

Downtown Public Space Feasibility Study 2020



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Purpose of This Study

The purpose of this study is to determine the key components in developing public spaces in a desired Downtown Area. To serve as community gathering spaces for special events and daily activities. The Downtown Area should be a key city amenity, serving as an economic driver in the development of local businesses. The primary goals of this study include the following:

- Capture the vision for downtown public spaces consisting of an appropriate mix of components and programming opportunities
- Provide ideal area sizes for each public component
- Provided financial considerations
- Determine potential cost recovery mechanisms of the new spaces

The study will assist the Post Falls Parks & Recreation Department in prioritizing the necessary components desired in the Downtown Area to meet the identified goals in 2020 Parks and Recreation Master Plan.

“It is the mission of the Post Falls Parks & Recreation Department to provide exceptional parks, services, facilities, and recreational opportunities to our customers and the citizens of Post Falls.”

**– David Fair
Parks & Recreation Director**



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I.

Downtown Public Space Vision

To capture the vision for the downtown public spaces, the project team of GreenPlay, Bernardo Wills Architecture, and Post Falls Parks & Recreation staff worked together to engage the Post Falls community, city staff from other departments, and incorporated the information gathered during the 2020 Parks and Recreation Master Plan.

The project team assembled the information, confirming components, programming, and service needs to develop the following vision items:

- Designed for all ages and abilities
- Create community gathering, leisure and activity spaces
- To be an economic driver
- Connect existing recreation activities/opportunities in adjacent areas to the downtown
- Celebrate and activate with recreation
- Encourage sustainable practices
- Key city amenities, place-making elements
- Provide programming flexibility
- Enhance external connectivity and provide comfortable internal connectivity

Top Recommendations

1. Create a phased action plan that dove-tails, as much as possible, with the various other plans (i.e. the City Center Plan & the City Center Parking Plan) and strategic initiatives in place (ex. streetscape & parking Improvements with Festival Street Improvements, etc.), in order to maximize the City Project Funds and new construction efforts.
2. Form the necessary steering committees and boards to oversee the funding initiative, land acquisition, design review, etc.
3. As part of future strategic visioning, identify land parcels the City will need to acquire to fulfill the Downtown Master Plan. Develop rating criteria for prioritizing objectives and outlining a schedule of tasks for acquiring the individual land parcels. Determine the dollar value per component needed for acquisition.
4. Identify Private and Public Funding Sources the City will need to pursue in order to attain the necessary funds per component, to implement the proposed Downtown Master Plan improvements. Outline a schedule of tasks for securing the necessary funding for each component of the project implementation.
5. Get community consensus, involvement and ownership behind the developments, fund raising and long-term maintenance requirements and goals.

The Decision-Making Matrix was developed to assist the City of Post Falls with making future site selection and future decisions regarding amenities for downtown development. **Table 1** and **Table 2**, on the following page, are example worksheets included in the matrix.

Table 1: Decision Matrix Rankings

POST FALLS DOWNTOWN ALTERNATIVE SITE RANKINGS (see legend below)		Post Falls Staff	SITE "1"	SITE "2"	SITE "3"	Evaluator #2	SITE "1"	SITE "2"	SITE "3"
LOCATION / ACCESS		Weight	Raw Score	Raw Score	Raw Score	Weight	Raw Score	Raw Score	Raw Score
To the geographic center of Post Falls	1	0	0	0	1	0	0	0	
To the Highest Density of Economic Development	1	0	0	0	1	0	0	0	
To Highest Density of Post Falls	1	0	0	0	1	0	0	0	
To Bus routes / Bus stops	1	0	0	0	1	0	0	0	
To Freeway Interchange	1	0	0	0	1	0	0	0	
Totals		0.00	0.00	0.00		0.00	0.00	0.00	
SITE SUITABILITY / SYNERGY									
Integration of Amenities with the Park Setting	1	0	0	0	1	0	0	0	
Shares Exterior Spaces with the General City User	1	0	0	0	1	0	0	0	
Maintains the Majority of Downtown for Future Uses	1	0	0	0	1	0	0	0	
Can Fit the Full Site Program	1	0	0	0	1	0	0	0	
Totals		0.00	0.00	0.00		0.00	0.00	0.00	
BUILDING / SITE PLAN									
Entry / Access Clarity	1	0	0	0	1	0	0	0	
Logical and Balanced Site Plan	1	0	0	0	1	0	0	0	
Prominence / Visibility of Amenities	1	0	0	0	1	0	0	0	
Visibility into the Site	1	0	0	0	1	0	0	0	
Ability to Provide Surveillance for Full Site	1	0	0	0	1	0	0	0	
Maintains Downtown Resources and Major Trees	1	0	0	0	1	0	0	0	
Totals		0.00	0.00	0.00		0.00	0.00	0.00	
CIRCULATION / PARKING									
Avoids Loosing / Replacing Existing Parking	1	0	0	0	1	0	0	0	
Parking Visible but not Too Dominant	1	0	0	0	1	0	0	0	
Drop off Location is Logical and not too Deep In	1	0	0	0	1	0	0	0	
Utilizes Existing Under-utilized Parking Areas	1	0	0	0	1	0	0	0	
Totals		0.00	0.00	0.00		0.00	0.00	0.00	
COSTS									
Total Costs	1	0	0	0	1	0	0	0	
Costs per sf	1	0	0	0	1	0	0	0	
Yield of New Amenity Capacity	1	0	0	0	1	0	0	0	
Shared Elements that could help Obtain Grants	1	0	0	0	1	0	0	0	
Totals		0.00	0.00	0.00		0.00	0.00	0.00	
Grand Total		0.00	0.00	0.00					
LEGEND		1	Clearly Best Site per Criteria	0.75	Meets Criteria Adequately	0.5	Neutral or Does Not Meet	-0.5	Negatively Meets Criteria

Table 2: Decision Matrix Combined Totals

POST FALLS DOWNTOWN ALTERNATIVE SITE RANKINGS (Combined Totals)			
	SITE "1"	SITE "2"	SITE "3"
	Raw Score	Raw Score	Raw Score
LOCATION / ACCESS	0.00	0.00	0.00
SITE SUITABILITY / SYNERGY	0.00	0.00	0.00
AMENITIES / SITE PLAN	0.00	0.00	0.00
CIRCULATION / PARKING	0.00	0.00	0.00
COSTS	0.00	0.00	0.00
Averaged Grand Totals	0.00	0.00	0.00

II.

