



## **Renewing Old West Main: A Master Plan**

The plan's recommended action steps are excerpted here for your consideration. Please visit the project website for a full version of the plan and to share your comments:

<http://www.imagineredwing.com/category/Old-West-Main-Street-Pottery-District>

### **Action Plan**

#### **Action 1 - Redevelop Vacant and Underused Properties**

***We will work with the HRA and Port Authority to establish programs to redevelop vacant and underused properties within the district.***

The master plan identifies the need to redevelop certain properties and encourage mixed use development, especially those sites at the gateways to the district, properties with known and perceived brownfield issues, and those that are negatively influencing the appearance of the neighborhood or negatively impacting reinvestment. These programs should focus financial resources to assist in encouraging private investment. Programs may be a part of a larger redevelopment focus that includes the area encompassed in the Downtown Action Plan.

#### **Action 2 – District Signage Improvements**

***We will establish a districtwide signage program that will be incorporated into the City's Community Signage Program in order to improve the area's image and create wayfinding to key destinations.***

Red Wing has a Community Signage Program that is designed to help residents and visitors better navigate the community and find area attractions. This program should be expanded to include gateway monuments and a wayfinding signage system that is specific to Old West Main. The City should take the lead with Downtown Main Street to develop this signage program and amend the overall Community Signage Program. The Heritage Preservation Commission should be asked to evaluate the potential for a historic walking tour of the Old West Main Street neighborhood.

#### **Action 3 – Parking**

***We will investigate the possibility of developing off-street parking to help provide parking where it is needed.***

The changing mix of businesses especially in the East Character District has resulted in negative parking impacts to some individual businesses. The City has focused efforts to date on managing this problem by revising the parking time restrictions and signage. Further growth by businesses that demand customer parking may require the development of off-street parking and an approach similar to Red Wing's downtown core. Alternatives related to project financing and models that involve private off-street parking and public off-street parking should be further analyzed. The next step is for the City to bring business owners together to identify a location, costs, and potential partners.

#### **Action 4 – High Quality Residential Development**

***We will support quality housing development, both existing residential and new housing opportunities.***

The Central Character District is showing signs of deterioration and is in need of supportive programs that encourage rehabilitation and reinvestment. The Old West Main Street area's location adjacent to neighborhood businesses and riverfront amenities also represents an opportunity for new housing opportunities. The Red Wing HRA should take the lead in developing programs and resources aimed at building a high quality residential neighborhood mix.

#### **Action 5 – Street and Streetscape Improvements**

***We will consider street, sidewalk, and streetscape improvements at the time that major infrastructure improvements are needed along Old West Main Street.***

Old West Main Street has aging utilities, street, and sidewalk infrastructure. The Street is scheduled for reconstruction in 2020. The City should consider widening sidewalks, improving lighting and other streetscape improvements at the time that this major reconstruction takes place. The City should take the lead role in these improvement projects.

#### **Action 6 – Bicycle and Pedestrian Connections**

***We will improve the connections to the neighborhood for bicycle and pedestrian users so that the area can take advantage of nearby attractions that cater to these users.***

In the short term, the City can complete two critical sidewalk connections better linking the district to Jackson Street and the riverfront and filling a missing sidewalk link between the West Character District and Withers Harbor Drive. Also in the short term, bicycle route signage would greatly improve wayfinding for bicyclists traveling along the regional bicycle routes and to other destinations in Red Wing. Longer term bicycle and pedestrian improvements can be considered when Old West Main Street receives major reconstruction in the future. Future pedestrian connections between Old West Main Street and the riverfront should be developed with Riverfront development plans.

#### **Action 7 – Policy and Zoning Changes**

***We will consider policy changes that support redevelopment, design improvements, stream line land use regulations in the area.***

Given the changing land uses in the Old West Main Street Area, there is a need to review land use, parking, signage, and design review regulations that apply to the neighborhood. The City's Planning Commission should work with Downtown Main Street and area business and property owners to evaluate the existing regulatory framework and propose changes that will help to enhance the area and streamline review processes. Issues that need to be addressed are parking requirements, shared parking allowances, regulations to encourage mixed use development, and improvements to design standards.

#### **Action 8 – Marketing and Events**

***We will market the Old West Main Street area for new businesses and encourage community events.***

Downtown Main Street and the Chamber of Commerce will take the lead to incorporate the Old West Main Street area in efforts to market Red Wing for new business and development. The Old West Main Street area can be part of the City's marketing strategy and there are also a number of opportunities to feature the neighborhood in community events centered on the assets of the district.