
BRIDGING CITIES

THROUGH INNOVATION & TRADITION



Iowa Falls' Investments Along River Road

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Presentation Roadmap

- Community challenge
- Water supply study and findings
- Infrastructure requirements
- Strategic opportunities identified
- Public-private partnerships
- Development outcomes
- Return on investment
- Lessons learned



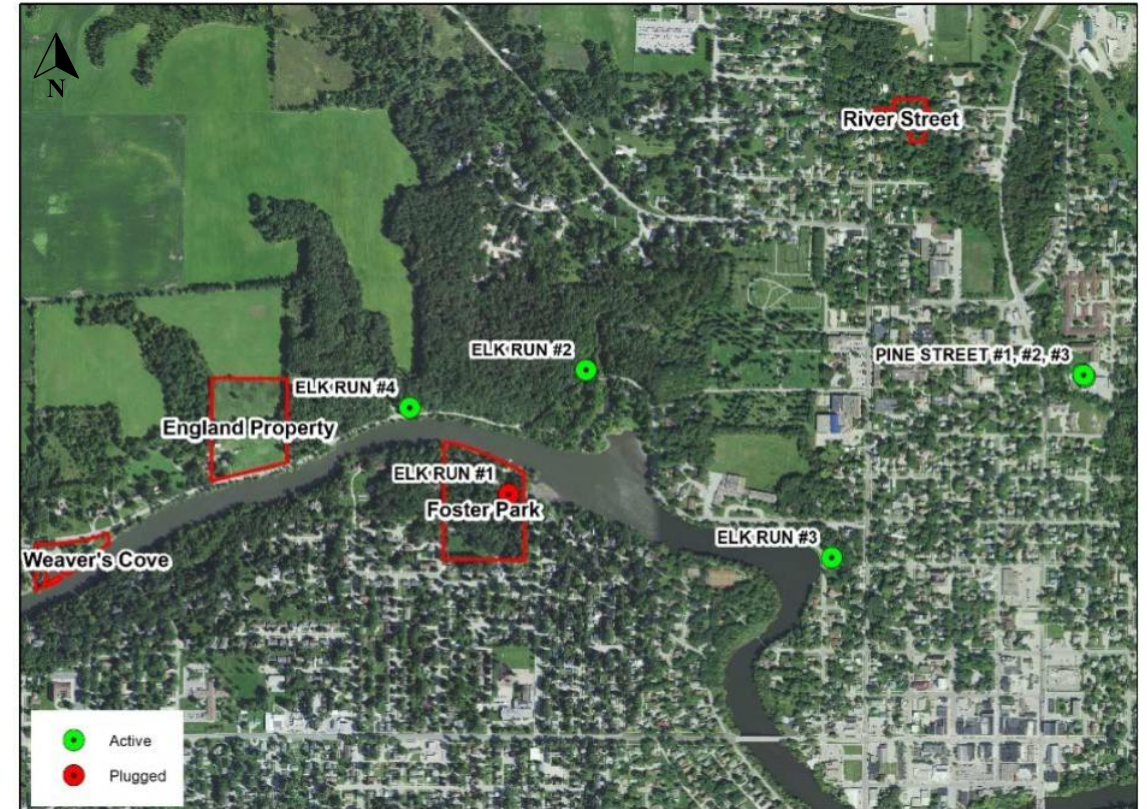
Source: Elinda Art Design - stock.adobe.com

What Return Does a Community Receive From Major Infrastructure Investments?

- Traditional measures:
 - Utility reliability
 - Regulatory compliance
 - Service capacity
- Broader measures:
 - Housing growth
 - Economic development
 - Increased tax base
 - Community competitiveness