Planning Process

A comprehensive planning process was conducted by the project team to develop the vision and potential program for the downtown public spaces. GreenPlay collected and reviewed all information provided to help determine the current and future needs in the community that could inform the development of this study. Some of these documented include; the 2020 Parks and Recreation Master Plan update, survey results from the Master Plan, and the City of Post Falls Comprehensive Plan. The survey results can be found at the end of this document.

After reviewing all the applicable data:

1. The project team conducted a series of public outreach meetings. These generally included city staff and stakeholder interviews and four community workshops.
2. Following the public outreach, the project team ranked and prioritized demand, opportunities, and public input to identify a downtown program.
3. This was then followed by a site analysis to determine if the community has potential sites available that could viably support new downtown public spaces.
4. Once the site program was identified, financial considerations were identified to help guide the City on future decisions relating to land acquisition and development.
5. Recommendations were developed with goals, objectives, and an action plan to help guide the City with developing successful downtown public spaces.



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Component Identification & Program Development

A. Component Identification

For the purpose of this study, the Downtown public spaces were separated into two categories – Active Gathering + Core Amenities and Linear Park space. Active Gathering can be described as purposeful, engaging assembly or meeting of people with the goal of facilitating participation in a common activity. Core Amenities can be described as basic, essential items that provide comfort, convenience, or enjoyment for the operators and participants. Linear Park space can be described as an elongated space that includes amenities such as; lawns, plantings, landscaping, benches, seating, restrooms, pavilions, activity areas, etc.

Based on the results from the public outreach meetings, the following components have been prioritized to address the desires for Post Falls residents. Some of the components have been listed twice as they are applicable to both categories.

Active Gathering + Core Amenities

- Outdoor Event Space/Amphitheater
- Interactive Fountain/Event Space
- Iconic Gateway/Identification
- Urban Playscape
- Public Plaza/Civic Space
- Common Green Space
- Festival Street
- Public Art
- Landscape beautification

Linear Park

- Outdoor Event Space/Green Space
- Urban Playscape
- Enhanced and Expanded Trail System
- Dog park
- Iconic Gateway/Identification
- Public Garden/Landscape Beautification
- Greenway/Greenbelt

The following graphics and images depict examples of the major components recommended, along with potential programming opportunities.

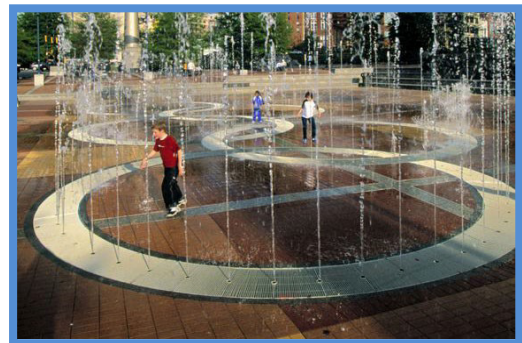


Outdoor Event Space/Amphitheater

Performance or event space should provide a comfortable area for spectators utilizing a combination of seating opportunities. The appropriate amenities required by performers and vendors should also be included in the design. These spaces should also be flexible and provide additional social gathering opportunities when not being used for events or performances.

Interactive Fountain/Event Space

Interactive fountains can provide many opportunities for enjoyment; children and adults can safely play in the water; others can enjoy the movement and calming sounds of the water fountains. These spaces can be designed to serve as hardscaped event space when the fountains are not active. Comfortable area for spectators utilizing a combination of seating opportunities and the appropriate amenities required by performers and vendors should also be included in the design.

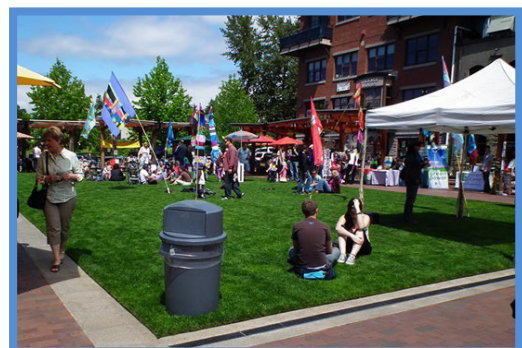


Public Plaza/Civic Space

Public plazas can provide for both active and passive gathering activities. The space can be reserved or dedicated for a specific special event such as a farmer's market, craft fair, food fair, etc., or can function as amenity for the surrounding business and structures. A combination of seating opportunities, and the appropriate amenities required by performers and vendors should also be included in the design.

Common Green Space

Common green space can provide many opportunities for enjoyment; people can normally be found relaxing while reading a book, picnicking, enjoying the sun and conversations with friends. These spaces can be designed to serve as informal gathering spaces as well as event spaces. Minimal amenities are required in these spaces.





Festival Street

Festival streets should function first as normal streets, ideally with bike lanes and sidewalks. These spaces should be designed with the appropriate amenities required by vendors to transform the street into a festival event space for events such as a farmer's market, craft fair, food fair, etc., that can function to provide local business an opportunity to share their experiences with large number of people during an outdoor event.

Urban Playscape

Downtown public spaces should encourage safe movement and social interaction for the city's youth. Downtown settings often consist of more buildings and hard surfaced than suburban areas- providing urban playscapes for children delivers important opportunities for physical, social, and emotional well-being. With pedestrian and bicycle transportation encouraged in downtown areas, playscape can be smaller and more frequent than a typical playground found at a larger community or neighborhood park.



Enhanced and Expanded Trail System

Trail systems should encourage safe movement and connectivity for residents and visitors of Post Falls. Participants using trail systems often look for opportunities to stop and shop or have lunch or just relax. Connecting the Downtown area business with a trail system can provide economic benefits for the businesses and the City. With pedestrian and bicycle transportation encouraged in downtown areas, connecting to existing trail systems should be successful.

