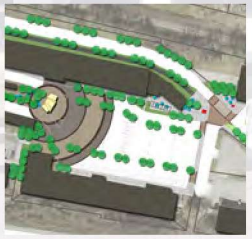
RENEWING OLD WEST MAIN

A Master Plan

Adopted March 23, 2015










City of RED WING

Stantec

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Project Overview

Plan Purpose

The City of Red Wing, with support from the U.S. Environmental Protection Agency, is exploring environmental conditions and redevelopment potential of properties along Old West Main Street, which includes the former manufacturing area known as the Pottery District.

Old West Main Street is the main through-way in a district that is bordered by Highway 61, Levee Road, Withers Harbors Drive, and Cedar Street. The area's growth was driven by Red Wing's earliest industries, including the iconic Red Wing Stoneware and Pottery. These industrial uses anchored a neighborhood with a diverse mixture of factories, workforce housing and supportive functions such as meat markets, groceries, saloons and an elementary school.

Today, Old West Main continues its tradition as an area that is intensely mixed in uses. Pottery Place contains both housing and retail shops. Along with the modern Red Wing Pottery salesroom, it anchors the area's tourist and recreational attractions. Two hotels, a bowling alley, the Pottery Museum and the Cannon Valley bike trail also support recreational activity nearby. The area still contains many residences, most of which are located in the central portion of Old West Main and overlook the Mississippi River.

Toward Old West Main's east end, a variety of retail uses, restaurants, and automotive services attract both community residents and tourists. In the summertime, Old West Main experiences some additional traffic from visitors at the nearby Ole Miss Marina and Bay Point Park.

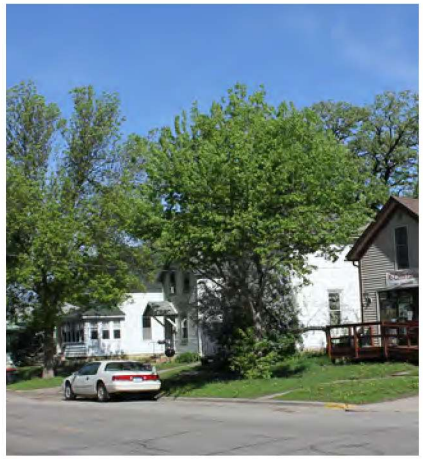
Business owners and community leaders recognize Old West Main's strong potential to serve as an economic generator and destination. Historic attractions, proximity to nearby recreational amenities, and opportunities for both tourist-related and general retail support this idea. However, the area's industrial legacy and disjointed layout leave challenges to future development efforts. Vacancies, underutilized properties, and poorly maintained facades are also challenges. Known or perceived contamination from past industry deters redevelopment at certain sites. Throughout the district, there is a need to improve the appearance of public space, create distinctive nodes of activity, alleviate parking pressure, and create amenities for pedestrians and bicyclists.

This plan addresses these concerns and identifies steps for Red Wing to realize the full potential of Old West Main through strategic redevelopment that supports the area's long-term environmental and economic sustainability.

Views of Old West Main, moving east to west









Area Overview

Old West Main is one of Red Wing's three principal commercial areas, along with Downtown Red Wing and the Tyler Road/Highway 61 shopping centers. Until recently, most public attention has focused on preserving Red Wing's downtown, a historic district and tourist draw, while private sector interests have driven growth of big box retail along Tyler Road.

Old West Main presents an opportunity to expand Red Wing's tourist industry and increase services and entertainment options for community residents. As one of the community's oldest districts, Old West Main historically hosted a mixture of industrial, commercial and residential uses. Land use dynamics have changed in the district in response to changing economic trends and the construction of Highway 61 in 1951, which routed traffic off Old West Main to the parallel highway. During the second half of the twentieth century, auto-oriented services expanded their presence in the area, while neighborhood groceries disappeared.

As a result of its long and diverse history, the area's architectural character is mixed, with little consistency among building types. The area's west end is dominated by Pottery Place, the historic four-story brick building that once housed Red Wing Pottery. Low-rise commercial structures and surface parking surround the structure. In the area's central section, single-family homes are most common with a few one-story commercial buildings interspersed. To the east, one-story commercial buildings and auto service garages dominate. A few single-family homes can be found here too, most notably the Jacob Christ House, a historic brick Victorian.

Hidden within this landscape, several clues to Old West Main's industrial past are still visible. Landmarks like the North Star Monument mark the site of the original facade to North Star Stoneware Company. Beneath the modern Red Wing Pottery sales building, architectural ruins of the company's original factory exist under the floorboards. Some of the area's original workforce housing still stands in an area once known as "Smokey Row."

The history of Old West Main has resulted in a district that is visually incohesive. Many of its "gems" remain hidden to outsiders, less noticeable than the sight of vacant and abandoned buildings. This plan addresses community desire to highlight the area's strengths and redevelop locations that detract from the area's appeal.

Related Planning Efforts

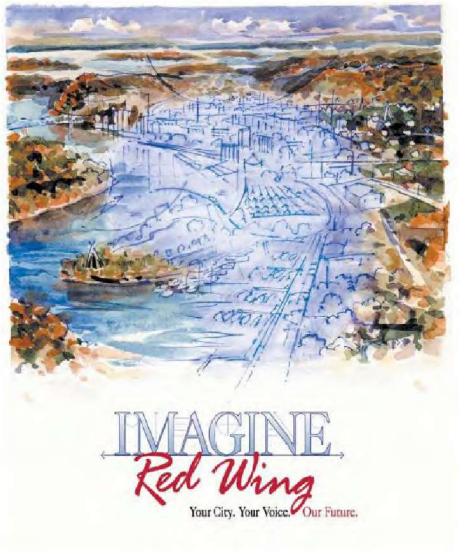
Redeveloping Old West Main has been a subject of study for over three decades. Several City of Red Wing documents provide an important foundation for this effort and are summarized below.

Red Wing Comprehensive Plan (2007), Downtown Red Wing Action Plan (2009) and Red Wing Riverfront Redevelopment Plan (2005)

The Red Wing Comprehensive Plan presents the community's vision to "capture the vibrancy of growth while preserving and enhancing the city's unique historic and natural environmental character." This vision sets a strong framework for efforts in the Pottery District, along with several guiding principles that are particularly relevant to this area:

- Preserve community character
- Great place to do business
- Quality land development
- Support for the arts
- Think regionally
- Housing choices

The Red Wing Comprehensive Plan designates the Pottery District as an "Activity Center," defined as an area "where large numbers of people are drawn together. Activity Centers are places where a variety of activities occur with an emphasis mostly on commercial retail and service uses, institutions and higher density residential. They are intended to provide a mix of uses that offer great places to do business, learn, play, shop or simply enjoy a unique cultural experience."



The comprehensive plan reiterates concepts identified in the Red Wing Riverfront Redevelopment plan and the Downtown Red Wing Action Plan. These plans emphasize the Pottery District's position adjacent to downtown and its potential to serve as a gateway connecting motorists, bicyclists, and pedestrians from outside the community to downtown. The plans identify several concepts specific to redevelopment of the Pottery District:

- Link the Depot and Old West Main on a "River Terrace Promenade," a multimodal street with pedestrian amenities and ample public space.
- Seek opportunities to cross the railroad tracks with grade separation.
- Establish the Highway 61 corridor at the western fringe of downtown as the Highway 61 Commercial Gateway District with unique design guidelines, streetscape enhancements and access management.
- Update mixed use industrial/commercial and mixed use commercial tourism districts (est. 2000) to form-based guidelines in order to better control orientation to the street and river.
- Encourage mixed use development. Development should be a maximum of three to four stories so that river views to the south are not blocked.
- Live/work concepts and incubator space for entrepreneurial start-ups should be emphasized.
- Underground and centralized parking should be utilized as much as possible.
- Redevelopment should reflect the historic grid pattern of downtown and nearby neighborhoods.
- Create a catalytic project.
- Consider the area for relocation of the community farmer's market.

Upper Harbor Master Plan (2007)

The 2007 Upper Harbor Master Plan (amended 2009) creates a vision for the northwestern portion of Red Wing's river front, located immediately north of Old West Main. It provides recreation opportunities for residents and visitors while preserving the river front's environmentally sensitive landscape. The plan include biking and walking trails, boat storage, and open areas.

Old West Main Street Plan (1983)

The Old West Main Street Plan acknowledges the area's important role in Red Wing's history, both as a heavy industrial center and residential community. The plan emphasizes that the area is "a community or neighborhood of its own. It has its own identity, its own history, and yet wants to remain a part of the wider retail area and the City of Red Wing." When the plan was completed in 1983, Old West Main was experiencing a transition in land use away from industrial and residential uses and toward increased commercial and retail development. Major issues identified in the 1983 planning process are not dissimilar to those identified today:

- Inconsistent land use patterns
- Changes in highway and railroad transportation needs compounding need for planning
- Uncoordinated aesthetics
- Off-street parking availability, particularly in response to growing retail functions

The plan resulted in streetscape improvements including additional on-street parking, new lampposts and flower baskets, and the addition of benches around the North Star Monument.


Red Wing Wildlife League
Low Impact Gathering Areas
ELC
Meadow
Work Shop/Storage
River Dredge Stockpile (USACE CDF)
Overflow Parking
Observation Tower
Interpretive Center
Naturalized Vegetative Buffer
Boat Storage
760ft x 360ft
Pottery Park
Skate Park
POTTERY POND
Stormwater Management Demonstration Areas
Red Wing Pottery
Future Connection
OLD WEST MAIN STREET
Low Impact Canoe Launch
Upper Harbor
Launch Hoist & Future Transient Dockage
Marina Building
Future Restroom Expansion
Boat Launch
Trailer Parking
Enhanced Parking
Volleyball
Vogel Harbor
Red Wing Yacht Club
Riverwalk
Multi-Purpose Lawns
Multi-Purpose Open Area
Park Entry Feature/ Information Kiosk
Red Wing Grain
LEVEE ROAD
UPPER HARBOR CONSENSUS PLAN
JJR

Old West Main Design Guidelines (1999)

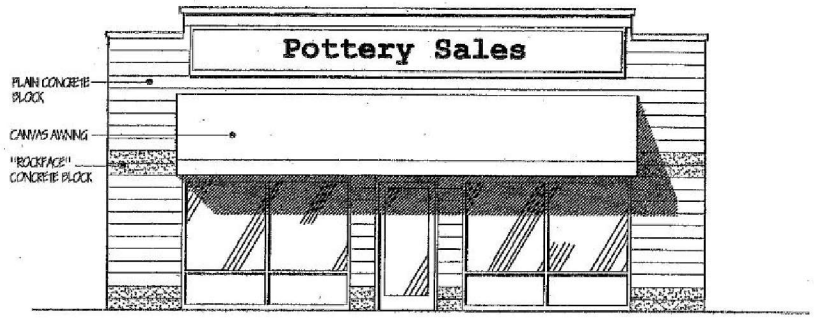
The Old West Main Design Guidelines were established to:

- Analyze building types, scale, materials, styles, colors, and historic significance of Pottery District buildings
- Develop design guidelines to promote consistent development in the area

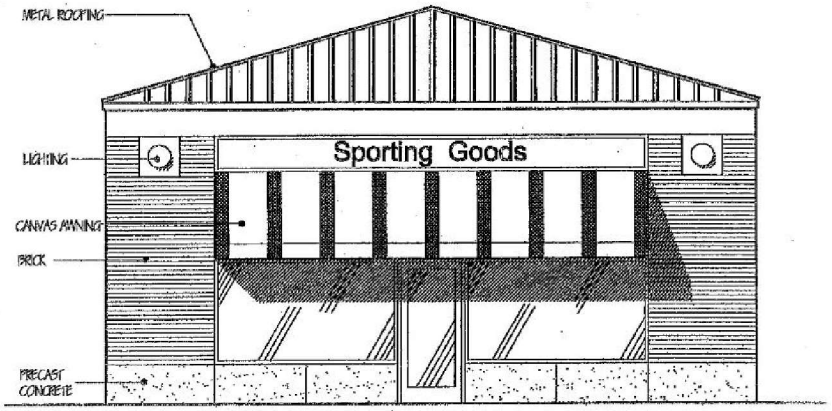
The document divides Old West Main into three areas and describes characterizations of each. The commercial district, at the east end of Old West Main, is primarily made up of small businesses in one-story buildings. The wide street with on-street parking increase their desirability. The residential district, along the central section of Old West Main, contains mostly small single family dwellings with river views over the bluff. These are constructed on shallow lots with little potential for redevelopment into different uses. Old West Main's west end is dominated by Pottery Place, the former Red Wing Pottery factory. Existing brick buildings add to the character of this area, though several parcels remain vacant.

