

**Joint Workshop – CITY COUNCIL / POST FALLS URBAN RENEWAL/P&Z COMMISSION
Minutes**

August 27, 2019 @ Q'emlin Trailhead Event Center

CALL TO ORDER, ROLL CALL

Mayor Ron Jacobson called the meeting to order at 3:00 pm. All City Council members were present except Kerri Thoreson and Joe Malloy, All PFURA Commissioners were present except Laura Horn and Collin Coles, All P&Z Commissioners were present except Mark Latham and Ray Kimball.

ULI Presentation. Alexandra Monjar (manager of Urban Land Institute Idaho) introduced the panel of speakers who included: Derick O'Neill, President of Rivershore Development who gave a presentation on "Creating Successful Downtowns" / Meghan Conrad, Shareholder @ Elam & Burke who presented "Revitalizing Downtowns with Urban Renewal" / Doug Woodruff, Senior Project Manager for CCDC "Urban Renewal District Strategies of CCDC" / Keri Smith-Sigman, CEO of Destination Caldwell "Case Study: Destination Caldwell" and Michelle Groenevelt, Community & Economic Development Director for the City of McCall " Case Study: Transforming McCall".

Following the presentations there was a Question & Answer discussion.

Partner with the railroad, negotiate a lease where the railroad would still own the property and the City maintains it. The only cost would be improvements and ongoing maintenance.

One-way couplet: A road moves traffic. The purpose of a street is commerce and should be designed to accommodate that commerce, it must be flexible. The current grid pattern in Post Falls is good. If you create a couplet you diminish the ability for that street to balance its uses.

There is miscommunication that houses will be torn down. Improvements will create increased property taxes, forcing people out of their homes and destroying neighborhoods to put in large buildings. This is not what urban renewal is about, it's about revitalizing the area. Being in a URD is an advantage to get street/parking improvements done.


Take-aways: Have a shared vision, simplify the planning documents, make fluid boundaries – let everyone be a part of it and partner with the development community. Downtowns are for everyone take incremental approach to parking vs. all at once. Step back and take more time to get a shared vision with a lot of public input. A downtown consists of jobs, housing and entertainment, public places set the tone to bring in more development. Couplets are brutal, we need to create a destination for people to go, the purpose of streets is commerce. Build a sense of community, downtown is a piece of the puzzle. Need to concentrate on the Downtown Corridor. The Landings and Idaho Veneer are good anchors.

Post Falls: "Who are we and where do we want to be?" Get support from the community and implement ideas into the Plan. Do a public survey. Make sure there is good communication, figure it out and agree. The City, URA and citizens need to be on the same path. "If you aren't growing, you are dying".

ADJOURNMENT

Meeting adjourned at 5:33 p.m.

Respectfully submitted,



Diane Fountain, Executive Director



Jerry Baltzell, Chairman

Attachments: ULI Power Point Presentation
Discussion Summary



Discussion Summary

Why is it important to build a downtown and what does the city stand to gain from doing so?

- This is a good question to start with when developing a vision for the city – why do you want a downtown?

Vibrant, walkable downtowns are beneficial because:

- Downtowns attract young adults and are a factor in whether they return to their hometowns after leaving for college/job training.
- Downtowns give residents and visitors a place to go/be by establishing a sense of community and place.
 - People need third places to gather. The term ‘third place’ comes from the idea that our first place is home, second is work, and third is where we go to be with our community.
- Downtowns efficiently use infrastructure for economic development.
 - Investment in downtown is an efficient use of tax dollars and more fiscally responsible way to grow the tax base because it utilizes existing infrastructure.
- Downtown, compact development can help preserve rural and open space by preventing sprawl.

What is the relationship between private and public investment for downtown creation/revitalization?

- Growth through private investment in downtowns either happens in tandem with, or shortly following public investment in placemaking.
- Public agencies set the vision and tone of a place, which is expressed through the creation of public spaces. Investment in these spaces encourages buy-in from the private sector.
- Private developers will piggyback on visions set and implemented by the public.
- In Caldwell’s case, public investment in Indian Creek Plaza led to the addition of five restaurants and the filling of vacant commercial space downtown.

Transportation and parking:

- It is important to identify the purpose of ‘streets’ (commerce), versus ‘roads’ (efficient movement of cars). And then align street/road design with the intended use. Good street design accommodates people and vehicles and has the flexibility to host a variety of uses at various times of day.
- Creating parking in Caldwell along the rail line was accomplished via a partnership with Union Pacific. There is no lease. The city paid for all improvements and manages and pays for maintenance of the site.

Change, planning, and public involvement:

- You can't decide *if* your city will change. But, you can decide *how* it will change.
- Define what makes (or will make) your community unique and celebrate that. Keep it simple but visionary.
- Involve the public in each process, and once a vision and path has been set, constantly communicate the vision/objective and chosen path to the goal.
- To weather the inevitable real estate and economic cycles, keep a laser focus on your vision until it gains traction. Align and direct your resources to this singular vision.
- Encourage everyone to show up to public meetings; people who love the ideas, and people who hate the ideas.
- Use social media to engage and communicate.

Urban Renewal Districts (URD):

- Urban renewal strategy has changed from how it was used in the past. There is no longer a program of bulldozing buildings (as seen in Boise's URD history).
- Being included in an urban renewal area gives you access to funding to help resolve issues in your community.
- During URD planning you can start with a larger study area and finish with a smaller boundary.

About Urban Land Institute Idaho

ULI Idaho is a district council of the Urban Land Institute serving the mission of ULI to provide leadership in the responsible use of land and in creating and sustaining thriving communities throughout Idaho and western Montana. We provide our members and the community with independent forums for discussion and debate about city building issues and best practices.

For more information, visit Idaho.uli.org