Dog Park

With the higher population densities that come near downtown areas, large yards and private open space often comes at a premium. Available spaces for downtown residence to take their dogs for exercise can provided important community amenity.



B. Program Development

After identifying critical downtown components, a program was developed to determine an ideal size of each component. These general sizes were derived from the project teams experience and with city staff input, to create programmable public spaces. This data was necessary to help determine the quantity of land required, as well as an estimated project budget. An important consideration would be the potential for multi-use components. When properly designed, many of these spaces can serve dual purposes - thus improving the programmability and activation of the space. For the purpose of this study, they have been isolated separately to provide the minimum size recommendation for each component independently.

Figure 1: Active Gathering + Core Amenities Program

ACTIVE GATHERING - CORE AMENITIES		
Item	Outdoor Component	TOTAL SF
A. Active Gathering - Core Amenities		
A.01	Outdoor Event Space/Amphitheater	900
A.02	Interactive Fountain - Event Space	3,500
A.03	Identity Gateway/Iconic Public Art	200
A.04	Urban Playscape	3,000
A.05	Public Plaza/Civic Space (100 x 100)	10,000
A.06	Common Green Space (500 x 100)	50,000
A.07	Festival Street (900 x 40')	36,000
A.08	Annual Plantings and Street Furniture	50,000
A.09	Enhancement and Expansion Trail System (12' x 1200 lf)	14,400
Subtotal: Active Gathering - Core Amenity Areas		168,000
ACTIVE GATHERING - CORE AMENITIES SF		168,000

Figure 2: Linear Park Program

LINEAR PARK		
Item	Outdoor Component	TOTAL SF
B. Linear Park		
B.01	Outdoor Event Space/Open Green Space	1,500
B.02	Urban Playscape	4,500
B.03	Enhanced and Expanded Trail System - Interpretive Opportunities	24,000
B.04	Dog Park	45,000
B.05	Public Garden Space	20,000
B.06	Annual Plantings and Street Furniture	10,000
Subtotal: Linear Park Area		105,000
LINEAR PARK SF		105,000

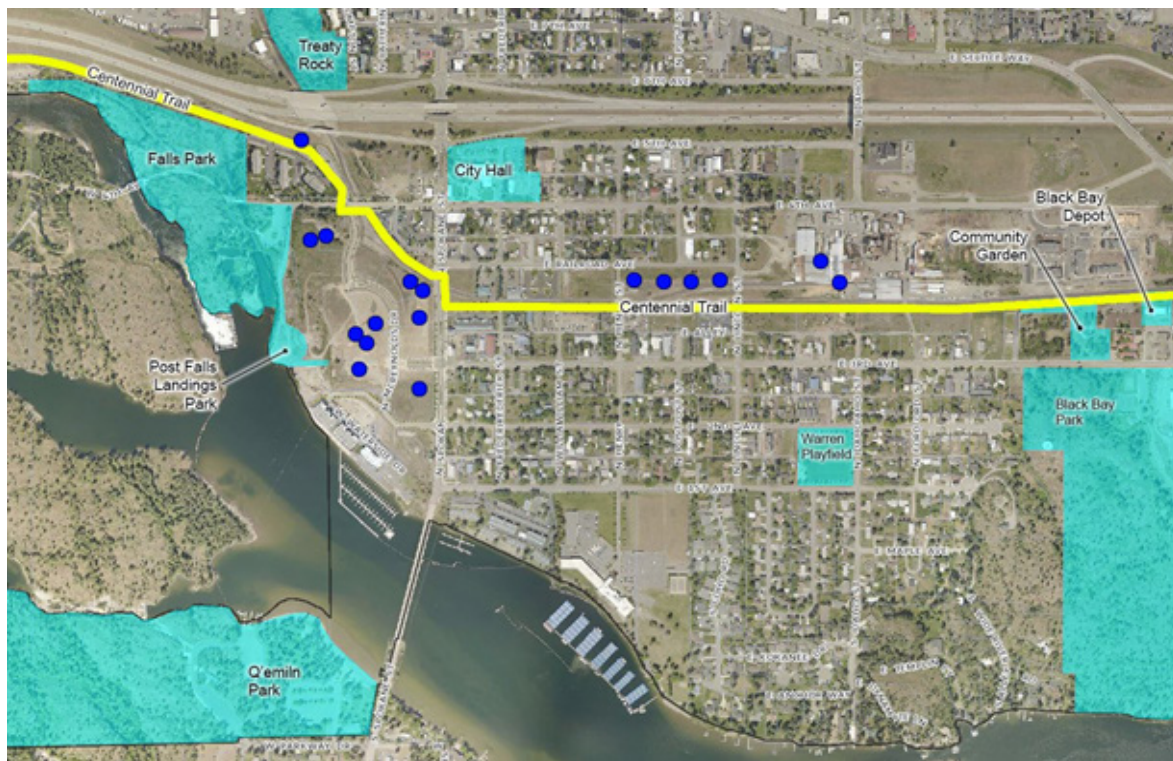
C. Downtown Area Analysis

Upon completion of the program development a downtown analysis was performed. The intent of the analysis was not to identify a specific site, but rather determine if the community had potential sites available that could viably support new downtown public spaces.

Figure 3 represents an exercise that was completed during the public outreach process. The blue dots denote potential areas that community members envisioned public spaces. The two areas of greatest interest were the Post Falls Landings site and the railroad right-of-way between E. Railroad Ave. and the Centennial Trail. During conversations with the community members, the dots in the Post Falls Landings weren't necessarily representing the development of entire parcels, but instead represented opportunities for public/private partnerships for downtown public spaces. Development of an outdoor event space/amphitheater or public plaza/civic space through a partnership with a private business or several private businesses to share in the development of the physical space and the promotion of the events and activities that could be scheduled. The railroad right-of-way was viewed as an excellent opportunity for a linear park, running through the heart of the downtown area, particularly with its adjacent proximity to the Centennial Trail.

