



CITY HALL

207 Lafayette Street
P.O. Box 378
Winona, MN 55987-0378
FAX: 507/457-8212

May 7, 2015

Planning Commissioners
Winona, Minnesota 55987

Dear Commissioner:

The next meeting of the Planning Commission will be held on **Monday, May 11, 2015,** at **4:30 p.m. in the Wenonah Room** of the Winona City Hall.

1. Call to Order
2. Minutes – April 27, 2015
3. Public Hearing – Rezone Request M-1 to B-3
4. Request for Proposal (RFP) – Development Code Update
5. Other Business – Downtown Narrative Presentation
6. Future Action Items
7. Adjournment

Sincerely,

A handwritten signature in black ink that reads "Mark Moeller".

Mark Moeller
City Planner

PLANNING COMMISSION MINUTES

DATE: April 27, 2015

TIME: 4:30 p.m.

PRESENT: Chairperson Davis, Commissioners Boettcher, Porter, Buelow, M. Olson, Hahn, Fritz, and L. Olson

ABSENT: Commissioner Ballard

STAFF PRESENT: City Planner Mark Moeller; Assistant City Planner Carlos Espinosa

The meeting was called to order at 4:30 p.m. by Chairperson Davis.

Approval of Minutes – April 13, 2015

The minutes for April 13, 2015 were approved without changes upon motion by Commissioner L. Olson and second by Commissioner M. Olson.

Tabled Item – Site Plan Review – 280 Franklin Street

City Planner Mark Moeller reviewed the history of site plan review for 280 Franklin Street. Mr. Moeller stated that at the last meeting, the Commission tabled further review of the plan to this meeting to give the developer time to produce a landscape plan.

Chairperson Davis asked if the buffer issue between the developer and the neighbors to the north had been resolved. Mr. Dornfeld (present in the audience) stated that an agreement had been reached and the issue was resolved.

Next, Mr. Moeller distributed the landscape plan produced by the developer – Pauline Krause.

Chairperson Davis asked about the number and types of plantings on the landscape plan. Ms. Krause responded that she was not able to have a landscaping firm complete the plan in the last two weeks because it is their busy season. As a result, there are no specifications attached to the plan. Other Commissioners mentioned that additional information number and types of plantings is key to the plan – similar to the landscape plan that was produced for the Dahl project.

Next, the Planning Commission began discussing aesthetics of the project.

The builder stated that there would be lap siding on the building, split faced block around the bottom of the building, two porches at the corner of Broadway and Franklin, textured panels under the windows, and a decorative fence around the property.

PLANNING COMMISSION MEETING MINUTES

APRIL 27, 2015

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Commissioner Fritz noted that building materials should be differentiated from the building design itself. Mr. Fritz further stated that the building design could be further improved to better match the character of the surrounding properties.

Commissioner M. Olson stated it was her understanding the Architectural Review Board could review the project.

Mr. Moeller stated that the Architectural Review Board is a possibility, but that the developer had made design changes to the building which improved upon the original plans that were submitted. These changes were made to the plans prior to the Commission's review of the project.

Following additional discussion about the design of the building, Commissioner L. Olson motioned to approve the site plan as-is in consideration of the agreement that had been reached with the Dornfelds. The motion was seconded by Commissioner Porter.

Following further discussion about aesthetics of the project, Chairperson Davis called for a vote. Upon vote, the motion passed with Commissioners Hahn, Porter, L. Olson, and Boettcher voting for; Commissioners M. Olson and Fritz voting against; and Chairperson Davis and Commissioner Buelow abstaining.

Following the vote, staff clarified that they would work with the developer to add necessary detail to the landscape plan prior to any permits being issued for the project.

Adjournment

There being no further business to come before the Commission, the meeting was adjourned at 5:40 p.m.

Carlos Espinosa
Assistant City Planner

PLANNING COMMISSION

AGENDA ITEM: 3. Public Hearing – Rezone Request M-1 to B-3

PREPARED BY: Carlos Espinosa

DATE: May 11, 2015

BASE DATA

Petitioner: Shawn Beier

Property Owner: Shawn Beier

Location: 270 West Third Street – Parcel 32.000.4600

Area: Approximately .77 acres/33,541 Square Feet

Existing Zoning: M-1 (Light Manufacturing and Warehouse District) which allows light industrial/manufacturing uses.

Requested Zoning: B-3 (General Business District), which allows for automotive services, warehousing, trades, etc. in addition to uses permitted in the B-2 zoning district.

Existing Uses: Restaurant and parking areas

Surrounding Land Use/Zoning: **North:** Interstate Bridge Project Land - M-1 and B-3 Zoning
South: Interstate Bridge Project Land - B-2 Zoning
East: Interstate Bridge Project Land - M-1 Zoning
West: Chrysler Winona Automotive Sales and Service - M-1 Zoning

Zoning History: This property has been zoned M-1 since 1959/1960 (Adoption of Zoning Ordinance).

