



Board Members: Cameron, Randy – President X
Eadie, Leroy - Secretary X
Dunau, Andy X
Kelley, Ross X
Santorsola, Jim A
Selinger, Samuel X
Traver, Susan X
Van Voorhis, Ken X
Wright, Chris X
Allen, Mike X

**Special Meeting of the Spokane Park Board
Thursday, April 17, 2014 6:00 p.m.
City Council Briefing Center, Lower Level, City Hall
808 W. Spokane Falls Blvd., Spokane Washington**

Minutes

1. **Roll Call – Leroy Eadie**
Leroy Eadie called roll. *See the attached Public Sign-Up Sheets for the Special Meeting.*
2. **Master Plan Overview and Timeline – Leroy Eadie**
Leroy Eadie gave an overview of the Master Plan Process and a timeline for meetings and deadlines.
3. **Riverfront Park Video**
There was a video shown of Riverfront Park.
4. **Presentation of Advisory Committee Recommendations & Report – Ted McGregor**
Ted McGregor gave a presentation of the Advisory Committee Recommendations. *See attached Report.*
5. **Public Comment-**
Don Allen: spoke to the issue of loss revenue if the rides and the IMAX were removed from the Park.

Byron Potter: disagrees with removal of the IMAX; would like to fix the waterfall at Canada Island; does not want to move the skating rink; would like the Vancouver Tribe to restore the Totem Pole.

Brooke Kiener: the Spokane Arts Fund supports the concept of a "Living Room"; would like the Master Plan to have more specification on the public art.

Bart Mihailovich: believes the timing is right for the changes and loves the Park; wants to see the Park as more of a gathering place; would like to have better views of the River; and likes the LID focus.

Amanda Hansen: spoke to having a child with special needs; likes the idea and location of

the Destination Play Ground; would like to have the Destination Playground only have one entrance and a safe fence; and would like to see the rides removed.

Andrea Mylroie: the Park needs vibrancy; likes Highline Park.

Peter Cooper: discussed adding a rail infrastructure; would like to preserve the Pavilion.

Karen Mobley: discussed the taking of the smallest runner at the Running Sculpture; likes the sculpture Garden idea.

Kelley Cruz: wants to incorporate butterflies into the Plan; would like to look at alternative uses for the IMAX building; discussed the bridges.

Burt Lomax: would like to start with parking issues and security first; discussed the need for vibrancy to get people into the space; allow a bar and think about adult needs in the Park.

Will Sinclair: feels there needs to be 25% less landscape; discussed the bridges; separating the modes of travel and balance the needs of vehicles with dedicated parking; likes the idea of removing the skating rink; and expressed concerns about using too much angular materials.

Kim Gillman-McKinstry: would like to see the Park be an all year, actively used 12 month Park; and suggested partnering with other people, organizations.

Elissa (No last name given): likes the Ice Palace move; likes the Central Promenade and new uses like the Farmers Market; have bike rentals; prefers playgrounds over carnival rides; and does not support modern architecture for Looff Carrousel.

Zach (No last name given): would like to see the rides removed.

Adjournment: 8:00 p.m.

**SIGN-UP SHEET
SPECIAL MEETING OF THE SPOKANE PARK BOARD
Thursday, April 17, 2014**

2-3 min.
AUDIO REPEATINGS
PREVIOUS COMMENTS
MAY OR MAY NOT RESPOND
MAY ASK FOLLOW UP QUESTIONS

Riverfront Park Advisory Committee Recommendations.

NAME	ORGANIZATION	MAILING ADDRESS	PHONE/E-MAIL	Testifying? (Yes/No)	If So, Pro/Con
Please Print Don Allen	Friends of Riverfront Park	Street 1324 N Liberty Lakes Rd City Liberty Lakes, WA Zip	Phone: 509-703-9845 E-mail:		
Please Print Marlene Allen	"	Street City Zip	Phone: 11 E-mail:		
Please Print Byron Potter	"	Street 525 W Sinto City Spokane Zip 99201	Phone: E-mail: potterbyron@yahoo.com	Yes	
Please Print Brooke Kiener	Board Chair Spokane Arts	Street 1324 S Perry City Spokane Zip 99202	Phone: E-mail: bkiener@whitworth.edu	Yes	pro
Please Print P.A. Muenzberg	Speakersmen	Street City Zip	Phone: 459-5427 E-mail: pika@speakersmen.com	NO	NO
Please Print Bart Mikhailovich	CENTER FOR JUSTICE Spokane Riverkeepers	Street 35 W Main Ave City Spokane Zip 99201	Phone: bart@centerforjustice.org E-mail: 835-5211	NO	
Please Print Jameson U'Grevy	Community members	Street 1809 E South City Spokane Zip 99203	Phone: 800 9006 E-mail: mcgregor.tamara@gmail.com	NO	
Please Print STEVEN L-JONES	Lilac Bloomsday SSC, Riverfront Park Ad. Comm.	Street 2205 W. Second City Spokane, WA Zip 99201	Phone: E-mail: Yuh here		
Please Print Karen Mubley	Arts Consultant	Street 3515 S Lee City Spokane Zip	Phone: E-mail: Karen@karenmubley.com	Karen Mubley	
Please Print Amanda Hansen	Concerned Parent	Street 433 W Dean City Spokane, WA Zip 99201	Phone: 280-9405 E-mail: amanda.edancestreetballroom.com	YES	Pro/Con
Please Print		Street City Zip	Phone: E-mail:		
Please Print		Street City Zip	Phone: E-mail:		

SIGN-UP SHEET SPECIAL MEETING OF THE SPOKANE PARK BOARD Thursday, April 17, 2014

Riverfront Park Advisory Committee Recommendations.

NAME	ORGANIZATION	MAILING ADDRESS	PHONE/E-MAIL	Testifying? (Yes/No)	If So, Prof/Con
Please Print Peter Cooper	Pan American Railway Inc	Street 1671 E miles City Hayden ID Zip 83835	Phone: 208-661-1675 E-mail:	Yes	
Please Print Chuck Rebers	Sister Cities	Street City Zip	Phone: 467-6106 E-mail:	No	
Please Print KAROL MURPHY	"KIDNAPPED" ART	Street City Zip	Phone: E-mail:		
Please Print kelly cruise	BORN IN SPOKANE "BUTENEGIES"	Street City Zip	Phone: E-mail:		
Please Print	CLOSE IMAX REPURPOSE	Street City Zip	Phone: E-mail:		
Please Print	BIRINGES	Street City Zip	Phone: E-mail:		
Please Print BURT COMAX	COUNTY RESIDENTS	Street City Zip	Phone: E-mail:		
Please Print Mickey BROWN	ADVISORY GROUP LOOK AT WHAT THE TEENS WANT "WATER FIRE"	Street City Zip	Phone: E-mail:		
Please Print		Street City Zip	Phone: E-mail:		
Please Print		Street City Zip	Phone: E-mail:		
Please Print		Street City Zip	Phone: E-mail:		

SPOKANE
SPORTS
COMMISSION

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Riverfront Park Advisory Committee Recommendations.

