d'Alene have generally been more stable compared to Post Falls;

¹ City of Post Falls Economic And Market Profile/Technical Analysis, by Community Attributes Inc., March 8, 2017, Appendix D.

² "KMPO 2016/2020/2035/2040 Future Growth Projections", KMPO Board Approved December 13, 2018.

- Based on historic patterns and 2010 Census data, in 2018 the KMPO established, for its own planning purposes, a CAGR rate of 4.8% for Post Falls. From this, KMPO projects Post Falls to have 103,908 residents by 2040.

The City of Post Falls has adopted the KMPO's annual growth rate projection of 4.8% for future planning purposes. This forecast provides a working target for City plans regarding land and service demands, future revenue estimates, and budgeting priorities. This projection will directly impact the City's Capital Improvement Plan and influence other master plans of the City and the region.

Community Vision & Focus Areas

The following pages provide two critical components of the comprehensive plan: The Community Vision, providing a foundation for the policy framework, and the Focus Area Diagram, which outlines areas within the City and its Area of City Impact (ACI) with corresponding descriptions, indicating the type of land use character the City envisions for those areas. The Focus Area Diagram is to be used in conjunction with the City's Future Land Use Map found in Chapter 2.

Community Vision



The following vision statement is carried over from Post Falls 2010 Comprehensive Plan. Appropriately, it provides an aspirational, broad-brush summary of community objectives across a range of topics, providing anchor for this plan's policy framework. It also includes language identified as "community values," describing ideals associated with six key topics.

Vision

Post Falls respects its past, enjoys its present and is planning its future to ensure that the feeling of community is preserved, its growth beneficial, its environment is clean and its economic stability assured while maintaining a small town atmosphere and quality of life.

The City of Post Falls strives to be a community recognized for:

- *Leadership and citizen involvement;*
- *Quality municipal services;*
- *Educational opportunities;*
- *Balanced and beneficial growth;*
- *Healthy economic and natural environment;*
- *Cultural diversity;*
- *Youth programs;*
- *Family oriented events and services.*

Community Values

Community: *Post Falls is a safe and secure place to live, work and play, with a stable and friendly environment that encourages citizen involvement.*

Leadership: *Post Falls values leadership that respects differing views, models integrity and implements community goals.*

Environment: *Post falls is an environmentally aware community that preserves, conserves and appreciates its distinctive open spaces, natural resources, habitats, parks and outdoor recreation.*

Economic Development: Post Falls encourages economic development that safeguards the environment, while promoting community prosperity.

Diversity: Post Falls is a community for all people, offering diverse cultural and educational opportunities, with varying land uses and unique neighborhoods.

Accountability: Post Falls is dedicated to promoting fiscal responsibility, managed growth, responsive community services and an open and fair government.



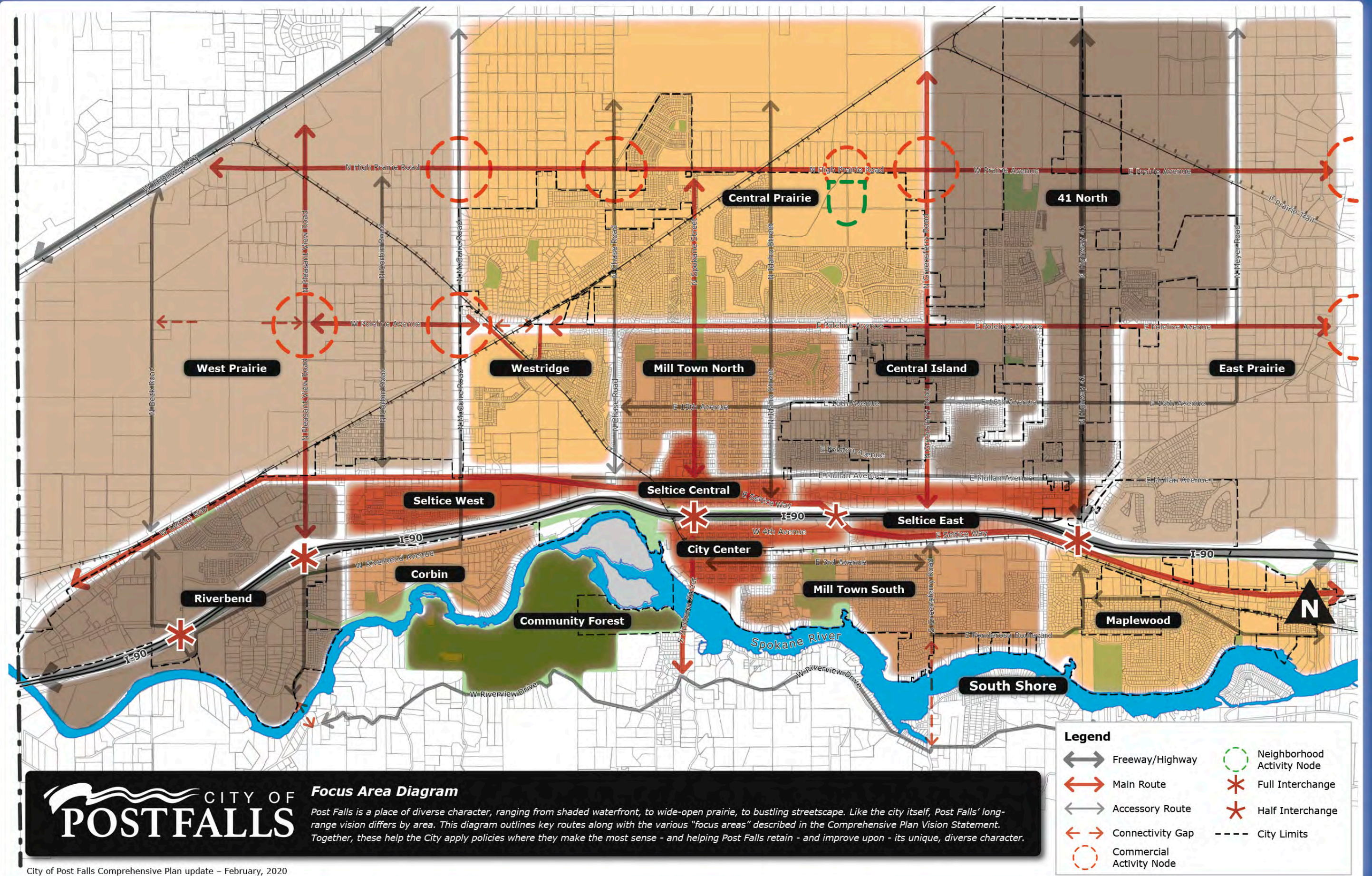


Figure 1.04 – Focus Area Diagram, for use with descriptive text on following pages and the Future Land Use map in Chapter 2.

Focus Area Descriptions

Post Falls is a highly diverse place, with many areas – in and out of City Limits – that have yet to be developed. For this reason, this plan provides both a Future Land Use Map (Figure 2.03) and a "Focus Area" map with descriptions that articulate, in ways the land use map cannot, the overall vision for what Post Falls expects from each area within its Area of City Impact (ACI). These two approaches are to be used in tandem, effectively expressing the City's policies for its rapidly-transforming landscape.

The table below is provided for quick reference in conjunction with Figure 1.04. A set of matching, landscape-format, 12-point font sheets are provided in Appendix A.

Table 1.03 – Focus Area Descriptors

41 North	<p>The Highway 41 corridor promises to rival Seltice in terms of importance as a retail, mixed-use residential, and services district. The 2016 Highway 41 Corridor Master Plan calls for the creation of "collector" and "backage roads" parallel to 41 to aid the corridor's suitability for mixed-use development. These, the plan envisions, will allow regional retail, residential and service uses to coexist, reducing reliance on large parking lots with direct access to highway lanes and easing the transition between the highway and lower-intensity residential development expected to occur to the east and west.</p> <p>Residential development has been predominant in recent years, and with some forecasts estimating as many as 30,000 new residents in this area by 2040, it's a trend that's likely to continue. Such growth is expected to spur commercial uses adjacent to the highway, especially at stop-controlled intersections. As with North Prairie, land values will pressure development to attract a range of residents, offering shared amenities, housing variety and neighborhood-scale services. To help enrich the future identity of 41 North, growth should include strategically located, carefully-designated land uses incorporating trails and an interconnected, walkable street network.</p> <p>Post Falls recently annexed additional lands for a planned technology park to be located near the northwest corner of Highway 41 and Prairie Avenue. This feature is expected to help diversify land uses and boost demand for commercial services.</p> <p>The following items affirm or guide development of key policies for this area, or suggest future action items for the 41 North focus area:</p> <ul style="list-style-type: none"> ▪ <i>Focus provisions for multi-family, commercial, and tech uses near higher-classified roadways;</i> ▪ <i>Development should provide pedestrian connectivity to all multi-use paths and trails, including the Prairie Trail;</i> ▪ <i>Manage development patterns in the airport fly zone east of 41 and north of Prairie Avenue, coordinating with the 2018 Coeur d'Alene Airport Master Plan;</i> ▪ <i>Facilitate the creation of the "backage roads" system envisioned in the Highway 41 Corridor Master Plan, supporting appropriately-scaled commercial and mixed-use development along 41 and improving access for nearby residential uses;</i> ▪ <i>Focus provisions for commercial uses along arterial/collector streets where traffic volume exceeds 4,000 vehicles per day.</i>
Central Island	<p>A particular challenge for Post Falls has been the incorporation of "county islands" into City Limits, particularly in this portion of town. A mix of agricultural uses and large-lot single-family uses has remained in place for decades, resistant to surrounding development pressures. As it transforms over time, challenges will include struggles to match and blend street network design and connections, ensure land use compatibility, and orchestrating improvements to utility systems. Successful development of this area and incorporation into City Limits will likely rely on incentives rewarding developers with higher density or modified design standards in exchange for forward-thinking integration of the land into its surrounding context. This area could benefit from a sub-area transition plan to ease the incorporation of these "county islands" into City Limits.</p> <p>The following items affirm or guide development of key policies for this area, or suggest future action items for the Infill context area:</p> <ul style="list-style-type: none"> ▪ <i>Seek means to generate a transition plan for this subarea;</i> ▪ <i>Promote infill development in this context area;</i> ▪ <i>Prioritize annexation opportunities;</i> ▪ <i>Support development patterns that are interconnected, and that provide pedestrian connectivity to all multi-use paths and trails;</i> ▪ <i>Focus growth of higher-density residential uses near higher-classified roadways;</i> ▪ <i>Focus provisions for commercial uses along arterial/collector streets where traffic volume exceeds 4,000 vehicles per day.</i>

Table 1.03 – Focus Area Descriptors

(Continued from pg. 1•14)

Central Prairie	<p>To date, development trends in the Central Prairie area have been focused on addressing single-family housing needs. But with land values increasing, new projects are more likely to integrate higher density housing with community amenities to broaden their appeal to buyers. Future growth should embrace a variety of housing types and land uses, maintain quality standards, and provide even greater emphasis on pedestrian friendliness and connecting neighborhoods to community trails and nearby amenities. Prairie Avenue's role as a major east/west connecting corridor may spur interest in commercial use development.</p> <p>The following items affirm or guide development of key policies for this area, or suggest future action items for the Central Prairie focus area:</p> <ul style="list-style-type: none"> ▪ <i>Focus multi-family along Prairie Avenue;</i> ▪ <i>Focus commercial development along Prairie Avenue and near identified commercial nodes;</i> ▪ <i>Support provisions for a variety of housing types and densities;</i> ▪ <i>Focus provisions for commercial uses along arterial/collector streets where traffic volume exceeds 4,000 vehicles per day.</i>
City Center	<p>This area has long been envisioned as the future "downtown" of Post Falls. Essentially the historic town center south of I-90, City Center also includes the original Fredrick Post Mill site which abuts Falls Park (site of the city's namesake feature), the Post Falls Landing Marina, the Idaho Veneer site and a portion of the North Idaho Centennial Trail. City Hall, the Chamber of Commerce and other institutional uses are located in this part of town.</p> <p>New investments are beginning to arrive in the City Center, and guided in part by the 2005 City Center Plan, new features are helping shape the area into a walkable hub for residents. A parking plan is also now underway. But realizing the area's full potential will involve completing active, well-designed streetscapes in key locations. Long-term, City Center is envisioned to become Post Falls' "urban hub" and link to what is arguably the city's most remarkable stretch of shoreline along the river.</p> <p>The following items affirm or guide development of key policies for this area, or suggest future action items for the City Center focus area:</p> <ul style="list-style-type: none"> ▪ <i>Focus commercial uses along Spokane Street, 3rd Avenue, Idaho Street and 4th Avenue;</i> ▪ <i>Encourage the retention and utilization of alleys;</i> ▪ <i>Encourage development of multifamily, townhomes, and other higher-density uses, increasing the number of downtown residents to support commerce;</i> ▪ <i>Work to improve downtown walkability and wayfinding, and access to and utilization of on-street parking;</i> ▪ <i>Reduce or eliminate parking requirements for City Center commercial development;</i> ▪ <i>Improve connectivity between downtown and the Centennial Trail.</i>
Community Forest	<p>Post Falls recognizes the value of the Spokane River and parklands as critical aesthetic, recreational and community-identity assets. In response, the City is working toward the development of a 500 acre multi-use natural area called the Post Falls Community Forest. It is envisioned to serve as a multi-use property for the City, providing reuse of highly treated reclaimed water, serving as an educational forest, and providing recreational opportunities for visitors. The area contains approximately two miles of Spokane River frontage, hiking and mountain biking trails, dramatic granite cliffs and rock outcroppings, plus native trees and wildlife habitat.</p> <p>The 78.5-acre Q'emlin Park (pronounced "ka-mee-lin") serves as a gateway and activity hub for the Community Forest, with features including a swimming beach, boat launch, BBQ and horseshoe pits, picnic shelters, volleyball courts, a concession stand, restrooms, a grand pavilion and climbing walls.</p> <p>Beyond its contributions to the quality of life for all residents, the Community Forest is expected to influence the value and evolution of the City Center, Milltown South and Corbin areas, due to their close proximity and planned connectivity to this magnificent open space.</p> <p>The following items affirm or guide development of key policies for this area, or suggest future action items for the Community Forest focus area:</p> <ul style="list-style-type: none"> ▪ <i>Improve access opportunities and wayfinding features.</i>
Corbin	<p>The Corbin focus area is sparsely-developed place typified by small farms, rural subdivisions and vacant properties. Sewer service is master-planned for this area, and the system could be extended relatively easily. It has ready access to Interstate 90, enjoys proximity to the river and the Centennial Trail, and has forgiving upland topography. Corbin could benefit through development of a subarea plan, helping shape a collective vision including how it may relate to the river, Interstate 90, the Centennial Trail and the growing Riverbend area to the west.</p> <p>The following items affirm or guide development of key policies for this area, or suggest future action items for the Corbin focus area:</p> <ul style="list-style-type: none"> ▪ <i>Work to articulate a collective vision for Corbin, recognizing that proximity and access to I-90 are strong catalysts for transformation;</i> ▪ <i>Coordinate future development in ways that compliment the nearby Centennial Trail, park properties and the Spokane River;</i> ▪ <i>Work to buffer between high and low-intensity development patterns, employing use types and physical distance between said patterns;</i> ▪ <i>Focus provisions for commercial uses along arterial/collector streets where traffic volume exceeds 4,000 vehicles per day.</i>

Table 1.03 – Focus Area Descriptors

(Continued from pg. 1•15)

East Prairie	<p>This area constitutes Post Falls' easternmost edge. It immediately abuts land forecast for inclusion in Coeur d'Alene, and is slated for relatively intensive residential development. Immediately behind the increasingly busy Highway 41 corridor, East Prairie is well-positioned to mix development densities to leverage community services and transportation infrastructure. East Prairie's development concept anticipates ITD plans to construct a freeway-style corridor on Huetter Road, and envisions a robust surface street network with appropriate development orientation to buffer and mitigate impacts of such a corridor.</p> <p>The southern plateau portion of East Prairie features a golf course development with some of the community's highest-value homes. This area is expected to remain relatively unchanged over this plan's life cycle- a stable single-family neighborhood enjoying a distinctive identity and some of the region's best territorial views.</p> <p>The following items affirm or guide development of key policies for this area, or suggest future action items for the East Prairie focus area:</p> <ul style="list-style-type: none"> ▪ <i>Support development patterns that are interconnected, and that provide pedestrian connectivity to all multi-use paths and trails;</i> ▪ <i>Focus growth of higher-density residential uses near higher-classified roadways;</i> ▪ <i>Focus provisions for commercial uses along arterial/collector streets where traffic volume exceeds 4,000 vehicles per day.</i>
Maplewood	<p>Post Falls reaches east of Highway 41, extending to the small town of Huetter and Coeur d'Alene. This eastern lobe consists of a variety of different uses, with the freeway, railroad tracks, the Centennial Trail and the Spokane River separating it into distinct east-west character areas. The residential areas will likely not change much, but the commercial district along this portion of Seltice and the Centennial Trail will soon be ripe for reinvestment. Coeur d'Alene's westward expansion has brought new attention to this arterial street, and the older industrial, warehousing, and manufacturing uses may evolve into new commercial and residential development, both of which could take advantage of the trail connections, relative proximity to the river and convenient access to both Coeur d'Alene's Riverstone district and central Post Falls.</p> <p>The following items affirm or guide development of key policies for this area, or suggest future action items for the Maplewood context area:</p> <ul style="list-style-type: none"> ▪ <i>Promote infill development;</i> ▪ <i>Prioritize infill annexations;</i> ▪ <i>Encourage development that is interconnected, including pedestrian access to multi-use paths, parks, schools, and trails;</i> ▪ <i>Focus provisions for Multi-Family, Commercial and Industrial uses along Seltice Way;</i> ▪ <i>Look for opportunities to beautify and add gateway signage along the Seltice Corridor, corresponding with Coeur d'Alene's westward expansion.</i>
Milltown North	<p>Post Falls has grown in waves, and the Central district's original housing is largely comprised of 1960s and 1970s development. It has become the "old guard" of the Post Falls bedroom community archetype, developed when proximity to Spokane, low gas prices, and relative affordability governed the housing decisions of those who chose to develop land and move here. Schools, churches, the Seltice central corridor, parks and neighborhoods have become established in response, creating the core housing district that constituted the bulk of Post Falls' population until the 1990s. There will likely be incremental reinvestment and intensification in this area, a process facilitated by its traditional block structure and driven by increasing popularity of being close to the community's commercial districts. Guiding this reinvestment to ensure compatibility will be an important consideration as Post Falls continues to grow – and to attract those households that prefer to be near activity centers, shopping, and community institutions.</p> <p>The following items affirm or guide development of key policies for this area, or suggest future action items for the Milltown North focus area:</p> <ul style="list-style-type: none"> ▪ <i>Seek creative methodologies to enhance neighborhood areas and spur reinvestment;</i> ▪ <i>Encourage the retention and utilization of alleys for infill development, preserving the character of the existing neighborhoods;</i> ▪ <i>Work to improve pedestrian-friendly routes to nearby schools, churches, the Seltice corridor, and City parks.</i>
Milltown South	<p>Immediately east of City Center is Milltown South. Its history is rooted in early Post Falls, where mill workers, mechanics and others lived and worked, supporting the community's early economy. One mill (Plummer Forest) remains in this district, and many of the homes and businesses in this district are positioned for reinvestment. They're close to the city center, they enjoy relatively easy freeway access, and some of the properties include Spokane River shoreline. As reinvestment comes to Post Falls, Milltown South may transform into an exciting, surprising and diverse part of town, helping activate the city center while taking advantage of the proximity of the river. New development in this area should contribute to the activity of the City Center and commercial uses already located in the Milltown South planning area.</p> <p>The following items affirm or guide development of key policies for this area, or suggest future action items for the Milltown South focus area:</p> <ul style="list-style-type: none"> ▪ <i>Seek creative methodologies to enhance neighborhood areas and spur reinvestment;</i> ▪ <i>Support development patterns that are interconnected, and that provide pedestrian connectivity to all multi-use paths and trails;</i> ▪ <i>Support development patterns that improve access to nearby parks and the Spokane River;</i> ▪ <i>Support development patterns that improve access to nearby commercial activity nodes and corridors;</i> ▪ <i>Focus growth of commercial and higher-density residential uses near higher-classified roadways.</i>

Table 1.03 – Focus Area Descriptors

(Continued from pg. 1•16)

Riverbend	<p>This is a developing mixed use center, taking advantage of proximity to the state line attracting business and customers from the Spokane metro area. The second largest industrial park in the region, "Riverbend Commerce Park" is within this planning area. This area has become home to not only residences that desire to be perfectly situated between Couer d'Alene and Spokane, but to some nationally renown businesses such as WalMart, Cabela's, Sysco, ALK-Aiboa, Buck Knives, and Tedder Industries. There is also a Workforce Training Center and a University of Idaho Research Park to compliment the Riverbend developments. This area should continue to evolve, attracting commercial businesses, high tech companies, hotels, entertainment establishments, and potentially additional residential.</p> <p>The following items affirm or guide development of key policies for this area, or suggest future action items for the Riverbend focus area:</p> <ul style="list-style-type: none"> ▪ <i>Buffering between high and low-intensity development patterns should be maintained, employing use buffering and physical distance between said patterns;</i> ▪ <i>Maximize opportunities to improve river access.</i>
Seltice Central	<p>The Seltice Central area is generally bound by the parallel streets of Seltice Way and Mullan Avenue, running from Idaho Street to the railroad trestle. Prior to I-90 (developed in the mid 1970s), the Seltice Central area was aligned along the historic US Highway 10 that joined Spokane, Coeur d'Alene and the rest of the northern states. The area also includes Treaty Rock Park, a National Register site commemorating a purchase treaty between the Coeur d'Alene Indians and the town's founder, Fredrick Post.</p> <p>The growing transition of East 7th into a pedestrian-friendly area for local restaurants is a notable feature of this district. To help sustain these energies, Seltice Central could benefit from a subarea plan similar the to the City Center Plan, identifying means to improve pedestrian connectivity from residential areas; seeking placemaking opportunities; refining land use patterns and scale, and planning for safe, walkable corridors.</p> <p>With a mix of mid- century architecture, a traditional street block structure and numerous viable, small-scale businesses, Seltice Central seems ripe for reinvestment and continued growth.</p> <p>The following items affirm or guide development of key policies for this area, or suggest future action items for the Seltice Central focus area:</p> <ul style="list-style-type: none"> ▪ <i>Commercial and multi-family development are compatible uses along Mullan Avenue;</i> ▪ <i>Encourage the retention and utilization of alleys, preserving functional qualities including service and parking access;</i> ▪ <i>Encourage higher-density residential uses in the area, boosting support for retail and commercial uses;</i> ▪ <i>Support development patterns that improve pedestrian connectivity to the commercial core of the Seltice Central context area;</i> ▪ <i>Seek opportunities to coordinate investment and planning energies between Seltice Central and City Center, improving access to downtown, utilization of on-street parking, and wayfinding;</i> ▪ <i>Seek opportunities to enhance the commercial core of the Seltice Central planning area, including increased food and beverage options.</i>
Seltice East	<p>This segment of Seltice, within view of Interstate 90, has become the major retail and services district for Post Falls. Major grocers, restaurants, and other retailers occupy this district, benefitting from freeway visibility and the growing Post Falls market. This corridor hosts a wide range of land uses, but industrial uses may soon migrate to other areas of town where rents and land uses are more compatible – creating future infill opportunities that generally favor surrounding patterns. Served by the Highway 41 interchange, this portion of Seltice seems more accessible than it actually is. Having an additional access point (interchange) at Greensferry Road would improve this, and could also provide:</p> <ul style="list-style-type: none"> ▪ <i>An alternate route south of the Spokane River (pending construction of the Greensferry Bridge);</i> ▪ <i>A business route back to Spokane Street along 3rd Avenue;</i> ▪ <i>An additional link to the northern neighborhoods of Post Falls;</i> ▪ <i>Increased access to Centennial Trail for commercial uses along this corridor.</i> <p>Without improved access at Greensferry, this area's ultimate growth potential may be limited. Similar to conditions in Seltice Central, work to improve pedestrian connectivity from residential areas, refining land use patterns and scale, and planning for safe, walkable corridors are worthy objectives in this area. The following items affirm or guide development of key policies for this area, or suggest future action items for the Seltice East focus area:</p> <ul style="list-style-type: none"> ▪ <i>Seek incentives to promote infill development within this area;</i> ▪ <i>Improve access from I-90;</i> ▪ <i>Improve access to and from the Centennial Trail;</i> ▪ <i>Seek opportunities to beautify the Seltice Corridor.</i>

Table 1.03 – Focus Area Descriptors

(Continued from pg. 1•17)

Seltice West	<p>Seltice West runs from downtown to the state line, with a broad array of uses ranging from vacant, commercial, industrial and residential. Commercial uses in this area tend to be older in nature, while industrial and residential development tends to be more recent. Significant in-transition areas for development or re-development are also part of the mix.</p> <p>Though its existing character is expected to remain largely the same, the following items affirm or guide development of key policies for this area, or suggest future action items for the Seltice West focus area:</p> <ul style="list-style-type: none"> ▪ <i>Buffering between high and low-intensity development patterns should be maintained, employing use buffering and physical distance between said patterns;</i> ▪ <i>Buffering of low-intensity development patterns and the Seltice Way corridor should be maintained, employing use buffering and physical distance as necessary;</i> ▪ <i>Ongoing work to celebrate Seltice West as the western "gateway" to Post Falls is encouraged.</i>
West Prairie	<p>Just north of Riverbend, West Prairie is a transitional area with portions expected to develop as future residential, commercial and industrial uses. The area includes three Area of City Impact (ACI) tiers: Exclusive Hauser, Exclusive Post Falls, and Shared Tier. Infrastructure to support urban development is mostly not in place at this time, but is being planned for.</p> <p>The following items affirm or guide development of key policies for this area, or suggest future action items for the West Prairie focus area:</p> <ul style="list-style-type: none"> ▪ <i>Industrial and commercial uses are envisioned west of Pleasant View Road;</i> ▪ <i>A mix of residential, commercial and industrial uses are envisioned Between Corbin Road and Pleasant View Road. Generally, residential would be appropriate closer to Corbin Road, with higher densities near commercial corridors and arterials;</i> ▪ <i>Mixed residential is envisioned between McGuire Road and Corbin Road, with higher densities near commercial corridors and arterials. This area may benefit from a subarea plan that examines lot and block development patterns to aid transition of five-acre lots;</i> ▪ <i>Seek opportunities to develop off corridor commercial;</i> ▪ <i>Prairie Avenue's arterial classification suggests it be considered for commercial uses;</i> ▪ <i>Other West Prairie areas may warrant commercial use consideration if adjacent to arterial/collector streets where traffic volume exceeds 4,000 vehicles per day.</i>
Westridge	<p>Development of the Westridge planned community began in the early 2000s on land originally owned and farmed by the Schniedmiller family. Today, Westridge contains a diverse mix of uses including schools, churches, multi-family and single family residential, commercial, and industrial uses – all complimented by neighborhood parks and trails. Continued investment and diversification of this area may assist transforming the Seltice corridor. Due to the close proximity to the Seltice Central planning area, new development in this area should contribute to additional activity within Seltice Central.</p> <p>The following items affirm or guide development of key policies for this area, or suggest future action items for the Westridge focus area:</p> <ul style="list-style-type: none"> ▪ <i>Continue to encourage diverse land uses in this area;</i> ▪ <i>Support ways to improve access to Mullan Avenue, Seltice Way and McGuire Road;</i> ▪ <i>Support improved connectivity from homes to nearby schools, churches, the Seltice Central corridor, and City parks.</i>

Private Property Rights

Idaho Code requires that comprehensive plans consider private property rights. The City of Post Falls supports and respects property rights, and must follow due process in enacting regulations and use the Idaho Attorney General’s process for evaluating new regulations. This process states that a government action:

- 1) Must address a legitimate state interest;
- 2) Must substantially advance these interests;
- 3) Must not deny an owner the economic viability of his or her land.

In order to address these issues, guidelines known as the Idaho Regulatory Takings Act Guidelines (IRTA), are updated annually by the Office of the Attorney General. Meeting any of the following criteria does not necessarily indicate a “taking”, but suggests that agency staff should carefully review the proposed action for possible constitutional issues:

- 1) Does the regulation result in a permanent or temporary physical occupation of private property?
- 2) Does the regulation or action require a property owner to dedicate a portion of property or to grant an easement?
- 3) Does the regulation deprive the owner of all economically viable uses of the property?
- 4) Does the regulation have a significant impact on the landowner’s economic interest?
- 5) Does the regulation deny a fundamental attribute of ownership?
- 6) Does the regulation serve the same purpose as if it was a directly prohibited use or action, and does the regulation advance that purpose?

State Requirements

In addition to this introduction, this plan is organized into nine chapters that address the 13 elements mandated by Section 67-6508 of the Idaho State Code. Table 1.04 identifies chapter locations for each state-mandated element, and many of the elements are addressed to some degree in multiple locations throughout the plan.

Table 1.04 – Location of Code-required Elements

Elements required by Idaho State Code ¹	Introduction (1)	Land Use (2)	Housing (3)	Transportation (4)	Public Services (5)	Parks & Recreation (6)	Natural Resources (7)	Economic Development (8)	Community Design (9)	Implementation (10)
Land Use		■	■	■		■	■	■	■	
School Facilities					■					
Agriculture		■					■		■	
Population		■	■							
Transportation				■				■		
Housing		■	■							
Economic Development								■		
Recreation						■	■		■	
Natural Resources		■				■	■	■		
Public Services, Facilities & Utilities					■	■				
Natural Hazards							■			
Hazardous Areas							■			
Growth Management		■		■					■	
Community Design									■	
Special Areas or Sites							■		■	
Property Rights	■									
Implementation										■

¹ = Section 67-6508, Idaho State Code; 2 = Optional element

Land Use

2

This chapter establishes land use categories for Post Falls, mapping an arrangement of those uses to direct and implement a wide array of community objectives including the land use related goals presented at the end of this chapter and related policies in the policy framework (Appendix B). It is important to reference both map and text (including land use designations, goals and policies) when using the plan. Action items related to Land Use are included in Chapter 10, Implementation.

Each of the land use categories and nodes descriptors detailed include a list of zoning districts and node types that may be applied for implementation. But needs and expectations for land uses in Post Falls are often quite nuanced – in terms of qualitative character or localized need, for instance. For this reason, users should also reference the Focus Area Diagram and focused area descriptors (contained in Chapter 1 and Appendix A) when considering implementation actions and steps, applying policies where they make the most sense.

The land use patterns and characteristics mapped and described in this plan are based on the collective efforts of citizens of the community with the support



of city staff. Although many issues influenced the development of these policies, significant factors include:

- Growth trends and projections – Kootenai County Metropolitan Planning Organization (KMPO) has projected Post Falls to grow at a Compound Annual Growth Rate (CAGR) of 4.8% over the next 23 years. This would result in a 2040 Post Falls with a population of 103,908;
- Housing stock – recognizing the need for more units serving smaller and lower-income households (i.e. workforce housing);
- The Area of City Impact (ACI) – working to coordinate development of infrastructure and density patterns in ways that minimize long-term costs;
- Transportation and mobility needs – facilitating regional flow without dividing neighborhoods, while supporting walking-distance housing/service relationships;
- Economic development goals – including living-wage job growth to complement the housing sector, more destination retail and downtown revitalization;
- Public infrastructure needs and efficiencies – seeking infill and land use patterns that optimize public investment;
- Financial feasibility – including net-gain policy choices and maintaining or improving citywide land values;
- Existing uses – seeking to complement use patterns even as the community grows and diversifies.

To inform policies on these and other factors, the City commissioned an Economic and Market Profile ("CAI Report") as part of this plan update. The report provided data on a range of topics, and key findings are referenced in other elements. A full copy of the report is provided in Appendix D.¹ Findings from a fiscal impact study conducted in 2009 are also reflected in policy, specifically those that urge development cover initial and long-term costs for services that such projects may require.

A detailed land use inventory for Post Falls was not performed for this update. However, the 2016 Transportation Master Plan reports over 1,100 acres of vacant industrial or commercial-zoned land within the City, and 600 acres dedicated to various types of residential uses.

¹ *City of Post Falls Economic And Market Profile/Technical Analysis, by Community Attributes Inc., March 8, 2017, Appendix D.*

Land Use Categories

Post Falls' land use categories are described below and located on the Future Land Use Map (Figure 2.02). These articulate envisioned uses and characteristics for nearly all areas of Post Falls, including a statement of purpose and list of implementing zoning districts. These provide a framework and direction for desired development patterns, while at the same time, allowing for flexibility in applying zoning.

In order to allow cities to anticipate areas of land that may become urban and served by urban services, the Idaho's Land Use Planning Act provides for Area of City Impact (ACI) (§67-6526). Planning for an ACI provides the framework and is a necessary requirement for most types of city annexations (§50-222).

Because the Post Falls planning area (official limits and growth areas) includes areas where use patterns have yet to be established or lack clarity, this plan includes two additional policy types: land use categories for growth areas, and "Focus Area" descriptors included in Chapter 1 and keyed to Figure 1.03. Handout-sized copies of these descriptors are included in Appendix A.

Residential

Purpose: The Residential land use categories are intended to support zoning districts permitting a range of housing types and at various densities. By area, the residential land use categories collectively are the largest land categories within the future land use map.

Low-Density Residential

Principal Uses & Character: This category encompasses all types of single-family residential uses up to eight dwelling units per acre and also supports land uses such as parks, schools, and public facilities. Densities may vary as appropriate to location, street and infrastructure capacities, planned development patterns and compatibility with existing development.

Additional Uses: Use patterns blending commercial and residential may be considered in areas as they develop, provided they are consistent with the Focus Area descriptor, feature higher traffic volumes, and/or are located and designed to function as a pedestrian-friendly focal point of the surrounding neighborhood. Such patterns should feature an interconnected street system allowing easy, all-modes access to adjoining neighborhoods.

Implementing Zoning Districts

R-1-S, R-1, R-2, RM, SC3, Per Focus Area



Figure 2.01 – A sizable portion of Post Falls' residential growth is expected to occur on the Rathdrum Prairie and mixed-use form along Highway 41. (Image: Studio Cascade, Inc.)

Medium-Density Residential

Principal Uses & Character: This category encompasses all types of residential uses between five and 16 dwelling units per acre and also supports land uses such as nursing care facilities, parks, schools, and public facilities. Densities may vary as appropriate to location, street and infrastructure capacities, planned development patterns and compatibility with existing development.

Additional Uses: Use patterns blending commercial and residential may be considered in areas as they develop, provided they feature higher traffic volumes, and/or are located and designed to function as a pedestrian-friendly focal point of the surrounding neighborhood. Such patterns should feature an interconnected street system allowing easy, all-modes access to adjoining neighborhoods.

Implementing Zoning Districts

R-2, R-3, RM, SC4, Per Focus Area

High-Density Residential

Principal Uses & Character: This category encompasses all types of residential uses that would be greater than 12.5 but less than 25 dwelling units per acre and also supports land uses such as nursing care facilities, parks, schools, and public facilities. Densities may vary as appropriate to location, street and infrastructure capacities, planned development patterns and compatibility with existing development.

Additional Uses: Use patterns blending commercial and residential may be considered in areas as they develop, provided they feature higher traffic volumes, and/or are located and designed to function as a pedestrian-friendly focal point of the surrounding neighborhood. Such patterns should feature an interconnected street system allowing easy, all-modes access to adjoining neighborhoods.

Implementing Zoning Districts

R-3, RM, SC5, SC6 Per Focus Area

Commercial

Purpose: The Commercial land use designation provides for a wide variety of general service, retail, professional office, and mixed (commercial and multi-family) uses that serve local and regional residents as well as the traveling public. The Commercial category generally applies to regional and community shopping centers and professional office developments. Retail and Office Commercial areas are generally located throughout the city along major arterial streets. Typical building types include commercial buildings, shopping centers, and office buildings. Future changes to Retail and Office Commercial areas are expected to include additional commercial and mixed-use developments that create a more pedestrian-oriented commercial centers and corridors mixed with multifamily housing.

Principal Uses & Character: This category includes a broad mix of commercial, retail, professional office, civic, and cultural uses. Residential uses may be permitted by the implementing zoning district. Active uses are emphasized along key block frontages to focus pedestrian-oriented commercial activity. Multi-story buildings and a mixture of uses are encouraged. Design standards that enhance the character of these areas, improve pedestrian connections and promote compatibility between permitted uses are important.

Implementing Zoning Districts

CCM, LC, CCS, SC4, SC5, Per Focus Area

Business/Commercial

Purpose: The Business/Commercial category provides for a wide variety of general service, retail, professional office, light industrial, artisan manufacturing and mixed-uses that serve local and regional residents as well as the traveling public. This category promotes a mixture of moderate/high density housing types within walking distance of the city center, neighborhood center and corridor commercial uses, as well as civic uses and other amenities within Post Falls. The implementing zoning district details the breadth and types of uses that would be permitted within the Business/Commercial area.

Principal Uses & Character: This category supports a mixture of housing types built at a moderate density (at least eight units per net acre). Design standards that enhance the character of these areas, improve pedestrian connections and promote compatibility between permitted uses are important. These areas are expected to have a connected grid of streets that facilitate good pedestrian access. Multi-story buildings and a mixture of uses are encouraged, particularly in the City Center District.

Additional Uses: Multifamily uses may also be integrated into Business/Commercial areas. Compatible non-residential uses are also allowed under special conditions. Technology park land uses that provides for a mix of light manufacturing, warehousing, business park, service commercial, and multifamily uses in areas with suitable land and transportation access that are buffered appropriately to residential and other uses typically seen as incompatible with technology park activities.

Implementing Zoning Districts

LC, CCS, CCM, TM, R-2, R-3, SC4, SC5, Per Focus Area

Business/Industrial

Purpose: The Business/Industrial land use designation provides for a mix of heavy and light manufacturing, warehousing, business park and service commercial uses in areas with existing industrial uses or other areas with suitable land and transportation access that are buffered from residential and other uses typically seen as incompatible with industrial activities.

Principal Uses & Character: This category supports heavy and light manufacturing, warehousing, business park, service commercial and accessory uses.

Implementing Zoning Districts

I, HI, TM, Per Focus Area

Growth Area Designations

For areas outside Post Falls' existing boundaries but identified as part of the City's long-term future, the following Growth Area Designation is applied, directing expected levels of intensity through the implementation of a series of Focus Areas rather than identifying specific use type (See Chapter 1). This approach improves the City's ability to plan for these areas, while also providing much-needed flexibility for use types to emerge in response to future conditions.

Transitional

Purpose: This designation is assigned to lands suitable for growth. The timing for growth is undetermined, but guidance can be located within the associated Focused Area.



Figure 2.02 – Land use policies support "activity nodes" in select commercial and residential areas, providing a diverse array of complimentary uses within walking distance of homes. (Image: Studio Cascade, Inc.)

Implementing Zoning Districts

Assigned zones should be compatible with adjacent zones/uses within the City and consistent with the guiding principles within the associated focus area.

Activity Node Categories

Commercial Activity Node

Purpose: The Commercial Activity Node is intended to encourage commercial activities to occur at major transportation nodes to compliment the overall community. These nodes would consist of a variety of retail, office, other commercial services to be integrated into the nearby community with the intent to create a focal point of vibrancy conveniently located near neighborhoods and other commercial services along nearby arterial and collector streets.

Neighborhood Activity Node

Purpose: The Neighborhood Activity Node is intended to allow for small-scale commercial activities within walking distance from residential neighborhoods. This node would consist of small-scale and pedestrian-oriented retail, office, commercial and residential centers integrated into the existing community with the intent to create a place of vibrancy conveniently located near neighborhoods and serve as a transition into a more intense commercial activity node that would be located at a major

intersection on an arterial/collector. On-street and rear-access parking is the preferred development pattern, focusing on activating the public realm and pedestrian activity to the area. These are encouraged to compliment a neighborhood activity node with a neighborhood park, furthering the connection between public spaces and neighborhood activities.

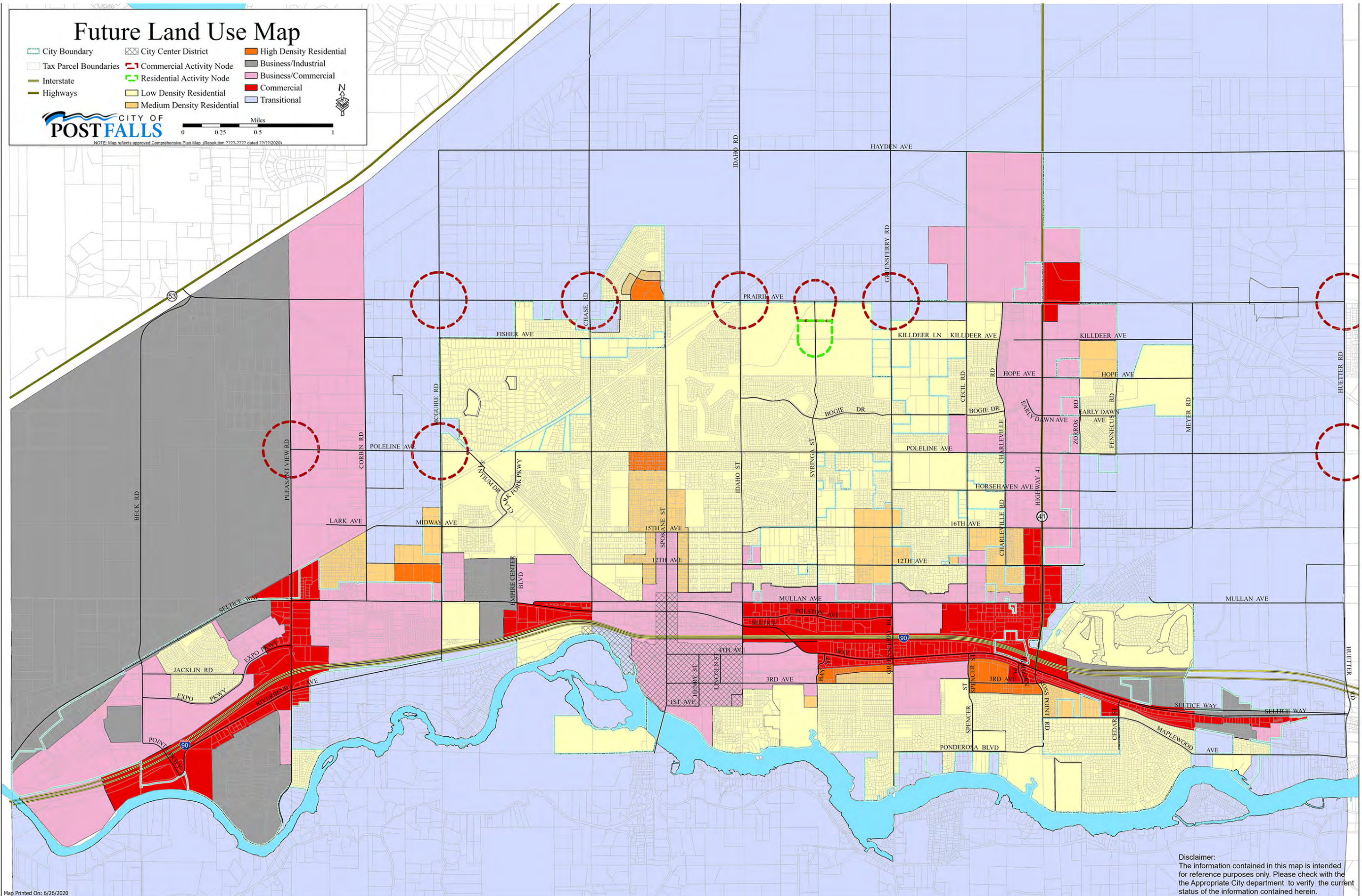


Figure 2.03 – Future Land Use Map

■ Land Use Goals

Goals

Grow and sustain a balanced, resilient economy for Post Falls, providing community prosperity and fiscal health. [G-01]

Discussion: In seeking long-term prosperity, residents understand the need to build economic diversity – capitalizing on access to neighboring job centers as well as developing a strong business base within City limits. This plan supports strategies that build and sustain a diverse, balanced economic base, retain existing quality of life assets, and help keep Post Falls prosperous.

Maintain and improve the provision of high-quality, affordable and efficient community services in Post Falls. [G-02]

Discussion: Municipalities exist to provide infrastructure and services that would be impossible for individuals to provide. While pooled resources make essential services achievable, they also require strong levels of coordination and management to assure accountability and efficiency. Some actions have clear and immediate effects on resources. Other actions may be more difficult to associate with fiscal impact, but over time, may profoundly affect the costs of services – and livability of the community. This goal anchors the need for the City of Post Falls to consider the long-term cost implications and benefits of choices including land use, transportation investments, parks and recreational services, as well as other types of infrastructure – maintaining efficiency and accountability for the community it serves.

Maintain and improve Post Falls’ small-town scale, charm and aesthetic beauty. [G-03]

Discussion: Whether newly-arrived or long-term, residents of Post Falls often cite the community’s “small-town charm,” its modest size, and its valley setting with open space prairie and the Spokane River as attractive features. Due to this, many of the goals, policies and programs contained in this plan help retain the City’s lower-scale, walkable, small-lot development patterns common in early Post Falls, while at the same time, providing for urban growth in other, appropriate areas; support the development of cultural features and activities; and direct land use decisions encouraging infill and thoughtful expansion.

Sustain the historic city center as the “heart” of Post Falls, bringing the community together and enhancing its commercial, service and civic vitality.

[G-04]

Discussion: In preparing this plan, residents made it clear that the historic city center should still be considered the ‘heart’ of Post Falls. Development of a vibrant city center will require supporting its numerous and necessary functions, including a strong commercial base, community services, public space availability and access, parking and diverse housing options. This plan provides policies and programs that help foster an environment in which the city center can thrive, in turn aiding the attractiveness, efficiency and value of the entire community.

Keep Post Falls’ neighborhoods safe, vital, and attractive. [G.05]

Discussion: Residents prize the character and unhurried pace of Post Falls neighborhoods, and wish to ensure their neighborhoods are kept safe, active and aesthetically pleasing. Supporting this goal, a diverse set of policies have been provided, including encouraging attractive, pedestrian-friendly development, provision of diverse housing types, parks facilities, and neighborhood-scale commercial services.

Plan for and establish types and quantities of land uses in Post Falls supporting community needs and the City’s long-term sustainability. [G.07]

Discussion: Cities exercise considerable influence over land use, in turn influencing the type and character of development, patterns of growth, and the short and long-term financial impact of growth on the local economy. Consequently, this plan supports the allocation of land use types, parks features and other areas sufficient to achieve overall plan objectives.

Protect and enhance Post Falls’ scenic and natural areas for present and future generations. [G.09]

Discussion: A hallmark of Post Falls is its riverside and prairie setting, including quiet shorelines, forested hillside backdrop and open-space lands. In concert with other plan goals and policies directing growth, this goal supports the preservation of scenic and open space areas, urging creative employment of tools such as land trusts, rights-purchasing or exchanges, or other appropriate strategies.

Provide and support Post Falls’ parks and recreational opportunities on-pace with growth. [G.10]

Discussion: Post Falls residents value current parks and recreational services, and wish to retain the same or higher levels of service as the community grows. This goal directs the City to consider parks and recreational needs in all related plans and actions, including land use decisions, regulatory requirements and budgeting.

Maintain the City of Post Falls' long-term fiscal health. [G.12]

Discussion: Services that cities provide cannot be sustained without fiscal balance and accountability. This goal serves to anchor the City of Post Falls' obligation to sustain its fiscal health – achieved through the gathering of income in responsible, equitable ways, and through decisions, investments and actions that provide rate-payers with efficient, effective services now and in the future.

Maintain, update, coordinate and implement Post Falls' policy and regulatory documents. [G.13]

Discussion: Cities are more likely to succeed when leaders and citizens come together to address a shared vision and set of objectives. This goal serves to affirm Post Falls' commitment to community planning and implementation. This plan is configured to aid periodic updates, and encourages future planning work by City departments, creating topical, parks or sub-area planning. Good planning – and just as important, implementation – is key to maintaining Post Falls' essential qualities over time.

Involve the community of Post Falls in all local government planning and decision-making. [G.14]

Discussion: By intent, the development of this plan update has been community-driven, involving numerous residents including some representing large groups of residents. For plans to succeed, community buy-in and support is critical. Future conditions will certainly require the creation of new objectives and strategies, and this goal supports keeping residents highly involved in such work.



Housing

3

Construction of new housing has been one of the strongest elements of the Post Falls economy since 1990, driving intense transformation in terms of land use patterns, transportation needs and service provision. Because population projections suggest this trend is expected to continue well into the future, the City of Post Falls recognizes the extreme importance of guiding growth in ways that help achieve multiple goals. Beyond improving the quality, affordability, and availability of housing, the policies contained in this plan support objectives concerning economic development, neighborhood character, public safety and efficient, cost-effective development patterns.