The document outlines desirable design principles emphasizing:

- unifying facades
- complementary color schemes
- avoiding excessive ornamentation or inappropriate use of historic ornamentation
- prohibiting fake materials, metal or vinyl siding



DESIGN EXAMPLE 2



DESIGN EXAMPLE 1

Connectivity

Old West Main is paralleled by two major regional thoroughfares with potential to generate traffic in the district: Highway 61 and the Mississippi River. Highway 61 carries approximately 22,000 vehicles daily and connects Red Wing to the Twin Cities and Rochester. To the north, recreational opportunities on and along the Mississippi River bring boaters and cyclists to Red Wing from around the region. Jackson Street connects Old West Main to Bay Point Park and the Ole Miss Marina. During summer months, boaters seeking both basic necessities and entertainment opportunities traverse Jackson Street to Old West Main. Nearby, Bay Point Park is a well-loved community open space where both residents and boaters enjoy recreation opportunities and views of Barn Bluff.

The Mississippi River Trail runs just north of Old West Main along Levee Road. This trail connects to the Cannon Valley bike trail, which terminates at Old West Main and Bench Street. A local trail connects the intersection of Old West Main Street to the Cannon Valley trailhead at Bench Street and to the Goodhue Pioneer Trail south along Hay Creek. This location is a major trail connection between Old West Main Street and two regionally significant bicycling routes that attract riders from distant locations.

While both the Mississippi River and Highway 61generate traffic around Old West Main, connection into the district is a challenge. To the north, Old West Main is bounded by marshes and the Canadian Pacific Railway,



RED WING, minnesota

which limit pedestrian accessibility from Bay Point Park. Withers Harbor Drive and Jackson Street, at either end of Old West Main, are the only entrances into the district from the north side for foot, bicycle, or vehicle. From Highway 61, vehicles can enter at Withers Harbor Drive or at the intersection between Highway 61 and Old West Main. Entry from Withers Harbor Drive is not intuitive, since drivers have to turn south to loop beneath Highway 61 to get to Old West Main on the north side. Visibility from Highway 61 and signage are important elements in attracting drivers from this corridor.

Within Old West Main, the streetscape is disjointed. No bike lanes or other facilities support bicyclists, despite its proximity to regional trails. Pedestrian connectivity is also lacking. Around Pottery Place and the Pottery Annex, two of the area's main tourist destinations and a drop-off center for tourist buses, no clearly-defined sidewalk or pedestrian space connects the two buildings. Meanwhile, streets can be difficult to differentiate from parking lots due to lack of curbing and general deterioration of surfaces.

In the eastern portion of Old West Main, wide roadway right-of-way creates space for retail parking on-street but can be difficult for pedestrians to cross safely. Off-street parking in this section is limited, and pressure on existing on-street spaces is high.

Existing Land Use and Guidance

Area Zoning

Three zoning designations guide land use in Old West Main. Toward the west, most land is approved as a Planned Unit Development, a designation that is meant to encourage a mixture of housing and commercial densities.

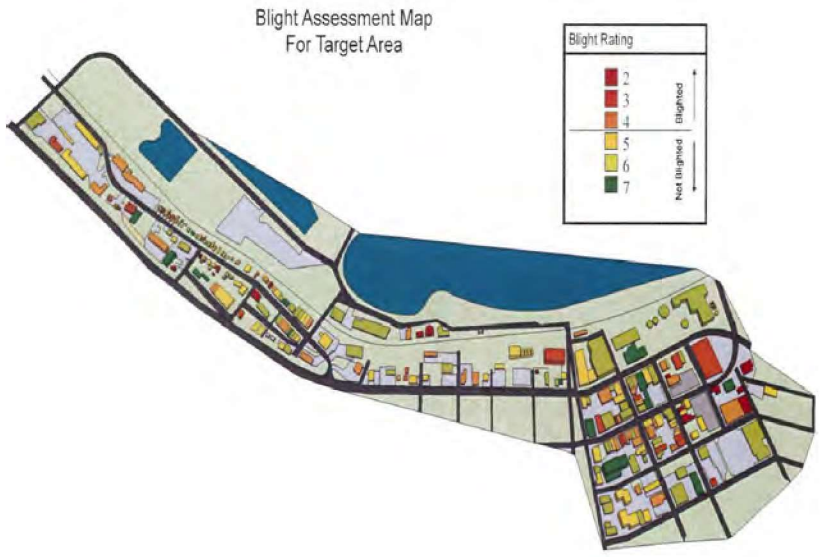
Through Old West Main's central section, land is zoned Mixed Use Commercial Tourism, which is intended to allow for a mix of compatible and integrated land uses that will enhance the liveliness of the district. These districts are meant to provide a balance between tourist-oriented attractions, public recreational facilities, commercial, office, residential, neighborhood services and specialty shops.

Toward the east end of Old West Main, most land is zoned Mixed Use Industrial Office Commercial. This designation is intended to provide for a balance between commercial and light industrial uses.

Assessment of Blighted Conditions (November 2012)

In 2012, the Red Wing Housing and Redevelopment Authority commissioned an assessment of 221 properties, including Old West Main, for blight. Target areas with over 25 percent blighted properties are eligible for Small Cities Program Income Funds from the Minnesota Department of Employment and Economic Development. The assessment found that about 34 percent of properties studied were blighted and recommends that Red Wing Housing and Redevelopment Authority redirect Small Cities Program Income Funds into a loan program for property owners in this area. The most common causes of blight are deficiencies in masonry; paint and siding; and windows and doors.

Notably, zero properties in the area were rated at new or like new condition. Along Old West Main, blighted properties are dispersed throughout the district. However, many of the district's highly visible properties along Highway 61 are considered blighted, potentially contributing to a poor public perception of the area.



Plan Development

Community Input

The Old West Main Areawide planning process was driven by participation of a Steering Committee representing the following key stakeholders:

- Old West Main business and property owners
- Old West Main residents
- City of Red Wing staff
- Red Wing City Council and Planning Commission
- Red Wing Chamber of Commerce
- Red Wing Port Authority
- Red Wing Housing and Redevelopment Authority
- Downtown Main Street

The Steering Committee provided input to identify key sites along Old West Main that were notable as supporting or detracting from the area's viability. The Steering Committee reviewed multiple draft concept plans and refined elements of the final concepts depicted in this document. In addition, the group reviewed the plan's implementation strategies and ranked them according to their priorities.

In addition, the plan was presented to the public at an open house to gather additional comments and suggestions.

Plan Principles

The plan principles were developed through Steering Committee input and provide a framework through which the Old West Main Areawide Plan is based. These principles have been derived through the community planning process and are common tenets for livable communities. These principles are essential to guide creation of a vibrant, safe, and pleasant atmosphere throughout Old West Main and promote renewed development interest and vitality in the district.

Many of the design principles presented here strive to enhance the image of Old West Main through improvement of the public realm and streetscape. The design of sidewalks, bicycling paths, landscaping, open space and their inter-relationship with adjoining land uses shape the public realm.

Define a Framework & Hierarchy of Vibrant Public Spaces

- Provide flexible open spaces and plazas for a variety of uses to attract visitors from throughout the community and region
- Improve connections to existing parkland by foot and bicycle
- Create pedestrian friendly sidewalks and crossings throughout each character district
- Add bicycling facilities where appropriate, especially as they connect riders from the Mississippi River Trail, the Cannon Valley Trail, and Bay Point Park to Old West Main
- Use high quality public sector investments in facilities and infrastructure as a catalyst for private sector development
- Balance vehicular, bicycle, and pedestrian travel needs

Encourage Compact Mixed Use Development

- Place new buildings to reinforce public realm, open spaces and pedestrian accessibility.
- Reinforce compact development through proper placement, alignment, and building proportions
- Fill vacancies and unused sites to provide continuous activity along the street front compatible with existing land uses
- Promote design excellence as a foundation of a successful community space

Foster Environmental and Economic Sustainability

- Support existing businesses as new uses are incorporated into the district
- Include green infrastructure components such as storm water Best Management Practices (BMPs) and other low impact development techniques where feasible
- Encourage people to walk, bicycle or take transit to and throughout the district to reduce traffic congestion and emissions
- Highlight views and connections to the Mississippi River

Plan Elements

Old West Main Concept Plan

The following recommendations, depicted in the Old West Main Concept Plan, will create an exciting, comfortable, and safe environment that supports and connects character areas and enhances the economic vitality of Old West Main.

These are intended to guide future design decisions among both the public and private sectors to create an attractive setting for residents, business owners, and visitors of Old West Main. It will establish a visual aesthetic that is attractive, comfortable, and appealing.

These recommendations address the following primary objectives:

- Attract people to Old West Main through discernible gateways
- Redevelop vacant or abandoned properties
- Support existing businesses and transition uses over time
- Increase parking, especially along the area's east end
- Improve bicycle and pedestrian friendliness

This plan describes Old West Main by three distinct character districts. Each character district is driven by distinctly different land uses and the strategies to enhance these districts should be applied accordingly. At the west end of Old West Main, Pottery Place shops, the Pottery Museum, and nearby bicycling trails anchor this character district's attractiveness as a tourist and recreational destination. Existing hotels and bowling alley fit well with the area's recreational character. Moving east, Old West Main narrows to two lanes and is lined by single family homes and a few businesses. This portion is referred to as the Central Character District. Along the easternmost third of Old West Main, the street widens significantly and is lined with retail, restaurants, and auto services. The majority of these businesses serve Red Wing residents and are less oriented to tourists.

The goal of the plan is to support and strengthen the character within each district, but connect them through vibrant public spaces, streetscaping, and features telling the story of their combined history.

West Character District

The West Character District is dominated by its strong connection to Red Wing Pottery and the brand's long history in this location. The district's most prominent feature is Pottery Place, the historic brick Red Wing Pottery factory that has been converted into shops and housing. Across from Pottery Place, the Pottery Annex hosts the Pottery Museum. Meanwhile, the sales and manufacturing center for Red Wing Pottery's modern operation is in a separate building just yards from the former factory.

In addition to these strong magnets, other land uses support the area's function as a tourist hub. Two hotels and a bowling alley fall within the West Character District, while the Cannon Valley Trail and the Mississippi River Trail bring bicyclists next to the district at the intersection of Old West Main and Withers Harbor Drive. The strategies presented in the concept plan are aimed at enhancing this area's attractiveness as a recreational and tourist destination.

Central Character District

The prevalent land use in the Central Character District is single-family homes. These are on shallow lots unsuited for redevelopment into other uses, although they afford great views of the Mississippi River. The plan focuses on supporting existing land uses and improving aesthetics in this area through streetscape enhancements, facade improvements, and gradual transition of commercial businesses. The proposed bicycle and pedestrian bridge over the Canada Pacific Railway tracks would strengthen its connection to nearby green space in Bay Point Park and provide residents better access to nearby amenities.