NAME	ORGANIZATION	MAILING ADDRESS	PHONE/E-MAIL	Testifying? (Yes/No)	If So, Pro/Con
Please Print ANDREW MCLEONE	D&K D + K	Street 315 W. LINCOLN ST. #203 City SPOKANE Zip 99201	Phone: 444-2350 E-mail: Andrew.mcleone@spokane.gov	7	Pro.
Please Print Anne McCreary	CITIZEN	Street 5204 S Hogan Ct City SPOKANE Zip 99203	Phone: 443 3209 E-mail:	NO	
Please Print Jill Murphy	Sports Commission	Street 645 N. Catherine City Spokane Zip 99208	Phone: 993 9224 E-mail: JillMurphy@spokane.gov	No	
Please Print ERIC SAMUEL	Sports Comm	Street 714 N. FRM Bldg/E City SPOKANE Zip 99202	Phone: 242-9371 E-mail: ERIC@spokane.gov	NO	
Please Print Tammy McLaughlin	mom - community member	Street 517 N Whitehouse St City SPOKANE Zip 99205	Phone: 991-4942 E-mail: tamtam@spokane.gov		
Please Print WILK SINDLAIR	STORHAUG LANDSCAPE ARCH	Street LOVES THE PARK City & VISION. REDUCE Zip LANDSCAPE	Phone: 242-1000 E-mail:	YES	
Please Print KIM GILLMAN	ANYONE ELSE?	Street MORE EAST/WEST City ? PARKING	Phone: E-mail:		
Please Print KIM GILLMAN - MCKINSTRAY	12 MONTH PARK NOT JUST THE SUMMER SEASON	Street MATERIALS: TO City MODERN Zip MAY GET TIRE	Phone: STONE E-mail:		
Please Print ALLISSA	BORN IN SPOKANE	Street FRIENDS City & "FRIENDS" Zip	Phone: E-mail:		
Please Print ZACH	"SAFETY" EVENT CENTER	Street AGAINST City SPAINST Zip NOW COVER IT	Phone: E-mail:		

WORKED FOR RFP
LOSE THE RIDES
GREEN SPACE

ICE LOCATION, ALLOW BIKES!

LOVE THE RIDES ADD A BAR

DO NOT COVER THE PAVILION

USE A VINTAGE DESIGN
W/ CAROUSEL

Riverfront Park Master Plan

Advisory Committee Final Report



EARLY ADMIRERS OF SPOKANE FALLS

Everybody remembers that it was President Richard Nixon who opened Spokane's improbable World's Fair with his speech overlooking the Spokane River on May 4, 1974. Fewer recall that it was President Jimmy Carter who dedicated Riverfront Park four years later, on May 5, 1978.

"You've transformed an area that was declining, that was far short of its great potential," Carter told the gathered crowd, "into one of the nation's most innovative and refreshing urban settings."

Riverfront Park remains one of the nation's most refreshing urban settings, but it's also an area that has slipped into decline again — falling short of its great potential just as Spokane marks the passage of 40 years since Expo '74 revived our city's core. President Carter's words can still inspire us and remind us of our civic calling: To create an innovative, refreshing, transformed park that can take its place among the best in the world.

Here's how we do it...



RIVERFRONT PARK TODAY

Riverfront Park Master Plan

Advisory Committee Final Report — April 17, 2014

MASTER PLAN ADVISORY COMMITTEE

Mike Allen, Spokane City Council
Rick Betts, Hoopfest Board
Julia Jean (JJ) Brown, Chase Youth Commission
Mickey Brown, L.V. Brown Company
Marty Dickinson, Sterling Bank
Kris Dinnison, Atticus and Boo Radley's
Leroy Eadie, Parks Department
Speed Fitzhugh, Avista
Latisha Hill, Avista
Steve Jones, Bloomsday, Spokane Sports Commission
Cheryl Kilday, Visit Spokane
Chairman Ted S. McGregor Jr., Inlander
Steve McNutt, NAC Architects, former Park Board member
Bart Mihailovich, Spokane Riverkeeper
Kim Pearman-Gillman, McKinstry
Raymond Reyes, Gonzaga University
Mark Richard, Downtown Spokane Partnership
Sam Selinger, Park Board
Juliet Sinisterra, Parks Department
Jeff Stevens, Northwest Neighborhood Association
Ben Stuckart, Spokane City Council President
Kevin Twohig, Public Facilities District
Chris Wright, Park Board

VALUES AND GOALS

RIVERFRONT PARK: A GATHERING PLACE
A SHOWCASE OF COMMUNITY EXCELLENCE
MAKE IT AN ECONOMIC GENERATOR
IMPROVE ACCESSIBILITY
OPTIMIZE SAFETY
CREATE A BALANCE OF USES
PRESERVE AND PROMOTE AFFORDABILITY
PROTECT AND HIGHLIGHT NATURAL RESOURCES
ADD MORE "WOW!"

TOP FIVE CAPITAL RECOMMENDATIONS

1. Create a North-South Promenade
2. Recover and Light a Refurbished, Multi-Use Pavilion
3. Build a New, Improved Home for the Loeff Carrousel
4. Update and Expand Park Infrastructure
 - Signage and Storytelling
 - Lighting and Sound
 - Pathways, Seating and Views
5. Relocate the Ice Palace to the Gondola Meadow

ADDITIONAL CAPITAL RECOMMENDATIONS

6. Upgrade the Gondola Skyride
7. Build Two New Playgrounds
8. Create Better Vehicle Access Points
9. Add New Rentable Event Spaces

PROGRAMMATIC RECOMMENDATIONS

10. Support a Field House to Anchor the North Bank
11. Create a Robust Leasable Pad Program
12. Establish a New Management Model
13. Add New Safety Measures
14. Implement New Visitor Access Strategies

ADDITIONAL INFORMATION

15. Events
16. Revenue Strategies
17. The Pavilion
18. Loeff Carrousel
19. The Ice Palace
20. Public Art
21. Inspirations

VALUES AND GOALS

These are the principles we have generally agreed upon that have guided our recommendations.

RIVERFRONT PARK: A GATHERING PLACE

- ✓ A signature park that incorporates both beautiful landscapes and exciting public programming
- ✓ Spokane's signature place to gather for events and occasions of important to our sense of community
- ✓ Provide improved visual access to the Spokane River and a stronger connection to the downtown
- ✓ Enhanced uses to appeal to the millennial generation and weekday downtown professionals

A SHOWCASE OF COMMUNITY EXCELLENCE

- ✓ Celebrate the Spokane River, the Park's beautiful setting and the overall bioregion
- ✓ Embody the character of Spokane, its history and people
- ✓ Honor the tribal story as an integral part of the community's story
- ✓ Enhance civic pride and ownership of the Park and region
- ✓ Further define a distinct identity for Spokane, as the City of Choice

MAKE IT AN ECONOMIC GENERATOR

- ✓ Incorporate self-sustaining enterprises that allow for long-term economic growth
- ✓ Provide and allow for expanded revenue and funding streams that contribute to the best-maintained park in the region
- ✓ Increase in tourism that generates higher retail, restaurant and hotel sales for the Spokane area

IMPROVE ACCESSIBILITY

- ✓ Work to connect the north and south banks of the Spokane River
- ✓ Accommodate the ease of flow of crowds from large events to central areas of the Park
- ✓ Provide for more centralized parking and access including public transportation and all loading and unloading required for public programming near the Pavilion
- ✓ Add infrastructure — power, water — where needed to better accommodate future event staging needs
- ✓ Follow principles of universal access and all requirements of the Americans With Disabilities Act

OPTIMIZE SAFETY

- ✓ Maximize park programming and uses that can create a safe atmosphere for park users
- ✓ Employ regular and sufficient maintenance that discourages disrepair that leads to vandalism and crime
- ✓ Utilize best practices regarding park design and crime prevention through environmental design
- ✓ Installation of upgraded lighting and security cameras and security phones as deemed necessary

CREATE A BALANCE OF USES

- ✓ Develop both active spaces for education and entertainment alongside passive spaces for reflection and appreciation of our natural landscape
- ✓ Active uses are most appropriate for the north and south banks, closest to parking, while passive uses are best for Havermale Island — including the possibility that Havermale attractions are open seasonally

PRESERVE AND PROMOTE AFFORDABILITY

- ✓ Become a destination for all, accommodating all income levels, age groups, tourists and residents
- ✓ Offer a variety of programming experiences at little to no cost to appeal to families and individuals across the socio-economic spectrum

PROTECT AND HIGHLIGHT NATURAL RESOURCES

- ✓ Honor the legacy of EXPO '74, the first-ever environmentally themed World's Fair, through active stewardship of natural resources
- ✓ Embrace sustainable practices throughout the Park to control costs and to highlight the Park's green roots
- ✓ Educate citizens on best practices regarding resource stewardship — particularly in the Spokane River
- ✓ Whenever possible, incorporate low-impact development strategies into Park designs

ADD MORE “WOW!”