Environmental Concerns: None

TRANSPORTATION

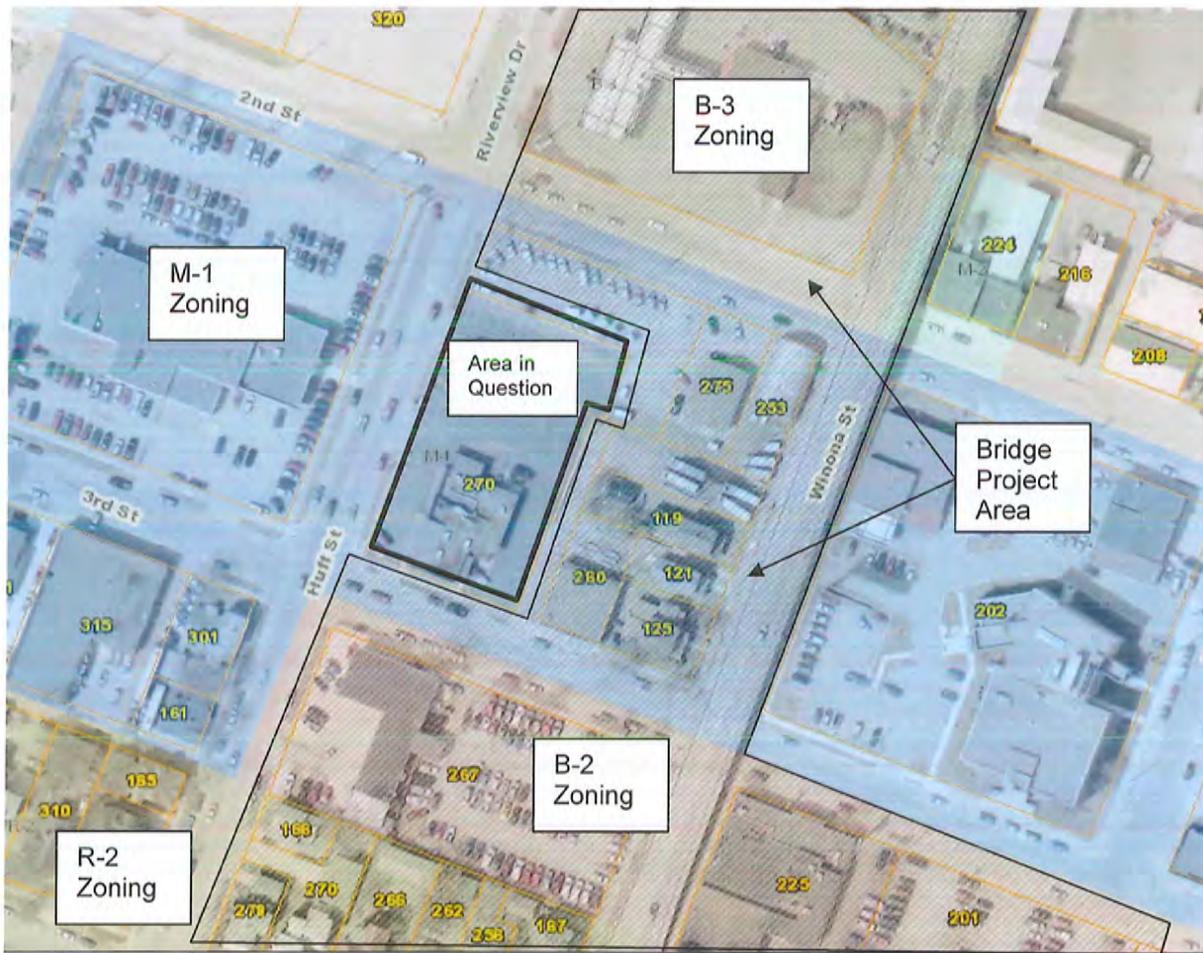
Streets/Classifications: Third Street – Local
Huff Street – Minor Arterial

Site Access: Third Street, Huff Street

Sidewalks: Third Street, Huff Street

USE HISTORY

The area in question has been used as a restaurant since the M-1 zoning was applied in 1959/1960.



SITE/AREA CHARACTERISTICS

The area in question is surrounded the on north, south, and east by land that is being used as part of the interstate bridge project. Once the bridge project is complete, land to the east will be used for stormwater ponds, and three remnant land parcels to the north and south will be offered first to existing private property owners and then potentially to the City of Winona. The three remnant land parcels are approximately 1 acre, .2 acres, and 1 acre respectively (see next page – Commissioners should note that final design of the plaza area underneath the bridges is not finalized).

ANALYSIS

1. Was there an error or oversight in approval of 1959/1960 zoning of the site?

Perhaps, most of the uses in the immediate area have been commercial since application of the M-1 zoning in 1959/1960. Manufacturing uses have historically existed 1-2 blocks from the area in question. As a result, the area could have been zoned for business versus zoned for manufacturing.

2. Have there been changes in area development patterns, since 1959/1960 zoning, to warrant rezoning?

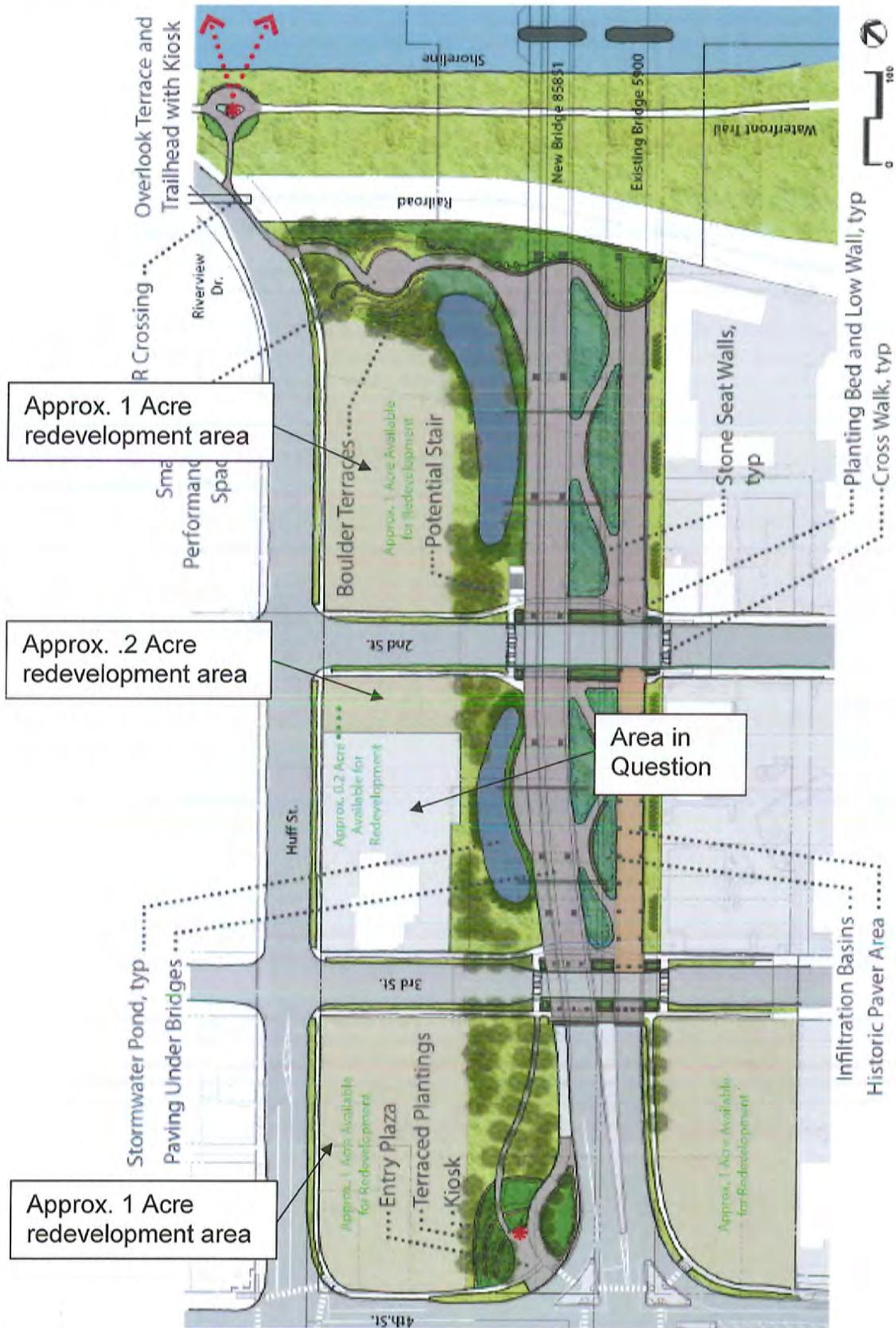
Yes, the bridge project has brought changes in development patterns to the surrounding area. In addition, many of the nearby former manufacturing uses have changed to a commercial use. This transition in development patterns supports the proposed B-3 zoning.

