Hoisington Koegler Group Inc.

Winona Comprehensive Plan Update
Steering Committee Meeting
Thursday, March 9, 2023
11:30 a.m. to 1:00 p.m.
City Council Chambers *(Teams Option Available)*

AGENDA

1) Review Revised Draft Goals and Objectives
   a) Transportation
   b) Parks & Recreation
   c) Arts & Culture
   d) Downtown and Riverfront
   e) Economic Development
   f) Community Services & Institutions
   g) Transformative Projects
   h) Environment & Sustainability

2) Future Land Use Map Urban Neighborhood Discussion Follow Up

3) Next Steps
   a) March 23, 2023:   Continued revisions of Goals and Objectives not yet reviewed

Attachments:
- Revised Draft Goals and Objectives Omnibus
   - Table of Contents
     - Land Use & Development
     - Transportation
     - Parks & Recreation
     - Arts & Culture
     - Downtown & Riverfront
     - Economic Development
     - Community Services & Institutions
     - Transformative Projects
     - Environment & Sustainability
- Memo from Senior Planner Carlos Espinosa

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Transportation

Winona's updated Comprehensive Plan will focus on feasible transportation projects the city can implement to safely facilitate all modes of transportation, including people walking and rolling, ~~people~~ biking, ~~and people~~ driving, and using transit. The plan will look at ~~transit, the airport,~~ our street network, transit corridors, rail lines, the airport, and the water harbor~~traffic as well~~, including the various types of freight transportation.

Goals, Objectives, and Strategies

The following are the goals, objectives and strategies that were identified by the Transportation Subcommittee and recommended by the Steering Committee. Objectives are identified by two numbers (such as 1.1), while strategies are identified by three numbers (such as 1.1.1).

Goal 1. Ongoing Upgrades to Existing Streets

1.1. Improve the aesthetics and cleanliness of streets through streetscape/landscape improvements and code enforcement.

1.1.1. Review components proposed in the Complete Streets and Pedestrian & Bicycle Plan and Downtown Strategic Plan regarding snow removal.

1.1.2. Consider human-scale elements that promote the friendly and unique spaces in public rights-of-way.

1.1.3. Consider street design that promotes interesting connections between places.

1.2. Seek grant funding and private partnerships for bicycle and pedestrian improvements consistent with the goals of the Complete Streets Policy and Pedestrian & Bicycle Plan and the Parks and Recreation Master Plan.

1.2.1. Proactively program streets improvements to be paired with grant funding cycles.

1.2.2. Evaluate goals of supporting plan documents for consistency with available funding sources and priorities.

1.3. Incorporate bicycle parking facilities in public rights-of-way and off-street parking areas.

1.3.1. Reevaluate the Unified Development Code standards for bicycle parking implementation.

1.3.2. Consider context-sensitive design elements for implementation of bicycle parking in public rights-of-way when performing regular maintenance activities.

1.4. Allow for substitution of transit, bicycles, and other multi-modal systems when considering new developments' vehicular circulation needs.

1.4.1. Reevaluate the Unified Development Code standards for parking and circulation.

1.5. Consider re-wording documentation for circulation rather than explicitly naming parking for automobiles.

1.6. Evaluate the existing street network's connectivity for balancing access to businesses and ease of movement for users of all users transportation modes within existing pavement widths and existing rights of way.

    1.6.1. Consider one-way streets in east and west corridors.

    1.6.2.1.6.1. Consider new streets/extensions to improve the street network's connectivity.

1.7. Prioritize ADA compliance citywide (every topic, all objectives, every document); become a destination for those who are differently abled.

    1.7.1. Dementia-friendly standards and implementation of signage, traffic calming, and other street design (accessibility and dementia friendly street design).

    1.7.2. Implement the ADA Transition Plan and update it regularly to reflect current standards.

1.8. Make rail crossing improvements that are safe, convenient, and comfortable.

    1.8.1. Improve grade crossings where needed to improve vehicular and multi-modal transportation across rail lines.

    1.8.2. Work with railroads to prioritize improvements of at-grade crossings in Winona and implement a consistent plan to address them.

Goal 2. Sidewalks Network that Connects All Areas of the City and to the Regional Trail Network

2.1. Expand and fill in the gaps in the City's network of sidewalks and crosswalks in order to provide safe, convenient, and comfortable pedestrian access throughout Winona.

    2.1.1. Develop infrastructure that clearly communicates where to go and how to access the river, making it safe, convenient, and comfortable to do so for recreation and commuter users.

    2.1.2. Update the Unified Development Code to implement sidewalks on both sides of the street for new subdivision development.

    2.1.3. Incorporate shared use paths connecting new subdivisions to recreation trails networks.

    2.1.4. Promote shorter crossing distances at intersections (and narrower streets in general).

2.2. Continue to reinvest in sidewalk maintenance in a section-by-section approach under the Sidewalk Improvement Program.

Commented [JM1]: One-way streets typically result in higher vehicle speeds and reduce comfort for users of other transportation modes.

2.2.1. Consider additional funding sources for improvements detailed in supporting plan documents (e.g. Pedestrian & Bicycle Plan and Parks and Recreation Master Plan).

2.2.2. Implement the ADA Transition Plan outcomes for sidewalk improvements.

Goal 3. Well Connected Bicycle and Micromobility Network

> **Commented [JM2]:** Could have a callout box that describes micromobility as low-power travel modes such as electric-assist bicycles and scooters.

3.1. Connect transit stops and destinations with bike/micromobility infrastructure where appropriate.

3.1.1. Consider placement of transportation hubs that can act as connection points from biking/micromobility to other transportation options.

3.2. Achieve modern standards for bike/micromobility infrastructure and safety (e.g. NACTO urban bike design guidance).

3.2.1. Conduct a network analysis of Winona's existing and proposed bicycle/micromobility infrastructure network.

3.2.2. Evaluate and update existing signage and on-street markings for consistency and conformance with current standards.

3.2.3. Develop safe biking and micromobility education programs and awareness.

3.2.2. 3.2.4. Establish the city's snow/ice removal and sweeping program for the bicycle/micromobility network.

3.3. Expand recreational bike path along lakes to the West and East (e.g. Shives Road).

3.3.1. Consider on-street and additional trail connections.

3.3.2. Review proposals from the Complete Streets and Pedestrian & Bicycle Plan for implementation.

3.4. Establish improved bicycle/micromobility crossings of Highway 61 (e.g. Gilmore Ave, tunnel, or bridge).

3.4.1. Consider trail funding to implement priority crossing improvements from the Park and Recreation Master Plan.

3.4.2. Implement clearly identifiable bicycle/micromobility infrastructure used to cross highways.

3.5. Expand the network of bicycle, micromobility, and pedestrian trails that provide transportation use along with recreation use.

3.5.1. Improve the network to connect residents to schools, parks, retail areas, downtown, and houses of worship as well as existing trails within and near Winona.

3.5.2. Implement the Parks and Recreation Master Plan connection corridors and other trails.

3.6. Expand and improve the on-street bicycle/micromobility network in order to safely connect bicycle commuters and recreational riders with trails and destinations.

3.6.1. Consider trail funding to implement proposals from the Park and Recreation Master Plan.

3.6.2. Implement clearly identifiable bicycle/micromobility infrastructure used to cross highway barriers.

3.7. Promote the use of "linear parks" or "parkways" through the public rights-of-way to connect recreational destinations (e.g. Lake Winona and the River) so that movement is safe, convenient, and comfortable and can be accomplished without a motor vehicle.

3.7.1. Develop context-sensitive implementation of parkways as unique infrastructure that can acts as the connections along public rights-of-way.

3.7.2. Develop infrastructure that clearly communicates where to go and how to access the river, making it safe, convenient, and comfortable to do so for recreation users.

Goal 4. Safe Routes to Schools

4.1. Consider a Safe Routes to Schools program in coordination with Winona Area Public Schools.

4.1.1. Improve access for children attending school.

4.1.2. Discuss City/ISD coordination on bus routing.

4.2. Connect schools with recreation areas via traffic calmed streets (e.g. Lake Boulevard, 7th Street).

4.2.1. Develop context-sensitive guidelines for street design around and connecting schools.

4.2.2. Create safe, convenient, and comfortable connections for children on foot, bicycling, or using other transportation options to attend school.

4.3. Connection to the Middle School for safe crossings across Highway 61.

4.3.1. Implement a Safe Routes to Schools program in coordination with Winona Area Public Schools

4.3.2. Improve safe walking/biking connections from Mankato Avenue south to the Middle School

Goal 5. Public Transportation Improvements and to Support Increased Use

5.1. Lower cost barriers to use.

5.1.1. Examine and consider fare free transit, particularly for low-income residents.

5.2. Implement user-friendly technology to make transit use the easy option for movement in the city.

5.2.1. Consider an app available that can assist potential riders in planning their trips when using public transit.

5.2.2. Consider implementing electronic display boards at transit stations and shelters displaying the next buses' arrival times.

5.2.3. Allow public transportation systems to be integrated (e.g. one pass to access multiple systems).

5.3. Consider increased support for transit in the City.

5.3.1. Examine the reestablishment of a full-time position for a Transit Coordinator for the City of Winona.

5.4. Holistically consider the transit network beyond existing bus service to connect other transportation options.

5.4.1. Integrate micro-mobility options in the City that seamlessly work with City of Winona Transit (help solve "last mile" problem).

5.4.2. Promote a transit hub connecting transit with easy to access long-range transportation options and micro-mobility options.

5.5. Promote land use development strategies that incorporate pedestrian, bicycle and transit access and reduce dependence on private vehicles.