- ✓ Incorporate a comprehensive package of light and sound to create a focal point that will draw more people in and keep the Park vibrant after dark
- ✓ Develop a full schedule of events to attract people with a variety of interests to the Park
- ✓ Better highlight the Park's existing “Wow!” factors, like the Pavilion, the Carrousel and the Falls



CONCEPT ART: A NEW HOME FOR THE LOEFF CARROUSEL
NAC ARCHITECTURE

TOP FIVE CAPITAL RECOMMENDATIONS

Listed in order of support, these five projects were judged the most important elements of the Master Plan.

1 CREATE A NORTH-SOUTH PROMENADE

We all agree that a straight, open path from the north bank to the south bank would improve access, safety and make the park more inviting. The south bank would be anchored by the Rotary Fountain (and a new bridge there), and the north bank would be improved by a new plaza and a more pronounced park entrance. The center of the park on the promenade would be converted to plaza space. All plazas, and the promenade itself, would be built with the proper infrastructure — lighting, power, access — to stage events. A similar, but less pronounced, promenade is envisioned to run from Post Street to the Central Plaza.

2 RECOVER AND LIGHT A REFURBISHED, MULTI-USE PAVILION

The committee favors recovering the Pavilion tent structure and to incorporate new lighting and/or projected imagery to create a focal point and add to the Park’s “Wow!” factor. Under the Pavilion, the plan is to create a flexible space where all kinds of different events — from concerts to Hoopfest to arts festivals — could be held. Related to this plan for the Pavilion, the committee voted to eliminate the IMAX as an attraction, as well as removing its tower structure. And the committee also finds the amusement rides as incompatible with the future uses in the Pavilion. For additional information, see “The Pavilion” on page 15.



CONCEPT ART: A RECOVERED, LIT PAVILION
OLSON KUNDIG ARCHITECTS

3 BUILD A NEW, IMPROVED HOME FOR THE LOOFF CARROUSEL

The committee wants to protect the treasure that is the Loeff Carousel for generations to come by building it a new home. We also want to accommodate more uses by adding additional space that could be rented for private events. The committee has been split on the best location of the new building — either on the Clock Tower Meadow or roughly in the same place it is today. A majority said they could support either location. The committee supports adding a restoration gallery, but it is not a high priority — just as long as it doesn't add too much space to the footprint or cost too much. For additional information, see “The Carousel” on page 17.

4 UPDATE AND EXPAND PARK INFRASTRUCTURE

This item covers a lot of related items aimed at upgrading the overall Park experience — a series of connected projects that all earned high support from the committee.

SIGNAGE AND STORYTELLING Our committee is very supportive of new, coordinated signage to direct people throughout the Park — to the Falls, to the North Bank, to the Pavilion, to Downtown, to parking. We also would like to see interactive storytelling in the Park, which could come in the form of signage or possibly in small gallery spaces. This is to share the Spokane Story with locals and visitors alike — everything from tribal history to the story of Expo '74 to how we are working to keep the Spokane River clean. There is a feeling we don't tell our remarkable story enough, and the Park is great place to do it.

LIGHTING AND SOUND Making the Park a clean, well-lighted place is another piece of infrastructure we want to add — not only on the Pavilion and the Promenade, but also along paths, under bridges, on the Falls. We are looking for a comprehensive lighting plan to bring the Park to life after dark. Sound is a related item, and could be installed throughout if Parkwide events require a sound system.

PATHWAYS, SEATING AND VIEWS Finally, there is also strong support for improved walking opportunities and new places to view the River and its Falls. This includes new paths and view stops where needed — on Canada Island, in particular, we recommend new paths closer to the edges and the water views. (We also advise to keep and improve/replace the existing structure on Canada Island.) This also includes improving the paths and views that we already have, especially the Centennial Trail as it runs through the Park, which needs to be properly noted and promoted in the Park as the major amenity that it is. The committee supports new seating around the South Channel, on the Plazas and along the Promenade to welcome visitors to stop for lunch, to meet friends or even work on their laptops.

5 RELOCATE THE ICE PALACE TO THE GONDOLA MEADOW

The committee wants to preserve the Ice Palace as a wintertime attraction in the park. The Gondola Meadow is the preferred site, closer to the urban core and parking. The committee advises that the design maintain as much open meadow space at the corner of Post and Spokane Falls as is possible. The committee also wants to have no permanent roof over the ice if possible. For additional information, see “Ice Palace” on page 17.

ADDITIONAL CAPITAL RECOMMENDATIONS

Listed in no particular order of support, these projects also earned a place in the Master Plan.

6 UPGRADE THE GONDOLA SKYRIDE

The committee wants to preserve the Skyride for years to come; one important improvement is to upgrade the cars to allow for more days of use during summer’s high heat. The committee did spend time discussing the possibility of extending the gondola as a people mover, from the Convention Center to Kendall Yards. It is possible, but the committee left that to the Park Board as an item for future consideration.

7 BUILD TWO NEW PLAYGROUNDS

The committee supports the idea of a natural playground, bordered by a bouldering play area, on the north bank hugging the river along Washington Street. This would add to the overall amount of greenspace in the Park. The committee also wants additional play options, stroller paths/parking and seating added to the Red Wagon Meadow, but without compromising the overall green feel of the meadow. The natural playground is aimed at older kids, roughly 10 and older, while the Red Wagon Meadow will be geared toward younger children.



CONCEPT ART: ICE PALACE IN GONDOLA MEADOW
IDR STUDIO, MATT MELCHER

8 CREATE BETTER VEHICLE ACCESS POINTS

The committee would like to see better auto access to the north bank via Washington Street, with an area for drop-off and loading, along with access to parking if new spaces are added. The committee did support the idea of creating additional spaces to address the public concern over parking. This could be as simple as adding angled parking along Spokane Falls Blvd. or as ambitious as a new parking garage.

9 ADD NEW RENTABLE EVENT SPACES

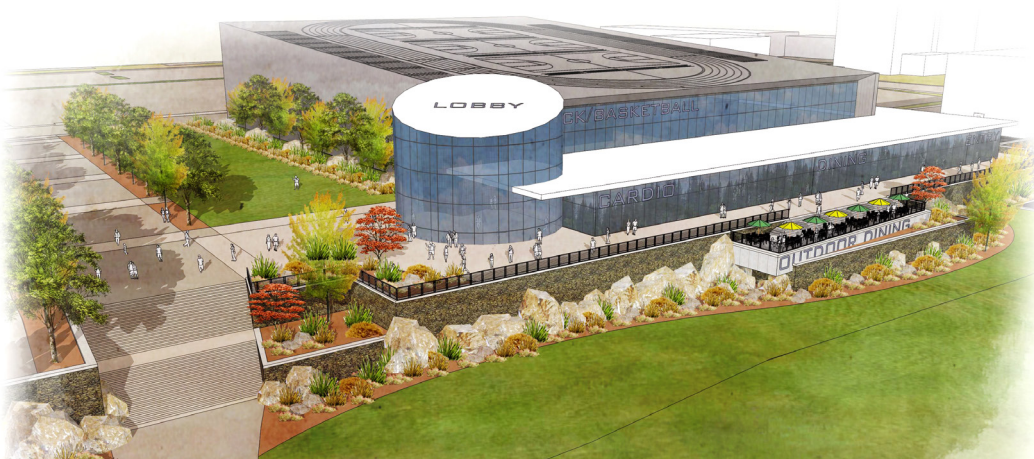
The committee was supportive of new structures in the Park that could be rented out for private parties, reunions and weddings. A new, enclosed shelter on the North Bank, replacing the existing picnic shelter, had the most support, followed by a shelter on Canada Island, which could be open-air. Other sites should be included in the list of rentable spaces, including the new event space in the Carrousel building.