Conditions & Policy Response

Market projections, service conditions and public input shaped the development of this plan's housing-related goals and policies. In addition, an Economic and Market Profile (CAI Report.¹) was prepared for the City in March 2017. The report's observations regarding housing includes:

- Post Falls has grown faster than the region and other neighboring cities;

¹ *City of Post Falls Economic And Market Profile/Technical Analysis, by Community Attributes Inc., March 8, 2017, Appendix D.*

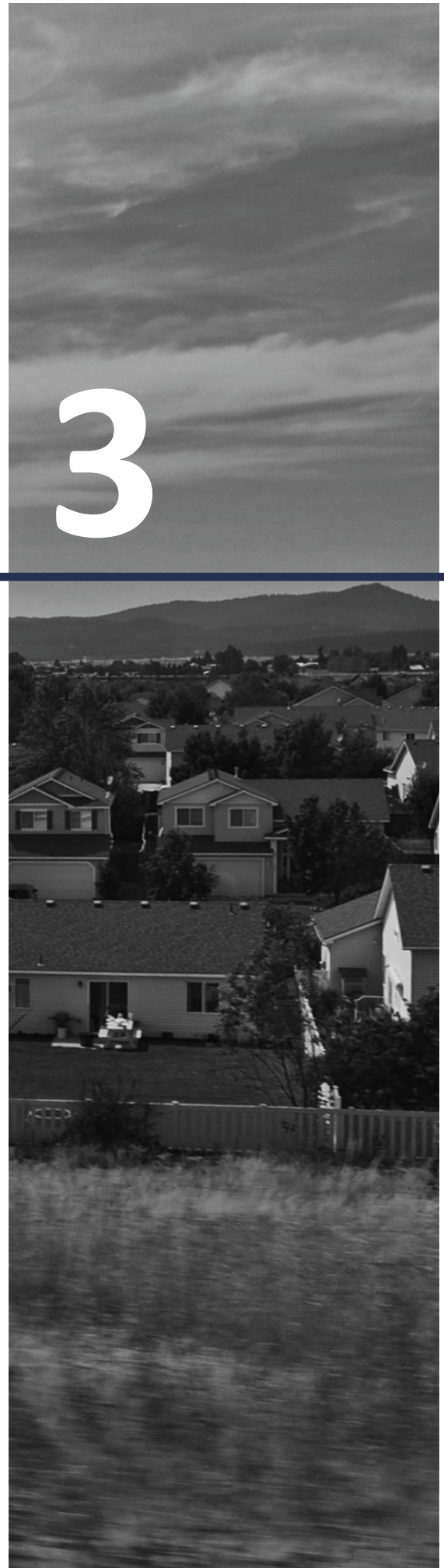


Table 3.01 – Apartment Market Overview, Comparison Jurisdictions

	Vacancy	Avg. Rent	Rent/SF	Surveyed*
Kootenai County	2.0%	\$994	\$1.04	3,060
Spokane County	4.0%	\$997	\$1.14	N/A

Source: Kootenai County Commercial Market Review & Forecast, 2019

* Denotes number of complexes surveyed for table data

- Post Falls has a balanced jobs-housing ratio, but housing growth outpaced employment growth from 2010 to 2015;
- Post Falls has a larger portion of single family homes compared to Coeur d’Alene or Liberty Lake, though similar to the County overall;
- The city has a higher proportion of households with children than elsewhere in Kootenai County. At the same time, 61% of Post Falls households consist of one or two people;
- Though the City’s housing market remains relatively affordable, Post Falls’ homeowners are slightly more likely to be cost-burdened compared to comparison jurisdictions;
- Post Falls’ renters are less likely to be cost-burdened compared to other jurisdictions;
- A relatively high proportion of people work in the City but live elsewhere, meaning a significant portion of the workforce is imported from throughout the region;
- As shown in Table 3.01, rents in Kootenai County are only slightly lower than rents in Spokane County, despite vacancy rates in Kootenai being half that of Spokane County. The market is still tight in both areas.

Together, these and other trends support policies that:

- Coordinate economic development objectives with housing, helping increase the number of workers that also live in the City and address employer needs as related to housing types;
- Encourage greater diversity in housing types including infill and more urban forms of housing – helping attract companies that use such features in recruiting, and to improve housing choice for residents and those that work in Post Falls but live elsewhere;
- Maintain and improve conditions that retain working families, including housing in close proximity to quality schools and parks, with access to well-paying employment;

- Embrace design-related needs expressed by the community, ensuring Post Falls' character and values shape future housing – not the other way around.

Community input for this and the previous plan suggested policies to address a wide range of more qualitative objectives, such as sustaining the value and vitality of the city center and existing neighborhoods, and boosting standards to ensure new housing is of high quality. Each of these objectives are supported in this plan's policy framework. Many in the community also wish to sustain Post Falls' "small town" look and feel, suggesting the type of lower-scale, walkable, small-lot development patterns typical of pre-1950s America (and early Post Falls). While higher-scale patterns are envisioned in some portions of the city, others are not; see the Focus Area Diagram (Figure 1.04) for these locations.

As described in Chapter 1, the City of Post Falls has adopted a growth rate of 4.8% per year as a planning framework, helping advise land use decision-making and provisions for services. This equates to approximately 73,000 new residents in Post Falls by the year 2040. Though robust and sustained growth is by no means certain, accommodating more than 70,000 new residents within existing residential areas should be attainable, given planned capacities in areas such as Poleline and North Prairie – to say nothing of strong infill/redevelopment opportunities in Milltown, City Center and Seltice Central.

Beyond this plan's Future Land Use Map, opportunity areas for infill or other types of housing growth are located and described in the Focus



Figure 3.01 – Post Falls' housing policies seek to provide residents with diverse, high-quality housing options. (Image: Studio Cascade, Inc.)

Area Diagram and associated pages mentioned above. These provide valuable insight into ways Post Falls hopes to grow and evolve in each of its numerous and diverse neighborhoods.

Goals most closely related to Housing are listed on the following pages, with the complete set of goals and policies presented in Appendix B. Action items related to Housing are included in Chapter 10, Implementation.

■ Housing Goals

Goals

Maintain and improve Post Falls’ small-town scale, charm and aesthetic beauty. [G-03]

Discussion: Whether newly-arrived or long-term, residents of Post Falls often cite the community’s “small-town charm,” its modest size, and its valley setting with open space prairie and the Spokane River as attractive features. Due to this, many of the goals, policies and programs contained in this plan help retain the City’s lower-scale, walkable, small-lot development patterns common in early Post Falls, while at the same time, providing for urban growth in other, appropriate areas; support the development of cultural features and activities; and direct land use decisions encouraging infill and thoughtful expansion.

Keep Post Falls’ neighborhoods safe, vital, and attractive. [G.05]

Discussion: Residents prize the character and unhurried pace of Post Falls neighborhoods, and wish to ensure their neighborhoods are kept safe, active and aesthetically pleasing. Supporting this goal, a diverse set of policies have been provided, including encouraging attractive, pedestrian-friendly development, provision of diverse housing types, parks facilities, and neighborhood-scale commercial services.

Plan for and establish types and quantities of land uses in Post Falls supporting community needs and the City’s long-term sustainability. [G.07]

Discussion: Cities exercise considerable influence over land use, in turn influencing the type and character of development, patterns of growth, and the short and long-term financial impact of growth on the local economy. Consequently, this plan supports the allocation of land use types, parks features and other areas sufficient to achieve overall plan objectives.

Maintain, update, coordinate and implement Post Falls’ policy and regulatory documents. [G.13]

Discussion: Cities are more likely to succeed when leaders and citizens come together to address a shared vision and set of objectives. This goal serves to affirm Post Falls’ commitment to community planning and implementation. This plan is configured to aid periodic updates, and encourages future planning work by City departments, creating topical, parks or sub-area planning. Good planning – and just as important, implementation – is key to maintaining Post Falls’ essential qualities over time.

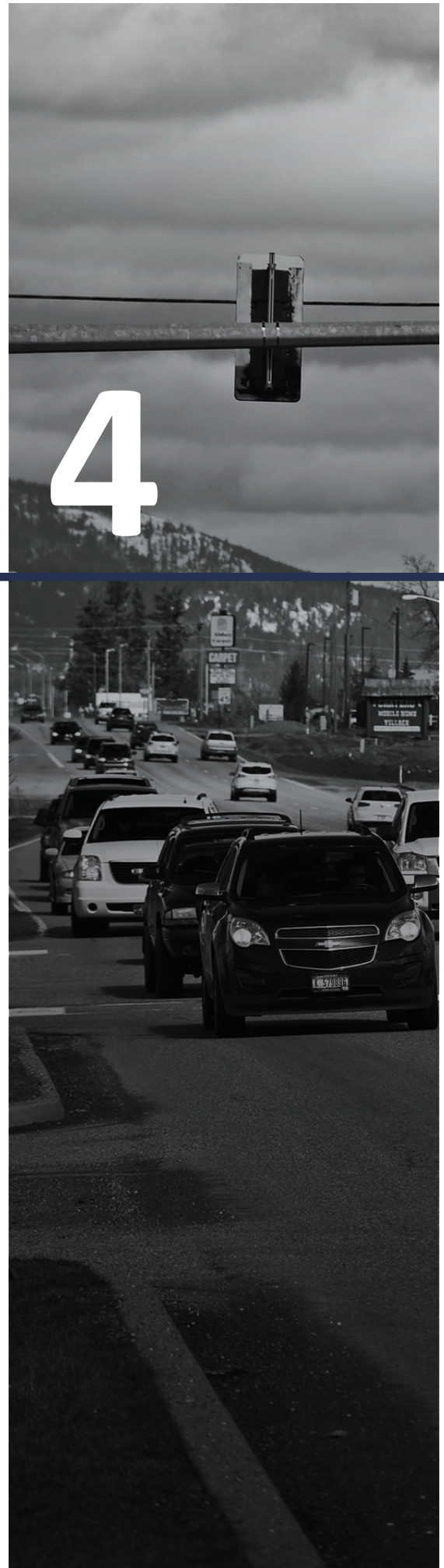
Transportation

4

Transportation systems and land use patterns are highly interrelated. Today's best-practice understanding recognizes that street and roadway design has a strong influence on the type, character, function and relative value of development patterns.

Given that transportation design carries significant implications regarding a multitude of important planning goals including land use, housing, service delivery, community character and economic development, Post Falls has adopted policies that encourage transportation design and investment address the above-named considerations as well as multi-modal options for residents.

This element presents a very brief overview of Post Falls' transportation system and the type of goals the City intends to pursue in support of its long-term objectives. This overview incorporates items from the City's 2017 Transportation Master Plan (TMP), a detailed document featuring extensive mapping, street section designs by type, management standards, complete street components to accommodate bicycle, pedestrian and transit and dozens of capital improvement projects.



Historic Patterns

Historically, Post Falls' streets and roadways were developed to support:

- **Agricultural functions** – especially crossing the Rathdrum Prairie to the north, roads (including Highway 41) define classic Public Land Survey System "Sections", once serving as farm-to-market roads. To date, many of these have been subdivided, supporting grid-style or discontinuous housing developments;
- **Town center and civic functions** – Though bisected by I-90, Post Falls' original town center is typified by a smaller-scale, rectilinear street grid supporting traditional commercial, civic and housing needs;
- **Industrial functions** – Post Falls' early economy featured a heavy reliance on lumber mills and processing, utilizing the Spokane River for power and for ferrying timber, and accessing railway spurs running east-west through the town center and northwest joining BNSF (Burlington Northern & Santa Fe) and Union Pacific main lines. Owing to this, the historic grid pattern in the city center area is partially interrupted along the BNSF spur, and many streets and roads in Post Falls feature at-grade rail crossings.

Current Conditions

Post Falls, along with neighboring communities in and near the Rathdrum Prairie, is expected to continue its transition from agricultural to residential, industrial, retail, and other uses.

Interstate 90 (I-90) is perhaps the most significant and visually-prominent roadway in Post Falls, bisecting the community along its east-west path. State Highways 290/53 and 41 are also seen as vital, the former linking Spokane to Rathdrum, and the latter carrying regional traffic from I-90 as far as Newport. Other significant routes include Prairie Avenue to the north, Pleasant View and Beck Road to the west, Greensferry Road just east of downtown and Seltice Way, an east-west corridor that once joined Spokane and Coeur d'Alene before the completion of I-90.

Beyond the city center, particularly north of I-90, arterial roadways typically track the one-mile grid pattern established as "Sections" by the Public Land Survey System. Collector roadways typically track ¼ to



Figure 4.01 – *Post Falls' historic development patterns are in transition. For example, this image depicts new subdivision housing along former farm-to-market roadways. (Image: Studio Cascade, Inc.)*

½-mile spacings to allow for transition between local residential and commercial roadways to regionally significant routes.

Summaries of other key portions of Post Falls' transportation system are provided below:

- **Bicycle & Pedestrian Facilities** – Post Falls features approximately 205 miles of sidewalk, 21 miles of bike lanes and 34 miles of shared use pathways. The majority of bicycle lanes within the city serve as portions of the Centennial Trail where it must traverse city streets. Additional bike lanes exist within newer developments and along 15th Avenue from Idaho Street to Spokane Street and along Spokane Street from 15th Avenue to Poleline Avenue.¹ Significant existing multi-use trails include the Karen Streeter Trail and the Poleline Avenue Trail. Mapping in Chapter 3 of the TMP shows an extensive network of future bike lanes and multi-use trails across the city, traversing nearly all major north-south and east-west routes. Guided by the TMP and bike and pedestrian planning, upgrades to Post Falls' non-motorized system is given high priority as development occurs. (See Figure 4.03)
- **Transit System** – The Couer d'Alene Tribe, in partnership with Kootenai County and Kootenai Health, operates a free, fixed

¹ Inventory does not include facility condition including ADA or City standards compliance.

route public transit service called Citylink. Citylink is funded primarily by Tribal and Federal Transit Administration (FTA) funds, with Kootenai County as the designated recipient for the FTA funds.

Citylink currently operates four routes operating 16 hours a day, seven days a week with three designated as "urban" and one as "rural." Route "B" services the City of Post Falls and operates Monday through Friday from 6:00 am to 6:00 pm, and on Saturdays from 9:00 am to 3:00 pm. There is no Sunday service. Routes are supplemented with Paratransit and Ring-a-Ride. Paratransit services – provided under separate contract – are offered north of the Spokane River within a ¾ mile zone around fixed routes. Transit routes and stops are mapped in Chapter 3 of the SMP or may be viewed at the Citylink website.²

A 2009 study adopted by the KMPO explored the viability, needs and potential locations of a transit center serving the Post Falls/Coeur d'Alene market. As a result, a new transit center is currently under construction in Coeur d'Alene's Riverstone Development.

Spokane Transit Authority (STA) administers a vanpool program that often provides service from Post Falls to locations in Spokane County. This plan supports maintaining an ongoing relationship with STA, leveraging regional growth patterns that, at least from business and resident perspectives, see Spokane, Post Falls and Couer d'Alene as a unified metro area.

- **Coeur d'Alene Airport** – A summary of facilities and policy considerations relating to the Coeur d'Alene Airport (COE) is contained in Chapter 5, Services.
- **ADA Conditions** – Since its original passage in 1990, the City of Post Falls has been working to ensure compliance with the Americans with Disabilities Act (ADA), incorporating new building and infrastructure standards into city code, and retrofitting a large portion of community facilities to provide disabled access. The City is currently considering creation of a formal ADA transition plan.

² See Citylink, <https://www.idahocitylink.com>

Planning & Implementation

The City of Post Falls, Post Falls Highway District (PFHD) and Idaho Transportation Department (ITD) are responsible for road construction and maintenance in and around the community. ITD controls all roads and highways of statewide significance, including many key corridors in Post Falls. Construction and maintenance of non-ITD roads outside the city is carried out by the PFHD, leaving Post Falls' direct control over the design of its roadways as largely limited to non-highway routes within City limits.

Kootenai Metropolitan Planning Organization

Design and long-term planning for major roadways and highways in Post Falls is coordinated with the Kootenai Metropolitan Planning Organization (KMPO). The KMPO, an agency mandated by federal funding requirements, also partners with the ITD and other local cities and agencies to plan for and fund transportation improvements across the county. KMPO's director and staff supports a Board of Directors made up of elected officials from jurisdictions including Post Falls, Rathdrum, Coeur d'Alene, Hayden, the Coeur d'Alene Tribe, the ITD, Kootenai County and four local highway districts. KMPO is provided technical guidance for regional planning from the Kootenai County Transportation Team (KCATT) comprised of representatives from each of the highway districts and cities. The KMPO prepares and maintains several long-term planning documents incorporating all state and federally-funded transportation projects, including:

- **The Metropolitan Transportation Plan** – A comprehensive, long-range, multimodal “blueprint” for transportation systems and services aimed at meeting mobility projections for Kootenai County through the year 2035;
- **Transportation Improvement Program (TIP)** – A five-year plan that identifies, prioritizes and allocates funding for transportation projects. The TIP is effectively the short-range implementation component of the Metropolitan Transportation Plan;
- **Unified Planning Work Program (UPWP)** – The UPWP outlines KMPO's intended work for each fiscal year;
- **Regional Non-Motorized Transportation Plan** – This document, created in 2009, outlines a regional vision for non- motorized transportation, providing recommendations to help create a more walkable, bikeable region. An update to the RNMTTP was completed and adopted in August 2018;

- **Public Transportation Plan** – This document outlines current usage patterns and needs, including future transit demand based on growth projections.

Road Classification System

For planning purposes, Post Falls' road system is divided by functional classifications, determined by land use, access points and traffic volumes. These identify expectations for future improvements, including a range of design criteria associated with classifications. The following is a description of each class of roadway:

- 1) **Principal Arterials** – Principal Arterials are intended to serve as primary routes for travel between major urban centers. These function in a similar manner to Minor Arterials but generally carry higher traffic volumes from 12,000 to a maximum of 32,000 vehicles per day. Only three roadways are identified as Principal Arterials within Post Falls: Seltice Way, Prairie Avenue and ID-41.
- 2) **Minor Arterials** – Minor Arterials are intended to move traffic loaded from collector streets between areas and across the city or region. Residential properties or developments should not access directly onto arterial streets. Minor Arterials are intended to carry between 6,000 and 15,000 vehicles per day.
- 3) **Major Collectors** – Major Collectors are intended to focus primarily on mobility needs and less on access than Minor Collectors. They are intended to carry between 4,000 and 12,000 vehicles per day.
- 4) **Minor Collectors** – Minor Collectors are intended to serve abutting property and local access needs or neighborhoods. They are intended to carry between 1,500 and 5,000 vehicles per day, including limited through-traffic. These are intended to serve residential, commercial, industrial, or mixed land uses.
- 5) **Local Streets** – Local Streets are intended to serve adjacent property without carrying regional through-traffic and are designed to serve neighborhoods. Local streets are designed to encourage lower speeds, incorporating such elements as narrower street sections, curb bulbs and greater connectivity to discourage excessive speed. Subcategories of local streets includes Residential, Commercial and Residential Collector.

Additional Classifications

The following details road classifications related to ITD or KMPO planning, as included in the ID-41 Corridor Master Plan.

Expressway – In addition to existing classifications, ITD classifies ID-41 as an "Expressway", anticipating the envisioned four-lane divided highway. The Highway 41 plan also includes a "network of secondary access roads to provide access to future development projects." These "Backage" roads, the plan envisions, would be located approximately 1/4 mile east and west of Highway 41, running parallel to the improved highway.

Local Commercial – The City's TMP recommends creation of 1/8-mile backage roads to supplement those envisioned in KMPO planning for ID-41 (1/4-mile and 1/2 mile). These, as included in the TMP, will serve as local access to commercial properties fronting ID-41 and provide access to intersecting signalized arterials for access to the highway for left turn movements. The TMP recommends these areas be provided the new designation of "Local Commercial."

Residential Collector – In addition to backage roads running 1/4-mile from the future highway, the ID-41 Corridor plan envisions additional parallel roads developed 1/2 mile from the improved highway. The City's TMP proposes these be designated as "Residential Collector" roads, connected to the 1/4 mile backage road and ID-41 by east/west roads.

Figure 4.04 illustrates Post Falls' Roadway Classifications system as applied to the existing network.



Figure 4.02 – Implementation of north-south mobility plans in Post Falls is opening tremendous opportunity for growth, including housing service commercial and unique mixed-use areas. (Image: Studio Cascade, Inc.)

Regionally Significant Projects

Road and highway improvements are being planned for by the City, ITD, KMPO or others that may be in-place by 2040 to accommodate regional growth. For a complete list of projects the City is working to implement, see the most current TMP. The following projects are listed as most likely to exert significant influence on policy and land use patterns in Post Falls.

ID-41 – Recent KMPO planning envisions ID-41 be enlarged as a four-lane divided highway with:

- *Traffic signals at 1/2 mile spacing;*
- *"Backage" roads running parallel to ID-41, and spaced 1/4 mile and 1/2 mile from the expressway;*
- *Reconfigured or new roads running east-west to connect all backage roads to ID-41;*
- *An "Aesthetic Corridor" overlay providing special design standards for visual appearance along the corridor.*

This project is designed to support a 2035 population approximately triple that of today, with the bulk of all new housing happening between Greensferry and Meyer Roads north of Poleline and south of Lancaster Roads.³ This concept is included in the 2017 Post Falls TMP update. The first phase (Mullan to Rathdrum) has funding allowing construction to begin in 2020.

Pleasant View Interchange – The ITD has completed designs for an interchange at the intersection of Pleasant View Road and SH-53. KMPO is seeking funding sources with a goal of 2025 construction. The design may necessitate at-grade track crossing closures at Beck and McGuire Roads.

Poleline Road / Hanley Avenue Extension – The City of Coeur d'Alene is planning the extension of Hanley Avenue to connect to Poleline Avenue at Huetter Road. If realized, this will create a significant connection between Coeur d'Alene at Dalton Gardens and Post Falls. It is assumed to be in place by 2025.

I-90 Widening – ITD is evaluating enlarging I-90 to three lanes in each direction from the state line to Sherman Avenue, with permitting processes beginning in 2018 and completion by 2035.

Huetter Road Expressway/Bypass – In 2009, the KMPO completed a right-of-way needs study for the proposed Huetter Road Bypass, providing up to six lanes of limited-access expressway from I-90 at Huetter to SH-53 and northeast to US-95. The project as envisioned features 70 mph design speeds and grade-separated rail crossings. Although currently unfunded

³ 34,572 of 47,500 KMPO projected new residents, 2020 to 2035. TAZ mapping, p. 16, Transportation Master Plan, City of Post Falls, February 2017.

for construction, the project has been adopted by multiple jurisdictions and portions of right-of-way have been reserved. This bypass is estimated to be in place by 2035.

Highway 41 / Ross Point / I-90 Interchange Upgrade – The existing Exit 7 interchange for I-90 / SH41 is approaching the end of its design life and has been identified by ITD as needing modifications to address safety and capacity needs. Replacement of the existing structures would also allow for the future widening of I-90. In 2018, ITD began working with local jurisdictions, stakeholders and held a public meeting to assess potential designs for a new interchange. Construction is anticipated to begin in 2023 and take two years to complete. In addition to addressing needs for motor vehicles, this project would also address safety concerns associated with the current pedestrian / bicycle crossing points associated with the Centennial Trail and ID-41 Trail at the ID-41 / Seltice Way / Ross Point Road intersection.

Policy Issues

As stated in this element's introduction, transportation system design has profound levels of influence on land use patterns, and by extension, nearly every aspect of community planning.

This plan's policy framework supports striving to manage and foster the creation of two very different, qualitatively distinct environments:

- 1) An area of explosive growth, built around high-speed, limited-access expressways crossing the Rathdrum Prairie;
- 2) A set of more walkable, character-rich and infill-driven districts, with downtown and the river as its centerpiece.

The first environment has clear momentum, and despite primary cost coverage by state and federal sources, will require significant political and monetary energies for Post Falls to manage, including creation of non-motorized features and backage road infrastructure. To advance these, the City has adopted a bike and ped plan, the KMPO has developed a non-motorized plan, and the City's development impact fee schedule aids implementation of capitol improvement planning.⁴ In addition, City staff remain strong advocates and drivers of multimodal planning and implementation efforts in Post Falls.

The second environment seeks to affirm and enrich existing patterns, and has been recognized and supported in TMP and bike and pedestrian planning. But lacking the type of externally-funded, catalytic investment associated with expressways, implementation will likely

⁴ Development Impact Fees pursuant to City of Post Falls Resolution 18-14. Fees for commercial and non-commercial projects are assessed with building permits.

follow a slower track relying on locally-funded (including impact fees), incremental improvements and local leadership.

To achieve its objectives, the City will need to maintain its role in managing the opportunities expressway growth may provide, shaping the formal and functional characteristics of all "backage" road areas, including considerations to minimize the divisive impacts of the corridor. At the same time, the City will need to consider any and all means to activate re-investment in existing, character-rich areas like the city center and Seltice Central, including direct investment in well-designed streets that compliment mixed-use, urban environments.

The City will also need to sustain its focus on improving trails, transit and improving east-west mobility. This includes:

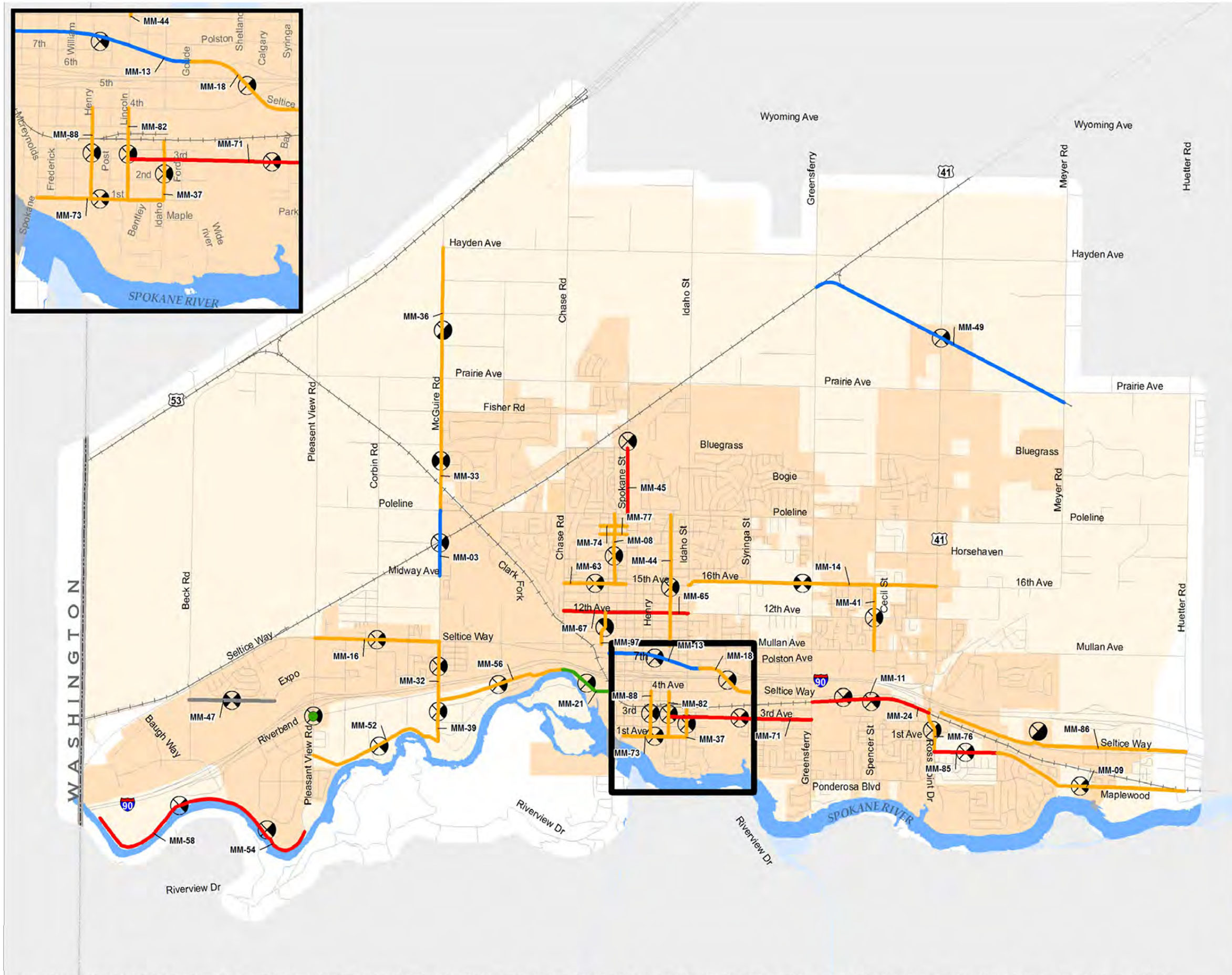
- Maintaining involvement in planned improvements to I-90 and local interchanges. Widening efforts, especially through the heart of Post Falls, will likely present opportunities to make the city center more visible and accessible, help bridge functional gaps between downtown and Seltice Central, and provide improved access to the Milltown area from the Seltice interchange.
- Further improvements and integration of non-motorized routes, such as the Centennial Trail, into system planning. Such efforts should also correlate parks and transportation objectives;
- Support and participation in long-term regional plans for improved transit, Spokane-area light rail and possible commercial jet service to Coeur d'Alene Airport.

Subsequent pages include copies of the City's Capital Improvement Project (CIP) Multi-Modal Facilities Map (Figure 4.03)⁵, and Figure 4.04, the Functional Road Classifications map, which applies the City's classifications system to its transportation network.

The following goals, copied from the Goal & Policy Framework (Appendix B) are intended to provide City leadership with guidance on a full range of topics related to transportation, supporting the creation of a system that balances a full range of mobility needs, and encourages designs that support other key goals including land use, community character and economic development. Action items related to Transportation are included in Chapter 10, Implementation.

⁵ Map from 2017 City of Post Falls Transportation Master Plan.

Capital Improvement Projects Multimodal



Roadway Improvements (by cost)

- Assumed by others
- \$1 - \$100,000
- \$100,001 - \$500,000
- \$500,001 - \$1,000,000
- \$1,000,001 or more

Intersection Improvements (by cost)

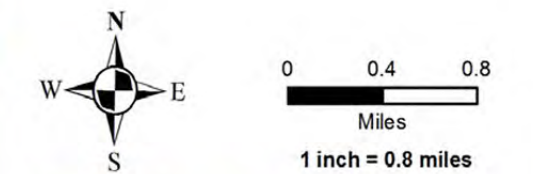
- Assumed by others
- \$1 - \$100,000
- \$100,001 - \$500,000
- \$500,001 - \$1,000,000
- \$1,000,001 or more

Project Types

- ⊗ Safety Improvement
- ⊗ Multi Modal
- ⊗ Partnering Jurisdiction
- ⊗ Development Driven

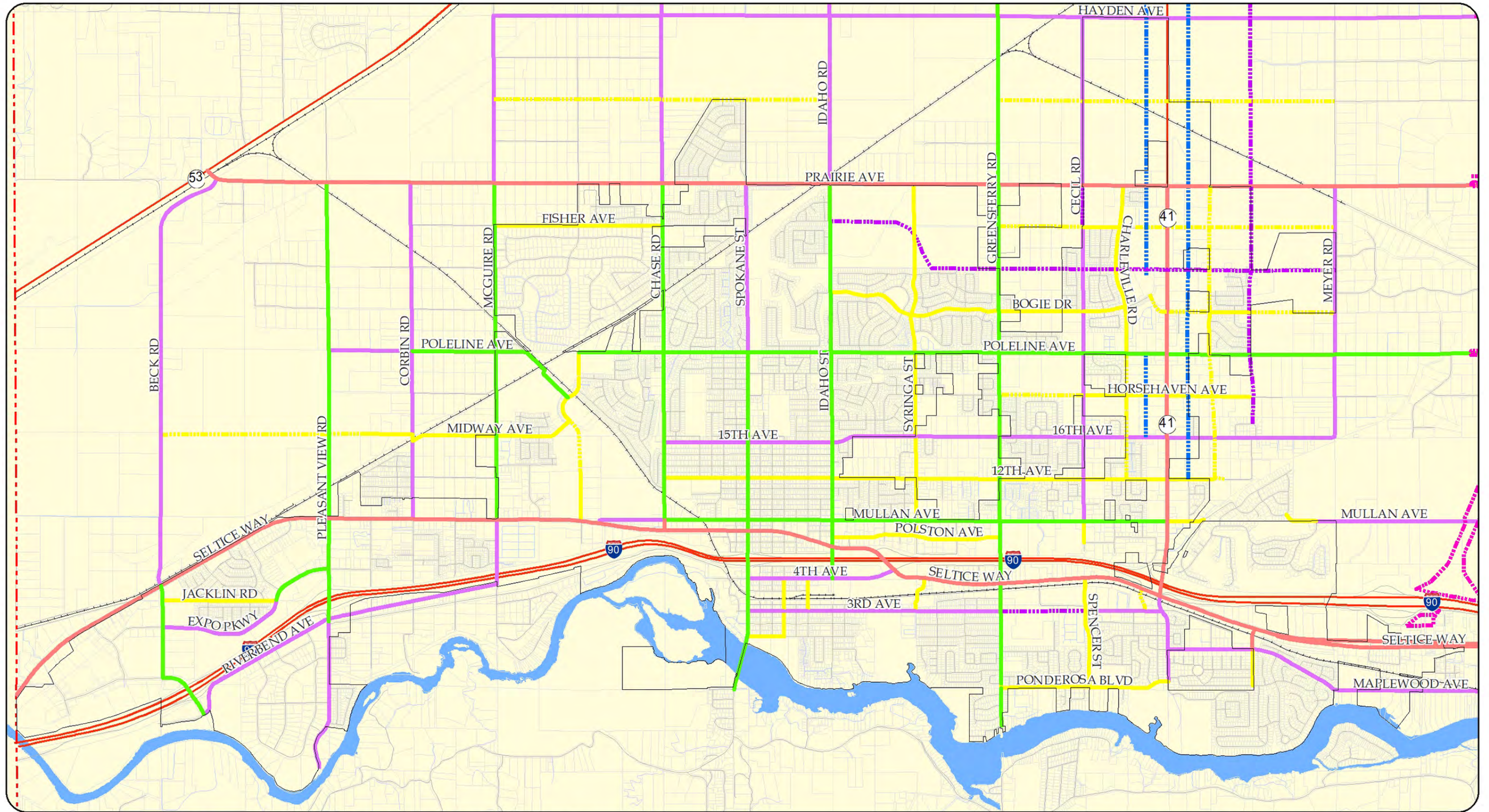
Political Boundaries

- City of Post Falls
- Area of City Impact



408 N Spokane St, Post Falls Idaho, 83854
Phone (208) 773-3511 Toll Free: (888) 925-9961

Figure 4.03 – Multi-Modal Facilities Map



Post Falls Road Classifications

Disclaimer:
The information contained in this map is intended for reference purposes only. please check with the Engineering/Planning Departments to verify current status of the information contained herein.

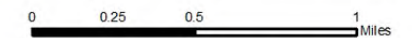
Online Map Link:
http://gis.postfallsidaho.org/GIS_Docs/PDFs/PostFallsRoadClassifications.pdf



Legend			
City Wide	Proposed Minor Arterial	Proposed Minor Collector	PRIVATE
City Boundary	Major Collector	Proposed SH41 1/8th Mile Backage Rd	Not categorized
Principal Arterial	Proposed Mjor Collector	Conceptual Huetter Bypass	Railroad
Minor Arterial	Minor Collector	State Line	Tax Parcel Boundaries
		PUBLIC	



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<http://www.postfallsidaho.org>



Revision Date: May 2020

Figure 4.04 – Road Classifications Map

■ Transportation Goals

Goal

Maintain and improve the provision of high-quality, affordable and efficient community services in Post Falls. [G-02]

Discussion: Municipalities exist to provide infrastructure and services that would be impossible for individuals to provide. While pooled resources make essential services achievable, they also require strong levels of coordination and management to assure accountability and efficiency. Some actions have clear and immediate effects on resources. Other actions may be more difficult to associate with fiscal impact, but over time, may profoundly affect the costs of services – and livability of the community. This goal anchors the need for the City of Post Falls to consider the long-term cost implications and benefits of choices including land use, transportation investments, parks and recreational services, as well as other types of infrastructure – maintaining efficiency and accountability for the community it serves.

Maintain and improve Post Falls’ small-town scale, charm and aesthetic beauty. [G-03]

Discussion: Whether newly-arrived or long-term, residents of Post Falls often cite the community’s “small-town charm,” its modest size, and its valley setting with open space prairie and the Spokane River as attractive features. Due to this, many of the goals, policies and programs contained in this plan help retain the City’s lower-scale, walkable, small-lot development patterns common in early Post Falls, while at the same time, providing for urban growth in other, appropriate areas; support the development of cultural features and activities; and direct land use decisions encouraging infill and thoughtful expansion.

Keep Post Falls’ neighborhoods safe, vital, and attractive. [G.05]

Discussion: Residents prize the character and unhurried pace of Post Falls neighborhoods, and wish to ensure their neighborhoods are kept safe, active and aesthetically pleasing. Supporting this goal, a diverse set of policies have been provided, including encouraging attractive, pedestrian-friendly development, provision of diverse housing types, parks facilities, and neighborhood-scale commercial services.

Maintain and improve Post Falls' transportation network, on pace and in concert with need and plan objectives. [G.06]

Discussion: All cities require functional, resilient transportation networks providing for the flow of people and materials. In assisting with this plan, residents urged improvements to the existing fabric and criteria that provide a full-featured street network for Post Falls, improving the efficiency, function and value of the City. Residents also recognize the importance of transit services, as well as connectivity to regional ground, rail and air transportation systems.

Maintain, update, coordinate and implement Post Falls' policy and regulatory documents. [G.13]

Discussion: Cities are more likely to succeed when leaders and citizens come together to address a shared vision and set of objectives. This goal serves to affirm Post Falls' commitment to community planning and implementation. This plan is configured to aid periodic updates, and encourages future planning work by City departments, creating topical, parks or sub-area planning. Good planning – and just as important, implementation – is key to maintaining Post Falls' essential qualities over time.

Involve the community of Post Falls in all local government planning and decision-making. [G.14]

Discussion: By intent, the development of this plan update has been community-driven, involving numerous residents including some representing large groups of residents. For plans to succeed, community buy-in and support is critical. Future conditions will certainly require the creation of new objectives and strategies, and this goal supports keeping residents highly involved in such work.



Public Services, Facilities & Utilities

5

Post Falls is served by a full range of public utility and service systems including telephone, fiber optic and cable telecommunications, electric power and natural gas. Services provided or contracted for by the City include police, library, solid waste, water and wastewater/water reclamation.

Projections for growth in Post Falls will require service providers to plan for and monitor corresponding investment and expansion of services. Robust growth – particularly at Highway 41 and Prairie Avenue – is anticipated over the next two decades, with as many as 3,300 new residents arriving per year.

Post Falls recognizes the value of land use and service policy in helping implement a broad scope of community goals and objectives. Growth presents numerous one-time opportunities, so it's critical to manage civic investment in ways that ensure the creation of cost-effective, durable and well-coordinated service infrastructure.

Services

The following summarizes key services available in Post Falls, introducing each category including providing agency, generalized capacity and facility plans, as available. A listing of goals most closely related to public services and facilities (from the plan's overall Goal & Policy Framework, Appendix B) completes the chapter. Action items related to Housing may also be included in Chapter 10, Implementation.

Police Protection

The City of Post Falls operates its own Police department, with an extensive array of services managed under patrol, communications, investigations and IT divisions. The Department's Capital Improvements Plan (CIP) and associated levels of service can be identified in the City's most recent Impact Fee report.

The Police Department also houses the City's code enforcement unit, also known as Community Services. This unit is primarily responsible for ensuring that City Code/Ordinance violations in the City are identified and quickly corrected. The Police Department also participates in local events and special outreach programs, such as Coffee with a Cop and Movie Night Out. Such participation is seen as important in promoting a safe community, serving as proactive crime deterrents through setting a good example, and fostering the respect of the community.

Despite the Post Falls' rapid growth in recent years, the city continues to enjoy relatively low crime rates. Criminal offenses in Post Falls are lower than national averages, along with excellent clearance rates of approximately 56 – 58% over the past few years.

Moving forward, continued coordination with the Police Department is paramount to ensure adequate services are available in areas that receive annexation and development requests. Coordination with the Police Department regarding future growth and new development in Post Falls will assist in the planning and design of new facilities, services, and contingencies or hazardous response plans. Utilizing the Police Department's expertise in matters of safety and planning for future neighborhoods and commercial centers will assist in continuing Post Falls being a safe place to live, work, and play.

Additional specifics on services and departmental capacity may be found on the department's website.

See: www.postfallspolice.com

Fire Protection / Emergency Services

Post Falls is served by Kootenai County Fire & Rescue (KCFR), an independent agency funded by district property taxes and governed by an elected board of commissioners. KCFR currently enjoys a Class 3 protection rating for most residential and commercial properties within City limits.¹ KCFR works with Kootenai County Emergency Medical Services System (KCEMSS) to provide EMS services and first response and ambulance transport. Fire District services also include technical rescue; code review and enforcement; public education; hazardous materials/disaster response; burn permits; fire prevention workshops and sprinkler plan reviews. Additionally, KCFR partners with the Post Falls Police Department for emergency response; fire and medical emergencies that include automated external defibrillator (AED) use or administration of Narcan²; response to active shooters; and provision of a police substation in a fire station.

See: www.kootenaifire.com



Figure 5.01 – In Post Falls, Fire and EMS services are provided by Kootenai County Fire & Rescue. (Image: Studio Cascade, Inc.)

The City Council has adopted Development Impact Fees for KCFR and KCEMSS and entered into Intergovernmental Agreement and Joint Powers Agreements for the Collection and Expenditure of Development Impact Fees for Fire District and EMS Systems Improvements by and between the City and the Kootenai County Fire and Rescue District and Kootenai County Emergency Medical Services System pursuant to Idaho Code §§ 67-8204A and 67-2328 for the collection and expenditure of Fire District and EMS System Impact Fees for both residential and non-residential development.

The following Capital Improvement Plans are Incorporated by Reference to this Comprehensive Plan:

- **Kootenai County Fire & Rescue Impact Fee Study and Capital Improvements Plan**
- **Kootenai County Emergency Medical Services System (KCEMSS) Impact Fee Study and Capital Improvement Plans**

Solid Waste / Waste Collection

The City of Post Falls contracts with private collection firms to provide solid waste and recycling collection. Solid waste disposal is managed by

¹ Idaho Service Rating Bureau ratings classes 1-10; 1 = most desirable. Insurers often base coverage programs on ISRB scoring. Ratings are based on many factors, including quality of the fire department, water supply and hydrant locations, communication systems, building codes and building inspection programs.

² Brand name for naloxone, an opioid overdose reversal drug.

Kootenai County, with non-recyclable materials directed to an active landfill adjoining Highway 95 approximately 16 miles south of Coeur d'Alene. The facility is operated on a portion of a County-owned 450-acre site, with an estimated life cycle for its permitted area through 2041-2042.

Ongoing growth will require careful attention to the logistical needs of solid waste haulers – such as transportation and site plan considerations – to maintain service efficiencies and manage waste in a purposeful, proactive fashion.

See: www.kcgov.us/departments/solidwaste

Water Services

High quality water from an abundant supply (the Rathdrum Prairie Aquifer) is a unique resource to north Idaho and Post Falls. This plan's policy framework recognizes this, and supports the preservation and protection of this high-quality water supply. The aquifer was designated as a “Sole-Source Aquifer” by the Environmental Protection Agency in 1978, and has been further protected by Kootenai County and the Panhandle Health District, which limits septic tank wastewater service to one residential equivalent per five acres. Additionally, the Sensitive Resource Aquifer designation in 1997 by the State of Idaho further protects the SVRPA with Idaho’s only “non-degradation” management standard. Detailed quantity, flow, and level analyses have been performed on both the Idaho and Washington side of the aquifer as part of the 2007 U.S. Geologic Surveys’ “Bi-State” Study and is available on the IDEQ website.

Level of Service Criteria

The 2011 Water System Master Plan lists level-of-service performance criteria as follows:

- + *A normal year-round operating pressure range of 50 to 90 psi;*
- + *Water supply with a minimum capacity equal to the peak day demand with the largest well out of service;*
- + *Storage capable of meeting the maximum fire demand plus peak-day equalization demand with one well out of service;*
- + *Additional emergency storage, as required, to assure the system can provide average day demands with the largest well and power grid out of service;*
- + *Capability of meeting a minimum fire flow in commercial areas of 3,000 gpm for four hours and a minimum residential fire flow of 1,000*

gpm for two hours, while maintaining a minimum of psi 20 year round throughout the system;

- ✦ *Fire flow demands exceeding these ranges or system capability at the time of building construction require that property owners provide on-site fire protection, including, but not limited to, building sprinklers and specialized construction.*

Service Providers

The City of Post Falls provides approximately 50% of all water services within its boundaries, with two other providers, East Greenacres Irrigation District (EGID), and Ross Point Water District (RPWD), serving a majority of the balance. Numerous small water systems also exist throughout the incorporated City Limits, each operated under jurisdiction of the Idaho Department of Environmental Quality (DEQ) and have little formal connection to the City of Post Falls.³ Five emergency inter-ties exist between the City and the RPWD and EGID systems, providing mutual support in the event of a water supply emergency.

City of Post Falls Water System

The Post Falls water system oversees more than 115 miles of water lines in the city, with water sourced from eight wells drawing from the Rathdrum Prairie Aquifer. These wells are capable of producing over 23 million gallons per day, with approximately 5.55 million gallons of storage capacity in-place for emergency use. The City's existing water rights total 19,596 gallons per minute (gpm) and are considered sufficient through 2030, based on anticipated growth within the City's Water System Master Plan. All water rights associated with parcels requesting annexation to the City should be transferred to the City as a condition of annexation. If the City has unused water rights capacity, that capacity should be placed in a water rights bank for potential revenue and protection of the claims.

Additional water rights may be required to meet projections, and may be procured through transfers and/or Reasonably Anticipated Future Needs (RAF_N) provisions of Idaho's 1996 Municipal Water Rights Act.⁴

For more on the City of Post Falls' water system, see the City's latest Water System Master Plan. A copy of the City's water service area map is included in this chapter as Figure 5.03.

³ *The 2011 Post Falls Water System Master Plan (WSMP) notes the Royal Highlands Water District, the North Kootenai Water District and the Pine Villa Water System; the plan's service area map is copied here as Figure 5.03. Service area callouts shown in Figure 5.01 are listed in the WSMP but not copied in this element.*

⁴ *Post Falls WSMP, 2011 Update, pg. ES-6. The plan suggests future acquisition of Pine Villa and Royal Highlands Water System(s).*

East Greenacres Irrigation District

The East Greenacres Irrigation District (EGID) generally covers areas north of the city center, serving approximately 9,800 customers accessing 3,600 domestic, municipal and industrial connections and approximately 1,000 irrigation connections. The EGID is authorized as an Irrigation District under Idaho's Title 43, serving domestic, municipal, industrial and irrigation needs. The district's financial resources derive from sale and assessments of metered and irrigation water. Domestic and irrigation hookup fees are placed in reserve for aging infrastructure replacement and upgrades. EGID's operations are overseen by a board of directors which select a manager/chief administrative officer and a clerk to carry out district affairs. Additional details on EGID capacities include:

- + *Number of wells – 14 (5,300 HP) at three well fields;*
- + *Capacity – 57 million gallons per day (MGD);*
- + *Storage facilities – One (1) 325,000 gallon;*
- + *Distribution facilities – Approximately 80 miles of pipe (50 miles of asbestos cement, 30 miles of PVC);*
- + *System conditions – Irrigation facilities were first established in 1921, utilizing surface water from Twin Lakes. Led by the US Bureau of Reclamation, pressurized system facilities were completed in 1976, allowing provision of domestic water. Asbestos-cement (A/C) piping was the material of choice at this time, and continues to perform well in local soil conditions. EGID saves hot tap coupons as mainline material samples, and indications show A/C material is in excellent condition;*
- + *Planned upgrades or replacements – Two (2) wells per year to be pulled and completely rehabilitated by 2015-2022; additional backup power; additional reservoir storage review; complete looping in critical areas.*

EGID's boundaries are under Federal control, which restrict the district's abilities to annex or release portions of their service area and effectively exempt it from City planning authority.⁵ Though EGID has filed a request with the United States Bureau of Reclamation (USBR) to amend its 1969 (14,000 acre foot) water claim from an irrigation to a municipal right, the district may see reductions in its capacity due to declining irrigation needs for farming.

Ross Point Water District

The Ross Point Water District, established in 1946 under State of Idaho Irrigation District statutes (Title 43), serves a sizable portion of the City's northeast quadrant, generally bounded by Syringa Road to the west, Hayden Avenue to the north, Huetter Road to the east and Mullan Avenue to the south. The district serves 3,200 meters, with an indeterminate

⁵ *East Greenacres Irrigation District; Plan Update Meeting Notes, Workshop #1, 2/12/17*

number associated with domestic, industrial and irrigation customers. The district's financial resources derive from sale of metered water and through hookup fees. Ross Point's operations are overseen by a three-member board of directors (three-year terms) and a manager/chief administrative officer. Additional details include:

- + *Number of wells – Five (5);*
- + *Capacity – 17,200 m³/s;*
- + *Storage facilities – One (1) 2,500 gallon;*
- + *System conditions – N/A;*
- + *Planned upgrades or replacements – New 12" lines facing east and west sides of Highway 41 from E Mullan Avenue to W Prairie Avenue, supporting expected development in the Prairie crossing area.*

Looking Forward

Through master planning efforts, the City should identify strategic investments in water infrastructure to aid or spur economic development goals. As an example, the City has identified opportunities in the Beck Road area to initiate construction of a trunkline which could provide water for future industrial development.

Currently, water system standards are generally shared between the City and RPWD, with EGID tracking a less coordinated approach. Ideally, all three water service providers will coordinate and address standardization of systems during future plan update cycles. Regardless, the City should develop and articulate a long-term position on addressing water service provision in context of anticipated growth and ongoing relationships with the EGID and RPWD.

See: www.postfallsidaho.org/departments/public-services/water

See: www.eastgreenacres.org

Wastewater

The City of Post Falls maintains a collection system to transport wastewater to its Water Reclamation Facility, including 31 lift stations (including two which service City Parks) and over 165 miles of pipeline.

The Water Reclamation Facility came on line in 1985 and has grown to a present capacity of approximately four million gallons per day. In 2014, the City was issued a new permit for the facility requiring state-of-the-art technology for phosphorus removal to levels among the lowest in the nation. Efforts to meet these requirements were initiated in anticipation of permit issuance and will continue through 2022.



Figure 5.02 – Avista Utilities and Kootenai Electric Cooperative provide electricity and natural gas to residents of Post Falls. (Image: Studio Cascade, Inc.)

Cleaned water is returned to the Spokane River, with waste solids – largely microbes which grow by processing the wastewater – sent to a composting facility for use as fertilizer.

Maintaining treatment capacity at the Water Reclamation Facility is critical to both existing and future users. The phosphorus limits within the 2014 discharge permit effectively require the City to develop an alternative use for treated water within the next decade. To this end, the City is also initiating efforts to produce “Class A” reclaimed water. The City should strive to identify and secure opportunities to put treated water to beneficial reuse within the community. Reclaimed water is a resource which can be utilized for economic development. Even if potable water is not scarce, there is a growing movement to secure “reused” resources to minimize the ecological footprint of business and organizations. The City should develop policies supporting the utilization of reclaimed water as a commodity and economic development driver.