Community Challenge

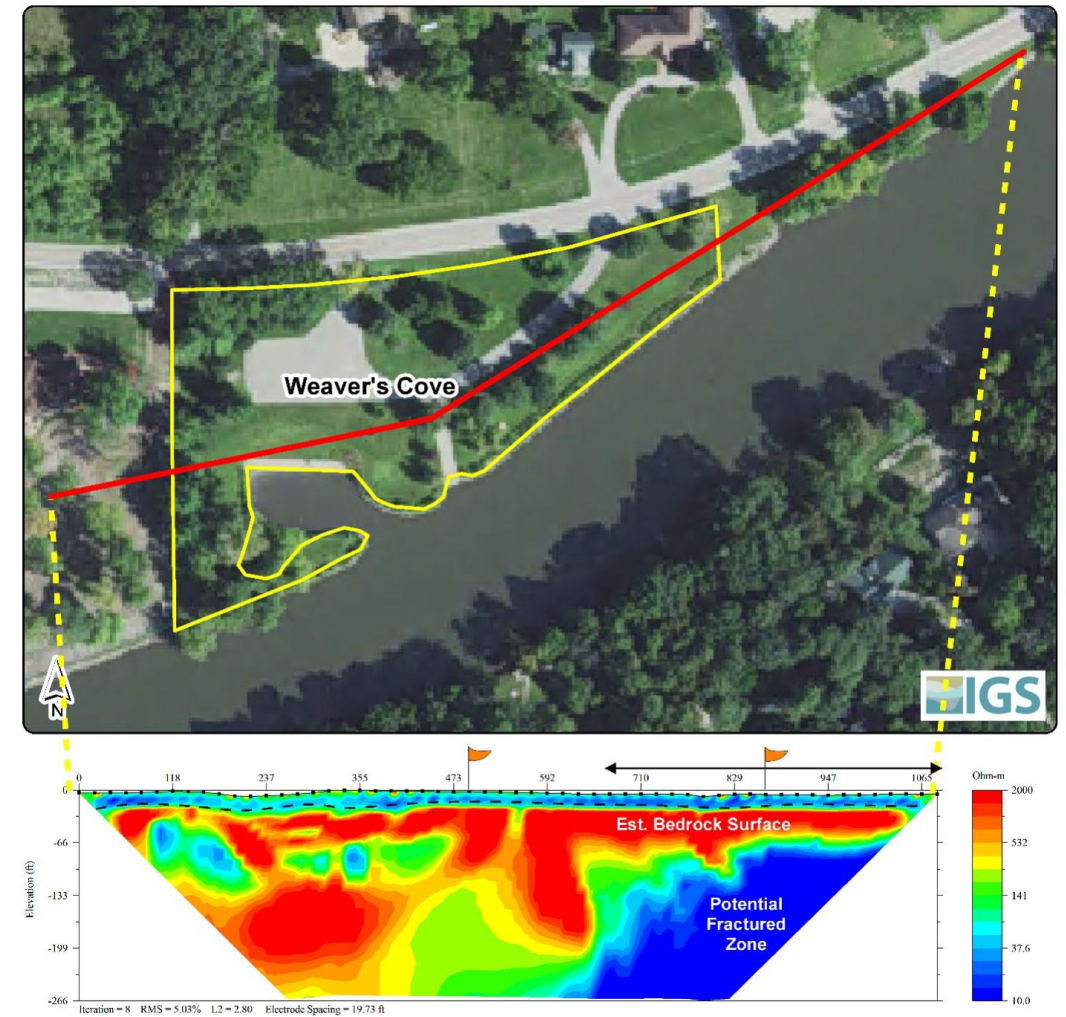
- In 2017, Iowa Falls initiated a study to:
 - Analyze aging groundwater wells
 - Identify alternative raw water sources
 - Improve long-term reliability for water supply
 - Support future growth
- **Challenge:** Recommended well locations were located in areas without public utilities



Current and potential new well for the City of Iowa Falls

Water Supply Study and Findings

- The city evaluated several locations
- Key considerations
 - Groundwater availability
 - Water quality
 - Test pumping feasibility
 - Long-term reliability
 - Constructability
- Electrical geophysical methods were used to identify promising well locations



Weaver's Cove geophysical transect

The Preferred Well Site Weaver's Cove Park

- The preferred location offered the best potential water source
- However:
 - Nearby septic systems would need abandonment
 - Nearby private wells would need abandonment
 - Public sewer would be required
 - Public water service would be required
- **Result:** Significant utility expansion became necessary