3. Would potential uses of requested B-3 zoning impose “undue hardship” (relating to noise, odors, etc.) on neighboring properties?

No, potential uses of the B-3 zoning would not impose “undue hardship” on surrounding properties. Rezoning from M-1 to B-3 is a down-zoning that supports future commercial uses more compatible with surrounding uses (existing and future) than what could be developed under existing M-1 zoning.

4. Would the public interest be better served if rezoning was considered within another area?

No, the proposed B-3 district is appropriate zoning for land in proximity to an entrance into Winona that will have significant vehicular traffic.



5. Could the rezoning be construed as being spot zoning?

Spot zoning occurs if one of the following tests is met:

- A. The rezoning action results in benefits which are only enjoyed by the petitioner.
 The rezoning does not solely benefit the petitioner. This is because rezoning of the area in question facilitates future commercial uses more compatible with surrounding land uses (existing and future) than what could be developed under existing M-1 zoning.
- B. The rezoning is considered to be arbitrary, capricious, or unreasonable.
 The proposed B-3 zoning aligns with the Comprehensive Plan. Thus, the rezoning is not arbitrary, capricious, or unreasonable.
- C. Rezoning is not consistent with goals and objectives of the Comprehensive Plan.
 The area in question is designated Downtown Fringe by the future land use plan. Downtown Fringe is defined as follows:

DF - Downtown Fringe	
Area supporting the central downtown core, with a similar mix of uses but a lower intensity. Includes 'arts district,' medium density residential, mixed neighborhood retail and offices, employment centers, public spaces, and satellite parking facilities.	<ul style="list-style-type: none"> • Medium densities; mixed-use buildings are encouraged • Pedestrian-oriented design • Redevelopment opportunities • Appropriate transitions to adjacent neighborhoods

Rezoning the area in question to B-3 facilitates future uses that are in-line with this designation. Also, the B-3 zoning district has a height limit of 3 stories or 40 feet in height, thus promoting a lower intensity of use than a B-2 zoning district which allows heights of 6 stories or 75 feet in height. In addition, because the area in question does not adjoin residential land uses, there is less of a need for an appropriate transition to adjacent neighborhoods through the use of the B-1 Neighborhood Business District. Accordingly, the rezoning the area in question to B-3 is consistent with the goals and objectives of the Comprehensive Plan.

GENERAL PUBLIC CORRESPONDANCE

There has been no correspondence with the general public regarding this application. Mn/DOT was notified of the rezoning application because of the adjacent state-owned land, but no comments were received as of the writing of this report.

RECOMMENDATION

In summary, the analysis has concluded that:

1. There may have been error or oversight in M-1 zoning of the area in question – as the use of the area in 1959/1960 could have been supported by a business zoning classification.
2. Adjacent land uses have changed since the application of M-1 zoning in 1959/1960 to warrant rezoning of the area in question.
3. Potential uses of the B-3 zoning would not impose “undue hardship” on surrounding properties.
4. In addition to the petitioner, the proposed rezoning benefits surrounding land uses because it facilitates future uses that are more compatible with the area.
5. Because the proposed rezoning is in-line with the Comprehensive Plan’s designation of the area as Downtown Fringe, the proposed rezoning should not be misconstrued as spot zoning.

Given the above staff conclusions, approval of this request is recommended.

In consideration of this matter, the following alternatives are available to the Commission:

1. Recommend approval of the request, as submitted.
2. Recommend denial of the request. If denial is recommended, specific reasons should be given. These reasons should pertain to the potential uses of the proposed zone.
3. Recommend modification of the request. Under this option, the Commission may recommend rezoning a stricter zoning classification (e.g. B-2 or B-1).
4. Table the item to allow staff additional time to answer questions.

ATTACHMENTS

1. Comprehensive Plan Map of Area in Question.
2. B-3 Zoning

2007 Comprehensive Plan Map for 270 West Third Street



Land Uses

- | | |
|---|--|
|  Downtown Mixed Use |  Industrial Riverfront |
|  Downtown Fringe |  General Mixed Use |
|  Neighborhood Commercial |  Transportation and Utilities |
|  General Commercial |  Limited Residential |
|  Limited Industrial |  Low Density Residential |
|  General Industrial |  Traditional Neighborhood |

43.61 GENERAL BUSINESS DISTRICT.

(a) Permitted Uses. Any use permitted and as regulated in the B-2 district shall be permitted in the B-3 district, except as hereinafter modified in the following:

- (1) Retail and service. Laundries, clothes cleaning or dyeing establishments, used merchandise stores, funeral homes and mortuaries.
- (2) Wholesale and warehousing. Any wholesale business, storage and warehousing and commercial greenhouses.
- (3) Eating and drinking establishments. Drive-in eating and drinking places, summer gardens and roadhouses, provided that principal building is distant not less than 200 feet from any R-S or R-1 district.
- (4) Automotive services and farm implements. Automobiles, trucks, trailers, farm implements, for sale, display, hire or repair, including sales lots, used car lots, trailer lots, repair garages, body and fender shops, paint shops, but not within 50 feet of any R district.
- (5) Animal hospitals, veterinary clinics, etc. Animal hospitals, kennels, display and housing or boarding of pets and other domestic animals; provided, that any enclosures or buildings in which the animals are kept shall be at least 200 feet from any R district and at least 100 feet from any B-1 district. Exercise runs shall be enclosed on 4 sides by a sight-obscuring, unpierced fence or wall at least 5 feet in height.
- (6) Commercial recreation. Repealed. Ord. No. 04/16/90.
- (7) Building and related trades. Carpenter shops, electrical, plumbing, paint shops, heating shops, paper hanging shops, furniture, upholstering and similar enterprises, not including contractors' yards, but not within 100 feet from any R-S or R-1 district.
- (8) Printing and related trades. Publishing, job printing, lithographing, blue printing, sign painting, etc., but not within 100 feet from any R-S or R-1 district.
- (9) Bottling works and wholesale bakeries. Bottling of soft drinks and milk or distribution stations and wholesale bakeries; provided, that a building used for such processing and distribution shall be at least 200 feet from any R-S district or R-1 district and 100 feet from any R-2 or R-3 district.
- (10) Miscellaneous trades. Specialized metal working trades such as sheet metal shops, welding shops, and machine shops; provided that no use shall employ punch presses, drop hammers, or similar equipment and provided further that no part of a building occupied by such uses shall have any opening other than stationary windows or required fire exits within 100 feet of any R-S or R-1 district and within 50 feet from any R-2 or R-3 district.
- (11) Contractors' yards and related establishments. Building material yards, excluding concrete mixing, contractors' equipment storage yard or plant, or storage yard for rental of equipment commonly used by contractors; trucking or motor freight stations or terminals; retail lumber yards, including incidental millwork; storage and sales of grain, livestock feed or fuel; carting, express or hauling establishments, including storage of vehicles; provided, that such uses are conducted either wholly within a completely enclosed building, except for storage of vehicles, which building shall be distant at least 100 feet from any R district,