Policies and regulations surrounding the treatment and reuse of wastewater are increasingly complex. The City should take an active role in contributing to the body of knowledge which informs these regulations, and in the processes which develop them. Where local knowledge is pertinent, the City should support research efforts which can help to inform water resource policy. Examples would include appropriate uses for reclaimed water and best practices for stormwater management.

The City is also working toward development of a 500-acre multi-use natural area called the Post Falls Community Forest, serving as a multi-use property for the City. The area, as envisioned, would provide an opportunity to reuse highly treated Class A reclaimed water via drip irrigation; serve as an educational forest, and provide outdoor recreational opportunities.

Electricity & Natural Gas

Avista Utilities (Avista) and Kootenai Electric Cooperative (KEC) provide electricity and natural gas to residents of Post Falls. There are a few areas where providers overlap, including the Highway 41 North corridor.

Areas south of the river are solely served by KEC, with overhead feeder and transmission lines across the river at Greensferry road and underwater lines at Heather Road, Ross Point Road, and Beck Road. KEC maintains a four-year work plan to manage priorities, and works with economic development agencies and city/county planning offices to coordinate improvements with development activity.

Avista supplies all natural gas services in Post Falls, and employs an extensive electric grid across the city. The company maintains a five-year capital projects plan, with regular updates performed in response to trends identified by the City and other agencies.

During development of this update, Avista indicated no capacity concerns where services already exist. The company is investing heavily in gas system upgrades at the Prairie Avenue/Highway 41 intersection, addressing new development forecast for that area.

See: www.avistautilities.com

See: www.kec.com

Coeur d'Alene Airport

Coeur d'Alene Airport ("COE" or the "Airport"), is located in, owned and operated by Kootenai County. The Airport is surrounded by, with airspace overlays including the cities of Post Falls, Hayden Lake, Coeur d'Alene, Hayden Lake, Dalton Gardens and Rathdrum, with an airspace overlay touching each of these cities excepting Coeur d'Alene. The 1,100-acre airport is located 2,320 feet above mean sea level, west of U.S. Highway 95 and north of Interstate 90. State Highways 53 and 41 also serve the surrounding area and are located west of the airport.

In the Idaho Airport System Plan (IASP), the Airport is categorized as a regional business airport supporting regional economic activities,

connecting to state and national economies, and serving all types of general aviation aircraft. The Airport also accommodates local business activities and various types of general aviation users.

As a regional business airport, COE has the largest economic impact of any general aviation airport in the state and the second highest economic impact behind only the Boise Airport. The Airport supports 1,058 jobs, translating to about \$40 million in total payroll and almost \$130 million in total output.⁶ These economic links can be traced to business operations, medical services, search and rescue, fire-fighting, law enforcement, recreation/tourism, and agriculture.

COE is an important part of the national transportation infrastructure and is included in the FAA National Plan of Integrated Airport Systems (NPIAS). As a NPIAS airport, the Airport receives federal funding via the FAA Airport Improvement Program and is subject to FAA design standards, regulations, rules, sponsor responsibilities, and policies. The Airport is also eligible for and receives Airport Improvement Program (AIP) grants from the FAA through ITD Aero.

General aviation operations (noncommercial or military) account for 77 percent of the operations at the Coeur d'Alene Airport. The take-offs and landings were estimated at 79,846 in 2007 and rose to an estimated 86,876 in 2017. Forecasts place the future operations growth at about 2.3 percent annually to a level of 136,900 operations in 2037.⁷

The Airport maintains a master plan to address current and future needs. The facility meets minimum Idaho Airport System Plan objectives for runway length, runway width, runway strength, visual aids, runway lighting, weather reporting capabilities, land-side facilities, and services.

Policy Considerations

The following topics are identified as key considerations relating to policy development near the Coeur d'Alene Airport:

Encroachment of Incompatible Development – One of the greatest threats to the viability of airports is the encroachment of incompatible land use. Recently, ITD Aero and the FAA have been working with Idaho's airports to strengthen airport land use compatibility policies and practices to reverse this trend.

Safety and Quality of Life – Proactive planning around airports ensures the safety of both aircraft operators and airport neighbors from potential accidents. It also protects the quality of life of airport

⁶ Idaho Transportation Department (ITD), 2010

⁷ Coeur d'Alene Airport Master Plan, 2017

neighbors by ensuring they are not adversely impacted by noise, dust or fumes often associated with airport operations.

Economic Benefit – COE provides a substantial economic benefit to Kootenai County and its citizens. Users such as corporations and life-flight operators use COA and contribute to the economy as a result of their use. The Airport needs to be protected so it may continue to provide user access and resulting economic benefits.

Airport Goals & Policies

The goals and policies referenced below (from Appendix B) are intended to guide Post Falls' land use and infrastructure choices as both the city and COE grow.

Goals: G.01, G.02, G.06

Policies: P.01, P.02, P.11, P.13, P.23, P.28, P.29, P.30, P.31, P.61, P.88, P.91

Library

Post Falls enjoys a central library at 821 N. Spokane Street, operated by the Community Library Network, a library district serving Kootenai and Shoshone Counties. The district is governed by an elected five-member Board of Trustees and serves Post Falls, State Line and surrounding areas as far as Coeur d'Alene to the east and Hayden and Rathdrum to the north.

See: www.communitylibrary.net/drupal7/content/post-falls

Educational Services

Post Falls enjoys a positive relationship with multiple providers offering quality, safe, and accessible school facilities for residents. In anticipation of growth, the City supports ongoing collaboration with all primary and secondary educational providers, maintaining levels of service and adapting to evolving regional demands.

The City supports continuing to provide educational opportunities from elementary through post-secondary education, as a measure to meet the demands of the evolving economic demands of the region.

Post Falls School District

Post Falls School District 273 provides a comprehensive public education for preschool, elementary, middle, and high school students in Post Falls. Although the boundaries of the school district extend beyond city limits, the location of all schools and district facilities are located in Post Falls.

School District 273 develops and maintains a Long Range Facilities Plan. The District's 2018 plan recommends several new facilities be built over

the next decade in order to provide space for the anticipated enrollment growth. These recommendations are based on student population growth of 1.5% annually. If the enrollment growth exceeds 1.5%, it will be necessary to accelerate the recommended timelines for construction. The plan calls for a new elementary school, a third middle school and a second traditional high school along with upgrades and remodels of several existing buildings. See Figure 5.04 for PFSD district boundaries.

See: www.pfsd.com

Higher Education

Post Falls residents are served by North Idaho College (NIC), a community college located in Coeur d'Alene. NIC hosts satellite campuses for the University of Idaho and Lewis & Clark College on its campus.

The University of Idaho Research Park, located in Post Falls at Riverbend Commerce Park, provides facilities for research and technology-based companies seeking a collaborative relationship with U of I faculty and students. The facility offers state-of-the-art laboratories, computer labs and classrooms for use by U of I, other Northwest colleges and universities, and the community. The park is located on 28 acres, and houses five technology and research organizations in addition to U of I programs.

See: www.nic.edu

See: www.uidaho.edu/cda/uirp

Educational Goals & Policies

The goals and policies referenced below (from Appendix B) are selected as specific and useful in guiding the location, accessibility, and function of school facilities, even as they continue to expand beyond existing City limits.⁸

Goals: G.01, G.02

Policies: P.02, P.03, P.10, P.23, P.25, P.26, P.27, P.37, P.38, P.56, P.64, P.87

Geographic Information Systems

A significant and ongoing achievement in the region is the creation of the Kootenai County Geographic Information System (GIS). These electronic files, keyed to geographic coordinates, provide detailed mapping and coordination of virtually any type of data, especially those types of systems used by municipal and service agencies. For this reason, GIS is seen as an extremely valuable tool for services planning.

Post Falls has and will continue its participation with area communities, Kootenai County, and service provider in the development of the local

⁸ Because other goals and policies may also relate, a full review of the policy framework is advised.

GIS database. The value of this system is expected to increase with time as new information is collected and made available to the public in both industry-standard (.shp, .shx, .dbf, and .dwg) and widely accessible (.pdf, .html) formats.

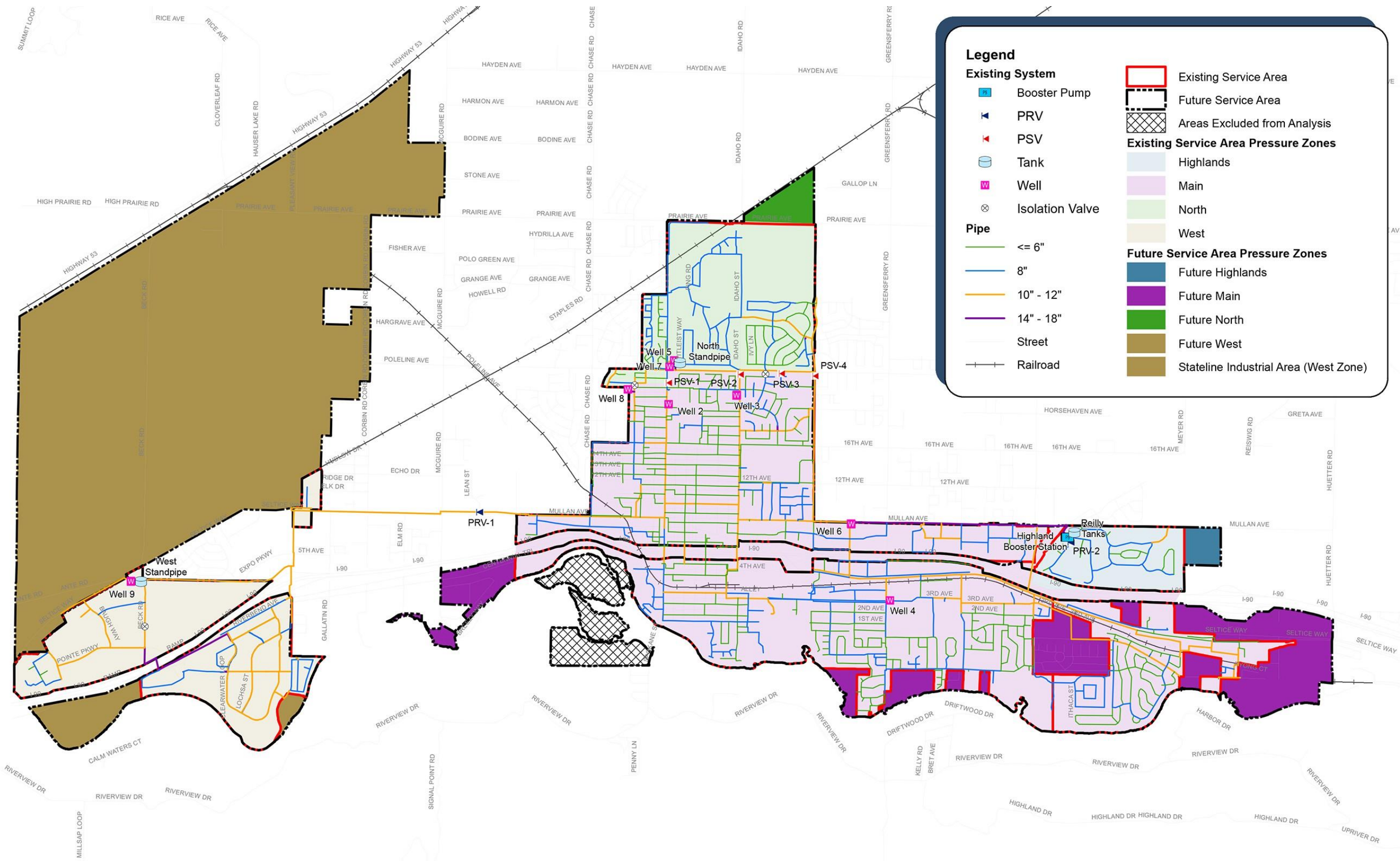
See: www.co.kootenai.id.us/departments/mapping

Future Needs

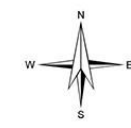
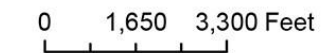
Post Falls' public services will need to be expanded to meet anticipated growth and maintain current levels of service. To accomplish this, the City is working towards coordinating population projections among all its departments and service providers, and creating and/or formalizing its level of service standards.

Some of these standards were established as part of the City's 2011 Development Fee Impact study, subsequently adapted as a fee schedule which collects funds supporting parks, streets and public safety services.⁹ Others, such as those adopted by the Kootenai Metropolitan Planning Organization, were developed with Post Falls' needs and objectives as secondary considerations to regional goals. Regardless, full and comprehensive coordination of services development – including all City-led or contracted services – is imperative if Post Falls hopes to properly anticipate, direct, fund and manage the many demands that come with growth.

⁹ "Capital Improvement Plans & Development Impact Fees" September 2011, City of Post Falls. Study developed per requirements of the Idaho Development Impact Fee Act.



**City of Post Falls
Water System Master Plan**



Service Areas

Figure 5.03 – Water services map

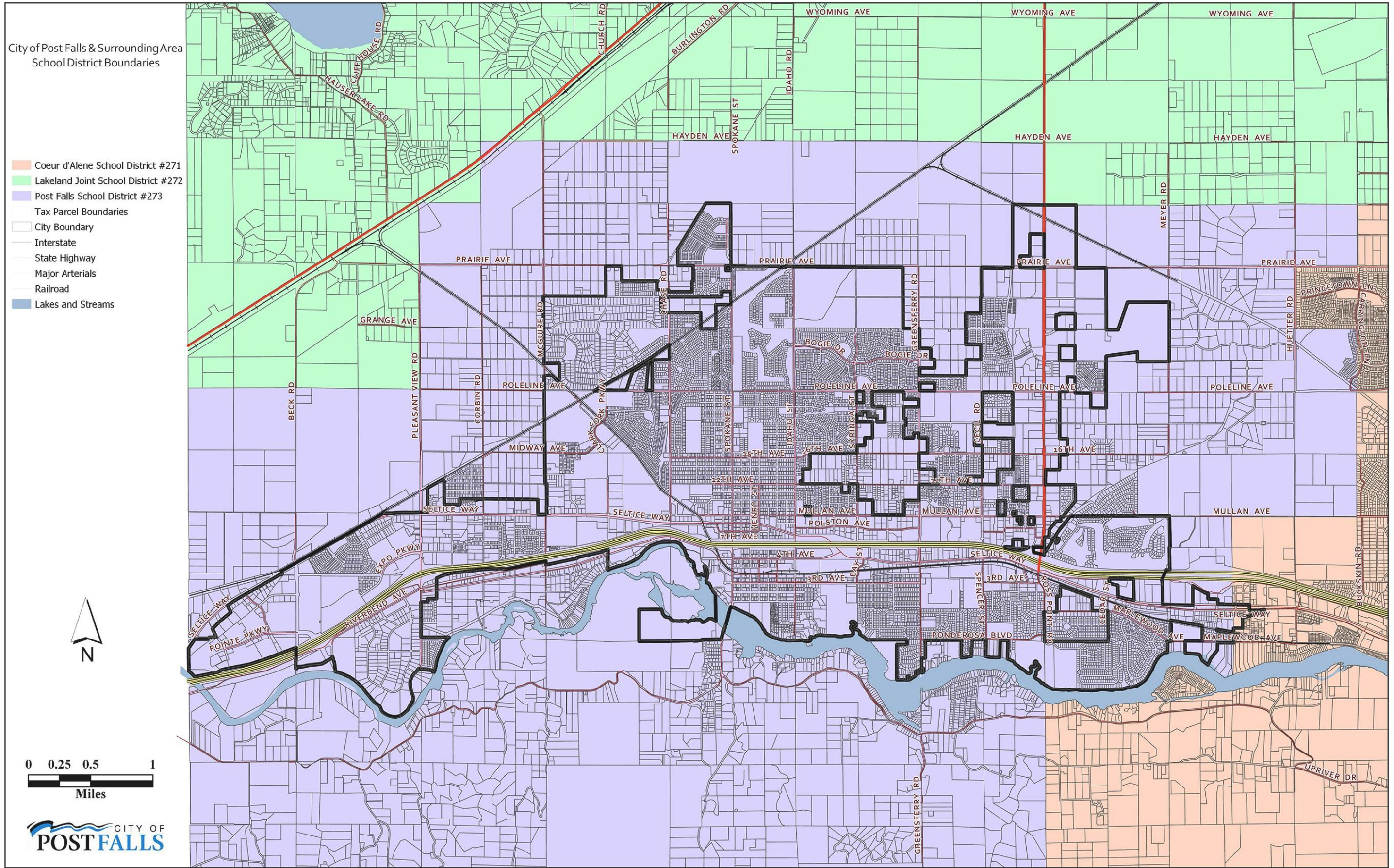


Figure 5.04 – School district map

■ Public Services Goals

Goals

Maintain and improve the provision of high-quality, affordable and efficient community services in Post Falls. [G-02]

Discussion: Municipalities exist to provide infrastructure and services that would be impossible for individuals to provide. While pooled resources make essential services achievable, they also require strong levels of coordination and management to assure accountability and efficiency. Some actions have clear and immediate effects on resources. Other actions may be more difficult to associate with fiscal impact, but over time, may profoundly affect the costs of services – and livability of the community. This goal anchors the need for the City of Post Falls to consider the long-term cost implications and benefits of choices including land use, transportation investments, parks and recreational services, as well as other types of infrastructure – maintaining efficiency and accountability for the community it serves.

Maintain and improve Post Falls’ transportation network, on pace and in concert with need and plan objectives. [G.06]

Discussion: All cities require functional, resilient transportation networks providing for the flow of people and materials. In assisting with this plan, residents urged improvements to the existing fabric and criteria that provide a full-featured street network for Post Falls, improving the efficiency, function and value of the City. Residents also recognize the importance of transit services, as well as connectivity to regional ground, rail and air transportation systems.

Plan for and establish types and quantities of land uses in Post Falls supporting community needs and the City’s long-term sustainability. [G.07]

Discussion: Cities exercise considerable influence over land use, in turn influencing the type and character of development, patterns of growth, and the short and long-term financial impact of growth on the local economy. Consequently, this plan supports the allocation of land use types, parks features and other areas sufficient to achieve overall plan objectives.

Protect and maintain Post Falls’ natural resources including clean air, soils, river and aquifer, and minimizing light and noise pollution citywide. [G.08]

Discussion: City livability, health and value are fully dependent on clean, safe and sustainable natural resources. This goal underscores Post Falls’ commitment to maintaining its natural resources as a top priority, recognizing them as essential to the community’s survival.

Maintain the City of Post Falls' long-term fiscal health. [G.12]

Discussion: Services that cities provide cannot be sustained without fiscal balance and accountability. This goal serves to anchor the City of Post Falls' obligation to sustain its fiscal health – achieved through the gathering of income in responsible, equitable ways, and through decisions, investments and actions that provide rate-payers with efficient, effective services now and in the future.

Maintain, update, coordinate and implement Post Falls' policy and regulatory documents. [G.13]

Discussion: Cities are more likely to succeed when leaders and citizens come together to address a shared vision and set of objectives. This goal serves to affirm Post Falls' commitment to community planning and implementation. This plan is configured to aid periodic updates, and encourages future planning work by City departments, creating topical, parks or sub-area planning. Good planning – and just as important, implementation – is key to maintaining Post Falls' essential qualities over time.



Parks, Recreation & Open Space

6

Post Falls' residents value the beauty of their surroundings: the mountains, prairie, forests, the river, and clean air. They value living in a community that is surrounded with these amenities and seek to build the future while respecting them.

Across the US, leaders are beginning to recognize that recreation facilities and related "quality of life" amenities are not secondary services provided by governmental agencies, but are in fact integral to creating communities where people want to live and visit. In Post Falls, these services are increasingly seen as investments for the long-term vitality and economic sustainability of a vibrant and attractive community.

This element presents a very brief overview of Post Falls' parks and recreation system and the type of policies the City intends to pursue in support of its long-term objectives. This overview incorporates items from the City's 2012 Parks & Recreation Master Plan (PRMP), a detailed document featuring needs analysis and level of service (LOS) determinations, a system inventory, department management standards, financing options and dozens of implementing projects.



System Overview

The park and recreation system in Post Falls is well-maintained and diverse with a total of 29 existing park locations and three indoor facilities. A majority of the developed parks are neighborhood parks less than 10 acres in size. School facilities also provide recreational opportunities through public use of their multi-use fields, indoor gym space, ballfields, and playgrounds. Other alternative providers that provide recreational facilities include Kootenai County and some homeowner associations.

The largest park in the city is the newly-formed Community Forest, a 500-acre multi-use natural area along the southern shore of the Spokane River facing the Avista Islands. The area fronts approximately two miles of Spokane River shoreline, and includes native trees and shrubs, wildlife, and numerous granite cliffs and rock outcroppings. Key functions are or are envisioned to include educational forest use, hiking, wildlife viewing, mountain biking, rock climbing and bouldering. The Community Forest also faces two other facilities across the river – the "Trailer Park Wave" whitewater access point (owned by Avista), and Corbin Park to the west. The Community Forest may be accessed by entering a trailhead located in Q'emiln Park to the east, or via trailhead facilities along West Riverview Drive.^{1, 2}

Q'emiln Park is another of Post Falls' signature parks, containing approximately 17 acres located immediately to the east of the Community Forest along the Spokane River. Q'emiln, a Salish term for "throat of the river", features swimming, rock climbing, a boat launch and trailhead access to the Community Forest.³

Nearby Falls Park (owned by Avista) is another significant and nearby park facility, which, together with the privately-held "Avista Islands" in the center of the river, presents the appearance of a vast, scenic and undeveloped oasis abutting downtown Post Falls.

Other large, physically-significant parks in Post Falls include the 62-acre Black Bay Park, just upstream of downtown along the river, and the 37-acre Kiwanis Park, owned by the Coeur d'Alene Kiwanis organization.

The North Idaho Centennial Trail, a non-motorized, multi-use trail that passes through Post Falls, is another highly significant feature. The trail

¹ A portion of Community Forest funding came from a US Forest Service grant, applied for by the Parks Department in cooperation with the Water Reclamation Division, creating space to disperse Class-A reclaimed water via drip irrigation in tandem with other forest uses.

² Q'emiln Park access originates in the "Q'emiln Trails" parcel, now included in Community Forest.

³ The Q'emiln Park site is the historic location of a Coeur d'Alene Indian village.

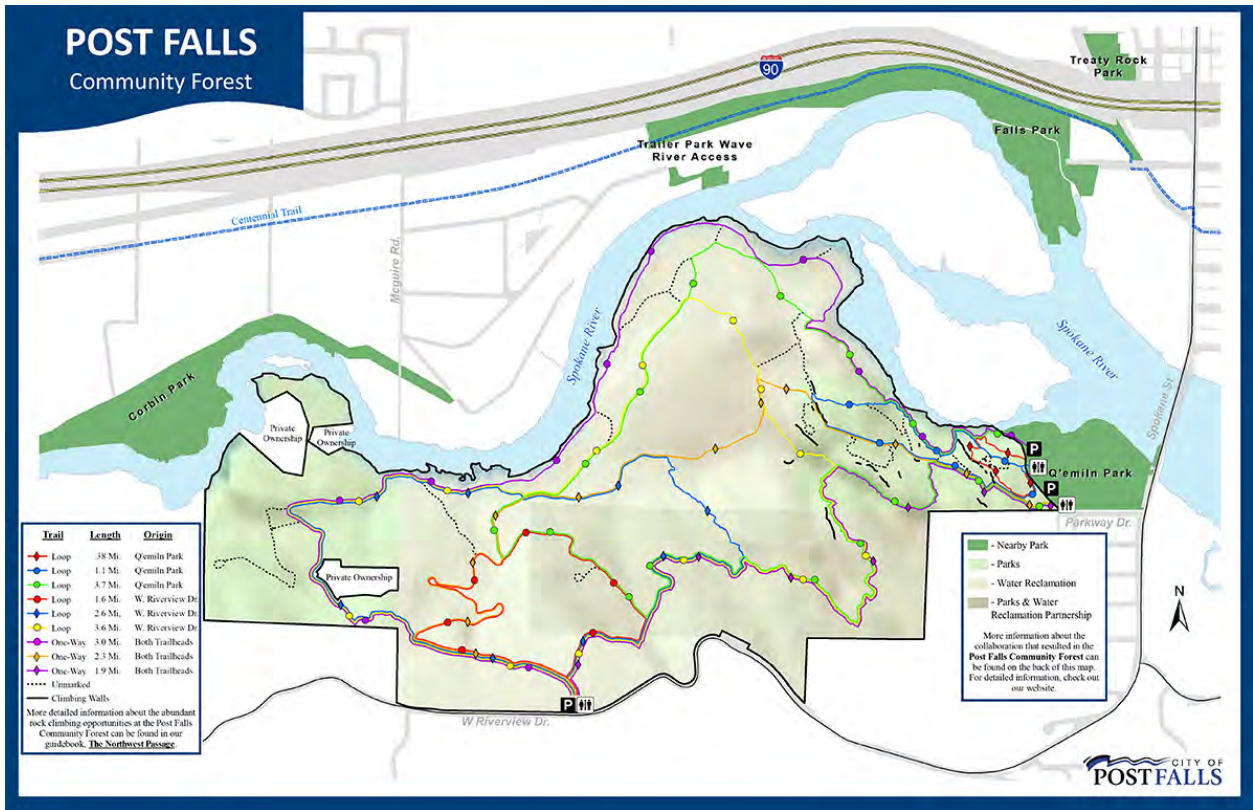


Figure 6.01 – The 500-acre Post Falls Community Forest is the largest park in the city, providing a wide range of activities for residents and regional visitors. (Image: City of Post Falls)

runs 24 miles between Higgins Point State Park on Lake Coeur d'Alene (six miles east of the city) and the Idaho-Washington border, where it extends an additional 37 miles westward, tracking the Spokane River (as the Spokane River Centennial Trail) as far as Sontag Park in Nine Mile Falls. Operation and maintenance of the Idaho portion of the trail is a cooperative effort of the City of Coeur d'Alene, Post Falls, Kootenai County, Idaho Department of Parks and Recreation, and the North Idaho Centennial Trail Foundation. The Centennial Trail is and should continue to serve as the backbone for the region's trail network.

Departmental Organization

Post Falls' Parks and Recreation Department provides services through four divisions:

- **Recreation** – which develops and manages a wide variety of activity offerings including camps, sports leagues, group trips, workshops, and community events;

- **Parks** – which manages and maintains the City's numerous parks and open space areas, and coordinates public use of parks not owned by the City;
- **Urban Forestry** – which leads promotion and maintenance of the community's arboreal resources, including a tree standards manual, tree and landscape planting and care guidelines, and a listing of recommended trees for Post Falls' local climate;
- **Cemetery** – which operates Evergreen Cemetery, a 19-acre facility which first opened in the late 1800s and is home to many historic markers.

The Parks and Recreation Department is supported by two citizen advisory groups: the Parks and Recreation Commission and the Urban Forestry Subcommittee.

Level of Service

The City's current Level of Service (LOS) and standard is 16 acres of parkland per 1,000 people. The 16-acre quantity is further defined to include two general park types, with acreages apportioned to each:

- **Level 1 Park** – these are "active" facilities, representing a more developed park with sports fields and courts. Post Falls' LOS calls for six acres per person of Level 1 Parks.
- **Level 2 Park** – these are more "passive" style parks, typically focused on open spaces and trails. Post Falls' LOS calls for ten acres per person of Level 2 Parks.

Parks Classifications

The following listings detail the various types of parks operated by Post Falls, as classified in the PRMP:

Pocket (mini) Park

Pocket Parks are those used to address limited, isolated, or unique recreation needs within higher-density development areas. Pocket Parks typically serve a quarter-mile radius. The size of a Pocket Park is usually less than one acre. These parks may be either active or passive but address an identified recreational need rather than a population density requirement.

Neighborhood Park

Neighborhood Parks serve a variety of age groups with an emphasis on youth and small children within a neighborhood. They typically range

in size from four to seven acres, and generally serve residents within a quarter- to half-mile radius. A Neighborhood Park includes areas for active recreation activities such as field games, court games, playgrounds, etc. Passive recreation activities may include walking, viewing, sitting, and picnicking. Facilities are generally unlighted and off-street parking is limited.

Community Park

Community Parks are larger than Neighborhood Parks, and may serve several neighborhoods. They typically range in size from eight to 30 acres and generally serve a user area of one to two miles in radius. A Community Park may include areas for intense recreation activities such as organized sports, swimming, playgrounds, group activities, etc. There may also be passive recreation opportunities such as walking, viewing, sitting, and picnicking. Facilities have some lighting and more off-street parking than a neighborhood park.

Regional Park

Regional Parks are large multi-use parks that serve the recreational needs of several communities within the region. They are typically 25 acres or larger in size, and serve Post Falls residents as well as those within a one-hour driving distance. A Regional Park provides both active and passive recreation opportunities, with a wide selection of facilities for all age groups.

Regional Parks include developed areas that provide a variety of outdoor recreation activities such as ball fields, playgrounds, boating, fishing, swimming, picnicking and trail systems. They may also include areas of nature preservation for activities such as sightseeing, nature study area, wildlife habitat, and conservation.

Urban Plaza

Urban Plazas are generally small areas located within higher-density development and in a commercial setting. They consist of primarily hard-scape areas to accommodate small to medium gatherings and events. Urban Plazas are located on publicly-owned property or private property with an easement granting public usage.

Special Use Area

Special Use Areas are parks designed for specialized- or single-purpose recreational activities. This use classification covers a broad range of parks and recreation facilities, but they often fall into three general categories: Cultural Facilities, Indoor Facilities, and Unique Sites. Examples include historical sites, nature centers, marinas, golf courses, BMX tracks, conservatories, arboretums, arenas, community centers, skate parks and dog parks. There are no specific standards for size or acreage since

each site will vary depending upon needs. Special Use Areas may carry additional park classifications.

Linear Park / Linkages

Typically, Linear Parks and trails (linkages) are built connectors that link community destinations together. Design characteristics may vary, and intended use shall accommodate multiple modes of recreational travel, such as walking, jogging, kayaking, skating, and biking. The overall size of Linear Parks will vary depending on site/project specific circumstances, but a minimum width of 30 feet is recommended in linkage areas to protect the resource and provide maximum usage.

Open Space (Natural Park Areas)

Open Spaces are preservation areas whose primary purpose is to preserve the native vegetation, protect wildlife, aid in natural stormwater drainage patterns, provide buffers and hold land for future park development, providing a long-term scenic environment for residents of Post Falls and its visitors. This use classification covers a broad range of characteristics, often falling into five general categories: conservancy; land holding; buffers; outdoor recreation; education and preservation of historic uses such as agriculture. Passive recreational uses are appropriate for these sites, such as walking, bird-watching, interpretive educational programs and signage, and non-motorized trail systems.



Figure 6.02 – Post Falls enjoys a rich and diverse parks system, including those associated with its namesake feature, historic sites, and the Centennial Trail, a key non-motorized route running nearly the entire length of the Spokane River. (Image: Studio Cascade, Inc.)

Parks Funding

Parklands in Post Falls are currently acquired through donations, leases or purchase. The City maintains a capital improvement program and employs impact fees to maintain adopted levels of service for parks.

Development Impact fees are the main source of funding for the expansion of parks in Post Falls related to growth. The City collects such fees, assessed with building permits, to maintain adopted LOS standards in accordance with the City's current impact fee resolution.

Map Exhibits

Figure 6.03 at the end of this element maps Post Falls' current system of multi-modal facilities. Figure 6.04 presents a "heat map" of the city, showing where future City parks or other open space activities are most preferred, addressing level of service goals established by Parks Department master planning. These green areas generally track areas within a one-mile radius from planned development areas, helping the City target improvements to offer residents at least one park within one mile (or 10 minutes' walk) of their home or place of business. This map also identifies "barriers to pedestrian connectivity", defined as elements that obstruct the directness of access to and between destinations, increasing travel distances and narrowing route options for those traveling on foot.⁴ In addition, this map depicts locations of "Contractually agreed-upon future park", where parks will be established via development obligations tied to multi-phase projects, maintaining adopted levels of service and concurrency with growth.

Policy Overview

Growth projections indicate an ever-growing demand for additional high-quality parks, green space and recreation programs. In addition, nearby forest access, the Spokane River, lakes and other natural features will continue to attract more tourists. The following conditions and trends were identified as important considerations for Post Falls' parks and recreation policies:

- Trail networks – Regional development and use patterns indicate a growing need for a well designed, regionally connected trail system to link communities and destinations. This plan's actions framework supports ongoing work by the City, joining cooperative efforts by communities on the

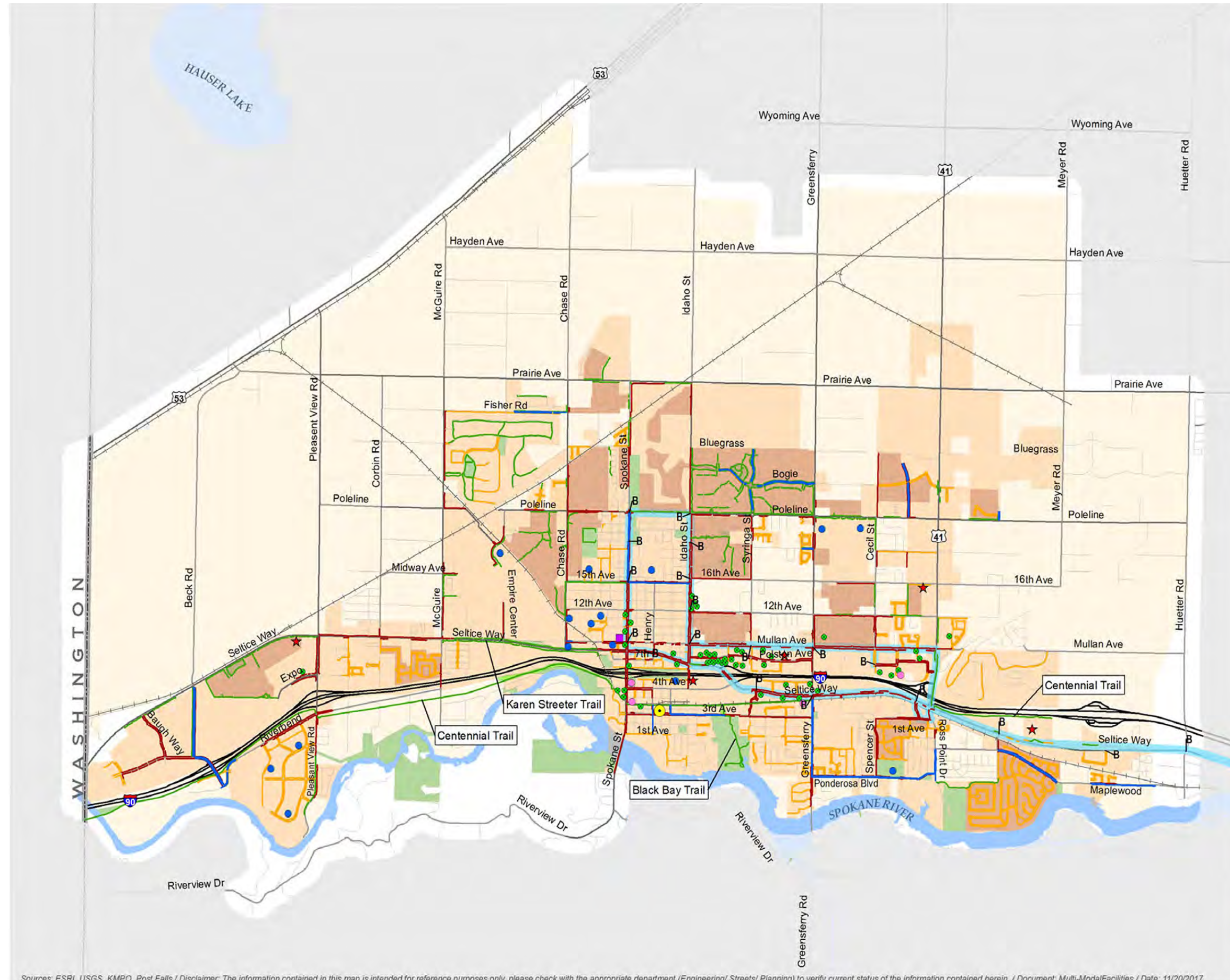
⁴ Figure 6.02 is also referenced in this plan's transportation element.

Rathdrum Prairie and Kootenai County to provide future green space and trail connections in the area.

- Young families – Compared to its neighbors, Post Falls has a higher percentage of children and people between the ages of 25 and 40, suggesting that the City is attracting young families. This underscores this plan's goals and policies seeking to maintain (if not surpass) Post Falls' competitiveness with other regional housing centers, including support for neighborhood parks; safe routes to school and parks programs; and land use decisions that enable more people to live and work in the city.
- Aging boomers – A significant portion of Post Falls' growth includes residents over 55. Whether retired or nearing retirement, this demographic is more likely to seek quality-of-life amenities, including parks, open space, trails, natural scenery and recreational opportunities. For this reason, this plan's policy framework offers support for things like housing models that feature parks; facilities and programs that promote design and local character; walkable neighborhood centers; and commercial and residential activities that address waterfront areas.
- River access – Public access to the Spokane River is excellent in Post Falls, with the Community Forest, Q'emlin Park, Black Bay Park, and Corbin Park providing some of the best access to the river. Regardless, long-term policy recommends that additional river access be leveraged at every opportunity, including river access coordinated with commercial and/or residential development.

Goals most closely related to parks and recreation are listed on the following pages, with the complete set of goals and policies presented in Appendix B. Action items related to parks, recreation and open space may also be included in Chapter 10, Implementation.

Multi-Modal Facilities



- B Urban Blue Route "B" Bus Stops
- Urban Blue Route "B" Bus Route

Bicycle and Pedestrian Facilities

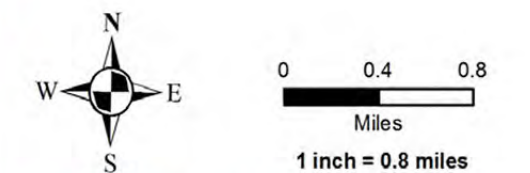
- Bike Lanes
- Multi-Use Trails
- Sidewalks along classified roadways
- Sidewalks along local roadways
- Neighborhood with Sidewalks

Political Boundaries

- City of Post Falls
- Area of City Impact

Destinations

- Park
- Public Office
- Fire / Police
- Food Bank
- Health Care
- Library
- School



408 N Spokane St, Post Falls Idaho, 83854
 Phone (208) 773-3511 Toll Free: (888) 925-9961
<http://www.postfallsidaho.org>

Sources: ESRI, USGS, KMPO, Post Falls / Disclaimer: The information contained in this map is intended for reference purposes only, please check with the appropriate department (Engineering/ Streets/ Planning) to verify current status of the information contained herein. / Document: Multi-ModalFacilities / Date: 11/20/2017

Figure 6.02 – Multi-Modal Facilities map.

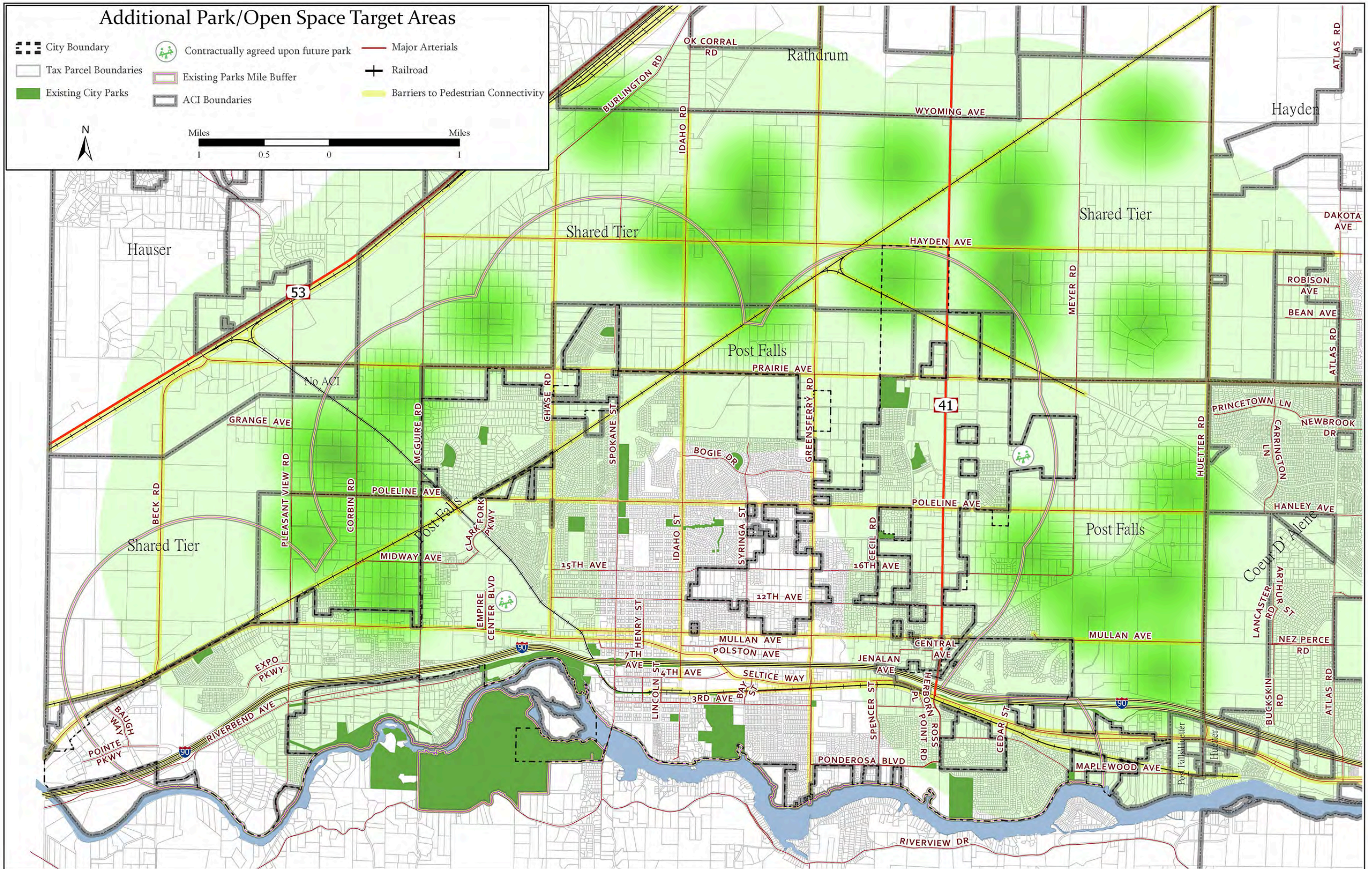


Figure 6.03 – Additional park and open space target areas map.

■ Parks & Recreation Goals

Goals

Maintain and improve the provision of high-quality, affordable and efficient community services in Post Falls. [G-02]

Discussion: Municipalities exist to provide infrastructure and services that would be impossible for individuals to provide. While pooled resources make essential services achievable, they also require strong levels of coordination and management to assure accountability and efficiency. Some actions have clear and immediate effects on resources. Other actions may be more difficult to associate with fiscal impact, but over time, may profoundly affect the costs of services – and livability of the community. This goal anchors the need for the City of Post Falls to consider the long-term cost implications and benefits of choices including land use, transportation investments, parks and recreational services, as well as other types of infrastructure – maintaining efficiency and accountability for the community it serves.

Sustain the historic city center as the “heart” of Post Falls, bringing the community together and enhancing its commercial, service and civic vitality. [G-04]

Discussion: In preparing this plan, residents made it clear that the historic city center should still be considered the ‘heart’ of Post Falls. Development of a vibrant city center will require supporting its numerous and necessary functions, including a strong commercial base, community services, public space availability and access, parking and diverse housing options. This plan provides policies and programs that help foster an environment in which the city center can thrive, in turn aiding the attractiveness, efficiency and value of the entire community.

Keep Post Falls’ neighborhoods safe, vital, and attractive. [G.05]

Discussion: Residents prize the character and unhurried pace of Post Falls neighborhoods, and wish to ensure their neighborhoods are kept safe, active and aesthetically pleasing. Supporting this goal, a diverse set of policies have been provided, including encouraging attractive, pedestrian-friendly development, provision of diverse housing types, parks facilities, and neighborhood-scale commercial services.

Plan for and establish types and quantities of land uses in Post Falls supporting community needs and the City's long-term sustainability. [G.07]

Discussion: Cities exercise considerable influence over land use, in turn influencing the type and character of development, patterns of growth, and the short and long-term financial impact of growth on the local economy. Consequently, this plan supports the allocation of land use types, parks features and other areas sufficient to achieve overall plan objectives.

Protect and enhance Post Falls' scenic and natural areas for present and future generations. [G.09]

Discussion: A hallmark of Post Falls is its riverside and prairie setting, including quiet shorelines, forested hillside backdrop and open-space lands. In concert with other plan goals and policies directing growth, this goal supports the preservation of scenic and open space areas, urging creative employment of tools such as land trusts, rights-purchasing or exchanges, or other appropriate strategies.

Provide and support Post Falls' parks and recreational opportunities on-pace with growth. [G.10]

Discussion: Post Falls residents value current parks and recreational services, and wish to retain the same or higher levels of service as the community grows. This goal directs the City to consider parks and recreational needs in all related plans and actions, including land use decisions, regulatory requirements and budgeting.

Sustain and expand Post Falls' arts, cultural and civic environment. [G.11]

Discussion: Residents of Post Falls value and support the arts, cultural and social organizations, events and facilities. This goal and supporting policies direct the City to help encourage and expand community arts programming, historic and cultural resources – benefitting the civic health, quality of life, and economic vitality of Post Falls.

Maintain, update, coordinate and implement Post Falls' policy and regulatory documents. [G.13]

Discussion: Cities are more likely to succeed when leaders and citizens come together to address a shared vision and set of objectives. This goal serves to affirm Post Falls' commitment to community planning and implementation. This plan is configured to aid periodic updates, and encourages future planning work by City departments, creating topical, parks or sub-area planning. Good planning – and just as important, implementation – is key to maintaining Post Falls' essential qualities over time.

Involve the community of Post Falls in all local government planning and decision-making. [G.14]

Discussion: By intent, the development of this plan update has been community-driven, involving numerous residents including some representing large groups of residents. For plans to succeed, community buy-in and support is critical. Future conditions will certainly require the creation of new objectives and strategies, and this goal supports keeping residents highly involved in such work.



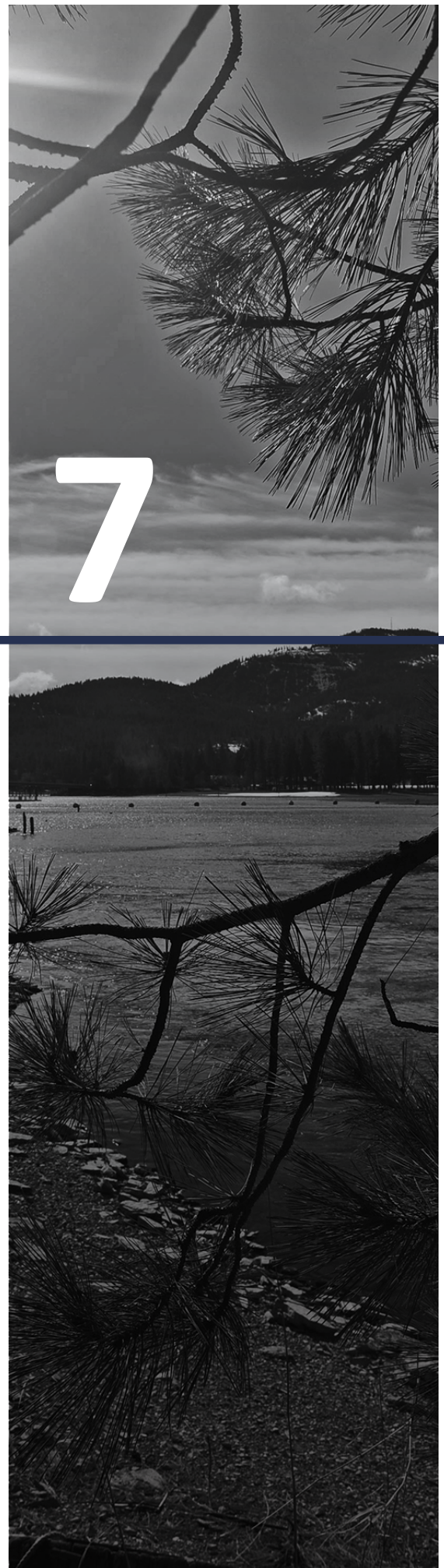
Natural Resources & Hazards

7

Post Falls is blessed with an abundance of natural resources. The Spokane River is a key natural feature of the city, providing recreation, power, and the waterfalls for which the community is named. The city is also located over a very large and pristine source of drinking water – the Rathdrum Prairie Aquifer – that is cherished by residents and protected by local, State, and Federal agencies.

Residents frequently mention the city's natural features and setting when asked to name things they value most about their community. These key features, including the mountains, prairie lands, abundant forests, the Spokane River, clean air and relative quiet are things Post Falls seeks to protect, even as it grows.

This element provides a brief overview of the city's natural resources and environmentally sensitive and/or hazard areas, providing context for this plan's and policy framework. Related goals are copied at the end of this element; the full list of goals and policies may be reviewed in Appendix B. Additionally, related action items may be included in Chapter 10, Implementation.



Environmental Context

The following summarizes features and conditions related to Post Falls' setting and natural environment.

Climate – August is typically the warmest month in Post Falls, with average highs of 86° F and average lows from 48° to 52° F. The coldest month is January, with an average high temperature of 35° F and average lows of 21° F. The area receives about 26 inches of precipitation per year, with a significant portion of that falling as snow from November through January. Prevailing winds flow into the area from the southwest.

Air Quality – Post Falls enjoys excellent air quality. Conditions diminish periodically in the winter with atmospheric "inversions" that retain chimney smoke and particulates, and from summer wildfires that may create serious, if temporary, air quality issues. The Idaho Department of Environmental Quality (DEQ) monitors air quality, providing daily Air Quality Index (AQI) forecasts for the Couer d'Alene region including health assessments and any restrictions on residential wood heating and outdoor burning. DEQ forecast restrictions are currently addressed on an advisory/voluntary basis by the City of Post Falls.