East Character District

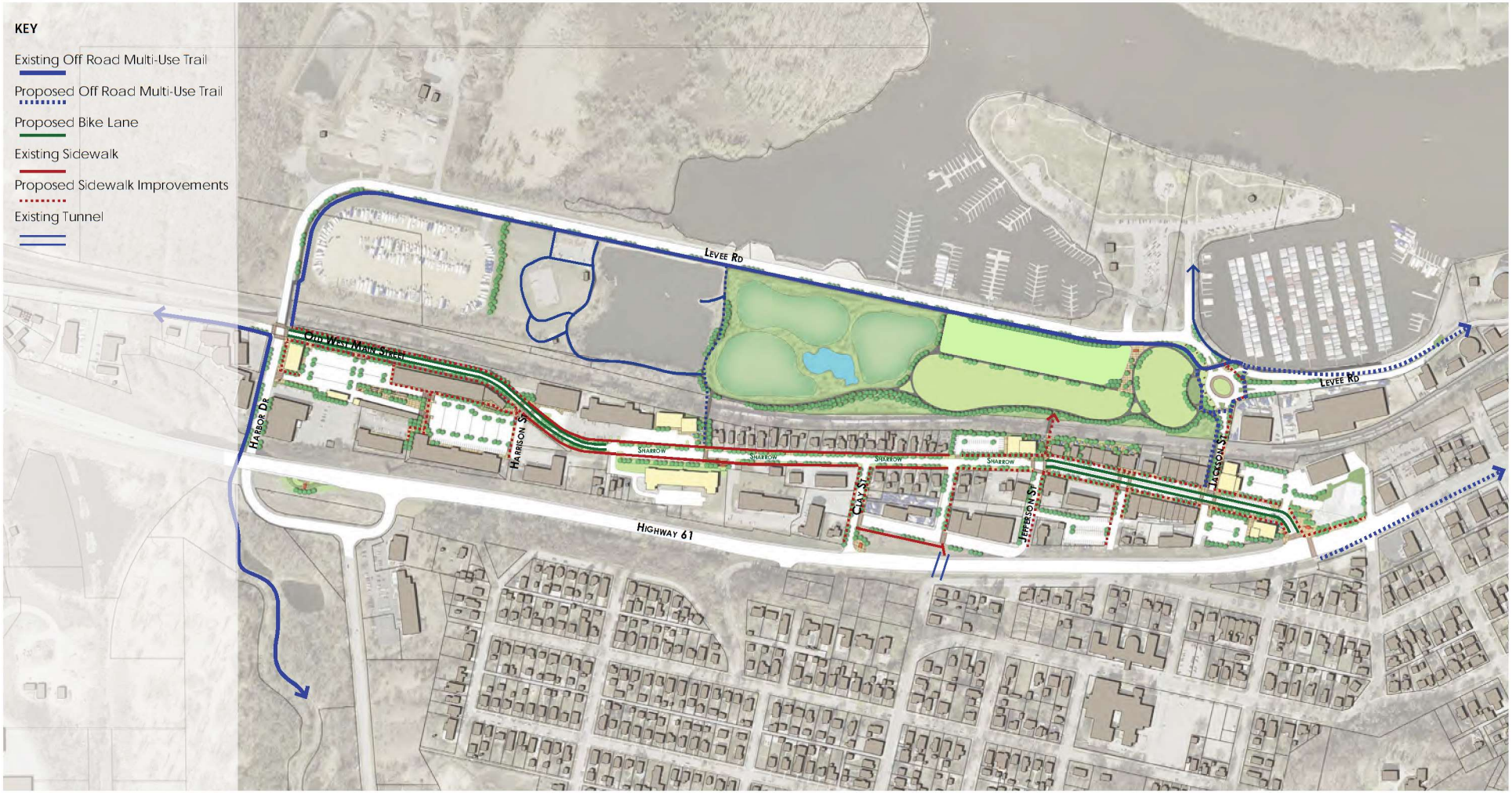
Along the easternmost third of Old West Main, land uses transition to retail, restaurants, and auto services. Old West Main is quite wide in this section and many of the businesses are served by on-street perpendicular parking. The recent opening of the Red Wing Brewery has generated renewed interest in this district and excitement for future investments. This character district is also adjacent to the Upper Harbor Marina, another source of traffic to businesses. Strategies presented in this plan are intended to support existing land uses, transition businesses over time, and make a safe and inviting streetscape that invites people to linger in the district. Strategies to reduce parking pressure on existing businesses are also important in this district.

Concept Plan



The Old West Main Concept Plan, depicting opportunities to enhance Old West Main through place-making, streetscape modifications, and strategic redevelopment.

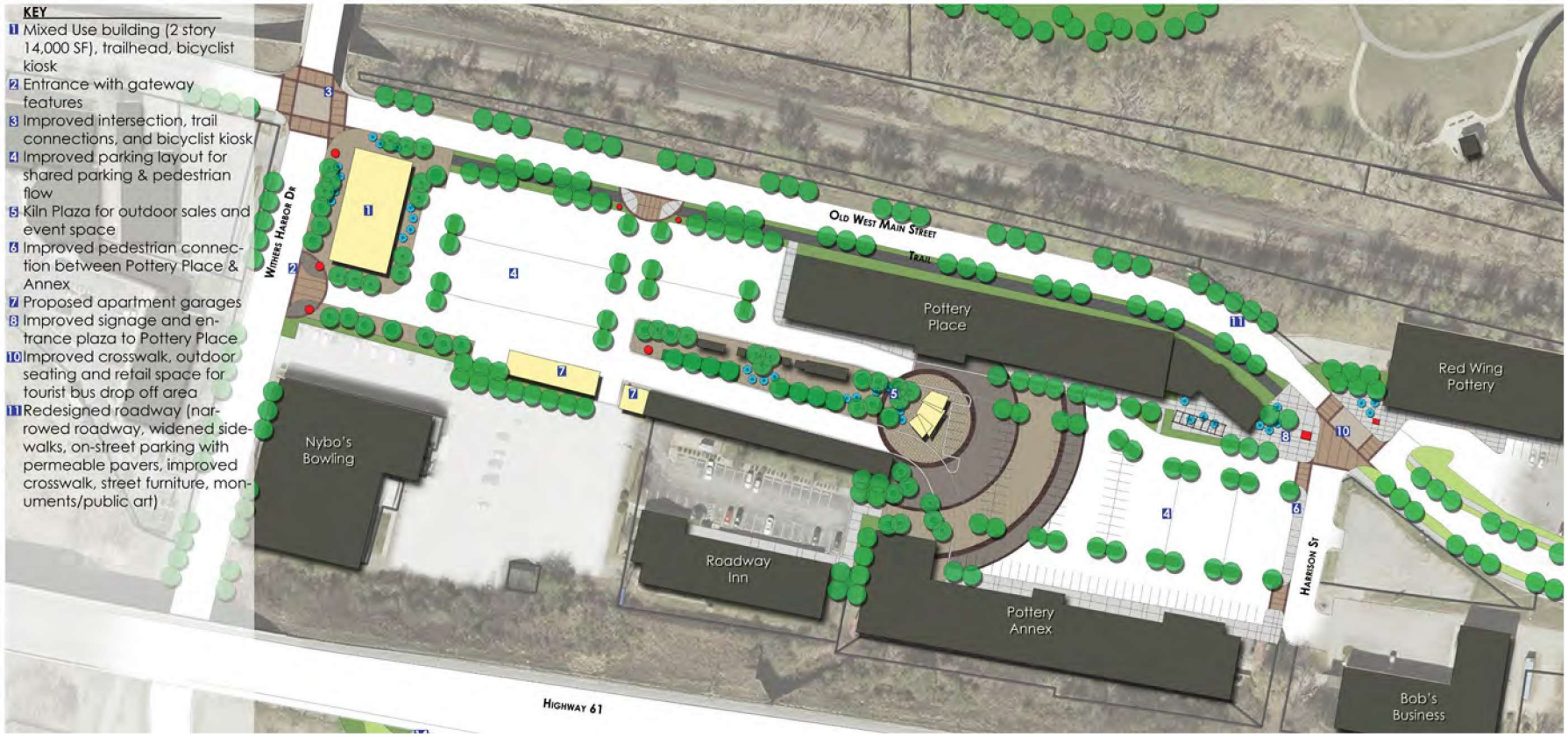
Pedestrian & Bike Connections



Pedestrian and Bicyclist Connectivity in the Old West Main Concept Plan

West Character District Elements

The Concept Plan introduces elements that will strengthen the West Character District's attractiveness as a tourist and recreation destination. This will be accomplished through in-fill development of vacant properties, addition of public amenities such as event space and gateway features, and improved bicyclist and pedestrian connections into and through this district.



Close up of West Character District plan elements

Gateway features at the corner of Withers Harbor Drive and Old West Main (Concepts 1,2,3)

Construction of a mixed use building on the vacant lot at this intersection would create a gateway and sense of entry into the district. In addition to vehicular traffic, this intersection is adjacent to the Cannon Valley Trail and Mississippi River Trail, which create opportunities to attract bicycle tourists into the area. This would be a suitable location for neighborhood retail, service, and/or office uses.

The massing and architecture of this building carries importance due to the high visibility of this location adjacent to a key gateway intersection. Massing should be focused on the north and west sides of the lot to provide an iconic, gateway view to properly frame the intersection. Ideally, this building would be two or more stories high so that it is not dwarfed by the nearby Pottery Place. Parking should be provided behind the building in a lot that is shared with Pottery Place. This building could also include public restrooms and drinking fountains visible from the intersection to provide a rest area and amenity for bicyclists on the nearby Cannon Valley Trail and Goodhue Pioneer Trail.

Other important elements of this intersection include gateway signage directing bicyclists and motor vehicles into the Old West Main. Additional features such as branded bike racks and bicycling kiosks would increase the attractiveness of the streetscape and encourage bicyclists to enter the district. In addition, extending bicycling facilities via a shared-use path or on-street bike lanes from Withers Harbor Drive to Harrison Street will encourage riders to enter the district from regional trail facilities.



Proposed gateway at Old West Main and Withers Harbor Drive, including wayfinidng signage and amenities for bicyclists.

Improved aesthetics around Pottery Place to attract pedestrian traffic and support outdoor events (Concepts 4,5,6,9)

Pottery Place is an iconic structure currently surrounded by asphalt parking lots. Improving aesthetics and reconfiguring pedestrian flow within these lots would improve pedestrian circulation between Pottery Place and Pottery Annex, which houses the Red Wing senior center, a restaurant, and the Pottery Museum. Tourist buses regularly bring visitors to the area. Improved pedestrian walkways between the two buildings would provide a safer and more welcoming environment for visitors.

Between the two buildings, remnants of the original pottery kilns provide a visual focal point and demonstrate the area's historic character. The Concept Plan proposes landscaping and seating areas around these kilns, as well as a convertible event space at the east end of the kilns, referred to as Kiln Plaza. Kiln Plaza could host large outdoor events and markets. This convertible space could be delineated through colored pavers and used to serve parking needs during non-event times.

To support events on Kiln Plaza, off-site parking solutions are important. Tourist buses and overflow event parkers should be located within easy walking distance of Old West Main. Levee Road, the boat storage area and the nearby gravel pit should be explored for shared parking opportunities as future demand increases.

Sharing parking among uses in the West Character District is an important element of this plan. Shared parking will reduce the overall demand for parking lot space that can be used for more vibrant activities. In addition, creating visual continuity among the area's parking lots will improve the attractiveness of the area and create more potential for pedestrian movement among these businesses. The area's current mixture of recreational, retail, and residential uses are compatible with shared parking because their peak hour needs typically fall at different times of the day.