unless such building has no openings other than stationary windows and required fire exits within such distance, but not within 50 feet of any R district in any case or when conducted within an area completely enclosed on all sides with a solid wall or uniformly painted solid board fence not less than 6 feet high, but not within 200 feet of any R district; provided further, that all storage yards related in the uses in this paragraph shall be enclosed.

- (12) Other uses. Any other use which is determined by the commission to be of the same general character as the above permitted uses, but not including any use which is first permitted in the M-1 district or which is prohibited in the M-1 district.
 - (13) Small animal hospitals, veterinary clinics, provided that: The building in which the use is located is a minimum of 50 feet from any residential district, and any building or room within a building in which animals are housed on an overnight basis shall not have openings other than stationary windows and required fire exits.
 - (14) Small Breweries, provided that no portion of any structure, which is used for the production (excluding warehousing or storage) of malt liquors, shall be located closer than 100 feet from any R District, and said uses comply with those performance standards of section 43.33.
- (b) Accessory Uses. Accessory uses and structures as permitted and as regulated in the B-2 district and such other accessory uses and structures not otherwise prohibited, customarily accessory and incidental to any of the foregoing permitted B-3 uses, shall be permitted in the B-3 district.
 - (c) Required Conditions. Processes and equipment employed and goods processed or sold in the B-3 district shall be limited to those which are not objectionable by reason of odor, dust, smoke, cinders, gas, fumes, noise, vibration, refuse matter or water-carried waste and must comply with the performance standards in Section 43.33.
 - (1) Enclosed buildings. All businesses, services or processing shall be conducted wholly within a completely enclosed building, except for incidental display of merchandise, the sale of automobile fuel, lubricants and fluids at service stations, loading and unloading operations, parking, the outdoor display or storage of vehicles, materials and equipment and the uses specified in paragraph (11) Section 43.61(a).
 - (2) Night operation. No building customarily used for night operation, such as a bakery or milk bottling and distribution station, shall have any opening, other than stationary windows or required fire exits, within 200 feet of any R-S or R-1 district and 100 feet from any R-2 or R-3 district. Any space used for loading or unloading commercial vehicles in connection with such an operation shall not be within 100 feet of any R district.
 - (d) Height Regulations. No principal or accessory structures shall exceed 3 stories or 40 feet in height, except as provided in Section 43.21.
 - (e) Lot Area, Frontage and Yard Requirements. Lot area and frontage and yard requirements in the B-3 district shall be the same as in the B-2 district. (08-17-59)

Ord. No. 2507 10/01/79
Ord. No. 3158 12/21/92
Ord. No. 3759 01/07/08

PLANNING COMMISSION

AGENDA ITEM: 4. Request for Proposal (RFP) – Development Code Update

PREPARED BY: Mark Moeller

DATE: May 11, 2015

The Development Code Update Advisory Committee, consisting of Wendy Davis, Al Thurley, and staff members McMartin, Espinosa, and Moeller, is forwarding the attached draft RFP for Commission review/discussion. Pending Commission review, the Committees desire will be to solicit Council review/release on May 18th, to be followed by the distribution of the RFP to a list of 6-7 consultants on May 19th. At that point, the schedule found on page 5 of the document defines the consultant selection process. With this schedule, the Committees intent is to begin the update process toward the later part of July/early August.

Once implemented, this process will serve, in part, to update City Zoning, Subdivision, and Site Plan Ordinances. Again, although all have experienced incremental change since the early 60s, none have been updated as cohesive units since that time. The intent here is to promote total updates with desires to modernize/simplify language, and to ensure that requirements dovetail with each other, the 2007 Comprehensive Plan, etc. Although RFPs can take a number of forms, this one is drafted to provide general project (Part II-Scope of Services) parameters. Given these, consultants, desiring to respond will utilize their experience and creativity in presenting “their” approach to the project. As a result, we envision that responses will vary widely in approach.

Given the anticipated budget for the project, we are not proposing to totally abandon our present cumulative “Euclidean” zoning ordinance format. However, we are requesting that this format be updated to a form that represents current concepts/thinking, includes graphics, where necessary, and is easy to understand/administer. Although we propose to maintain our core zoning “system” new planning concepts will be encouraged. Given Comprehensive Plan recommendations, one such concept might include “form based”, design standards, or other zoning strategies for the downtown area.

Given the RFPs approach, a listing of specific problem areas/concerns are not included at this time. However, these will be brought forward under Part C of the Scope of Services section at which time the consultant will need to devote time to meeting with the Commission, Council, others in identifying specific ordinance issues.

Finally, page 6 of the RFP discloses advisory committee criteria to be used in evaluating consultant proposals.

Further information will be provided at the meeting, while the Commission is invited to provide comment where appropriate.

City of Winona, Minnesota

Request for Proposals

Development Code Update

Date Issued: May 19, 2015

Deadline for Submittals: 4:00 pm, June 11, 2015

I. Project Description

A. **Community Background**

Winona is a river city on the banks of the Mississippi with a population of approximately 27,500. The city is projected to have a population of 29,134 by 2030. Winona is a regional center and a county seat. The City's current Moody's bond rating is Aa1. Winona is surrounded by the Mississippi River and bluffs which limit the extent of new development in the Mississippi River Valley. Physical expansion of Winona is projected to occur south of the city in what is currently Wilson Township.