5.5.1. Examine the Unified Development Code to remove or relax regulatory barriers for investment along transit lines and other multi-modal corridors (Transit Oriented Development).

5.5.2. Consider subdivision standards that promote other options besides driving.

5.6. Encourage large employers to support the transit system.

5.6.1. Consider financial partnerships to support transit users with subsidized, partial, or free transit, especially for lower-income users.

5.7. Analyze the existing transit network for service priorities and improvements to promote utilization in support of businesses.

5.7.1. Explore the various autonomous electric vehicles suitable for public transit and commit to a pilot program for one or two of these vehicles.

5.7.2. Partner with MnDOT or other appropriate agencies to promote a pilot program in Winona.

5.7.2.5.7.3.   Consider expanding the days/hours of operation and frequency of transit service to meet users' needs.

Goal 6.   Truck Routes Network Improvements

6.1. Improve safety and efficiency of truck traffic in Winona while minimizing impacts on residential neighborhoods, mixed use districts, and tourism attractions so as to improve overall quality of life.

   6.1.1. Reevaluate truck routes in Winona.

   6.1.2. Consider infrastructure that improves the safety of street users and the livability of residences along truck routes.

6.2. Assess the current truck routes in the city and pursue a truck routes management system and promote changes that will improve access through the community.

   6.2.1. Examine working with GPS technology providers to provide truck route priorities through the Pelzer Street and Mankato Avenue corridors.

6.3. Improve livability along truck routes.

   6.3.1. Enforce vehicle noise laws on all routes and citywide to the extent feasible.

6.4. Create appropriate design for truck routes to facilitate movement through the community on a case by case basis (e.g. turning radii, turning patterns, etc.).

   6.4.1. Consider appropriate connections to local service trucks.

   6.4.2. Locate appropriate services and land use concentrations to serve truckers and freight operators.

Goal 7.   Street Improvement Projects Incorporate Safety for All Travel Modes and the City's Complete Streets Policy

7.1. Facilitate planning processes for streets programmed for improvements before design.

   7.1.1. Establish a cooperative and transparent design process for streets improvements, involving all relevant city departments, county/state/federal agencies, property owners, developers, residents, and users; look into public participation methods for road projects.

   7.1.2. Evaluate the project proposal timeline for improvements to facilitate public involvement.

7.2. Promote narrower street widths, travel lane widths, parking lane widths, and intersection crossing distances by following urban street design guidance from appropriate transportation organizations.

   7.2.1. Consider adopting street design guidelines that promote context-sensitive street design adapted specifically to Winona's built pattern.

7.3. Provide justification for street design element changes, and apply for variances, to the Municipal State Aid Roads program when funding street improvements with state funding where appropriate).

    7.3.1. Promote context-sensitive street design consistent with Winona's built pattern while utilize existing funding sources.

    7.3.2. Emphasize traffic calming in considering street reconstruction projects.

    7.3.3. Prioritize a pedestrian-friendly, human-scale street design for streets.

7.4. Incorporate traffic calming measures in future street reconstruction and resurfacing projects throughout the community to address identified neighborhood problems.

    7.4.1. Consider context-sensitive design for residential streets that promotes slow speeds.

    7.4.2. Design street reconstruction projects with narrower widths that discourage excessive traffic speeds where appropriate.

    7.4.3. Consider road diets and improved pedestrian crossings for multi-lane roads when appropriate, as some corridors in Winona continue to be identified as barriers and safety concerns (e.g. Broadway/6th Street, Main St between 4th and 6th).

    7.4.4. Examine standards for emergency response vehicles' use of streets.

    7.4.4.7.4.5. Consider the addition of on-street or separated/protected bicycle/micromobility facilities.

7.5. Respond to and implement the Complete Streets Policy and Pedestrian and Bicycle Plan when presenting items to governing bodies.

    7.5.1. Respond to the goals, network plan, and design elements in the Policy and Plan when considering public infrastructure projects at City Council and/or other applicable governing boards.

    7.5.2. Implement elements of the Policy and Plan when conducting other public infrastructure improvements where possible.

7.6. Develop a street design manual that clearly develops a process for the inclusion of holistic placemaking elements in regular street improvements.

Goal 8. New Subdivisions Designed with Winona's Traditional Grid Street Pattern Where Feasible

8.1. Emphasize connectivity in new subdivision design to ensure connections to the existing street network and adjacent subdivisions.

8.2. Design new subdivision street networks that achieve the City's regulations for protection of blufflands, water features, and other unique topography.

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8.3.   Traffic calming features should be incorporated into the design of all new streets.

Goal 9.   Priority Road Improvements

9.1.   Analyze the existing corridor network to identify priority road improvements.

9.1.1.   Reassess needs for additional east end street connections to Highway 61, e.g. potential extension of Louisa St.

9.1.1 9.1.2.   Consider opportunities for the conversion of signalized intersections to more appropriate traffic control methods, e.g. roundabout, 4-way stop.

9.2.   Pursue investments consistent with the Complete Streets Policy and Pedestrian & Bicycle Plan to reinvest city and Municipal/County State Aid Roads funding.

9.2.1.   Develop infrastructure that clearly communicates the desire for slower speed movement through the city making it safe, convenient, and comfortable to do so for users.

9.2.2.   Consider updated urban context design elements that can be incorporated in existing funding programs.

9.2.3.   Use the MN DOT State Aid Roads' Design Elements Variance process effectively to enable Complete Streets design.

9.3.   Pair priority road improvements and municipal maintenance of infrastructure with supporting grant cycles from state and federal funding sources and investment opportunities.

9.3.1.   Seek grant funding, private partnerships, and other financial support for repair, reconstruction, and regular maintenance of local streets.

9.3.2.   Proactively program streets improvements to be paired with grant funding cycles where appropriate.

Goal 10. Commercial Harbor and Port Facilities Improvement and Expansion

10.1. Support and invest in the commercial harbor as the primary docking facility for the City of Winona while also balancing private interests and public recreation desires.

10.1.1. Facilitate improvements to docking facilities for East End industries to support and accommodate the Riverfront Trail and minimize interference with commercial traffic in the main shipping channel.

10.1.2. Implement the Riverfront Trail network.

10.2. Evaluate multi-modal facility needs and impacts on truck routes and traffic with the goal of not increasing truck volumes.

10.2.1. Survey and analyze the needs of users to promote the movement of goods and transportation in Winona.

Goal 11. Multi-Functional Mississippi River Corridor

11.1. Balance the needs of transportation, commerce, recreation, and environment (e.g. mitigate conflict between commerce and other users).

11.1.1. Survey and analyze the needs of Mississippi River users on a regular basis to determine the desires of various users.

11.1.2. Promote and continue the use of water-borne transportation.

11.1.3. Develop a strategic plan for Mississippi River use that can be updated regularly to help balance the uses of the Mississippi River.

11.2. Promote recreational use and opportunities along the Mississippi River.

11.2.1. Improve signage for access to the Mississippi River for recreation users to improve accessibility.

11.2.2. Implement improved recreational river access infrastructure to improve ease of use.

11.2.3. Coordinate resources from private and public partners to ensure river access is easy to understand for the casual recreational user.

11.3. Support the Riverfront Trail and its associated shared use path network.

11.3.1. Implement the Parks and Recreation Master Plan connections between the Riverfront Trail and other recreation destinations of the City.

11.3.2. Proactively seek funding to implement the Riverfront Trail network.

11.4. Signage and communications for river access and types of use).

11.4.1. Implement a strategic communications plan that includes wayfinding and regular communications to promote river access and types of use.

11.4.2. Develop infrastructure that clearly communicates where to go and how to access the river, making it safe, convenient, and comfortable to do so for recreation users.

Goal 12. Winona Municipal Airport Effectively Supports Winona's Freight and Passenger Needs

12.1. Utilize the airport to maintain and expand services for Winona's industries.

12.1.1. Survey and analyze the needs of airport users to promote the movement of goods and transportation in Winona.

12.1.2. Partner with private and public organizations that have the ability to implement programmatic and infrastructure improvements.

Goal 13. Improved Regional Freight System While Minimizing Conflicts with the City's Multi-Modal Transportation System

13.1. Support the rail industry as a viable means of goods movement into and out of Winona.

13.1.1. Support the MN DOT survey and analyze the needs of rail users to promote the movement of goods and transportation in Winona.

13.1.2. Partner with private and public organizations that have the ability to implement programmatic and infrastructure improvements.

13.2. Improve safety where there are conflict points between rail and other forms of transportation.

13.2.1. Implement improvements to at-grade crossings and consider grade-separated crossings (e.g. overpasses) where feasible.

13.3. Levee Park Rail Yard relocation for the use of recreational space and developable land along the Levee Park area and to promote integration with downtown.

13.3.1. Partner with private organizations to support the analysis and implementation of removal where feasible.

13.3.2. Analyze the areas affected for needed mitigation and support before reinvestment can occur.

13.4. Assess impact of railroads and street crossing backups on a regular basis (use existing website inquiry process).

13.4.1. Limit switching movements that negatively impact street crossings.

13.4.2. Include impacts from railroads and street crossing backups in network analyses of transportation users.

13.4.3. Reassess the Wall Street track and switching movements and work with railroads to improve efficiency and safety.

Goal 14. Passenger Rail Service Improvements and Expansion

14.1. Advocate for the Amtrak Station improvements and treat the Amtrak Station as a welcoming entrance to the City.

14.1.1. Consider infrastructure reinvestment to support the Amtrak Station area.

14.1.2. Reevaluate the area's land use patterns for future investment.

14.1.3. Seek private partnerships for Amtrak Station area reinvestment that could help meet the City's housing and commercial demand.