Local connectivity will be an integral part of the downtown public space network. Providing pedestrian links to the existing adjacent public spaces, highlighted in cyan, will help activate and provide movement throughout the entire downtown area. Likewise, regional connectivity will be equally important. Internal downtown connections to/from the Centennial Trail will provide local and regional residents a route to explore the downtown area without having to drive their cars.

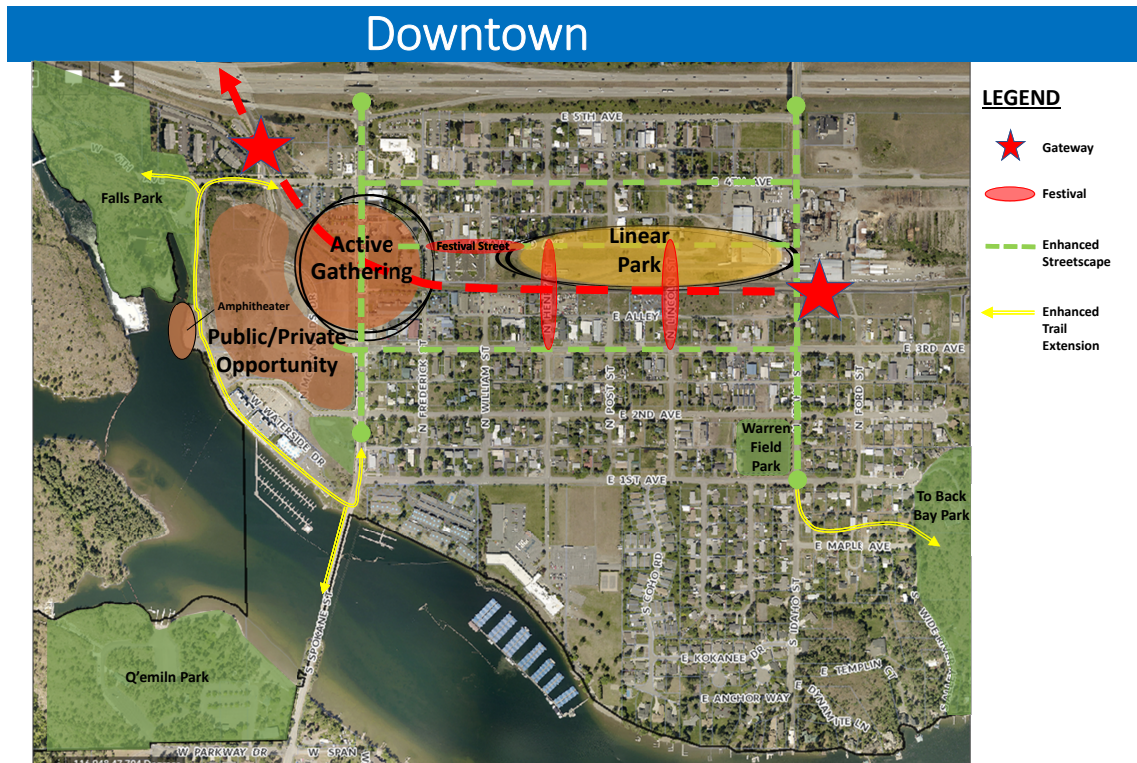
Figure 3: Downtown Area Analysis Map



D. Vision Strategy

The program development and downtown area analysis were combined to create a vision strategy for the downtown public spaces.

Figure 4: Vision Strategy



The graphic identifies four key opportunities for public gathering space in the downtown area: active gathering, public/private opportunity, festival streets, and linear park. Additionally, it highlights strategic existing and future connectivity and circulation corridors throughout the downtown and to adjacent park assets. Major entry gateways to the city downtown area from the east and west are also illustrated at potential locations. The active gathering space, is considered the hub of downtown and would likely serve as the major gateway off the US-90/Spokane Street exit. This area would serve as a larger venue, multi-use event space for concerts, farmers markets and other larger civic events. Hardscape, public site furniture, urban landscape treatment, public art opportunities, and an interactive fountain/urban plaza would help activate the space while providing a major gateway into the downtown.

The public/private opportunity located to the west of the active gathering area is currently vacant land that could provide destination opportunities for mixed-use development with access to the pedestrian connectivity linking downtown and adjacent parks. Three locations have been identified as potential Festival Streets. Generally, they would consist of two or three blocks along Railroad Avenue, Henry Street, and Lincoln Street. Festival streets would be developed to attract future retail to the downtown area and designed with the flexibility for multi-use events. These corridors would be landscaped with street trees, decorative light poles, site furnishings and coordinated utilities to provide services for street vendors and small concert opportunities for civic events.

The linear park was identified as an opportunity to create a downtown public destination space once the railroad spur is abandoned in the future. Currently serving as a railroad spur for the Mill, this property has great potential as a gateway and located adjacent to the main flow of traffic through downtown. Key recreational uses preferred for this linear park include dog park, public art, equipment rentals and services associated with the centennial trail and biking, ticketed events, open flex space for multi-use venues and providing landscaping/garden space.

Pedestrian circulation was an important consideration and illustrated on the graphic with future enhanced streetscape landscape opportunities to augment the ongoing city landscape and planter program. Idaho Street is illustrated as a future opportunity to extend through the mill site once vacated to improve connectivity, become an enhanced streetscape, potential city gateway and major access point to the future linear park acquisition and development opportunity. The enhanced trail extensions are recognized opportunities necessary to complete the most critical pedestrian connections to adjacent public open spaces and the Centennial Trail.

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IV.

Financial Considerations

There are many considerations to be made in the development and activation of a large area. As a planning document a Feasibility Study does not have design absolutes. The actual designs and specific amenities come later in the process as areas are developed. Development cost are generally higher in a downtown area. Higher land values, scarcity of land, redevelopment cost and mitigating disruption to the surrounding areas often result in the higher costs. Community engagement should be looked at as a long-term commitment by the city. It requires regular and timed activities, both during the Feasibility Study and again during the actual design phase.