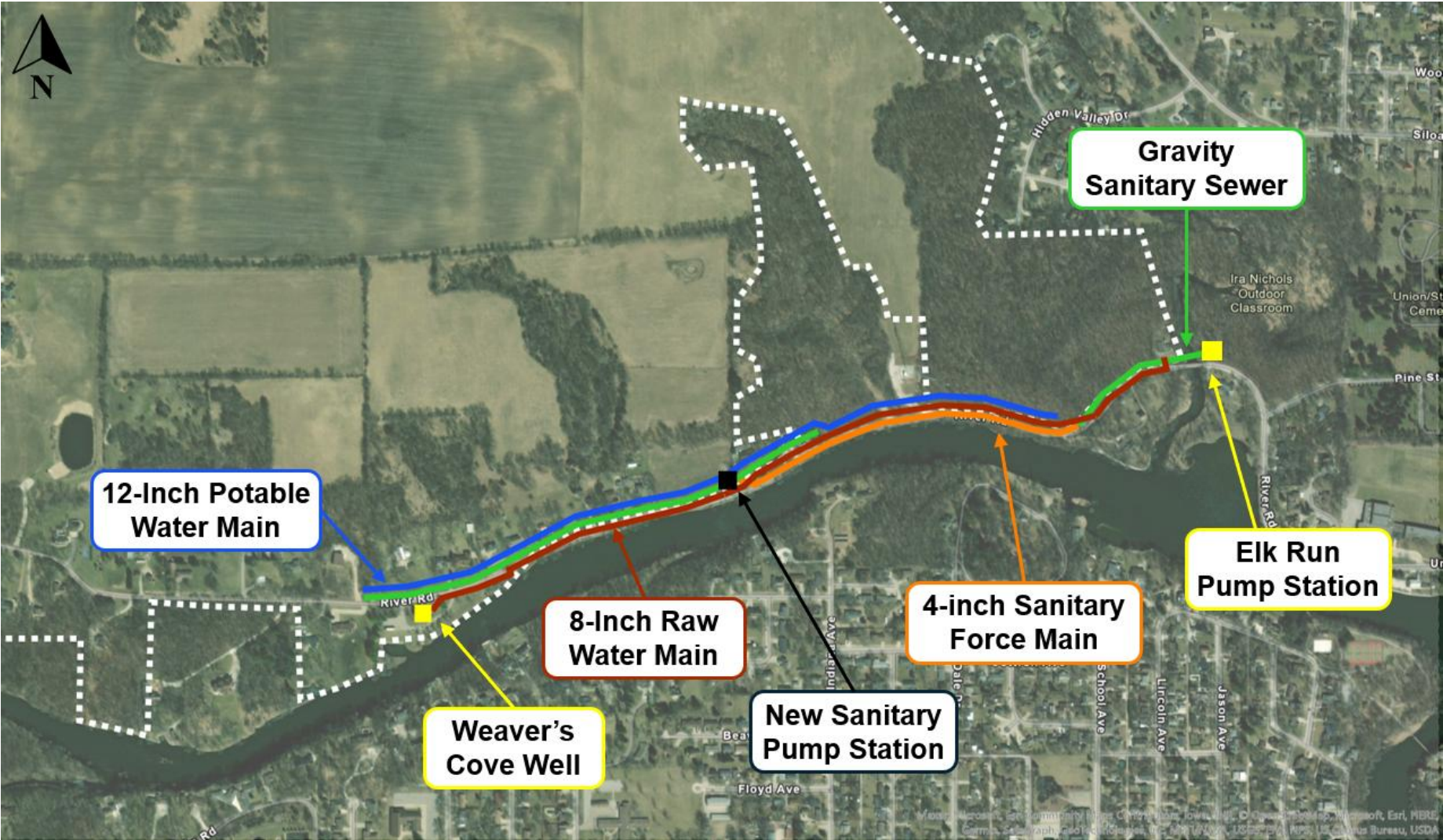
Test well location



Infrastructure Requirements Major Utility Investment Needed

- Project components included:
 - New sanitary sewer pump station
 - 2,100 LF force main
 - 2,800 LF gravity sewer
 - 3,800 LF water main
 - 4,200 LF raw water main
 - New shallow well
 - Associated roadway improvements
- **Estimated investments:** Approximately \$5 million

Map of Improvements



Looking Beyond the Utility Project an Important Strategic Question

- Instead of asking: "How do we pay for this infrastructure?"
- The city asked: "What else can this infrastructure accomplish?"
- This shifted the discussion from: Cost to Opportunity



Cost → Opportunity

Strategic Opportunities Identified

- Recognizing Development Potential along the River Road Corridor
- The city identified:
 - Undeveloped land
 - Future utility access
 - Housing market need
 - Opportunity for coordinated growth
- In 2020, the city acquired a 60-acre parcel and rezoned the property in anticipation of future development



Confirming Housing Demand

- A January 2021 housing study confirmed demand for:
 - Detached single-family homes
 - Attached housing
 - Rental housing
- This provided market validation before infrastructure investments and development agreements proceeded



Source: Kenishirotie - [stock.adobe.com](https://www.stock.adobe.com)

Building Public-Private Partnerships

- After acquisition of the property:
 - Developers approached the city
 - Adjacent landowners sought partnerships
 - Shared objectives emerged
- Goals included:
 - Residential growth
 - New housing opportunities
 - Expanded tax base
 - Infrastructure cost sharing



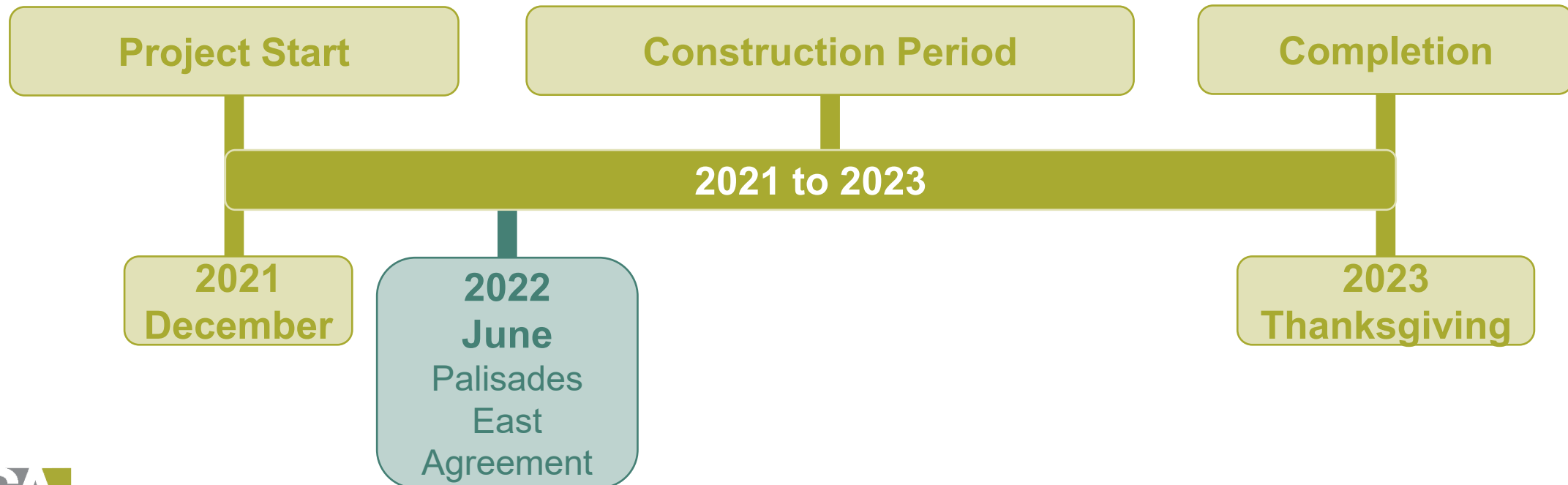
River Road Core Infrastructure Project Construction Timeline