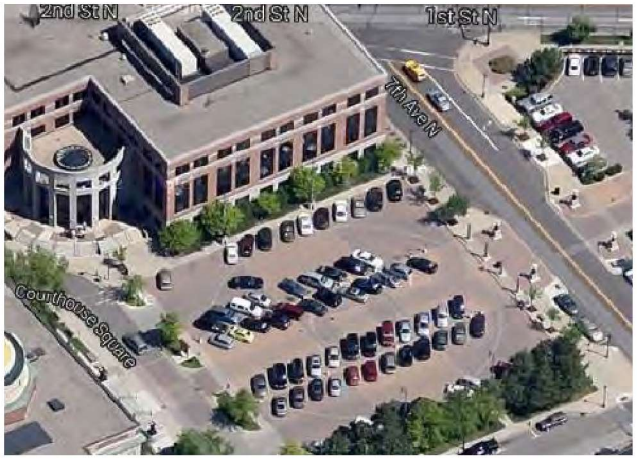


Views of Pottery Place, including parking lot realignment and the proposed Kiln Plaza event space.









Additional views of Kiln Plaza;
Convertible parking and event space, St. Cloud MN

Extended bicycling network, improved crossings, and public space (Concepts 8, 10, 27)

The Cannon Valley Trail currently ends at the intersection of Old West Main and Bench Street. A local trail connects the Cannon Valley trailhead to the intersection of Old West Main Street. From that intersection, the off-road trail extends along Hay Creek to the Goodhue Pioneer Trail and along Withers Harbor Drive and Levee Road to Bay Point Park. In 2015, Bay Point Park will be connected to Levee Park with a trail along the Mississippi River to downtown. The Concept Plan recommends extending the bicycling network east along Old West Main to Harrison Street in order to attract riders into the area. Roadway right-of-way in that section is sufficient to support an off-road, multi-use path along the southern border of Old West Main. Sidewalks and on-road bike lanes are an alternative that would also support connectivity into the district.

At the intersection of Old West Main and Harrison Street, delineating a more prominent pedestrian crosswalk would improve safety at this intersection an further encourage pedestrian movement between Pottery Place, Pottery Annex, and Red Wing Pottery.

Adding a small plaza and seating area on both sides of the Old West Main/ Harrison Street intersection would add a new public gathering space to the area immediately next to two major destinations. Recognizing its proximity to current tourist bus drop-off locations, this location would be well-used and create a positive first impression for tourists visiting Old West Main.

Moving east, adding a pedestrian/bicyclist bridge over the Canada Pacific Railroad tracks would increase connectivity into the district from Bay Point Park. Currently, the only access into Old West Main is at Withers Harbor Drive and at Jackson Street. A pedestrian bridge would increase opportunities for interaction between park activities and events in the West Character District.

Central Character District

Plan recommendations along Old West Main's Central Character District focus on supporting existing land uses, primarily single-family residences. Improved streetscaping, in-fill development, and additional connections to open space will make this a more attractive place to live and encourages connectivity between the West Character District and the East Character District.

Live/work and multi-family housing units (Concepts 26 and 12)

The plan recommends the construction of live-work housing units at the western edge of the Central Character District. This type of use provides a transition between the retail and tourist activities in the West Character District and the residential nature of the Central Character District. Live-work buildings support Red Wing's Comprehensive Plan objective to provide incubator space for artists and entrepreneurs. In addition, a larger building on this site can provide a buffer between activity at the proposed pedestrian bridge and the single family homes.

Across from the live-work units, the concept plan depicts a three-story multi-family housing structure recently proposed as North Star Lofts. These would fill a vacant space, creating more visual interest along the street front with a use that is compatible with existing structures

Streetscaping enhancements and public space improvements (Concepts 11,13)

The plan recommends streetscape improvements along Old West Main to encourage pedestrian, bicyclists, and motorist through-traffic between the West and East Character Districts. In the Central Character District, Old West Main narrows, slowing traffic. Sharrows, a type of paint marking used to delineate space for bicyclists in areas too narrow for bike lanes, are appropriate in this section as a continuation of the bike trail proposed in the West Character District. Improved lighting, storm water treatments, and boulevard trees would enhance aesthetics in this neighborhood.

At the west end of the Central Character District, the North Star Monument stands as a visual reminder of the area's industrial past. Improved streetscaping and sidewalks around this monument will encourage people to linger and enjoy this monument to the district's historic uses.





Example live-work units; the North Star Monument

East Character District

In the East Character District, the Concept Plan depicts recommendations that support existing retail and office functions, transitioning uses over time, connecting the area to Bay Point Park and the Mississippi River, and improving aesthetics along Highway 61 and attracting motorists into the area.



Close up of East Character District

Strengthen retail and support river views (Concepts 25, 27, 28)

Old West Main is lined by relatively uniform retail and service buildings on both sides of the street between Jefferson St. and Jackson St. This creates a "Main Street" atmosphere with ample room for pedestrian activity on the sidewalks and on-street perpendicular parking. The recent expansion of Kelly's Bar and opening of the Red Wing Brewery are destinations that generate night-life in this district. Meanwhile, a nearby hardware store, auto parts store, and other businesses provide services that cater to both Red Wing residents and boaters docking at the nearby Ole Miss Marina off Jackson Street.

At the northern intersection of Old West Main and Jefferson St., a new overlook plaza and pedestrian bridge into Bay Point Park will create a destination and public amenity in this area. The overlook could serve as a place for street vendors, small performances, informational kiosks or informal gatherings. A pedestrian bridge in that location would further opportunities to connect Old West Main with Bay Point Park.

The overlook would be a hub of activity anchored by buildings on both sides. To the east, the existing deck on the newly-renovated Kelly's Bar already orients activity outside and toward the river.

At the northwest corner of Old West Main and Jefferson Street, transitioning under-utilized properties into a two-story, mixed-use building would anchor that side of the overlook and increase opportunities for public enjoyment of the river. A rooftop deck in the northeast corner of the building would maximize views and concentrate outdoor activity consistent with the existing Kelly's Bar. Massing the building along Jefferson Street and moving any parking away from the intersection is important for maximizing the potential of this site as an area of high activity.

North of existing structures adjacent to Kelly's Bar, a shared outdoor patio space could further encourage enjoyment of the area's river views.





Add gateway elements at Highway 61 (Concepts 14, 18, 19, 20)

One of the most important elements in attracting visitors to Old West Main is the visual aesthetic of the district entrance at the intersection with Highway 61.

At the northwest corner of Old West Main and Highway 61, replacing the existing unused car wash building with a new building oriented toward the intersection is an important element of this gateway. As a gateway, this building should be built as close to the intersection as possible, with vehicular access only at Jackson Street. Both the building and the use inside it should create activity and a sense of arrival into the district.

Across the street, the concept plan depicts a new building on the site of the existing auto parts store and hair stylist. The proposed building could house both existing uses. However, re-orienting the building along Jackson Street would maximize river views into the district and create space to re-orient lots for shared parking among existing uses. Shared parking could be accessed via a single driveway. This option would improve streetscape aesthetics, reduce vehicular turning movements from Old West Main and create more space for on-street parking east of Jackson.

Connect to Bay Point Park via Jackson Street (Concepts 20, 21)

Although less prominent than Highway 61, Jackson Street is another important gateway opportunity into Old West Main. Jackson Street is the only connection between Old West Main and Bay Point Park and Ole Miss Marina. Both areas are well-used by Red Wing residents and visiting boaters. The plan proposes extending pedestrian facilities along Jackson Street to encourage walking between the two locations. In addition, extending a bicycling trail on the east side of the proposed roundabout would provide safety for cyclists traveling in both directions.

The movement of existing retail uses into a building massed at the intersection of Old West Main and Jackson Street also creates more visual interest along the street, encouraging pedestrian activity in this area.

Improve streetscape and add public parking (Concepts 17, 29)

Between Jefferson Street and Highway 61, the concept plan depicts streetscape redesign and roadway reconstruction to support the area's transition to a pedestrian-oriented retail environment.

A new public parking lot visible from Highway 61 would also relieve pressure on local businesses. This could be added by relocating the existing equipment storage lot to a less prominent location. It is important that the parking lot and any signage be visible to Highway 61 as a means of directing motorists turning in from Highway 61 to the lot.

Streetscape design concepts are shown on the following page. The cross section depicting existing road conditions shows ample public right-of-way on this street. Local businesses are served by on-street perpendicular parking, although parking availability in this character district is tight. Traffic moves quickly through the wide travel lanes, causing safety concerns and potential conflict with parkers as they reverse out of parking spaces. Currently, the area betweeh Jefferson and Jackson Streets includes approximately 95 on-street parking spaces.

The Preferred Street Section shows the Steering Committee's desired street reconfiguration. This design maximizes on-street parking and widens sidewalks to create room for street furniture, bicycle racks, and sidewalk cafes. Narrowing driving lanes reduces driving speeds, mitigating conflicts between through-traffic and cars backing out of parking stalls. Brick storm water filtration treatments are depicted in this cross section to mitigate runoff into the adjacent Mississippi River and add character to the street.

This street section design would leave room for approximately 90 perpendicular parking spaces under current conditions. Should existing uses transition to new uses and driveway access on Old West Main be eliminated, this configuration could support approximately 110 spaces.

The Alternative Street Section is a design that includes reverse angle parking, bike lanes, and widened sidewalks. Angled parking stalls reduce the overall amount of parking spaces that can be provided on these sections.

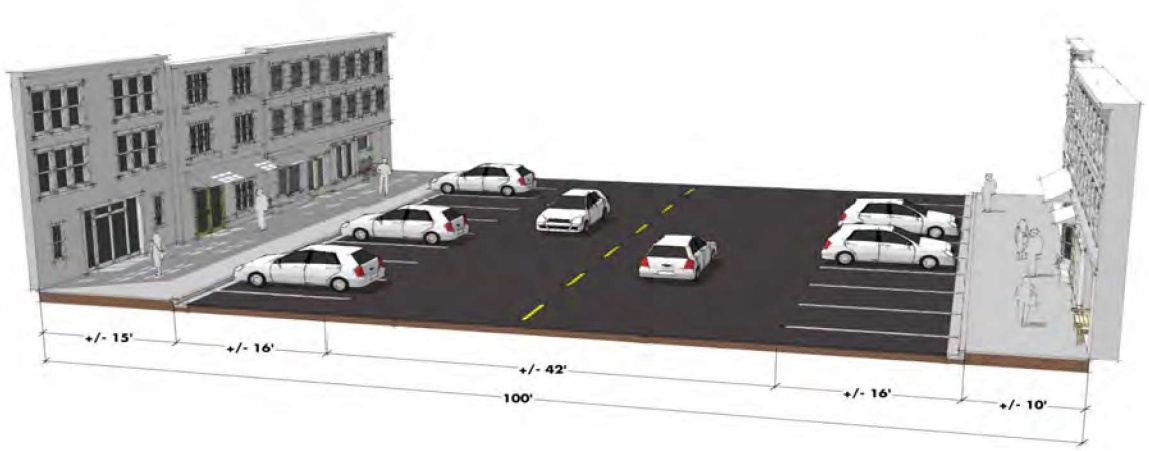
However, "reverse angle" parking reduces risk of collision because it requires parkers to back into stalls at the time that they park. Unlike perpendicular parking, parkers have a full view of on-coming traffic in the roadway behind them as they are backing up. This results in fewer conflicts between through parkers. It is also safer for on-coming bicyclists, who are often unseen by drivers as they reverse out of perpendicular parking spaces into the driving lane.

The Alternative Street Section includes storm water treatment options, bike lanes, and wide sidewalks that can support sidewalk cafes and furniture.