Key elements of the successful development and activation of a vibrant downtown area include:

- Community engagement and involvement in the design
- Community engagement and involvement in the actual programming and operations
- A commitment from the City to maintain a higher level for maintenance
- Public/Private Partnerships
- Flexible, multi-use design to reduce footprint and increase cost effectiveness
- Opportunities for revenue generation

Maintenance and operations costs cannot be accurately projected until the actual design is completed. The following graphic show the type of detail that could be used to project annual maintenance and operations costs. **None of the data included in the following graphic is specific to Post Falls. It is meant to be representative of how these costs could be projected.**

Annual Post Falls Downtown "Order of Magnitude" Operations & Maintenance Budget with Detail									
MAINTENANCE & REPAIR TASK	UNIT	TAKE-OFFS MULTIPLIER (# of Units)	MANHOURS	HOURLY RATE inc Benefits	MANPOWER	ANNUAL FREQUENCY	CONSUMABLES	UTILITIES	ANNUAL COSTS
Active Gathering Area									
Trash Removal	1 Can	10	0.1	\$25.00	\$3,750	150	\$200	\$0	\$3,950
Rest Rooms	Each	2	0.75	\$25.00	\$3,750	100	\$2,000	\$1,200	\$6,950
Drinking Fountains	Each	4	0.5	\$25.00	\$1,800	36	\$750	\$900	\$3,450
Recycling Receptacles	Each	10	0.25	\$25.00	\$6,250	100	\$800	\$0	\$7,050
Outdoor Event Space/Amphitheater (900 sq.ft.) (Daily)	Each	1	0.25	\$25.00	\$325	52	\$360	\$6,000	\$6,685
Outdoor Event Space/Amphitheater (900 sq.ft.) (Events pre and post)	Each	1	10	\$25.00	\$7,500	30	\$360	\$6,000	\$13,860
Interactive Fountain - Event Space (3,600 sq.ft.) (Daily)	Each	1	1	\$25.00	\$1,300	52	\$1,000	\$4,000	\$6,300
Interactive Fountain - Event Space (3,600 sq.ft.) (Events pre and post)	Each		10	\$25.00	\$0	30	\$1,000	\$4,000	\$5,000
Urban Playscape	3000 Sq Ft	1	1	\$25.00	\$1,300	52	\$3,000	\$0	\$4,300
Public Plaza/Civic Space (100x 100)(Daily)	10000 Sq Ft	1	1	\$25.00	\$1,300	52	\$3,000	\$0	\$4,300
Public Plaza/Civic Space (100x 100)(Events pre and post)	10000 Sq Ft	4	1	\$25.00	\$3,000	30	\$3,000	\$0	\$6,000
Common Green Space (500 x 100)(Daily)	50000 Sq Ft	1	1	\$25.00	\$1,300	52	\$3,000	\$0	\$4,300
Common Green Space (500 x 100)(Events pre and post)	50000 Sq Ft	4	1	\$25.00	\$1,500	15	\$3,000	\$0	\$4,500
Festival Street (900 x 40)(Daily)	50000 Sq Ft	1	1	\$25.00	\$1,300	52	\$3,000	\$0	\$4,300
Festival Street (900 x 40)(Events pre and post)	50000 Sq Ft	4	1	\$25.00	\$500	5	\$3,000	\$0	\$3,500
Annual Plantings	50000 Sq Ft	1	1	\$25.00	\$1,300	52	\$3,000	\$0	\$4,300
Street Furniture	Each	10	0.1	\$25.00	\$900	36	\$200	\$0	\$1,100
Enhancement and Expansion Trail System (12' x 1200 lf)	.25 mile	1	1	\$25.00	\$300	12	\$1,800	\$0	\$2,100
Active Gathering sub total					\$37,375		\$32,470	\$22,100	\$91,945
Linear Park									
Outdoor Event Space/Open Green Space (1500 sq.ft.) (Daily)	Each	1	0.25	\$25.00	\$325	52	\$360	\$6,000	\$6,685
Outdoor Event Space/Open Green Space (1500 sq.ft.) (Events pre and post)	Each	1	10	\$25.00	\$7,500	30	\$360	\$6,000	\$13,860
Mowing	0.03443526 Acre	1	1	\$25.00	\$900	36	\$3,600	\$0	\$4,500
Trimming	1000 Lin Ft	1	1	\$25.00	\$600	24	\$1,200	\$0	\$1,800
Urban Playscape	4500 Sq Ft	1	1	\$25.00	\$1,300	52	\$3,000	\$0	\$4,300
Dog Park	45000 Sq Ft	1	1	\$25.00	\$1,300	52	\$3,000	\$0	\$4,300
Enhancement and Expansion Trail System (12' x 1200 lf)	.5 mile	1	1	\$25.00	\$300	12	\$1,800	\$0	\$2,100
Public Garden Space	20000 Sq Ft	1	0.5	\$25.00	\$450	36	\$100	\$0	\$550
Public Garden Space (pre and post event)	20000 Sq Ft	4	0.5	\$25.00	\$750	15	\$100	\$0	\$850
Annual Plantings	10000 Sq Ft	1	1	\$25.00	\$1,300	52	\$3,000	\$0	\$4,300
Street Furniture	Each	10	0.1	\$25.00	\$900	36	\$200	\$0	\$1,100
Irrigation	0.03443526 Acre	1	0.25	\$25.00	\$225	36	\$500	\$3,200	\$3,925
Linear Park sub total					\$15,850		\$17,220	\$15,200	\$48,270
Downtown Area Maintenance Total					\$53,225		\$49,690	\$37,300	\$140,215

Actual revenue cannot be accurately projected until the actual design is completed. The following graphic show the type of detail that could be used to project annual revenue. **None of the data included in the following graphics is specific to Post Falls, it is meant to be representative of how potential revenue could be projected.**

Post Falls Downtown Area Operating and Maintenance Budget Projection				
Preliminary Draft Operational Budget				
Preliminary Draft Operational Budget Projections - Budget developed to determine the feasibility of operations. No guarantee is being implied by GreenPlay that these number of rentals will be obtained.				
	Estimated Cost Recovery		65%	
STAFFING PROJECTIONS				
Full Time Staff			\$0	
Permanent Part Time Staff			\$0	
Part Time Staff			\$7,350	
Downtown Area Maintenance Total			\$140,215	
OPERATING EXPENSES				
Contractual Services			\$33,500	15.76%
Commodities			\$31,500	14.82%
	TOTAL EXPENSES			\$212,565
REVENUE				
Rentals/Special Events				
Active Gathering Area			\$120,000	
Linear Park			\$18,750	
	TOTAL REVENUE			\$138,750
	TOTAL NET			-\$73,815
	COST RECOVERY			65%

V.