14.1.4. Reevaluate the Unified Development Code zoning regulations to promote housing and mixed use commercial reinvestment around the Amtrak Station.

14.2. Support and promote operational improvements to the Amtrak Station.

14.2.1. Assess staffing needs (volunteer or paid) or new technology that can help address needs of visitors and users of the station.

14.2.2. Implement a strategic communications plan that includes consistent signage connecting the Amtrak Station to the community.

14.3. Provide multi-modal access to the location around the Amtrak Station (e.g. bicycle and scooter share programs, rideshare apps, transit service, and rental car services, transportation hub).

14.3.1. Develop infrastructure that clearly communicates where to go and how to access the rest of the city making it safe, convenient, and comfortable to do so for visitors and other rail users.

14.3.2. Consider a transit hub around the Amtrak Station.

14.4. Support historic rehabilitation of the Amtrak Station and provide additional interpretive signage.

14.4.1. Provide improved wayfinding and informational signage at the Amtrak Station to act as a welcoming gateway for the City (e.g. regional kiosks for visitors and users).

14.5. Support regional rail network planning in the surrounding region.

14.5.1. Advocate for the Twin Cities-Milwaukee-Chicago second train and support rail reinvestment efforts for that project.

Parks & Recreation

Many people in Winona love our parks and recreation spaces, and Winona is a regional destination for unique recreation opportunities. The new Comprehensive Plan will reference the existing Parks Plan and Bluffs Traverse Plan, include updates for park development and maintenance, and look at connections through the community.

Goals, Objectives, and Strategies

The following are the goals and objectives from the 2018 Comprehensive Park, Open Space, and Recreation Plan. Objectives are identified by two numbers (such as 1.1), while strategies are identified by three numbers (such as 1.1.1).

Goal 1.   Provide a Connected, Accessible and Recognizable Network of Park and Recreation Facilities that Welcomes All Ages and Abilities

1.1.   Develop additional infrastructure to safely connect the community to the Park System.

1.1.1.   Implement components from the Complete Streets Policy & Pedestrian & Bicycle Plan.

1.2.   Assess overall park system for equity and inclusion, particularly for historically underrepresented populations. (insert callout box with "equitable parks" definition)

1.3.   Identify, improve, and promote premier inclusive and accessible destinations within the community and overhaul them for accessibility and inclusiveness.

1.3.1.   Identify a ~~Select a~~ premier waterfront destination (Levee Park) to reinforce Winona's waterfront image and a premier inland destination within Winona (Holzinger Lodge and Sugarloaf)~~and program and market it heavily~~.

1.3.2.   ~~Select an iconic inland destination within Winona (Holzinger Lodge and Sugarloaf) improve, program and market it heavily.~~ Identify and implement improvements in the selected destinations to make them inclusive and accessible.

1.3.2.   Collaborate with community organizations to support the development and implementation of programming.

1.3.3.   Create and implement a marketing strategy to promote the selected premier destinations.

1.4.   Expand park accessibility for users of all ages and abilities.

1.5.   Support trail accessibility through the identification of easily accessible routes that do not have steep slopes, gaps, or challenging transitions.

Commented [RT1]: Add call-out box to explain accessibility – include a variety of examples from seniors to those with strollers to those with wheelchairs to those with sensory issues.

1.6. Enhance user experiences and placemaking (i.e. benches, lighting, garbage cans, kiosks/signage, etc.) through the addition of user amenities that incorporate art and education.

1.7. ~~Evaluate need for additional downtown park space and maintaining downtown parks and streetscapes.~~Complete a park and facilities distribution and gap analysis to identify where there are park or facilities gaps (i.e. geographic gaps such as downtown or west end, or facility gaps such as playgrounds)

1.8. Create a comprehensive park and recreation system ~~sign package, and~~plan for improvements to signs, site amenities and furnishings, and prepare to implement as park improvements are made.

1.9. ~~Collaborate with other government agencies.~~

> **Commented [RT2]:** Goal 3 is about collaboration so this objective may not be needed.

Goal 2. Follow Government Environmental Regulations While Being Mindful of Best Practices

2.1. Identify significant impacted waterfronts and improve water and beach quality.

2.2. Identify significant impacted slopes and stabilize or reroute access.

2.3. Incorporate environmental best practices, such as rain gardens, bio-swales, permeable pavers, and native plantings in park and facility design.

2.4. Implement strategies from Waterfowl Management Plan.

2.5. Reduce impervious surfaces and explore turf conversion to native plantings in the design of parks and facilities.

2.6. Preserve and enhance natural buffers and setbacks around wetlands, rivers, ponds, reservoirs, and lakes on appropriate public lands and parks.

2.7. Improve water conservation and energy efficiency of facilities when renovating or constructing new.

2.8. Raise public awareness of the benefits and necessity of natural resources, and the City's efforts through social media, interpretation, and education programming.

2.9. Create a sustainable trail system based on the MN DNR Trail Planning, Design, and Development Guidelines.

2.10. Collaborate on the improvement of Lake Winona's health by ~~C~~continu~~ing~~e to support Healthy Lake Winona initiative.

2.11. Educate and inform park users through programs and updated informational signage.

2.12. Collaborate with other government agencies.

2.13. Preserve and enhance wildlife habitat and conservation efforts when possible.

Goal 3. Establish, Collaborate, and Expand Partnerships with State and Federal Agencies, Local Associations, Non-profits, Businesses, and Individuals to Accomplish the Parks and Recreation Vision

3.1. Collaborate with other agencies to assess natural resource areas for recreational and conservation use.

3.2. Facilitate or support the outdoor recreation and user groups to provide input and contribute to park and recreation goals. Ensure participation by a wide range of perspectives, including those who are traditionally underrepresented and new user groups, non-profits, and businesses.

3.3. Add a Volunteer Coordinator to the Park and Recreation Department to empower volunteers through an intentional, consistent effort to recruit, coordinate and recognize their efforts. Volunteers should be utilized for park services and programs.

3.4. Collaborate with a broad cross-section of non-profits, businesses, user groups, and other organizations to create and produce special events and programs.

3.5. Support and recognize volunteers to ensure continued collaboration.

Goal 4. Communicate Clearly with the Community, Visitors and System Partners

4.1. Overhaul the Park and Recreation website.

4.2. Create a comprehensive park and recreation system sign package for parks and trails, and prepare to implement as park improvements are made.

4.3. Improve maps and wayfinding to identify loops, distances, and destinations.

4.4. Collaborate and expand on promotion of Winona parks and programming for tourism, quality of life and economic development.

4.5. Develop and create a marketing plan for parks and recreation.

4.6. Provide continual, up-to-date communication on services and programs to a community resource hub.

4.7. Establish a process for public engagement in the parks and recreation system.

Goal 5. Improve the Quality of Experiences within the Parks and Recreation System as Facilities are Scheduled for Improvement

5.1. Prepare mini master plans for parks before new facilities are added or when significant renovations of existing facilities are planned, where applicable.

5.2. Incorporate permanent restrooms at prominent, highly-used parks and facilities. In other locations use fencing and screening to improve aesthetics of portable restrooms at parks, where applicable.

5.3. Incorporate new playground equipment, resurfaced hard courts, and more (and more comfortable) park benches and picnic tables, where applicable.

5.4. Provide more social and flexible spaces for all ages and abilities throughout the system, where applicable.

5.5. Evaluate parks for social interaction opportunities and the potential for consolidation to create flexible multi-use spaces, where applicable.

5.6. Evaluate current amenities and incorporate elements to promote year-round use, where applicable.

5.7. Enhance user experiences and placemaking (i.e. benches, lighting, garbage cans, kiosks/signage, etc.) through the addition of user amenities that incorporate art and education.

5.8. Encourage participation by neighborhoods, community groups, and local artists in the planning for and development of park and recreation facilities.

5.9. Incorporate public art within the system.

5.10. Identify locations for unique features or improvements to avoid a system of "cookie cutter" parks.

Goal 6. Maintain and Collect Data about the Park and Recreation System to Ensure Assets are Well Managed and Decisions Well-informed

6.1. Confirm and verify park boundaries and legal descriptions for each park to ensure park assets are documented and clear.

6.2. Allocate park improvements into a long-term capital improvement plan and use a maintenance and replacement schedule to keep parks facilities up to date.

6.3. Ensure equity across the park and recreation system by determining a system level of service (LoS) and budget, schedule and hire staff to support the LoS.

6.4. Work with other City departments to create a comprehensive maintenance plan and consolidate City maintenance services.

6.5. Review user agreement strategy and improve as warranted.

6.6. Identify data needed to make informed decisions and methods for collecting the data.

6.7. Include public engagement options or a toolbox for engagement strategies (see Accessible Government section).

6.8. Support staff in the development and implementation of the engagement plan.

6.9. Develop data collection of participation and economic impact on park facilities and amenities.

6.10. Identify and manage sustainable funding sources, partnerships and efficiencies.

Goal 7. Identify and Manage Sustainable Funding Sources, Partnership and Efficiencies

7.1. Update the park dedication policy to ensure land is suitable for recreation or fee is adequate to meet public needs.

7.2. Pursue all funding opportunities.

7.3. Explore gift-giving policy and communicate to entities in Goal 4. Develop gift-giving and Donor policy and communicate to entities in Goal 4.

    7.3.1. Encourage property owners interested in donating or granting conservation easements on their land.

7.4. Support the creation of a non-profit parks and recreation foundation, or create an alliance with existing group(s) to this end.

