



# DOWNTOWN PRIORITIES



## Opportunity Winona

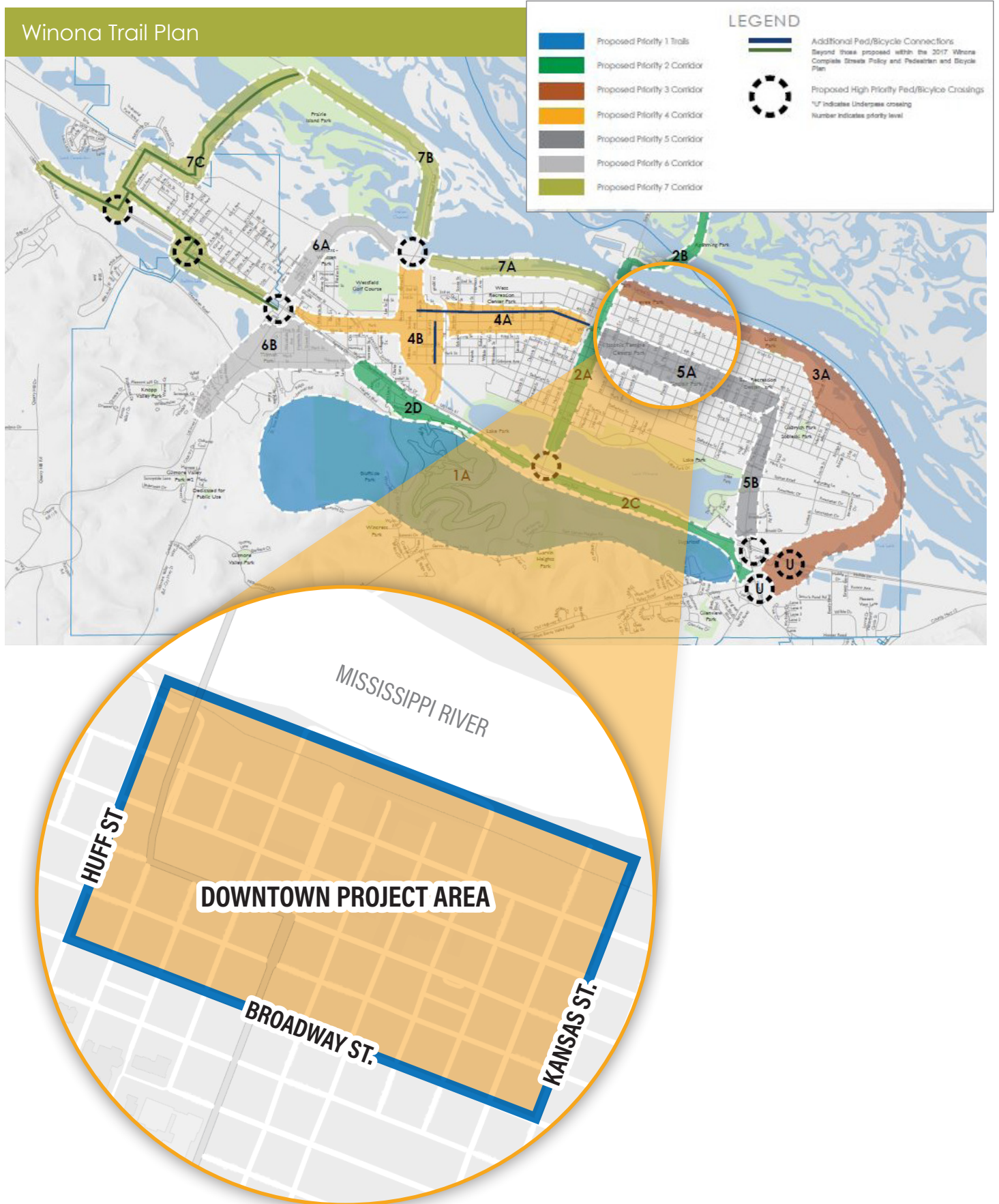
Opportunity Winona is a coordinated effort to energize downtown by capitalizing on recent investments. The City wants to ensure those and future investments support existing and create new jobs, retail, and residential activity. This is our chance to once again make Downtown Winona the jewel of Southeast Minnesota.

Opportunity Winona is supported by a diverse group of public-private interests from across the community. The Winona Port Authority is managing the project, and the leadership team includes the City of Winona, the Winona Chamber of Commerce, and others from the business, education, and healthcare communities.