The burning of ornamental grass crops was widely practiced by area farmers as recently as the mid-2000s, but is no longer permitted.¹

Geology: The Post Falls area is at the edge of the Rathdrum Prairie, at 2,200 feet above sea level. The prairie is a glacial-outwash plain where gravelly soils were deposited during multiple ice-age floods, occurring 12,000 to 22,000 years ago and creating the Rathdrum Prairie Aquifer.² Generally, the Prairie has level or gently sloping terraces with moderately steep slopes on the terrace breaks and along the Spokane River.

The rock outcroppings visible along the Spokane River are a result of historically experienced deep burial, intense heat and pressure, upheaval, erosion, glacial movement and glacial flooding. The area bedrock is made up of Precambrian metamorphic rock – specifically gneiss, schist and granite – some of the oldest rock formations in Idaho. The power of repeated floods through the valley resulted in softer rock and soils being washed away, exposing the bedrock that controlled the level of the original Lake Coeur d'Alene – and creating the falls that attracted Fredrick Post to settle here.

¹ *Spokane and Koonenai Counties were once led production of Kentucky Bluegrass seed, with farmers setting controlled, late-summer fires to remove straw and spur new growth in the perennial plants. The practice is now banned in both states and on tribal lands.*

² *These glacial lake outburst floods were the result of periodic sudden ruptures of the ice dam on the Clark Fork River that created Glacial Lake Missoula. After each ice dam rupture, the waters of the lake would rush down the Clark Fork and the Columbia River, re-shaping the topography of much of eastern Washington and the Willamette Valley in western Oregon.*

Then as now, the unique geology of Post Falls affords opportunity for hydroelectric power development, water-based recreation and the unique recreational opportunities for world class rock climbing within Q'émiln Park and the Post Falls Community Forest.

Hydrology: Post Falls has an abundance of high-quality water. Surface water includes the Spokane River, with its shoreline bordering the southern edge of the city. Below ground is the Rathdrum Prairie Aquifer, known to be one of the most vulnerable and prolific aquifers in the country. The aquifer originates at the southern end of Lake Pend Oreille in northern Idaho and extends west under the Rathdrum Prairie in Idaho and the Spokane Valley in Washington, underlying approximately 321 square miles of land. Depth to the groundwater is about 150 feet in the Post Falls area.

The Rathdrum Aquifer been designated as a "sole source aquifer" by the U.S. Environmental Protection Agency (EPA) because it is the only economical source of drinking water for the region. Because local soils are very permeable, the possibility of contaminates infiltrating the aquifer from septic systems, storm water runoff and other sources of pollution is an ongoing concern.

Soils: Post Falls has primarily "Avonville-Garrison-McGuire" soil types. These are typified by very coarse sand and gravel, thus providing a highly porous and permeable surface layer. Soils in the Post Falls area are generally well-suited for agricultural uses, as well as for most types of residential and urban development. Riverbanks and terrace breaks provide moderate to severe limitations for development due to steep slopes.

Vegetation: Predominate and native tree species in the Post Falls area include Ponderosa Pine, Douglas Fir, Grand Fir, and Lodgepole Pine. Understory plants that are native to the area include Snowberry, Sedge, Oregon grape, and Idaho fescue.

Vegetation is recognized as an essential part of Post Falls' ecosystem and visual character. As such, the City maintains an Urban Forestry program and Urban Forestry Sub-Committee within its Parks & Recreation Department. The forestry program includes designated staffing and provides a tree standards manual outlining approved and non-approved species for public rights-of-way, planting and maintenance standards, and other important considerations for the city's urban forest.

Wildlife: A wide variety of animals exist in Post Falls' urban area, including white tail deer, songbirds, small mammals and many species of freshwater fish. All species require a specific set of conditions with respect to food, water and vegetative cover or other natural features necessary for protection, feeding and reproduction. Policies and regulations supporting area wildlife are generally limited to those enforced by state or federal agencies including the Idaho Department of Fish and Game and the Idaho Department of Environmental Quality. The City observes policies that



Park Geology

The geologic history of the Falls Park area is long and complex. The major geological events which affects today's appearance of the park spanned more than 1,500 million years. These rocks tell a story of deep burial, intense heat and pressure, upheaval, erosion, glacial movement, and glacial flooding. They are some of the oldest rocks in Idaho. The rocks began as soft sediments in an ocean basin. They were deeply buried under other sediments. Several periods of intense heat and pressure changed the sediments into harder and harder stone known as bedrock. This area's bedrock is made up of Precambrian metamorphic rock; specifically gneiss, schist, and granite.

The Purcell Trench lobe in northern Idaho blocked the drainage of the ancestral Clark Fork River and created Lake Missoula. This great "Ice Age" lake was held in check by ice dams (lobes) in the lower Clark Fork canyon. As the lake filled, the ice dams would float upward and allow a torrent of flood water to escape to the west. One of the flood routes was through this valley with water about 1,000 feet deep in this area. The power of these repeated floods scoured away the softer rock and exposed the bedrock that controlled the level of the original Lake Coeur d'Alene and created the falls that attracted Frederick Post to settle here.



Schematic north-south cross section through the Post Falls quadrangle from the Rathbun Plateau (north) to the Blossom Mountain uplands (south) demonstrates the stratigraphic and topographic relationships of surficial units. Not to scale.



This geology has created power and irrigation development for the region. In addition it has created unique recreational opportunities for world class rock climbing at Q'emilin Park.

Figure 7.01 – Post Falls' geology is wholly unique, shaping the community's appearance, recreational opportunities, hydrology and namesake feature. (Image: City of Post Falls)

preserve habitat for local species through development of its landscaping standards, its parks, trail network and open spaces system, and ordinances relating to environmentally sensitive areas.

Hazards

The following summarizes features and conditions related to environmental hazards or developmental issues in Post Falls:

Floodplains: Flood prone areas in Post Falls are found primarily along the Spokane River and are noted on Federal Emergency Management Agency (FEMA) maps available online or from the Community Development Department. There is very little property within the city subject to flooding, and most of these areas have been developed or are in park areas.

Earthquake Faults: Though earthquakes in the Post Falls area are rare and typically minor, geologists acknowledge there's much to be learned regarding earthquake factors in the area. Known area fault lines are generally grouped as part of the "Lewis and Clark Fault Zone," covering zones east of the city and into Montana along I-90; this includes the set of

minor fault lines collectively known as the "Osborn Fault System." Minor temblors in 2015 confirmed the "Purcell Trench" fault as active, which runs just east of the city and roughly parallel to US-95 from Mica into Canada. The "Hope Fault" is more widely known, tracking from a point near Hope (eastern shore of Lake Pend Oreille) into Montana along the Clark Fork River. A round of minor quakes near Spokane in 2001 indicated the presence of a previously unknown fault area for seismologists to study. Regardless, the most recent United States Geological Survey (USGS) earthquake hazards map indicates the Post Falls area is at relatively low risk for earthquakes.³

Wildfire: Wildfires are a recurring issue across many areas of the Western US, including forest lands near Post Falls. In recent years, smoke from wildfires in Montana, British Columbia, Washington State, Oregon and Idaho have created air-quality hazards for Post Falls residents, particularly in summer months. Accordingly, Post Falls works with Kootenai County in developing and updating the All Hazard Mitigation Plan (AHMP), which identifies wildfire among other hazards affecting Kootenai County, analyzing risks and vulnerabilities and develops strategies to reduce impacts. The AHMP is revised every five years in compliance with appropriate laws and regulations.

Policy Overview

The policy framework in this comprehensive plan balances a wide range of community needs and objectives, including careful consideration for the protection and enhancement of Post Falls' natural environment. The riverbanks and the Rathdrum Prairie Aquifer are the city's most sensitive natural resources and will require careful stewardship. The hills surrounding Post Falls are valuable to the community because they provide a scenic, forested backdrop. The city's park system, trails and open space areas are valued for recreation in equal measure to the part they play in sustaining the local ecosystem. The city's projected growth will present challenges in terms of water and stormwater management, air quality and solid waste disposal – and all are integral to natural resource objectives. For these reasons, managing growth, especially in regards to land use and transportation decisions, is seen as critical to Post Falls' ability to achieve its natural resource goals.

³ Simplified 2014 Hazard Map, USGS; Post Falls shown in third-lowest of seven categories.

■ Natural Resources Goals

Goals

Maintain and improve Post Falls' small-town scale, charm and aesthetic beauty. [G-03]

Discussion: Whether newly-arrived or long-term, residents of Post Falls often cite the community's "small-town charm," its modest size, and its valley setting with open space prairie and the Spokane River as attractive features. Due to this, many of the goals, policies and programs contained in this plan help retain the City's lower-scale, walkable, small-lot development patterns common in early Post Falls, while at the same time, providing for urban growth in other, appropriate areas; support the development of cultural features and activities; and direct land use decisions encouraging infill and thoughtful expansion.

Protect and maintain Post Falls' natural resources including clean air, soils, river and aquifer, and minimizing light and noise pollution citywide. [G.08]

Discussion: City livability, health and value are fully dependent on clean, safe and sustainable natural resources. This goal underscores Post Falls' commitment to maintaining its natural resources as a top priority, recognizing them as essential to the community's survival.

Protect and enhance Post Falls' scenic and natural areas for present and future generations. [G.09]

Discussion: A hallmark of Post Falls is its riverside and prairie setting, including quiet shorelines, forested hillside backdrop and open-space lands. In concert with other plan goals and policies directing growth, this goal supports the preservation of scenic and open space areas, urging creative employment of tools such as land trusts, rights-purchasing or exchanges, or other appropriate strategies.



Economic Development

8

The goals and policies established in this element, together with others more directly related to land use, housing, transportation, historic preservation and other key topics have been coordinated to maintain and improve quality of life for Post Falls residents.

This plan's economic development goals focus on improving the long-term economic well-being of Post Falls through efforts of job creation and retention, improving the tax base, and improving the quality of life for those who live and work in Post Falls. The City is committed to strengthening the local economy by promoting opportunities for industrial and commercial development, coordinated and consistent with the community's overall vision.

Achieving economic aims requires far more than adoption of policy, but well-crafted guidelines position the city for success by:

- Encouraging living-wage jobs from a diverse set of professional, manufacturing and service businesses;
- Recognizing the significant contributions of existing and small businesses to Post Falls'



economy, and supporting policies that improve the business climate for existing businesses;

- Fostering outreach to encourage public participation, including opportunities or open discussion and comment to meet the community's needs and expectations;
- Promoting Post Falls as a place with a high quality of life, making it an attractive place for individuals or businesses to relocate;
- Promoting the benefits of Post Falls' natural resources, clean air and water, and wide variety of recreational opportunities;
- Promoting the city's business-friendly services and infrastructure, aiding business retention, expansion and recruitment;
- Pursue economic strategies that help sustain Post Falls over the long-term, minimizing the impact of external factors such as the economy, global events or demographic trends.

Ongoing prosperity relies on establishing a standard of living and quality of life that citizens value – whether they're long-term residents or newcomers. Similarly, maintaining a business environment where existing businesses can thrive lays the most effective foundation for attracting new businesses.

A significant portion of growth in Post Falls has taken the form of residential development, but efforts by the City have also led to growing business, manufacturing and medical business sectors. The city's intentions are to create a diverse, full-featured economy where residents choose to shop, purchase services, work and live.

Planning Context

The following outlines many of the factors that shape the City's economic development policies.

Location: Post Falls is part of a Combined Statistical Area of approximately 700,000 persons, strategically located along Interstate 90 between the cities of Spokane and Coeur d'Alene. Post Falls' location between these cities offers attractive opportunities for establishing land-intensive businesses and competitive-cost housing in exchange for short commute times and a highly desirable quality of life including access to numerous lakes, rivers and mountains. The I-90 corridor continues to attract business growth, as reflected in an increasing number of retail, health care and manufacturing businesses locating in the City.

Historic Patterns: Lumber and agriculture were the mainstays of the economy for much of the 20th century. But recent decades have seen declines in agriculture, lumber and mining, with new industrial and commercial development taking their place. Rapid residential development has also occurred, housing in-city workers as well as regional commuters.

Healthcare Sector: Demographic trends show the average age of Americans is rising, and growing numbers of retirees are likely to seek out places with strong recreational opportunities, high quality of life, ready access to metro centers, good healthcare and diverse housing options. Since 2000, the city has seen a great deal of new healthcare-related development, including a specialty and rehab hospital; a cancer services clinic; a long-term acute care hospital; numerous medical offices and assisted living facilities. These facilities are of obvious importance to older residents, but have equal value among residents of all ages.

Education: Post Falls strives to nurture its “human capital” through enhanced educational services offered to the local labor force, and through strengthening collaboration among business groups. The North Idaho College Workforce Training Center and the University of Idaho Research Park have located in Post Falls and continue to impact the education of the workforce. Additionally, a multitude of other higher education opportunities exist nearby, with seven universities and colleges within the Spokane/Coeur d’Alene metro area.

Environment: The city’s “natural capital” – the area’s numerous lakes, rivers, mountains, and open spaces – are key attractions for the city, and support the overall quality of life residents enjoy. As articulated in the Natural Resources element and elsewhere in this plan, Post Falls intends to protect these character-rich features for the enjoyment of all, including those who may wish to relocate here.

Urban Renewal Agency: The city’s economic development initiatives enjoy the support and assistance of Post Falls Urban Renewal, an independent agency using Tax Increment Financing (TIF) to provide and improve infrastructure keyed to economic growth. The agency oversees investment in four currently active districts, including Center Pointe, East Post Falls, Expo and West Seltice. The City acts as proponent for two sub-districts in the East Post Falls District. Urban Renewal led past work in three other, now-inactive districts.¹

To date, the Urban Renewal Agency claims to have created more than 3,000 new jobs in Post Falls.

Impact Fees: Some of Post Falls’ growth-related capital improvement projects are funded by Development Impact Fees, helping mitigate the impacts of growth. Fee schedules are reviewed and updated on a regular

¹ One such district, “City Center,” was deactivated in 2018. This plan’s implementation table recommends that renewal of the City Center district be considered.

basis, and are assessed with building permits. Funds collected are used to support parks, streets and public safety services.

Agency Collaboration: Post Falls recognizes that its success depends in large part on the resources and overall success of the region. Accordingly, Post Falls cooperates with numerous agencies on issues including water (see below), electricity, natural gas, transportation, open space, and sewer service. As an example, the City, along with Kootenai County and the cities of Rathdrum and Hayden, completed a wastewater master plan for the Rathdrum Prairie in 2009. The City takes an active role in transportation planning as a member of the Kootenai Metropolitan Planning Organization (KMPO), helping shape infrastructure critical to the community's long-term future.

Water Resources: Post Falls is situated on one of the most plentiful and stable aquifers in the country. As such, the City is positioned to provide adequate quantities of high-quality drinking water to future businesses at a time when other areas struggle to maintain existing supplies. Post Falls hopes to encourage responsible development of this resource as well as protection of the high-quality water supply for generations to come.

Construction Trends: According to the 2019 Kootenai County Commercial Market Review & Forecast, lots platted counts for Post Falls began outpacing those in Coeur d'Alene, Hayden and Rathdrum in 2017, and more than quadrupling the rates in those cities in 2018.

Industrial Sites: According to the 2019 Kootenai County Commercial Market Review & Forecast, vacancy rates for Industrial property remain low. A 2018 survey of 590 buildings indicated a countywide vacancy rate of 2.83%, with Hayden at 2.53% and Coeur d'Alene and Post Falls at less than 2.9%. Coeur d'Alene showed the highest annual rental rates of \$8.30 per square foot, followed by Post Falls at \$6.25.

Office & Retail: A 2018 survey of 403 buildings by the Kootenai County Commercial Market Review & Forecast showed a county wide office vacancy rate of 5.3%, slightly up from 2017 when the vacancy was 4.78%. The report forecasts "small swings" from year to year with rents to remain stable. The survey showed Post Falls with the highest annual rental rate of \$19.35 followed by Coeur d'Alene at \$16.97. A similar survey of retail space determined a countywide vacancy rate of 6.71%, up from 5.7% in 2017. Post Falls showed the highest vacancy rate of 9.42%, followed by Rathdrum at 8.06%. Portions of the old Factory Outlet Mall in Post Falls were noted to represent a large portion of the city's vacancy – if the outlet were full, the report noted, Post Falls' vacancy rate would be just 6.3%.

Together, the framework presented in this element provides direction in realizing Post Falls' long-range vision regarding economic development, including:

- Growing a balanced, prosperous and sustainable economy;

- Optimizing the city's relationship with its natural setting;
- Supporting safe, attractive and character-rich neighborhoods;
- Creating a dynamic, successful downtown;
- Providing ongoing support for the existing business community;
- Improving Post Falls' standing as a regional hub for business and related enterprises.

The following Table 8.01 lists additional demographic conditions and policy recommendations provided in the 2017 City of Post Falls Economic And Market Profile.² Goals most closely related to economic development are listed at the end of this element, with the complete set of goals and policies presented in Appendix B. Action items related to economic development may be included in Chapter 10, Implementation.

² *City of Post Falls Economic And Market Profile, March 8, 2017, Community Attributes, Inc. Report included in Appendix X.*

Table 8.01 – Economic & Market Profile Findings

Demographics

Key Findings	Policy Considerations	Policies
<ul style="list-style-type: none"> ▪ <i>Post Falls has grown faster than the region and other neighboring cities</i> ▪ <i>Post Falls has a higher percentage of children and people between the ages of 25 and 40, which suggests that the City is attracting young families;</i> ▪ <i>Post Falls has a higher proportion of families than elsewhere in Kootenai County (though 61% of households consist of one or two people);</i> ▪ <i>On average, renter households are larger than owner households in Post Falls;</i> ▪ <i>Incomes are relatively high while educational attainment is lower than comparison communities;</i> ▪ <i>Little diversity in housing stock: The City has housing for families but limited housing for smaller households (a.k.a. workforce housing).</i> 	<ul style="list-style-type: none"> ▪ <i>Consider policies to diversify housing stock to include more workforce-oriented housing, such as new forms of single family development;</i> ▪ <i>Consider policies that ensure Post Falls' attractiveness to young families and competitiveness with other regional housing centers along I-90;</i> ▪ <i>Consider the needs of the City's young families and how their needs and preferences will change over time.</i> 	<p>P.01, P.66, P.83, P.85,</p>

Employment & Industry

Key Findings	Policy Considerations	Policies
<ul style="list-style-type: none"> ▪ <i>Post Falls has a balanced jobs-housing ratio, meaning it is both an employment and housing center. But housing growth outpaced employment growth from 2010 to 2015;</i> ▪ <i>Post Falls has a relatively low percentage of residents with a bachelor's degree or higher, yet median incomes are higher than regional averages;</i> ▪ <i>A relatively high proportion of people work in Post Falls but live elsewhere – meaning a significant portion of the workforce commutes to Post Falls from elsewhere in the region;</i> ▪ <i>Almost a third of working residents commute to nearby Coeur d'Alene for employment;</i> ▪ <i>The three largest employment sectors in Post Falls were Retail Trade, Manufacturing and Government service, representing more than 40% of all jobs in the city;</i> ▪ <i>Of the largest industries in Post Falls, Manufacturing has experienced growth and is relatively concentrated in Post Falls compared to the rest of the county.</i> 	<ul style="list-style-type: none"> ▪ <i>Develop existing policies that support the city's role as a regional manufacturing center;</i> ▪ <i>Evaluate the needs of current and future employers as it relates to the city's current and future housing stock;</i> ▪ <i>Maintain the city's balance of jobs and housing;</i> ▪ <i>Support policies that encourage people to live and work in Post Falls;</i> ▪ <i>Support policies that align workforce development efforts with the needs of current and potential industries (such as skilled labor for manufacturing).</i> 	

Table 8.01 – Economic & Market Profile Findings

(continued from pg.8•6)

Real Estate

Key Findings	Policy Considerations	Policies
<ul style="list-style-type: none"> ▪ <i>Housing stock is predominantly single family with low supply of units two bedrooms or less in size;</i> ▪ <i>Relative to the region, fewer homeowners have affordable housing and more renters have affordable housing in Post Falls;</i> ▪ <i>Before the 2007-2010 recession, average residential sale prices in Post Falls tracked closely with the region. Since the post-recession drop, the local average has remained slightly below the regional average;</i> ▪ <i>Office vacancy has been rising while rents have been dropping, indicating a lack of demand for office space in Post Falls;</i> ▪ <i>Retail vacancy and rents have trended downward in recent years, complicating demand conclusions. Retail vacancy in Post Falls is now similar to the region (was much higher in 2011);</i> ▪ <i>Industrial rents have been level in recent years in Post Falls, while industrial vacancy rates have wavered (in similar fashion to the region);</i> ▪ <i>The City’s housing market is still attractive to families and relatively affordable compared to other housing markets in the region.</i> 	<ul style="list-style-type: none"> ▪ <i>Indicates possible need for more owner housing suited for smaller households;</i> ▪ <i>Regional vacancy rates indicate potential strong demand for rental housing;</i> ▪ <i>Consider strategies and other actions that promote Post Falls as an affordable commercial/industrial alternative along the I-90 corridor;</i> ▪ <i>Consider policies that help maintain housing affordability in Post Falls.</i> 	

Retail

Key Findings	Policy Considerations	Policies
<ul style="list-style-type: none"> ▪ <i>The City is a retail magnet for most retail trade categories, attracting shoppers from outside the City;</i> ▪ <i>Almost one in three retail businesses are restaurants or bars, similar to regional ratios;</i> ▪ <i>The City has a surplus of retail offerings in most categories, meaning it draws retail customers from outside the City;</i> ▪ <i>Modest retail leakage is occurring in grocery store, restaurant, clothing and electronics categories;</i> ▪ <i>The current build-out of retail is largely auto oriented with a mix of local and national retail brands oriented towards freeway access points (in the form of neighborhood centers and strip centers).</i> 	<ul style="list-style-type: none"> ▪ <i>Attract new destination retail, leveraging strengths including I-90 access and proximity to major population centers;</i> ▪ <i>Consider concentrating future retail in specific locations to help create more prominent, identifiable retail destinations;</i> ▪ <i>Consider policies that diversify retail formats that connect and orient to the city amenities like the waterfront.</i> 	

■ Economic Development Goals

Goals

Grow and sustain a balanced, resilient economy for Post Falls, providing community prosperity and fiscal health. [G-01]

Discussion: In seeking long-term prosperity, residents understand the need to build economic diversity – capitalizing on access to neighboring job centers as well as developing a strong business base within City limits. This plan supports strategies that build and sustain a diverse, balanced economic base, retain existing quality of life assets, and help keep Post Falls prosperous.

Maintain and improve Post Falls’ transportation network, on pace and in concert with need and plan objectives. [G.06]

Discussion: All cities require functional, resilient transportation networks providing for the flow of people and materials. In assisting with this plan, residents urged improvements to the existing fabric and criteria that provide a full-featured street network for Post Falls, improving the efficiency, function and value of the City. Residents also recognize the importance of transit services, as well as connectivity to regional ground, rail and air transportation systems.

Plan for and establish types and quantities of land uses in Post Falls supporting community needs and the City’s long-term sustainability. [G.07]

Discussion: Cities exercise considerable influence over land use, in turn influencing the type and character of development, patterns of growth, and the short and long-term financial impact of growth on the local economy. Consequently, this plan supports the allocation of land use types, parks features and other areas sufficient to achieve overall plan objectives.

Sustain and expand Post Falls’ arts, cultural and civic environment. [G.11]

Discussion: Residents of Post Falls value and support the arts, cultural and social organizations, events and facilities. This goal and supporting policies direct the City to help encourage and expand community arts programming, historic and cultural resources – benefitting the civic health, quality of life, and economic vitality of Post Falls.

Maintain the City of Post Falls' long-term fiscal health. [G.12]

Discussion: Services that cities provide cannot be sustained without fiscal balance and accountability. This goal serves to anchor the City of Post Falls' obligation to sustain its fiscal health – achieved through the gathering of income in responsible, equitable ways, and through decisions, investments and actions that provide rate-payers with efficient, effective services now and in the future.



Community Design & Character

9

Natural, cultural and historic resources contribute to the "character" of a city, boosting pride and perceived value, and provide for economic growth by attracting quality businesses, residents and tourists.

This element establishes policies to ensure that the unique character of Post Falls is protected and enhanced, benefitting today's residents as well as those that may wish to live here in the future. Key factors contributing to community character include:

- Aesthetic beauty, including the natural environment and location-sensitive design;
- A well-established and vital city center;
- An active arts and cultural scene;
- Structures and features that convey a sense of history, progress and long-standing local pride;
- Scale of development, which includes the physical shape and size of the built environment;
- Design that showcases community activity and vitality, including buildings, streets and gathering spots;



- Diverse, high-quality housing stock;
- Greenbelts, parks, trails and open space, including trees and landscaping;
- Key vistas, as part of urban design and of natural features, establishing community backdrop and "setting";
- Recreational facilities and ample space for community activities;
- Visual and functional continuity, conveying a sense of physical unity;
- A populace actively engaged in civic affairs, expressing community values and supporting ongoing progress.

This comprehensive plan element introduces conditions for many of these factors in Post Falls, with particular focus on those features and policies not established in other elements such as parks, housing and natural resources. A listing of goals most closely related to community character are provided at the end of this element, with the full catalog of goals and policies provided in Appendix B. Additionally, related programs may be listed in Chapter 10.

Design & Character Factors

Natural Setting

Post Falls' natural setting is an exceptional one – with views of forested hills to the north and south, prairie lands, a spectacular river and waterfalls, basalt outcrops, stately pines, nearby lakes and more. The following paragraphs summarize many of these, touching on policy and program objectives supported by this plan as advised by the community.

Rathdrum Prairie – Farms once typified the prairie, including those growing bluegrass. Opposition to field burning, beginning in the late 1990s, helped undermine the viability of farming at nearly the same time as demand for housing began its exponential growth. Retaining the prairie's open-space character – especially with a sizable portion of the city's future growth now expected to take place there – will require ongoing support for policies and programs that encourage long-term development of inter-linked greenbelts and naturalistic, grassland areas on the prairie.

Hillsides – The city's more distant hillsides, including Mica Peak as a southern centerpiece, Mt. Spokane, Blossom Mountain (Signal Point) and the Rathdrum Mountains, are today largely forested. Periodic logging will occur, as will large-lot development at lower elevations. As greenfield land availability shrinks, increased growth pressures in hillside areas may occur.



Figure 9.01 – *Post Falls' namesake feature drove the city's formation, and for many years, the local economy, the transportation system and associated neighborhood development patterns. (Images: Post Falls Historical Society)*

Therefore, policies support future City efforts to identify and maintain key viewsheds, and to monitor land uses south of the river and along the lower slopes of the hillsides.

River and Falls – The Spokane River and the city's namesake falls are highly beloved features, and face few existential threats. The new Community Forest is a prized addition to this area, providing approximately 500 acres for hiking, mountain biking, education, wildlife viewing and more. This, plus the adjacent Q'emlin Park and Falls Park to the north seem likely to foster the community's love affair with its river for generations to come. The "Trailer Park Wave" feature just downstream provides another, lesser-known feature that's well-suited to the city's emerging identity as an outdoor recreation community.¹ One of the most important efforts for the City remains eventual redevelopment of the Post Falls mill site, helping create a character-rich, vital center for the city, giving Post Falls a riverside epicenter with a true sense of place, history and beauty.

Built Environment

For much of its existence, Post Falls was a working-class city sustained by lumber mills and agriculture. The community's built environment reflects this, with features in and near the core typified by:

- Housing stock reflecting period-style middle-class and lower middle-class workforce housing;
- A modest, well-scaled, walkable street grid;

¹ Trailer Park Wave access point owned by Avista Utilities.

- Development patterns generally set well away from formerly industrialized shoreline and rail right-of-ways;
- Scattered homes on the prairie that once served as farming homesteads.

More recent development patterns exhibit features typical of their era, including:

- Older, pre-freeway neighborhoods that extend the city's grid but lack curb, gutter and sidewalk;
- Newer neighborhoods built as isolated subdivisions within classic square-mile sections;
- Relatively dense, master-planned housing built near the river;
- Highway commercial development along Seltice Way, which served as the main thoroughfare prior to the construction of Interstate 90.

The following paragraphs summarize Post Falls' existing built environment, touching on policy and program objectives supported by this plan as advised by the community.

City Center/Downtown – Historically, the city center was the commercial and transportation center of Post Falls. The area lost a great deal of its functional cohesion with the construction of I-90, which essentially split the urban core in two. Spokane Street, a north-south corridor, had functioned as the city's "main street" for much of the city's early history, but most of the commercial stores that once comprised this were lost, especially north of the interstate. Despite this, and functional shifts tied to reduced industrial and agricultural activity, downtown remains an important place to residents due to its centrality, historic significance and sense of place.

To help revive its city center, Post Falls commissioned the City Center Master Plan for the area in 2005. Among its many objectives, this plan envisions:

- *A more vital, feature-rich Spokane Street running from Mullan Avenue southwards as far as 1st Avenue at the Spokane River bridge;*
- *A beautified and active 4th Avenue running from Idaho Street westward to its terminus at Falls Park;*
- *The eventual redevelopment of the former mill site, seen as critical to the overall success of the city center area and the community's overall, long-term vision.*

Post Falls has been actively implementing recommendations from the 2005 City Center Master Plan, including the following advances:

- Locating the new Post Falls City Hall at the corner of 4th and Spokane as part of work to re-establish main street functionality along 4th Avenue's east-west axis;
- Investments in streetscape improvements both north and south of I-90, helping improve the look and feel of these areas and spurring re-investment in the form of small restaurants, professional offices and historic rehabilitation;
- Completion of a City Center Parking Plan to complement future infill development.

These accomplishments have established a strong foundation for the revival of Post Falls' city center, creating an environment conducive to the type of higher-density, mixed-use housing essential to the area's vitality. Looking forward, this plan also supports the creation of downtown "public realm" spaces for gatherings and civic events. Given downtown's strong potential, ongoing City and private-sector investment is certain to pay dividends.

Design and scale – Post Falls' built environment is a diverse one, ranging from historic homes and buildings, to traditionally-scaled neighborhoods, to sprawling car-oriented subdivisions and commercial areas, to higher-density homes and condominiums overlooking the Spokane River. Substantial areas within the City's Area of City Influence (ACI) remain officially outside City Limits, forming "islands" that tend to interrupt visual and functional continuity. More detailed coverage of the City's various districts and "focus areas" is provided in Table 1.02 in Chapter 1.



Figure 9.02 – Kokanee (freshwater-only form of sockeye salmon) played a large role in Coeur d'Alene and upper Spokane tribal history. The species continues to thrive in Post Falls waterways, attracting large numbers of Bald Eagles to Lake Coeur d'Alene during spawning season. (Image: Studio Cascade, Inc.)

To developers, such conditions convey a sense that Post Falls is an accommodating community, a place that's willing and anxious to accept all forms of development. The weight of such impressions carry important implications and trade-offs to visitors and residents alike – on one hand, suggesting ease of access and quantitative focus; on the other, a sense that Post Falls is still developing a cohesive, long-term vision for its future. Striking the right balance regarding growth is something Post Falls has been actively seeking, especially in the face of projections that may triple the number of city residents. In response, this plan provides a policy framework that, among other goals:

- *Seeks to elevate the quality of building construction and design in Post Falls;*
- *Supports growth of more walkable neighborhoods, including development of appropriately-scaled commercial centers serving each area;*
- *Supports beautification of corridors and community entryways;*
- *Encourages infill development, especially near the city center;*
- *Discourages functionally inefficient development patterns.*

The City has been active in improving Post Falls' built environment through the creation of design guidelines and building codes. Post Falls adopted a form-based SmartCode² in 2009, addressing the community's growing hopes that a new approach to zoning would stimulate an increasing sense of civic identity and accelerate reinvestment in downtown. While the community valued greater attention to design in some parts of Post Falls, the structure of the SmartCode and zoning ordinance proved cumbersome. In response, the City has begun work to develop a "hybrid" style code combining the best attributes of traditional and form-based codes.

This updated comprehensive plan includes policies that attempt to resolve this confusion, suggesting that:

- *Development intensities and land uses be permitted by right within certain zones;*
- *All permitting processes be streamlined as much as possible;*
- *Variety in housing types and land uses is desirable;*
- *Design control be applied to those corridors and districts where community image and a "sense of place" are valued most.*

² *SmartCode is an open-source model code emphasizing formal considerations such as width of lots, size of blocks, building setbacks, building heights, placement of buildings on the lot, and location of parking. This differs from conventional zoning, which emphasizes control and separation of land uses. SmartCode and other form-based hybrid codes are typically employed where mixed-use development, aesthetic and qualitative outcomes are prioritized. See: <https://en.wikipedia.org/wiki/SmartCode>*

The City intends to update its zoning ordinance concurrently with this plan revision, eliminating the SmartCode and integrating those design and use-oriented provisions that make sense within a single, modified zoning ordinance. The new zoning ordinance is expected to create "block frontage" standards to address building placement and architectural treatments where a higher-quality experience is sought, in exchange for higher development intensities. The new ordinance is also expected to allow a wider variety of land uses permitted by right.

Historic features – As described earlier, Post Falls' working-class history supported fewer and more modest homes and buildings than perhaps common for a city of its size. This, in addition to the mill's closure, loss of agricultural vitality and construction of Interstate 90 has led to a community with few historic structures upon which to found an "identity." Remaining structures of early Post Falls include a few commercial buildings and monuments generally found in the older portion of the community near the Spokane River. There are some residences located throughout older neighborhoods; public buildings scattered throughout the community and several churches in the older sections of town.

Regardless, plan policies urge Post Falls to embrace its past, building a sense of place around all such features – vestigial or otherwise. Such opportunities include:

- *Railways – Freight rail was an integral part of Post Falls early fortunes. Several such rights-of-way remain, and though most are partially active, the community should focus on ways to leverage their value in more immediate, symbolic ways as well, envisioning new and exciting outcomes for when they're declared inactive.³ Important places such as "Grand Junction" near Poleline and McGuire Road should be developed in ways that celebrate both use and history.*
- *Mill sites – The history of the city's namesake falls – and the city itself – are tied to mill operations. The original Post Falls mill is now gone, but traces of its layout, in the form of foundations, channels and building footprints, remain. Future redevelopment of this critical area should embrace the site's past, even if only by retaining (or recreating, in plan form) key features as part of the site's layout. Other sites, especially those described in the Milltown context area (Chapter 1) should receive similar treatment when opportunities emerge.*
- *Agricultural features – Post Falls' agricultural economy may be fading, but it's an important part of the city's story. Remnants of this past, ranging from grain elevators to spur lines to irrigation canals – and even the square mile sectional layout of the roadway grid – all present valuable opportunities for historic reference, rehabilitation or re-use. For this, creativity and imagination are key.*

³ Rail right-of-way transition to trail, especially in City Center, Milltown South and Seltice East may be particularly beneficial to desired use patterns in these areas.

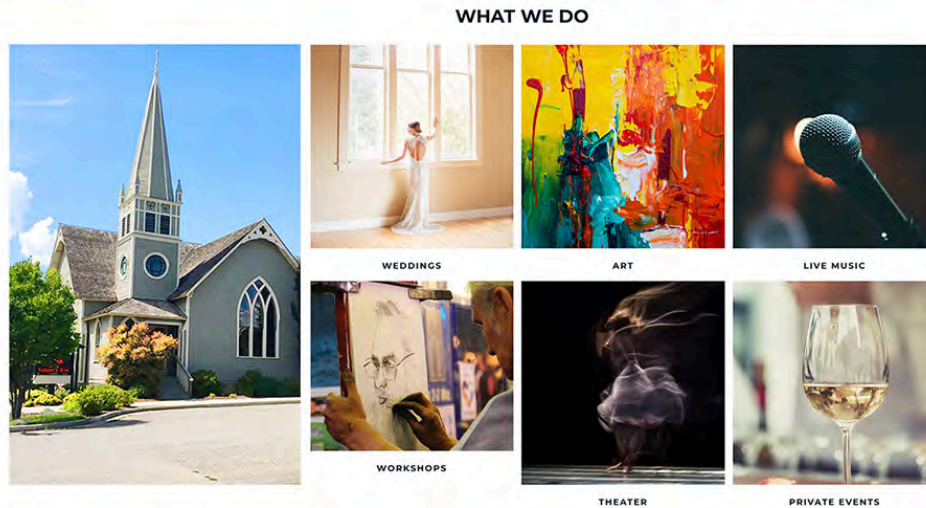


Figure 9.03 – Located in the historic city center, The Jacklin Arts and Cultural Center is a non-profit dedicated to promoting the arts in and for the Post Falls and Coeur d’Alene communities. (Image: thejacklincenter.org)

- *Seltice Way/Highway 10 – Before I-90, this former highway joined Spokane, Coeur d’Alene and the rest of the northern states in the early days of the automobile.⁴ Though many of the uses and architectural features typical of this era are now gone, some portions of Seltice could work to embrace this part of Post Falls' history, much as the old Route 66 now does in parts of the southwest. Seltice Central in particular seems well-suited to such an approach, with a mix of mid-century architecture, a traditional street block structure and numerous viable, small-scale businesses.*

Cultural Assets

Cities exist as human ecosystems designed to support, optimize and sustain human activity. On a fundamental level, the built environment simply provides the framework for human expression – a community's "culture" – to take place. Residents envision a far more vibrant, active future for the arts and culture in Post Falls, and this plan's policy framework supports ongoing efforts to realize such a future.

Events and activities -Numerous community events and activities typify Post Falls' arts and cultural scene, including the Post Falls Festival at Q'emiln Park, October Fest, and the annual Tree Giveaway. In addition to larger events, residents enjoy dozens of opportunities to take part in sporting events and recreational programs led by the City's Parks and Recreation Department.

⁴ Highway 10 through Post Falls was part of the "Yellowstone Trail," America's first transcontinental highway, established in 1912.

Cultural facilities – Post Falls' arts and cultural scene received a large boost with the opening of the Jacklin Arts and Cultural center, formerly known as “The Old Church” in downtown. The building is home to regularly-scheduled art classes, concerts, plays and exhibits. The center is owned and operated as a non-profit entity, and receives partial support from wedding events hosted there.

Public engagement – The City of Post Falls understands that progress in any form flows from the ongoing support and involvement of its citizens. Toward that objective, policies urge the City to do far more than inform residents of its activities. Instead, policies point toward an ongoing, collaborative and productive dialogue with all segments of the populace. Establishing such an environment – where residents, having been attracted to this place for any number of reasons, value those qualities so strongly as to actively support them in concert with others. In many ways, public engagement is as much a measure of "place" as is any collection of landmarks, buildings and natural elements.

■ Community Character Goals

Goals

Maintain and improve Post Falls' small-town scale, charm and aesthetic beauty. [G-03]

Discussion: Whether newly-arrived or long-term, residents of Post Falls often cite the community's "small-town charm," its modest size, and its valley setting with open space prairie and the Spokane River as attractive features. Due to this, many of the goals, policies and programs contained in this plan help retain the City's lower-scale, walkable, small-lot development patterns common in early Post Falls, while at the same time, providing for urban growth in other, appropriate areas; support the development of cultural features and activities; and direct land use decisions encouraging infill and thoughtful expansion.

Sustain the historic city center as the "heart" of Post Falls, bringing the community together and enhancing its commercial, service and civic vitality. [G-04]

Discussion: In preparing this plan, residents made it clear that the historic city center should still be considered the 'heart' of Post Falls. Development of a vibrant city center will require supporting its numerous and necessary functions, including a strong commercial base, community services, public space availability and access, parking and diverse housing options. This plan provides policies and programs that help foster an environment in which the city center can thrive, in turn aiding the attractiveness, efficiency and value of the entire community.

Keep Post Falls' neighborhoods safe, vital, and attractive. [G.05]

Discussion: Residents prize the character and unhurried pace of Post Falls neighborhoods, and wish to ensure their neighborhoods are kept safe, active and aesthetically pleasing. Supporting this goal, a diverse set of policies have been provided, including encouraging attractive, pedestrian-friendly development, provision of diverse housing types, parks facilities, and neighborhood-scale commercial services.

Plan for and establish types and quantities of land uses in Post Falls supporting community needs and the City's long-term sustainability. [G.07]

Discussion: Cities exercise considerable influence over land use, in turn influencing the type and character of development, patterns of growth, and the short and long-term financial impact of growth on the local economy. Consequently, this plan supports the allocation of land use types, parks features and other areas sufficient to achieve overall plan objectives.

Protect and maintain Post Falls’ natural resources including clean air, soils, river and aquifer, and minimizing light and noise pollution citywide. [G.08]

Discussion: City livability, health and value are fully dependent on clean, safe and sustainable natural resources. This goal underscores Post Falls’ commitment to maintaining its natural resources as a top priority, recognizing them as essential to the community’s survival.

Protect and enhance Post Falls’ scenic and natural areas for present and future generations. [G.09]

Discussion: A hallmark of Post Falls is its riverside and prairie setting, including quiet shorelines, forested hillside backdrop and open-space lands. In concert with other plan goals and policies directing growth, this goal supports the preservation of scenic and open space areas, urging creative employment of tools such as land trusts, rights-purchasing or exchanges, or other appropriate strategies.

Provide and support Post Falls’ parks and recreational opportunities on-pace with growth. [G.10]

Discussion: Post Falls residents value current parks and recreational services, and wish to retain the same or higher levels of service as the community grows. This goal directs the City to consider parks and recreational needs in all related plans and actions, including land use decisions, regulatory requirements and budgeting.

Sustain and expand Post Falls’ arts, cultural and civic environment. [G.11]

Discussion: Residents of Post Falls value and support the arts, cultural and social organizations, events and facilities. This goal and supporting policies direct the City to help encourage and expand community arts programming, historic and cultural resources – benefitting the civic health, quality of life, and economic vitality of Post Falls.



Implementation

10

As generally described in Chapter 1, a variety of tools and types of actions are available to Post Falls in implementing this plan. This element describes many of these in greater detail, and lists a set of specific programs identified during the plan update process.

Implementation Tools

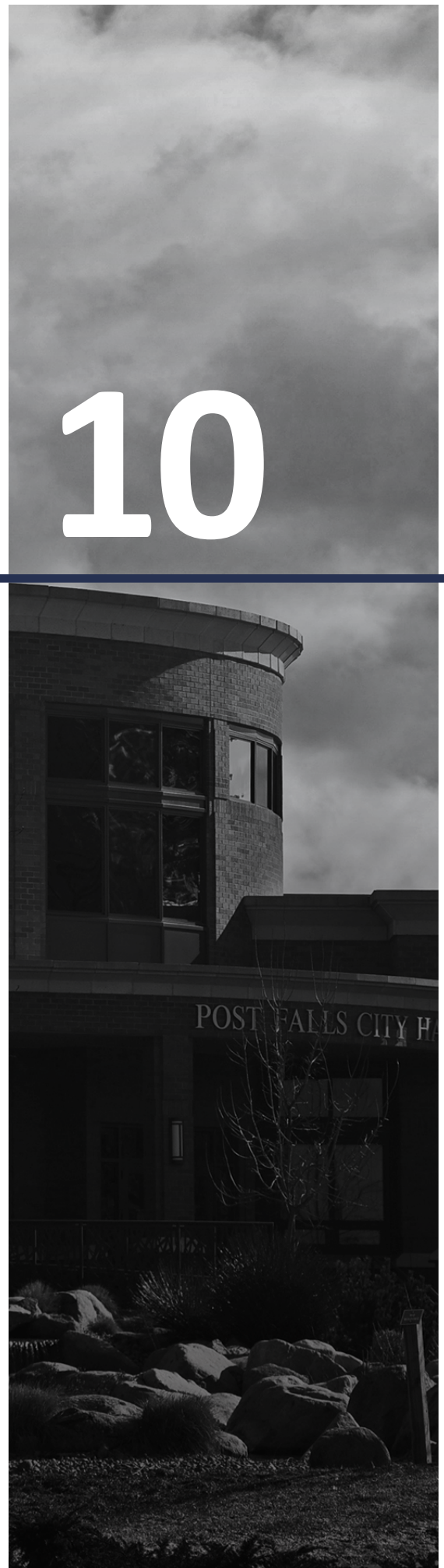
The following detail typical implementing activities used by Post Falls:

Zoning & Subdivision Ordinances

The policies of this comprehensive plan help establish a guiding framework from which to develop prescriptive ordinances and zoning maps. These establish regulations and standards for land uses and establish property division procedures. Idaho law requires that all zoning and subdivision ordinances be in accordance with the adopted comprehensive plan.

Capital Improvement Plan

The Post Falls Capital Improvements Plan (CIP) is a multi-year scheduling of public improvements needed to accommodate future growth and implement long-range planning. It is enacted as a guideline for public



investment of needed facilities and the collection of development impact fees and capitalization fees.

Regional Plans

Because many of the issues that impact the future of Post Falls also impact the region (or are generated regionally) the City is involved in regional planning efforts. Some of these have or will result in adopted plans and some involve ongoing efforts to address specific issues. The following are examples of regional planning organizations or issues that the City is involved with:

- Kootenai Metropolitan Planning Organization (KMPO) – This agency leads planning for regional roadways and highways, in partnership with the Idaho Transportation Department (ITD) and local municipalities, including Post Falls.

www.kmpo.net

- North Idaho Building Contractors Association (NIBCA) – An organization working to strengthen the residential construction sector, improving affordability, job creation, and economic development.

www.nibca.com

- Idaho Water Resource Board (IWRB) – A department responsible for the formulation and implementation of the state water plan, financing of water projects, and the operation of programs that support sustainable management of Idaho's water resources.

www.idwr.idaho.gov/IWRB

- Rathdrum Prairie Wastewater Master Plan – Updated in 2015, this IWRB-funded plan addresses regional water and wastewater management.

www.postfallsidaho.org (online documents)

Ongoing Planning Efforts

In addition to actions directly implementing plan policies, the City of Post Falls recognizes the need to maintain ongoing efforts, including:

- 1) Coordinating comprehensive and other City-led plans with the regional planning efforts of area cities and Kootenai County, and with work by appropriate state agencies.

- 2) Reviewing and updating municipal codes to ensure conformance and consistency with the comprehensive plan and other master plans.
- 3) Evaluating the relationship between plan activities, development patterns, service costs and municipal revenues.
- 4) Analyzing alternative financing approaches to minimize tax burdens while continuing to provide quality public infrastructure and services.
- 5) Ensuring that technical information on planning issues is available in an accessible, easy-to-use format and is available to the public.
- 6) Updating all City master plans, including sub-area plans.

Plan Amendments

The comprehensive plan should be reviewed and updated in a timely fashion to remain useful and relevant. The goals and policies within the comprehensive plan should not be interpreted as unalterable commitments, but rather as policies reflecting the best foreseeable direction at a given point in time.

Citizen involvement should be an integral part of comprehensive plan updates, and any amendments must be made in accordance with state law. Idaho's Land Use Planning Act provides for amendments to comprehensive plans, allowing city planning and zoning commissions to initiate amendments to comprehensive plans, or city councils, groups or persons to petition for such amendments.

Capital Funding Sources

Funding options currently available to municipalities in Idaho for implementation of public improvements include the following:

- Development impact fees;
- Capitalization fees;
- General funds;
- General obligation bonds;
- Revenue bonds;
- Enterprise funds;
- User fees;

- Permits/licenses;
- Local Improvement Districts (LID);
- Urban Renewal District(s);
- Tax Increment Financing (TIF);
- State and federal grants;
- Franchise fees;
- Private foundations and donations.

Implementing Programs

The following pages (Table 10.01) list a series of programs supporting the goals and policies contained in this plan's elements, showcasing a range of actions identified to implement the community's long-range vision. These programs constitute a part of applicable or corresponding elements. This table, also included in the Goal, Policy & Program Matrix (Appendix B) is provided to help City staff and leadership track progress, coordinate and combine various actions where it makes sense to do so, and to help guide budgeting of work and improvements in a more realistic, strategic fashion. As with the rest of the plan, this table represents the input, expressed priorities and values of the community and its leadership.

Each listing includes columns identifying the anticipated timing of that action, as well as those primary agencies likely to be involved. These columns in no way obligate the City or identified partners to act or participate according to the time frames described – rather, the table offers a means for the community to see, at a glance, its stated objectives in context of an intended time frame.