7.5. Utilize the parks assets to capitalize on opportunities to generate revenue.

7.6. Research and gather data on similar communities and impact related to tax. Research and gather data on similar communities and impact related to sales tax.

Goal 8. Ensure a Quality Series of Programs that are Available to All

> **Commented [RT3]:** Objectives reordered to clarify that the goal is more than about funding

8.1. Establish a formal and regular review and evaluation process for all programming, parks, and services that includes areas such as evaluation of how well programming are meeting participants' needs and effectiveness of outreach efforts to traditionally underrepresented or underserved populations.

8.2. Evaluate agreements with other agencies to ensure a balanced benefit.

8.3. Renew and build relationships with existing providers.

8.4. Annually assess program pricing structure.

8.5. Allocate programming assistance funds into an operating budget.

8.6. Continue to provide and increase scholarship opportunities and funds.

    8.6.1. Increase promotion of scholarship opportunities and review the procedure for scholarship application.

Arts & Culture

Winona is known as an arts destination, and the city's updated Comprehensive Plan will include highlights from the new Arts and Culture Strategic Plan, which is currently underway.

Goals, Objectives, and Strategies

The following are the goals, objectives and strategies that were identified by the Arts & Culture Subcommittee and recommended by the Steering Committee. Objectives are identified by two numbers (such as 1.1), while strategies are identified by three numbers (such as 1.1.1).

Note: The strategies for these goals and objectives are in the City's Arts and Culture Plan

Goal 1.   Enhance City Support Systems for Winona's Creative Life

1.1.   Refocus the City's leadership role from direct programming to service, support, and leadership of the community's efforts.

1.2.   Rebuild the Fine Arts Commission as the Creative Winona Commission with updated mission, qualifications, role and membership.

1.3.   Establish an inaugural citywide Public Art Program.

1.4.   Develop a long-term public art master plan.

1.5.   Collaborate with community partners to Ccreate an equitable, inclusive and transparent arts grants program open to all Winona nonprofit arts and cultural organizations and artists.

1.6.   Expand the Creative Laureate program to have one or more artists work within City departments on collaborative projects.

1.7.   Refocus the City Arts Office as the Office of Arts, Culture and Creative Economy.

1.8.   Re-establish City Arts and Culture coordinator position to staff the Office of Arts, Culture & Creative Economy.

1.9.   Task the Office of Arts, Culture & Creative Economy staff with implementation of the Comprehensive Arts and Culture Plan, with advice and support provided by the Creative Winona Commission.

1.10.   Develop funding streams for Arts & Culture and for implementation of the Comprehensive Arts and Culture Plan.

1.11.   Identify and work to eliminate or alleviate barriers to creative endeavors in the city.

Goal 2.   Promote and Grow Winona's Creative Economy

2.1.   Increase Winona's capacity to attract and retain diverse creative talent.

2.2. Develop an arts and culture strategy to position Winona to attract all age groups, from college students through to retirees, to live and work in Winona.

2.3. Support growth in Winona's culinary sector.

2.4. Continue to promote arts and culture as an important asset for Winona.

2.5. Expand arts education and lifelong learning opportunities.

2.6. Provide accountability in implementation of the Arts & Culture plan.

Goal 3.   Support Inclusive Creativity for All Residents and Visitors

3.1. Collaborate with the creative community to develop and ensure inclusive new activities for all Winonans.

3.2. Partner with the community to develop and implement year-round arts and cultural programming.

3.3. Develop a communitywide cultural equity and inclusion initiative.

3.4. Incentivize cross-over activities for creative and outdoor recreation.

Goal 4.   Expand Access (Physical and Financial) to Creative Sector Facilities and Spaces

4.1. Complete the former Masonic Temple project as a multidisciplinary performing and visual arts center.

4.2. Inventory and make available existing public spaces for creative activities.

4.3. Develop live/work spaces for artists and creative, including mixed use projects.

4.4. Develop a Creative Space Program to incentivize new facilities, spaces, and places.

Downtown & Riverfront

Winona's historic downtown and riverfront is a regional hub for jobs, commerce, services, living, recreation, and tourism. The new Comprehensive Plan will explore community and tourist needs, as well as opportunities for increased connections between the downtown and the riverfront. The plan will also explore physical improvements in the public and private realm that can support future innovation.

Goals, Objectives, and Strategies

The following are the goals, objectives and strategies that were identified by the Downtown & Riverfront Subcommittee and recommended by the Steering Committee. Objectives are identified by two numbers (such as 1.1), while strategies are identified by three numbers (such as 1.1.1).

Goal 1.   Downtown Accessibility Enhancements

1.1.   Work with the downtown stakeholders to address low-cost strategies to make curbs and sidewalks more accessible.

1.2.   Work with the downtown stakeholders to improve coordination of snow/ice clearance for sidewalks and curb ramps.

1.3.   Address accessibility of street crossings with curb extensions, raised crosswalks and intersections, and changes of materials (i.e. downtown Hastings, Mankato, and Chaska).

1.4.   Add more handicapped parking spaces per block.

1.5.   Add more level-boarding options for those using transit in the downtown.

Goal 2.   Downtown Beautification and Cleaning Improvements

2.1.   Increase greenery and landscaping in the downtown.

2.1.1.   Evaluate existing street tree locations, remove stumps, and add trees and other permanent plantings.

2.1.2.   All tree removals should be accompanied with tree replacement or other permanent plantings.

2.1.3.   Seasonal plantings and decorations should be added to create visual interest year-round.

2.1.4.   Provide incentives for private property owners to create pocket parks or other green space.

~~2.1.4.~~2.1.5.   Prioritize utilizing native species

2.2.   Incentivize historic building restoration and leverage façade grants programs.

2.2.1.   Re-evaluate and improve current programs like the Downtown Revolving Loan Fund and add other programs through other funding sources.

2.2.2. Add local funding sources for grants that have less red tape.

2.2.3. Regularly seek feedback on existing new programs from recipients and potential users.

2.3. Activate and use street spaces and other public spaces as venues for temporary events, retail, and commercial.

2.3.1. Amend ordinances to allow sidewalk cafes, storefront displays, street fairs and vendors, among other uses, in the sidewalk and street spaces by-right.

2.3.2. Activate public rights-of-way in downtown through intentional programming by creating clear, convenient processes for entrepreneurial uses of the public spaces in the downtown.

2.4. Maintain cleanliness and ongoing compliance.

2.4.1. Provide staffing to address cleaning and maintenance needs and function as a first point of contact for compliance with property owners.

2.4.1.2.4.2. Develop and implement an improved plan for waste and recycling receptacles

Goal 3. Placemaking Processes and Designs for Reinventing Downtown Public Spaces

3.1. Create a mix of destinations to make the downtown one large destination.

3.1.1. Utilize the Port Authority and Opportunity Winona to identify sites for reinvestment to create additional housing and commercial/retail destinations.

3.1.2. Amend zoning ordinances to encourage additional residential density in downtown.

3.1.3. Host a development round-table or facilitated development workshop to understand the private sector's experience and perspective of doing business in the downtown.

3.1.4. Host an open house regularly for constructive feedback.

3.1.5. Invite and assist local artists to apply their crafts in the form of ephemeral art in public spaces.

3.2. Improve connectivity to the downtown.

3.2.1. Improve wayfinding to and from the downtown toward other destinations e.g. parks, trails, other neighborhood nodes, large cultural draws.

3.2.2. Create consistent wayfinding throughout the downtown that enhances the sense of place for downtownis seamless with the surrounding area.

3.2.3. Rights-of-way connections to the downtown should provide safe, convenient, and comfortable multi-modal connections that prioritize walking, biking, and transit.

3.2.4. Recreation locations and destinations should have clear connections to the downtown.

3.2.5. Create network connections between park and recreation destinations with an emphasis on connecting to the Mississippi River.

3.3. Encourage more activity and vibrancy on weekends.

3.3.1. Partner with ~~other~~ organizations and individuals for "Late Night Downtown" events and planning.

3.3.2. Encourage private use of public space, e.g. street vendors, public space cafes, storefront displays, and parklets.

3.3.3. Amend ordinances to allow sidewalk cafes, storefront displays, streets fairs and vendors, among other uses in the sidewalk and street space by-right.

3.4. Re-evaluate design standards for the downtown.

3.4.1. Create clear documentation for historic rehabilitation and investment in historic buildings.

3.4.2. Have a clear "design language" for downtown furniture, streetscape improvements, and other amenities.

3.4.3. Provide sheltered protections for transit stops.

3.5. When repairing or improving stormwater, electricity, and water infrastructure, consider improvements to streetscape and placemaking at the same time, e.g. material changes for intersections and crosswalks when replacing stormwater drains.

3.5.1. Develop a street design manual that clearly develops a process for the inclusion of holistic placemaking elements in regular street improvements.

3.5.2. Implement a "heritage streets" program that enhances the downtown as an historic draw in the community.

3.5.3. Incorporate public art into regular public infrastructure investments as detailed in the Arts and Culture Plan.

3.6. Consider green technology when improving parking lots and when considering site plans for new construction.

3.6.1. Incorporate electric charging stations and other electric mobility support infrastructure in city parking lots.

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3.6.2. Encourage native plantings to soften the use of concrete and asphalt in the downtown and decrease the "vacant lot" perceived safety issue.

Goal 4. Downtown Parks Improvements

4.1. Seamlessly integrate the Levee Park Plan with increased access to the downtown.

4.1.1. Develop Levee Park Phase II including improved boat passenger and recreational access to the Mississippi River.

Commented [LS1]: Include links to relevant plans here

4.2. Eliminate or reduce barriers for connecting between downtown parks and the downtown core.

4.2.1. Ensure that access between downtown parks and the downtown core is safe, convenient, and comfortable for non-automobile users.