- Infrastructure addressed:
 - Water supply needs
 - Collection system needs
 - Raw water needs
 - Future development capacity



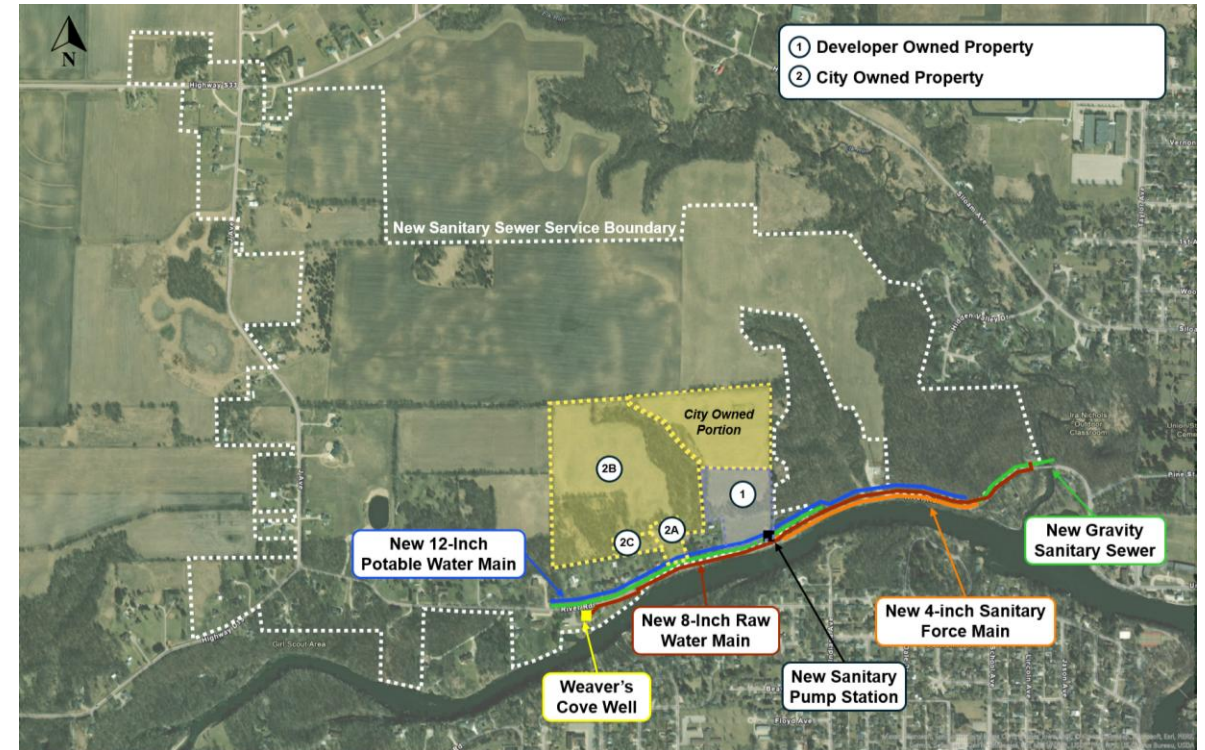
River Road Core Infrastructure Project Construction Timeline

- Enter the Palisades East Development -
 - Adjacent developer willing to partner with City
 - City buys land → Designs cohesive subdivision → Constructs project → Gives developed lots back



Palisades East Development

- City and private developer collaborated on:
 - Mixed ownership subdivision
 - Shared development vision
 - Coordinated utility extensions
- Public improvements:
 - Roads
 - Utilities
 - Site grading
- Construction began in May 2023