Table 10.01 – Implementing Programs

Program	Short (0-5 yr.)	Medium (5-10 yr.)	Long (10-20 yr.)	Ongoing	Key Actors
<p>(PR.01) Highway 41 Plan – With County, municipal and agency partners, work to implement key portions of the 2016 Highway 41 Plan, incorporating:</p> <ul style="list-style-type: none"> • Updates to future land use and growth patterns; • Revisions accommodating adopted Street Frontage Standards; • Revisions accommodating shifts in “backage” street design and location; • Refinements regarding type and location of Neighborhood Centers; • Development of multi-modal features along the corridor; • Other revisions implementing comprehensive City plans, goals and policies; • Extension of the Prairie Trail. 				■	PF HD KMPO COR PF Staff ITD K Co
<p>(PR.02) Annexation Policy – Review and update the City’s annexation policy to include:</p> <ul style="list-style-type: none"> • Public infrastructure analysis, including parks and trail networks; • Cost analysis of necessary improvements; • Capacities and impacts on existing capital facilities and services; • Review of all related utility and service provider master plans; • Review of all local and regional transportation master plans; • Limits and capacities of wastewater discharge and water rights; • Review of mitigation costs and strategies; • Greater clarity and consistency. 	■	■			K Co PF Staff Surrounding cities
<p>(PR.03) City Center Plan – Prepare and adopt an updated plan for downtown Post Falls, including:</p> <ul style="list-style-type: none"> • An overall needs assessment, with programming recommendations; • A catalog of critical architectural, transportation, historic and public-space characteristics; • Wayfinding concepts; • Retail mix and marketing strategies; • Parking strategies; • Housing strategies, including adjacent neighborhoods; • Strategies to improve downtown ties to Falls Park, the river shoreline and areas west of N Spokane Street; • Development of leadership and organizational capacities; • Compilation and analysis of project funding options; • Standards for programming and public-space infrastructure. 	■	■			PF PZ PF CC PF Staff

Abbreviations: PF Staff = Post Falls Staff; PF PZ = Post Falls Planning & Zoning Commission; PF CC = Post Falls City Council; PF Hist = Post Falls Historical Society; PF PR = Post Falls Parks & Recreation; PF HD = Post Falls Highway District; PFURD = Post Falls Urban Renewal District; CDA = City of Coeur d’Alene; CDA Tr = Coeur d’Alene Tribe of Indians; COR = City of Rathdrum; ITD = Idaho Transportation Department; K Co = Kootenai County; KMPO = Kootenai Metropolitan Planning Organization

Table 10.01 – Implementing Programs

(Continued from pg. 10•5)

Program	Short (0-5 yr.)	Medium (5-10 yr.)	Long (10-20 yr.)	Ongoing	Key Actors
<p>(PR.04) Transportation Programs – Execute studies and program recommendations in the City’s Transportation Master Plan, including:</p> <ul style="list-style-type: none"> • Refinement of screening criteria to help prioritize the creation of multi-modal improvements within TMP updates; • Development of a multimodal Capital Improvement Plan (CIP), incorporating multi-modal improvements into the City’s overall LOS analysis and improvements strategy; • Development of a city-wide approach to wayfinding, addressing all means of transportation; • Continued evaluation and development of mitigation strategies regarding rail crossings; • Refinement of a bicycle and pedestrian trails plan, including mapping of existing and future trail routes; incorporation of the in-city network with the regional system; creating standards for trail construction and improvements; compiling funding source data and implementation strategies; • Identifying location and facility needs for transit stop improvements. 				■	PF PZ PF CC PF Staff KMPO
<p>(PR.05) Incentives Study – Research strategies to encourage infill development and “islands” annexations, recognizing the service and infrastructure efficiencies such development may leverage.</p>	■	■			PF PZ PF CC PF Staff
<p>(PR.06) Expansion Study – Update wastewater, water and other facilities planning to include potential service to lands on the south side of the Spokane River, advising potential inclusion of these lands in the Area of City Impact.</p>	■	■			PF PZ PF CC PF Staff
<p>(PR.07) Branding Study – Develop and implement City and community branding strategies, informing development standards and fostering the growth of an identifiable, positive and consistent image for Post Falls.</p>		■			PF PZ PF CC PF Staff
<p>(PR.08) Historic Inventory – Identify and recommend structures sites and landscapes for historic recognition and/or protection.</p>		■			PF PZ PF CC PF Staff PF Hist
<p>(PR.09) Character Preservation – Work with Kootenai County and neighboring communities to:</p> <ul style="list-style-type: none"> • Develop standards/regulations for hillside development • Complete a green space study for the Rathdrum Prairie. 				■	PF PZ PF CC PF Staff K Co
<p>(PR.10) Water & Wastewater Planning – Participate in cooperative water and wastewater planning efforts on the Rathdrum Prairie to:</p> <ul style="list-style-type: none"> • Potentially modify future ACI and growth area boundaries; • Continue to research property acquisition opportunities on the Rathdrum prairie for potential land application of wastewater. 				■	PF PZ PF CC PF Staff Surrounding communities
<p>(PR.11) Parks, Recreation & Open Space Master Plan – Update the Parks and Open Space Master Plan, ensuring that the plan also:</p> <ul style="list-style-type: none"> • Identifies and directs implementation serving local and regional needs for parks and trails; • Provides forestry guidelines to inform landscaping and development standards. 	■		■		PF CC PF Staff PF PR

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Table 10.01 – Implementing Programs

(Continued from pg. 10•6)

Program	Short (0-5 yr.)	Medium (5-10 yr.)	Long (10-20 yr.)	Ongoing	Key Actors
(PR.12) Interlocal Agreements – Update and adopt agreements with Kootenai County and other jurisdictions as appropriate to ensure collaborative planning and development of the City’s ACI.	■	■			PF CC PF Staff Surrounding communities
(PR.13) Progress Measures – Develop community benchmarks, indicators or performance measures to evaluate the comprehensive plan’s success in goal achievement and policy implementation, and to guide its adaptation to new circumstances as conditions change.				■	PF PZ PF CC PF Staff
(PR.14) Impact Fees – Update and adopt a draft impact fees ordinance for the City’s consideration, ensuring fees and dedications are based on system improvements necessary to support proposed development, will not exceed the costs of necessary system improvements, and will be used for system improvements to benefit the new development.	■		■		PF PZ PF CC PF Staff
(PR.15) Capacity Study – Prepare and periodically update a land capacity study, evaluating population growth projections with available lands and planned use densities.				■	PF PZ PF CC PF Staff
(PR.16) West End Subarea Plan – Prepare a subarea plan for Post Falls’ west end, primarily lands north of I-90 and west of Pleasant View Road, identifying: <ul style="list-style-type: none"> • Viable, complimentary and efficient growth patterns; • Recommended future land uses; • Recommendations for revisions to City CIP priorities; • Strategies incorporating long-range planning for Highway 53 and other highway improvements; • Corridor-oriented strategies for W. Seltice Way. 		■			PF PZ PF CC PF Staff
(PR.17) Seltice Way Corridor Plan – Prepare a corridor plan for Seltice Way from Stateline to Heutter Road, incorporating multimodal improvements and a “centerpiece” project to calm traffic while continuing to maintain a satisfactory level of service, spurring commercial and mixed-use development along this principal arterial.	■	■			PF PZ PF CC PF Staff
(PR.18) Code Update – Review and revise City of Post Falls municipal code as required for concurrency with adopted Post Falls Comprehensive Plan.				■	PF PZ PF CC PF Staff
(PR.19) Sub-Area Planning Identification & Prioritization – As necessary, and to aid implementation of this plan, continue to identify and complete sub-area plans within the city, guided by Focus Area descriptions provided in Figure 1.04.				■	PF PZ PF CC PF Staff

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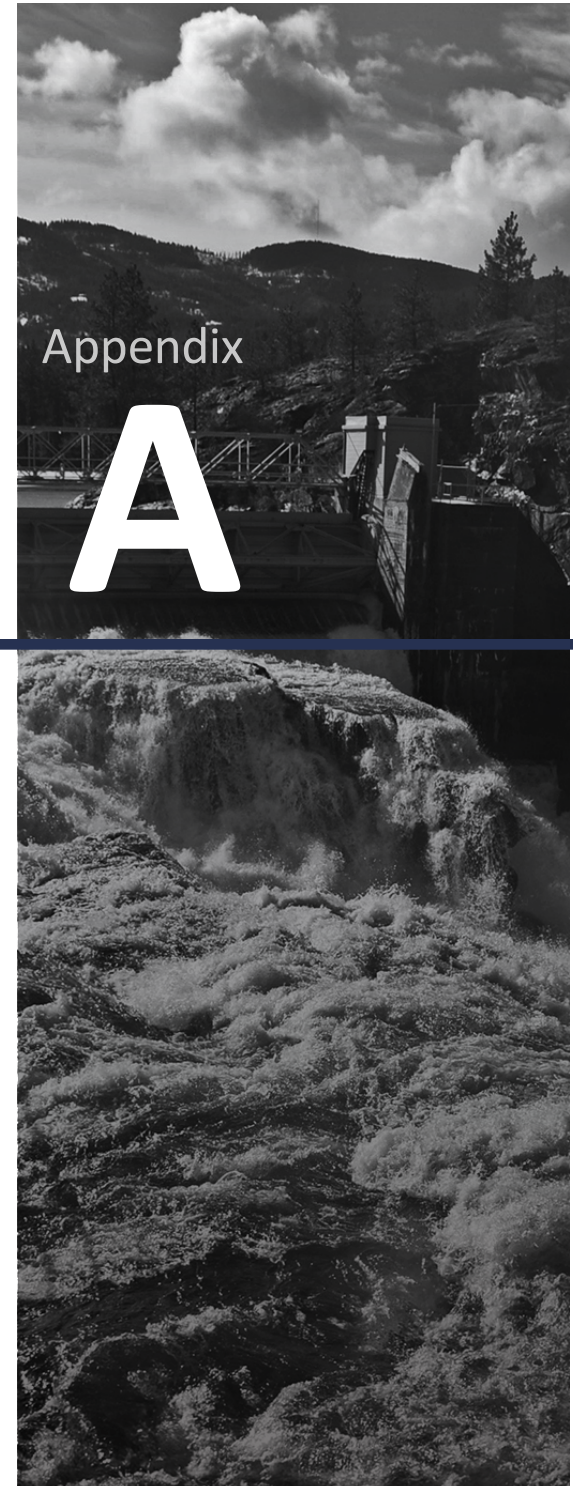
Focus Area Descriptions

Post Falls is a highly diverse place, with many areas – in and out of City Limits – that have yet to be developed. For this reason, this plan provides both a Future Land Use Map and a "Focus Area" map with descriptions that articulate, in ways the land use map cannot, the overall vision for what Post Falls expects from each area within its Area of City Impact (ACI). These two approaches are to be used in tandem, effectively expressing the City's policies for its rapidly-transforming landscape.

The following pages are provided for ease of user reference in conjunction with the Focus Area Diagram (Figure A.01). The diagram and a table-form version of these pages are published in Chapter 1.

Appendix

A



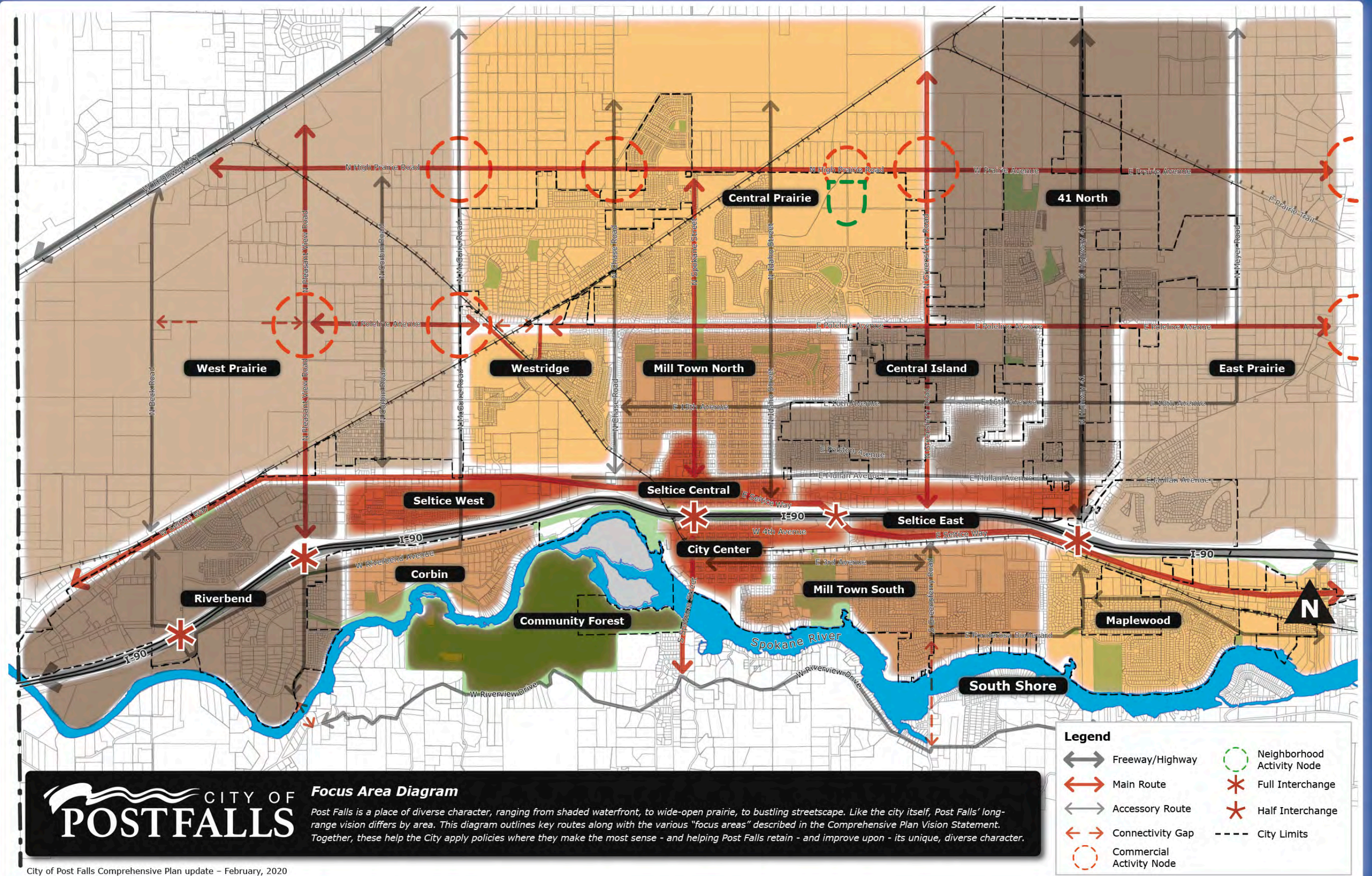


Figure A.01 – Focus Area Diagram, for use with descriptive text on following pages and the Future Land Use map in Chapter 2. (This diagram is copied from Figure 1.04, Chapter 1)

Focus Area: 41 North

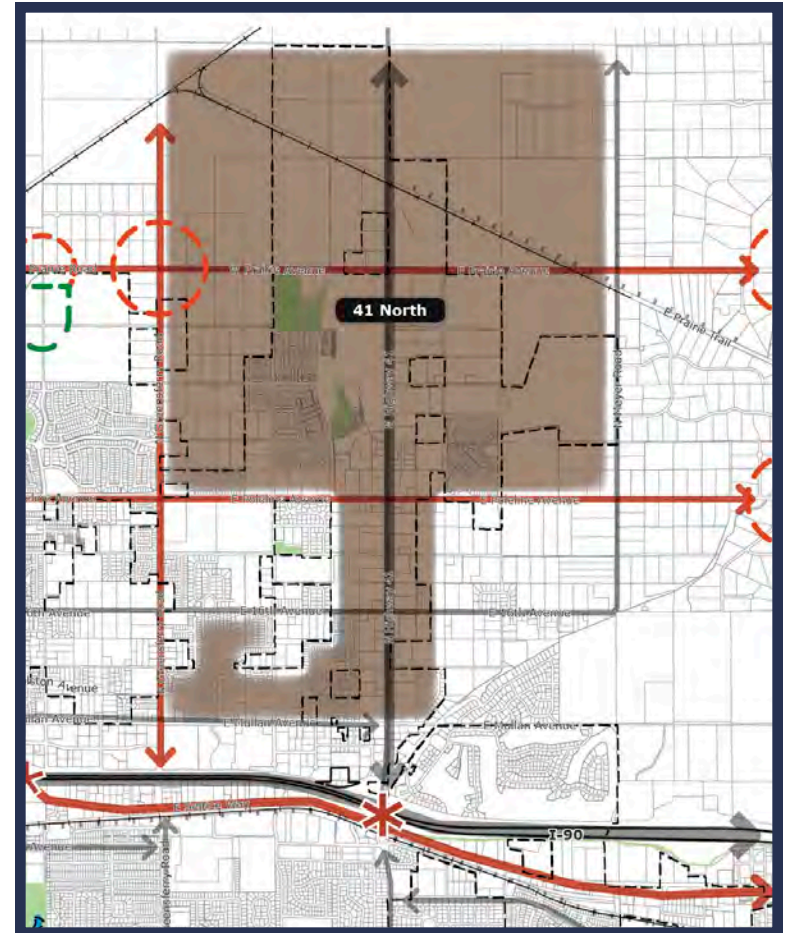
The Highway 41 corridor promises to rival Seltice in terms of importance as a retail, mixed-use residential, and services district. The 2016 Highway 41 Corridor Master Plan calls for the creation of "collector" and "backage roads" parallel to 41 to aid the corridor's suitability for mixed-use development. These, the plan envisions, will allow regional retail, residential and service uses to coexist, reducing reliance on large parking lots with direct access to highway lanes and easing the transition between the highway and lower-intensity residential development expected to occur to the east and west.

Residential development has been predominant in recent years, and with some forecasts estimating as many as 30,000 new residents in this area by 2040, it's a trend that's likely to continue. Such growth is expected to spur commercial uses adjacent to the highway, especially at stop-controlled intersections. As with North Prairie, land values will pressure development to attract a range of residents, offering shared amenities, housing variety and neighborhood-scale services. To help enrich the future identity of 41 North, growth should include strategically located, carefully-designated land uses incorporating trails and an interconnected, walkable street network.

Post Falls recently annexed additional lands for a planned technology park to be located near the northwest corner of Highway 41 and Prairie Avenue. This feature is expected to help diversify land uses and boost demand for commercial services.

The following items affirm or guide development of key policies for this area, or suggest future action items for the 41 North focus area:

- Focus provisions for multi-family, commercial, and tech uses near higher-classified roadways;
- Development should provide pedestrian connectivity to all multi-use paths and trails, including the Prairie Trail;
- Manage development patterns in the airport fly zone east of 41 and north of Prairie Avenue, coordinating with the 2018 Coeur d'Alene Airport Master Plan;
- Facilitate the creation of the "backage roads" system envisioned in the Highway 41 Corridor Master Plan, supporting appropriately-scaled commercial and mixed-use development along 41 and improving access for nearby residential uses;
- Focus provisions for commercial uses along arterial/collector streets where traffic volume exceeds 4,000 vehicles per day.

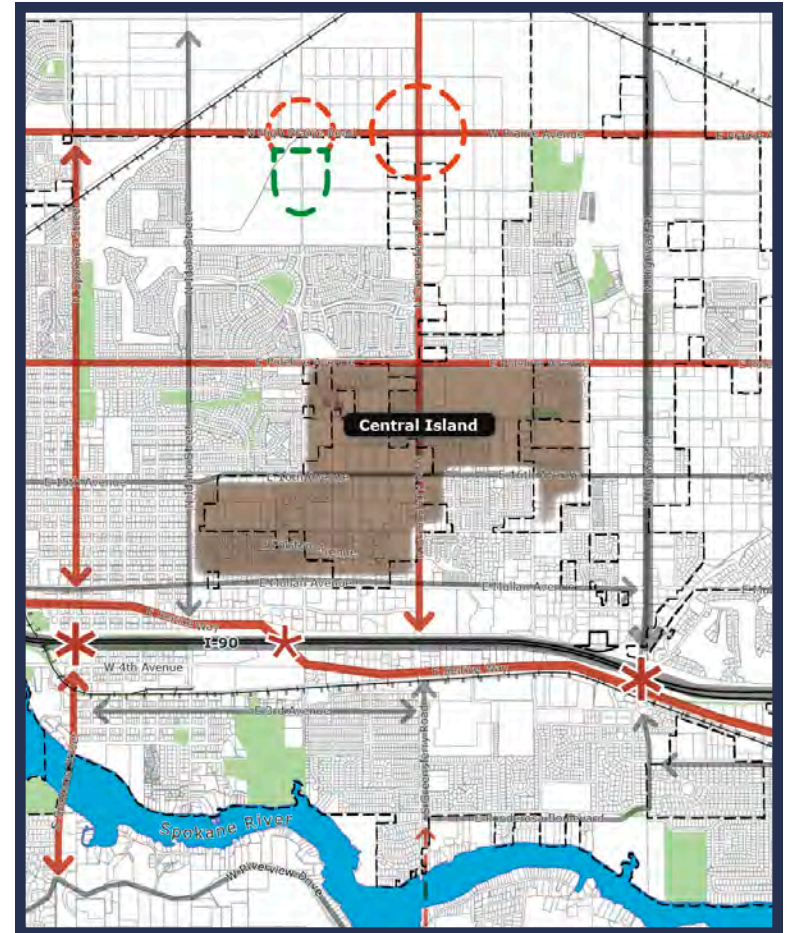


Focus Area: Central Island

A particular challenge for Post Falls has been the incorporation of "county islands" into City Limits, particularly in this portion of town. A mix of agricultural uses and large-lot single-family uses has remained in place for decades, resistant to surrounding development pressures. As it transforms over time, challenges will include struggles to match and blend street network design and connections, ensure land use compatibility, and orchestrating improvements to utility systems. Successful development of this area and incorporation into City Limits will likely rely on incentives rewarding developers with higher density or modified design standards in exchange for forward-thinking integration of the land into its surrounding context. This area could benefit from a sub-area transition plan to ease the incorporation of these "county islands" into City Limits.

The following items affirm or guide development of key policies for this area, or suggest future action items for the Infill context area:

- *Seek means to generate a transition plan for this subarea;*
- *Promote infill development in this context area;*
- *Prioritize annexation opportunities;*
- *Support development patterns that are interconnected, and that provide pedestrian connectivity to all multi-use paths and trails;*
- *Focus growth of higher-density residential uses near higher-classified roadways;*
- *Focus provisions for commercial uses along arterial/collector streets where traffic volume exceeds 4,000 vehicles per day.*

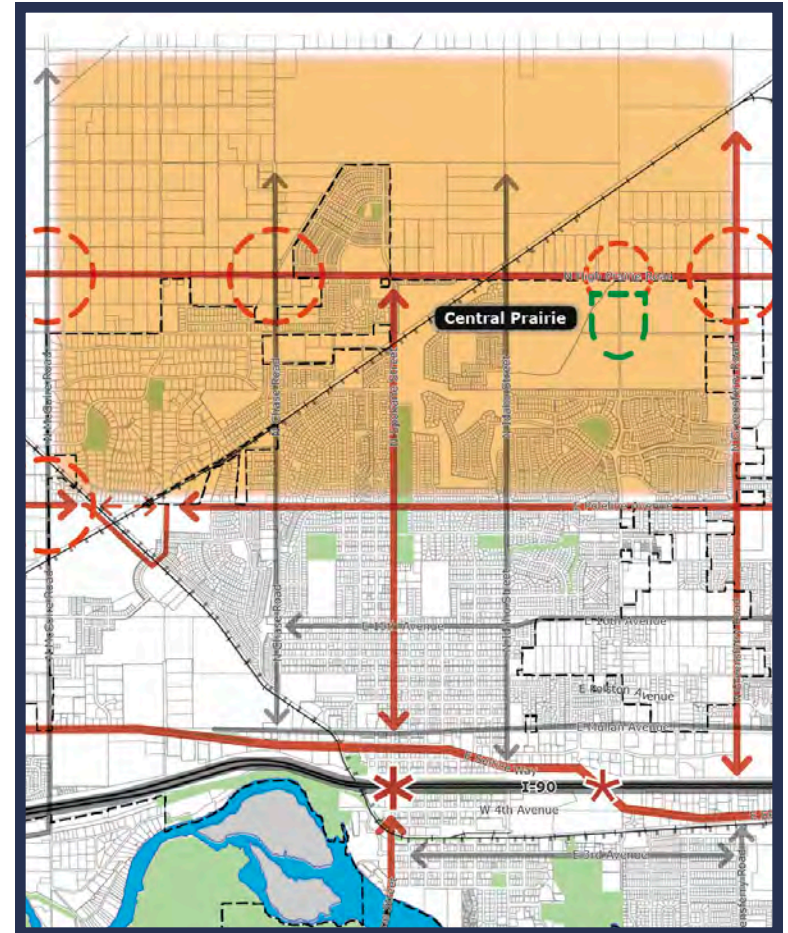


Focus Area: Central Prairie

To date, development trends in the Central Prairie area have been focused on addressing single-family housing needs. But with land values increasing, new projects are more likely to integrate higher density housing with community amenities to broaden their appeal to buyers. Future growth should embrace a variety of housing types and land uses, maintain quality standards, and provide even greater emphasis on pedestrian friendliness and connecting neighborhoods to community trails and nearby amenities. Prairie Avenue's role as a major east/west connecting corridor may spur interest in commercial use development.

The following items affirm or guide development of key policies for this area, or suggest future action items for the Central Prairie focus area:

- *Focus multi-family along Prairie Avenue;*
- *Focus commercial development along Prairie Avenue and near identified commercial nodes;*
- *Support provisions for a variety of housing types and densities;*
- *Focus provisions for commercial uses along arterial/collector streets where traffic volume exceeds 4,000 vehicles per day.*



Focus Area: City Center

This area has long been envisioned as the future "downtown" of Post Falls. Essentially the historic town center south of I-90, City Center also includes the original Fredrick Post Mill site which abuts Falls Park (site of the city's namesake feature), the Post Falls Landing Marina, the Idaho Veneer site and a portion of the North Idaho Centennial Trail. City Hall, the Chamber of Commerce and other institutional uses are located in this part of town.

New investments are beginning to arrive in the City Center, and guided in part by the 2005 City Center Plan, new features are helping shape the area into a walkable hub for residents. A parking plan is also now underway. But realizing the area's full potential will involve completing active, well-designed streetscapes in key locations. Long-term, City Center is envisioned to become Post Falls' "urban hub" and link to what is arguably the city's most remarkable stretch of shoreline along the river.

The following items affirm or guide development of key policies for this area, or suggest future action items for the City Center focus area:

- *Focus commercial uses along Spokane Street, 3rd Avenue, Idaho Street and 4th Avenue;*
- *Encourage the retention and utilization of alleys;*
- *Encourage development of multifamily, townhomes, and other higher-density uses, increasing the number of downtown residents to support commerce;*
- *Work to improve downtown walkability and wayfinding, and access to and utilization of on-street parking;*
- *Reduce or eliminate parking requirements for City Center commercial development;*
- *Improve connectivity between downtown and the Centennial Trail.*



Focus Area: Community Forest

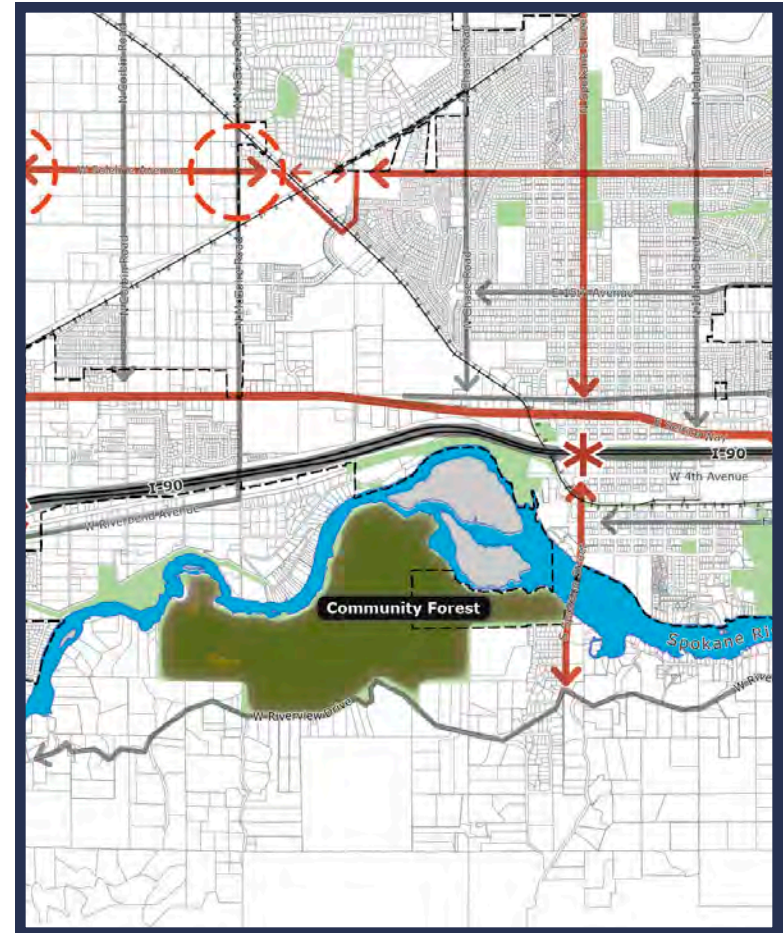
Post Falls recognizes the value of the Spokane River and parklands as critical aesthetic, recreational and community-identity assets. In response, the City is working toward the development of a 500 acre multi-use natural area called the Post Falls Community Forest. It is envisioned to serve as a multi-use property for the City, providing reuse of highly treated reclaimed water, serving as an educational forest, and providing recreational opportunities for visitors. The area contains approximately two miles of Spokane River frontage, hiking and mountain biking trails, dramatic granite cliffs and rock outcroppings, plus native trees and wildlife habitat.

The 78.5-acre Q'emlin Park (pronounced "ka-mee-lin") serves as a gateway and activity hub for the Community Forest, with features including a swimming beach, boat launch, BBQ and horseshoe pits, picnic shelters, volleyball courts, a concession stand, restrooms, a grand pavilion and climbing walls.

Beyond its contributions to the quality of life for all residents, the Community Forest is expected to influence the value and evolution of the City Center, Milltown South and Corbin areas, due to their close proximity and planned connectivity to this magnificent open space.

The following items affirm or guide development of key policies for this area, or suggest future action items for the Community Forest focus area:

- *Improve access opportunities and wayfinding features.*



Focus Area: Corbin

The Corbin focus area is sparsely-developed place typified by small farms, rural subdivisions and vacant properties. Sewer service is master-planned for this area, and the system could be extended relatively easily. It has ready access to Interstate 90, enjoys proximity to the river and the Centennial Trail, and has forgiving upland topography. Corbin could benefit through development of a subarea plan, helping shape a collective vision including how it may relate to the river, Interstate 90, the Centennial Trail and the growing Riverbend area to the west.

The following items affirm or guide development of key policies for this area, or suggest future action items for the Corbin focus area:

- *Work to articulate a collective vision for Corbin, recognizing that proximity and access to I-90 are strong catalysts for transformation;*
- *Coordinate future development in ways that compliment the nearby Centennial Trail, park properties and the Spokane River;*
- *Work to buffer between high and low-intensity development patterns, employing use types and physical distance between said patterns;*
- *Focus provisions for commercial uses along arterial/collector streets where traffic volume exceeds 4,000 vehicles per day.*



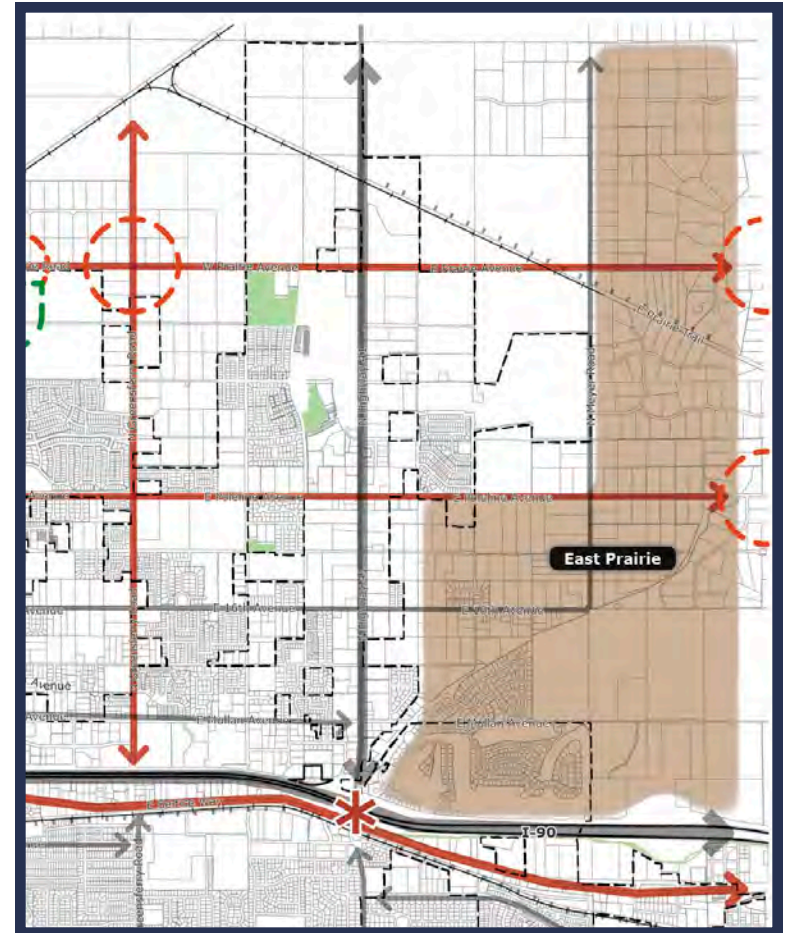
Focus Area: East Prairie

This area constitutes Post Falls' easternmost edge. It immediately abuts land forecast for inclusion in Coeur d'Alene, and is slated for relatively intensive residential development. Immediately behind the increasingly busy Highway 41 corridor, East Prairie is well-positioned to mix development densities to leverage community services and transportation infrastructure. East Prairie's development concept anticipates ITD plans to construct a freeway-style corridor on Huetter Road, and envisions a robust surface street network with appropriate development orientation to buffer and mitigate impacts of such a corridor.

The southern plateau portion of East Prairie features a golf course development with some of the community's highest-value homes. This area is expected to remain relatively unchanged over this plan's life cycle- a stable single-family neighborhood enjoying a distinctive identity and some of the region's best territorial views.

The following items affirm or guide development of key policies for this area, or suggest future action items for the East Prairie focus area:

- *Support development patterns that are interconnected, and that provide pedestrian connectivity to all multi-use paths and trails;*
- *Focus growth of higher-density residential uses near higher-classified roadways;*
- *Focus provisions for commercial uses along arterial/collector streets where traffic volume exceeds 4,000 vehicles per day.*



Focus Area: Maplewood

Post Falls reaches east of Highway 41, extending to the small town of Huetter and Coeur d’Alene. This eastern lobe consists of a variety of different uses, with the freeway, railroad tracks, the Centennial Trail and the Spokane River separating it into distinct east-west character areas. The residential areas will likely not change much, but the commercial district along this portion of Seltice and the Centennial Trail will soon be ripe for reinvestment. Coeur d’Alene’s westward expansion has brought new attention to this arterial street, and the older industrial, warehousing, and manufacturing uses may evolve into new commercial and residential development, both of which could take advantage of the trail connections, relative proximity to the river and convenient access to both Coeur d’Alene’s Riverstone district and central Post Falls.

The following items affirm or guide development of key policies for this area, or suggest future action items for the Maplewood context area:

- *Promote infill development;*
- *Prioritize infill annexations;*
- *Encourage development that is interconnected, including pedestrian access to multi-use paths, parks, schools, and trails;*
- *Focus provisions for Multi-Family, Commercial and Industrial uses along Seltice Way;*
- *Look for opportunities to beautify and add gateway signage along the Seltice Corridor, corresponding with Coeur d’Alene’s westward expansion.*

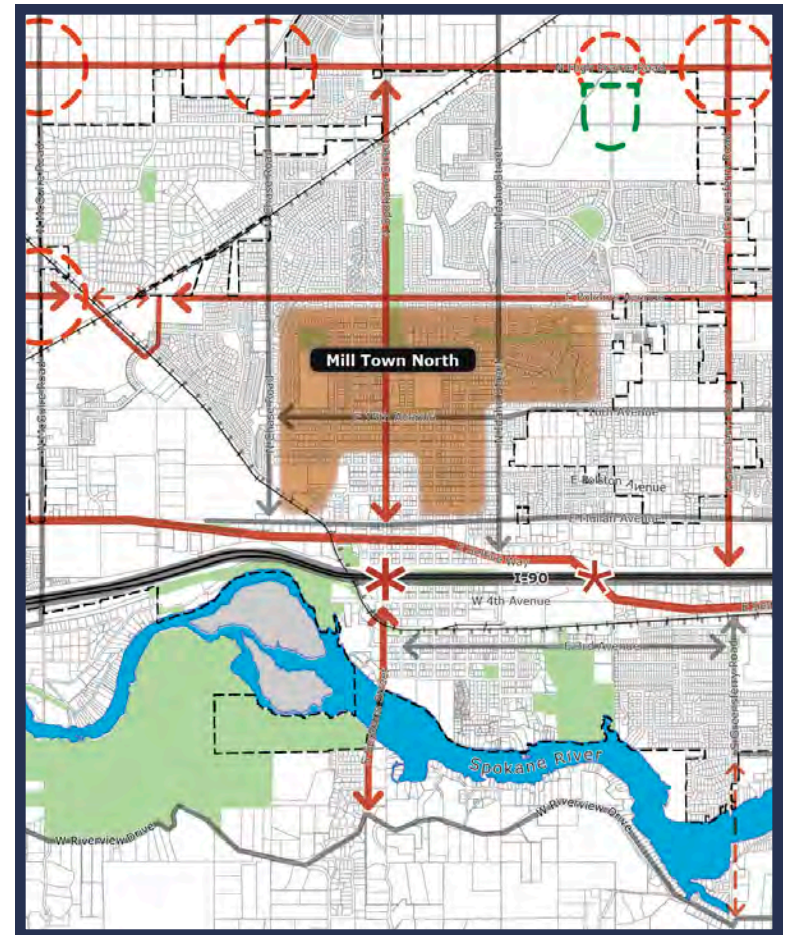


Focus Area: Milltown North

Post Falls has grown in waves, and the Central district’s original housing is largely comprised of 1960s and 1970s development. It has become the “old guard” of the Post Falls bedroom community archetype, developed when proximity to Spokane, low gas prices, and relative affordability governed the housing decisions of those who chose to develop land and move here. Schools, churches, the Seltice central corridor, parks and neighborhoods have become established in response, creating the core housing district that constituted the bulk of Post Falls’ population until the 1990s. There will likely be incremental reinvestment and intensification in this area, a process facilitated by its traditional block structure and driven by increasing popularity of being close to the community’s commercial districts. Guiding this reinvestment to ensure compatibility will be an important consideration as Post Falls continues to grow – and to attract those households that prefer to be near activity centers, shopping, and community institutions.

The following items affirm or guide development of key policies for this area, or suggest future action items for the Milltown North focus area:

- *Seek creative methodologies to enhance neighborhood areas and spur reinvestment;*
- *Encourage the retention and utilization of alleys for infill development, preserving the character of the existing neighborhoods;*
- *Work to improve pedestrian-friendly routes to nearby schools, churches, the Seltice corridor, and City parks.*



Focus Area: Milltown South

Immediately east of City Center is Milltown South. Its history is rooted in early Post Falls, where mill workers, mechanics and others lived and worked, supporting the community's early economy. One mill (Plummer Forest) remains in this district, and many of the homes and businesses in this district are positioned for reinvestment. They're close to the city center, they enjoy relatively easy freeway access, and some of the properties include Spokane River shoreline. As reinvestment comes to Post Falls, Milltown South may transform into an exciting, surprising and diverse part of town, helping activate the city center while taking advantage of the proximity of the river. New development in this area should contribute to the activity of the City Center and commercial uses already located in the Milltown South planning area.

The following items affirm or guide development of key policies for this area, or suggest future action items for the Milltown South focus area:

- *Seek creative methodologies to enhance neighborhood areas and spur reinvestment;*
- *Support development patterns that are interconnected, and that provide pedestrian connectivity to all multi-use paths and trails;*
- *Support development patterns that improve access to nearby parks and the Spokane River;*
- *Support development patterns that improve access to nearby commercial activity nodes and corridors;*
- *Focus growth of commercial and higher-density residential uses near higher-classified roadways.*

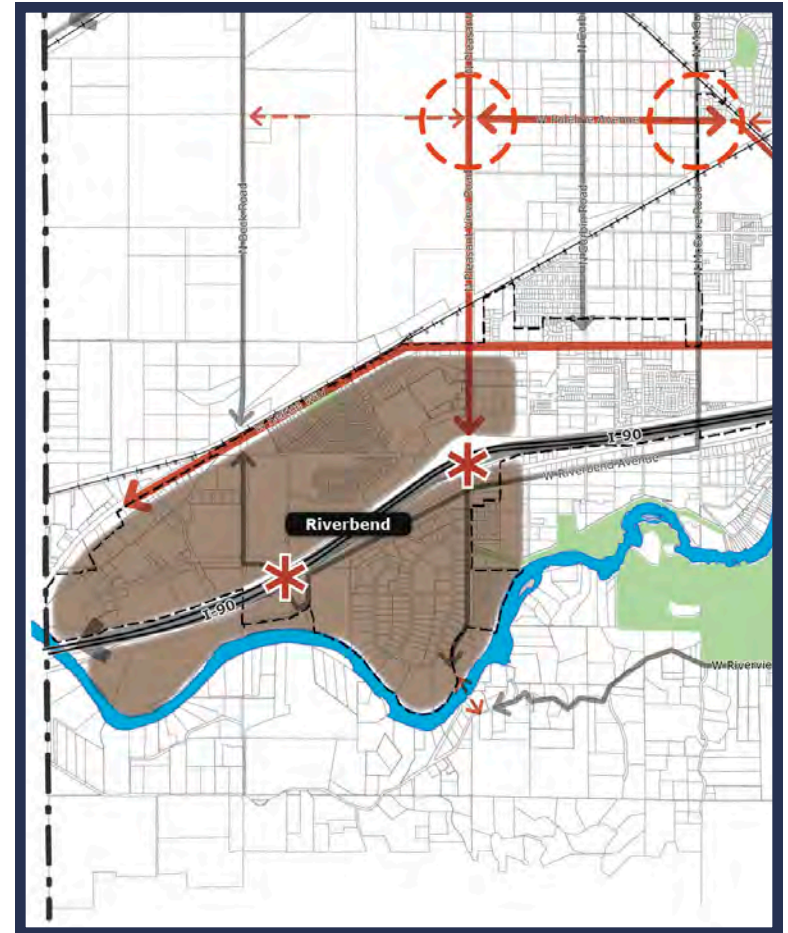


Focus Area: Riverbend

This is a developing mixed use center, taking advantage of proximity to the state line attracting business and customers from the Spokane metro area. The second largest industrial park in the region, "Riverbend Commerce Park" is within this planning area. This area has become home to not only residences that desire to be perfectly situated between Couer d'Alene and Spokane, but to some nationally renown businesses such as WalMart, Cabela's, Sysco, ALK-Aiboa, Buck Knives, and Tedder Industries. There is also a Workforce Training Center and a University of Idaho Research Park to compliment the Riverbend developments. This area should continue to evolve, attracting commercial businesses, high tech companies, hotels, entertainment establishments, and potentially additional residential.

The following items affirm or guide development of key policies for this area, or suggest future action items for the Riverbend focus area:

- *Buffering between high and low-intensity development patterns should be maintained, employing use buffering and physical distance between said patterns;*
- *Maximize opportunities to improve river access.*



Focus Area: Seltice Central

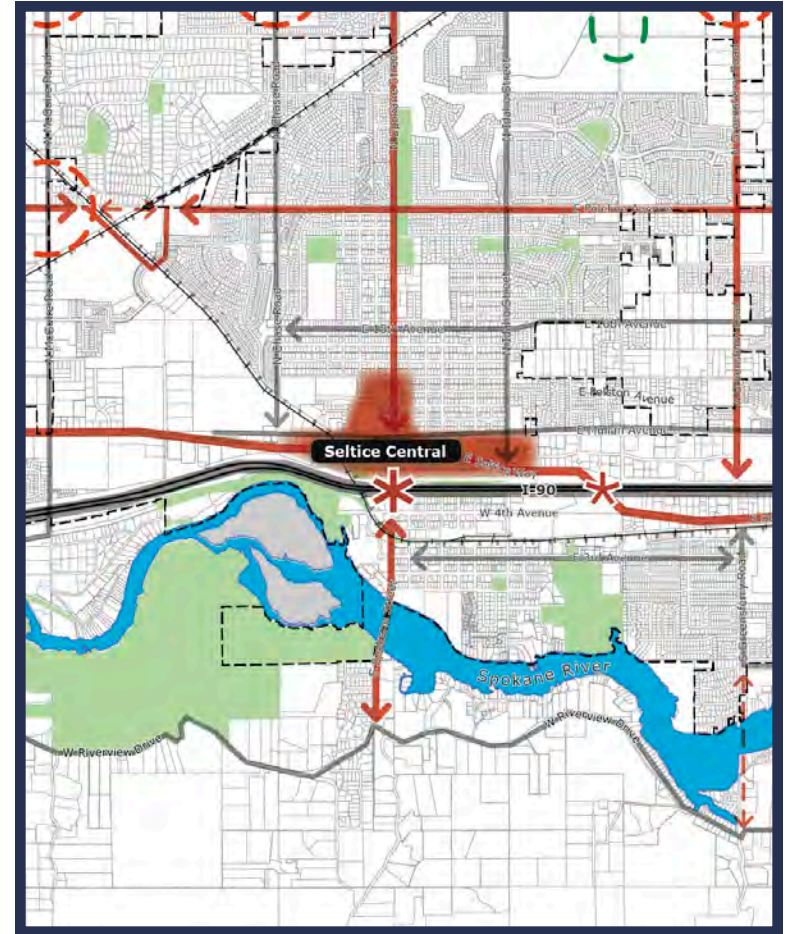
The Seltice Central area is generally bound by the parallel streets of Seltice Way and Mullan Avenue, running from Idaho Street to the railroad trestle. Prior to I-90 (developed in the mid 1970s), the Seltice Central area was aligned along the historic US Highway 10 that joined Spokane, Coeur d'Alene and the rest of the northern states. The area also includes Treaty Rock Park, a National Register site commemorating a purchase treaty between the Coeur d'Alene Indians and the town's founder, Fredrick Post.

The growing transition of East 7th into a pedestrian-friendly area for local restaurants is a notable feature of this district. To help sustain these energies, Seltice Central could benefit from a subarea plan similar the to the City Center Plan, identifying means to improve pedestrian connectivity from residential areas; seeking placemaking opportunities; refining land use patterns and scale, and planning for safe, walkable corridors.

With a mix of mid- century architecture, a traditional street block structure and numerous viable, small-scale businesses, Seltice Central seems ripe for reinvestment and continued growth.

The following items affirm or guide development of key policies for this area, or suggest future action items for the Seltice Central focus area:

- *Commercial and multi-family development are compatible uses along Mullan Avenue;*
- *Encourage the retention and utilization of alleys, preserving functional qualities including service and parking access;*
- *Encourage higher-density residential uses in the area, boosting support for retail and commercial uses;*
- *Support development patterns that improve pedestrian connectivity to the commercial core of the Seltice Central context area;*
- *Seek opportunities to coordinate investment and planning energies between Seltice Central and City Center, improving access to downtown, utilization of on-street parking, and wayfinding;*
- *Seek opportunities to enhance the commercial core of the Seltice Central planning area, including increased food and beverage options.*



Focus Area: Seltice East

This segment of Seltice, within view of Interstate 90, has become the major retail and services district for Post Falls. Major grocers, restaurants, and other retailers occupy this district, benefitting from freeway visibility and the growing Post Falls market. This corridor hosts a wide range of land uses, but industrial uses may soon migrate to other areas of town where rents and land uses are more compatible – creating future infill opportunities that generally favor surrounding patterns. Served by the Highway 41 interchange, this portion of Seltice seems more accessible than it actually is. Having an additional access point (interchange) at Greensferry Road would improve this, and could also provide:

- *An alternate route south of the Spokane River (pending construction of the Greensferry Bridge);*
- *A business route back to Spokane Street along 3rd Avenue;*
- *An additional link to the northern neighborhoods of Post Falls;*
- *Increased access to Centennial Trail for commercial uses along this corridor.*

Without improved access at Greensferry, this area's ultimate growth potential may be limited.

Similar to conditions in Seltice Central, work to improve pedestrian connectivity from residential areas, refining land use patterns and scale, and planning for safe, walkable corridors are worthy objectives in this area. The following items affirm or guide development of key policies for this area, or suggest future action items for the Seltice East focus area:

- *Seek incentives to promote infill development within this area;*
- *Improve access from I-90;*
- *Improve access to and from the Centennial Trail;*
- *Seek opportunities to beautify the Seltice Corridor.*



Focus Area: Seltice West

Seltice West runs from downtown to the state line, with a broad array of uses ranging from vacant, commercial, industrial and residential. Commercial uses in this area tend to be older in nature, while industrial and residential development tends to be more recent. Significant in-transition areas for development or re-development are also part of the mix.

Though its existing character is expected to remain largely the same, the following items affirm or guide development of key policies for this area, or suggest future action items for the Seltice West focus area:

- *Buffering between high and low-intensity development patterns should be maintained, employing use buffering and physical distance between said patterns;*
- *Buffering of low-intensity development patterns and the Seltice Way corridor should be maintained, employing use buffering and physical distance as necessary;*
- *Ongoing work to celebrate Seltice West as the western "gateway" to Post Falls is encouraged.*

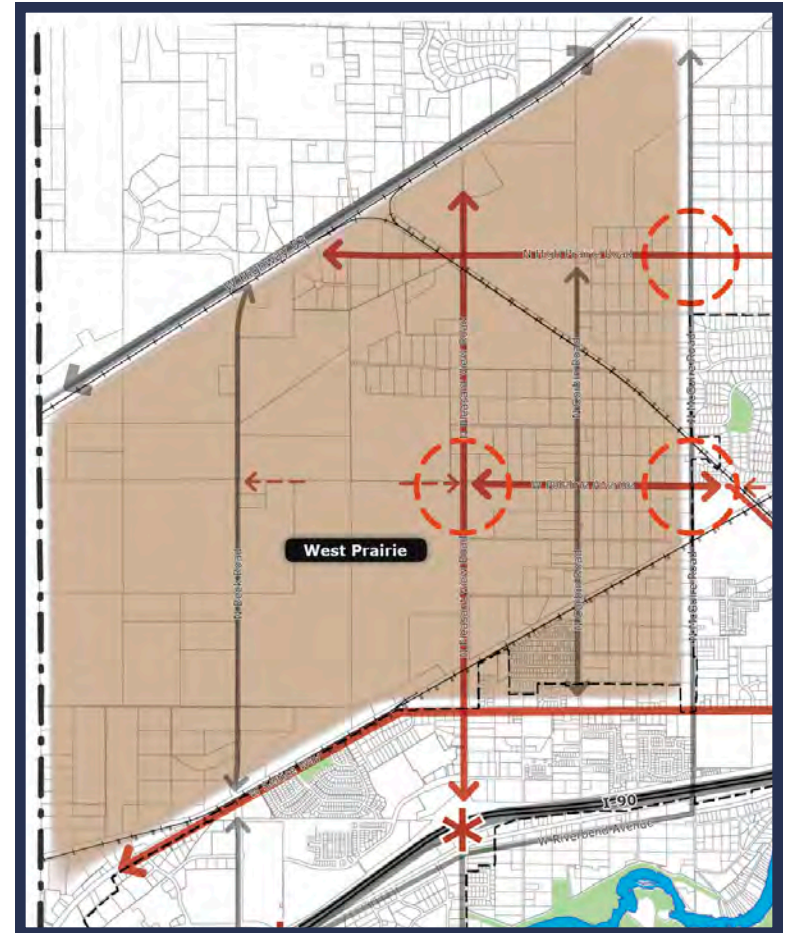


Focus Area: West Prairie

Just north of Riverbend, West Prairie is a transitional area with portions expected to develop as future residential, commercial and industrial uses. The area includes three Area of City Impact (ACI) tiers: Exclusive Hauser, Exclusive Post Falls, and Shared Tier. Infrastructure to support urban development is mostly not in place at this time, but is being planned for.