Given construction of a new multi-use path along Highway 61 beginning at Old West Main, and the proposed bicycling facilities in the West and Central Character Districts, a street section that includes bicycling facilities between Jackson and Jefferson could fill a gap in the planned network.

During roadway reconstruction, both options should be considered in light of actual parking conditions and use of nearby bicycling facilities at that time to determine which street section best meets community needs.

The Alternative Street Section would create approximately 54 parking spaces in current conditions, or 77 parking spaces if existing driveway access were removed.



Existing Street Section: Old West Main between Jackson St. and Jefferson St.

Preferred Street Section: Old West Main between Jackson St. and Jefferson St.



Alternate Street Section: Old West Main between Jackson St. and Jefferson St.

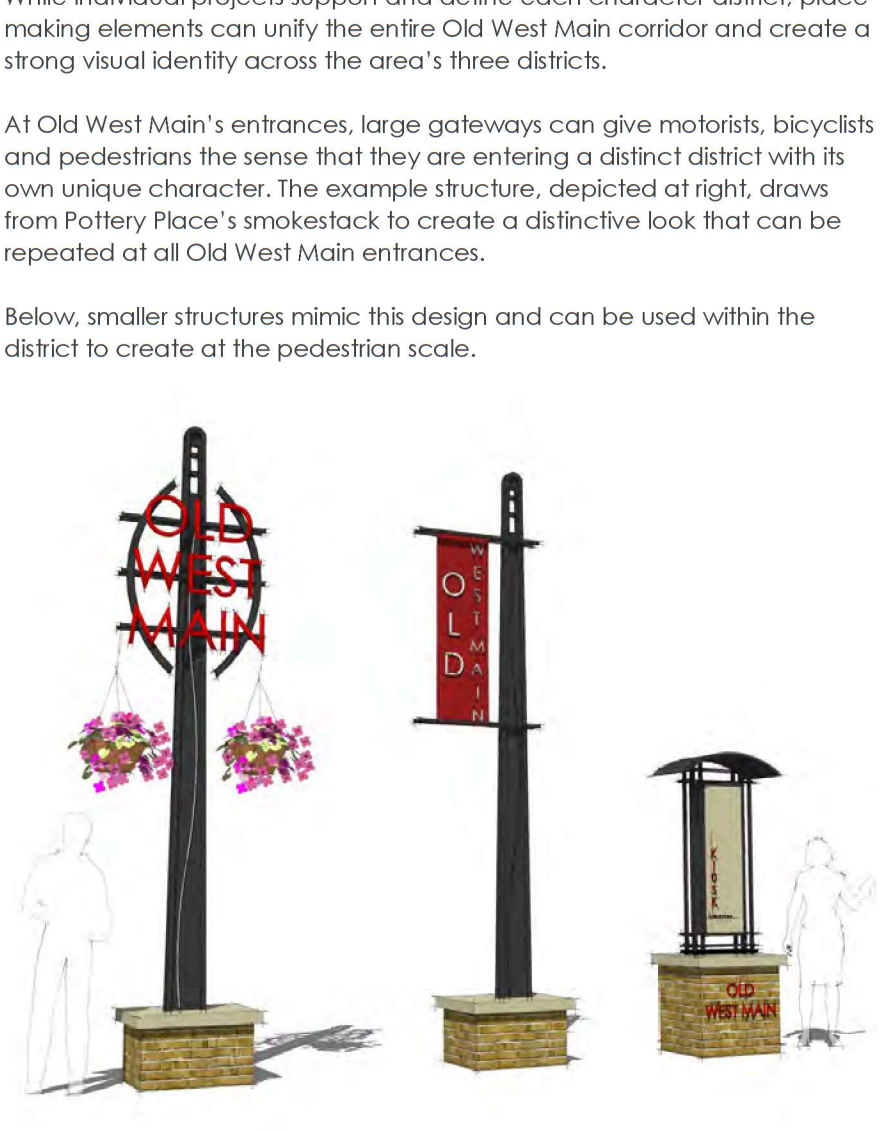


Place-making Elements: West, Central and East Character Districts

While individual projects support and define each character district, place-making elements can unify the entire Old West Main corridor and create a strong visual identity across the area's three districts.

At Old West Main's entrances, large gateways can give motorists, bicyclists and pedestrians the sense that they are entering a distinct district with its own unique character. The example structure, depicted at right, draws from Pottery Place's smokestack to create a distinctive look that can be repeated at all Old West Main entrances.

Below, smaller structures mimic this design and can be used within the district to create at the pedestrian scale.





Proposed gateway feature design and pedestrian place-making signs









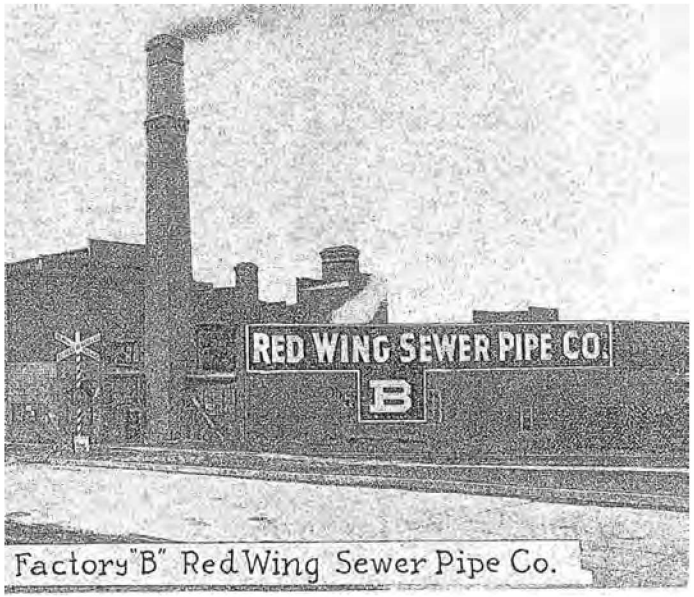


Street furniture and landscaping can be functional and reinforce the district's historic character

Throughout the district, the design and character of street furniture can unify the streetscape and help lead pedestrians through the area. This will maximize the economic potential of businesses in both the West and East Character Districts if visitors are enticed to travel among both. Planters and seating areas emulating the design of Red Wing Pottery's iconic crocks provide a visual cues to the area's history. Branded bicycle racks are both useful and an opportunity to create visual interest reinforcing the area's identity.

Meanwhile, the district's unique history creates ample opportunities for place-making efforts that highlight the area's industrial past. Pedestrian-scaled kiosks could be placed throughout the district with photographs and text indicating historic uses of key sites. This would create a strong sense of place throughout the district, connecting visitors to its history and leading them through its present sites. Potential kiosk locations are identified in the map at right.







Walking History Tour



Pedestrian-scale place-making along Old West Main could be achieved by highlighting locations of historic businesses on informational kiosks attractive.

General Plan Elements

Although each character district has unique attributes that should be accommodated, many design elements are common to all character districts. These common elements are important because they unite these three character districts together in a mutually supportive way. This improves overall function and drives value throughout Old West Main.

Built Form

The placement, scale and character of buildings is one of the most important components of the built environment that will determine long-term success as an attractive destination with strong businesses, vitality, and attractive locations for investment. The primary objective is to promote design excellence in all aspects of Old West Main and to design new development to fit into its surroundings with building massing and architecture. The intent is to reinforce a compact urban development pattern with well-designed, attractive, functional, safe buildings that reinforce the distinct identity of the area.

- All new or redeveloped sites within the district should include mandatory streetscaping
- Buildings should be sited to support good connectivity to all destinations within Old West Main
- Define guidelines and standards for site design, building massing, façade treatments, building materials, signs and sustainable design practices. Guidelines should apply to rear facades on buildings visible from the Mississippi River and from Highway 61.
- The setback between buildings and the sidewalk should be designed to enhance the pedestrian experience, whether setbacks are attractive landscaped yards that provide privacy for building occupants or shop fronts at the sidewalk that display merchandise to passing pedestrians. No cars, parked or moving, should be placed between the sidewalk and the buildings if other alternatives are available.
- Implement maximum building setbacks or build to lines along key street frontages
- Locate buildings to minimize the length of pedestrian travel between high frequency uses
- Any setback between buildings and the sidewalk should be designed to enhance the pedestrian experience.
- Develop guidelines for streetscape improvements on private property. These improvements should include parking lot buffers, clearly defined building entries, streetscape furniture and storm water management BMPs
- Orient building entrances to streets or public plaza areas
- Loading, garbage handling, utilities and other "back of house" activities should be carefully designed so they do not disrupt the pedestrian experience
- Articulate building facades to human scale



Place-making

This areawide plan responds to the unique character and qualities of Old West Main and overlays new improvements, streetscape enhancements, opens spaces/public parks, redevelopment opportunity sites, pedestrian and bicycle connections, and storm water management systems to foster a genuine and memorable place.

Improvements should focus on the creation of high-quality development that will balance the needs of a wide range of users and accommodate pedestrians, cyclist, transit and vehicular movements.

Place-making is particularly critical along the edges of the project area if they are to attract customers and visitors from beyond the immediate neighborhood. This is because the "place" that is created must be special and unique enough to provide a compelling reason for visitors to pass more convenient areas that might offer similar products and services or to spend time enjoying Old West Main's historic character.

Old West Main has a place-making advantage in that its strong history and the presence of Red Wing Pottery already generate a significant, unique, anchor use. Other elements of place-making:

- Place-making should strive to make areas fun. Whimsical design elements can be very effective.
- Create animated public spaces.
- Balance public areas for active uses with more quiet and peaceful areas for relaxation.
- Consider the impacts of light and shadows.
- Design spaces for a wide cross section of the community including the elderly, children and the physically impaired
- Consider personal safety when designing pedestrian routes and public spaces. Adequate visibility maximizes natural surveillance.
- Visible security measures, such as cameras, can increase feelings of insecurity and therefore should be integrated into the design so they are ornamental in nature.
- Make sure that public areas are programmed so that they serve as activity centers.
- Provide design elements that serve as both aesthetic elements and locations for seating.



Pedestrian and Bicycle Connectivity

One of the important objectives defined in this plan is to make Old West Main as interconnected, comfortable and accessible to pedestrian and bicycles as possible. Walking and biking to many are preferred modes of transportation, particularly in areas driven by leisure retail and tourism, and a major force for fostering a livable community. This plan promotes a safe and inviting pedestrian and bicycle experience to and from Old West through the use of pedestrian-scaled streetscape treatments and by strengthening the connections between nearby points of interests, neighborhoods, trails and open spaces. Streetscape improvements will play a large role in improving the public realm.

- Improve intersections to provide safe and accessible areas for pedestrian and bicycle crossings. These intersections should include alternative paving materials, improved signalization, signage and other traffic calming techniques.
- Incorporate streetscape elements such as street trees, planters, monuments, public art, kiosks and benches to create a more inviting and comfortable pedestrian environment and promote more pedestrian activity.
- Sidewalk bump outs are recommended where possible to decrease crosswalk distances, moderate vehicular speeds, provide more sidewalk space for pedestrians waiting to cross streets, and to define parking.
- Improve connections at the edges of the Old West Main to facilitate bicycle and connect to regional bicycle facilities and parks.
- Include provisions for bicycle facilities and improved infrastructure as redevelopment occurs. This may include bicycle racks, bicycle lockers, and/or other amenities to promote bicycle circulation to and from the Port.
- Provide adequate way-finding in areas where bicycling facilities transition on and off streets so bicyclists can locate routes.
- Encourage centralized bicycle parking at convenient locations for bicyclists to park their bikes and walk to places throughout each character district.

