



Renewing Old West Main: A Master Plan – Commonly Asked Questions

Question: *What is a Master Plan?*

Answer: Red Wing's Comprehensive Plan provides overall direction for public and private decision-making to guide the future growth, development and redevelopment of the City. The Comprehensive Plan calls for the completion of special (Master Plans) that focus on important areas within the City. A Master Plan helps guide decisions about public improvements and recommends short and long-term action steps that can be taken to enhance the area.

Question: *Why do master planning now for the Old West Main/Pottery District area?*

Answer: There are several reasons why the Red Wing Advisory Planning Commission determined that a Master Plan should be completed for the Old West Main Street area now:

- Transforming Area – the area has transitioned from an industrial mix of land uses to a mix of tourism, entertainment/restaurant, office, service, and residential. There is a need to support the existing business community and encourage new economic development that is compatible with this transition.
- Aging Infrastructure – utilities in Old West Main Street are very old and will need to be replaced. The City expects to reconstruct the street sometime around 2020, so this is a good time to think ahead about how that should be done.

Question: *How has the City obtained feedback from the neighborhood and citizens?*

Answer: The City is committed to developing a master plan that is driven by citizen participation and reflects the overall goals of the neighborhood and citizens. To that end, the Advisory Planning Commission established a Steering Committee for the project representative of key stakeholders including neighborhood business and property owners, residents of the area, elected officials, city commissions and agencies, the Chamber of Commerce, and Red Wing Downtown Main Street. The Steering Committee provided input and guided this process from start to finish. In addition, open houses were held in July and XX

2014 to provide an opportunity for direct citizen engagement. The City's website has provided information about the proposed master plan.

Question: *I am worried about the cost of the proposed projects that are displayed in the draft plan. How will those costs be paid for and how will it impact area property owners?*

Answer: First, it is important to keep in mind that the Master Plan is a guide for future development that will occur over a long time period (twenty year time horizon).

The City will need to make improvements to public infrastructure during that timeframe. All public infrastructure projects must be identified in the City's Capital Improvement Plan (CIP). Funding for CIP projects come from a host of sources including the general fund, utility funds, Minnesota State Aid, grants and property assessments. Currently, the City's property assessment policy establishes a set per foot assessment for street reconstruction. Although the CIP budgets the full cost of a project, property assessments only cover the cost to reconstruct the street's basic paving requirements.

The plan also identifies improvements to private property along Old West Main. These improvements will be driven by private investment and will ultimately occur at the discretion of property owners. The City may provide incentives to encourage rehabilitation of existing properties or redevelopment of underutilized or vacant properties.