The following items affirm or guide development of key policies for this area, or suggest future action items for the West Prairie focus area:

- *Industrial and commercial uses are envisioned west of Pleasant View Road;*
- *A mix of residential, commercial and industrial uses are envisioned Between Corbin Road and Pleasant View Road. Generally, residential would be appropriate closer to Corbin Road, with higher densities near commercial corridors and arterials;*
- *Mixed residential is envisioned between McGuire Road and Corbin Road, with higher densities near commercial corridors and arterials. This area may benefit from a subarea plan that examines lot and block development patterns to aid transition of five-acre lots;*
- *Seek opportunities to develop off corridor commercial;*
- *Prairie Avenue's arterial classification suggests it be considered for commercial uses;*
- *Other West Prairie areas may warrant commercial use consideration if adjacent to arterial/collector streets where traffic volume exceeds 4,000 vehicles per day.*



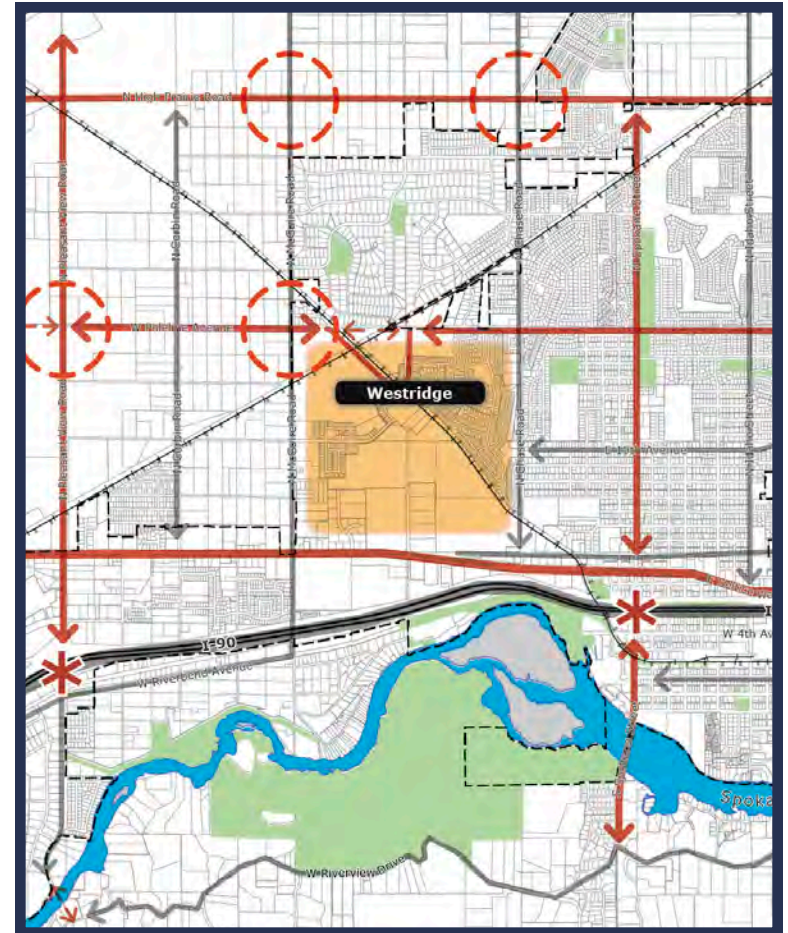
Focus Area: Westridge

Development of the Westridge planned community began in the early 2000s on land originally owned and farmed by the Schniedmiller family. Today, Westridge contains a diverse mix of uses including schools, churches, multi-family and single family residential, commercial, and industrial uses – all complimented by neighborhood parks and trails.

Continued investment and diversification of this area may assist transforming the Seltice corridor. Due to the close proximity to the Seltice Central planning area, new development in this area should contribute to additional activity within Seltice Central.

The following items affirm or guide development of key policies for this area, or suggest future action items for the Westridge focus area:

- *Continue to encourage diverse land uses in this area;*
- *Support ways to improve access to Mullan Avenue, Seltice Way and McGuire Road;*
- *Support improved connectivity from homes to nearby schools, churches, the Seltice Central corridor, and City parks.*



Goal, Policy & Program Matrix

Appendix

B

The following pages present the goal, policy and program matrix developed for Post Falls' Comprehensive Plan. These were developed using the following resources and methodologies:

Existing framework – Goals and policies from the 2010 Post Falls Comprehensive Plan were a primary resource in developing this matrix. For the purpose of clarity and brevity, each and every 2010 policy was evaluated according to expressed intent, and:

- *Re-categorized – per the plan's definitions of goals, policies and actions (see Chapter 1);*
- *Edited – for clarity, to reduce the use of jargon and/or to collate objectives under common headings;*
- *Combined or removed – where duplicated or functionally identical goals or policies were discovered.*

Public input – This framework was reviewed and amended in response to community input, reflecting comments gathered during the public process used to develop this plan.

Other plans – The goal and policy set was influenced by existing and adopted plans developed for Post Falls, including the 2013 Strategic Plan; the 2012 Parks & Recreation Plan, and the 2016 Transportation Master Plan.



All goals, policies and programs are numbered sequentially. The numbering and order of items in no way indicate City priority or relative importance.

Goal and Policy sections include a “Chapter Listings” column to the left, indicating those plan chapters where each goal and policy was referenced at the time of plan adoption. For this, a chapter abbreviation key is provided in the matrix footer. A column on the right-hand side of Goal and Policy sections indicate, respectively, related policies and programs. Italicized text below each goal is provided to help introduce and describe the source of, and the purpose for, the referenced item. Explanatory text below program listings may also elaborate on the recommended scope of work.

Goal Set

Chapter Listings ¹

Implementing Policies

Goals

LU ED PSU Grow and sustain a balanced, resilient economy for Post Falls, providing community prosperity and fiscal health. [G-01]

Discussion: In seeking long-term prosperity, residents understand the need to build economic diversity – capitalizing on access to neighboring job centers as well as developing a strong business base within City limits. This plan supports strategies that build and sustain a diverse, balanced economic base, retain existing quality of life assets, and help keep Post Falls prosperous.

LU XP PSU PRO Maintain and improve the provision of high-quality, affordable and efficient community services in Post Falls. [G-02]

Discussion: Municipalities exist to provide infrastructure and services that would be impossible for individuals to provide. While pooled resources make essential services achievable, they also require strong levels of coordination and management to assure accountability and efficiency. Some actions have clear and immediate effects on resources. Other actions may be more difficult to associate with fiscal impact, but over time, may profoundly affect the costs of services – and livability of the community. This goal anchors the need for the City of Post Falls to consider the long-term cost implications and benefits of choices including land use, transportation investments, parks and recreational services, as well as other types of infrastructure – maintaining efficiency and accountability for the community it serves.

LU HO XP PRO NRH CC Maintain and improve Post Falls’ small-town scale, charm and aesthetic beauty. [G-03]

Discussion: Whether newly-arrived or long-term, residents of Post Falls often cite the community’s “small-town charm,” its modest size, and its valley setting with open space prairie and the Spokane River as attractive features. Due to this, many of the goals, policies and programs contained in this plan help retain the City’s lower-scale, walkable, small-lot development patterns common in early Post Falls, while at the same time, providing for urban growth in other, appropriate areas; support the development of cultural features and activities; and direct land use decisions encouraging infill and thoughtful expansion.

LU CC Sustain the historic city center as the “heart” of Post Falls, bringing the community together and enhancing its commercial, service and civic vitality. [G-04]

Discussion: In preparing this plan, residents made it clear that the historic city center should still be considered the ‘heart’ of Post Falls. Development of a vibrant city center will require supporting its numerous and necessary functions, including a strong commercial base, community services, public space availability and access, parking and diverse housing options. This plan provides policies and programs that help foster an environment in which the city center can thrive, in turn aiding the attractiveness, efficiency and value of the entire community.

¹ Chapter key: LU = Land Use; HO = Housing; XP = Transportation; PSU = Public Services, Facilities & Utilities; PRO = Parks, Recreation & Open Space; NRH = Natural Resources & Hazardous Areas ED = Economic Development; CC = Community Character & Special Areas

Goals

LU XP HO PRO CC	<p>Keep Post Falls’ neighborhoods safe, vital, and attractive. [G.05]</p> <hr/> <p><i>Discussion: Residents prize the character and unhurried pace of Post Falls neighborhoods, and wish to ensure their neighborhoods are kept safe, active and aesthetically pleasing. Supporting this goal, a diverse set of policies have been provided, including encouraging attractive, pedestrian-friendly development, provision of diverse housing types, parks facilities, and neighborhood-scale commercial services.</i></p>
XP PSU ED	<p>Maintain and improve Post Falls’ transportation network, on pace and in concert with need and plan objectives. [G.06]</p> <hr/> <p><i>Discussion: All cities require functional, resilient transportation networks providing for the flow of people and materials. In assisting with this plan, residents urged improvements to the existing fabric and criteria that provide a full-featured street network for Post Falls, improving the efficiency, function and value of the City. Residents also recognize the importance of transit services, as well as connectivity to regional ground, rail and air transportation systems.</i></p>
LU HO PSU PRO ED CC	<p>Plan for and establish types and quantities of land uses in Post Falls supporting community needs and the City’s long-term sustainability. [G.07]</p> <hr/> <p><i>Discussion: Cities exercise considerable influence over land use, in turn influencing the type and character of development, patterns of growth, and the short and long-term financial impact of growth on the local economy. Consequently, this plan supports the allocation of land use types, parks features and other areas sufficient to achieve overall plan objectives.</i></p>
PSU NRH CC	<p>Protect and maintain Post Falls’ natural resources including clean air, soils, river and aquifer, and minimizing light and noise pollution citywide. [G.08]</p> <hr/> <p><i>Discussion: City livability, health and value are fully dependent on clean, safe and sustainable natural resources. This goal underscores Post Falls’ commitment to maintaining its natural resources as a top priority, recognizing them as essential to the community’s survival.</i></p>
LU PRO NRH CC	<p>Protect and enhance Post Falls’ scenic and natural areas for present and future generations. [G.09]</p> <hr/> <p><i>Discussion: A hallmark of Post Falls is its riverside and prairie setting, including quiet shorelines, forested hillside backdrop and open-space lands. In concert with other plan goals and policies directing growth, this goal supports the preservation of scenic and open space areas, urging creative employment of tools such as land trusts, rights-purchasing or exchanges, or other appropriate strategies.</i></p>

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Goals

LU Provide and support Post Falls' parks and recreational opportunities on-pace with growth.
PRO [G.10]
CC

Discussion: Post Falls residents value current parks and recreational services, and wish to retain the same or higher levels of service as the community grows. This goal directs the City to consider parks and recreational needs in all related plans and actions, including land use decisions, regulatory requirements and budgeting.

PRO Sustain and expand Post Falls' arts, cultural and civic environment. [G.11]
ED
CC

Discussion: Residents of Post Falls value and support the arts, cultural and social organizations, events and facilities. This goal and supporting policies direct the City to help encourage and expand community arts programming, historic and cultural resources – benefitting the civic health, quality of life, and economic vitality of Post Falls.

LU Maintain the City of Post Falls' long-term fiscal health. [G.12]
PSU
ED

Discussion: Services that cities provide cannot be sustained without fiscal balance and accountability. This goal serves to anchor the City of Post Falls' obligation to sustain its fiscal health – achieved through the gathering of income in responsible, equitable ways, and through decisions, investments and actions that provide rate-payers with efficient, effective services now and in the future.

LU Maintain, update, coordinate and implement Post Falls' policy and regulatory documents.
HO [G.13]
XP
PSU
PRO

Discussion: Cities are more likely to succeed when leaders and citizens come together to address a shared vision and set of objectives. This goal serves to affirm Post Falls' commitment to community planning and implementation. This plan is configured to aid periodic updates, and encourages future planning work by City departments, creating topical, parks or sub-area planning. Good planning – and just as important, implementation – is key to maintaining Post Falls' essential qualities over time.

LU Involve the community of Post Falls in all local government planning and decision-making.
XP [G.14]
PRO

Discussion: By intent, the development of this plan update has been community-driven, involving numerous residents including some representing large groups of residents. For plans to succeed, community buy-in and support is critical. Future conditions will certainly require the creation of new objectives and strategies, and this goal supports keeping residents highly involved in such work.

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Goals

- PSU Maintain and Improve the City’s water and sewer infrastructure, anticipating future needs regarding population and regulatory conditions. [G.15]

Discussion: Provision of clean, safe water and responsible treatment and disposition of wastewater are essential services for any community. Post Falls recognizes the extreme value of potable water and wastewater treatment as relates to its future, and working with all providers, pledges to manage provision of water and wastewater services, sustaining growth and community vitality.

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Policy Set

Chapter
Relevance ¹

Policies

LU PSU ED	[P.01]	Support land use patterns that: <ul style="list-style-type: none"> • Maintain or enhance community levels of service; • Foster the long-term fiscal health of the community; • Maintain and enhance resident quality of life; • Promote compatible, well-designed development; • Implement goals and policies of the comprehensive plan, related master plan and/or facility plans.
LU XP	[P.02]	Apply or revise zoning designations with careful consideration of factors including: <ul style="list-style-type: none"> • Future land use mapping; • Compatibility with surrounding land uses; • Infrastructure and service plans; • Existing and future traffic patterns; • Goals and policies of the comprehensive plan, related master plan and/or facility plans.
LU XP	[P.03]	Encourage development patterns that provide suitably-scaled, daily needs services within walking distance of residential areas, allowing a measure of independence for those who cannot or choose not to drive.
LU XP	[P.04]	Encourage compact, pedestrian-oriented, mixed-use development patterns along the ID-41 corridor and in neighborhood and regional centers.
LU	[P.05]	Direct the location of commercial shopping centers to areas near arterial intersections and high-traffic areas.
LU HO XP	[P.06]	Encourage residential development patterns typically featuring: <ul style="list-style-type: none"> • Housing that faces the street edge; • An interconnected grid or small-block streets network; • Street sections designed for safety, traffic calming and aesthetic appeal, including narrower lanes, sidewalks, landscaping and lighting; • Development and utilization of alleys for parking and service access; • Vertical or horizontal mixed use where appropriate along the ID-41 corridor and in neighborhood and regional centers.
LU XP	[P.07]	Encourage the development of off-corridor access and circulation for commercial and mixed-use areas abutting limited-access arterials.
LU PSU	[P.08]	Encourage compatible infill development and redevelopment of vacant and under-utilized properties within City limits.

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Policies

LU PSU	[P.09]	Encourage annexation of County “islands” within the City, with priority given to areas: <ul style="list-style-type: none"> • Surrounded by incorporated areas; • That have readily-available service infrastructure and capacity; • That support increased development intensity near the urban core.
LU	[P.10]	Prioritize location of schools in areas with: <ul style="list-style-type: none"> • Access to arterial and collector streets; • Ample sidewalks and pedestrian access; • Proximity to residential areas being served; • Cost-effective access to necessary utilities and services.
LU	[P.11]	Prioritize location of new industrial development in areas that provide: <ul style="list-style-type: none"> • Close proximity to major transportation facilities; • Siting near existing industrial uses, where possible; • Cost-effective access to utilities and services; • Ability to minimize trucking through residential areas.
LU	[P.12]	Ensure new industrial uses near residential areas do not create noise, odor, air or visual pollution beyond that normally associated with residential uses.
LU PSU	[P.13]	With Kootenai County and service providers, coordinate development patterns in Post Falls’ Area of City Impact (ACI), helping prevent adverse consequences for future incorporation.
LU	[P.14]	Follow all annexation procedures established by Idaho State statutes and applicable City ordinances.
HO LU	[P.15]	Ensure that adequate land is available for future housing needs, helping serve residents of all ages, incomes and abilities through provision of diverse housing types and price levels.
HO CC	[P.16]	Encourage maintenance of housing in an attractive, safe and sanitary condition, helping extend the service life of housing and enhancing the general appearance of the city and its neighborhoods.
HO CC	[P.17]	Encourage the preservation and rehabilitation of older housing stock throughout the community.
HO PSU	[P.18]	Maintain housing standards, fees and regulations that support and sustain related services and infrastructure.
HO LU PRO	[P.19]	Encourage clustering of units in new residential development, providing service efficiencies and creating opportunities for private or community open space.

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Policies

HO LU	[P.20]	Consider location of multi-family development in areas that: <ul style="list-style-type: none"> • Have access to arterial and collector streets; • Help buffer higher and lower-intensity development patterns; • Abut compatible existing uses; • Are part of projects involving mixed use or master planned areas.
HO	[P.21]	Maintain standards for multi-family housing that encourage quality building design, landscaping and usable open space, supporting long-term family living.
XP	[P.22]	Maintain safe and efficient, multi-modal traffic flows throughout Post Falls, measured and monitored using adopted Level of Service (LOS) standards.
XP	[P.23]	Develop and enhance a transportation system in Post Falls that: <ul style="list-style-type: none"> • Facilitates the safe, efficient movement of people, goods and services; • Supports non-motorized and recreational needs; • Supports airport operations • Promotes livable neighborhoods; • Improves safe pedestrian and bike routes to schools; • Improves transit systems, including to higher education.
XP	[P.24]	Plan for and protect transportation corridors from encroachment, and preserve adequate rights-of-way for future corridors including utility facilities.
XP	[P.25]	Improve year-round access, safety, utility, convenience and service levels for alternative modes of transportation, including: <ul style="list-style-type: none"> • Walking; • Bicycling; • Public transit services; • Rideshare/carpooling.
XP PRO	[P.26]	Maintain and improve the continuity of sidewalks, trails, and bicycle paths in Post Falls.
XP	[P.27]	Work to improve street connectivity in all areas of Post Falls, improving walkability, public health and safety, and transportation efficiency.
XP	[P.28]	Coordinate transportation planning and provision efforts with the Idaho Transportation Department (ITD), Kootenai Metropolitan Planning Organization (KMPO), Kootenai County, Post Falls Highway District (PFHD), and nearby cities.
XP ED	[P.29]	Participate and coordinate community objectives with inter-jurisdictional and regional planning for air travel and air freight services.

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Policies

XP ED	[P.30] Encourage aviation-related commercial and industrial uses in the proximity of the Coeur d’Alene Airport that benefit from and do not conflict with airport operations.
LU XP	[P.31] Coordinate land use planning in areas near the Coeur d’Alene Airport with airport and community health / safety needs, including: <ul style="list-style-type: none"> • Prohibiting high-intensity uses, residential uses, hazardous materials storage or critical community infrastructure in areas with a higher probability for aircraft accidents; • Prohibiting uses near the airport which attract birds, create visual hazards or emit transmissions which may interfere with aviation communications or conflict with airport operations; • Maintaining open space within key safety areas adjacent to the airport.
XP PRO	[P.32] Implement street designs including the range of features located and identified in adopted guidelines and standards.
XP LU	[P.33] Annexation should help implement Post Falls’ transportation plans, enabling completion or preserving continuity of circulatory patterns for roads and pedestrian ways.
PSU XP	[P.34] Establish and provide Levels of Service (LOS) based upon existing and projected future needs and desires, using best-practice management tools.
PSU	[P.35] Maintain infrastructure and personnel at levels that provide citizens with services that are high-quality, effective, and affordable.
PSU	[P.36] On a regular basis, review and update the Capital Improvement Plan (CIP) and all related plans incorporating factors including: <ul style="list-style-type: none"> • Population growth; • Demographic trends; • Building permit trends.
PSU	[P.37] Support and cooperate with other agencies and providers of public services to maintain identified Levels of Service (LOS).
PSU	[P.38] Plan new development to ensure provision of public services at current Levels of Service (LOS) or the LOS identified in City-adopted master plans.
PSU	[P.39] Promote the use of geographic information systems (GIS) as a means of improving the provision of city services.
PSU	[P.40] Plan and locate private and public utilities consistent with best management practices.

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Policies

PSU	[P.41]	Provide timely, professional and efficient processing of building permits, development review, and municipal code administration.
PSU	[P.42]	Sustain and enhance the city's fiscal stability through good capital planning and use of a wide array of financial tools to fund infrastructure needs.
PSU	[P.43]	Work towards compliance with accessibility requirements in accordance with Americans with Disability Act (ADA).
PSU LU	[P.44]	Annexation should leverage existing capital facilities, with minimal need for expansion or duplication of facilities.
PSU XP LU CC	[P.45]	<p>Guide annexation decisions guided by and considering:</p> <ul style="list-style-type: none"> • Master plans for water, sewer, transportation, parks, schools and emergency services; • Provision of necessary rights-of-way and easements; • Studies that evaluate environmental and public service factors; • Timing that supports orderly development and/or coordinated extension of public services; • Comprehensive plan goals and policies.
PSU LU	[P.46]	Mitigate impacts of annexation through the use of service agreements and/or development intensities that minimize City fiscal impacts.
PSU	[P.47]	On an ongoing basis, work to obtain water rights whenever possible through annexation, acquisition from landowners, or through application.
PSU NRH	[P.48]	Continue participation in regional wastewater planning on the Rathdrum Prairie, updating wastewater master plans accordingly.
PSU	[P.49]	Coordinate the establishment of Area of City Impact (ACI) boundaries with those of water purveyors.
PSU	[P.50]	Cooperate with the Fire District to plan for and locate fire stations and provide adequate water flow for fire protection.
PSU	[P.51]	Maintain police protection in accordance with the Level of Service (LOS) adopted in the City's Capital Improvement Plan (CIP).
PSU	[P.52]	Coordinate with and support local emergency service providers.
PSU	[P.53]	Encourage citizen involvement in crime prevention programs.

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Policies

PSU NRH LU	[P.54]	With Kootenai County, base determination of Area of City Impact (ACI) limits considering: <ul style="list-style-type: none"> • Future service capabilities; • Infrastructure planning; • Spokane River water quality; • Protection of public health.
PSU XP PRO	[P.55]	Encourage the formation of homeowners' associations to maintain private streets, common neighborhood trails and open space areas, and adjacent landscaping along public rights-of-way.
PSU PRO LU	[P.56]	Work with the Post Falls School District to coordinate City parks, facilities and service planning with: <ul style="list-style-type: none"> • District facility plans; • District programs, recreational facilities and educational opportunities.
PSU	[P.57]	Enhance e-government and internet capabilities, improving communications and making interactions between the City and residents more convenient.
PRO	[P.58]	Provide a full range of recreational opportunities and park facilities to Post Falls residents.
PRO XP	[P.59]	Coordinate parks system planning with land use and transportation planning, recognizing the public health and recreational value of features that support walking and cycling.
PRO NRH	[P.60]	Maintain adopted Levels of Service (LOS) for parks, recreation and open space, and continue to identify opportunities to acquire parkland.
PRO NRH CC	[P.61]	Work with local agencies and municipalities to conserve open space land on the Rathdrum Prairie for current and future residents to enjoy.
PRO XP LU CC	[P.62]	Plan for and work to create a greenbelt system providing: <ul style="list-style-type: none"> • Natural beauty; • Recreation and transportation opportunities; • Additional value for surrounding uses; • Improved land use transitions.
PRO XP LU	[P.63]	Ensure annexations include means to assure the logical extension of Post Falls' parks and open-space system, benefitting adjoining neighborhoods and the overall community.
PRO LU	[P.64]	Locate school and park facilities together to reduce costs whenever possible.

¹ Chapter key: LU = Land Use; HO = Housing; XP = Transportation; PSU = Public Services, Facilities & Utilities; PRO = Parks, Recreation & Open Space; NRH = Natural Resources & Hazardous Areas ED = Economic Development; CC = Community Character & Special Areas

Policies

PRO	[P.65]	Maintain city parks and open spaces, taking full advantage of applicable and developing technologies.
PRO CC	[P.66]	Continue to work with Avista to investigate opportunities for public access within the Federal Energy Regulatory Commission (FERC) project boundary on the Spokane River.
PRO XP ED	[P.67]	Promote linking greenbelts, trails and open space areas with related features and destinations throughout the region.
PRO	[P.68]	Encourage the dedication and/or donation of parkland and open space areas.
PRO XP	[P.69] [PRO]	Encourage new development to provide pedestrian access to nearby parks, trails and green spaces.
PRO LU CC	[P.70]	Identify and protect valued views and vistas throughout Post Falls.
PRO CC ED	[P.71]	Promote the planting and protection of trees citywide, helping: <ul style="list-style-type: none"> • Beautify and enhance community value; • Provide shade and comfort; • Affirm the city’s association with the outdoors and its historic origins; • Provide wildlife habitat.
NRH ED	[P.72]	Support and participate in efforts to protect the high quality of water from the Rathdrum Prairie Aquifer, which provides the existing and future municipal water supply.
NRH	[P.73]	Promote and support water conservation measures in the city and throughout the region.
NRH PRO	[P.74]	Provide plans and development standards that protect and enhance existing natural systems, natural resources, and open spaces.
NRH PSU	[P.75]	Support and promote implementation of the city’s storm water management and erosion and sediment control program.
NRH	[P.76]	Encourage environmentally and economically sound measures to reduce, minimize or eliminate air, noise and water pollution.
NRH PSU	[P.77]	Support and participate in regional efforts to manage the collection, transportation and disposal of solid and industrial wastes, including such activities above the aquifer or its recharge areas.

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Policies

NRH	[P.78]	Cooperate with regulatory agencies in the identification and abatement of local environmental quality problems.
NRH LU CC	[P.79]	Protect the appearance and natural functions of the Spokane River shoreline, including criteria for grading, setback, and vegetation disturbance.
NRH CC	[P.80]	Promote landscaping guidelines that: <ul style="list-style-type: none"> • Protect wildlife habitats by maintaining existing trees and vegetative cover; • Re-vegetate disturbed areas; • Beautify streets, roadways and surface parking lots; • Help treat and address stormwater issues.
NRH	[P.81]	Implement the Rathdrum Prairie Wastewater Master Plan as growth occurs.
NRH PSU	[P.82]	Continue to provide storm water collection and treatment through use of grassed infiltration areas and encourage the use of new or improved technology whenever practical.
NRH	[P.83]	Support regional efforts to conserve energy, promote recycling efforts, and reduce solid waste.
ED	[P.84]	Expand the number of local living-wage jobs, enabling more residents to live and work in Post Falls.
LU ED	[P.85]	Coordinate use patterns along the I-90 corridor to take advantage of access and visibility while enhancing Post Falls’ regional image.
ED HO	[P.86]	With the local business community, work to enhance, sustain and diversify the local economic base by: <ul style="list-style-type: none"> • Helping retain, promote and expand existing businesses and industry; • Supporting innovative, entrepreneurial enterprises; • Supporting opportunities related to business “campus” and mixed-use models; • Coordinating provision of workforce housing; • Attracting new businesses and clean industry.
ED	[P.87]	Work with Post Falls School District, North Idaho College, University of Idaho, Lewis & Clark College and other educational service providers, coordinating the development of: <ul style="list-style-type: none"> • Educational facilities and master plan development; • Workforce training opportunities and programs for current and potential industries.
ED	[P.88]	Work cooperatively with other jurisdictions on issues that impact Post Falls’ economy.

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Policies

ED	[P.89]	Support Jobs Plus, the Chamber of Commerce, local business and civic groups in promoting Post Falls.
ED	[P.90]	Consider incentives for existing businesses in return for the creation of new job opportunities.
ED	[P.91]	Investigate and establish incentives for business location in areas serviced by existing infrastructure and community investment.
CC LU	[P.92]	Encourage the preservation and rehabilitation of buildings in the City Center.
CC LU	[P.93]	Encourage development of Post Falls' city center as a community focal point, combining commercial, civic, cultural, residential, and recreational uses.
CC LU	[P.94]	Encourage space-efficient, attractive street and development patterns in Post Falls' city center, typically featuring: <ul style="list-style-type: none"> • An interconnected, grid-form streets network; • Contiguous buildings that abut public rights-of-way; • First-floor commercial uses with active storefront facades; • On-street parking; • Off-street parking to the side, rear, below or on upper stories of buildings; • Utilization of alleys for service and accessory parking access; • Ample sidewalks and frequent, well-defined crosswalks; • Street trees and landscaping; • Pedestrian-scale lighting, benches and other street furnishings.
ED	[P.95]	Work to retain existing business and commercial enterprises in the City Center.
CC	[P.96]	Encourage the preservation and/or rehabilitation of significant historical, archaeological and architectural sites and structures in Post Falls.
CC	[P.97]	Work with community partners to encourage, enhance and celebrate the arts and cultural spirit of Post Falls, supporting the development of community facilities and cultural programs.
CC	[P.98]	Where practical and appropriate, incorporate public art in community gathering spaces, parks and places of civic importance.
CC PRO	[P.99]	Work with other jurisdictions to enhance and protect views and vistas of the surrounding mountains and of the prairie.
CC ED	[P.100]	Promote businesses and civic groups to aid in beautification of identified commercial corridors and city entryways.

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Policies

CC PSU ED	[P.101]	Support cooperative efforts to fund community and /or performing arts in Post Falls.
CC	[P.102]	Nurture the sense of community pride that Post Falls’ residents feel for their city.
CC	[P.103]	Encourage and support citizen involvement with City boards, commissions, and civic organizations.
XP PSU	[P.104]	Coordinate transportation planning with capital facilities planning and utility/service providers, minimizing disruption and helping reduce installation costs of services.
XP NRH	[P.105]	Ensure that long-range City and regional transportation projects help reduce, and do not exceed, limits prescribed in the Idaho’s State Implementation Plan (SIP) for motor vehicle emissions.
PSU	[P.106]	Encourage cooperation between local water districts and the City, supporting planning for and provision of services concurrent with community needs.

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Program Set

Chapter
Relevance ¹

Programs

LU (PR.01) **Highway 41 Plan** – With County, municipal and agency partners, work to implement key portions
XP of the 2016 Highway 41 Plan, incorporating:
PSU
PRO

- Updates to future land use and growth patterns;
- Revisions accommodating adopted Street Frontage Standards;
- Revisions accommodating shifts in “backage” street design and location;
- Refinements regarding type and location of Neighborhood Centers;
- Development of multi-modal features along the corridor;
- Other revisions implementing comprehensive City plans, goals and policies;
- Extension of the Prairie Trail.

LU (PR.02) **Annexation Policy** – Review and update the City’s annexation policy to include:
HO
XP

- Public infrastructure analysis, including parks and trail networks;
- Cost analysis of necessary improvements;
- Capacities and impacts on existing capital facilities and services;
- Review of all related utility and service provider master plans;
- Review of all local and regional transportation master plans;
- Limits and capacities of wastewater discharge and water rights;
- Review of mitigation costs and strategies;
- Greater clarity and consistency.

LU (PR.03) **City Center Plan** – Prepare and adopt an updated plan for downtown Post Falls, including:
XP
SU

- An overall needs assessment, with programming recommendations;
- A catalog of critical architectural, transportation, historic and public-space characteristics;
- Wayfinding concepts;
- Retail mix and marketing strategies;
- Parking strategies;
- Housing strategies, including adjacent neighborhoods;
- Strategies to improve downtown ties to Falls Park, the river shoreline and areas west of N Spokane Street;
- Development of leadership and organizational capacities;
- Compilation and analysis of project funding options;
- Standards for programming and public-space infrastructure.

LU (PR.04) **Transportation Programs** – Execute studies and program recommendations in the City’s
XP Transportation Master Plan, including:
PSU
PRO
CC

- Refinement of screening criteria to help prioritize the creation of multi-modal improvements within TMP updates;
- Development of a multimodal Capital Improvement Plan (CIP), incorporating multi-modal improvements into the City’s overall LOS analysis and improvements strategy;
- Development of a city-wide approach to wayfinding, addressing all means of transportation;
- Continued evaluation and development of mitigation strategies regarding rail crossings;
- Refinement of a bicycle and pedestrian trails plan, including mapping of existing and future trail routes; incorporation of the in-city network with the regional system; creating standards for trail construction and improvements; compiling funding source data and implementation strategies;
- Identifying location and facility needs for transit stop improvements.

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Programs

LU PSU ED	(PR.05) Incentives Study – Research strategies to encourage infill development and “islands” annexations, recognizing the service and infrastructure efficiencies such development may leverage.
PSU LU	(PR.06) Expansion Study – Update wastewater, water and other facilities planning to include potential service to lands on the south side of the Spokane River, advising potential inclusion of these lands in the Area of City Impact.
CC ED	(PR.07) Branding Study – Develop and implement City and community branding strategies, informing development standards and fostering the growth of an identifiable, positive and consistent image for Post Falls.
CC	(PR.08) Historic Inventory – Identify and recommend structures sites and landscapes for historic recognition and/or protection.
NRH PRO CC LU	(PR.09) Character Preservation – Work with Kootenai County and neighboring communities to: <ul style="list-style-type: none"> • Develop standards/regulations for hillside development • Complete a green space study for the Rathdrum Prairie.
PSU LU	(PR.10) Water & Wastewater Planning – Participate in cooperative water and wastewater planning efforts on the Rathdrum Prairie to: <ul style="list-style-type: none"> • Potentially modify future ACI and growth area boundaries; • Continue to research property acquisition opportunities on the Rathdrum prairie for potential land application of wastewater.
PRO XP	(PR.11) Parks, Recreation & Open Space Master Plan – Update the Parks and Open Space Master Plan, ensuring that the plan also: <ul style="list-style-type: none"> • Identifies and directs implementation serving local and regional needs for parks and trails; • Provides forestry guidelines to inform landscaping and development standards.
LU PSU	(PR.12) Interlocal Agreements – Update and adopt agreements with Kootenai County and other jurisdictions as appropriate to ensure collaborative planning and development of the City’s ACI.
PSU	(PR.13) Progress Measures – Develop community benchmarks, indicators or performance measures to evaluate the comprehensive plan’s success in goal achievement and policy implementation, and to guide its adaptation to new circumstances as conditions change.
XP PSU PRO	(PR.14) Impact Fees – Update and adopt a draft impact fees ordinance for the City’s consideration, ensuring fees and dedications are based on system improvements necessary to support proposed development, will not exceed the costs of necessary system improvements, and will be used for system improvements to benefit the new development.

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Programs

-
- LU (PR.15) **Capacity Study** – Prepare and periodically update a land capacity study, evaluating population growth projections with available lands and planned use densities.
-
- LU (PR.16) **West End Subarea Plan** – Prepare a subarea plan for Post Falls’ west end, primarily lands north of I-90 and west of Pleasant View Road, identifying:
- Viable, complimentary and efficient growth patterns;
 - Recommended future land uses;
 - Recommendations for revisions to City CIP priorities;
 - Strategies incorporating long-range planning for Highway 53 and other highway improvements;
 - Corridor-oriented strategies for W. Seltice Way.
-
- XP (PR.17) **Seltice Way Corridor Plan** – Prepare a corridor plan for Seltice Way from Stateline to Heutter Road, incorporating multimodal improvements and a “centerpiece” project to calm traffic while continuing to maintain a satisfactory level of service, spurring commercial and mixed-use development along this principal arterial.
-
- LU (PR.18) **Code Update** – Review and revise City of Post Falls municipal code as required for concurrency with adopted Post Falls Comprehensive Plan.
- HO
XP
PSU
PRO
NRH
CC
-
- LU (PR.19) **Sub-Area Planning Identification & Prioritization** – As necessary, and to aid implementation of this plan, continue to identify and complete sub-area plans within the city, guided by Focus Area descriptions provided in Figure 1.04.
- CC
-

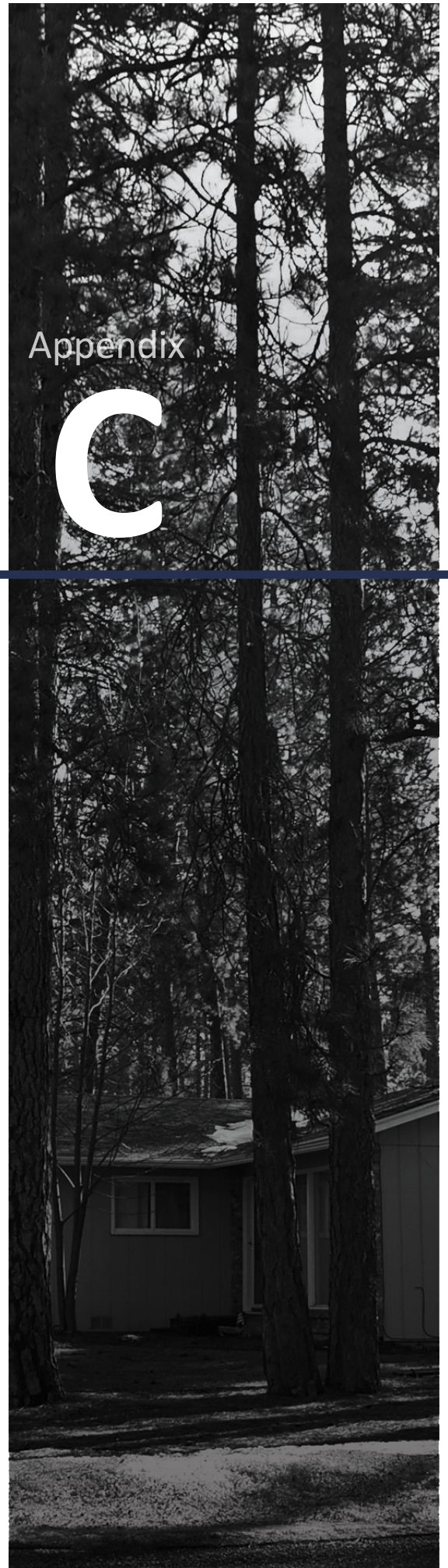
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Appendix

C

Definitions

The following definitions are for terms, which are used in this document and are provided for clarification purposes in the interpretation and implementation of the various goals and policies.



A

Adequate Public Facilities

Facilities, which have the capacity to serve development without decreasing *Level of Service* below locally established minimums.

Affordable Housing

The adequacy of the community's housing stock to fulfill the housing needs of all economic segments of the population.

Accessory Structure

A structure on the same lot or parcel as a principal structure, the use of which is incidental and subordinate to the principal structure. An insurable building should not be classified as an accessory or appurtenant structure.

Area of City Impact (ACI)

Idaho's Land Use Planning Act provides cities the power to designate an Area of City Impact (§67-6526), coordinating infrastructure and service provision in ways that are cost-effective for their residents. ACI planning is a necessary requirement for most types of city annexations (§50-222).

Available Public Facilities

That facilities or services are in place or that a financial commitment is in place to provide the facilities or services within a specified time.

B

Best Management Practices

Methods or techniques found to be the most effective and practical means in achieving an objective (such as preventing or minimizing pollution) while making the optimum use of available resources.

Bioretention

Engineered facilities that store and treat stormwater by passing it through a specified soil profile, and either retain or detain the treated stormwater for flow attenuation.

C

City

The City of Post Falls, Idaho.

Climatic Change

A change in global or regional climate patterns, especially a change due to an increase in the average atmospheric temperature. Climatic change may be attributed largely to the increased levels of atmospheric carbon dioxide produced by the use of fossil fuels, but may also result from natural events such as volcanic eruption or earthquake.

Cluster Commercial Development

Retail or other commercial uses, usually arranged in a group of buildings, that create a node of uses with a cohesive design plan and shared access points on an arterial street. Cluster commercial development is characterized by a cohesive design plan that includes at least two of the following elements:

- *Pedestrian connections*
- *Shared parking concepts*
- *Buildings arranged in groups to create a node of commercial uses without individual street access points rather than along the linear pattern of a strip commercial development*
- *Common building design features and signage.*

Community Services

Cultural, social and recreational services necessary to enhance the quality of life, such as libraries, parks and recreation services, fine arts, and festivals.

Community Forest

The sum of

all of the trees and other vegetation in and around the City of Post Falls.

Concurrency

That adequate public facilities are available when the impacts of development occur. This definition includes the two concepts of *Adequate Public Facilities* and of *Available Public Facilities* as defined herein.

Consistency

Requires that no feature of a plan or regulation is incompatible with any other feature of a plan or regulation. Consistency is indicative of a capacity for orderly integration or operation with other elements in a system.

County

Kootenai County, Idaho.

Critical Facility

A facility that is critical for the health and welfare of the population and is especially important following hazard events. Critical facilities include *Essential Public Facilities*, transportation systems, lifeline utility systems, high potential loss facilities and hazardous material facilities.

D

District

A portion of a planning area, which is defined by the primary uses located in that portion of the planning area.

Development

Any man-made change to improved or unimproved real estate, including, but not limited to, buildings or other structures, mining, dredging, filling, grading, paving, excavation, drilling operations, and permanent storage of equipment or materials.

Development Rights

A broad range of less-than-fee-simple ownership interests.

E

Essential Public Facilities

Public capital facilities of a county-wide or state-wide nature which are typically difficult to site. Essential public facilities include the following:

- *Airports*
- *Hazardous waste facilities*
- *State education facilities*
- *State or regional transportation facilities*
- *State and local correctional facilities*
- *Solid waste handling facilities*
- *In-patient facilities including:*
 - *Substance abuse facilities*
 - *Mental health facilities*
 - *Group homes*
- *Regional Transit Authority facilities*

Emergency Services

Services which are a City responsibility to provide or manage, including police, fire, medical emergency and disaster relief.

Environmentally Sensitive/Critical Areas

Environmentally Sensitive Areas means any of the following areas and their associated buffers:

- *Aquifer recharge areas*
- *Streams or Stream corridors*
- *Frequently flooded areas*
- *Geologically hazardous areas, including:*
 - *Erosion hazard areas*
 - *Landslide hazard areas*
 - *Seismic hazard areas*
- *Habitat areas for priority species and species of concern*
- *Locally unique features*
- *Ravines*
- *Marine bluffs*
- *Beaches and associated coastal drift processes*
- *Wetlands*

F

Facility

Something designed, built, installed or utilized for the specific purpose of providing a service.

Federal Emergency Management Agency (FEMA)

The agency with the overall responsibility for administering the national flood insurance program.

Federal Energy Regulatory Commission (FERC)

The US federal agency that regulates the transmission and wholesale sale of electricity and natural gas in interstate commerce and regulates the transportation of oil by pipeline in interstate commerce. FERC also licenses non-federal hydropower projects; reviews proposals to build interstate natural gas pipelines and natural gas storage projects, and liquefied natural gas (LNG) terminals.

Financial Commitment

That sources of public or private funds or combinations thereof have been identified which will be sufficient to finance public facilities necessary to support development and that there is reasonable assurance that such funds will be timely put to that end.

G

Goal

Broad statements indicating a general aim or purpose to be achieved. A goal is a direction setter. It is an ideal future end, condition, or state related to the public health, safety, or general welfare toward which planning and implementation measures are directed. A goal is a general expression of community values and, therefore, is abstract in nature. Consequently, a goal is generally not quantifiable, time-dependent, or suggestive of specific actions for its achievement.

H

Historic Structure

A structure that is:

- *Listed individually in the national register of historic places (a listing maintained by the U.S. department of interior) or preliminarily determined by the secretary of the interior as meeting the requirements for individual listing on the national register.*
- *Certified or preliminarily determined by the secretary of the interior as contributing to the historical significance of a registered historic district or to a district preliminarily determined by the secretary to qualify as a registered historic district.*
- *Individually listed on a state inventory of historic places and determined as eligible by states with historic preservation programs which have been approved by the secretary of the interior, or*
- *Individually listed on a local inventory of historic places and determined as eligible by communities with historic preservation programs that have been certified either:*
 - *By an approved state program as determined by the secretary of the interior, or*
 - *2. Directly by the secretary of the interior in states without approved programs.*

I

Impact Fees

Payments to the city for the acquisition and development of new infrastructure or facilities, i.e., parks, schools, transportation systems, etc., based on a per unit (impact) assessment. Such fees are regulated per Idaho Statute 67.82.

Imprecise Margin

The area between land use designations is called an imprecise margin. The margin is used to provide flexibility in determining the boundary between various zones. When determining appropriate zoning designations for an area near a margin, the goals, policies and objectives of the Land Use Element should take precedence.

L

Landscaping

Aesthetically pleasing space using ground cover, shrubs, trees, building materials, or a combination thereof; or to add such enhancements.

Level of Service (LOS)

An established minimum capacity of public facilities or services that must be provided per unit of demand or other appropriate measure of need.

Low Impact Development (LID)

A stormwater and land use management strategy that strives to mimic pre-disturbance hydrologic processes of infiltration, filtration, storage, evaporation and transpiration by emphasizing conservation, use of on-site natural features, site planning and distributed stormwater management practices that are integrated into a project design.

M

Manufactured Home

A factory built, single-family structures that meet the National Manufactured Home Construction and Safety Standards Act (42 U.S.C. Sec. 5401), commonly known as the HUD (U.S. Department of Housing and Urban Development) Code.

Medical Services

Licensed professional medical services and retail services directly related to medical services, such as hospitals, physicians' clinics, and pharmacies.

Metropolitan Planning Organization (MPO)

An association of local agencies that coordinate transportation planning and development activities within a metropolitan area. Establishment of an MPO is required in urban areas with populations of more than 50,000 for access to federal transportation funding. MPOs are designed to ensure coordination and cooperation among the various jurisdictions that oversee transportation within the urban area. The Kootenai Metropolitan Planning Organization (KMPO) serves the Post Falls area.

Mixed-use

A type of urban development that blends residential, commercial, cultural, institutional, or industrial uses, where those functions are physically and functionally integrated, and that provides pedestrian connections.

N

Neighborhood

An area located within a district or planning area where people live, and is defined by the primary type and/or density of the residential units located in that particular area of the district.

O

P

Permeable Pavement

Pervious concrete, porous asphalt, permeable pavers or other forms of pervious paving material intended to allow passage of water through the pavement section. It often includes an aggregate base that provides structural support and acts as a stormwater reservoir.

Planning Area

A large geographical area of the City which is defined by physical characteristics and boundaries.

Policy

A topic-specific statement providing guidelines for current and future decision-making. It indicates a clear commitment of the local legislative body. A policy is an extension of a plan's goals, reflecting topical nuance as well as an assessment of conditions.

Program

Budgetable steps envisioned or undertaken to effectuate plan policy. Objectives may include the development of more detailed and localized plans, work to implement policies, formal agreements, regulations or other strategies necessary to realize community goals.

Public Capital Facilities

Existing, new or expanded physical facilities, which are owned, licensed or sanctioned by a public entity, are large in size and serve a county-wide or statewide population. Public capital facilities of a county-wide or state-wide nature may include but are not limited to the following:

- *Airports;*
- *State educational facilities;*
- *State and federal transportation facilities;*
- *Regional transportation facilities;*
- *State correctional facilities;*
- *Local correctional facilities;*
- *Solid waste handling, disposal and storage facilities ;*
- *In-patient facilities including:*
 - *Abuse facilities;*

- *Mental health facilities;*
- *Group homes;*
- *National, state and regional parks and recreational facilities;*
- *Marine terminals;*
- *Libraries;*
- *Fairgrounds;*
- *Hospitals;*
- *County courthouse.*

Public Facilities

Includes streets, roads, highways, sidewalks, street and road lighting systems, traffic signals, domestic water systems, storm and sanitary sewer systems, parks and recreational facilities, and schools.

Public Right-of-Way

Improved or unimproved public property owned by, dedicated to, or deeded to the public or for the public’s use for the purpose of providing vehicular, pedestrian and other public use. Such public property includes, but is not limited to, streets, alleys, sidewalks, easements for public utilities, cut and fill slopes, and public open space.

Public Services

Includes fire protection and suppression, law enforcement, public health, education, recreation, environmental protection, and other governmental services.

R

Rain garden

A non-engineered shallow, landscaped depression, with compost-amended native soils and adapted plants. The depression is designed to pond and temporarily store stormwater runoff from adjacent areas, and to allow stormwater to pass through the amended soil profile.

Regional Transportation Plan

The transportation plan for the regionally-designated transportation system, produced by the *metropolitan planning organization*.

Residential Care Services

The providing of residential care on a daily or live-in basis including special needs housing such as group homes, adult-care homes and day-care facilities.

S

Sanitary Sewer Systems

All facilities, including approved on-site disposal facilities, used in the collection, transmission, storage, treatment, or discharge of any waterborne waste, whether domestic in origin or a combination of domestic, commercial, or industrial waste.

Scattered Site Housing

Smaller scale, publicly assisted housing, new construction and conversion which is dispersed throughout the community as opposed to high density, public housing "projects" concentrated on one large site or in one area of the City.

School District

The Post Falls School District No. 273.

Service

The supplying or providing of utilities, commodities, accommodations and/or activities.

Shall

Means the statement is mandatory, and the action so stated is required to be done without discretion by decision-makers. The use of "shall" in a statement indicates that the action is imperative and ministerial.

Should

Means the statement ought to be done, but the action so stated is not required to be done by decision-makers. The use of "should" in a statement indicates that discretion may be used in deciding whether or not to take action. The use of "should" is intended to give decision-makers discretion in matters where exceptions are warranted by such factors as physical hardships and special circumstances or when funding must be taken into consideration.

Solid Waste Handling Facility

Any facility for the transfer or ultimate disposal of solid waste, including landfills, waste transfer stations and municipal incinerators.

Social Services

Those services necessary to support life and health, such as food banks, hospices, home health, congregate care, and day care services.

Strip Commercial Development

Retail or other commercial uses, usually one-story high and one-store deep, that front on an arterial street with individual access points. Strip commercial development differs from central business districts, shopping centers, or other cluster commercial developments in at least two of the following characteristics:

- 1) There are no provisions for pedestrian access between individual uses;
- 2) The uses are only one-store deep;
- 3) The buildings are arranged linearly with individual street access points rather than clustered, and;
- 4) There is no design integration among the buildings.

T

Transfer of Development Rights

The conveyance of development rights by deed, easement, or other legal instrument to another parcel of land and the recording of that conveyance.

Transportation Facilities

Facilities related to air, water, or land transportation.

