

contrasting paving. The use of these elements varies by the block; some blocks have standard light poles, others have street trees but no banners or baskets.

## 2. Vision, Goals and Objectives

Vision Statement: Historic Downtown Winona – Rich Heritage. Wealth of Opportunity

The Downtown Revitalization Committee is committed to Historic Downtown Winona being the heart of our community and region, a vibrant hub of commerce, entertainment, recreation and residential life.

Historic Downtown Winona will link the Mississippi River to the rest of our beautiful community by serving as an inviting place where residents and visitors can experience our diverse culture, celebrate the arts and preserve our architectural heritage.

Through partnerships with private and public landowners, our historic downtown will:

Be the Heart of the Community and Region... by promoting residential living, celebrating the arts, encouraging entrepreneurial endeavors, and promoting hospitality and recreational activities.

Strategic goals will create and maintain an aesthetically pleasing and welcoming downtown environment – one that is accessible, orderly, safe and easy to use. Use of streetscaping, signage, and other methods will visibly enhance and delineate the location.

Be River Focused... by focusing on and capturing the natural allure of the river and appreciation for its history through appropriate land use.

Strategic goals will include enhanced visual and physical access for both land- and water-based visitors, preservation and interpretation.

Be Committed to Historic Preservation... by developing ways to educate, celebrate, promote and create awareness of our cultural and architectural heritage.

Strategic goals will establish local historic districts and provide ongoing education and incentives to ensure that future generations share our commitment to historic preservation.

Be Inclusive and Connected... by being proactive in the larger community and recognizing the importance of connections with the greater Winona area, while maintaining and enhancing the social and economic advantages of living in a small city.



*Downtown streetscape elements.*

Strategic goals will focus on the infrastructure, citizen and visitor support systems that link the diversified assets of the downtown to the community as a whole.

## Goals and Objectives

1. Historic Preservation. Preserve and enhance the historic character of Downtown Winona, as expressed through the Historic Preservation goals and policies in the Comprehensive Plan. Maintain and improve upon the condition of historic downtown buildings.

2. Downtown-Riverfront Connections. Enhance the accessibility and view of the Mississippi River from within the Downtown Winona district.

### Objectives:

1. Create a seamless transition between downtown and the riverfront.
2. Create a presence of residential, retail, restaurant, entertainment and professional office use along the river near downtown.
3. Make the downtown area of the riverfront accessible to recreational boating traffic.
4. Establish Levee Park as a recreational destination for residents and tourists.

3. Economic Development. Promote and enhance economic development in the downtown area.

### Objective:

Through public, private and non-profit implementation of multi-use planning, creative financing and encouragement of entrepreneurial endeavors, create an area of economic vitality in Downtown Winona that will by its activity establish it as the heart of the community.

4. Connectivity. Develop clear and obvious transportation connectivity for various modes of travel to and throughout the downtown area, in order to address safety and support commerce for residents and tourists alike.

### Objectives:

1. Establish easily identified routes that will get people from highways, the airport and the passenger rail depot into downtown.
2. Better define safe truck routes via clear signage and minimize the presence of trucks on downtown streets.
3. Assure an adequate and visible supply of short- and long-term downtown parking, serving visitors, employees and downtown residents.