Green Infrastructure

- Enhance the "urban forest" with trees, under-story plantings, and above ground planting areas
- Define opportunities for storm water management including BMPs and integrating artistic elements in design





Streetscape Elements

The combination, quality, function and scale of the streetscape elements have a great deal to do with shaping the character and identity of Old West Main. Prior to defining specific streetscape elements, consideration should be given to the following streetscape design & implementation steps:

- Define program, theme, and components
- Create an advisory group or sub-committee to guide the creation of a streetscape plan and the design of each component
- Define costs, budget, and funding sources
- Define maintenance expectations, strategy and funding sources
- Design components to meet budgets, phasing, and maintenance requirements
- Prepare interim and long term plans and "Kit of Parts" or design manual to guide future phases
- Prepare design development and construction documents as needed by phase.
- Coordinate with Public Works and redevelopment projects

Intersection Treatments and Design

Intersection improvements within Old West Main should consider the needs of all travel modes. While vehicular traffic flow should be carefully considered, creating safe crossings and accommodating pedestrians and bicycles should be given precedence.

Pedestrian safety and convenience measures should be considered as key components of the improvement to the public realm. Pedestrians within Old West Main should have safe and convenient crossing opportunities. Pedestrian crossings must meet accessibility standards and guidelines.

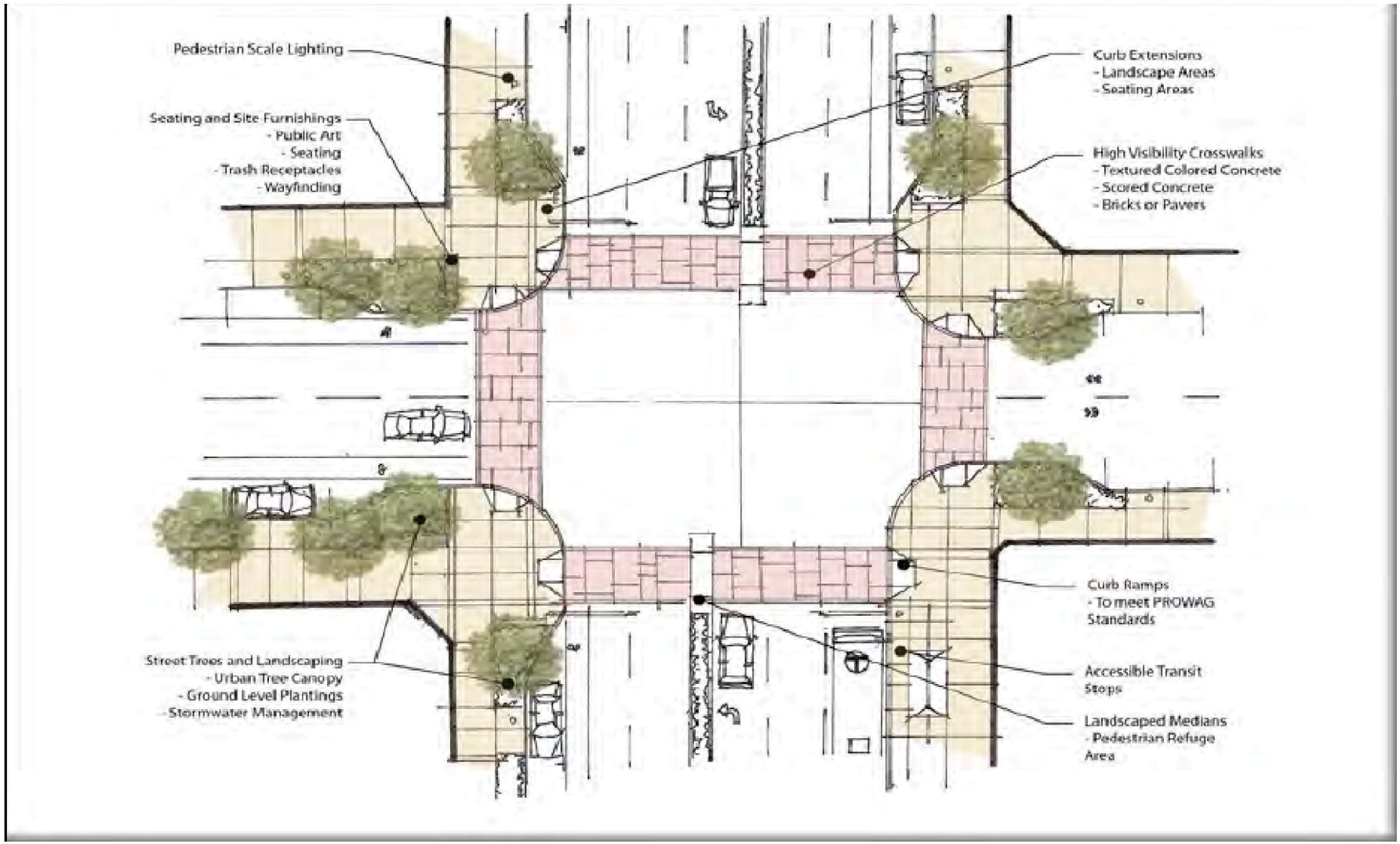
Most conflicts between roadway users occur at intersections, where the different modes cross each other's path. Good intersection design provides clear indication to those approaching the intersection what they must do and who has to yield.

The following principles apply to all users of intersections:

- Good intersection designs are compact.
- Unusual conflicts should be avoided.
- Simple right-angle intersections are best for all users since many intersection problems are worsened at skewed and multi-legged intersections.
- Access management practices should be used to remove additional vehicular conflict points near the intersection.
- Signal timing should consider the safety and convenience of all users and should not hinder bicycle or foot traffic with overly long waits or insufficient crossing times.
- For primary intersections, bollards, planters, or other fixed objects should be used where necessary to protect pedestrians and prevent vehicles from driving onto the sidewalk.



- Ramps provide pedestrian access between the sidewalk and roadway for people using wheelchairs, strollers, bicycles, and pedestrians who have trouble stepping up and down high curbs.
- Stop bar markings extend across all approach lanes to indicate where vehicles must stop in compliance with a pedestrian crosswalk at an intersection. These markings reduce vehicle encroachment into the crosswalk and improve drivers' view of pedestrians.


Pedestrian Scale Lighting
Seating and Site Furnishings
- Public Art
- Seating
- Trash Receptacles
- Wayfinding
Street Trees and Landscaping
- Urban Tree Canopy
- Ground Level Plantings
- Stormwater Management
Curb Extensions
- Landscape Areas
- Seating Areas
High Visibility Crosswalks
- Textured Colored Concrete
- Scored Concrete
- Bricks or Pavers
Curb Ramps
- To meet PROWAG Standards
Accessible Transit Stops
Landscaped Medians
- Pedestrian Refuge Area

- Advance stop lines should be considered at all primary signal-controlled intersections with marked crosswalks.
- Curb extensions or bump-outs should extend the sidewalk into the parking lane to narrow the roadway and provide additional pedestrian space at key intersections. Curb extensions can be used at street corners and at mid-block locations. Curb extensions are often no wider than the crosswalk, but can be lengthened to create public spaces, landscaped areas, or transit waiting areas. When on-street parking is provided, curb extensions should be provided at all intersections.
- On streets with designated bike lanes or bike routes, curb extensions should not encroach on cyclists' space.
- On lower-speed and volume streets where bikes can travel in mixed flow with vehicles, extensions should not be constructed beyond bicycle and vehicle travel lanes.
- Accessible pedestrian signals (APS) provide information in non-visual format (such as audible tones, verbal messages, and/or vibrating surfaces).
- Pedestrian countdown signals are designed to enhance the effectiveness of pedestrian signals at clearing the crosswalk before a signal changes direction.
- Special intersection paving treatments can break the visual uniformity of streets, highlight pedestrian and bicycle crossings as an extension of the public realm, and announce key locations.
- High visibility crosswalk marking is an added feature beyond the use of the standard or enhanced pavement markings, colored pavement, or special pavers. High visibility crosswalk markings can be in the form of signage, special pavement markings, flashers, or in-ground lights. High visibility crosswalk markings should be provided at all mid-block crossings and at intersection crossings where no traffic control is provided. When used, the minimum enhancement should include a stop bar and ladder style markings, which are perpendicular lines that accompany the standard parallel markings to delineate the pedestrian crossing areas.

Shared Use Paths

Shared use paths are facilities separated from motor vehicle traffic by an open space or barrier, either within the highway right-of-way or within an independent right-of-way. Bicyclists, pedestrians, joggers, and skaters often use these paths.

Shared use paths should be a minimum of 8 feet wide with 2 feet of graded shoulder on each side. This width is suitable in rural or small-town settings. Wider pavement may be needed in high-use areas. Where significant numbers of pedestrians, bicyclists, skaters, and other users use the paths, either wider pavement or separate walkways help to eliminate conflicts. Most important in designing shared use paths is good design of intersections where they cross streets. These crossing should be treated as intersections with appropriate treatment.

Urban Forest and Tree Canopy

The urban forest includes all trees, shrubs, and other under-story plantings within the public right-of-way and on private lands. Plantings with in the public right-of-way in Old West Main will enhance the physical, cultural and ecological aspects of the project area. A street that is lined with trees and ground plantings looks and feels narrower and more enclosed, which encourages drivers to slow down and to pay more attention to their surroundings. These plantings provide a physical and a psychological barrier between pedestrians and motorized traffic, increasing safety as well as making walking in the public realm more enjoyable.



Street trees and landscaping are the main components of the urban forest and they contribute to the overall improvement of the urban environment. Street trees and other landscaping should be used to create a distinct character in Old West Main. Trees and landscaping should be designed in harmony with street lighting,sidewalk amenities and buildings.

Selection of planting material should be used to enhance the identity of particular streets. Plant material selection should account for performance in the urban environment, including drought tolerance and hardiness. Any plant species selected for planting should be adapted to soil and micro-climate conditions and should serve an intended functional or aesthetic role. Native plants and trees should be used when a native species is suited to the site and will serve the roles for which the planting is intended.



Street Trees

Street trees are the most important organizing element of the public realm. Appropriate tree species selection, tree location and design of the planting areas within the streetscape ensures healthy growth and longevity of trees, enhances streetscape character, and maximizes the City's investment.

- Street trees are typically planted in sidewalk cut outs or in boulevard areas. Where boulevards or planting strips of sufficient width occur between sidewalks and streets, it is not necessary to create independent cut-outs for trees.
- Trees and/or other landscaping should be added to existing sidewalks wherever existing width is sufficient to accommodate tree growth and still provide the recommended pedestrian sidewalk width.
- In addition to landscaping, street trees are strongly encouraged in sidewalk boulevard areas or planting strips if they are of minimum of 6' to 8', depending on tree size.
- As an important element along sidewalks, street trees must be provided with conditions that allow them to thrive, including adequate uncompacted soil (minimum of 3'-0" of soil depth), water, and air.
- Engineered soils such as 'Swedish" soils promote better tree health while protecting paved surfaces from root damage. The design of planting areas should consider including appropriate conditions for improved storm water detention and infiltration.
- If trees are planted in constrained areas, provisions should be made to connect these smaller areas below the surface to form larger effective areas for the movement of air, root systems, and water through the soil. Space for roots and above ground growth is the main constraint to the urban forest achieving the maximum growth potential.
- Trees and landscaping should be kept out of the street edge to protect them from car doors and overhangs and allow pedestrians to access their vehicles without conflict.
- Careful siting of trees and landscaping around existing above and below-grade utilities is important.
- The selection of tree species and their placement in the public right-of-way should be consistent with the goals of a particular street. Appropriate tree species selection should consider: form, mature size, color, and texture to reflect the urban design goals of a street
- Street tree spacing should be determined by the expected mature size of the tree. Generally, trees along Old West Main should be planted at a spacing of 25 feet to a maximum of 30 feet on-center. Trees should be planted in clusters of 3 to 5 trees to create a continuous tree canopy along the street. The recommended spacing should be considered a general target to allow for trees to adjusted to local street conditions such as setbacks utilities, driveways, bus/transit stops, and building entrances.
- Street lighting should be coordinated with tree selection, placement, and pruning, so that canopies do not sit directly below street lighting.
- Consider how a mature tree canopy will affect street lighting or views of signage and building fronts.