River Road and Palisades East development map

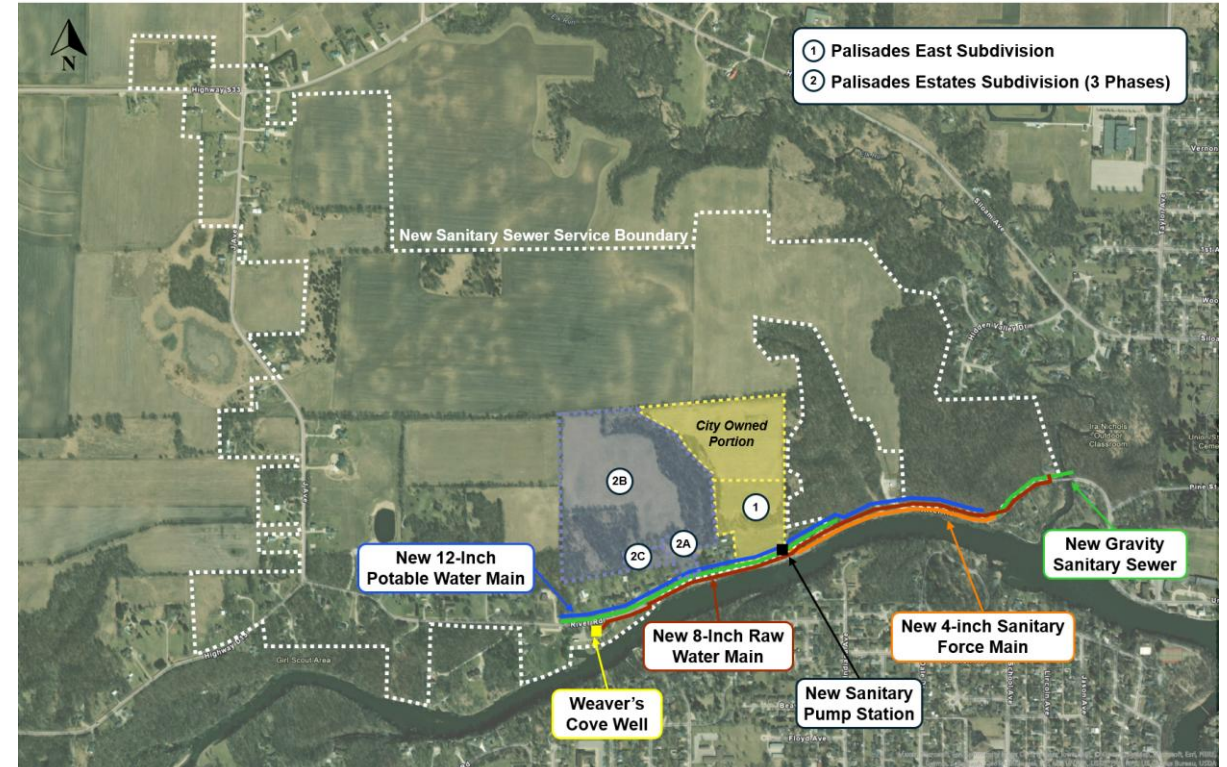
River Road Development Timeline

- Enter the Palisades Estates Development -
 - Another developer wanting to partner with City
 - Purchases west half of City property to develop:
 - Multi-Family
 - Single Family



Palisades Estates Development

- City and private developer collaborated on:
 - Mixed use subdivision
 - Apartments
 - Townhomes
 - Single Family Residential
 - Shared development vision
 - Coordinated utility extensions
- Public improvements:
 - Roads
 - Utilities
 - Site grading
- Construction began in October 2023



Project improvements and development map (thru 2023)

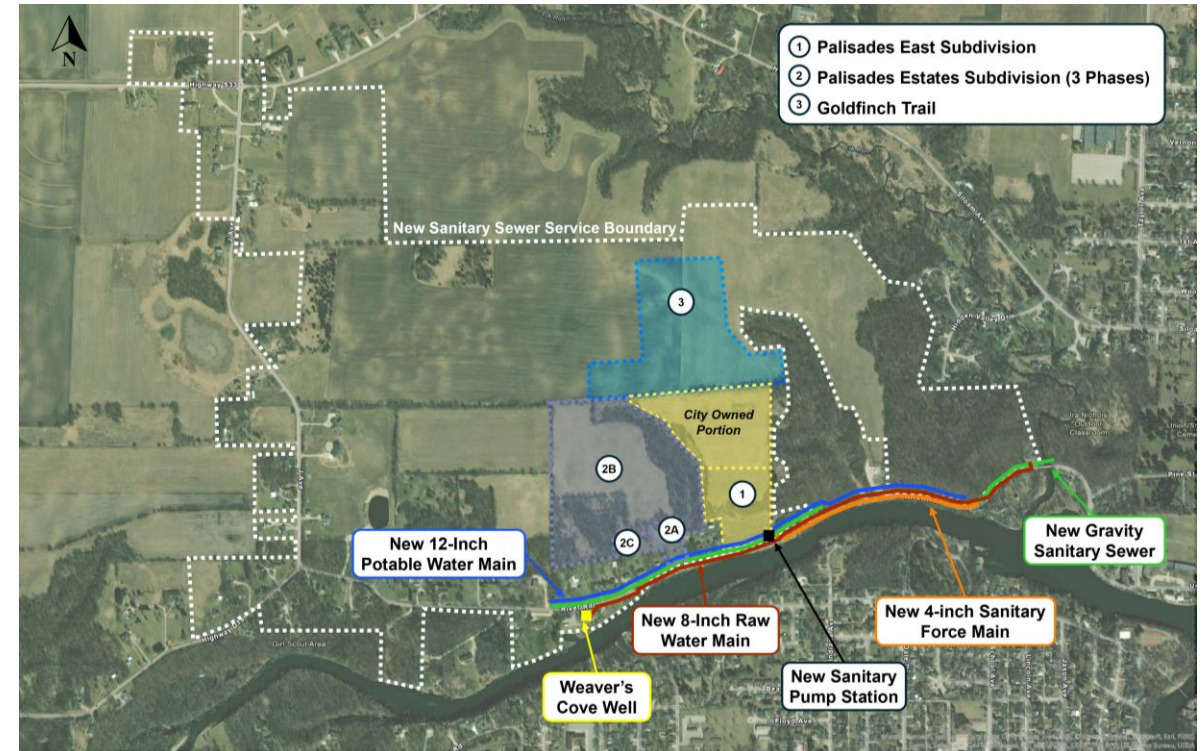
River Road Development Timeline

- Enter the Goldfinch Trail Development -
 - Yet another developer wanting to partner with City
 - Already owns area north of Palisades East:
 - Large (1.5 acre+) single family lots