Transportation Systems Management

The use of low capital expenditures to increase the capacity of the transportation system. TSM strategies include but are not limited to signalization, channelization, and bus turnouts.

U

Urban Growth

Refers to growth that makes intensive use of land for the location of buildings, structures, and impermeable surfaces to such a degree as to be incompatible with the primary use of the land for the production of food, other agricultural products, or fiber, or the extraction of mineral resources. When allowed to spread over wide areas, urban growth typically requires urban governmental services. "Characterized by urban growth" refers to land having urban growth located on it, or to land located in relationship to an area with urban growth on it as to be appropriate for urban growth.

Urban Services

Services that are normally available in an urban environment which include provisions for sanitary waste systems, solid waste disposal systems, water systems, urban roads and pedestrian facilities, transit systems, stormwater systems, police and fire and emergency services systems, electrical and communication systems, school and health care facilities, and parks.

Utilities

Enterprises or facilities serving the public by means of an integrated system of collection, transmission, distribution, and processing facilities through more or less permanent physical connections between the plant of the serving entity and the premises of the customer. Included are systems for the delivery of natural gas, electricity, telecommunications services, and water, and for the disposal of sewage.

W

Will

The statement is an action decision-makers intend to do to implement plan goals and policies. The use of "will" in a statement indicates that the outcome can be measured.

Work/live space

A living arrangement where the residential use and living area is subordinate in size to the work space.



Market Analysis

Appendix

D

The following pages present the market analysis prepared to inform this plan's housing, economic development, land use and other elements of this plan. It was developed by Community Attributes Inc. (CAI) and delivered to the City in March 2017.





*Community Attributes tells data rich stories about communities
that are important to decision-makers.*

Principal: Chris Mefford

Project Manager: Mark Goodman

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1. Background

The City of Post Falls is in the process of updating its Comprehensive Plan. This analysis provides a data-rich demographic and economic profile of the City to inform policy development for the Economic Development Element. Included are key takeaways and findings related to the City's demographics, economy and local real estate market.

Key Tasks

- Produce a demographic and economic profile focusing on household attributes and trends
- Analyze retail trade in the City and estimate leakage and trade capture
- Review current real estate market conditions for the City and Region
- Review local and regional employment growth and trends

Approach & Methodology

This profile consists of demographic and economic data essential to understanding Post Falls' relative position within the region. The analysis focuses on relative demographic and economic indicators and trends within the City. It relies on data available through both public and proprietary sources as well as through collaboration with Kootenai County and the Idaho Department of Labor.

This analysis does not contain an appraised valuation of land or development projects. Community Attributes Inc. is not a licensed appraiser and this analysis should not be used to inform investment decisions.

Data Sources

The analysis relies on the following data sources:

- 2010-2015 American Community Survey
- Spokane-Kootenai Real Estate Research Committee
- ESRI retail spending and demand reports
- Idaho Department of Labor
- Kootenai County Assessor
- United States Bureau of Labor Statistics

2. Key Takeaways

Below are findings and takeaways related to demographic conditions within the City of Post Falls.

Table 1. Demographics

Key Findings	Policy Considerations
<ul style="list-style-type: none"> • The City has grown faster than the region and other neighboring cities although the population growth rate has slowed and has not kept pace with 2010 projections • The City has a higher percentage of children and people between the ages of 25 and 40 which suggests that the City is attracting young families • City has a higher proportion of families than elsewhere in Kootenai County, and yet 61% of households consist of one or two people. • On average, renter households are larger than owner households in Post Falls • Incomes are relatively high while educational attainment is lower than comparison communities • Little diversity in housing stock: The City has housing for families but limited housing for smaller households (aka workforce housing) 	<ul style="list-style-type: none"> > Consider policies to diversify housing stock to include more workforce-oriented housing, such as new forms of single family development > The City should consider policies that ensure its attractiveness to young families and competitiveness with other regional housing centers along I-90. > Consider the needs of the City's young families and how their needs and preferences will change over time

2. Key Takeaways

Below are findings and takeaways related to economic conditions within the City of Post Falls.

Table 2. Employment and Industry

Key Findings	Policy Considerations
<ul style="list-style-type: none"> • The City has a balanced jobs-housing ratio, meaning it is both an employment and housing center, but housing growth outpaced employment growth from 2010 to 2015 • There is a relatively low portion of residents with a bachelor’s degree or higher, but median incomes are higher than regional averages • A relatively high proportion of people work in the City but live elsewhere, meaning a significant portion of the workforce is imported from throughout the region • Almost a third of residents that work commute to nearby Coeur d’Alene for employment • The three largest employment sectors in Post Falls were Retail Trade, Manufacturing and Government service, representing more than 40% of all jobs in the City • Of the largest industries in Post Falls, Manufacturing has experienced growth and is relatively concentrated in Post Falls when compared to the rest of the county 	<ul style="list-style-type: none"> > Explore and build upon existing policies and actions that support the City’s role as a regional manufacturing center > Evaluate the needs of current and future employers as it relates to the City’s current and future housing stock > Maintain the City’s balance of jobs and housing > Consider policies that support the ability for people to live and work in the City > Support policies and strategies that align workforce development efforts with the needs of current and potential industries (such as skilled labor for manufacturing)

2. Key Takeaways

Below are findings and takeaways related to real estate conditions within the City of Post Falls.

Table 3. Real Estate

Key Findings	Policy Considerations
<ul style="list-style-type: none"> • Housing stock is predominantly single family with low supply of units two bedrooms or less in size. • Relative to the region, more homeowners have unaffordable housing and fewer renters have unaffordable housing in Post Falls. • Before the recession, average residential sale prices in Post Falls had tracked closely to the region. Since the post-recession drop, the local average has remained slightly below the regional average. • Office vacancy has been rising while rents have been dropping, indicating a lack of demand for office space in Post Falls. • Retail vacancy and rents have both trended downward in recent years in Post Falls, complicating conclusions about demand. Retail vacancy in Post Falls is now similar to the region, down from being much higher in 2011. • Industrial rents have been level in recent years in Post Falls, while industrial vacancy has wavered, in a similar fashion to the region. • Retail vacancy rates are declining while office vacancy rates have climbed; industrial vacancy rose and fell over the last five years, with a spike last year • The City's housing market is still attractive to families and relatively affordable when compared to other housing markets in the region 	<ul style="list-style-type: none"> > There may be a need for more home ownership opportunities that are suitable for smaller households. > There is potentially strong demand for rental apartments indicated by the low vacancy rates found throughout the region. > To remain competitive in the region consider supporting strategies, branding efforts and other actions that promote the City as an affordable commercial and industrial alternative along the I-90 corridor. > Consider policies that help to ensure that Post Falls maintains it competitive position in terms of housing affordability.

2. Key Takeaways

Below are findings and takeaways related to retail conditions within the City of Post Falls.

Table 4. Retail

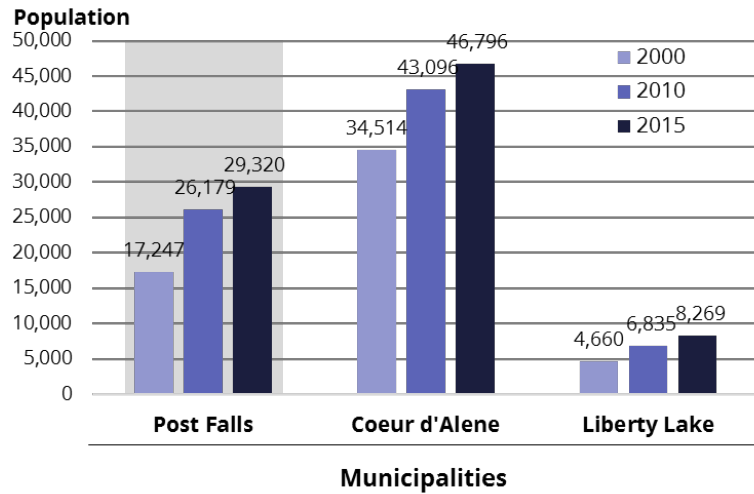
Key Findings	Policy Considerations
<ul style="list-style-type: none">• The City is a retail magnet for most retail trade categories, meaning it attracts people from outside the City to shop at its stores• Almost 1 out of every 3 retail businesses are restaurants or bars, which is a similar ratio to what is found regionally.• The City has a surplus of retail offerings in most categories, meaning it draws retail customers from outside the City.• Retail leakage is occurring at modest level in the categories of grocery stores and restaurants as well as clothing and electronics• The current buildout of retail is largely auto oriented with a mix of local and national retail brands oriented towards freeway access points (in the form of neighborhood centers and strip centers)	<ul style="list-style-type: none">> Leverage the City's strengths including its access to I-90 and strategic location near other major population centers to attract new destination retail.> The City may consider concentrating future retail development in specific locations to help create more prominent and easily identifiable retail destinations.> To diversify retail formats, the City might consider policies that support retail that connects and orients towards the City's amenities, such as the waterfront.

3. Demographics

Exhibits

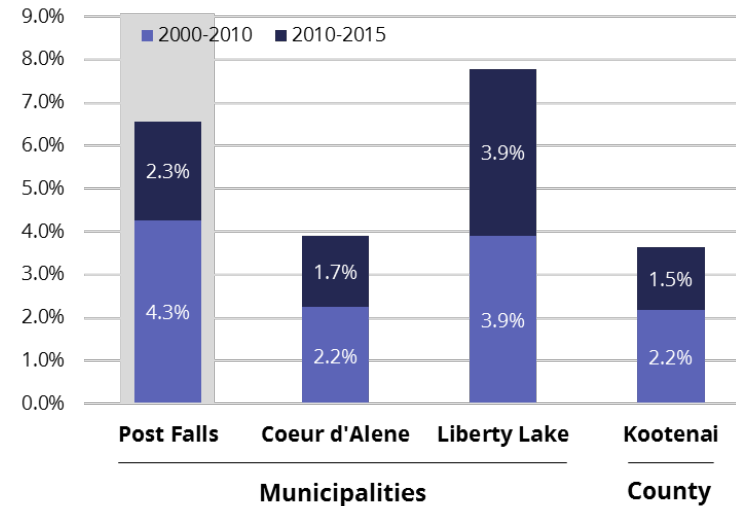
- Exhibit 3.1. Population, Comparison Cities, 2000-2015
- Exhibit 3.2. CAGR, Comparison Jurisdictions, 2000-2015
- Exhibit 3.3. Actual and Forecast Population Growth, Comparison Jurisdictions, 2000 – 2020
- Exhibit 3.4. Race/Ethnicity, Comparison Jurisdictions, 2015
- Exhibit 3.5. Age and Gender Pyramid, 2015, Post Falls
- Exhibit 3.6. Household Types, Comparison Jurisdictions, 2015
- Exhibit 3.7. Households by Size, Comparison Jurisdictions, 2015
- Exhibit 3.8. Housing Units by Number of Bedrooms, Comparison Jurisdictions, 2015
- Exhibit 3.9. Housing Units by Type, Comparison Jurisdictions, 2015
- Exhibit 3.10. Housing Units by Housing Tenure, Comparison Jurisdictions, 2015
- Exhibit 3.11. Monthly Homeowner Costs as a Percentage of Household Income, Comparison Jurisdictions, 2015
- Exhibit 3.12. Rent as a Percentage of Household Income, Comparison Jurisdictions, 2015

Exhibit 3.1. Population, Comparison Cities, 2000-2015



Source: 2010-2015 American Community Survey. US Census Bureau.

Exhibit 3.2. CAGR, Comparison Jurisdictions, 2000-2015

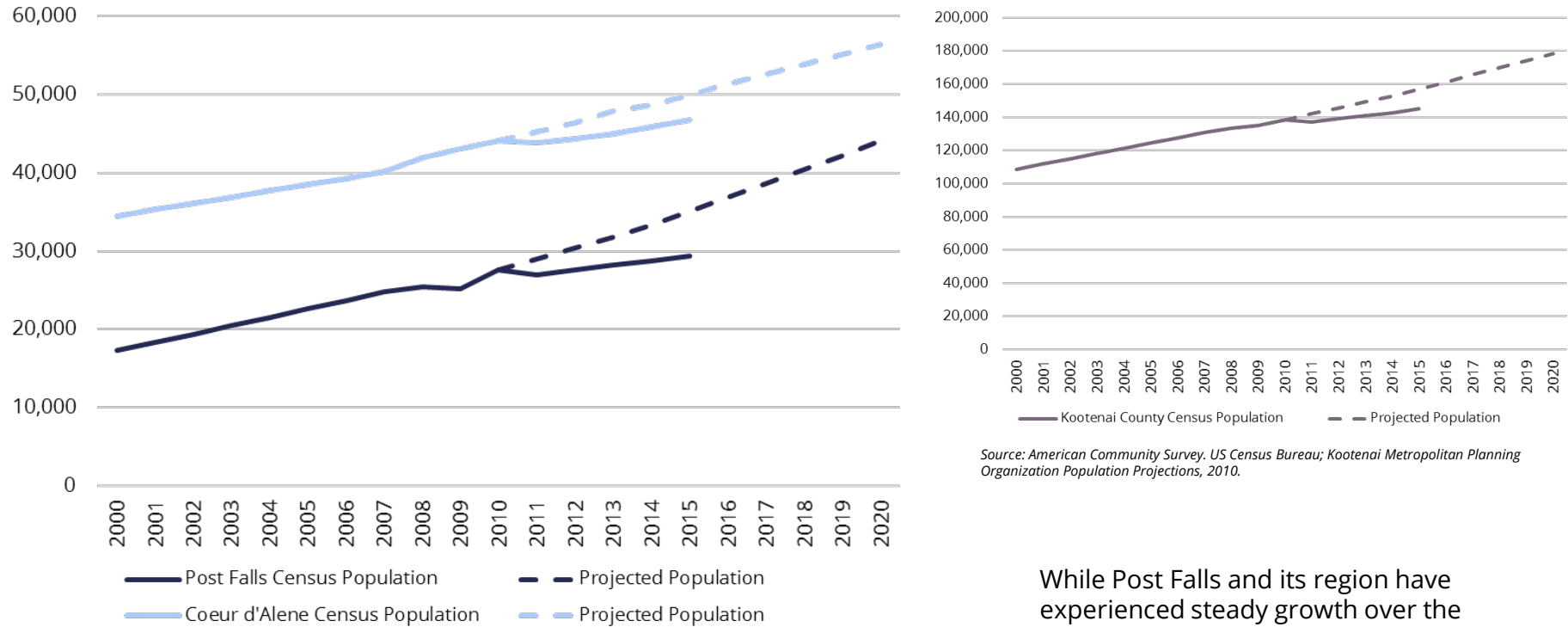


Source: 2010-2015 American Community Survey. US Census Bureau.

Exhibits 3.1 and 3.2 show how the City of Post Falls' population has changed compared to neighboring jurisdictions. As the time periods in Exhibit 3.1 are not equal, the Compound Annual Growth Rate (CAGR) was calculated to allow for accurate comparison in Exhibit 3.2.

As shown, Post Falls experienced a higher Compound Annual Growth Rate (CAGR) from 2000 to 2010 compared to its neighbors. While the rate was significantly lower from 2010 to 2015 in Post Falls, the City is still growing faster than both Coeur d'Alene and the County overall.

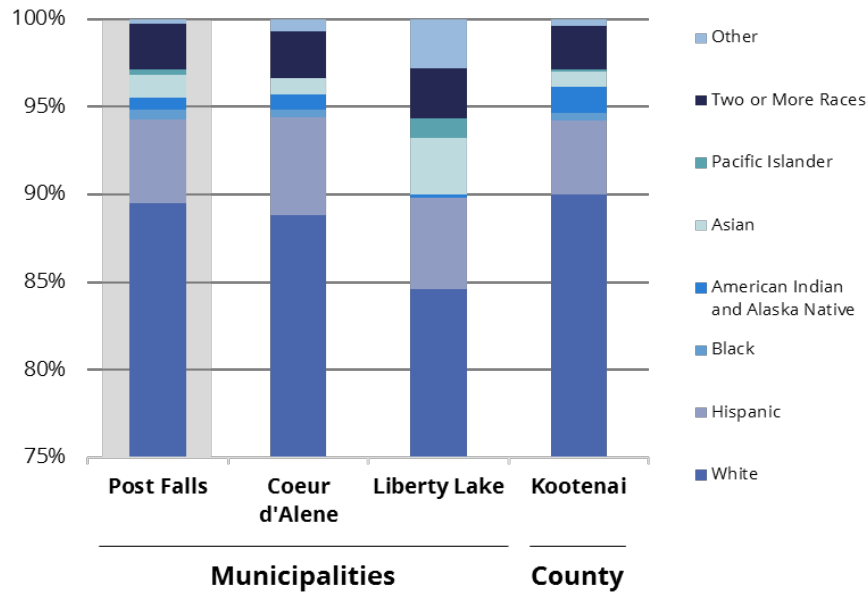
Exhibit 3.3. Actual and Forecast Population Growth, Comparison Jurisdictions, 2000 - 2020



Source: American Community Survey, US Census Bureau; Kootenai Metropolitan Planning Organization Population Projections, 2010.

While Post Falls and its region have experienced steady growth over the past two decades, in recent years, growth has failed to keep pace with the 2010 growth projection prepared by the Kootenai Metropolitan Planning Organization.

Exhibit 3.4. Race/Ethnicity, Comparison Jurisdictions, 2015

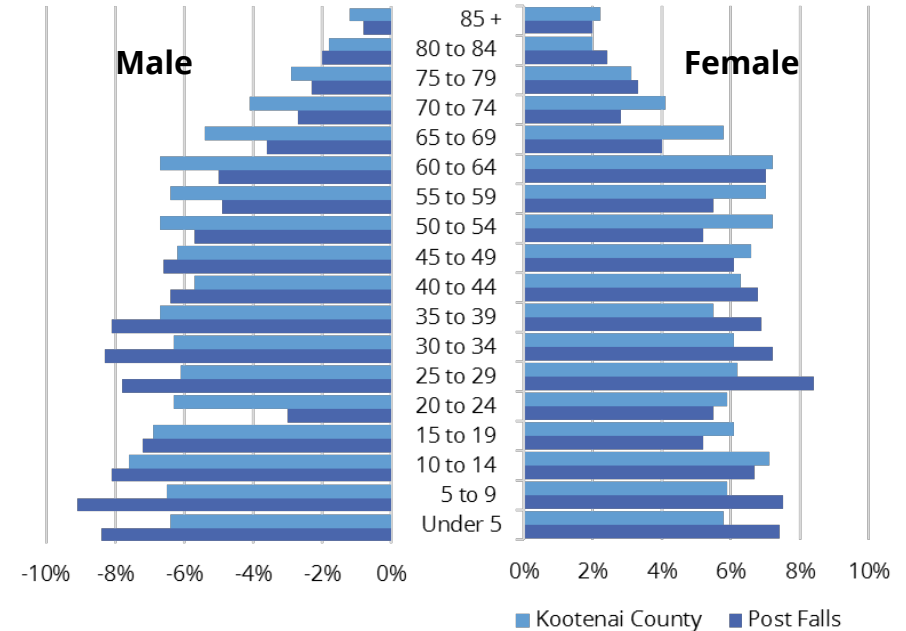


Source: 2010-2015 American Community Survey. US Census Bureau.

Exhibit 3.4 shows how Post Falls' racial and ethnic composition compares to neighboring jurisdictions. Post Falls and Coeur d'Alene are fairly similar, both to each other and Kootenai County overall. Liberty Lake differs in its larger share of the population identifying as Asian or "Other".

Note that the minimum scale on this graph has been set to 75% to make variation in the nonwhite population more visible – these communities are all between 85 and 90% white.

Exhibit 3.5. Age and Gender Pyramid, Post Falls and Kootenai County, 2015

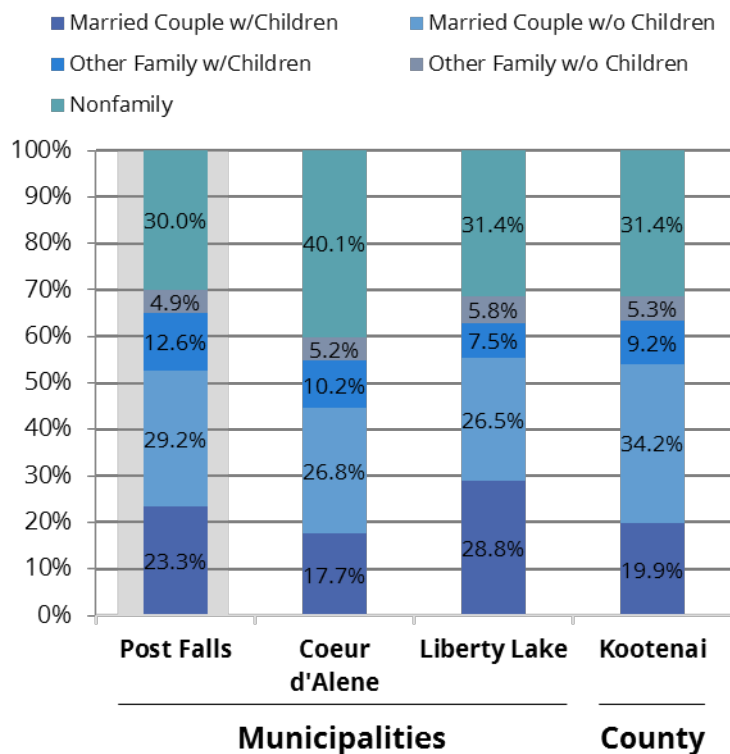


Source: 2010-2015 American Community Survey. US Census Bureau.

Exhibit 3.5 shows how Post Falls' population is currently divided by age group and gender, in comparison with Kootenai County overall. Each bar represents that age group's percentage share of the total, by gender.

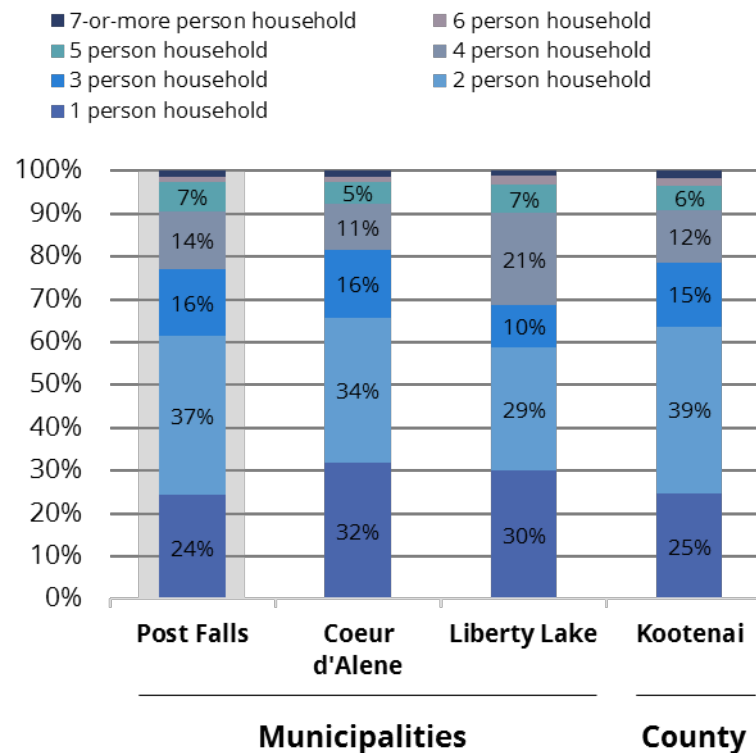
As shown, the City of Post Falls has a greater share of young children and adults in their late twenties to thirties compared to Kootenai County, consistent with a community with more families. The County has a larger share of seniors.

Exhibit 3.6. Household Types, Comparison Jurisdictions, 2015



Source: 2010-2015 American Community Survey. US Census Bureau.

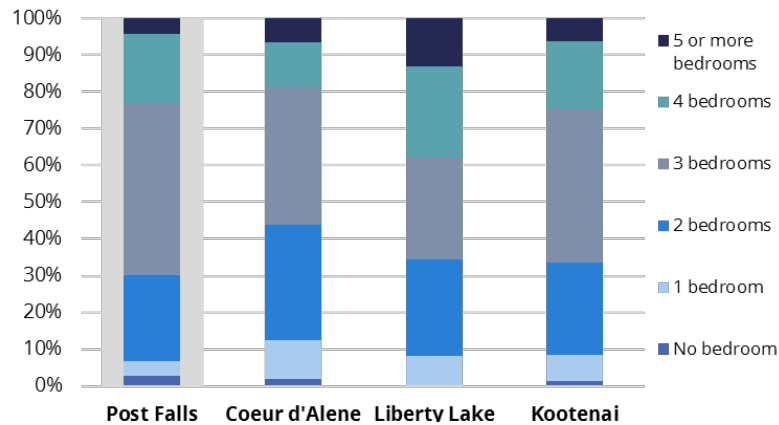
Exhibit 3.7. Households by Size, Comparison Jurisdictions, 2015



Source: 2010-2015 American Community Survey. US Census Bureau.

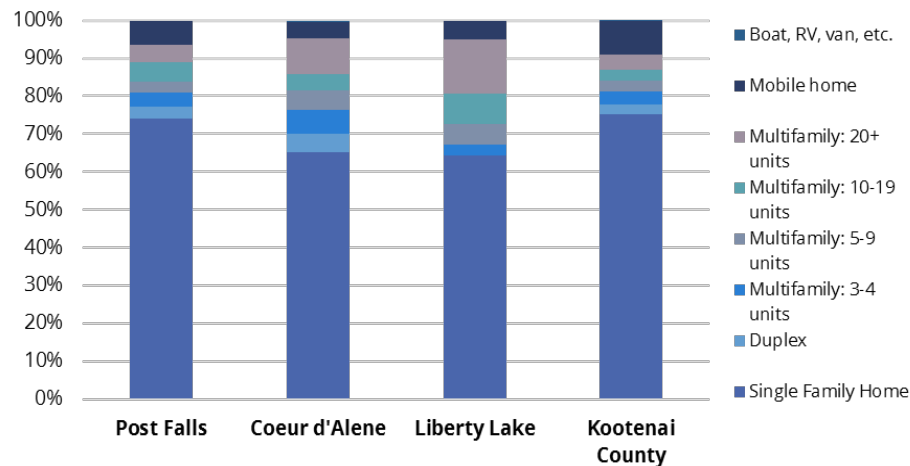
Exhibits 3.6 and 3.7 show how the households of Post Falls compare to those of neighboring jurisdictions in terms of type and size. As shown, only Liberty Lake has a higher portion of households with children than Post Falls. At the same time, 61% of Post Falls households consist of one or two people.

Exhibit 3.8. Housing Units by Number of Bedrooms, Comparison Jurisdictions, 2015



Source: 2010-2015 American Community Survey. US Census Bureau.

Exhibit 3.9. Housing Units by Type, Comparison Jurisdictions, 2015



Source: 2010-2015 American Community Survey. US Census Bureau.

Exhibit 3.10. Housing Units by Housing Tenure, Comparison Jurisdictions, 2015

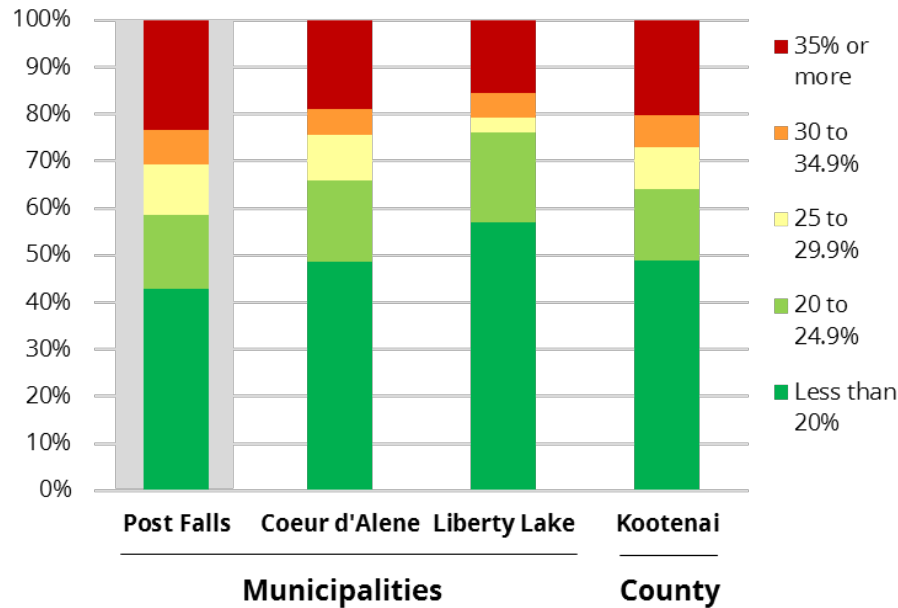
Housing Tenure	Post Falls	Coeur d'Alene	Liberty Lake	Kootenai County
Owner-occupied	68.5%	58.3%	64.7%	70.2%
Renter-occupied	31.5%	41.7%	35.3%	29.8%
Average owner household size	2.47	2.43	2.65	2.51
Average renter household size	2.71	2.35	2.53	2.6

Source: 2010-2015 American Community Survey. US Census Bureau.

These exhibits provide an overview of Post Falls' housing stock in terms of physical type, quantity, and occupancy. As shown, the City of Post Falls has a larger portion of single family homes compared to Coeur d'Alene or Liberty Lake, though it is similar to the County overall. Consistent with having a high portion of single family homes, the City of Post Falls has a lower share of units two bedrooms or less in size compared to Coeur d'Alene or Liberty Lake.

Post Falls and Kootenai County overall are also similar in terms of occupancy, with a higher portion of homeowners compared to the two other cities studied. Renter households in Post Falls also tend to be larger on average compared to owner households, which is the inverse of the other two cities and the typically observed trend.

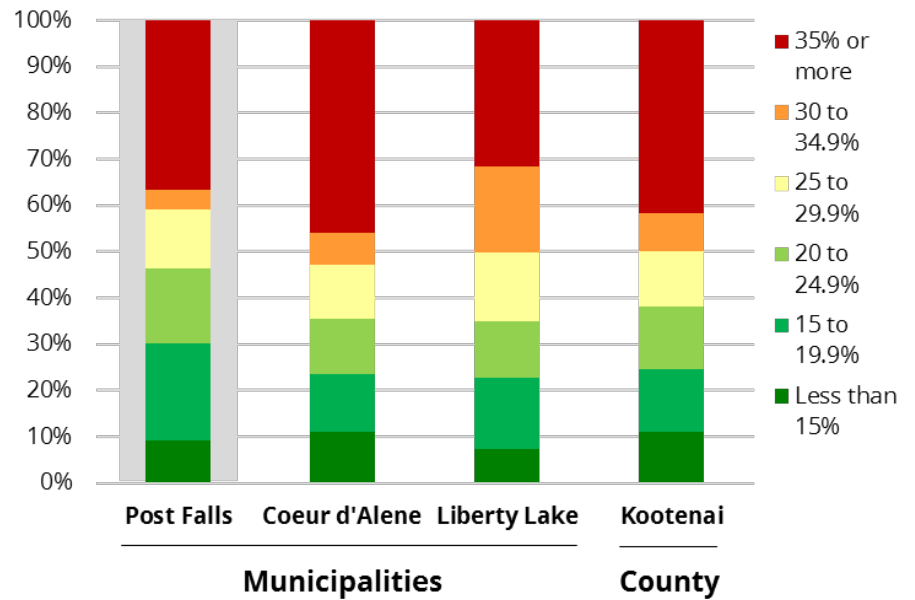
Exhibit 3.11. Monthly Homeowner Costs as a Percentage of Household Income, Comparison Jurisdictions, 2015



Source: 2010-2015 American Community Survey. US Census Bureau.

Exhibits 3.11 and 3.12 provide indications about the affordability of Post Falls' housing stock compared to nearby jurisdictions. As a general rule, a household's housing is considered to be affordable if it spends less than 30% of their income on rent or home ownership costs. Households that

Exhibit 3.12. Rent as a Percentage of Household Income, Comparison Jurisdictions, 2015



Source: 2010-2015 American Community Survey. US Census Bureau.

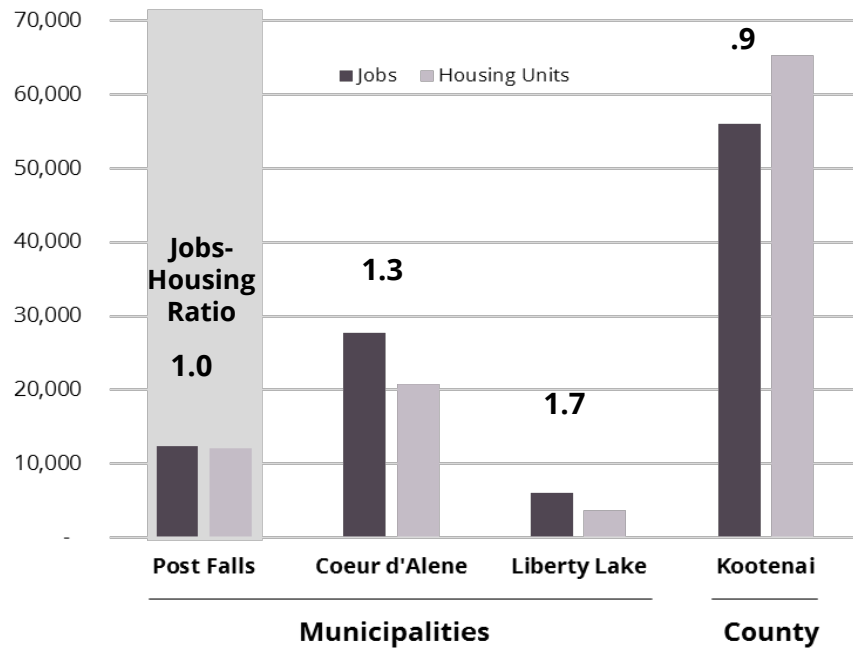
spend more than 30% are referred to as being "cost burdened". As shown, Post Falls' homeowners are slightly more likely to be cost burdened compared to the comparison jurisdictions, while its renters are less likely to be cost burdened compared to other jurisdictions.

4. Industry and Employment

Exhibits

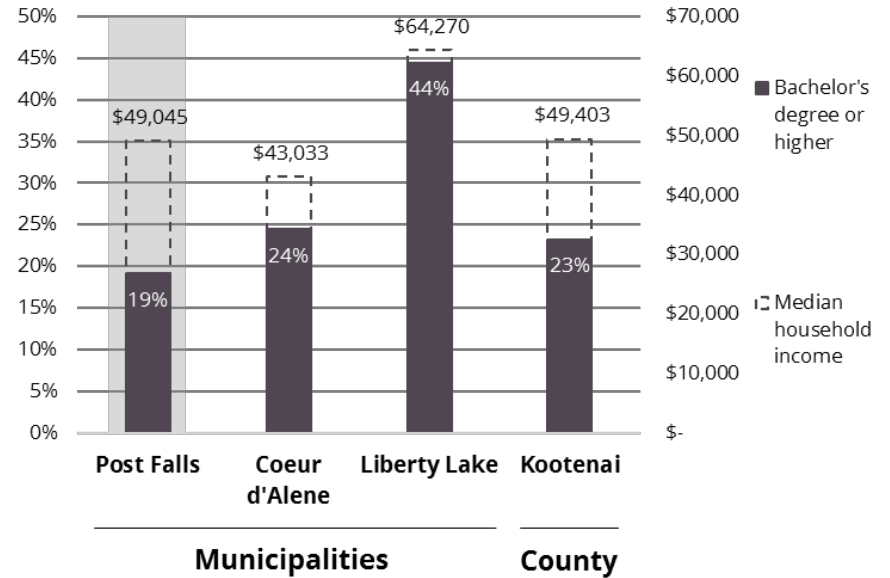
- Exhibit 4.1. Jobs and Housing Units, Comparison Jurisdictions, 2015
- Exhibit 4.2. Median Household Income and Educational Attainment, Comparison Jurisdictions, 2015
- Exhibit 4.3. Where Residents Work, Post Falls, 2014
- Exhibit 4.4. Where Workers Live, Post Falls, 2014
- Exhibit 4.5 Worker Inflow/Outflow, Post Falls, 2014
- Exhibit 4.6. Where Residents Work, Post Falls, 2014 (*Map*)
- Exhibit 4.7. Where Workers Live, Post Falls, 2014 (*Map*)
- Exhibit 4.8. Employment, City of Post Falls, 2015
- Exhibit 4.9. Employment, Coeur d'Alene MSA, 2015
- Exhibit 4.10. Location Quotient and CAGR by Industry, Kootenai County, 2015

Exhibit 4.1. Jobs and Housing Units, Comparison Jurisdictions, 2015



Source, Housing Units: 2010-2015 American Community Survey. US Census Bureau.
 Source, Jobs (Post Falls and Kootenai County): Idaho Department of Labor, 2016; U.S. Bureau of Labor Statistics, 2017; Community Attributes Inc., 2017
 Source, Jobs (Coeur d'Alene and Liberty Lake): U.S. Census Bureau. 2016. OnTheMap Application. Longitudinal-Employer Household Dynamics Program.
<http://onthemap.ces.census.gov/>

Exhibit 4.2. Median Household Income and Educational Attainment, Comparison Jurisdictions, 2015



Source: 2010-2015 American Community Survey. US Census Bureau.

Exhibit 4.3 shows where people who live in Post Falls work, while **Exhibit 4.4** shows where people who work in Post Falls live. This “journey to work” analysis is useful in understanding the City’s place in the regional economy. Approximately, 19.7% of employed people living in Post Falls also work in Post Falls, only Coeur d’Alene holds employs a higher portion. 25.9% of people who work in Post Falls also live in Post Falls, which makes up the largest group. The maps on the pages (**Exhibits 4.6 and 4.7**) illustrate the geographic distribution of local residents and workers commuting patterns.

Exhibit 4.5 shows how the number of workers coming into, staying in, and leaving Post Falls compare.

Exhibit 4.3. Where Residents Work, Post Falls, 2014

	Share
Coeur d’Alene city, ID	29.6%
Post Falls city, ID	19.7%
Spokane city, WA	9.1%
Spokane Valley city, WA	8.3%
Hayden city, ID	4.9%
Liberty Lake city, WA	2.5%
Boise City city, ID	1.9%
Rathdrum city, ID	1.2%
Lewiston city, ID	1.0%
Dalton Gardens city, ID	0.8%
All Other Locations	21.0%

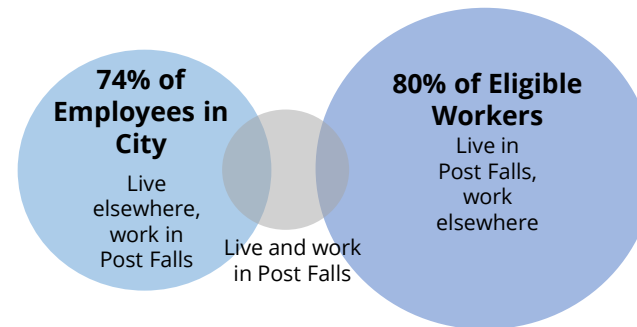
Source: U.S. Census Bureau. 2016. OnTheMap Application. Longitudinal-Employer Household Dynamics Program. <http://onthemap.ces.census.gov/>

Exhibit 4.4. Where Workers Live, Post Falls, 2014

	Share
Post Falls city, ID	25.9%
Coeur d’Alene city, ID	16.4%
Spokane Valley city, WA	5.2%
Hayden city, ID	4.8%
Rathdrum city, ID	3.6%
Spokane city, WA	3.0%
Boise City city, ID	1.1%
Dalton Gardens city, ID	1.0%
Otis Orchards-East Farms CDP, WA	0.8%
Lewiston city, ID	0.8%
All Other Locations	37.5%

Source: U.S. Census Bureau. 2016. OnTheMap Application. Longitudinal-Employer Household Dynamics Program. <http://onthemap.ces.census.gov/>

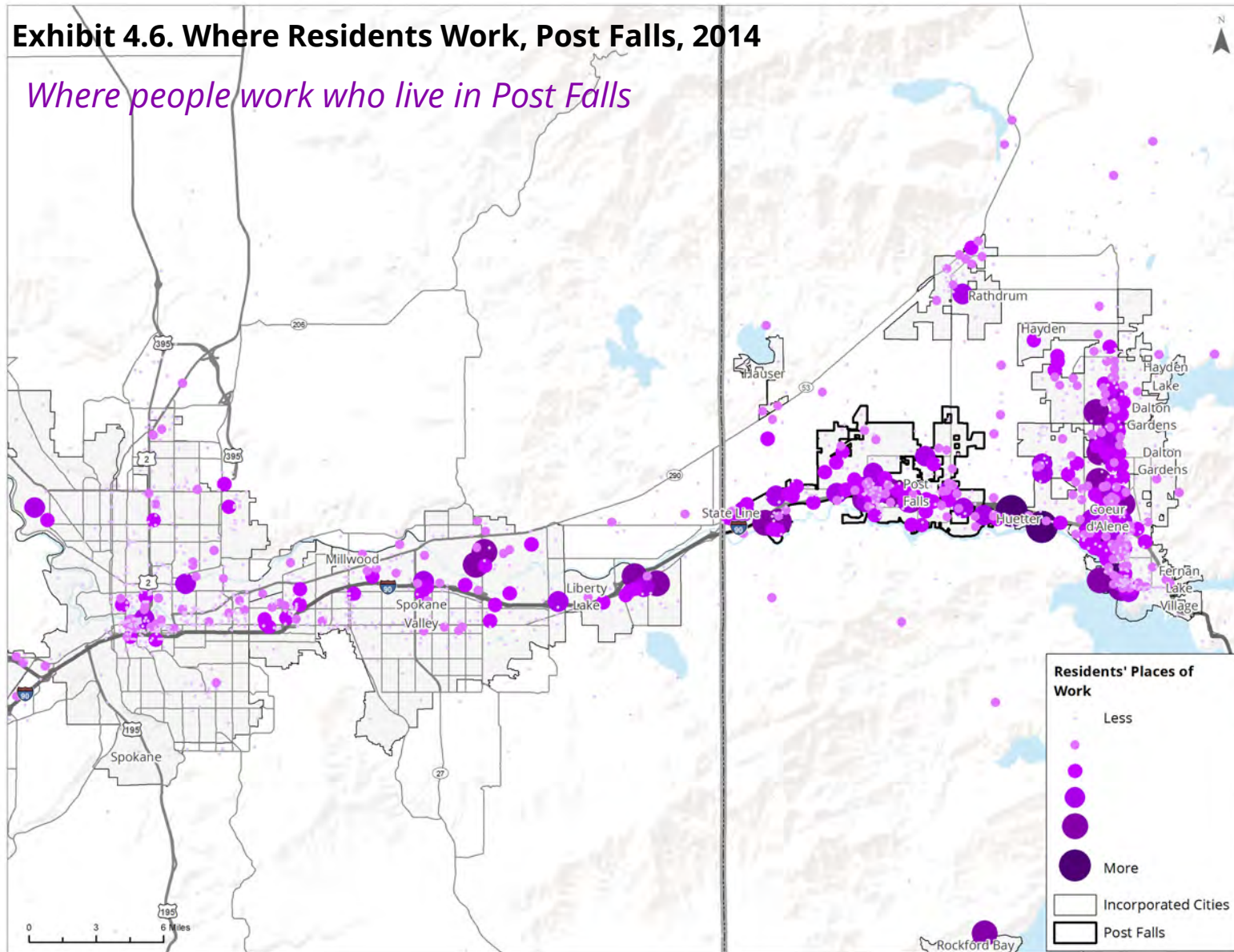
Exhibit 4.5. Worker Inflow/Outflow, Post Falls, 2014



Source: U.S. Bureau of Labor Statistics, 2017; Community Attributes Inc., 2017

Exhibit 4.6. Where Residents Work, Post Falls, 2014

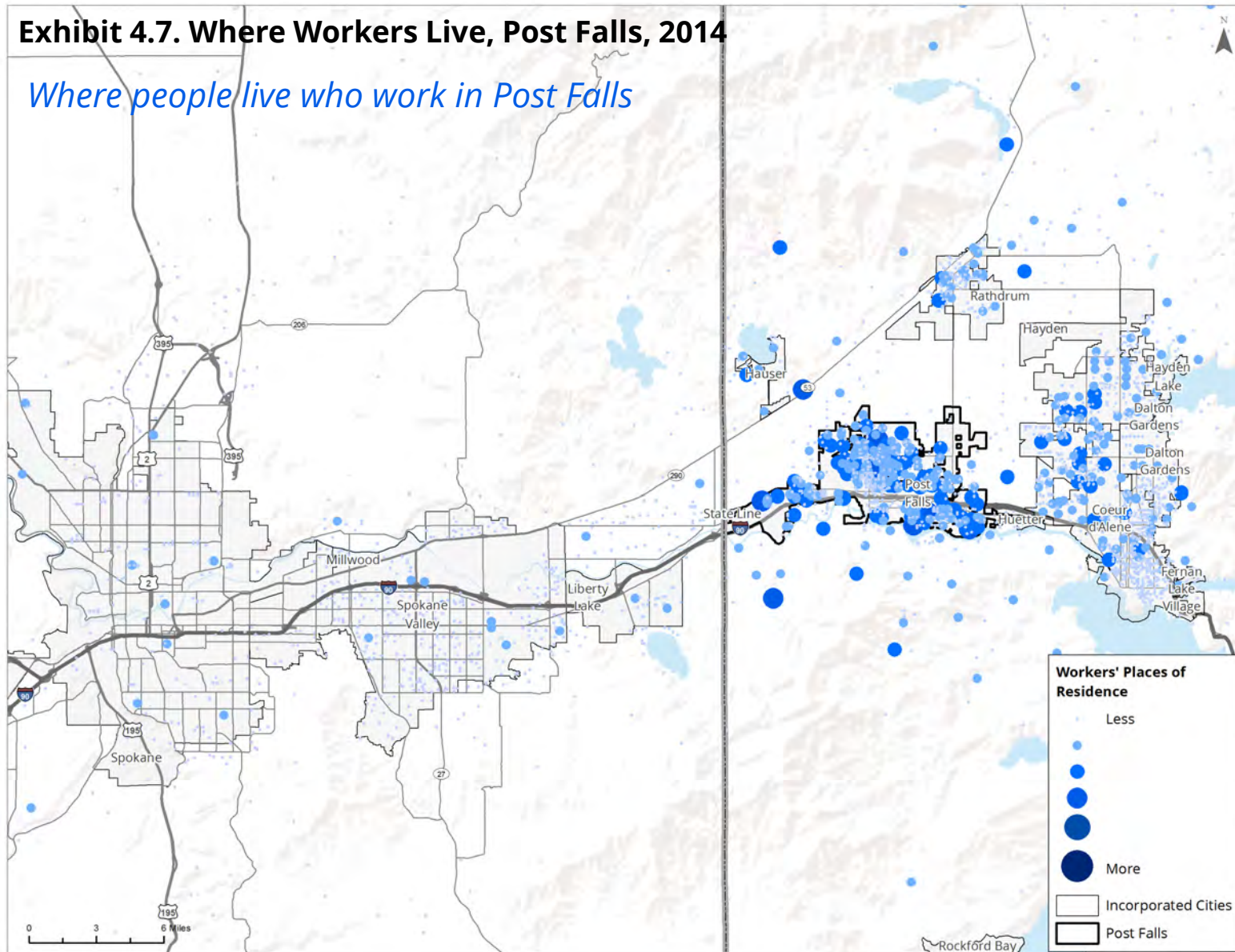
Where people work who live in Post Falls



Source: U.S. Census Bureau. 2016. OnTheMap Application. Longitudinal-Employer Household Dynamics Program. <http://onthemap.ces.census.gov/>

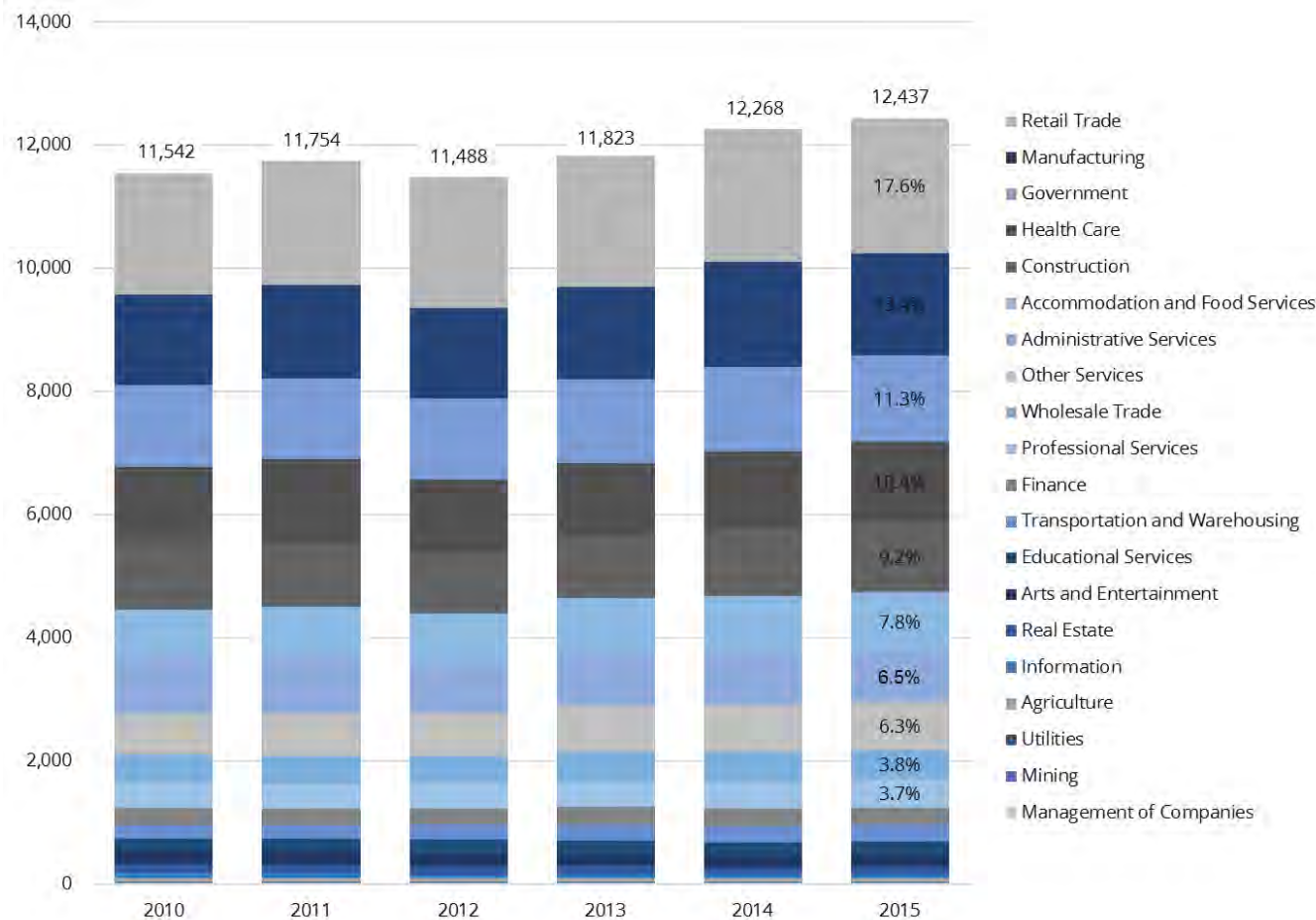
Exhibit 4.7. Where Workers Live, Post Falls, 2014

Where people live who work in Post Falls



Source: U.S. Census Bureau. 2016. OnTheMap Application. Longitudinal-Employer Household Dynamics Program. <http://onthemap.ces.census.gov/>

Exhibit 4.8. Employment, City of Post Falls, 2015



Employment in Post Falls has grown at an annualized rate of 1.5% from 11,542 jobs in 2010 to 12,437 in 2015. In 2015, the three largest employment sectors in Post Falls were Retail Trade, Manufacturing and Government service. Together, these three sectors represent 42.3% of all jobs in Post Falls.