Ground Level/Under-story Landscaping

Ground level and under-story landscaping includes sidewalk planting strips, raised planters and landscaping in storm water management areas. This simple and inexpensive addition of green space to the public realm adds aesthetic, habitat, storm water management and ecological value to city right-of-way. Ground level planting strips and sidewalk landscaping are suitable for all of the character districts along Old West Main.

Principles for ground level plantings:

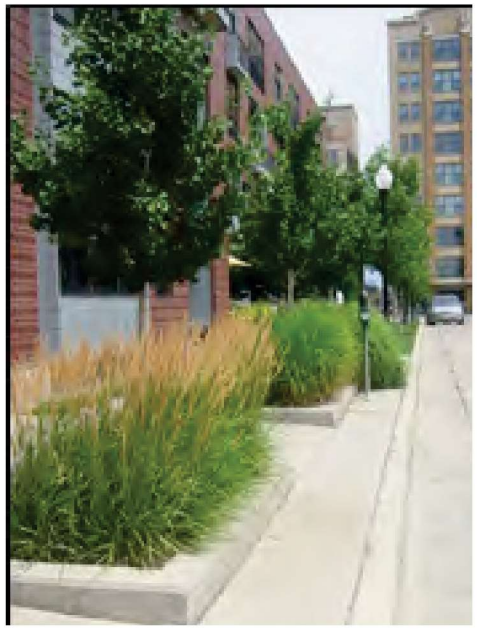
- Planting strips should be located along sidewalks
- Planting strips can also be located at street corners, in on-street parking areas and in front of buildings
- Planting strips should be a minimum of 5' wide along a street where trees are to be planted. Narrower planting strips less than 4' wide may be used for other types of plants (e.g., shrubs, ground cover, and grass). The same planting strips used for plants can also be designed to detain, cleanse, and infiltrate storm water.
- Native or drought tolerant landscaping should be considered anywhere ground level/ under-story landscaping projects are implemented.

Storm water Management

Impervious surfaces throughout Old West Main prevent rainfall from absorbing into the ground. Instead, this rainfall collects into runoff, accumulating chemicals, oil, metals, bacteria and other by-products of urban life. Left untreated, this polluted runoff contaminates the ecosystems of the adjacent Mississippi River.

Additionally, the hardening of the city's surfaces keeps water from recharging groundwater aquifers, causing subsidence and other problems.

The storm water management tools presented below can help mitigate these environmental problems by removing or delaying the runoff stream and treating associated pollutants before storm water is discharged into sewers and storm drains and, ultimately, to receiving water bodies such as the Mississippi River. For these reasons, wherever it is possible to do so, water should be directed to storm water features first, before entering catch basins. In addition to the ecological benefits that storm water management tools can provide, these tools can be used to make the city's streets more beautiful and enjoyable places to be.





Storm water management tools presented here have storm water management benefits and contribute to streetscape aesthetics. The facilities are classified into broad types to help the user identify appropriate storm water mitigation strategies for use within the range of public realm recommendations.

Choice of storm water management BMPs should be based on the context of the surrounding public realm. In addition to its impact on storm water quality and quantity, the recommended storm water facilities can improve the urban ecology, can add aesthetic value to the area by providing additional landscaping, create a visually appealing streetscape design, enhance community spaces on streets and create a more sustainable and attractive urban environment.

The storm water management BMPs identified are flexible and can be integrated into a variety of different locations and types of spaces. Opportunity sites along Old West Main include: the entire roadway, corner and mid-block curb extensions, on-street parking-lane and sidewalk planter areas and strips, pocket parks/ plazas, along roadway and edges of open spaces, integrated into the front building edge, street trees, and even a simple stand alone raised planter. Storm water can also be used within landscaping or educational and art features. The designers of these facilities should look for opportunities to combine artistic elements, public art, and educational features.



The following sections describe in more detail many opportunities to place, construct, and retrofit systems to include storm water management tools into both new and existing streets.
Integrating a storm water treatment into a new or existing streetscape, designers should consider the objective of the installation. Where streetscape conditions allow, storm water measures can be designed for conveyance, detention (peak rate control), retention (volume reduction), infiltration (groundwater recharge), and nutrient and sediment removal.

Streetscape geometry, topography, and climate determine the types of controls that can be implemented. The initial step in selecting a storm water tool is determining the available open space and constraints. Although the size of a selected storm water facility is typically controlled by the available area of opportunity, the standard design storm should be used to determine the appropriate size, slope, and materials of each facility.

After identifying the appropriate storm water facilities for a site, an integrated approach using several storm water tools is encouraged. To increase water quality and functional hydrological benefits, several storm water management tools can be used in succession—called a treatment train approach. Landscaping should be chosen to fit the specific type of storm water facility and should be appropriate for the local climate and soils. In general, all landscape-based storm water facilities should be planted with hearty, drought-resistant and water tolerant plantings that can survive periodic drought and inundation.
Native, deep-rooted plantings or Mediterranean plants have been proven most effective.



Subsurface utility locations and building laterals are critical in determining the appropriateness of a particular facility, and must be factored into design considerations.

Flow-Through and Infiltration Planters

Flow-through and infiltration planters are storm water facilities that double as landscape features, but are designed to combine storm water runoff control and treatment with aesthetic landscaping and architectural detail. These systems reduce the downstream potential for combined sewer overflows as well as improve water quality. Infiltration planters provide on-site retention and volume reduction through infiltration and groundwater recharge.

Flow through planters provide runoff attenuation and rate control by delaying peak flows.

Flow through and infiltration planters are generally distinguished from rain gardens by having engineered soil and an under drain.

Infiltration planters are landscaped reservoirs used to collect, filter, and infiltrate runoff from roofs, streets, and sidewalks. This is achieved by allowing pollutants to settle or filter out as the water percolates through the planter soil media and into the ground. In addition to providing pollution reduction, flow rates and volumes can also be managed with infiltration planters. Planters should be integrated into streetscape design. Numerous design variations of shape, wall treatment, and planting can be used to fit the character of a particular streetscape.

Flow-through planters are identical to infiltration planters, except that water is discharged through an outflow device instead of being infiltrated into the ground. They are particularly valuable as receiving bodies for roof runoff from downspouts when placed adjacent to buildings. Filtration and storm water attenuation are the main design functions of the flow through planter. Because they include a waterproof lining, flow-through planters are extremely versatile and can be incorporated into foundation walls along a building frontage. They may also be placed in the adjacent to streets to receive runoff from streets and sidewalks through curb breaks.

Swales

Street swales are long, narrow landscaped depressions primarily used to collect and convey storm water and improve water quality. They remove sediment and reduce nutrient concentrations within runoff though natural treatment prior to discharge into another storm water management facility or the sewer network.

In addition to providing pollution reduction, swales also reduce runoff volumes and peak flow rates by detaining storm water. Swales add significant landscaping to street corridors and reduce impervious surface area. Under some circumstances, rainwater infiltrates into the ground while being conveyed along the length of a swale.

Bio infiltration swales (or bio retention swales) typically include a subsurface infiltration trench below amended soil. Filtration benefits of swales can be substantially improved by planting deep-rooted grasses and forbs and by minimizing the slope. Appropriately selected vegetation can improve infiltration functions, protect the swale from rain and wind erosion and enhance overall aesthetics. Species should be selected that will not require irrigation after establishment.

Rain Gardens

Rain gardens are landscaped detention or bio-retention features in a street designed to provide initial treatment of storm water runoff. Rain



gardens are similar to flow through and infiltration planters, but generally do not have engineered soils or under drains.

Surface runoff is directed into shallow, landscaped depressions prior to discharge to the city collection system. These planted areas are designed to incorporate many of the pollutant removal and infiltration functions that operate in natural ecosystems, and can provide any or all of the major storm water management functions: detention, retention, infiltration, and pollutant filtration.

Rain gardens improve water quality by reducing sediment, nutrient runoff, and temperature impacts through natural treatment. Rain gardens can slow down the runoff and delay discharge, thus reducing and attenuating peak runoff rate within the city sewer. Furthermore, they can increase infiltration potential of a site and provide retention through infiltration for groundwater recharge, thereby reducing total runoff volume. The use of proper plantings combines landscaping with effective storm water treatment, thereby reducing runoff rates and improving runoff water quality while contributing to neighborhood aesthetics and habitat value.

Rain gardens can be implemented in a sidewalk furnishings zone of at least 4 feet in width and in a variety of streetscape configurations including: curb extensions, medians, pork chops, traffic circles and roundabout center islands, parking lane planters, and other geometries that create space for landscaping.

Rain gardens can also be used within various land use contexts in front of a home or building to capture rooftop runoff from disconnected downspouts.





Street Lighting

Street lighting is a key organizing streetscape element that defines the nighttime visual environment in urban settings. Quality streetscape lighting helps define a positive urban character and support nighttime activities. The quality of visual information is critical for both traffic safety and pedestrian safety. Lighting should be designed not only for vehicular traffic on the roadways, but also for pedestrians on sidewalks and pedestrian paths.

Street lighting includes roadway and pedestrian-level lighting in the public right-of-way.

Street lighting fixtures illuminate both roadway and sidewalk and are typically 20' to 30' high.

Pedestrian-scale lighting fixtures, typically 12' to 15' high, illuminate pedestrian-only walkways and provide supplemental light for the sidewalk.

Pedestrian-scale fixtures should be installed along all roadways and areas with high pedestrian activity along Old West Main.

In public realm areas with wider sidewalks, pedestrian-level lighting poles can be located closer to sidewalk areas and street lighting can remain closer to the curb. Pedestrian-level lighting poles should be located between street lighting poles. Light poles should have a consistent spacing with regard to trees and other street poles. Light fixtures should not be located directly adjacent to street tree canopies that may block the light. The rhythm of the lighting poles should be consistent along each roadway. On wide streets lighting fixtures should be located on both sides of the street, and can be staggered or parallel depending upon lighting level and uniformity considerations.

All lighting poles should be coordinated with other streetscape elements.



Site Furnishings

Site furnishings provide important amenities for pedestrians by adding functionality and vitality to the pedestrian realm. They include: benches and seating, bicycle racks, bollards, gateway monuments, public art, trash receptacles, way-finding signage, and other elements.

Site furnishings define the public realm as an area for pedestrians and create a more comfortable and visually interesting environment. Site furnishings should be focused on areas with a large amount of pedestrian activity and in areas where pedestrians may linger and enjoy the public realm.

Site furnishings should be considered secondary to street trees and lighting. Street tree and lighting placement should define the major rhythm of design elements along the street, and site furnishings should be placed in relation to trees and lighting, after the best locations for these elements have already been located.



Public Realm Seating

Public seating is an important component of the public realm because it creates a comfortable, usable, and active public environment where people can rest, socialize, or simply people-watch. Public realm seating is critical to create social places where people can sit and congregate, which is an ingredient in creation of a great and successful public space.

Public realm seating should be designed to complement and visually reinforce design of other streetscape elements. Seating should be located under trees, where possible, to provide shade and comfort and to integrate multiple elements.



Bicycle Racks

Bicycle racks are an important element of the streetscape, both as an aesthetic aspect of the streetscape and as a functional element for those who travel by bike.