Recommendations

The following tables represent a summary of the action items the City should consider related to development of the Downtown Area. These items provide tangible actions that the City can employ to complete the development of the Downtown Area in phases. All cost estimates are in 2020 figures where applicable. Most capital and operational cost estimates are dependent on the extent of the enhancements and improvements determined. Given there are innumerable variables involved in a multipronged Parks and Downtown Improvements Project such as this (complexity of sites, contractors on board, construction materials selected, etc.), a graphic timeline is of no consequence. However, some of the phasing and considerations that need to be deliberated with all those involved prior to commencement of the Project outlined in this feasibility study are detailed in the following action plan.

Timeframe designations recommended to complete tasks are noted as:

- Short-term (up to 3 years)
- Mid-term (4-6 years)
- Long-term (7-10 years)

Recommendation 1: Create Phased Action Plan			
Action Item	Short term	Mid Term	Long Term
Review other City Plans and Strategic Initiatives.	X		
Create Phased Action Plan that dove-tails, as much as possible, the various other plans (i.e. the City Center Plan & the City Center Parking Plan) and strategic initiatives in place (ex. Streetscape & Parking Improvements with Festival Street Improvements, etc.), in order to maximize the City Project Funds and new construction efforts.	X		
Develop ideal conceptual plan for entire Downtown Area, identifying phases that can be completed as funding and land become available.	X		
Engage professionals to refine Downtown Area Plan, develop more detailed conceptual plans, produce bid and construction documents and construct the improvements in order of importance.	X		
Recommendation 2: Form Steering Committees and Boards			
Action Item	Short term	Mid Term	Long Term
Form committees and boards as needed to address funding, land acquisition, design and engagement.	X		

Recommendation 3: Acquire Land			
Action Item	Short term	Mid Term	Long Term
As part of future strategic visioning, identify land parcels the City will need to acquire to fulfill the Downtown Master Plan. Develop rating criteria for prioritizing objectives and outlining a schedule of tasks for acquiring the individual Land Parcels. Determine the dollar value per component needed for acquisition. Use the Post Falls Downtown Decision Matrix to assist in systematically making decisions.	X		
Acquire the railroad right-of-way that runs through the downtown core.	X	X	
Acquire strategic land parcels from the vision strategy, as they come available.		X	
Negotiate with the specific Industrial/Commercial Entities about relocating to other industrial sites, in order to consolidate and conserve prime downtown real estate, to implement the City's future Downtown Master Plan.		X	
Re-zone the Idaho Veneer Site from Industrial to Open Space.		X	
Engage the Railroad Commission in conversations about vacating, relocating or eliminating specific railroad lines that run through the Downtown Core. Explore more suitable sites and/or options. Redirect the downtown railroad corridor and eliminate conflicting land uses.		X	
Recommendation 4: Identify Private and Public Funding Sources			
Action Item	Short term	Mid Term	Long Term
Identify Private and Public Funding Sources the City will need to pursue, in order to attain the necessary funds per component, to implement the proposed Downtown Master Plan improvements. Outline a Schedule of tasks for securing the necessary funding for each component of the project implementation.	X		
Public/Private Model (Recommended) Private Investment: percentage to be determined.	X	X	X
Gov. and State Public Grant Funding (example - Capital Facilities Grants: https://www.commerce.wa.gov/building-infrastructure/capital-facilities/building-communities-fund/)	X	X	X

Playground Funding from the Industry, Public/ Commercial Joint Ventures, setting up Endowments & Sponsorships, Privatization for financing and maintenance (see John Crompton research): https://rpts.tamu.edu/financing-and-acquisition-of-park-and-recreation-resources/	X	X	X
Recommendation 5: Get Community consensus, involvement, and ownership			
Action Item	Short term	Mid Term	Long Term
Get Community consensus, involvement and ownership behind the developments, fund raising and long-term maintenance requirements and goals.	X	X	X
Ensure that the community continues to be informed and involved. Develop a specific marketing plan for the Downtown Area Plan that includes a website and regular updated social media interaction. Hold regular public open forums to engage the public and solicit feedback and support.	X	X	X

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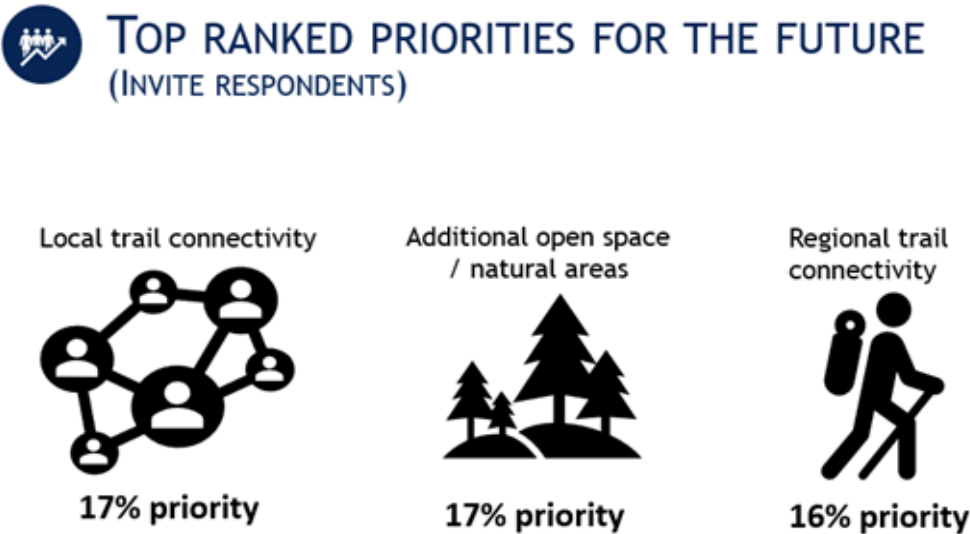
VI.