4.2.2. Work with railroads to improve at-grade crossings in the downtown.

4.3. Re-evaluate what public rights-of-way look like between park destinations and the downtown core to provide safe, convenient, and comfortable multi-modal connections that prioritize walking, biking, and transit.

4.3.1. Incorporate downtown specific standards into a street design guide for Winona.

4.3.2. Consider public rights-of-way for uses beyond the movement of traffic.

4.4. Recreation locations and destinations should have clear connections to the downtown.

4.5. Create network connections between park and recreation destinations with an emphasis on connecting to the Mississippi River.

Goal 5. Increased Communication and Collaboration with Downtown Property and Business Owners

5.1. Create opportunities for regular public feedback.

5.1.1. Provide an open house public forum regularly to allow for community feedback to city staff.

5.1.2. Provide opportunities for regular feedback at locations throughout different locations in the downtown, e.g. meet the community where they are.

5.2. Communicate directly with business and property owners regularly with downtown updates, permitted improvements, new businesses, and other occurrences in the downtown.

5.2.1. Work with Main Street and the Chamber of Commerce to provide regular communication but don't rely solely on partnership communication.

5.3. Regularly reach out with historic grants, loans, and other programs for reinvestment.

5.3.1. Create regular mailings and easy to use documentation for the downtown community regarding reinvestment processes and incentives.

5.3.2. Implement the 2022 Financial Incentives, Education, and Outreach program from the City of Winona.

5.4. Create a unified communication strategy for downtown businesses and property owners.

5.5. Consistent communication from a central source - Work with Main Street and the Chamber of Commerce to streamline messaging for downtown stakeholders and users.

5.6. Increase public safety communication with the downtown community.

5.6.1. Encourage availability, communication, and familiarity ~~community policing in~~ downtown via walking ~~or~~ and biking patrols.

> **Commented [LS2]:** Moved from 5.1 to 5.6

Goal 6. Downtown Signage Improvements

6.1. Create kiosks (i.e. Merchants Bank historical signage) with historic interpretive signage.

6.1.1. Encourage the Winona Heritage Preservation Commission to seek signage funding on an annual basis.

6.2. Develop a strategic signage plan that incorporates consistent signage for downtown with the rest of Winona.

6.2.1. Incorporate wayfinding, parking, interpretive, parks, and other signage information into an easy understood street design manual.

~~6.2.1.~~6.2.2. Prioritize accessibility and digital technology implementation for signage

6.3. Adopt consistent design standards for private property based on historic district design guidelines and codify it.

6.3.1. Re-evaluate the Unified Development Code Standards for consistency with the historic district design guidelines.

Goal 7. Assessment of Downtown Tax Base and Investments

7.1. Evaluate public and private investments for impact on tax base.

Goal 8. Public Investment Channels to Fuel Downtown Development Momentum

8.1. Encourage increased mixed use opportunities in the downtown with higher density residential capacity to support businesses.

8.1.1. Relax or remove parking minimums in the downtown which serve as a de-facto lot area minimum cap on residential capacity.

8.1.2. Encourage mixed use on first floors of buildings to activate the street.

8.2. Re-evaluate processes and ordinances that present barriers for development and re-investment while supporting downtown's historic character.

    8.2.1. Re-evaluate design standards in the Unified Development Code.

    8.2.2. Distribute the Main Street Design Guide regularly and communicate the processes for redevelopment of the downtown.

8.3. Encourage development that reduces reliance on parking through the use of shared parking agreements, actively managed public parking, removed parking minimums, and increased pedestrian and bicycling infrastructure.

    8.3.1. Where public parking is available, re-evaluate its use as parking and make it a goal to prepare and market parking properties for redevelopment.

8.4. Encourage employment and housing densities that support a viable, robust transit system.

    8.4.1. Support the downtown as a "walkshed" that is served by public transit and is easily accessible by walking, biking, or other non-automobile transport options.

    8.4.2. Encourage increased hours of operation for the transit system.

    8.4.3. Consider fare-free transit that will limit barriers to use for all users.

    8.4.4. Re-evaluate standards in the Unified Development Code to encourage increased densities that will meet established standards for transit operation.

8.5. Promote brownfield redevelopment opportunities in the downtown area.

8.6. Continue seeking public private partnerships for new development projects.

Goal 9.   Active Management of Public Parking

9.1. Set clear goals for utilization rates so that public investment in parking is justified and used (90%+ occupancy).

9.2. Enhance the quality and safety of facilities.

    9.2.1. Review the distribution of ADA spaces for on-street and municipal lots.

    9.2.2. Review city ordinances related to parking regulations within municipal lots.

    9.2.3. Implement placemaking improvements to public lots.

    9.2.4. Improve and enhance lighting of parking lots and on-street parking.

9.3. Market the location and availability of parking in a clearly understandable way.

    9.3.1. Compare walking distance to recognizable landmarks, e.g. "one minute walk to the library".

    9.3.2. Improve wayfinding signage.

Commented [LS3]: Call out box for brownfield redevelopment

9.4.   Pursue shared parking opportunities with privately-owned parking facilities.

9.5.   Increase enforcement of existing regulations with new technology (e.g. license plate scanning technology, parking apps, dynamic pricing).

9.6.   Review time limits for on-street and off-street parking to encourage a walkshed district to ensure access to businesses.

9.7.   Implement a parking improvement district that reinvests parking revenues in downtown placemaking and infrastructure improvements.

Goal 10. Public Safety Improvements to Create a Safe and Approachable Downtown Environment

10.1.   Improve access and mobility.

   10.1.1.   Implement traffic calming measures in the downtown that prioritize walking, biking, and transit.

   10.1.2.   Implement public infrastructure improvements that make moving through the downtown safe, convenient, and comfortable for those with mobility hurdles and children (e.g. planning for 3' in height, shorter crossing distances, etc.).

10.2.   Communicate emergency preparedness to the downtown community.

   10.2.1.   Ensure that emergency management plans have specific strategies for the downtown.

   10.2.2.   Create an education plan showing what the emergency management strategies are for downtown community and communicate it in multiple ways consistently, e.g. annual meetings with property owners, public signage, etc.).

10.3.   Encourage activities in the downtown throughout the day.

   10.3.1.   Increase the amount of and improve lighting in coordination with regular maintenance and public infrastructure or placemaking projects.

   10.3.2.   Increase residential densities in the downtown to encourage businesses to serve customers for longer hours to encourage activity and "eyes on the street".

10.4.   Activate buildings and increase transparency in the built environment.

   10.4.1.   Re-evaluate design standards to encourage more transparency (windows) on ground floors and upper floors.

   10.4.2.   Coordinate with placemaking and public infrastructure projects to ensure visual connections exist between interior and exterior spaces.

   10.4.3.   Support Crime Prevention Through Environmental Design (CPTED) training or full certification for at least one city staff member.

10.5.   Public safety office direct outreach.

10.5.1. Evaluate existing staffing levels for public safety officers and ~~increase capacity, if needed, to ensure the role is adequately supported~~ensure roles are adequately supported to encourage communication, outreach, and availability of officers downtown.

10.5.2. Consider a downtown ambassador program.

10.5.3. Plan and schedule information sessions and in-person ~~representation~~ availability of public safety officers in the downtown.

10.5.4. Encourage foot and bicycle patrolling of the downtown area so that public safety officers are integrated into the downtown community and are a visual presence.

Economic Development

Winona has a solid base of economic activity and employment options. The new Comprehensive Plan will look at ways for Winona to maintain and develop its competitive edge. This includes workforce development and necessities such as childcare, recreation, and livability. The plan will also consider physical development, riverfront development, and the commercial harbor.

Goals, Objectives, and Strategies

The following are the goals, objectives and strategies that were identified by the Economic Development Subcommittee and recommended by the Steering Committee. Objectives are identified by two numbers (such as 1.1), while strategies are identified by three numbers (such as 1.1.1).

Goal 1. Market Winona to the World

1.1. Grow and support tourism as an economic development driver.

1.1.1. Craft a high level community identity ~~with images~~ that invokes joyful emotions by ~~depicting~~ showing Winona as a welcoming, safe, and friendly community with desirable amenities.

1.1.2. Partner on community promotional efforts to reach diverse tourist markets.

1.1.3. Invest in the city's quality of life amenities that will attract tourism.

1.2. Create a working group comprised of the City, Visit Winona, Winona Chamber, universities, and representatives from businesses, workforce, arts and culture, non-profits, healthcare, and community organizations.

1.2.1. Identify and connect with branding firms that have prepared the messaging for ~~Eau Claire, WI and~~ other cities with strong community brands.

~~1.2.1.~~1.2.2. Identify and cultivate local talent to develop and enhance Winona's community brand.

~~1.2.2.~~1.2.3. Identify target markets (businesses, visitors, residents, etc.) and a unified message for each.

~~1.2.3.~~1.2.4. Reach consensus on desired marketing platform(s).

~~1.2.4.~~1.2.5. Create marketing plan, including identifying financial partnership structure and lead implementation entities.

~~1.2.5.~~1.2.6. Implement marketing plan.

~~1.2.6.~~1.2.7. Evaluate impact of marketing and reach consensus on any needed modifications.

Goal 2. Strong Business Climate

2.1. Provide a strong business culture for a diversity of businesses, including individuals and entrepreneurs, to start, thrive, and grow.

2.1.1. Identify ~~what are the~~ barriers and needs for new businesses and retaining and growing existing businesses (i.e. are housing/workforce, etc.), including whether barriers and/or needs are different by type of business.