- Bicycle rack placement should be frequent in active commercial districts.
- Racks should be provided near trail heads, public spaces, and commercial districts.
- Bicycle racks placed in the sidewalk furnishings and planting zone should be parallel to the curb so that bikes parked at them do not project into the sidewalk through-way or edge zone.
- Creative bicycle rack design reflecting the character of the neighborhood adds to the area's appeal

Gateway Monuments

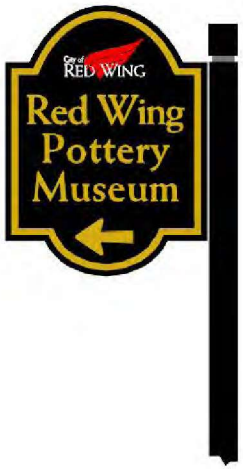
Gateway monuments are typically larger structures that denote an entrance into a special area, neighborhood or district. These monuments should function as a major visual element that can be designed to reinforce a desired character or image of a district. The primary locations within the study area recommended for Gateway monuments include:

- The intersection of Harbor Drive and Old West Main
- Jackson Street between Old West Main and the Levee Road roundabout
- The intersection of Old West Main and Highway 61

Way-finding Signage

Way-finding signage should be designed to direct and orient pedestrians, bicyclists and visitors to key destinations along Old West Main. The design of the signage should be integrated into proposed streetscape elements to create a distinct identity and reinforce the character of the district.







Implementation Strategies

The table on the following pages presents the strategies identified in the Concept Plan, grouped by the overall objective each strategy serves. Within each objective, strategies are listed in ranked order according to the prioritization of the Steering Committee.

Renewing Old West Main Master Plan: Implementation Strategies				
	Strategies	**Primary Champions**	**Timeline**	**Notes**
	Attract people to Old West Main via discernible gateways			
1	Redevelop vacant or unused properties	City of Red Wing Red Wing Port Authority Red Wing Housing Redevelopment Authority (HRA)	1-20 years	Continuous, as opportuntities arise
2	Realign buildings at the intersection of Highway 61 and Old West Main to generate activity and attract traffic	City of Red Wing	1-5 years	Initiate through policy changes
3	Share parking among existing businesses to densify land use at gateways	City of Red Wing DTMS	1-5 years	Initiate through policy change
4	Improve aesthetics of properties visible from Highway 61 to attract people to Old West Main	City of Red Wing Red Wing Downtown Main Street (DTMS)	1-5 years	Initiate through policy change
5	Add a gateway feature to attract motorists and bicyclists at the intersection of Withers Harbor Dr. and Old West Main	City of Red Wing	6-10 years	
6	Include wayfinding and amenities for bicyclists to attract riders from the Mississippi River Trail and Cannon Valley Trail	City of Red Wing DTMS	1-5 years	Expand existing community signage program
	Redevelop vacant or abandoned properties			
7	Promote infill development compatible with existing land uses to provide continuous activity along the street front	City of Red Wing Red Wing HRA Port Authority	1-20 years	Continuous, as opportuntities arise
8	Encourage mixed use development at the intersection of Withers Harbor Dr. and Old West Main	City of Red Wing	1-20 years	Continuous, as opportuntities arise
9	Acquire and remediate known and perceived brownfield sites	City of Red Wing	1-20 years	Continuous, as opportuntities arise
10	Acquire and/or facilitate redevelopment of vacant properties	City of Red Wing, DTMS	1-20 years	Continuous, as opportuntities arise

Renewing Old West Main Master Plan: Implementation Strategies				
	Strategies	**Primary Champions**	**Timeline**	**Notes**
	Support existing uses and transition uses over time			
11	Widen sidewalks between Jackson Street and Jefferson Street for sidewalk cafes, pedestrian seating and trees	City of Red Wing Property owners	6-10 years	Old West Main Street reconstruction scheduled for 2020 in City CIP
12	Create shared patio space on the north side of Old West Main businesses to highlight river views	DTMS Property owners	6-10 years	Dependent on private development
13	Transition Jacob Christ house to commercial use	City of Red Wing	11-20 years	Dependent on existing property owner
14	Leverage DTMS business association to address district-wide development concerns, enhance neighborhood aesthetics, and attract new tenants to the area	DTMS City of Red Wing	1-20 years	Continuous, as opportuntities arise
15	Attract outdoor markets, community events or pottery trade shows to the Kiln Plaza identified in this plan	DTMS City of Red Wing Property owners	6-10 years	Dependent on prviate development
16	Develop sign standards for commercial businesses that reinforce area character	City of Red Wing DTMS	1-5 years	Initiate through zoning amendment
17	Encourage development and redevelopment projects to reduce wastewater generation, volume of materials taken to landfills, and stormwater runoff	City of Red Wing Port Authority	1-20 years	Continuous, as opportuntities arise
18	Implement housing rehabilitation programs to preserve residences between W. 3rd St. and Buchanan St.	City of Red Wing HRA	1-5 years	
19	Encourage development and redevelopment projects to improve air quality, recycle and reuse materials	City of Red Wing	1-20 years	Continuous, as opportuntities arise

Renewing Old West Main Master Plan: Implementation Strategies				
	Strategies	**Primary Champions**	**Timeline**	**Notes**
	Improve parking			
20	Manage short-term parking between Jefferson and Jackson with signage	City of Red Wing	1-5 years	
21	Construct a public parking lot visible from Highway 61	City of Red Wing	1-5 years	
22	Reorient parking between Pottery Place and Pottery Annex to encourage pedestrian movement between the two buildings	City of Red Wing DTMS Property owners	6-10 years	Dependent on private development
23	Facilitate shared parking among existing businesses and lots, especially during events	DTMS City of Red Wing	1-5 years	Initiate through policy change
24	Allow bus queuing on Levee Road to reduce idling and space requirements of tourist buses on Old West Main	City of Red Wing	1-5 years	Parking policy adoption

Renewing Old West Main Master Plan: Implementation Strategies				
	Strategies	**Primary Champions**	**Timeline**	**Notes**
	Improve Old West Main's friendliness to bicyclists and pedestrians			
25	Reconstruct Old West Main between Jackson Street and Jefferson Street to widen sidewalks and narrow vehicular space, promoting safety of bicyclists and pedestrians	City of Red Wing	6-10 years	Old West Main Street reconstruction scheduled for 2020 in City CIP
26	Improve crossing safety at intersections for pedestrians, including children and the elderly	City of Red Wing	6-10 years	
27	Develop a systematic program to enhance streetscape elements such as bike racks, street furniture, landscaping and lighting	City of Red Wing DTMS	6-10 years	Old West Main Street reconstruction scheduled for 2020 in City CIP
28	Improve pedestrian connections between Pottery Place and Pottery Annex to integrate activity at both buildings	City of Red Wing Property owners	1-5 years	
29	Add crosswalk, outdoor seating, and retail space between Pottery Place and Red Wing Pottery	City of Red Wing Property owners	6-10 years	Dependent on prviate development
30	Construct a pedestrian bridge and overlook north of Jefferson St. that connects the district to river views and parkland	City of Red Wing DTMS CA-Pacific Rail	11-20 years	
31	Construct a pedestrian bridge at the west end of Old West Main connecting the district to river views and parkland	City of Red Wing DTMS CA-Pacific Rail	11-20 years	
32	Develop "layers of place-making" through signage oriented toward pedestrians, bicyclists, and motorists. Develop kiosks and other pedestrian-level signage highlighting the area's history	City of Red Wing DTMS	1-20 years	Continuous program
33	Extend bicycling and walking facilities along Jackson St. from Old West Main to Levee Road	City of Red Wing	1-5 years	
34	Enhance the bicycling network by improvements to on-street and off-street facilities: extend existing trails from Withers Harbor Drive into the district	City of Red Wing	1-5 years	Signage improvements
35	Highlight the North Star Monument with improved streetscaping	City of Red Wing DTMS	6-10 years	

Action Plan

The Steering Committee recommends the following actions be taken to initiate implementation of the strategies listed in this 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.

Appendix A: Environmental Site Assessments

Site	Site Name	Address	Approved Eligibility Determination	Phase I ESA	Phase II ESA
1	Goeser Property	Lot 2, Block 1 of Emily Nichols Subdivision (no physical address)	Yes	Yes	Yes
2	Red Wing Pottery (Gillmer Property)	1920 Old West Main Street	Yes	Yes	Yes
3	Red Wing Auto Spa	1315 Old West Main Street	Yes	Pending	-
4	Sears Hometown Store	1919 Old West Main Street	Yes	Yes	Yes
5	Fr. Red Wing Auto Spa	1315 Old West Main Street	Yes	Pending	-
6	Bill's Bay Marine	1708 3rd Street W	Yes	Yes (by others)	Pending
7	Lin's Auto Repair	1630 Old West Main Street	Yes	Yes	Pending
8	Red Wing Brewery	1411 Old West Main Street	Yes	Yes	Pending

Appendix B: Open House Summary

The following are comments received at the plan open house on July 23, 2014.

What aspects of the Concept Plan do you most like?

- This is an investment in Old West Main. What a great opportunity for our local businesses!!
- Love the connectivity of all concepts. Like the "smoke stack" inspiration.
- Identifying signage along street. Gateway Signage at east and west ends. Entertainment area in Pottery Mall/Pottery Annex parking area. Also really like the building at Old West Main/Withers Harbor Drive with restroom/rest stop for bicyclists.
- Bike and pedestrian bridges connecting from Bay Point Park. Changing parking and street traffic on east side. Gateway elements at each end giving identification to the area and kiosk.
- I love other ideas – overpass is great. Love #25 (mixed use building by Kelly's) and #28 (shared outdoor patio space behind buildings along railroad).
- #19 (improve landscaping/potential redevelopment area) gives identity to area. #27 (Bike/ped bridge and overlook) good idea to connect to riverfront. #12 (Proposed Northstar Lofts) need more housing in area.
- #29 (Redesigned roadway in east end). This would help make the area a place to go to, no go through. #17 (New public parking lot in east end). #1 (Mixed-use building, trailhead, bicyclist kiosk). I am very impressed with the overall plan. Lots of potential to revitalize the area.
- Love the pedestrian bridges over the rail road tracks and the kiln plaza. Love all the trees and greenscape.
- Don't forget a staging area for RW Grain. Agriculture is very important to area. RW Grain is our seaport to the world. Most everything loaded on barges goes for export to all over the world.
- I would prefer three 15 minute parking stalls in front of West End Liquor.
- Preferred street section of Old West Main between Jackson and Jefferson. Would like to keep 90° parking, angle will lose spaces.

What aspects of the Concept Plan do you least like?

- The concept designs should match the Main Street project better. Be less generic like other cities that have completed similar project – embrace more historic aspects. The "gathering' spaces seem to create underutilized spaces with a lot of maintenance and upkeep.
- Event space should be less of a priority.
- I would like a parking ramp to be the top priority. Vacate Jefferson St. and Fastenal property would make the best site for a parking ramp. Kelly's has (I believe) the most car traffic on the street and should have parking close.
- The garages next to the old kiln seem to really detract from the proposed plaza. Can they be located somewhere else? Maybe over by Bob's Business?
- Widening Sidewalks: Already problems with traffic getting around delivery semis. Making the street narrower will make this even worse. Current businesses that lose their off-street parking would/could lose this parking and have to pay again to have parking by their businesses. I don't like losing the kiln – more history gone. Central park isn't used enough – we don't need another "gathering" point.
- Don't want bike travel behind parking stalls.
- Proposed Street Section on east end. Cannot remove on-street parking needed for out customers. They need to park close or won't come in for a beer. I agree to eat they will walk but not for happy hour. It would greatly affect our business.


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Harrison St
Sharrow
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Sharrow
Clay St
Jefferson St
Jackson St
Highway 61

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