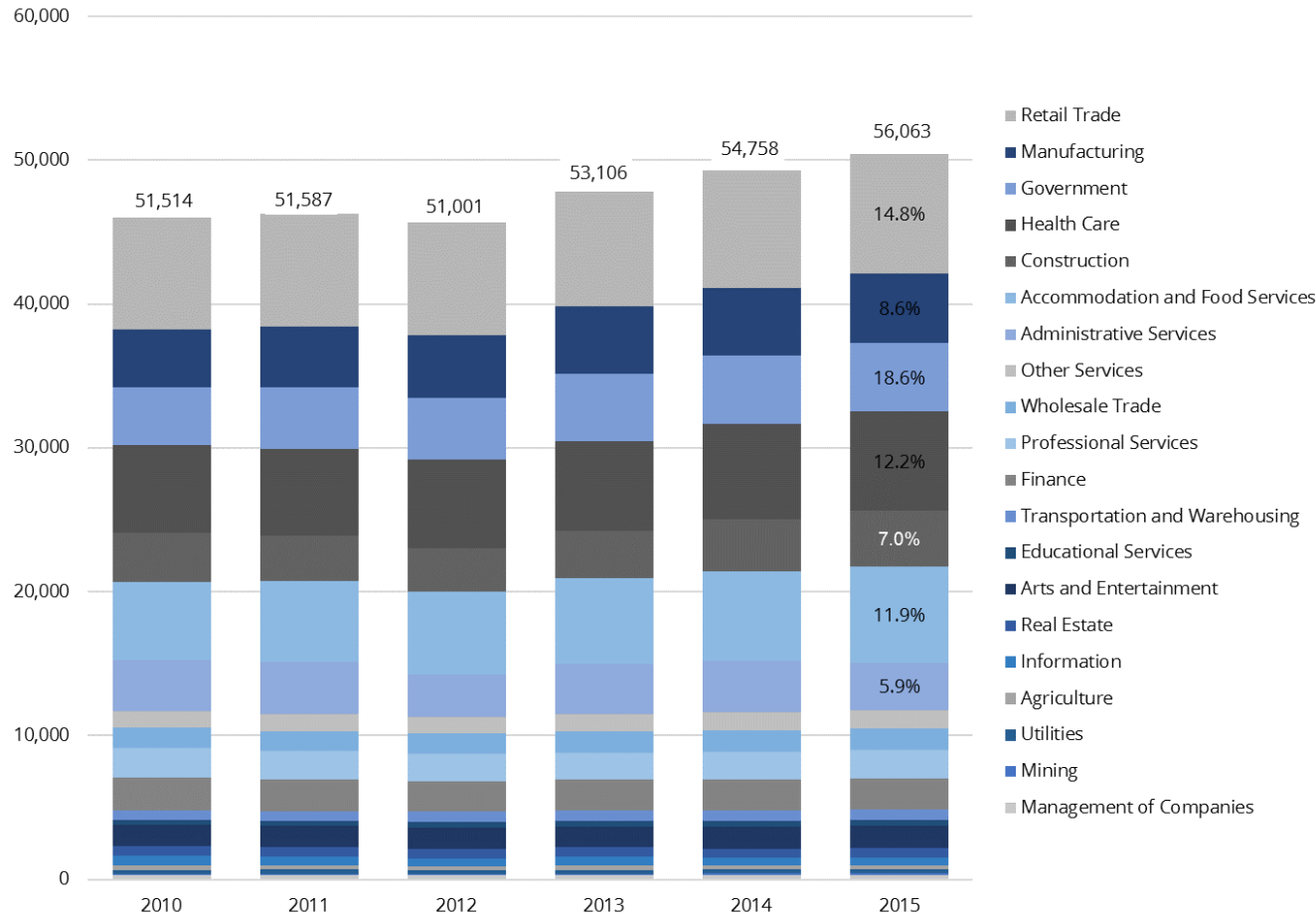
The City's housing stock grew more quickly during this period, at an annualized rate of 3.2% from 2010-2015.

Between 2010 and 2015, the fastest growing industry was Educational Services, which grew at an annualized rate of 5.0% per year. In contrast, the industry which contracted the most was Arts and Entertainment which shrank at an annualized rate of 4.2% per year.

Source: Idaho Department of Labor, 2016; U.S. Bureau of Labor Statistics, 2017; Community Attributes Inc., 2017

Employment by Industry

Exhibit 4.9. Employment, Coeur d'Alene MSA, 2015



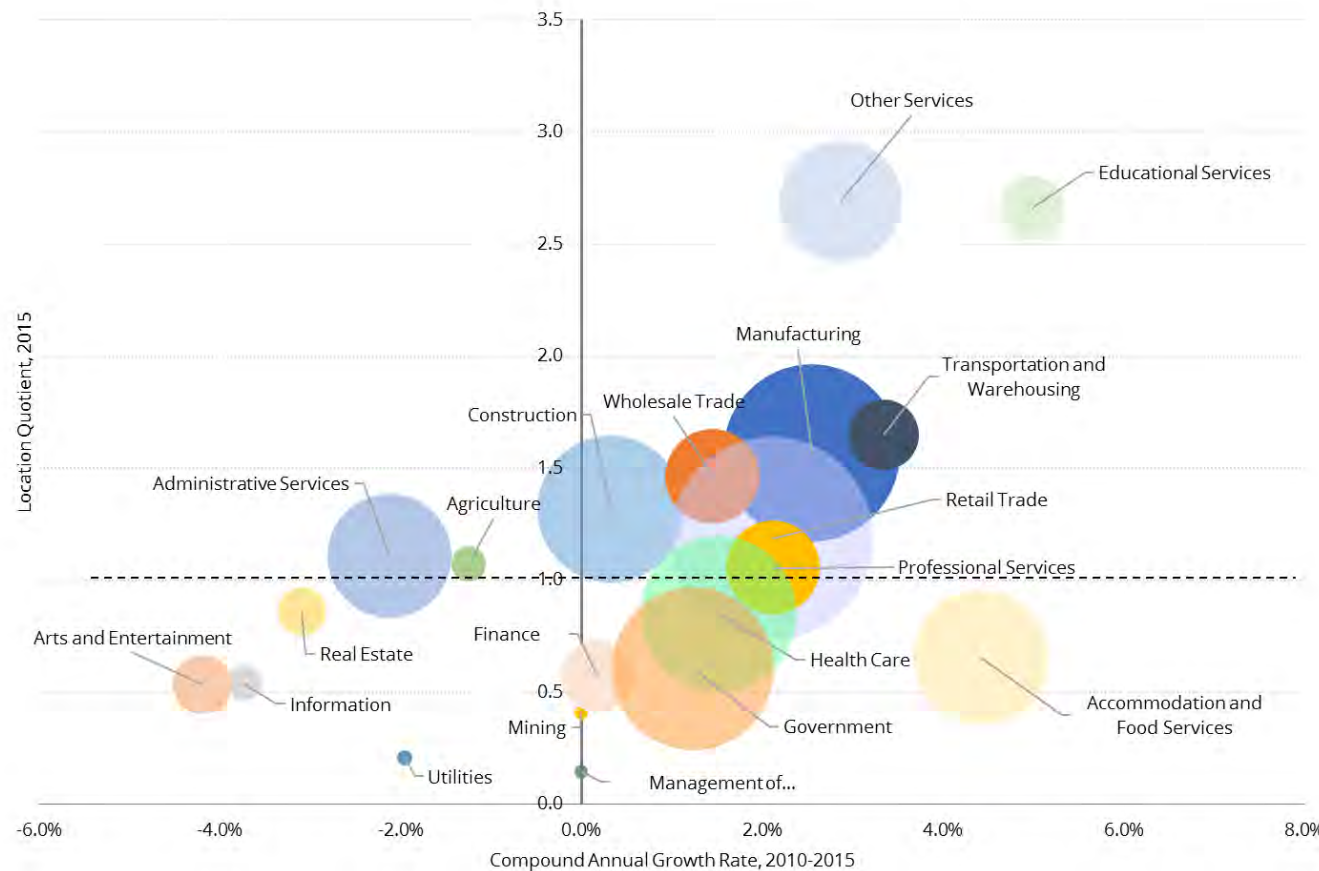
Looking at the wider Coeur d'Alene MSA (which incorporates all of Kootenai County), employment grew at a slightly faster annualized rate of 1.7% between 2010 to 2015. Unlike in Post falls, the largest employer is the Government, followed by Retail Trade and the Health Care industry. In Kootenai County, the fastest growing industry was Accommodation and Food Services, which grew at an annualized rate of 4.3%.

The County's housing stock grew at a similar rate to employment, a 1.3% annualized rate from 2010-2015.

Source: Idaho Department of Labor, 2016; U.S. Bureau of Labor Statistics, 2017; Community Attributes Inc., 2017

Regional Industry Concentration

Exhibit 4.10. Location Quotient and CAGR by Industry, Kootenai County, 2015



This graph shows the relative levels of industry concentration between Post Falls and Kootenai County coupled with their growth in employment from 2010 through 2015. The following measures are illustrated in the graph:

- The y axis represents the industry concentration, with a value of 1 signifying an equivalent level of employment concentration in that industry between Post Falls and Kootenai County.
- The x axis represents annualized employment growth in Post falls. Industries on the left side of the graph are growing at a slower rate than industries on the right side of the graph.
- The size of the circles reflects the level of employment of each industry in Post Falls.

Industries with high employment concentration and high growth in Post Falls include Educational Services and Other Services. Industries with low employment concentration and low growth include Arts and Entertainment and Information.

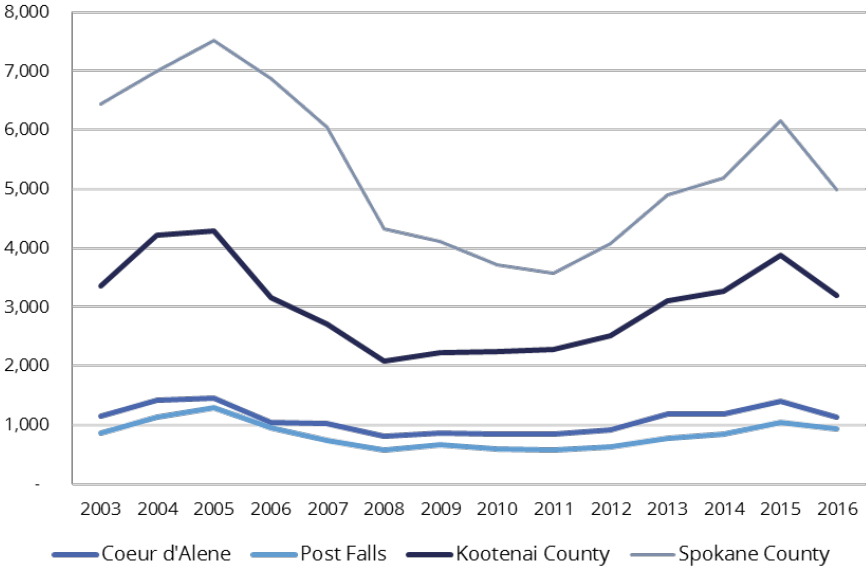
Source: Idaho Department of Labor, 2016; U.S. Bureau of Labor Statistics, 2017; Community Attributes Inc., 2017

5. Real Estate Market

Exhibits

- Exhibit 5.1. Residential Sales by Year, Comparison Jurisdictions, 2003-2016
- Exhibit 5.2. Average Residential Sale Price by Year, Comparison Jurisdictions, 2003-2016
- Exhibit 5.3. Apartment Market Overview, Comparison Jurisdictions, 2016
- Exhibit 5.4. Commercial Real Estate Listings, Comparison Jurisdictions, 2016
- Exhibit 5.5. Office Vacancy Rates by Year, Comparison Jurisdictions, 2007-2016
- Exhibit 5.6. Average Office Rent/SF/Year, Comparison Jurisdictions, 2009-2016
- Exhibit 5.7. Retail Vacancy Rates by Year, Comparison Jurisdictions, 2016
- Exhibit 5.8. Average Retail Rent/SF/Year, Comparison Jurisdictions, 2016
- Exhibit 5.9. Industrial Vacancy Rates by Year, Comparison Jurisdictions, 2016
- Exhibit 5.10. Average Industrial Rent/SF/Year, Comparison Jurisdictions, 2016

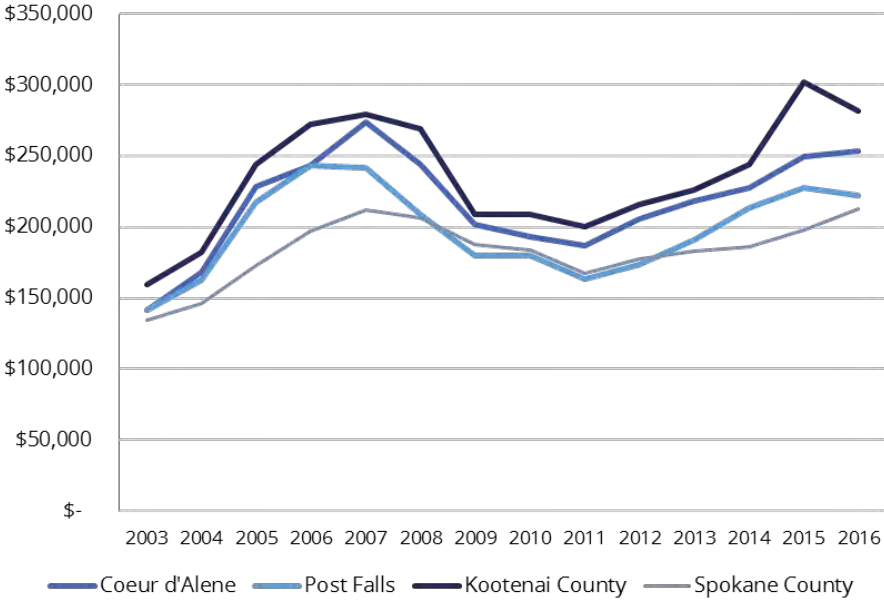
Exhibit 5.1. Residential Sales by Year, Comparison Jurisdictions, 2003-2016



Source: Spokane-Kootenai Real Estate Research Committee, 2016.

As shown above (**Exhibit 5.1**), residential home sales across Kootenai County, including both Post Falls and Coeur d'Alene, experienced a pre-recession peak in 2005. A gradual recovery began around 2011, reflected in both sale volume and prices. Average sale prices in Post Falls and Coeur d'Alene tracked fairly closely in the years leading to the pre-recession peak, after which point Post Falls dropped slightly below Coeur d'Alene (**Exhibit 5.2**). The Countywide average has been higher than in both cities throughout this period.

Exhibit 5.2. Average Residential Sale Price by Year, Comparison Jurisdictions, 2003-2016



Source: Spokane-Kootenai Real Estate Research Committee, 2016.

Spokane County saw similar trends through this period, though average sale prices there have lagged below Kootenai County. Spokane County also has a higher volume of sales than Kootenai county, though Kootenai County has begun to close the gap.

Exhibit 5.3. Apartment Market Overview, Comparison Jurisdictions, 2016

	Vacancy	Avg. Rent	Rent/SF	Complexes Surveyed
Post Falls	0.7%	\$588	\$0.66	4
Coeur d'Alene	0.10%	\$819	\$0.90	7
Kootenai County	0.20%	\$800	\$0.89	11
Spokane County	1.60%	\$848	\$1.59	57

Source: Spokane-Kootenai Real Estate Research Committee, 2016.

Exhibit 5.3 provides some basic summary data on the regional apartment market. As shown, rents in Post Falls are currently much lower than rents in Coeur d'Alene. While vacancy is higher in Post Falls as well, the market is still relatively tight in both cities. It is important to note that the data are drawn from single point in time surveys of a small sample of apartment buildings. Spokane's rents per square foot are much higher than anywhere in Kootenai County, a likely indicator of generally smaller rental units and overall higher pricing of units.

Exhibit 5.4 summarizes recent commercial real estate listings in Post Falls and the region. Listed retail rents in Post Falls are higher on average compared to the region, though listed office rents are lower in Post Falls. Post Falls also has a narrower rent range than Coeur d'Alene.

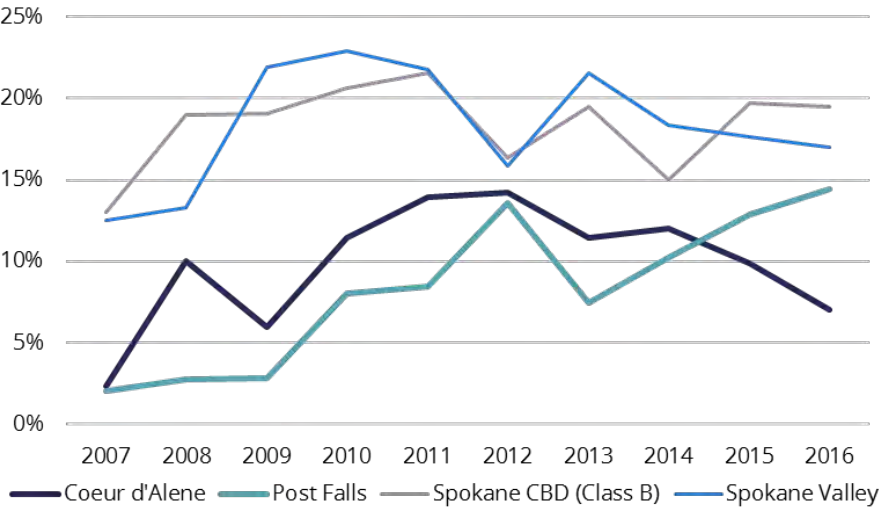
Exhibit 5.4. Commercial Real Estate Listings, Comparison Jurisdictions, 2016

	Average Listed Rent	Rent Range	Number of Listings
Retail			
Post Falls	\$15.44	\$9.00 - \$20.00	5
Coeur d'Alene	\$13.32	\$3.61 - \$28.00	15
Kootenai County	\$13.85	\$1.71 - \$28.00	27
Office			
Post Falls	\$10.56	\$4.87 - \$16.55	7
Coeur d'Alene	\$15.49	\$5.74 - \$26.00	38
Kootenai County	\$14.71	\$4.87 - \$26.00	46

Source: Loopnet, 2016.

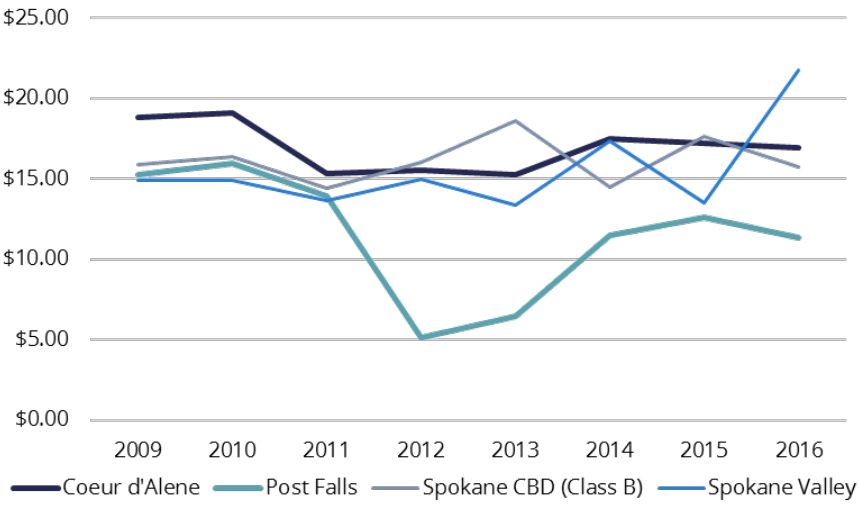
Notes: Rent ranges are based on a survey of listing found on the commercial real estate services site Loopnet from December 2016.

Exhibit 5.5. Office Vacancy Rates by Year, Comparison Jurisdictions, 2007-2016



Source: Spokane-Kootenai Real Estate Research Committee, 2016.

Exhibit 5.6. Average Office Rent/SF/Year, Comparison Jurisdictions, 2009-2016

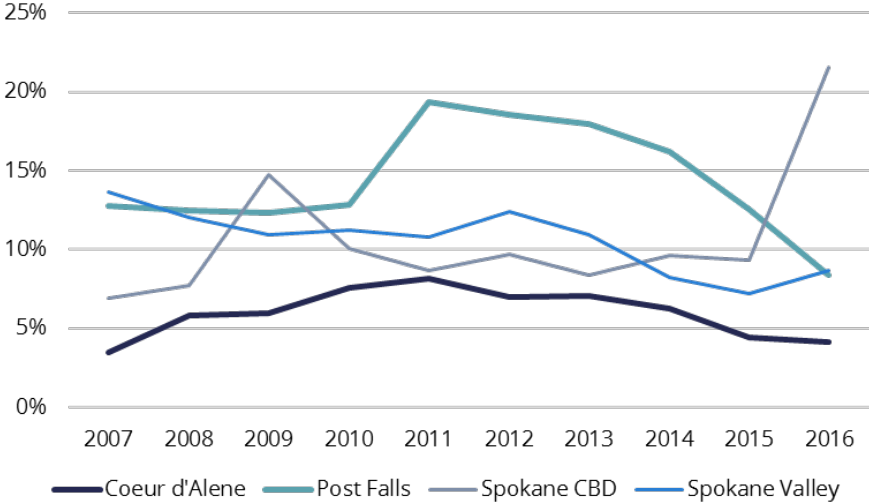


Source: Spokane-Kootenai Real Estate Research Committee, 2016.

Exhibits 5.5 and 5.6 provide a comparison of the market for office space in Post Falls and nearby cities in recent years. As shown, the office vacancy rate rose dramatically in Post Falls from 2007 to 2016. In Coeur d'Alene, the rate rose and dropped during this time. Vacancy in Spokane Valley and CBD has remained higher than in either Coeur d'Alene or Post Falls.

Post Falls' rents have trended downward, corresponding with a lack of demand for office space. Elsewhere, with the exception of a recent spike in Spokane Valley, rents have been higher than in Post Falls without a clear upward or downward trend.

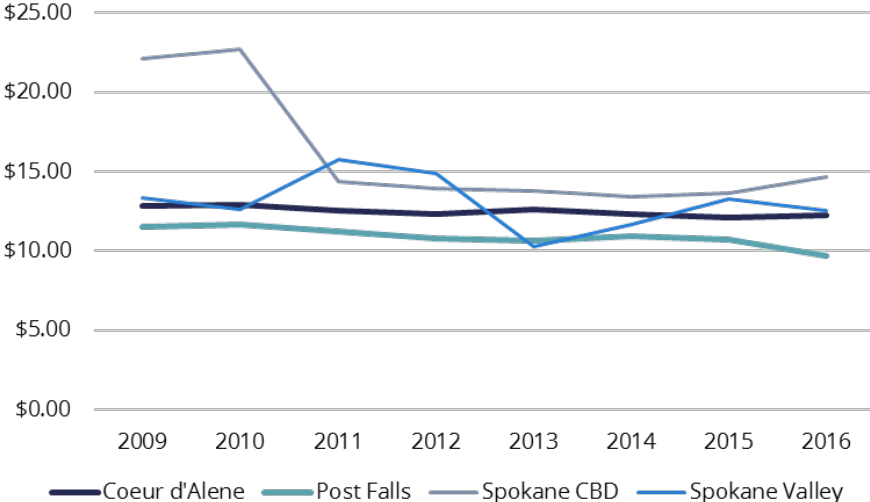
Exhibit 5.7. Retail Vacancy Rates by Year, Comparison Jurisdictions, 2016



Source: Spokane-Kootenai Real Estate Research Committee, 2016.

Exhibits 5.7 and 5.8 provide a comparison of the market for retail space in Post Falls and nearby cities in recent years. Vacancy has been higher in Post Falls throughout this period, though the rate has been steadily dropping after a spike in 2011. While this could

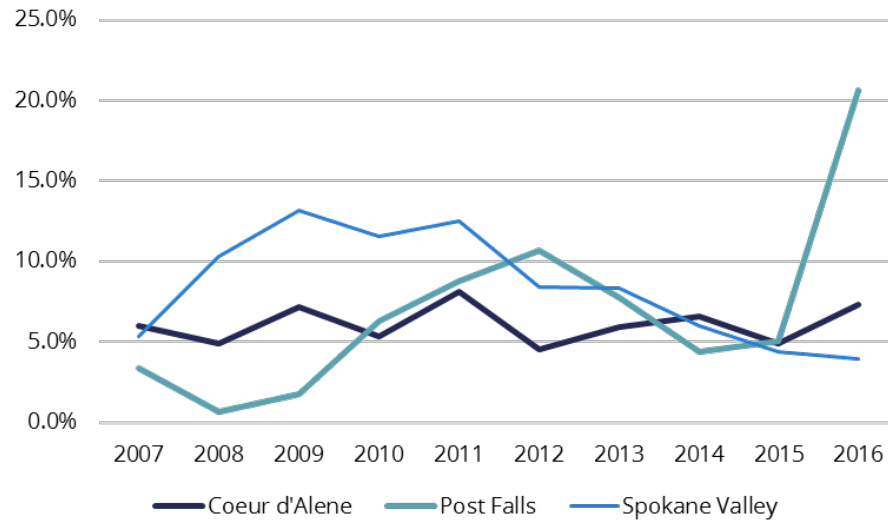
Exhibit 5.8. Average Retail Rent/SF/Year, Comparison Jurisdictions, 2016



Source: Spokane-Kootenai Real Estate Research Committee, 2016.

imply that demand for retail space has begun to pick up, rents have also been trending downward, possibly contradicting that conclusion.

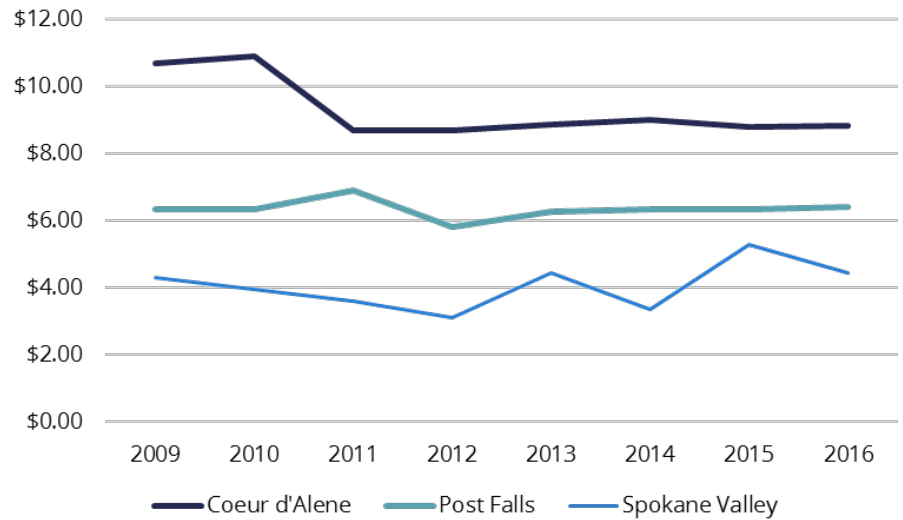
Exhibit 5.9. Industrial Vacancy Rates by Year, Comparison Jurisdictions, 2016



Source: Spokane-Kootenai Real Estate Research Committee, 2016.

Exhibit 5.9 and 5.10 provide a comparison of the market for industrial space in Post Falls and nearby cities in recent years. In Post Falls, the vacancy rate rose and dropped during this period, with a dramatic spike in 2016. This spike could be explained by new construction that has not yet been leased – net usable square footage rose by around 75,000 from 2015 to 2016. It would also be affected by a large company leaving.

Exhibit 5.10. Average Industrial Rent/SF/Year, Comparison Jurisdictions, 2016



Source: Spokane-Kootenai Real Estate Research Committee, 2016.

Rents were fairly stable from 2009 – 2016 in Post Falls. Rents in Coeur d'Alene were consistently higher throughout this period, and lower in Spokane Valley

6. Retail Sales & Trade Capture

Exhibits

- Exhibit 6.1. Retail Establishments Mix, Post Falls, 2015
- Exhibit 6.2. Retail Supply and Demand, Post Falls, 2015
- Exhibit 6.3. Retail Trade Capture, Post Falls, 2015

Evaluating Retail Trade Capture

Retail trade areas are dependent on a number of factors as well as the type of retail and geography one is considering. Defining a communities retail trade is valuable in that it provides a focused area from which customers and spending power are likely to be drawn from. Below is a definition of a retail trade area.

RETAIL TRADE AREAS:

The concept of a retail trade area has been used by analysts and practitioners in retail site evaluation and other market studies for a very long time...Retail trade area analysis focuses on locating and describing the target market. This knowledge is critical for both marketing and merchandising purposes, as well as for choosing new retail locations. In site evaluation, trade area analysis is combined with many operational requirements of the retail chain (Jones, Simmons 1993).

or put simply

A trade area is the geographic region that generates the majority of customers for a given commercial district retail location. It can also be thought of as the geographic area from which customers are most likely to come.

The following analysis uses the boundaries of the City as a general measure to evaluate the net draw of retail businesses located in the City. The analysis focusses on retail supply and demand within the City of identify any gaps in retail offerings and to ascertain which retail categories likely draw a significant portion of their patrons from throughout the region.

Exhibit 6.1. Retail Establishments Mix, Post Falls, 2015

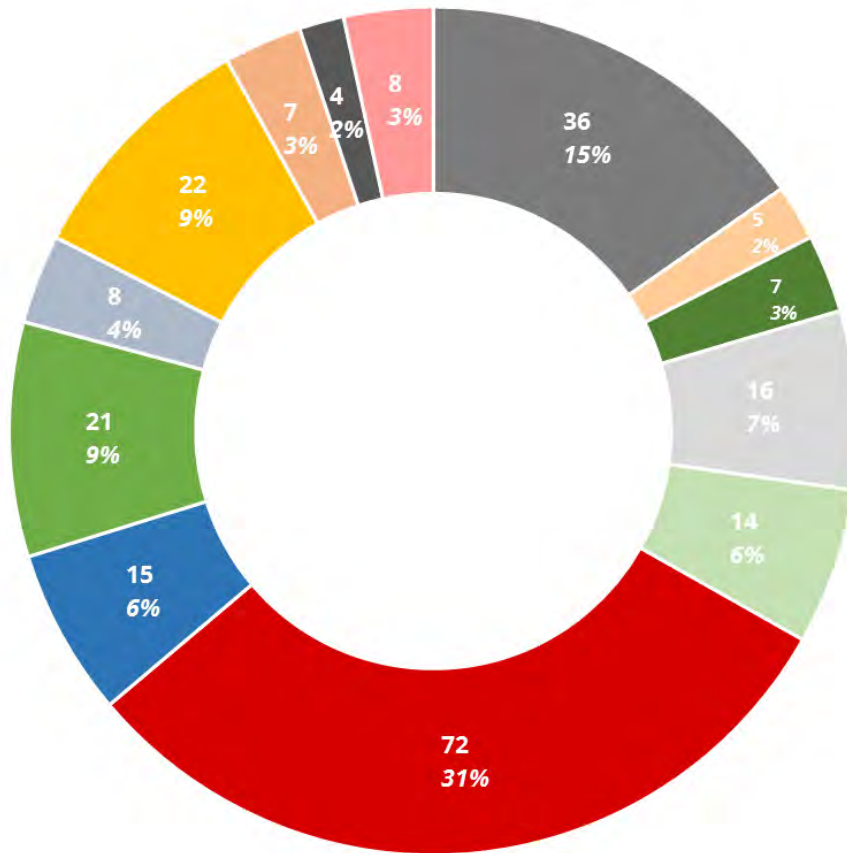


Exhibit 5.1 illustrates the mix of retail establishments within the City of Post Falls. The largest concentration of establishments are in the categories of Food Services and Drinking Places (restaurants and bars) and Motor Vehicles and Parts (auto sales and support). Almost 1 out of every 3 retail businesses are restaurants or bars, which is a similar ratio to what is found regionally.

- Motor Vehicle & Parts Dealers**
- General Merchandise Stores**
- Furniture & Home Furnishings Stores**
- Gasoline Stations
- Food & Beverage Stores
- Food Services & Drinking Places**
- Sporting Goods, Hobby, Book & Music Stores**
- Bldg Materials, Garden Equip. & Supply Stores**
- Health & Personal Care Stores
- Miscellaneous Store Retailers**
- Electronics & Appliance Stores**
- Nonstore Retailers**
- Clothing & Clothing Accessories Stores**

Source: Community Attributes Inc., 2017; ESRI, 2016.

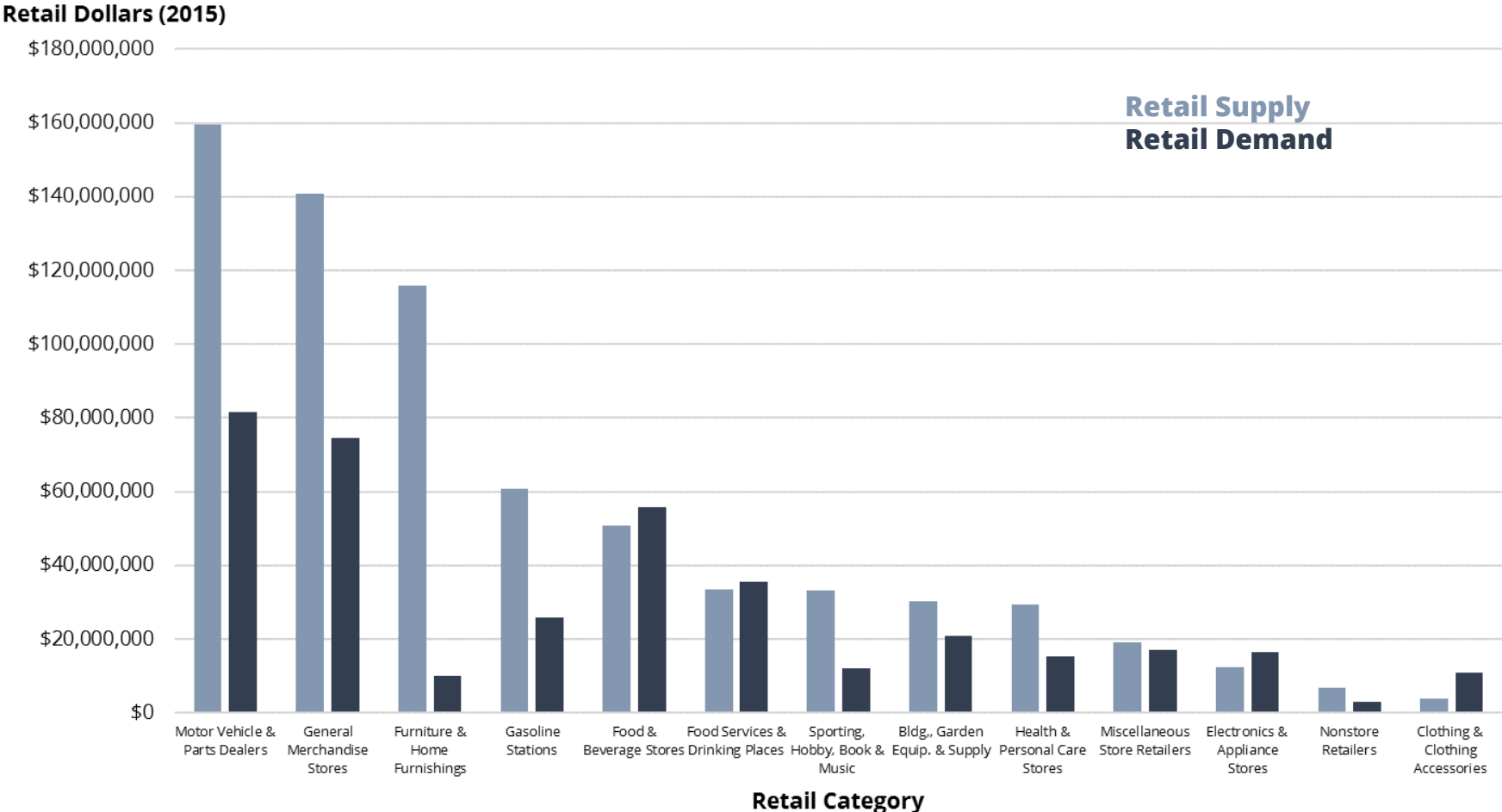
Retail Sales in Post Falls

Exhibit 6.2 illustrates the amount of retail supplied by retail businesses located in the City compared to the demand for retail within the City's boundary.

Supply represents the amount of retail value offered by local retail establishments

Demand represents the amount spent on retail by local residents, or the retail spending power.

Exhibit 6.2. Retail Supply and Demand, Post Falls, 2015



Source: Community Attributes Inc., 2017; ESRI, 2016.

Retail Trade Capture in Post Falls

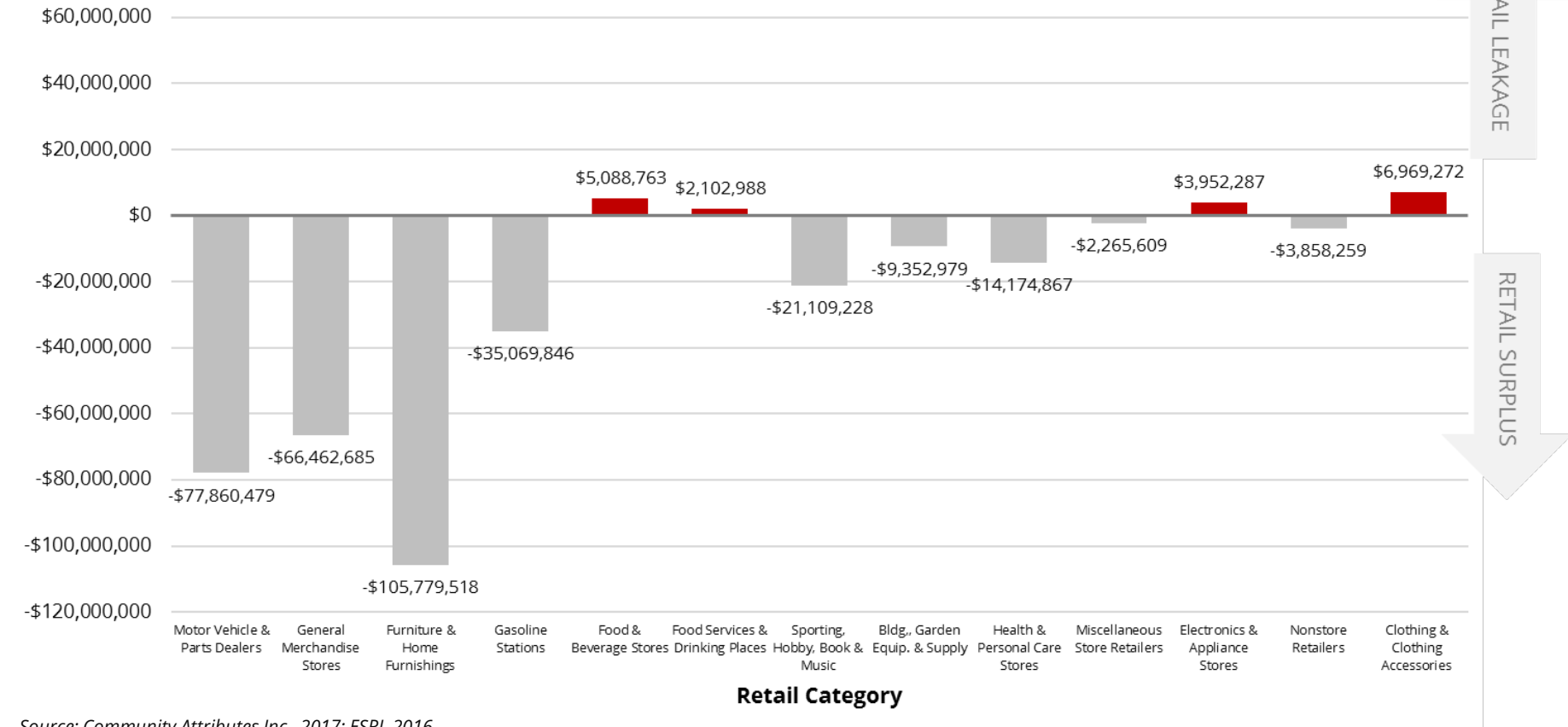
Exhibit 6.3 illustrates the relative trade capture of retail establishments within the City of Post Falls by major retail category. It is based on the overall supply and demand of retail in the City.

Retail Leakage: Positive values represent categories where supply is less than demand and local residents are travelling elsewhere to find such retail goods.

Retail Surplus: Negative values represent categories that draw people in from outside the City limits, meaning the retail category draws customers from throughout the region.

Exhibit 6.3. Retail Trade Capture, Post Falls, 2015

Retail Demand (2015)



Source: Community Attributes Inc., 2017; ESRI, 2016.

7. Mapping Post Falls

Exhibits

- Exhibit 7.1 Land Use and Vacant Lands
- Exhibit 7.2 Improvement Values
- Exhibit 7.3 Employment Concentrations

Exhibit 7.1. Land Use and Vacant Lands, Post Falls, 2016

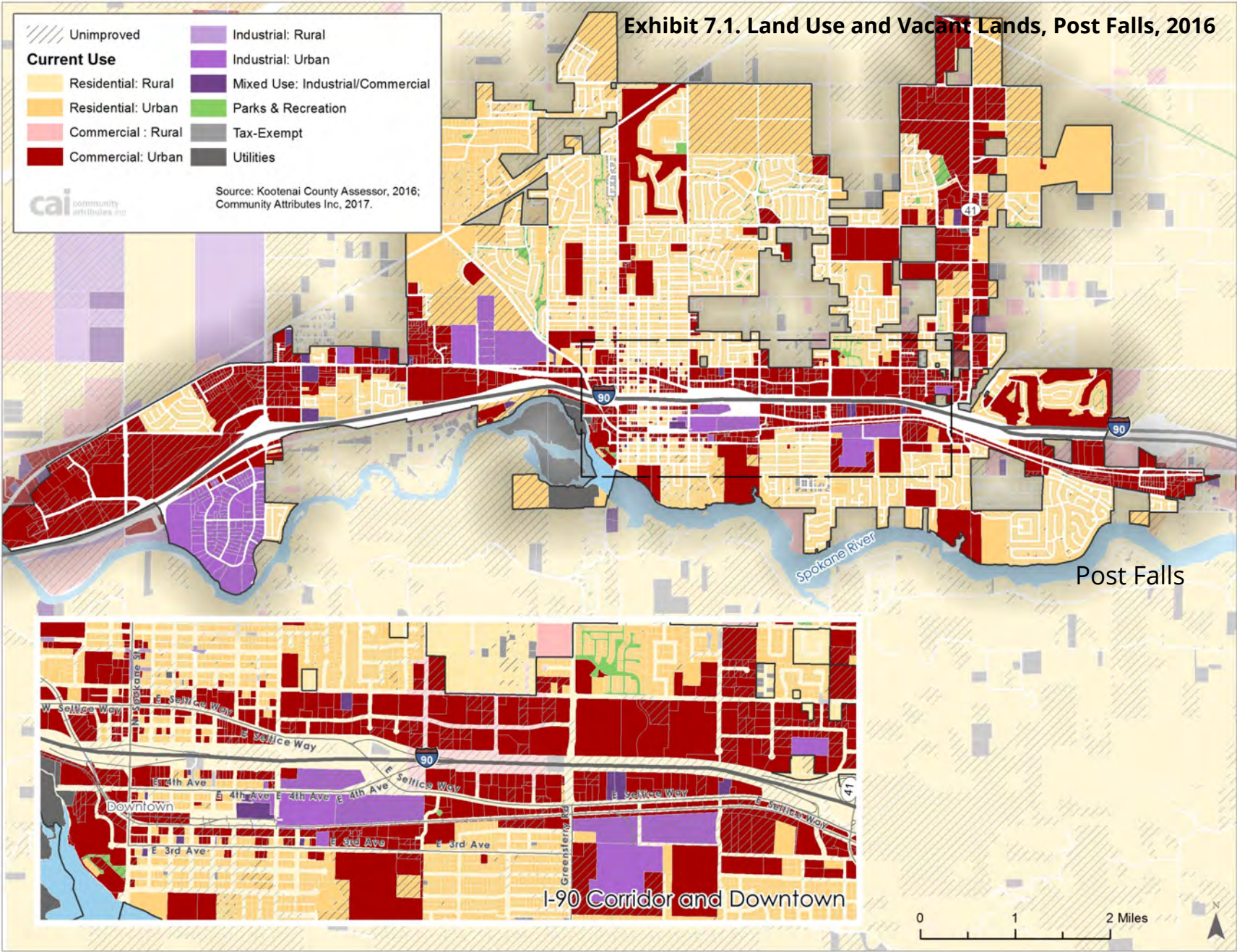


Exhibit 7.2. Value of Improvements per Square Foot of Land, Post Falls, 2016

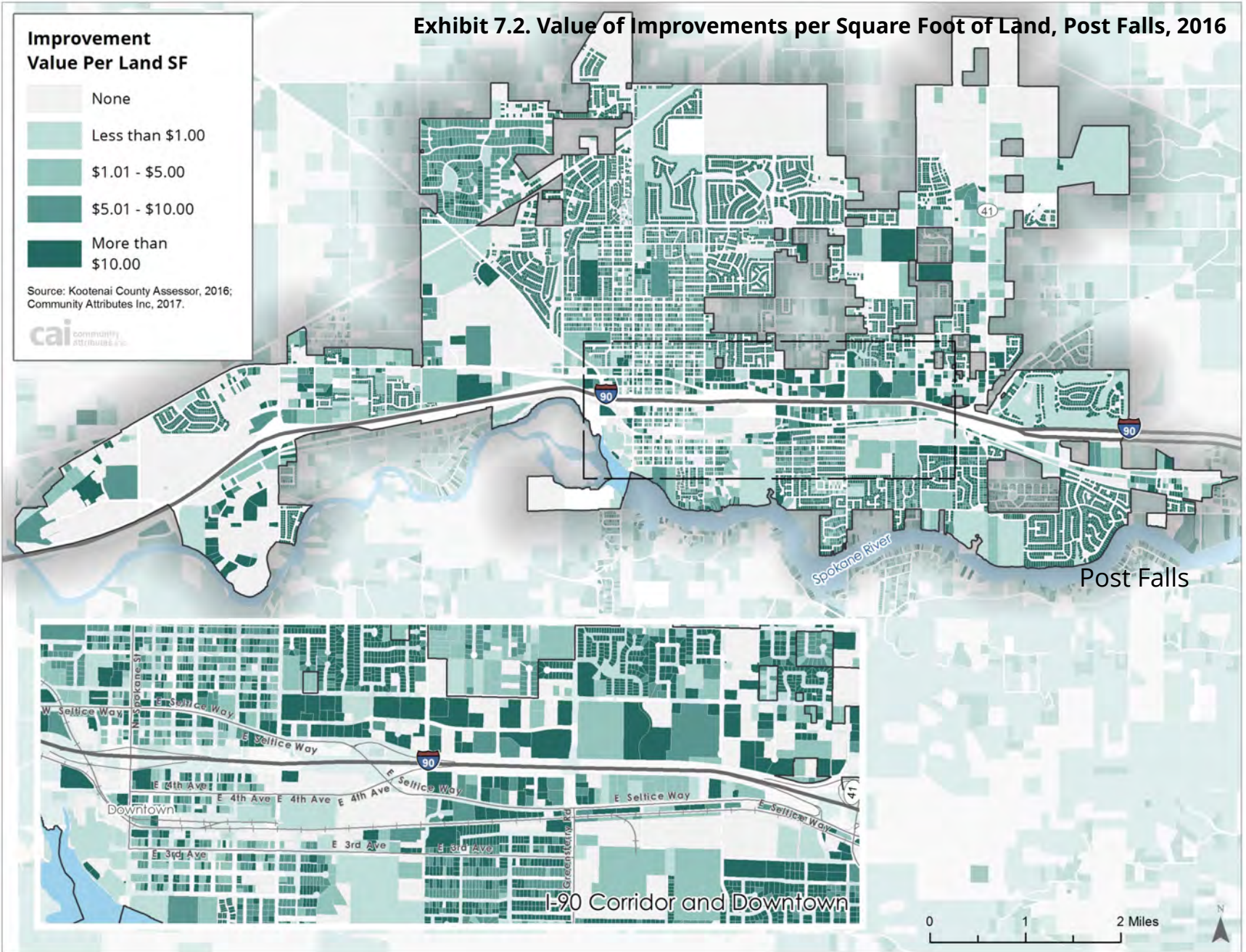


Exhibit 7.3. Employment Concentrations, Post Falls, 2014