2.1.2. Identify priority business types that provide competitive wages and benefits.

2.1.3. Identify and support entrepreneurs, including those marginalized populations that are often undiscovered.

2.1.4. Work with the "Partners" (public and private entities) to address barriers confronting start-up or expanding businesses, including the following:

- Develop a plan to alleviate those barriers, address needs, and recruit targeted business.
- Compile and promote resources to help promote the business start-up process.
- Connect community resources with businesses in need of support.
- Support a business mentorship program
- Provide financial accessibility and services education

2.1.5. Explore potential community incentives for new and existing businesses to retain and expand the workforce.

2.1.6. Collaborate with marketing efforts to provide a "hot button" for a business to get answers to "Frequently Asked Questions" (FAQ) and contact numbers for resources.

2.1.7. Become a leader in addressing the childcare shortage to support business and workforce needs

2.2. Increase safety, efficiency, and productivity of the Commercial Harbor to support waterborne transportation

Commented [Formatted]: Objective Style

Goal 3. Development and Redevelopment

3.1. Support the highest and best sustainable use of the limited land area.

3.1.1. Promote growth in areas without compromising the protection of the natural areas, bluffs, and water resources.

3.1.2. Identify and promote opportunities for redevelopment where public investment has already occurred.

3.1.3. Support reinvestment and reuse of historic buildings.

3.1.3.3.1.4. Conduct fiscal sustainability analysis of existing regulations and adjust regulations to support the services and goals of the community

3.2. Continue the momentum from Opportunity Winona.

Commented [LS1]: Call out box for "Opportunity Winona"

3.2.1. Review projects through the lens of the Winona Downtown Strategic Plan:

- Does the project bring more people to Downtown Winona?
- Allow for financially feasible implementation and long-term sustainability
- Meet environmental and sustainability goals for the community
- Serve unmet needs
- Enable accessibility and inclusivity

- Support the Downtown Strategic Plan's principles of a Vibrant, Accessible, Clean, and Safe Winona

3.3. Continue to advance long term public use and access to the Mississippi riverfront; it is Winona's front porch.

    3.3.1. Increase the investment needed to reactivate the riverfront.

    3.3.2. Increase public access to docking and public amenities (restrooms, restaurants, and access to downtown, etc.).

    3.3.3. Increase signage (in multiple languages and an emphasis on accessibility) of these amenities.

    3.3.3.3.3.4. Incorporate inclusiveness of indigenous peoples and history in investments along the Mississippi riverfront

Goal 4. State of the Art Technology

4.1. Assure access to state-of-the-art information technology throughout Winona and ensure its ability to meet the ever-changing needs of communication.

    4.1.1. Incorporate technology integration systems and infrastructure in new business and public projects (i.e. next phases of Levee Park to include additional electrical infrastructure for events and food trucks, performance lighting, staging, modern restrooms, etc.).

    4.1.2. Develop and provide residents and businesses access to a truly accurate internet speed map to identify potential deficiencies which must be improved. The map would be part of the toolbox to recruit new businesses and residents; especially remote workers.

    4.1.3. Identify and create space to develop free Information Technology hub locations

    4.1.4. Utilize technology to access data-driven demographics on the incoming and outgoing of Winona populations.

4.2. Support investments in technology to support sustainability.

    4.2.1. Access and utilize funding for developing EV Charging stations.

Goal 5. High Quality Cultural, Recreational, and Natural Amenities

5.1. Provide cultural, recreational, and natural amenities that attract new businesses, residents, and tourists.

    5.1.1. Invest in and promote a higher level of well-designed cultural, recreational and natural spaces.

    5.1.2. Support the efforts in Winona to increase opportunities and excitement to use outdoor recreational areas.

    5.1.3. Explore and collaborate with community partners on unique Winona attractions for each of the four seasons.

    5.1.4. Explore downtown areas and the Mississippi riverfront for adding recreational opportunities.

5.1.5.   Complete the second phase of Levee Park and levee improvements.

Community Services & Institutions

Winona's new Comprehensive Plan will explore how to strengthen relationships between community service providers, ensure community needs are being met, collaboratively plan for facility needs, and increase the community's awareness of services. This includes services provided by the City, as well as partner institutions.

Intro/Context to include section on Alternative Response Team and a section on concerns about substance abuse.

Goals, Objectives, and Strategies

The following are the goals, objectives and strategies that were identified by the Community Services & Institutions Subcommittee and recommended by the Steering Committee. Objectives are identified by two numbers (such as 1.1), while strategies are identified by three numbers (such as 1.1.1).

Goal 1.   Enhance ~~People's~~ Awareness of Services and Where to Access Them

    1.1.   Increase the frequency of messaging about programs.

        1.1.1.   Utilize digital and non-digital resources for messaging.

        1.1.2.   Utilize inserts in utility bills to provide information to all residents.

    1.2.   Communicate across multiple platforms to reach desired populations.

        1.2.1.   Create a communications strategy to identify and implement communication via platforms that are widely used among target populations.

    1.3.   Utilize a common platform to direct people toward resources.

        1.3.1.   Use existing resources where possible to fully build-out a regularly updated service directory.

        1.3.2.   Provide a link to Live Well Winona or another community hub on the City's website.

    1.4.   Increase capacity for neighbors to help neighbors.

        1.4.1.   Facilitate social media connections between residents.

        1.4.2.   Facilitate neighborhood gatherings with special attention to neighborhoods where there is demographic turn-over among residents.

Goal 2.   Increased Communication Among Service Providers

    2.1.   Promote cross-education among service providers.

        2.1.1.   Seek out a central organization such as the Winona Area Non-Profit Association to connect service providers and provide education about what they offer.

    2.2.   Create communications plan for formal and informal gatherings.

2.2.1. Organize "share out" events attended by multiple organizations and identify an organization to present or "spotlight" their services.

Goal 3. Funding Needs & Outcomes are Better Understood

3.1. Increase public education about funding needs and outcomes.

3.1.1. Organize a messaging campaign to publicize funding needs and outcomes.

3.1.2. Utilize infographics to assist in communication.

3.2. Increase amount of education for public officials and department heads across agencies about funding needs and outcomes.

3.2.1. Organize a service organizations' summit attended by public officials and department heads.

3.3. Create a cross-community funding request strategy.

3.3.1. Utilize connections made through shared events to create cross-community funding request strategy.

3.3.2. Work with Winona Community Foundation on asks that fit into their giving parameters.

Goal 4. Better Mental Health Resources for Residents

4.1. Attract and rRetain mental health professionals in Winona.

4.1.1. Hold a brainstorming event to generate ideas to address the issue.

4.1.2. Incorporate non-employment considerations such as housing and childcare to enhance the attractiveness of Winona.

4.1.2.4.1.3. Explore solutions implemented by other communities similar to Winona.

4.2. Enhance the capacity of organizations, businesses, and individuals to recognize and address mental health crises.

4.2.1. Implement a training for mental health first aid targeted toward people who are not professional counselors but interact with a variety of individuals in work or non-work settings.

4.2.1.4.2.2. Explore a community care model with a learning cohort that focuses on building healthy behaviors and environments, and facilitating connections between people.

4.3. Enhance the capacity of public safety agencies to respond to mental health calls.

4.3.1. Consider adding a social worker to 911 emergency dispatch center staff.

Goal 5. Coordinated Planning of Physical Spaces and Facilities Among Community Institutions

5.1.   Regular meetings among community institution leaders.

5.1.1.   Schedule and implement regular meetings among community institution leaders.

5.2.   Regular meetings among department heads across agencies.

5.2.1.   Work with organization leaders to schedule and implement regular meetings among department heads across agencies.

5.3.   Create a cross-community funding request strategy for capital projects.

5.3.1.   Create a timeline for anticipated funding requests and share amongst leaders at regular meetings.

5.4.   Increase opportunities for informal community groups to rent facilities.

5.4.1.   Identify publicly available meeting spaces and share with general public.

Transformative Projects

The 2045 Comprehensive Plan identifies future physical improvement projects that will significantly influence how Winona grows and develops over time. These projects were chosen by the Transformative Projects Subcommittee and confirmed by the Steering Committee. Projects selected involve new construction or a new use that are in the conceptual design stage and are anticipated to have impacts beyond the immediate project area.

Riverfront Trail

Rationale

A "Riverfront Trail" along the Mississippi River is detailed in the 2007 Comprehensive Plan as a major project that would help re-connect Winona to the river. Due to flooding and construction of the levee system, there is a sentiment that Winona has historically "turned its back" on the Mississippi River. The Riverfront Trail seeks to change that. The trail would run along the river from Pelzer Street on the West to the east end of the City. It is seen as a trail of regional importance – attracting Winona residents and visitors to the banks of the river. It is the highest rated "transformative project" identified by the subcommittee working on this section of the Comprehensive Plan. City staff has been working on the Riverfront Trail for the last 15 years. At this time, the focus is on the portion of trail between Levee Park and Lions Park.

Considerations

Considerations related to development of the Riverfront Trail include:

- Exclusively a "City" project – execution and management of the project is the City's responsibility.
- The number of landowners within the trail corridor will involve significant negotiation and coordination.
- Existing industrial businesses will continue to need access to the river, so there will be challenges with planning and designing for the co-existence of industrial and recreational uses.
- Federal flood system (dike) regulations will likely present constraints on the design of the trail.
- Reliance on availability of state bond funds.
- Strive to locate the trail as close to the Mississippi River as possible so that it offers a true "riverfront" experience.
- Incorporation of design elements that are common to other parks and trails resources in Winona.
- Due to these considerations and others, it is anticipated that work on this trail project will continue through the effective time period of this Comprehensive Plan and perhaps into the next.

