



Comprehensive Plan Update: Goals and Objectives Template

Definitions

Goal – A broad general statement that describes a desired outcome

Objectives - A statement (or statements) of measurable results to help achieve a goal

Strategies - Specific actions to achieve an objective (*staff to provide proposed actions for subcommittee review*)

Example

Goal: Increase housing choice in downtown core area

Objective/s:

- 1) Amend Unified Development Code to allow for apartment-only buildings in the Mixed Use-Downtown Core
 - 2) Amend Unified Development Code to remove parking minimums for housing uses in the Mixed Use-Downtown Core and Mixed Use-Downtown Fringe zoning districts
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Template

Goal: Communicate closely with downtown business owners and property owners

Objective/s:

- 1) Meet with property owners, staff, and residents to evaluate current policies
- 2) Host regular casual open houses for downtown property owners, business owners, and residents to attend, network, and provide feedback

Template

Goal: Improve accessibility in the downtown area

Objective/s:

- 1) Work with downtown stakeholders to address low-cost strategies to make curbs and sidewalks more accessible
- 2) Work with downtown stakeholders to improve sidewalk and curb ramp clearance coordination during winter time
- 3) Address accessibility of street crossings with curb extensions, raised crosswalks and intersections, and changes of materials
- 4) Add more handicap parking spaces per block
- 5) Add more level boarding possibilities for those using transit in downtown

Goal: Increase greenery and landscaping in downtown

Objective/s:

- 1) Evaluate street tree locations, remove stumps, and add trees and other permanent plantings
- 2) All tree removals should be accompanied with tree replacement or other permanent plantings
- 3) Seasonal plantings and decorations should be added to create visual interest year-round

Goal: Incentivize historic building restoration and leverage façade grants programs

Objective/s:

- 1) Re-evaluate and improve current programs like the Downtown Revolving Loan Fund and add other programs through other funding sources
- 2) Add local funding sources for grants that have less red tape
- 3) Regularly seek feedback on existing new programs from recipients and potential users

Goal: Activate street space and use public spaces as venues for temporary events, retail, and commercial

Objective/s:

- 1) Amend ordinances to allow sidewalk cafes, storefront displays, streets fairs and vendors, among other uses in the sidewalk and street space by-right
- 2) Activate public rights-of-way in downtown through intentional programming by creating clear, convenient processes for entrepreneurial uses of the public space in downtown

Goal: Maintain cleanliness and compliance

Objective/s:

- 1) Provide staffing to address cleaning and maintaining cleanliness and working as a first point of contact for compliance with property owners

Goal: Create a mix of destinations to make downtown one large destination

Objective/s:

- 1) Utilize the Port Authority and Opportunity Winona to identify sites for reinvestment to create additional housing and commercial/retail destinations
- 2) Amend zoning ordinances to encourage additional residential density in downtown
- 3) Host a development round-table or facilitated development workshop to understand the private sector's experience and perspective of doing business in downtown
- 4) Host an open house regularly for constructive feedback
- 5) Invite local artists to apply their crafts in the form of ephemeral art in public spaces

Goal: Improve connectivity to downtown

Objective/s:

- 1) Improve wayfinding to and from downtown toward other destinations (i.e. parks, trails, other neighborhood nodes, large cultural draws)
- 2) Create consistent wayfinding throughout downtown that is seamless with the surrounding area
- 3) Rights-of-way connections to downtown should provide safe, convenient, and comfortable multi-modal connections that prioritize walking, biking, and transit
- 4) Recreation locations and destinations should have clear connections to downtown

Goal: Create more activity and vibrancy on weekends

Objective/s:

- 1) Partner with other organizations for “Late Night Downtown” events and planning
- 2) Encourage private use of public space (i.e. street vendors, public space cafes, storefront displays, and parklets)
- 3) Amend ordinances to allow sidewalk cafes, storefront displays, streets fairs and vendors, among other uses in the sidewalk and street space by-right

Goal: Re-evaluate design standards for downtown

Objective/s:

- 1) Create clear documentation for historic rehabilitation and investment in historic buildings
- 2) Have a clear “design language” for downtown furniture, streetscape improvements, and other amenities
- 3) Provide sheltered protections for transit stops

Goal: Incorporate park improvements into downtown

Objective/s:

- 1) Seamlessly integrate the Levee Park Plan with access to downtown
- 2) Eliminate or reduce barriers of connection between parks infrastructure and downtown
- 3) Re-evaluate what public rights-of-way look like between parks destinations and downtown to provide safe, convenient, and comfortable multi-modal connections that prioritize walking, biking, and transit

Goal: Incorporate placemaking and streetscaping into public infrastructure investments

Objective/s:

- 1) When repairing or improving stormwater, electricity, and water infrastructure, consider improvements to streetscape and placemaking at the same time (i.e. material changes for intersections and crosswalks when replacing stormwater drains)
- 2) Consider green technology when improving parking lots and when considering site plans for new construction

Goal: Increase communication with downtown property owners and business owners

Objective/s:

- 1) Encourage community policing in downtown via walking or biking patrols
- 2) Provide an open house public forum regularly
- 3) Communicate directly with business owners and property owners regularly with downtown updates, permitted improvements, new businesses, and other occurrences in downtown
- 4) Regularly reach out with historic grants, loans, and other programs for reinvestment
- 5) Provide opportunities for regular feedback at locations throughout downtown
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