Goldfinch Trail Development

- City and private developer collaborated on:
 - Coordinated utility extensions (gas!)
- Public improvements:
 - Roads
 - Utilities
 - Site grading
- Construction began in April 2025



Project improvements and development map (thru 2024)

Development Outcomes

- Residential capacity created
- Public investment was designed specifically to remove development barriers



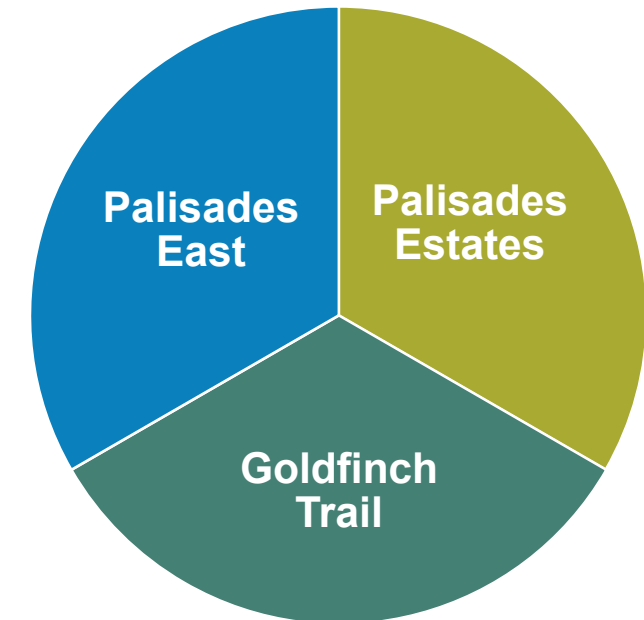
Development Agreements Expanded the Impact

- By partnering, the City grew the impact of each dollar spent.
- Development commitments included:
 - 24-unit apartment building
 - Attached townhomes
 - Some public infrastructure
 - Single Family home construction
- City responsibility:
 - Most Infrastructure installation
 - Design, bidding and construction Related Engineering Fees of the Construction projects for each development



Residential Product Mix Housing Diversity

- Resulting development included:
 - Palisades East:
 - 29 additional single-family lots
 - Palisades Estates:
 - 20 additional single-family lots
 - 8 Bi-Attached townhomes
 - 24-plex apartment building
 - Goldfinch Trail:
 - 18 additional single-family lots
- Why it matters:
 - Serves different household types
 - Improves housing availability
 - Supports workforce attraction



Total Investment Along River Road

- Total program investment approximately \$11.5M

Component	Approximate Cost
Utilities, roadway and well project	\$5.00M
Palisades East infrastructure	\$2.90M
Palisades Estates infrastructure	\$2.23M
Goldfinch Trail infrastructure	\$1.26M
Additional associated investments	Balance