PROGRAMMATIC RECOMMENDATIONS

These items will require expenditures but are mainly changes to current policy and Park management.

10 SUPPORT A FIELD HOUSE TO ANCHOR THE NORTH BANK

While ultimately not a Parks Department capital project, the committee believes adding a Field House, as is currently being vetted, would be a great use on the north bank and could spark additional investments and new uses. The committee was presented with a lot of additional ideas for the north bank but only settled on five for this set of recommendations: the enhanced north entrance and plaza; the new enclosed shelter for events; the new vehicle access point from Washington Street; the natural playground; and support for the Field House. Additional lease sites were discussed, from a climbing gym to a restaurant to a signature ride to housing. One intriguing possibility was to partner with WSU-Spokane, which may be not only in the market for a nearby student recreation center, but also additional designated student housing. But these ideas would be left to the Park Board to undertake in a future phase.



CONCEPT ART:
NORTH BANK
FIELD HOUSE
ALSC ARCHITECTS

11 CREATE A ROBUST LEASABLE PAD PROGRAM

The committee favors an entrepreneurial Park with more local, private firms allowed to do business there via leasable pads. The committee wants city staff to prepare the proper legal fixes to make this workable, and to create a program — identifying leasable spaces and encouraging local firms to bid on the right to lease them — to make this happen. A leasable pad can be anything from a small plot with electricity for a food cart to set up on for the summer all the way to a privately run restaurant located on Park land. Income from leases can help the Park cover some of its expenses and finance other aspects of its mission.

12 ESTABLISH A NEW MANAGEMENT MODEL

The committee wants a new entity created to, at least, program and market the newly refurbished Park. In fact, after EXPO, and up until the late 1990s, there was such an entity — the non-profit Spokane Sports, Entertainment and Arts Foundation (SSEAF) — making sure the Opera House had events and shows after the World’s Fair ended. Such an entity’s mandate could be even more expansive, potentially including responsibility for permitting, leasing/concessions, naming rights, sponsorships and security. It could be a quasi-public non-profit as in Portland’ Pioneer Square; other places like Central Park have created conservancies. Such a entity would have a board of directors each with their own specific expertise — and it could create advocacy for the Park and apply manpower to initiatives important to its future. Additionally, within the city structure, Riverfront Park could be viewed as an enterprise fund, similar to golf courses. The goal is to give the Park enough freedom to meet its expanded mission of drawing more visitors.

13 ADD NEW SAFETY MEASURES

The committee wants the community’s safety concerns about the Park addressed. It’s a key element, as outlined in “Optimize Safety” on Page 3. A lot of our recommendations do reflect the goal of a safer Park, for example that a busier, more open, better-lit Park will both feel safer to visitors and actually be safer. Specific measures supported include security cameras, following best practices and a stepped up security staff.

14 IMPLEMENT NEW VISITOR ACCESS STRATEGIES

This is related to “Vehicle Access Points” from Page 8, but it is an issue that needs a programmatic component, too. Along with a new drop-off access point off Washington, and the potential of adding parking spaces, we advise a coordinated effort to inform visitors, via signage and marketing, of where to park to best access the Park. Perhaps a shuttle bus could make the rounds during busy times of year to connect satellite parking with the central park. The committee did not have all the answers; a study of needs and solutions might give the Park Board the best advice to follow through on this recommendation.

ADDITIONAL INFORMATION

More detail on some of the key items in the Master Plan, along with a look at the parks we admire most.

15 EVENTS

The committee believes that the future Park must offer more events. There are models to follow all over the nation, from Portland's Pioneer Square to Millennium Park in Chicago. Successful urban spaces are using events to draw local visitors. Some events are created in partnership with existing groups, while others are created and run by the parks themselves, often with sponsorships and usage fees that allow the organization programming the park to keep doing more events. An events infrastructure big enough to fulfill the Park's potential will require more manpower. Here is an overview of the Park's programmable spaces and some events that might be incorporated into the annual schedule the way Hoopfest and Pig Out have been. In time, the goal should be to have events happening in the Park all the time. Venues include: The Pavilion, Central Plaza, Ice Palace/ Summer Plaza, Lilac Bowl, Clock Tower Meadow, Floating Stage (PFD), Huntington Park (Avista), North Bank Plaza, North Bank Shelter, Canada Island Shelter, small pads for musicians, etc.

SCHOOL FIELD TRIPS RFP should develop a standard field trip experience that includes entertainment and cultural history and market it more aggressively to schools and school districts. Could tap into Mobius Science and the MAC for programming help. The season for this is mid-April through early June and mid-September through early October. The school districts, parents groups, foundations or students themselves could fund these paid visits.

FARMERS MARKET Riverfront Park needs to be home to a big, regular farmers market. Saturday mornings seem to be the best day. Planning will require looking at existing markets and dates. But ultimately we need to make it happen and, over time, vendors will follow wherever the biggest crowds of buyers go. RFP can attract the biggest crowds. The market could run from April through October, with a couple blackout dates on busy weekends (maybe just Hoopfest and Pig Out).

LOCAL HISTORY GUIDED PARK TOURS We could develop some kind of program, independently or with the MAC, to take small groups around the park and point out historical

points of interest — Ice Age floods, the Spokane River, railroads, fur trappers, Native Americans — and tell the story of Spokane, Expo and Riverfront Park. Could be on the train, or a walking tour. This would be a paid tour. You could develop different tours — like an after-dark ghost tour, a longer adventure loop tour, or a bike tour. You might be able to coordinate with local colleges and make it a part of their curriculum — in the classroom during the year, becoming a docent over the summer for school credit. Would likely just be busy enough to run in the high summer months, but if successful it could be expanded.

SMALL LIVE MUSIC SHOWS Small music shows, along with other kinds of entertainment, need to be scheduled all summer long all over the Park. This will take funding without income to offset it, but it will draw people to the Park.

SPRING BREAK A big week in the Park, when a variety of events are scheduled. This might be a good week to bring in rides and a carnival. Most kids and parents in the region are looking for something to do this week, and RFP should capture that demand.

FOOD TRUCK THURSDAY Occasionally throughout the season, invite food trucks to come to the park and set up shop for the afternoon and evening. They would need electrical power. Could open it to other vendors, too. Some permit fee would be required for them to participate.

FESTIVAL OF FLOWERS Get local garden clubs to do displays of flowers. Leave them up a week and people can come down and walk through. Central Plaza would be a good location for this. Local firms can sponsor the individual displays, and timing it to lead up to Bloomsday would make sense, although weather can be dicey. If nurserys are involved, they end of the event could turn into a plant sale. This is popular in Portland's Pioneer Square.

EXPO DAY/WEEKEND A new annual event commemorating Expo '74 in the park. Could be the day before Bloomsday every year, or some open weekend during the summer. 1974 prices, stuff like that.