Needs Assessment & Community Input

A. Random Invitation Community Survey Summary

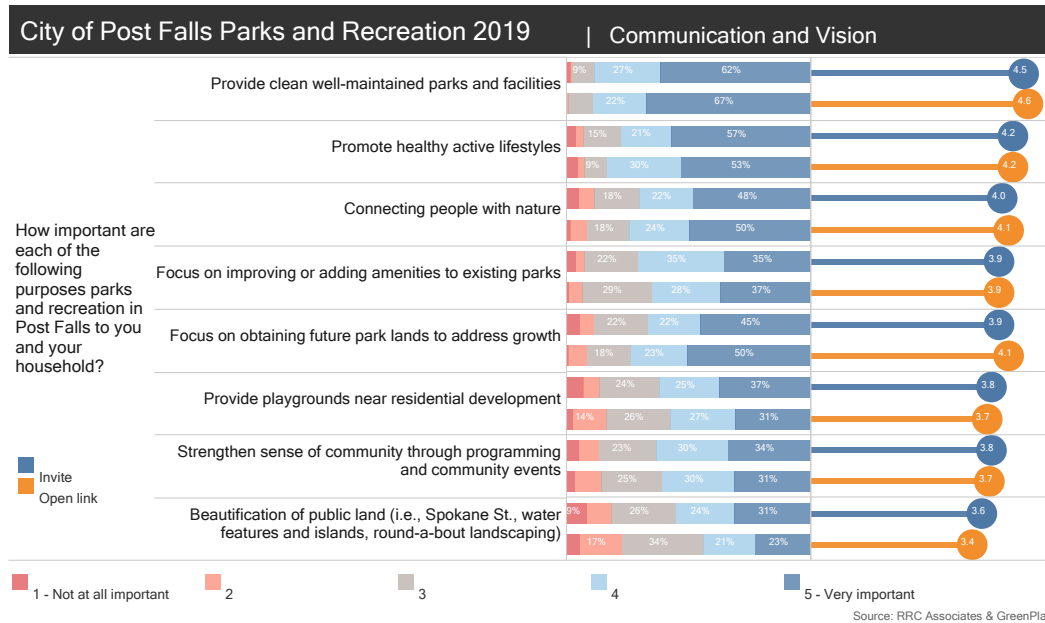
As part of the 2020 Parks and Recreation Master Plan a needs assessment survey was conducted. The purpose of the study was to gather community feedback to assist the project team and Post Falls Parks and Recreation in developing a plan to reflect the community’s needs and desires. There were two primary survey methods utilized – statistically valid mailed invite and an online open link. The following is survey results were specifically relevant to this feasibility study.

Figure 5: Top Ranked Priorities for the Future



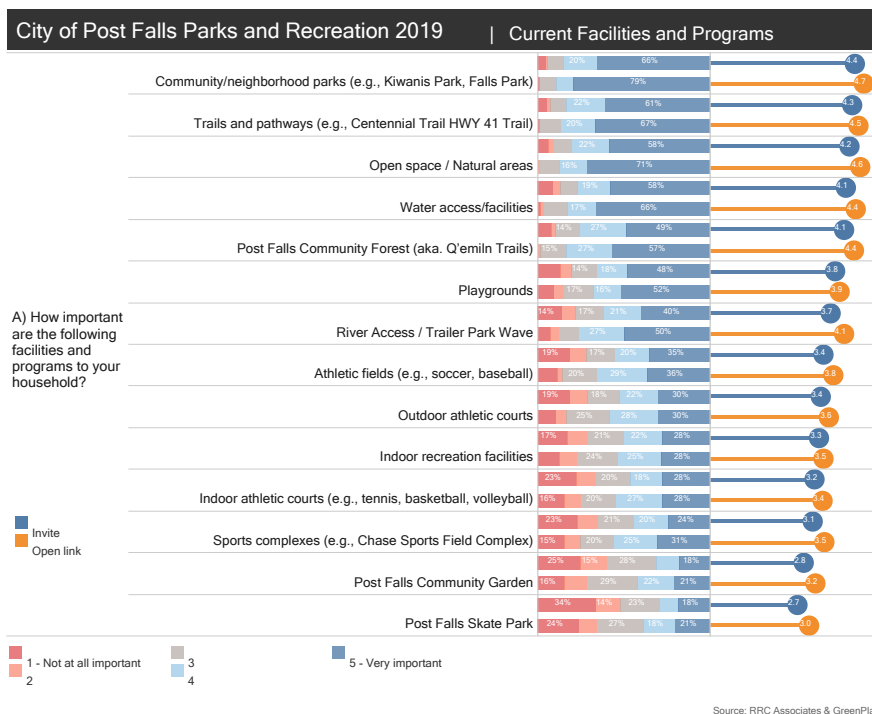
When asked to prioritize their responses, local trail connectivity (17%), additional open space / natural areas (17%) and regional trail connectivity (16%) were identified as top priorities for the future. The local trail connectivity, additional open space/natural areas, and regional trail connectivity can all aid in the development of the downtown area. These amenities can allow and encourage people to frequent the downtown area while using the trails or visiting areas in and around Post Falls. This may allow for people to become aware of the development of downtown and the opportunities available, resulting in future participations in downtown activities and visits local businesses.