Measuring the Return on Investment



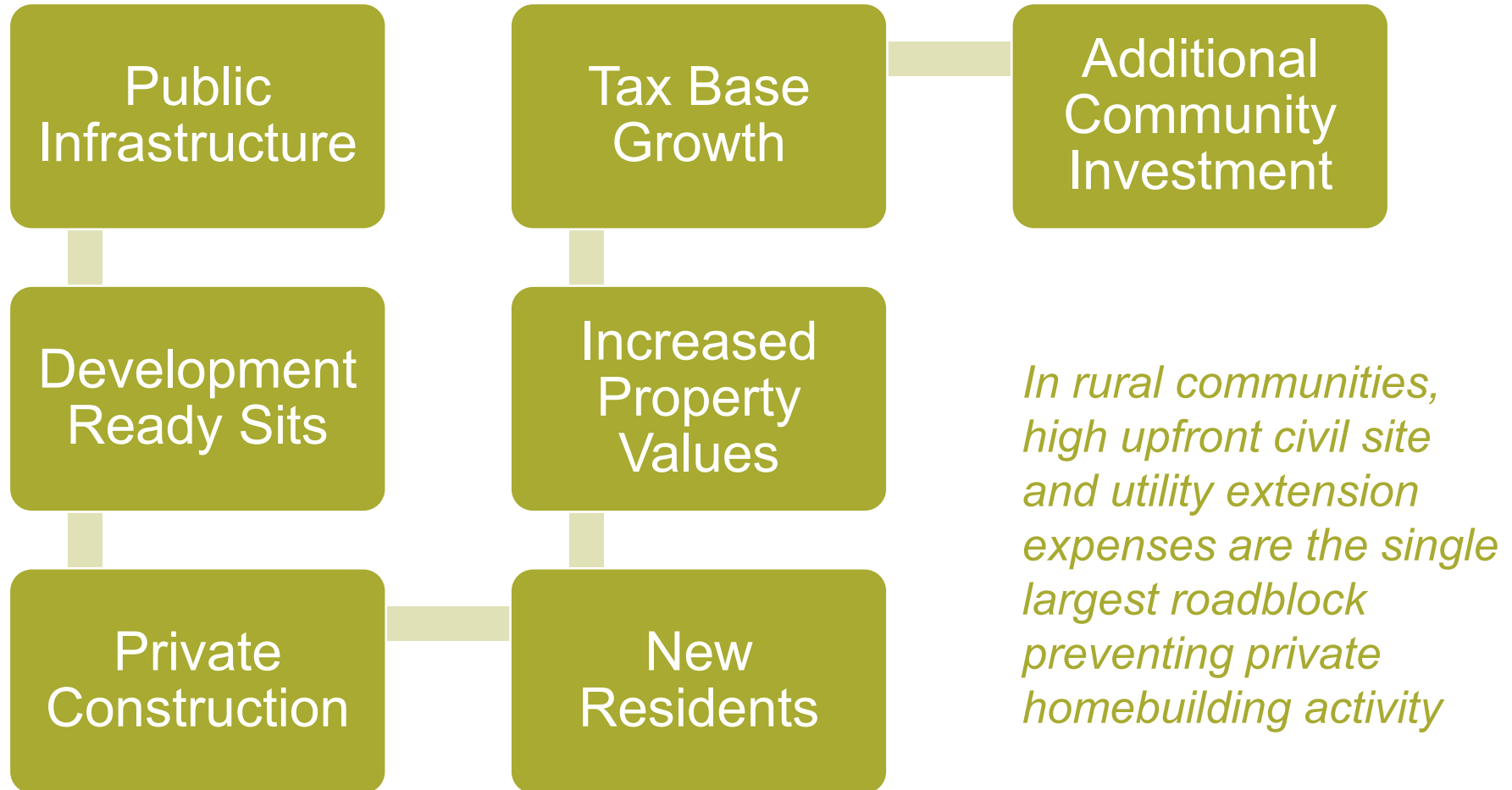
Direct

- Reliable water supply
- Increased utility capacity
- Additional housing inventory
- Development-ready land

Economic

- Increased assessed valuation
- Expanded tax base
- Utility revenue growth
- Increased construction activity

The Multiplier Effect How Public Investment Creates Private Investment





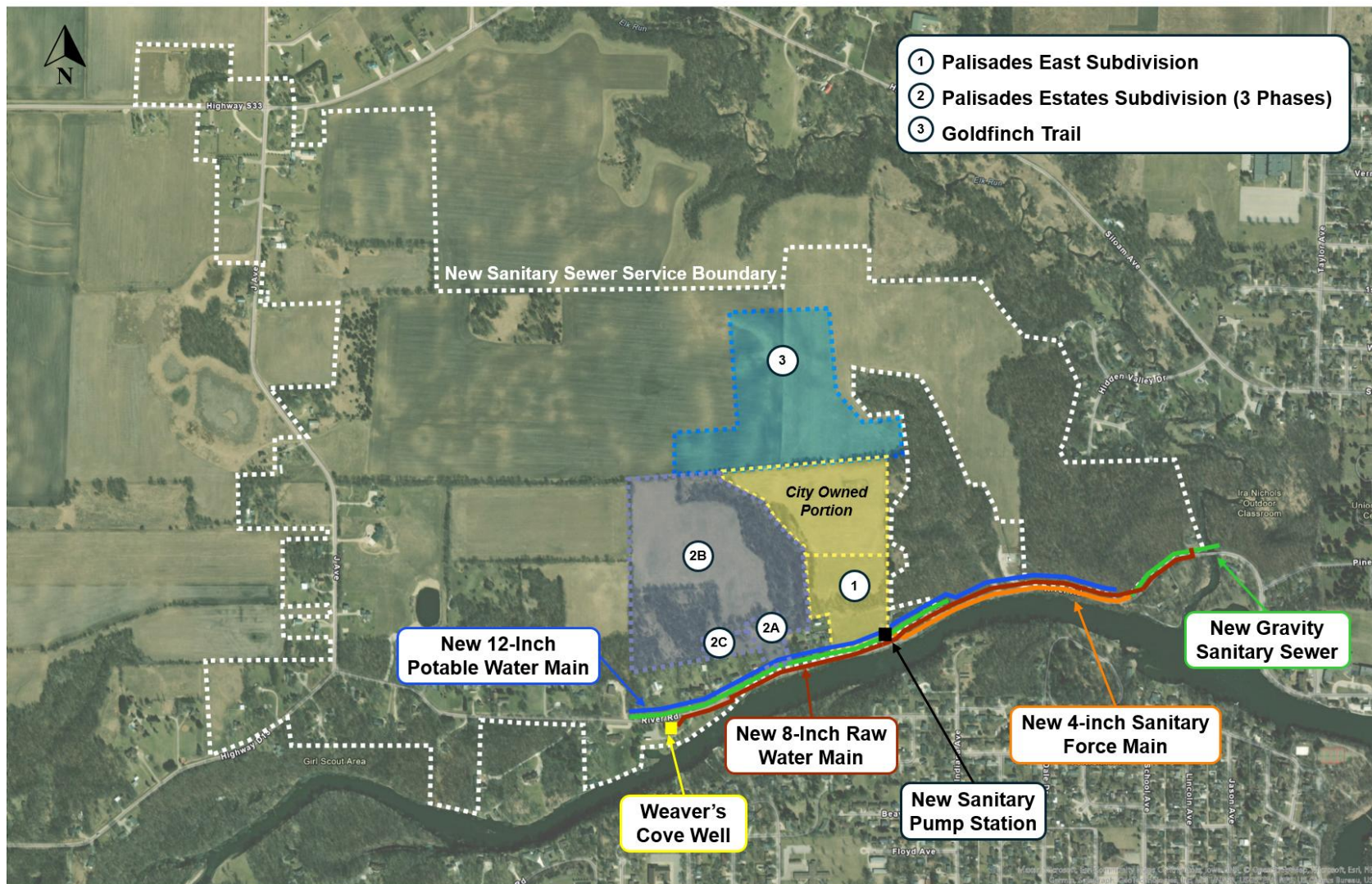
Key Lessons for Communities Strategic Takeaways