Partnerships

Partnerships for this project include the US Army Corps of Engineers, individual property owners, and the state of Minnesota.

Incubator Spaces

Rationale

Incubator spaces and/or programs in Winona would help people get their business ideas off the ground and help create new local businesses. Incubator spaces that share resources could also create efficiencies and solve problems for community members. Overall, incubators lower barriers for people to bring their great ideas to fruition.

Incubators in concept are directly in-line with the vision and values stated in the 2045 Comprehensive Plan – particularly related to our vision of Winona "leading with entrepreneurial spirit and creativity" and the following core value:

> *Entrepreneurship & Economy*
>
> *Our entrepreneurial spirit and industrial heritage are the foundation for growth of our robust, diverse economy. We invest in our downtown and other physical assets, and we create the conditions for bold and innovative ideas to flourish.*

There are numerous examples of successful incubators throughout the county and even regionally in the cities of La Crosse and Eau Claire, Wisconsin, and Rochester, Minnesota. Winona has previously created a co-working space named "The Garage" which functioned between 2018 and 2020, but closed due to financial difficulties. It will be prudent for Winona to learn from other precedent efforts in creating local incubator spaces or programs.

Future incubator efforts could be key in creating the next generation of local entrepreneurs and businesses in Winona. Winona has historically benefitted from local innovation and creation of businesses that sell products and services well beyond the local area.

Considerations

Considerations related to establishment of local incubators include:

- What incubator style resources does Winona already have? Perhaps the idea of local incubators is less about creating something new versus building on or bringing together existing resources.
- Many of the local faith organizations have full scale commercial kitchens. The City of Winona's Masonic Temple also has a kitchen.
- Future investments in Winona's Masonic Temple will make it a good potential site for a makerspace (where tools are shared) and/or a food related incubator.
- Incubator efforts may be a combination of physical improvements and non-physical strategies or programs (e.g. start-up financing, loan guarantees, resource center, etc.)
- Incubator efforts need to incorporate an effective amount of marketing and advertising to attract buy-in and use of resources.
- In addition to the general population, a source for new ideas and creativity are students at the local universities. There has long been the desire to retain more student talent in Winona and incubator resources could be an avenue for assisting with this effort.

- An Incubator should be considered an economic development activity with City involvement through staff and/or the Port Authority, but partnerships will be required to make a project successful.
- The City's role in an incubator should primarily be as a connector versus a driver.
- "Lessons" from The Garage experience should be considered in future efforts.

Partnerships

- Partnerships with local businesses, economic development agencies, and potential funding sources will be key in creating sustainable incubators. Referencing other successful incubator models will help define what might work locally. In general, the more community partners, the better.

Housing

Rationale

Having a place to call home is a basic human need and attainable housing is a foundational element in sustaining a successful City. Throughout the creation of 2045 Comprehensive Plan, the need for additional housing choices has been a common theme among all participants (e.g. general public, subcommittees, and the steering committee). People want to live in Winona, but many have a hard time finding a home. This initiative encompasses housing of all types and for all income levels.

Adequate housing choices is important in maintaining and enhancing Winona's livability, and livability is fast becoming a city's most important characteristic for attracting and retaining employees. Additionally, with the growth of remote work, people have greater flexibility in deciding where to live. Thus, providing ample housing choices is key to Winona's future growth and sustainability.

Although housing at all income levels is needed, the need is especially pronounced for homes attainable by people with low to moderate incomes. New detached single-family homes are becoming increasingly cost prohibitive even for those who have higher incomes. Additionally, land is limited in Winona due to the City's geographical constraints. As a result, facilitating the improvement of existing homes and adding additional units to existing structures are key strategies for assisting the majority of those seeking a home in Winona.

The Housing & Neighborhoods section of this plan details specific goals, objectives, and strategies related to housing. Housing is also included in this section due to its importance to community growth and creating a sustainable future for Winona.

Considerations

Considerations related to facilitation of additional housing choices include:

- Incorporate direction from previous efforts related to housing such as the Mayor's Housing Taskforce report adopted in January of 2018.
- Housing for single people and single-parent households (not in college) can be especially difficult to find in Winona.
- Allowing additional housing units on an existing property with an owner occupancy requirement may help more people to find attainable homes.

- Reducing or eliminating parking minimums and allowing more flexibility for off-site parking should be examined as a strategy to allow more housing development. Examine alternative parking strategies as part of this effort.
- In addition to the creation of new housing units, naturally occurring affordable housing should be examined and better understood in Winona.
- More public funding dedicated to housing would have a significant impact on maintaining and/or creating attainable housing options.
- Work with the adjacent townships to identify and assess potentially developable land adjacent to existing infrastructure.
- City resources (economic development) focused on housing and facilitating federal and state housing programs in Winona.

Partnerships

Partnerships between the City of Winona and state agencies as well as non-profits are crucial in facilitating the creation of attainable housing. State agencies such as the Minnesota Housing Finance Agency help fund attainable housing projects while the City can partner with non-profits such as Habitat for Humanity to renovate existing housing and build new housing.

In addition to partnerships, it is important for the City to adjust its regulatory framework to make the creation of additional housing units easier for individuals. Amending regulations such as zoning will help to facilitate the creation of additional housing options in the City. Such regulations can and should be amended to allow greater housing choices while also preserving the desired neighborhood character.

Other Notable Projects

WSU Fieldhouse

The Winona State University fieldhouse is a large indoor athletics and event facility proposed for the blocks between Huff Street and Main Street, and from Sarnia Street to the railroad tracks. The facility could also accommodate large gatherings such as concerts, trade shows, and auto or boat shows. This project is identified as a top need in WSU's Comprehensive Plan.

In addition to athletics or event uses, allowing community use of the fieldhouse spaces would enhance the overall benefit to all those who live in Winona. Therefore, partnerships with the City of Winona, schools, and local non-profits should be explored. Expanded public use of the facility will help this project to have a stronger transformational impact on the greater community.

New City Police, Fire, and Community Center Facilities

New facilities for the Fire Department, Police Department, and Senior Center are future priority projects for the City of Winona. In summary, the Fire Department needs new facilities due to inadequate space for equipment and training, as well as maintaining the health of firefighters; the Police Department needs new facilities space for essential departmental functions; and a new home for the Senior Center is needed due to aging current facilities and a desire to connect seniors with youth in a combined Community Center project.

When this summary was written in Fall 2022, a combined Fire Department, Police Department, and Community Center was being considered, but final decisions have yet to be made. There also is the potential to split these facilities into different project locations. However, due to limited land options in Winona, location of these facilities in different places will likely have a domino effect on other properties and land uses within the city.

Environment & Sustainability

Winona's new Comprehensive Plan will include highlights from the new Natural Resources and Sustainability Plan that is currently being developed. Aspects of the plan will include water resources, stormwater management, open space, alternative energy, climate change, and more.

Goals, Objectives, and Strategies

The following are the goals objectives, and strategies that were identified by the Environment and Sustainability Subcommittee and recommended by the Steering Committee. Objectives are identified by two numbers (such as 1.1.), while strategies are identified by three numbers (such as 1.1.1.).

Goal 1. Increased Renewable Energy and Energy Efficiency, Resiliency, and Conservation

1.1. Expand renewable energy use and increase uptake of clean renewable energy

   1.1.1. Employ direct outreach to the business community to help energy savings and renewable energy adoption measures

1.2. Maximize energy efficiency and conservation measures

   1.2.1. Lead by example as a city by reducing energy consumption, making our municipal buildings energy efficient, and subscribing to renewable energy options where possible.

   1.2.2. Connect energy burdened community members with assistance programs intended to lower energy bills.

   1.2.3. Engage the community around available programs and grants that will assist energy conservation, efficiency, and renewable energy adoption.

1.3. Align actions to achieve city-wide net zero by 2050 goals

   1.3.1. Evaluate and reimagine policies that make both energy efficiency and renewable energy adoption more accessible by prioritizing city-wide net zero

Goal 2. Accessibility to Energy Efficient Multi-Modal Improve Transportation Options

2.1. Reduce community's dependence on automobiles / prioritize opportunities for other modes of transportation.

   2.1.1. Encourage walking and biking transportation options through infrastructure and incentives.

2.2. More energy efficient forms of transportation are promoted and used whenever possible

   2.2.1. Make improvements to the transportation network and programs through partnerships with state and non-profit organizations, neighboring communities, and residents.

Commented [LS1]: Insert call out box defining energy burdened

2.2.2. Expand electric vehicle adoption and accessibility while considering unique impacts of electric vehicles on roads.

2.3. Winona residents and visitors are able to get around town via the mode of transportation of their choice. Points of interest are connected via transit or trail networks

2.3.1. Balance transportation needs with recreational areas and the environment through efficiencies, route evaluations, and limiting pollutants on the roads.

2.4. Those with limited mobility or transportation options are included in transportation decision making

2.4.1. Become a state leader in accessible transportation by considering accessibility in all transportation decision making.

Commented [LS2]: Strategy 2.4.1 added

Goal 3. Sustainable Water Resource Practices

3.1. Work to ensure sustainable use of aquifers

3.1.1. Protect our groundwater aquifers and drinking water from overuse and pollutants through reduction of use measures and protection of source waters

3.1.2. Coordinate efforts with local partners, including meeting WinLac One Watershed, One Plan objectives

3.1.3. Clarify water bills to be more understandable

3.1.4. Consider tiering of pricing structures

3.2. Protect water quality and aquatic resources such as streams, rivers, lakes, springs, seeps and wetlands to maintain the integrity of the natural environment

3.2.1. Expand use of native landscaping techniques, educate on the value of water smart plantings, and facilitate incentives for water smart plant installation.