FESTIVAL OF LIGHTS The general idea is to hold a series of events at night with lights, music, special events, vendors — just a general get-out-and-be-together kind of night. A special light show on the Pavilion that night would be a focal point, perhaps involving a lighting artist. We could time them to land on special days — to punctuate the end of Expo Day, for example, maybe on the summer solstice and for a Tree Lighting Festival the day after Thanksgiving. Maybe we would do six of these each year.

WATERFIRE In Providence, R.I., they stage a series of events along the waterfront called Waterfire. They combine the burning of wood in huge braziers with concerts and food to attract people to the city center. There are more than one of these per year. Our committee heard about this and liked the idea, but we did not make much more progress than that. A similar outcome could be accomplished with light and sound.

SPRING BARREL WINE TASTING We could create a Park component to this event that already happens at the various wineries each year. If we can show that it could grow their event — maybe make it a preview. This is the kind of “make-it-happen” approach the Park needs — working with events that are already successful if we can.

CARNIVAL FESTIVAL This is the idea of spreading rides and carnival attractions across the parks’ venues for a week or 10 days. Maybe it would fit during Spring Break, or maybe it would fit during the Lilac Festival, making that more like a three-week event from Bloomsday to the Parade. Or maybe during the summer with better weather.

ARTFEST It would be great to get ArtFest to move to Riverfront Park. Again, convincing existing events with solid track records to come to the Park will be tricky but should be a part of the strategy.

MOBIUS MAD SCIENTIST MONDAY Work with Mobius Science to develop a 45-minute show and have them perform it — with cool explosions and bubbles — in the Pavilion throughout the summer. It can be paid, but Mobius Science could have their scientists out in the park doing demos for free earlier that day. Would be nice if it had a conservation message about water, but kids like explosions, and this is another example of partnering with existing local groups that can bring energy to the Park.

HIT THE BEACH WEEKEND/SANDCASTLE EVENT There’s a firm that brings in the sand and sculpts it into art — people can watch that happen, and wander through the displays once they are made. Kids can play in the sand, too. You could play up the beach concept in other ways, too. Again, a popular draw in Portland, where each display is sponsored.

CHEF’S DINNERS Popular in Seattle and Portland, these are chef-created meals for 50 or 100 people. You can showcase different chefs, a winery and/or brewery and charge per person. Again, a permitted event that generates a fee.

OUTDOOR MOVIE NIGHT A recurring event in the park, as we had in the summer of 2013. Having a promoter run this would be perfect — they handle it, but the Park and downtown benefit. Under the Pavilion, so rain is not a problem.

DJ NIGHTS Aimed at millennials and high schoolers, you just bring in a DJ, security, maybe promoted by a radio station.

SUMMER CONCERT SERIES I would aim this at summer touring acts in the Festival at Sandpoint range — or the ones who play the Portland or Seattle zoos. Get an above the title sponsor, have your food and drink vendors on hand, and our under the Pavilion space would come alive those nights with a couple thousand people. Something like four to six concerts a summer would be nice. Would love to find a promoter to make it happen.

HOOPFEST Center Court should be a great fit under the Pavilion. It would be cool if the Hoopfest store could fit there, too. And if we get the technology to project images on the side of the Pavilion, Nike, as part of their sponsorship, could project their logo up there all weekend long. That could be another revenue source, if the technology is added — to sell logo placement there on special occasions.

CRAFT BEER FESTIVAL Riverfront Park is ripe for an annual craft beer festival in the middle of the summer, similar to the existing Washington Beer Festival. A note on beer and wine: Many event promoters want to include drinking in their events, and the Park needs to figure out how to legally and logistically accommodate this.

MOZART ON A SUMMER’S EVE This event, bursting out with two sold-out nights at Manito, could add a night in RFP.

POWWOWS The Park already hosts the Spokane Powwow, but this event could be given more prominence and attract even more people. Perhaps there is an opportunity for a regional powwow like July-amsh, the one that the Coeur d'Alene Tribe hosts every summer in Post Falls.

BROADWAY UNDER THE STARS Could we convince Best of Broadway to bring a traveling show to play outside in July? Could we hire the Spokane Civic Theater or CDA Summer Theater to stage a crowd-pleaser like *South Pacific* every summer? This would be a ticketed event, but again it's a night when food vendors will be out in force and a good crowd will come down for the show. Would need to be at least a week, but if popular could run multiple nights. You could also hire the Idaho Rep in Moscow to bring one of their Shakespeare productions up each summer.

NORTHWEST FOLKLIFE FESTIVAL I'd love to bring this Expo highlight back to the park. Every summer the Smithsonian does this on the Mall, and they pick three genres to focus on — New Orleans Jazz, Hopi Culture — stuff from all over the country. We could follow that lead and do just a couple really well, or even just one. The idea is that participants need to demonstrate their culture somehow, including food, dance, storytelling, whatever. I could see the Russian community in there, any individual tribes that would like to participate, those fur trapper reenactors, Potlatch could sponsor a lumberjack demonstration. The idea is that you interact with live people and learn more about all the cultures that make up the Inland Northwest — and have made it up in the past.

SPOKEFEST Another example of an event that could become a weekend-long festival, with demos, and fun stuff for kids.

OCTOBERFEST It seems like a proper, more expansive Octoberfest is a no-brainer for the park; could partner with the Washington Beer Commission event to make both bigger.

TERRAIN You could turn this festival into a three-day affair, with a swanky opening Thursday night then it being part of the Visual Arts Tour. It is early October, but it could go under the Pavilion with food, drink and space for a lot more art.

CHRISTMAS TREE LIGHTING CEREMONY We need to bring this event back for the day after Thanksgiving. I think we should install a giant tree (from one of our national forests) every Christmas season on the Clock Tower Meadow, or just light one of the living trees. The big deal here is drawing people downtown to shop and watch as the lights go on the tree. Could be a Festival of Lights night, too, with more stuff going on. They literally pack all of downtown Coeur d'Alene every year for this event, and we could do the same.

WINTER FESTIVAL Christmas Break should be filled, like Spring Break, with stuff happening everywhere while the kids are out of school. But we could do like they do at Seattle Center and run a Winter Carnival from the day after Thanksgiving through the New Year, with skating, snow sculptures, snowboard trick demos. The new holiday light show could be an anchor element of Winter Carnival. At the end, First Night could locate events under the Pavilion and in other Park venues, along with throughout downtown.



CONCEPT ART: NORTH PLAZA AND CLIMBING GYM
NYSTROM OLSON ARCHITECTS

SYMPHONY ON A SUNDAY We need to figure out how to get the Spokane Symphony to perform in the park at least a couple times a summer. This is one of those events that might need to be a loss-leader — we cover costs for a couple years until the proper sponsorships come into play. This could be a free event to the public via sponsorships.

BOOSTING EXISTING EVENTS Events like the OUTSPOKANE PRIDEFEST that already happen in the park could be nurtured to become even bigger. That is the case with BOBFEST (the Battle of the Bands for high schoolers), too, which could be huge. KIDS DAY is a longstanding event; seems it would be easy to make it Kids Weekend or Kids Week.

16 REVENUE STRATEGIES

If the example set by other successful urban spaces can be followed, Riverfront Park has huge potential to generate revenue. This is not to create a surplus for the city or the Parks Department, but to be pumped back into the Park to fund even more events and initiatives.

TRADITIONAL PARK FUNDING The amount spent out of the Parks budget is a starting point for the future Park — but it is also an important foundation to build from.

PARKING The parking spaces inside the Park are among the most reliable sources of revenue today. Adding more would not only bring in more money, but also address the parking problem that is perceived by Park users. Of course any new lots or structures could crowd out important Park lands and take time to pay off before they start producing real income.

LEASE INCOME Whenever a private firm sets up shop in our public space, they should be paying. This can be as large and ambitious as a signature restaurant or climbing gym on the north bank all the way down to a food cart owner setting up shop in a particularly busy part of the park for the summer.