1. Infrastructure projects can support multiple objectives
2. Utility extensions can unlock housing growth
3. Public-private partnerships can accelerate development
4. Market studies reduce risk
5. Long-term returns often exceed immediate project benefits
6. Development readiness creates future opportunities

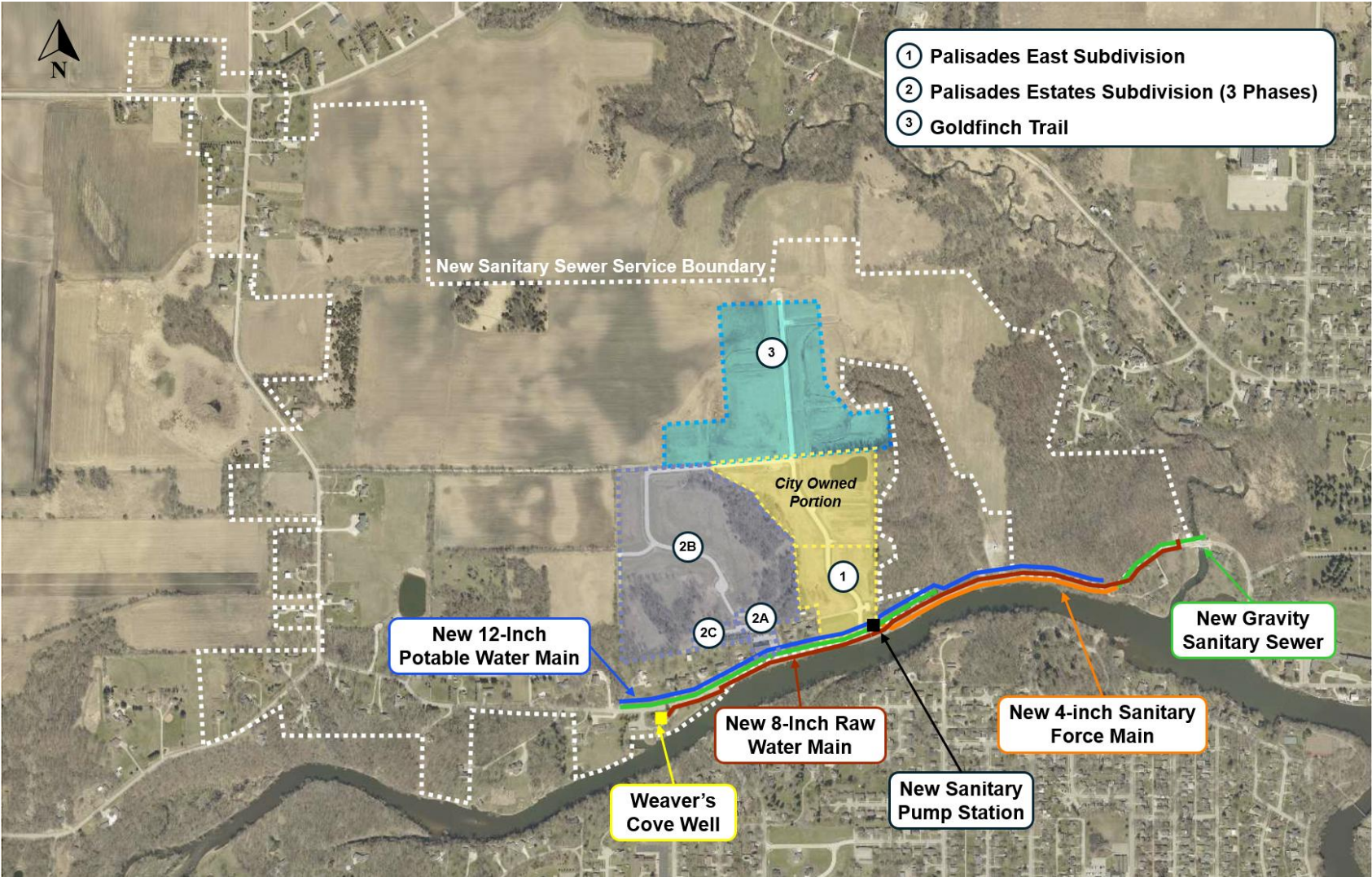
Conclusion River Road: From Utility Project to Growth Strategy

- The River Road investment demonstrates how communities can:
 - Solve infrastructure challenges
 - Expand housing opportunities
 - Encourage private investment
 - Grow the tax base
 - Strengthen long-term economic vitality
- **Final message:** Infrastructure should be viewed not only as a necessary expense, but as a strategic investment in community growth

Pre-Development



Post-Development



Questions?



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