A majority of the core-area of Winona was developed in the late 1800's/early 1900's prior to the adoption of the city's first zoning code in 1940. As a result, there are a number of structures and land uses which do not conform to the current zoning code. In addition, the City of Winona's zoning and subdivision codes have not been comprehensively updated since 1959. A number of Comprehensive Plans have been developed for Winona – most recently in 2007. The City of Winona desires to rewrite the City's subdivision code, zoning code and map, and site plan ordinance in accordance with the 2007 Winona Comprehensive Plan available at:

<http://www.cityofwinona.com/city-services/planning-zoning/comprehensive-plan-2007/>

B. **Project Overview**

The purpose of the project is to rewrite the City of Winona's subdivision code, zoning code and map, and site plan ordinance. The City is open to combining these sections of the City Code along with others to create a Unified Development Code. The City wishes to retain the existing Euclidian framework of the zoning code, but introduce changes necessary to modernize the code. The City desires new subdivision, zoning, and site plan ordinances that are easy for all parties to understand and are straightforward for City staff to administer.

C. Project Objectives

- 1) The City desires a new subdivision code, zoning code and map, and site plan ordinance that implement the recommendations of the City's most recent 2007 Comprehensive Plan. The City is open to combining these sections of the City Code along with others to create a Unified Development Code.
- 2) The City desires an updated zoning code that is based in the existing Euclidian structure, but incorporates form-based, design standards, or other zoning strategies for the downtown area.
- 3) The City desires a new subdivision code, zoning code and map, and site plan ordinance that include drawings to illustrate regulations and make the document easier to understand.
- 4) The City desires a zoning code that includes mixed-use zoning districts and regulations for both built-up areas of the city as well as properties at the urban edge.
- 5) The City desires a new subdivision code, zoning code and map, and site plan ordinance that consider Winona's natural setting surrounded by bluffs and the Mississippi River – thus limiting the potential for new greenfield development in the Mississippi River Valley.

II. Scope of Services

A. Public Participation Process

The Consultant shall propose a broad-based public participation process that specifies how and when the public will be engaged *throughout* the development code rewrite process.

B. Project Orientation

At the beginning of the project, the Consultant shall meet with City staff and the Planning Commission for a project orientation meeting. The meeting will provide an understanding of project process, goals, and schedule.

C. Issue Identification

The Consultant shall describe its approach for gathering broad-based input about the existing subdivision code, zoning code and map, and site plan ordinance. Input shall be obtained from the City Council, City boards, commissions, and committees; city staff, the general public, stakeholders, and others.

D. Development Code Analysis

The Consultant shall complete a technical analysis of the existing subdivision code, zoning code, and site plan ordinance. The analysis shall be made in consideration of:

- 1) Information obtained from the issue identification process
- 2) The Consultant's experience and/or knowledge of best practices in other communities
- 3) The Consultant's knowledge of innovative zoning and land use practices

E. Outline of Proposed Development Code Changes

The Consultant shall provide an outline of the proposed changes to the subdivision code, zoning code, and site plan ordinance. The outline shall include:

- 1) An overview of the proposed structure and substance of the new codes
- 2) Different options for addressing issues
- 3) A recommended approach for each issue
- 4) Commentary on the rationale for the recommended approach

The Consultant shall present the outline to the Planning Commission for review prior to creation of the draft development code changes.

F. Draft Development Code Changes

The Consultant shall prepare a draft subdivision code, zoning code, and site plan ordinance based on the outline of proposed development code changes. At this stage, it is not expected that the Consultant will prepare a zoning map, but the Consultant shall provide working maps that show how the proposed changes would be applied. After initial review by City staff and the Planning Commission, the draft changes shall be widely distributed for review and comment.

The Consultant shall propose an approach for soliciting broad-based input about the draft changes from the City Council, City boards, commission and committees; the general public, stakeholders, and others.

The proposal shall include the projected number of meetings/presentations/workshops etc. the consultant will conduct in order to gather input. It is expected that the draft development code changes will have multiple rounds of drafting, circulation, and revisions.

G. Draft Zoning Map Changes

After a final draft of the development code changes is completed, the Consultant shall provide a draft citywide zoning map necessary to implement the proposed code changes. After initial review by City staff and the Planning Commission, the draft zoning map changes shall be widely distributed for review and comment.

H. Final Drafts of Development Code Changes and Zoning Map

The Consultant shall prepare a final draft of the proposed development code changes and zoning map changes for public hearing purposes. An executive summary shall be produced explaining the final drafts and rationale behind the proposed changes.

I. Attend Public Hearings and Revise Development Code Changes and Zoning Map

The consultant shall present the final drafts of the development code changes and zoning map to the Planning Commission and City Council at public hearings. The consultant shall make changes to the final drafts based on input from the public hearings and the Planning Commission and City Council.

J. Development Code Adoption and Implementation

The consultant shall provide a final copy of the adopted development code changes and map in hard copy, modifiable electronic, and web-friendly formats. Final updates to the zoning map shall be compatible with the City of Winona's Geographic Information System (GIS).

III. Role of City Staff

- 1) Technical resource for code amendments
- 2) Coordination of meetings (hearing notices, dissemination of press releases, scheduling meetings, etc.)
- 3) Production of copies of documents

IV. Fees and Expenses

The City expects to allocate up to \$100,000 for this project over a two year period. \$50,000 has been dedicated to the project in the City's 2015 budget.

V. Calendar of Events

Date/s	Event
May 19, 2015	Date of issue of the RFP
4:00 pm, June 11, 2015	RFPs due
Week of June 15-19, 2015	Advisory Committee reviews RFPs and selects 2 finalists
Week of June 22-26, 2015	Advisory Committee interviews finalists
July 6, 2015 City Council Meeting	Advisory Committee recommendation of selected consultant to City Council and Council authorizes staff to enter into final contract with consultant
July 7-24	Final contract executed
July 27 or August 10, 2015 Planning Commission Meeting	Project begins

VI. Submittal Format and Requirements

A. Proposal Delivery

Proposals are due by 4:00 p.m. on Thursday, June 11, 2015.

Submit 16 copies of the proposal in paper format and one in .pdf electronic format to:

Mark Moeller, City Planner
City of Winona
207 Lafayette Street
Winona, MN 55987
507-457-8250
mmoeller@ci.winona.mn.us

B. Required Submittals

1)	Description of the Consultant's proposed overall approach to the project including strategy used to accomplish the City's project objectives and the scope of services described in Sections I and II.
2)	Description of the methods proposed to complete each task in the scope of services (Section II letters A-J). Provide a proposed project timeline that indicates the approximate schedule for completing each task. Describe the allocation of the project budget by task. Submit proposed fee and reimbursable expense schedules as necessary to accomplish the scope of services.
3)	Description of the Consultant's experience in preparing zoning codes that have form-based or other zoning frameworks integrated with conventional land use-based provisions.
4)	Description of the Consultant's experience in drafting zoning codes for cities of similar size and setting to Winona (approx. 27,000; river valley; greater Minnesota; Minnesota land use law).
5)	Description of the Consultant's staffing plan for the project, including resumes and qualifications of key personnel.