POTENTIAL LEASABLE SITES A preliminary step would be to identify places inside the Park that would make for desirable places to do business. Here are a few locations and uses: A signature restaurant; a signature ride, like a ferris wheel or a Skytower ride that offers views down on the River; a climbing gym (there is a private proposal on this in the works); the north bank shelter — a publicly owned event space that could be privately operated; food service spaces inside the Pavilion; the ice skating support building — hot chocolate, skate rentals; the Fountain Cafe (currently Park-operated); a Centennial Trailhead vendor space, with bike rentals and concessions, possibly on the Bosh Lot; and of course there should be pads with electrical hookups placed around the Park for either season-long leases or one-day-only uses for food carts, trucks or other non-permanent vending operations. In special cases the Park may want to build permanent structures that can be leased.

CONCESSION INCOME Similar to lease income, this is the idea of selling inside the Park. The Park might decide that selling food on special occasions has a different fee than a simple lease. The Park may want to look closely at opportunities here, like allowing food vendors but controlling the sale of drinks as a revenue strategy.

IN-KIND CONTRIBUTIONS The good will surrounding the Park and its events can easily translate into community-minded organizations contributing in other ways than cash. This should be pursued and would support the Park's overall budget picture.

EVENT PERMIT INCOME Every public event in the Park requires a permit and a fee. Different events should command different permits, especially distinguishing between events that serve alcohol and those that don't. There can be a non-profit rate. And the level of security and liability protection required would also mandate a certain permitting level and fee. Permitting needs to be simple and streamlined.

“The reason for the world’s fair was not to have a party. It was to save downtown.”

— KING COLE

GRANT INCOME Probably not a huge part of the picture, it could come into play if there are initiatives inside the park that have an educational component that aligns with a particular granting organization’s goals. Maybe an interactive Ice Age Floods component could find National Park grant funding, for example.

SPONSORSHIP INCOME Sponsorships are a crucial way that all events make money. If a local organization runs an event in the Park, they should be allowed to sell sponsorships. If the Park is running an event on its own, it, too, should be able to sell sponsorships to local firms that want to either support the event or gain publicity from it. This is another area where a separate non-profit programming the Park would have more flexibility in pursuing this potential revenue stream. It’s hard to think of any local businesses that wouldn’t want to be a part of events at the Park. Event and Sponsorship income is the single largest revenue stream for Pioneer Courthouse Square in Portland, which is a city park operated by an independent non-profit. IKEA, for example, simply sponsors “Summer at the Square.” You can dream up all kinds of opportunities on this front.

NAMING RIGHTS INCOME This starts to veer into sports stadium territory, but there is real money to be made. Of course there is a line of good taste not to cross here, but it seems like the community would be OK with private naming of some of the new features in the Park. While we would never consider selling a brand on the Loeff Carousal, perhaps

the amphitheater under the Pavilion could be named for an annual fee on a long-term contract like they do at Avista Stadium. Other possibilities include the Ice Palace, the various shelters in the Park and perhaps the playgrounds. Everyone wants to see a Park that takes advantage of all opportunities. And as voters continue to ask local government to do more with less, they should be open to some spaces in the Park given to tastefully done marketing opportunities.

A NEW DEDICATED FUNDING SOURCE The gold standard for successful public organizations is a dedicated funding source. The Public Facilities District fulfills its mission for the community because of strong management and because the state legislation included a reliable source of public funding. The Parks Department’s annual funding can be viewed as a dedicated stream, but it is not locked in. There is also enabling legislation in the state of Washington for the creation of a Parks District; perhaps Riverfront Park would qualify. There are also existing revenue streams that could be tapped, although that could shortchange other groups that use them — the hotel-motel tax is an example of this. Maybe the state will allow a local option to add on to the new cannabis tax and that could be added to the Park’s bottom line. Finally, perhaps a cultural resource fund, if allowed by state law, could help to fund cultural activities in the Park. If the Park is allowed to become more entrepreneurial, perhaps additional funding of this kind would not be necessary, but if management stays the same, some additional funding will be required to fulfill the Park’s expanded mission.



CONCEPT ART: CENTRAL PLAZA
PAUL F. HIRZEL, ARCHITECT

17 THE PAVILION

The old United States Pavilion is our Space Needle — the icon of Spokane that appears as shorthand for Spokane. And there is genuine symbolism to it: It's our centerpiece, the place where we righted the wrongs of the past and restored our River. It's a special place — maybe the closest thing to a physical representation of our soul that we have. But today, it's monumental scale promises something special, but does not deliver. So our committee spent a lot of time envisioning a more fitting role for the Pavilion to play in the next 40 years. That role is to make it a gathering place — what we called a Swiss Army knife of an event facility. A place you could see a mayor get sworn in, buy fresh veggies from a local farmer, watch a local band during Pig Out or party away the final hours of New Year's Eve. Havermale Island has been a tough riddle to solve, which makes careful planning a must. Year-round businesses have never thrived on the Island. Our committee supports the idea that Havermale Island be programmed as a seasonal use — Spring Break through early October and open during the holidays, closed the rest of the year, except for special events. Here's a quick look at some of the key issues surrounding the Pavilion.

THE PAVILION ROOF If you look at the Pavilion, it's obvious that something's missing. The roof fell off in the 1980s and we never replaced it. Our committee wants to see that roof replaced for a variety of reasons, not the least of which being the symbolic importance of restoring it to full glory. It also would create shade for summer events, and heat is a problem. And with 21st century lighting, we feel it could become a potent icon and attraction all its own. The good news is there are modern materials that are rated to last many decades — as you can see at the Denver and Riyadh airports. Our committee favors something a little more translucent, to let more light in, than the canvas we had in 1974. While the committee wants to recover the Pavilion, we did not totally settle on what that would look like; one consultant wowed us with a vision of an inner dome inside the wire skeleton of the Pavilion. It could be moved around to protect the interior from rain, and it would make a cool canvas to project films or images onto. It was an amazing vision, so the idea of recovering it does open the Park up to a lot of exciting ideas.

ACCESS Any space that stages events needs to have the proper access. Just look at the Spokane Convention Center,

where at least 10 loading bays accommodate visiting shows and events. The Pavilion is in a tricky spot, and it will take some real imagination and engineering to create a solution that will allow trucks large and small to access the Pavilion. We considered an off-ramp from Washington that would tunnel under the Pavilion, but the most likely scenario is to bring trucks off Post, through the promenade there, across the new Central Plaza and to the Pavilion that way. This will require some kind of “delivery entrance” that may need to be hidden by landscaping or berms. Delivery access will have to be done during early morning hours only when the Park is not busy. The logistics will need to be carefully considered. Additionally, there is the question of visitor access on foot. Of course the existing south-facing entrance will continue to be the main one, but the back entrance is another way to access the Pavilion. There's also an entrance at the East, up high above the floor. We have looked at carving out a bay or two of the building and allowing access from straight back at the Central Plaza. All of it will need to be flexible, so that for ticketed events it can be fenced and controlled.

AMPHITHEATER The actual theater within the Pavilion will need careful attention, too. Should the stage be permanent or moveable? Should there be a bandshell? It will need a control room and rigging for lights. As for seating, should it be permanent or moveable, or a combination of the two? How many seats are the correct number? Perhaps there could be booths like they have at Avista Stadium up around the back of the seating that could be rented for events? Maybe a band of grass for people with blankets? There's a question of orientation: Could you incorporate some views of the skyline or even the river by putting the stage in a certain spot? Every theater needs staging space, where will that come from? It would be nice to keep a good amount of the floor of the Pavilion open and flexible to stage things like art shows, Pig Out and Hoopfest's center court.