Figure 6: Communication and Vision



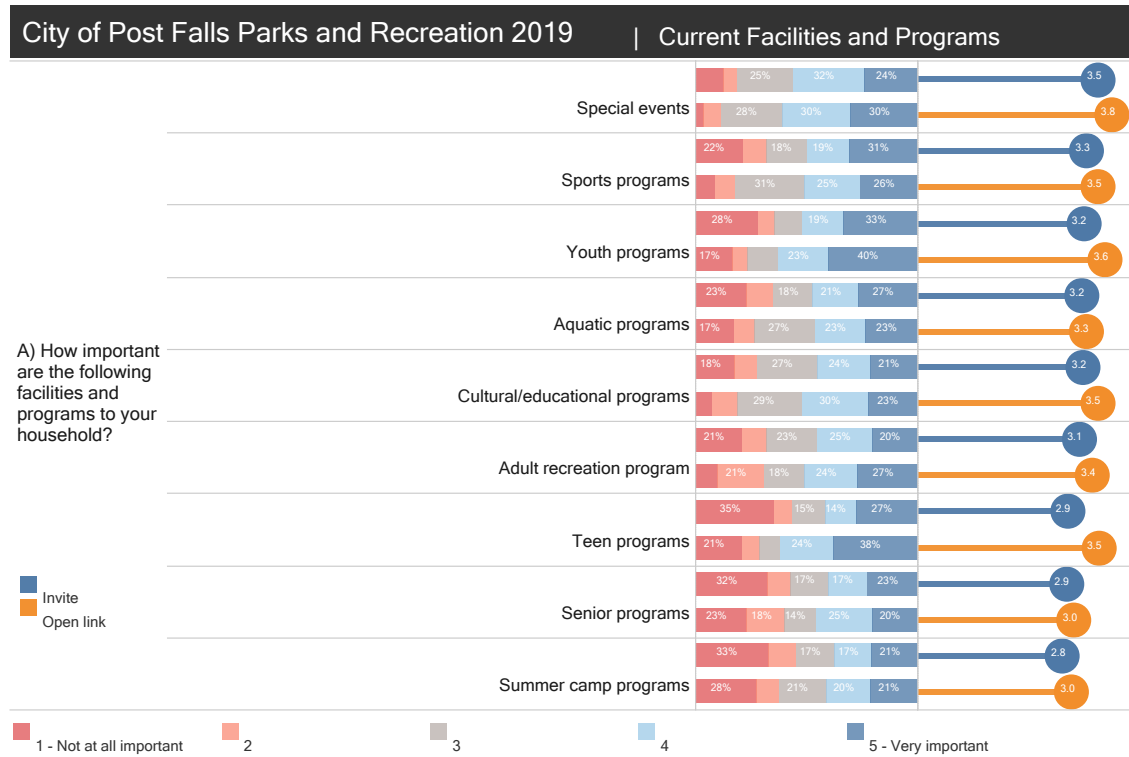
Respondents see a primary purpose for the future to be providing clean, well-maintained parks and facilities (4.5). Promoting healthy active lifestyles (4.2) and strengthening the sense of community through programming and community events (3.8) were also seen as important among both invite and open link respondents. The downtown area is an ideal location for community events that can engage residents and energize the City while providing economic stimulus.

Figure 7: Current Facilities



Respondents rated community/neighborhood parks (4.4), trails and pathways (4.3), and open space / natural areas (4.2) as most important to their household. Properly located and designed trails and paths can provide access throughout the downtown space and link community gathering spaces.

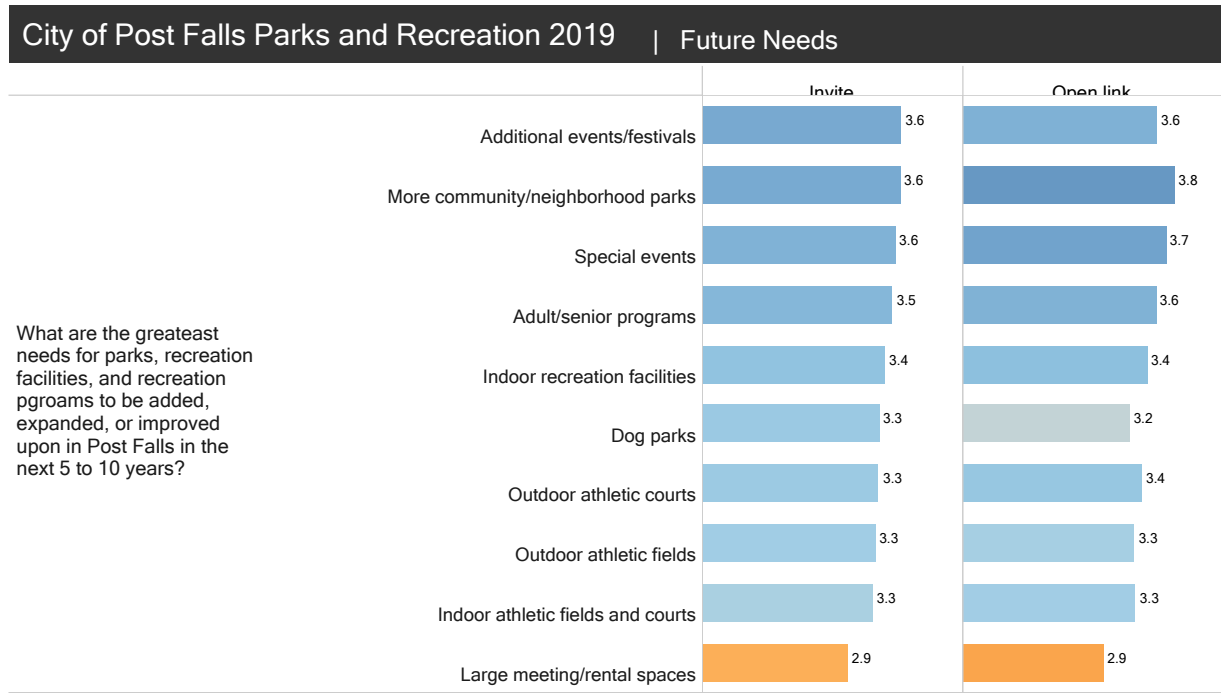
Figure 8: Current Programs



Source: RRC Associates & GreenPlay

The most important program identified was special events (3.5). Downtown spaces should provide ample opportunity to increase future special event capacity.

Figure 9: Future Needs



Source: RRC Associates & GreenPlay

For the future Needs, respondents place a high level of importance on additional events/festivals (4.0), local trail connectivity (3.6), more community/neighborhood parks (3.6), and special events (3.6). The downtown area is an ideal location to connect the trail system and to provide community events and special events.