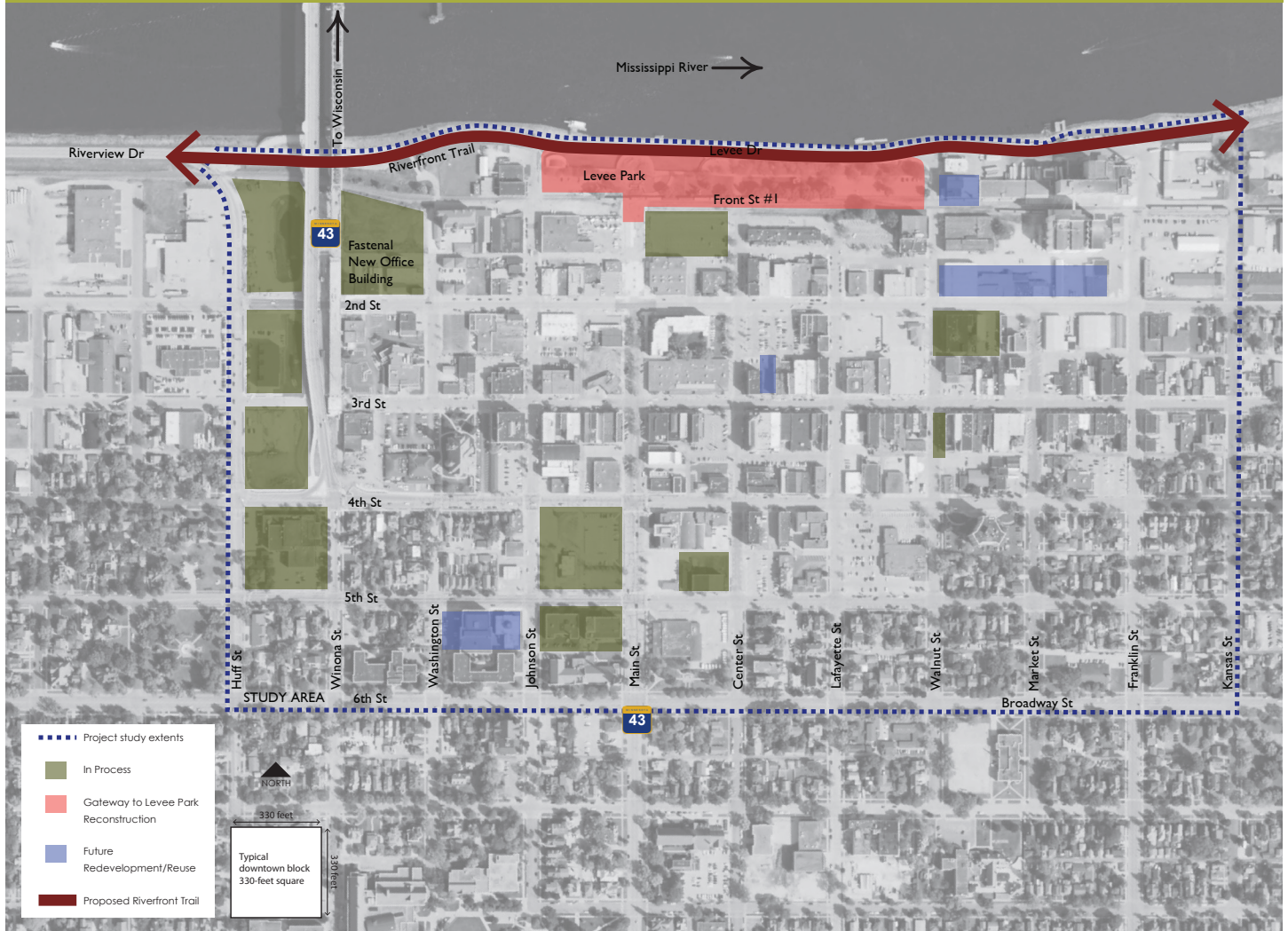
Priorities for the project include goals from the 2007 Downtown Revitalization Plan and the current Downtown Winona Strategic Plan, and incorporate the following:

- Making Downtown-Riverfront Connections
- Economic Development
- Connectivity
- Enhanced Streetscape





# Winona Downtown Project





## Recommendations

Near-term priorities include:



### **Downtown-Riverfront connections to improve public access to and use of the riverfront while preserving the mixed use heritage of the “working” river.**

- Relocate the rail storage area to the east of downtown and utilize the reclaimed area to link downtown to Levee Park and the riverfront.
- Install perimeter fencing and landscaping along one active track with safety signals and signage.
- Program this space for active use with features such as market and entertainment pavilions.
- Repave area with material such as red brick to contribute to the character of the district.
- Incorporate prominent gateway and focal point features that are visible from multiple points in order to link the function of the riverfront to downtown.
- Mississippi Riverfront Trail, planned for the full length of the riverfront, paves the way for bike and walking tours and links many riverfront attractions. With the new Fastenal redevelopment, the riverfront trail and network of commuter trails will provide a viable and vital cycling connection across Winona for commuters and recreational cyclists and pedestrians. The first trail segment is envisioned from the river bridge east to Levee Park and on to Lions Park.


### **Reference and draw upon the original Levee Park design plan, while recognizing and accommodating the Levee Park structure and other contemporary needs.**

- Increase the docking facilities on the riverfront and include a means of easy identification (directions and attractions) and access routes from the docking area to the downtown area.
- Balance vehicular and pedestrian access. In general, maintain vehicular access to overlook areas, but consider limiting vehicular access along the length of the riverfront to transit and emergency vehicles.
- Maximize and enhance views of the river throughout the park, through terracing or other changes in elevation
- Create covered and uncovered picnic and seating areas throughout the park.
- Improve lighting in order to make the area functional, inviting, and safe for both day and evening entertainment events and gatherings.

### **Continue strategic redevelopment and efficient land use in Downtown Winona and build off of the new energy from the Main Square and Fastenal new office building developments.**

-  Find the right developer to share in the realization of the Region's needs on prime riverfront real estate at the 60 Main site with a mix of businesses, residences, and/or hotel.
-  Efficient use of historic structures and redevelopment of existing underutilized or under-performing areas of Downtown for residential, business, and arts opportunities.

### **Downtown-Riverfront connections will continue through the next phase of Levee Park redesign. The following guides the final phase of Levee Park development.**

-  Levee Park is intended to remain as permanent open space, including only those structures that contribute to its attractiveness and usability as a park. It should not be considered as a location for buildings or other non-recreational purposes.