FACILITIES The Pavilion will need more bathroom capacity than it has today. Also is the question of how to incorporate vendors for those big events — should there be permanent structures, again like the concession stands at Avista Stadium, or should it all be set up per show like they do at Memorial Field for the Festival at Sandpoint? One thing that is certain is that there should be a 21-and-older beer garden incorporated right into the design, as that is a major revenue center for any event facility.

CAPABILITIES Our committee was excited by what we saw many other cities doing with projecting light and images on walls and buildings. It's worth looking at how possible it is to project images onto the sides of the Pavilion roof. A robust lighting plan is a must, especially for the exterior of the Pavilion, but also on the inside — for concerts or special events. Lighting designers are doing amazing things these days, and with the advent of LED technology, the power costs are much lower. We do envision having the Pavilion amphitheater set up to show movies as an attraction that can perhaps replace the IMAX experience.

THE IMAX The committee advises to not only close the IMAX theater but also remove the building that houses it. We came back to this debate again and again over the course of our process, but in the end it was not close: Nearly three-quarters of the committee felt the removal of the IMAX tower is “essential.” Times have changed since the IMAX opened in 1978: IMAX movies are now available a block away in River Park Square, and people can even watch movies on their phone. It's time has gone. Nearby, under the new Pavilion, outdoor summer movies will satisfy some of the demand for the movie experience in Riverfront Park. Removing the old tower will open up new space for the Park's new Central Plaza, with River views. And it will allow the Pavilion to retake its place as the unimpeded centerpiece of Spokane.

EXISTING INDOOR SPACE Finally there is the question of the existing built spaces. Our committee advocates the removal of the IMAX tower, but there was some uncertainty about the main floor below to tower; if it served a use, our committee was generally OK with keeping it. The old home of the Spokane Story in the East Pavilion could be converted to

storage, but at least some of it will have to go to make room for the amphitheater. Finally there is the gallery space that is part of the original Pavilion, where there are concessions, offices and mini golf. It seems likely that these spaces would get swallowed into the overall needs of the Pavilion — staging and deliveries could wind up in there if the delivery entrance backs in there, concessions and bathrooms might need to remain there. Maintaining some offices there would be ideal — to have Park staff right on site. If there is surplus space, however, you could do an indoor dining area or a gallery that could be leased out. As you can see reading through this section, the big picture needs to be coordinated by experts in the field of amphitheater construction and management.

ART Along with the plans for dynamic lighting, there will be great opportunities for even more art inside the Pavilion. It might be the place to put a tribute to EXPO and the men and women who made it happen here. The walls around the East end of the Amphitheater could be a place to tell, in murals, the Spokane Story (an attraction from long ago that lived under the Pavilion). Maybe one or all could be community art walls that change every year. And as they did in EXPO, you can hang art pieces down from the cabling structure.

AMUSEMENT RIDES After much reflection, the committee concluded that the current collection of amusement rides are not compatible in the future Park. This does not include the train ride that takes visitors through the Park. Amusement rides could be invited into the Park as part of a festival each year as a kind of transition or as a permanent annual event. As an anchor of the Park's season pass program, future programming would need to address this loss to maintain a robust season pass program.



CONCEPT ART: CANADA ISLAND SHELTER
OLSON KUNDIG ARCHITECTS

18 LOOFF CARROUSEL

The Loeff Carrousel is one of the most beloved attractions in the Park, but it could be even better. The committee advises that the old, EXPO-era building that houses it be replaced. But what would go in the new building? The big message from Park staff is that the Carrousel needs an adjacent space that can be rented out for special events — birthday parties, fundraisers and corporate events. Currently there is barely any space to host such events; still, the Carrousel is booked fairly solid with private events throughout the holiday season. A study of some kind would be wise to determine the optimum size for an event space. Making it big enough to host a wedding reception might seem a stretch, but it could also open the door to even more opportunities — and resulting income for the park. A proper concession area would also help the facility function better, and it could be the best place in the Park to sell souvenirs. Another idea was to add on a restoration gallery, where the team that maintains the old Loeff pieces does their magic. Watching them work would be a tourist attraction all its own. And you could incorporate a kind of gallery detailing the history of the Carrousel; if there was room, you could add Park and EXPO history into the gallery space, too. Our committee likes the idea of gallery space, but only if it makes sense from a financial and square-footage perspective. The sites we have in mind for the Carrousel — on the Clock Tower Meadow and roughly where it is today — are tight, and a smaller footprint would be better. Design-wise, our committee responded positively to the idea that the new building be mostly transparent to showcase the beauty of the Carrousel — and taller, so visitors can see the entire height of it, which is hidden in the current building. Finally, the idea of an elevated deck looking out on the Park as part of the building, perhaps incorporated into the rental space, would make it a very attractive place to stage an event.



LOOFF CARROUSEL

19 THE ICE PALACE

Like the Loeff Carrousel, the Ice Palace is a beloved and well-used amenity in the Park. To make way for our exciting plans under the Pavilion, it needs to move. The committee thinks this will make the ice even more popular, as we recommend moving it to the Gondola Meadow near River Park Square and downtown. The new sheet will not be used for hockey; the Field House, however, is investigating the possibility of including hockey ice in that proposed facility. The committee finished its process without total closure on the question of ice, since there are important questions remaining. Specifically, there is debate about whether an outdoor sheet of ice does or does not need a roof over it to function best. The current ice in the Park is covered, but there are sheets around the nation that are not. The Park Board will need to investigate this question; our committee prefers either no roof or as non-invasive as possible. Another question is what can be done with the ice sheet during the warmer months. We have seen some places that convert it into a plaza — like a Summer Plaza where events could be staged or people could dine outside. Others turn it into a reflecting pool or even a fountain. Finally the Ice Palace will need a support building, but again how big is a remaining question. A place to buy hot chocolate and other concessions is a requirement — although the Fountain Cafe is nearby and could perhaps serve that function. Visitors also need a place to buy tickets and rent skates. There needs to be a shed at least to store the zamboni. And some kind of viewing platform or low bleachers for family members would likely be well used — and could be a place to stage events during skating season or in the summer. A raised platform could be a place for a band to play to seated visitors, or where a DJ could play from during a high school skating event. Daytime curling has great potential as a draw on days when that corner is, at present, empty. Finally, our committee was quite torn on using the Gondola Meadow for this purpose. Ultimately a clear majority endorsed moving the ice there, but there is also a strong feeling that the Park Board should endeavor to maintain as much open, green space on that corner as possible. Several committee members continued to urge that we look into other options as our process wrapped up.

20 PUBLIC ART

Some changes might require moving key art pieces like the Garbage Goat or the Bloomsday Runners. The Park Board should seek approval from the proper arts authorities on such decisions, if needed, but they could become even more visible if that is necessary. There is also a proposal for a sculpture garden on East Havermale. The majority of the committee rated this “good but not a priority,” but there is agreement that East Havermale is the best location if a sculpture garden is undertaken. We also liked the idea of some kind of a signature art piece in the Park — perhaps at the Central Plaza or even running throughout the Park like an interconnected bench system that could be interpreted by a variety of different artists. Something unique — like the giant bean (officially called “Cloud Gate”) at Millennium Park in Chicago — can be a draw all its own. Ken Spiering is interested in expanding on his Red Wagon with another monumental piece, and Hoopfest has a design for a new basketball-themed sculpture. The Spokane Arts Fund is interested in getting involved when the plan for public art in the Park becomes more clear — especially in the proposed Sculpture Garden. And the Sister Cities Association is set to kick off fundraising on an garden with art pieces from our sister cities inside the Park. Finally, light and sound is also an art form all its own, including even projecting images onto buildings around the Park or the Pavilion.