VII. Evaluation

A. RFP Evaluation Criteria

- 1) Degree to which Consultant's overall project approach and strategy demonstrates an understanding of the project and potential project issues. (0-25 points possible)
- 2) Degree to which Consultant's method to complete each task in the scope of service demonstrates the ability to work effectively on complex public projects with the participation of multiple stakeholders and broad-based public input, and to bring such projects to successful completion within the constraints of time and budget. (0-20 points possible)
- 3) Experience of Consultant in preparing zoning codes that have form-based or other zoning frameworks integrated with conventional land use-based provisions. (0-20 points possible)
- 4) Experience of Consultant in drafting zoning codes for communities of similar size and setting to Winona (approx. 27,000, river valley, greater Minnesota; Minnesota land use law). (0-25 points possible)
- 5) Degree to which staffing plan facilitates clear communication between the Consultant and City staff, and relevant experience of key individuals who will be assigned to the project. (0-10 points possible)

Zoning Code Update Advisory Committee:

Planning Commission Chair
City Council Representative
Community Development Director
Planning Staff (2)

VIII. Contact Information

Mark Moeller, City Planner
207 Lafayette Street
Winona, MN 55987
507-457-8250
mmoeller@ci.winona.mn.us

IX. Miscellaneous Information

Visit <http://www.cityofwinona.com/city-services/planning-zoning/> for additional information.

PLANNING COMMISSION

AGENDA ITEM: 5. Other Business - Downtown Narrative Presentation

PREPARED BY: Carlos Espinosa

DATE: May 11, 2015.

Alek Warwien, a WSU Business Administration Major, interned with the Planning Division over the spring 2015 semester. During her time with the Planning Division, Ms. Warwien's work included the attached Downtown Narrative Report. Ms. Warwien will be present to give a brief presentation of the report.

Attachment



WINONA DOWNTOWN NARRATIVE

2015 Report



Introduction

Summary

The report focuses on positive characteristics of downtown Winona. This report is to inform, educate, and support current efforts moving toward a more vibrant downtown. The report covers areas such as census and demographic information, taxable values, stories from successful local and prospective businesses, as well as investment information.

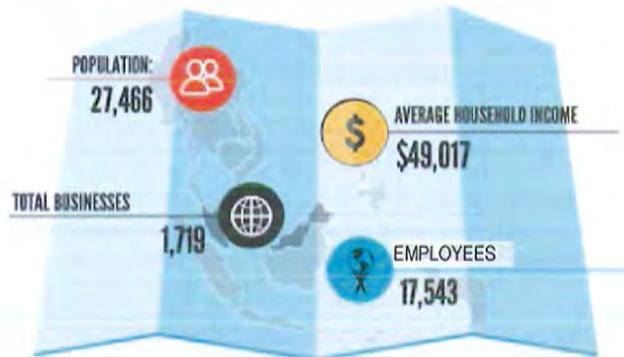
Information provided in this report is primarily from the Winona County Geographic Information System (GIS) and the Port Authority of Winona website. GIS is a mapping technology that has data linked to the features (roads, parcels, parks, buildings) displayed on a map. The Port Authority of Winona actively develops commerce within the city and can enable business location and expansion in Winona through a variety of economic development resources. The Port's website (www.portofwinona.com) provides access to listings for vacant properties, demographics, and more information about assistance with financing and loan programs. For the purpose of this report, the data is sorted in a number of insightful ways to best convey the info to the public.



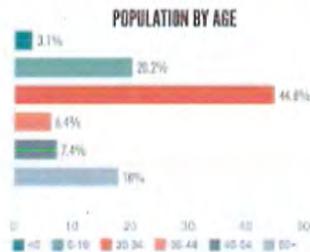
Winona Demographics



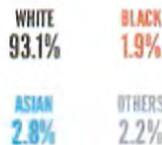
WINONA: 2010 CENSUS PROFILE INFORMATION



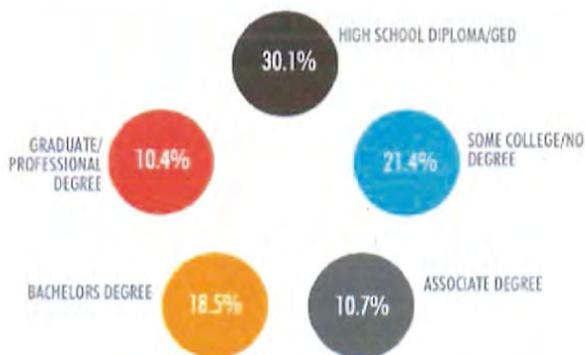
POPULATION



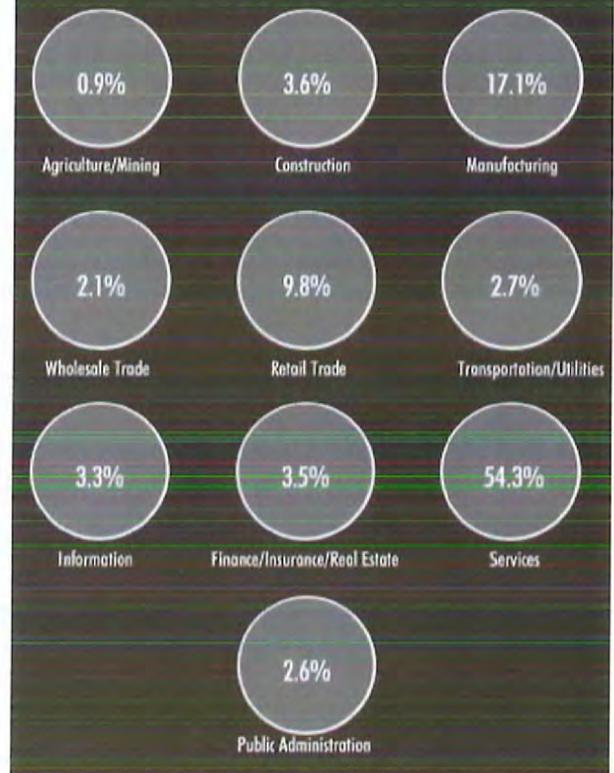
CULTURAL DIVERSITY



EDUCATION LEVELS



OCCUPATION BY INDUSTRY



FOR MORE INFO, VISIT:
www.portwinona.com

Note: Census information for a 3 miles radius from East 3rd Street

Interviews with Local Business Owners

Lyon Smith and Ed Hoffman are co-owners of the Boathouse, a restaurant right on Winona's riverfront. The Boathouse is a chic, upscale restaurant and bar that has been in business for about two years. With the completion of their indoor patio and plans to continue renovations, the Boathouse is aiming to become one of Winona's go-to restaurants.