3.2.2. Protect surface waters from pollutants carried in stormwater runoff by implementing best practices for infiltration of stormwater, restoring lakeshores, and reducing impervious surfaces.

3.2.3. Provide public education on runoff impacts

Commented [LS3]: Separated from 3.2.2 as a separate strategy

3.2.4. Work to minimize the use of de-icing chemicals, and monitor chloride levels in water bodies receiving chloride runoff

3.3. Lead by example with city facilities and operations best practices

Commented [LS4]: Objective added to include strategies under a better-fitting objective

3.3.1. Implement water saving fixtures at all City buildings.

3.3.2. Implement industry-leading best practices for managing stormwater infrastructure budgeting.

3.4. Improve Lake Winona's water quality to meet or exceed state standards

3.4.1. Reduce the phosphorous loads within Lake Winona and its watershed in accordance with the total maximum daily load developed for the lake

3.4.2. Improve management of Lake Park by increasing native plant buffers, reducing the amount of mowed lawn, and protecting the wetlands

3.4.3. Provide training to City staff on relevant best practices to reduce runoff

3.4.4. Control shoreline erosion and restore shoreline in priority areas

3.4.5. Implement and expand the waterfowl management plan to control the goose population

> **Commented [LS5]:** Added to address technical improvements of one of Winona's premier assets based on public feedback

Goal 4.   Waste Reduction and Reuse

4.1. Follow the reduce > reuse >recycle hierarchy to minimize waste for residential, institutional and commercial users

4.1.1. Support strengthening of Winona County's recycling programs

4.1.2. Improve disposal processes and compliance

4.1.3. Reduce waste production through re-use of materials and material exchange

4.1.4. Reduce construction and demolition waste and implement reuse initiatives

4.2. Options for management of organic waste will become more available

4.2.1. Explore and implement an organics recycling program or campaign

Goal 5.   Sustainable Stewardship of Winona's Natural Resources

5.1. Work cooperatively with other units of government, institutions and organizations to manage growth without compromising the natural environment.

5.1.1. Manage wildlife and invasive species with local partners, such as the United States Fish and Wildlife Service and the Department of Natural Resources.

5.2. Protect the ecological integrity of the river corridor, bluff land areas and steep slopes, and other valued resources

5.2.1. Establish long range plans for natural resources in public spaces.

5.2.2. Budget to maintain existing natural areas

> **Commented [LS6]:** Split as separate strategy from 5.2.1

5.3. Lead in environmental protection standards

5.3.1. Utilize best practices to protect or enhance ecosystems and bluff land, waterways, and shoreline restoration

> **Commented [LS7]:** Split as separate strategy from 5.1.1

5.3.2. Meet or exceed state standards for environmental protection

5.4. Increase and restore natural ecosystems

5.4.1. Restore urban tree coverage through tree planting

5.4.2. Maintain existing trees in line with industry best practices to ensure a healthy tree canopy

5.4.3. Establish protective ordinances for maintaining a healthy tree canopy on private land

> **Commented [LS8]:** Strategy added

5.5. Educate the community about sustainable stewardship

5.5.1. Utilize park programming, sessions in schools, and other community events to meet people where they are and provide valuable education connections

> **Commented [LS9]:** New objective created from Natural Resources Strategies

Goal 6.   Local Food Production and Access

6.1. Support local food for health, economic, and environmental benefits

6.1.1. Support the creation of resource hubs and food libraries to access locally grown foods and connect local vendors to market opportunities

6.1.2. Evaluate and improve city codes to make local food, gardening, individual foraging, and harvesting more accessible

6.2. Any utilization of public land for food harvest and production should follow sustainable principles

6.2.1. Expand access to community gardening

6.2.2. Provide education to build residents' knowledge of community gardening

> **Commented [LS10]:** Split from 6.2.1 as a separate strategy

Goal 7.   Communication, Implementation, and Evaluation of Sustainability Efforts

7.1. Foster Environmental Stewardship

> **Commented [LS11]:** Moved from strategy to objective level

7.1.1. Public communication about sustainability and resilience with the public about sustainability and stewardship

> **Commented [LS12]:** Moved from objective to strategy

7.2. Accountability and engagement, within the city and externally, to ensure plan implementation.

7.2.1. Review and refine process through an annual or biennial review

> **Commented [LS13]:** Split from objective 7.2 as a separate strategy

7.2.2. Expand sustainability education, training, and practices among city employees

7.2.3. Establish a City of Winona Sustainability Commission

7.3. Bolster the resilience of physical infrastructure and awareness about how to prepare and act in the event of shocks or stressors

7.3.1. Develop extreme weather preparation strategies in response to climate change

7.3.2. Proactively pursue projects to promote infrastructure resiliency

7.4. Evaluate potential environment justice issues

    7.4.1. Evaluate new developments through the lens of environmental justice

    7.4.2. Address environmental justice issues (such as inequitable tree cover, affordable and adequate housing access, drainage and pollutants by budgeting for planning, remediation, and implementation

CITY OF WINONA

STEERING COMMITTEE UPDATE MEMO

TO: Comprehensive Plan Update Steering Committee

FROM: Carlos Espinosa, Senior Planner, City of Winona

RE: Urban Neighborhood Land Use Designation Follow Up

Committee Members,

At the last meeting, Steering Committee members discussed application of the Urban Neighborhood designation to blocks close to WSU (see map on following page). After considering potential changes based on committee input, staff would propose removing the following language from the housing section of the Comprehensive Plan Update:

> 1.1.4. Evaluate the area around the WSU campus related to rental housing; when a particular block is comprised of 60% or more of non-owner-occupied rentals, consider rezoning to R-3 while considering the intent and purpose of the City's 30% ordinance.

Removing this language would essentially close the door to additional blocks around WSU transitioning to Urban Neighborhood for the duration of the Comprehensive Plan (10-15 years). This would help with concerns about the proposed changes becoming a "slippery slope" for the transition of additional blocks. If removed, only the land use map would reference these areas as Urban Neighborhood. Changing the map would required a Comprehensive Plan Map amendment which would need both Planning Commission approval *and* approval by a supermajority of Council members (5 out of 7).

Staff would further recommend moving forward with the map as-is and would ask the Steering Committee, Planning Commission, and City Council to approve or modify the map during the plan adoption process. In accordance, the recommendation of the Steering Committee would be brought forward to the Planning Commission, and the Planning Commission's recommendation would be brought to the City Council. Staff is thus asking the Steering Committee to eventually come to a decision as to which blocks to include. The decision may come as a consensus or could be a vote – that is up to the committee. Again, for committee members' information, the current map of proposed blocks for the Urban Neighborhood designation in proximity to WSU is based on the following:

1. Promoting opportunities for "missing middle" housing investment and potential multi-family redevelopment extending south from downtown into blocks that have had a multi-family character since the late 1980s and 1990s.
2. Proximity to commercial uses and other non-residential land uses on adjacent blocks.

3. Designating an entire block with the same land use designation (so that boundary lines between different land use designations are separated by a street – not an alley. This provides a greater buffer between different land uses which is generally more favorable).
4. The avoidance of "leap frogging" blocks surrounding WSU – thus promoting a contiguous and graduated pattern of land use designation change and directing growth to occur along the Main Street (Highway 43) corridor.
5. The mix of uses and building types on a given block (e.g. non-residential land uses and commercial style buildings).
6. The percentage of non-owner occupied rentals on a given block.

Another consideration for Steering Committee members is that designating block Urban Neighborhood *does not* create any on the ground changes. Rezoning the blocks to R-3 (which is the second step), would require a petition by a property owner or initiation by a majority vote of the Planning Commission. In either case, all affected property owners would be notified and there would be public hearings at the Planning Commission and City Council meetings before a final decision is made by Council. Furthermore, compliance with the Comprehensive Plan is just one of the general criteria considered when rezoning properties. The other criteria used by the city are as follows:

1. Was there an error or oversight in approval of original zoning of the site?
2. Have there been changes in area development patterns, since original zoning, to warrant rezoning?
3. Would potential uses of requested zoning district impose "undue hardship" (relating to noise, odors, etc.) on neighboring properties?
4. Would the public interest be better served if rezoning was considered within another area?
5. Could the rezoning be construed as being spot zoning?
   Spot zoning occurs if one of the following tests are met:
   A. The rezoning action results in benefits which are only enjoyed by the petitioner.
   B. The rezoning is considered to be arbitrary, capricious, or unreasonable.
   C. Rezoning is not consistent with goals and objectives of the Comprehensive Plan.

Additionally, the Planning Commission and/or City Council could recommend denial of a future rezoning for <u>any</u> other rational basis related to public health, safety, morals, or general welfare. Overall, the Comprehensive Plan is a planning document – changes made to land use designations do not equal automatic rezoning.

A final consideration for the committee is that a request was received during the public input on the interim to designate an additional one and ½ blocks to the south and west of WSU's campus. The request is based on rental percentage and the fact that there are only three (3) non-rental properties surrounding the area. The additional blocks are noted on the following map. Because of the aforementioned factors regarding application of the Urban Neighborhood designation, staff views the Main Street (Highway 43) corridor as the most beneficial growth area to prioritize in this Comprehensive Plan Update.

Purple = Blocks Proposed for Urban Neighborhood Land Use Designation

Additional blocks requested for Urban Neighborhood Land Use Designation

Percentages = % non-owner occupied rental properties per block