21 INSPIRATIONS

During our year of meetings, we talked a lot about the public places we all have visited and loved.

BOSTON COMMON AND BALBOA PARK IN SAN DIEGO These are two public spaces that found themselves generally where

Riverfront Park is today — filled with potential, beloved by all but running short on funds. Both cities did some deep thinking and found ways to maintain the mission. In Boston, they stuck with a stepped-up city management model supported by a variety of civic “Friends” groups, while in Balboa Park they went in the direction of Central Park and created a conservancy. “Boston Common is in peril and the responsibility for its preservation is great,” their 1996 master plan stated. Today, Boston Common continues to thrive and serve as one of the great public spaces in America — but it takes constant care by citizens and their representatives. Balboa Park was in even more desperate straits: “The City of San Diego cannot act alone in financing and operating Balboa Park. It must build on existing partnerships, identify new partnerships, increase private donations, identify or create new sources of revenue, and provide a process to ensure that donations for projects and services match priorities.” That’s part of the preamble to their decision to convert management to a conservancy. Many cities have struggled to maintain their most important public spaces, and there is a lot to be learned from that collective story.

THE PROJECT FOR PUBLIC SPACES There is a group out there that studies all those struggles — what worked, what didn’t, how are the most dynamic parks keeping their mission alive? Great resource for this project. Check it out at www.pps.org.

EUROPEAN PARKS Many committee members love parks they have visited in Europe, where people meander, lay around, read, sit in a chair and have lunch — basically relax like they’re in their own living room. Walkable paths are another key feature. Ken Brooks, the late architect who argued for years prior to EXPO to reclaim the city’s waterfront, always cited European parks as his inspiration.

MILLENNIUM PARK’S
CLOUD GATE



SAN ANTONIO RIVERWALK We love this old WPA project that winds through downtown San Antonio. We want to duplicate the energy it brings to that waterfront. While we don't envision its level of density — or riverboats — we do like the idea that water is an attraction all its own. The Coeur d'Alene Boardwalk offers a similar inspiration. While few can afford waterfront property, the waterfront along the south channel of the Spokane River is everyone's waterfront property. Having an ice cream walking along the water with your date after dinner downtown is kind of a quintessential Riverfront Park experience. We'd love to see more seating, dining and general activity along that stretch.

MILLENNIUM PARK CHICAGO As the biggest public space construction project in many decades in America, it is over-the-top ambitious — with a \$475 million pricetag to match. The funny thing is, you can't find anyone complaining about the price — MP has delivered vitality into the center of Chicago. In fact, when Boeing chose to relocate its HQ to Chicago, it cited quality of life, which led pundits in runner-up Dallas to point to things like Millennium Park as the difference maker. Millennium Park also has an outdoor amphitheater, and it is a cold weather city, so it can provide guidance as we study that for our Pavilion. And its signature art piece, "Cloud Gate," has become one of the most photographed icons in that city. Millennium Park, like Riverfront Park, is built on abandoned railroad land, and they took care of parking needs by adding levels of parking underneath the entire space.

THE BAY LIGHTS PROJECT Right around the time we started thinking about the future of the Park last year, artist Leo Villareal launched his Bay Lights Project. The San Francisco Bay Bridge was lit up with LED lighting, and Villareal controlled the visuals with a series of computer programs — with lulls, light explosions, patterns. People lined the waterfront at night to watch it, mesmerized. Now public fundraising is keeping the lights on until 2026. It's become

an attraction all its own. It became an inspiration as we studied lighting in the Park, particularly on the skeleton of the Pavilion. A light show like Villareal's every night would be spectacular.

SEATTLE CENTER Like Riverfront Park, Seattle Center was first home to a World's Fair — theirs was in 1962. Seattle Center has a ton of exciting activities, but it's worth studying in particular because of how many leasable pads it has. The Space Needle and its restaurant is privately operated, as is the Experience Music Project and the Chihuly Garden. Seattle city government continues to manage and operate the Seattle Center, but it gives it the attention it deserves by partitioning it off as an entire city department.

PIONEER COURTHOUSE SQUARE Since 1984, Pioneer Square in downtown Portland has been a public park run by a semi-independent non-profit. With 300-plus events a year, it is one of the most successful public spaces in the Western United States. So this is not only a model for the variety and cleverness of the events they host, but also for its innovative management model. Despite its visionary management structure, it, too, continues to struggle for funding.

NEW YORK'S CENTRAL PARK Probably the most famous public space of all, few people realize that in the 1980s the neighbors of Central Park organized and formed the Central Park Conservancy; the Conservancy operates the entire park independently of New York City government. This park, designed by the famed Olmsted Brothers whose firm made recommendations about Spokane's parks, features the active uses on the edges, with the more passive uses in the center — an arrangement that makes sense for Riverfront Park, too. Central Park also has lots of leasable pads, from the Tavern on the Green to pads for hot dog carts that command huge lease payments — one vendor pays \$289,500 a year for the coveted location outside the Central Park Zoo.



THE BAY LIGHTS PROJECT

ROCKEFELLER CENTER AND THE NATIONAL GALLERY, D.C.

These are two examples of outdoor ice skating that not only provide fun for users, but also create street vitality. There are many examples to look at when it comes to outdoor urban ice sheets.

THE SEATTLE WHEEL Although we recommended against a collection of amusement rides in the Park, we were intrigued by the idea of one signature ride, like they have added at the Seattle Waterfront. Again, it is lit up all night, and has been very successful — ferris wheels have become the hot item, with the London Eye and the new one in Las Vegas. We could see a signature ride on the north bank, and we even had one ride designer create a concept of a gondola tower that raises you up high and then around, slowly, in a few rotations. If we get such a ride, perhaps the best way is through a private operator. The Seattle Wheel is privately owned and operated.

OUTDOOR MUSIC VENUES As we've considered having an outdoor amphitheater that would, among other events, feature live music, we looked at venues around the Northwest. Obviously the Gorge offers the kind of spectacular setting we hope to approximate, but it is much larger than ours would be. Similar in size are the Festival at Sandpoint and the circuit of concerts that run through the Oregon Zoo in Portland and the Woodland Park Zoo in Seattle. All three have great lineups and offer food vendors as part of the experience. It's also worth looking at things like the Spokane Arena and even the Seahawks Stadium, as they both offer private boxes to vary the price points and generate more

money. Stadia have their own set of economics that are worth understanding, but suffice to say that many highly successful sports facilities may only have 20 events a year. It's all about maximizing the experience on those days they are in use.

EXPO '74 Of course we're inspired by all that went on in the Park during that epic year of 1974. By choosing a theme of better stewardship of the environment, Spokane showed the world a new way to start thinking about our planet. That's something we can all be proud of. As for the Fair itself, one important thing for us to remember is that there were events all over the Park, every single day of Expo's run. Attractions were important, too, but a mix is the recipe for success. The Folklife Festival, in particular, is something that could be a unique feature in the future Park. There's also support for reinventing the giant butterfly that dates back to EXPO — perhaps putting new canvas on yearly, with images or patterns. Telling the story of the World's Fair is also a goal. Perhaps the most important inspiration to be drawn from EXPO is how it happened. The EXPO team performed a series of civic miracles to deliver this Park to us. They never took "no" for an answer in pursuit of their goals, and they dared to dream big and act on it — the same recipe that created things like our national parks and even Disneyland. King Cole and so many other leaders from the '60s and '70s remain a tough act to follow. But if we look closely we can see that they left us the instruction manual so we can keep perfecting the project they started. **END**

— Ted S. McGregor Jr., April 17, 2014



TED, PIPER AND JER: EXPO OPENING DAY, MAY 4, 1974



MASTER PLAN
2014