Can you provide me with a description of your business?

The Boathouse is a more upscale restaurant and bar compared to other Winona restaurants. Our food is locally sourced, everything from the meat to the vegetables. We're aiming to become a destination type spot because of our location and the view we have access to. We have a creative menu along with craft beers and a good wine selection.

Why do your customers select you over your competitors?

It has a lot to do with location. We're one of the only restaurant spots with the view of the [Mississippi] river. We've got good food and nice drinks. We also keep up with our clients on Facebook. Seeing what they like and communicating with them via web. They really like our Facebook page.

What parts of your job do you find most challenging?

The most challenging part of my job is dealing with employees and being a business owner who's starting off is difficult. Another challenging part of the job is finding the capital to start it and paying bills. [I'm] through the hardest part [which is] the first two years.

What do you find most enjoyable?

Making customers happy and creating something people really like. I'm satisfied knowing that I can be creative, have a vision, draw plans and make it a reality.

Give us a snapshot of the Boathouse customer.

We have a wide variety of customers. There are tourists who, after going to the marine art museum, come to eat. We serve college students and their families, middle aged to older people, locals, and people looking for brunch. Like I said we have a wide variety of customers.

In your eyes what makes a successful/vibrant downtown?

A successful downtown includes a vibrant street culture, beauty, entertainment, and good food. Also, having something that draws people downtown.

What are you (and/or your business) willing to do to make it a more vibrant downtown?

We're willing to open our doors to the public, for people to come enjoy themselves. We'll create a better environment, service, and food.

How important is it for the community to invest in downtown?

It's important for entrepreneurs to invest in it to get business going. It's on them to create places for customers to visit and want to visit. That's really important and it's equally important for customers to support. So we need people with a vision to create something that the public wants to spend their money on.

What do you hope for the future of downtown Winona?

Success. That it gets cleaned up and renovated while preserving our architecture. To see more buildings in use instead of vacant buildings and parking lots. We need people to think outside the box as far as how to use the space available and how to make it successful.

What's next for the Boathouse? How do you see it evolving and where do you hope it will go?

Trying to keep it successful. In the long run possibly expand to a new location or city. Keep our employees employed and our customers happy. Continue to grow and make our space nicer.



Interviews with Local Business Owners



Dennis McEntaffer, owner of Sport N' Spine Physical Therapy, is planning to open a yogurt shop downtown in the near future. The frozen desserts shop will be named "Nate & Ally's" after the McEntaffer's two children, Nate, who's 12-years-old, and Ally, who's 8-years-old. Dennis purchased the building 109 at East Third Street in August of 2014 and is currently renovating it.

Can you provide me with a description of your business?

Self Serve Frozen Treats. We will serve frozen yogurt, gelato, Italian ice, custard, gelato and other frozen treats. We may venture into coffee, tea, hot chocolate and items like that but we will start with the frozen treats.

Why do your customers select you over your competitors?

N/A at this time but hopefully we will provide a welcoming atmosphere where people feel comfortable and want to spend time. Also, we will provide an option that is not found in Winona [which is a] self-serve [shop] with multiple options for toppings.

What parts of your job do you find most challenging?

At this point, everything is new to me in this business and trying to figure out the order in which to go when completing this project.

What do find most enjoyable?

The challenge of this venture, improving the downtown area, and providing a business that hopefully is wanted in Winona.

Give us a snapshot of the Nate & Ally's customer.

There will not be a typical customer. They will be of all ages but the majority will probably be in the child to 40 year old age range. They will be people who like the variety that we will provide with multiple toppings to make any combination they desire.

What do you want the community to know about downtown Winona that they may not know already?

The variety of businesses that is available in downtown. I helped with kick starting a Downtown Winona app (search Winona, MN).

In your eyes what makes a successful/vibrant downtown?

A variety of businesses and eating establishments, venues located in downtown, and marketing the area. We need something that will attract visitors but also is a reason for residents and students to go downtown often.

What are you (and/or your business) willing to do to make it a more vibrant downtown?

Whatever it takes. Currently there is a lot of arts and culture venues. I would like to get more sporting events in Winona because that would be an attraction of families to the area. The arts attract an older population that not necessarily brings their families.

How important is it for the community to invest in downtown?

The downtown [area] makes Winona unique. Most towns have the big box stores and you can be in one of them and not even remember what town you are in. The downtown provides uniqueness that people should not forget. It is importance for the community to invest in it so we can keep that history. In the 60's and 70's we lost a lot of historic buildings and even blocks because the trend was urbanization. Malls were the big thing and the thought was that for businesses to compete, they needed to get rid of the historic buildings and turn the downtown into more of a mall atmosphere. That did not work out so well. Now the trend is reversing and to get away from the larger malls.

What do you hope for the future of downtown Winona?

I feel that a push to produce high quality apartments in the downtown that are not 300-600 square foot student housing will be the future of Winona. We will be providing 10 apartments in the next few years that will be from 900 to 1,400 sq. ft. and will be aimed at professionals.

What's in store for the Nate & Ally's frozen yogurt shop? Where do you hope it will go?

Our goal is to be a successful business that people will go out of their way to go to. We want it to be a destination and an experience. We want it to be different than all the Self-Serve Frozen Yogurt shops in the Midwest. We are looking for a coffee house feel. Also we want it to spark the interest to others that downtown is a great place to eat, shop and get your service needs.

Downtown Winona Amenities



Downtown Winona Amenities Include the Following:

Attractions

- African Safari Museum
At Winona National Bank
- Levee Park
- Merchants Bank
- Mississippi Explorer of Winona
- Mid West Music Fest/Some Sum Studio
- Polish Cultural Institute & Museum
- Watkins Heritage Museum
- Windom Park - Princess Wenonah
- Winona Country History Center

Food & Dining

- Acoustic Café
- Beno's Cheese & Deli
- Betty Jo Byoloski's
- Bloedow Bakery
- Blooming Grounds Coffeehouse
- Blue Heron Coffeehouse
- Bluff Country Co-Op
- Boathouse
- Bub's Brewing Co
- Cha Chi's Mexican Grill
- Great Hunan Chinese Restaurant
- Jefferson Pub & Grill
- Kensington Cafe & Catering
- Midtown Foods

- Mon Petit Cupcake
- Sammy's Pizza & Restaurant
- The Legendary Tavern
- Timbers Restaurant
- Winona Bread & Bagel
- Winona Famers Market

Shopping

- Chapter Two Books
- Goltz Pharmacy
- Heart's Desire
- La Boutique
- Pieces of the Past
- Pipe Dream Toys
- Sole Sport
- Yarnology

Arts

- Great River Shakespeare Festival
Office/Box Office
- Winona 7 Movie Theater

Services

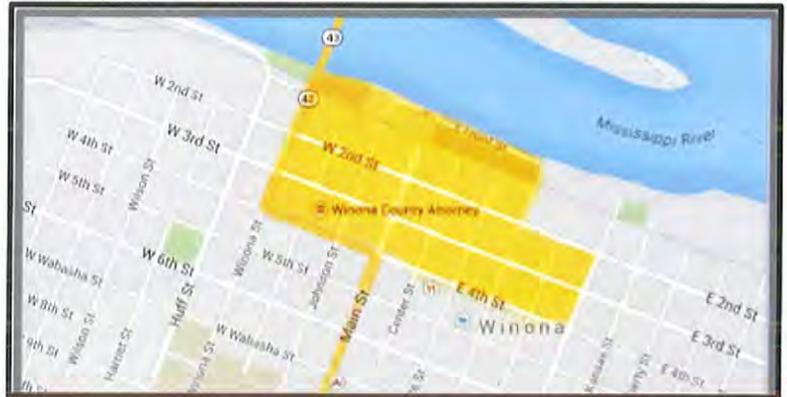
- City of Winona Offices
- Law Enforcement Center
- Post Office
- Visit Winona Offices
- Winona County Courthouse
- Winona Public Library
- Winona Senior Friendship Center

Investments & Upcoming Projects

The Winona Main Street Program is currently working to create a more attractive, vibrant downtown. The vision is to create a downtown where people want to be. The program is committed to Historic Downtown Winona being the heart of the community and region, a vibrant hub of commerce, entertainment, recreation and residential life utilizing the Main Street 4 Point Approach. This approach focuses on district promotion, organization, building and streetscape design, and business retention and expansion.

According to the Winona Main Street Program's most recent annual report, \$2,277,785 was invested in renovating downtown buildings in 2014. This is a 63% increase for building investments from 2013. The investment dollar amounts for each quarter are listed below.

For this section, the downtown area is defined as the following:



Existing Projects

- New bridge and pedestrian plaza underneath bridge and connection to Levee Park.
- Levee Park improvements (2015)
- Kirsch-Latsch building office renovation - 120 East Second Street
- Abramson commercial/residential renovation - 72/74 East Third Street
- Condominium build out - 2 Washington Street
- J+K Building commercial/residential renovation - 109 East Third Street

Upcoming Projects

- Bridge project - Commercial & residential redevelopment in bridge area
- YWCA/Kidsport building residential redevelopment - 223 Center Street
- Commercial & residential development of vacant properties at 52 and 56 East Third Street
- Levee Park Improvements (2016 and later)
- Laird-Norton building repurposing for WSU art and graphic design department and university/community art galleries - 125 West Fifth Street
- Zoning policy changes to reflect recent development in downtown and encourage future investment
- Potential redevelopment of the historic building at 151 East Third Street

Property and Taxable Values

There is a lot of valuable property in downtown Winona. In Minnesota, real estate property taxes account for approximately one third of the State and Local taxes. Real estate property taxes pay for services provided by the City of Winona such as the fire and police, street construction and maintenance, and water and sewer.

The comparisons below show the taxable value of Shopko and Target commercial properties at the city's periphery vs. property of a similar size in downtown Winona as well as a comparison of the taxable value of a downtown building and parking lot.



Description:	Downtown Parcels	Parking Lot
Address:	Within Center St./3 rd St and Lafayette St./2 nd St	51 E 2 nd St Winona, MN 55987
Lot Size (acres):	0.68	0.64
Est. Land Value:	\$277,100	\$252,000
Est. Building Value:	\$1,034,500	\$14,000
Est. Market Value:	\$1,217,500	\$266,000
Payable Taxes:	\$21,698	\$0

What causes property taxes to go up?

- Market value
- Local government levies
- Referenda
- Special taxing districts

What causes property taxes to go down?

- Market value
- Local government levies
- Referenda
- LGA or Local Government Aid



Description:	Shopko	Target	Downtown Parcels
Address:	405 Cottonwood Drive Winona, MN 55987	860 Mankato Ave Winona, MN 55987	Center St./4 th St - Walnut St./2 nd St
Lot Size (acres):	9.19	7.92	7.87
Est. Land Value:	\$1,154,900	\$2,370,300	\$3,065,100
Est. Building Value:	\$2,262,500	\$3,216,100	\$10,271,500
Est. Market Value:	\$3,417,400	\$5,586,400	\$11,481,600
Payable Taxes:	\$109,082	\$178,998	\$320,814

Available Properties in Downtown Area

April 2015



152 W 3rd Street
Winona, MN 55987



56 E 2nd Street
Winona, MN 55987



128 W 2nd Street
Winona, MN 55987



51 E 4th Street
Winona, MN 55987



101 W 3rd Street
Winona, MN 55987



161 Lafayette Street
Winona, MN 55987



51 E 3rd Street
Winona, MN 55987



120 E 3rd Street
Winona, MN 55987



76 E 3rd Street
Winona, MN 55987



62 E 3rd Street Suite 2
Winona, MN 55987



62 E 3rd Street Suite 3
Winona, MN 55987



51 W. 4th Street
Winona, MN 55987



50 W 2nd Street
Winona, MN 55987

Image
Not Available

157 E 3rd Street
Winona, MN 55987

For more information contact Development Coordinator, Myron White mwhite@ci.winona.mn.us or visit <http://www.portofwinona.com>

More Information

City of Winona

Community Development
207 Lafayette Street
Room 210 – P.O. Box 378
Winona, MN 55987
(507)457-8250 or (507)457-8231

Port Authority of Winona

Lucy McMartin
Director of Economic Development
(507) 457-8250
lmcmartin@ci.winona.mn.us
<http://www.portofwinona.com/contact/>

Winona Area Chamber of Commerce

902 East Second Street
Suite 120
PO Box 870
Winona, MN 55987
Phone: 507-452-2272

Winona Main Street Program

David Bittner
dbittner@winonachamber.com
<http://www.winonachamber.com/page/2559>

Winona County GIS Mapping Application

gishelp@co.winona.mn.us
<http://www.co.winona.mn.us/page/2696>

Port Authority of Winona Financing

<http://www.portofwinona.com/financing/>

Winona Vacant Properties

<http://www.portofwinona.com/properties-available-in-winona-mn/>

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www.googlemaps.com

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