



# JOURNEY TO 2040 DOWNTOWN MASTER PLAN

Spring 2019

DRAFT





# ACKNOWLEDGEMENTS

## City Council

- Kevin F. Voracek, Mayor
- Elizabeth Cap, City Council Member
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- Chuck Ackman
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- Janna Viscomi
- Kevin F. Voracek
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## Downtown Steering Committee

- John Carlander
- Nate Chappuis
- Matt Drevlow
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- Dr. Mike Richie
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- Janna Viscomi
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- Tim Murray, City Administrator
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- Deanna Kuennen, Director of Community & Economic Development
- Paul Peanasky, Director of Parks & Recreation

## Consultant Team

- Perkins+Will
- PVN
- The Musicant Group





# FORWARD

## DOWNTOWN FARIBAULT IS INCREDIBLY *ADAPTABLE*.

Downtown Faribault has undergone significant change since its beginnings over 150 years ago. As demographics, culture, and economic demand change, Downtown has evolved into a place celebrated for its past, but preparing for its future.

The availability of goods and services within a community is often a key factor in deciding where people choose to live, work, and play. Historically, a community's main street functioned as the primary location for retailers and was an important place for people to congregate. With over 40 nationally recognized historic structures today, the early settlers of Faribault built a thoughtful Downtown rich in culture, sense of place, and opportunity that was meant to last. Central Avenue has served as a community hub for Faribault since the late 1800's. With the success of a thriving manufacturing industry, Downtown Faribault quickly became the heart of a dynamic city framed with beautiful architecture, a strong local economy and community of people with an entrepreneurial spirit.

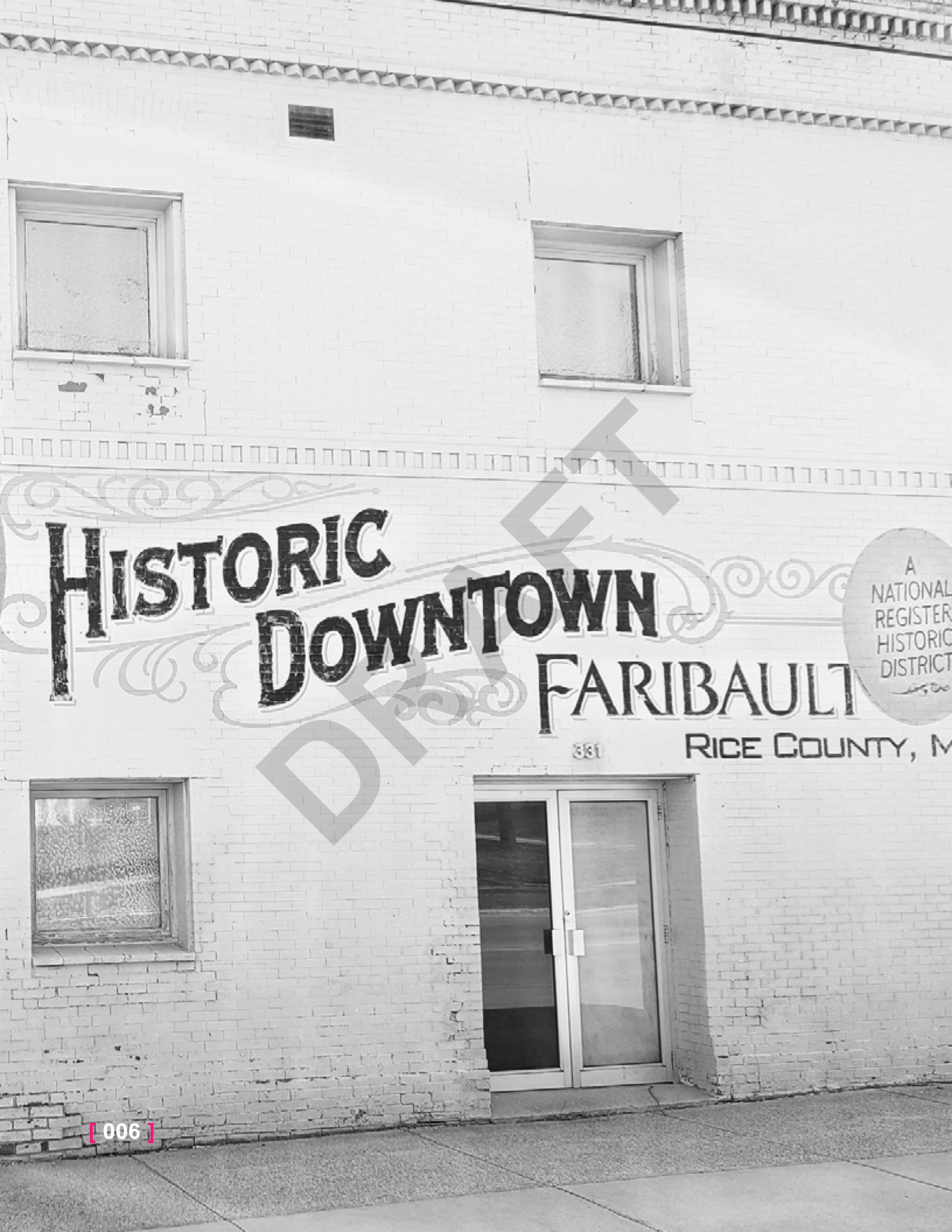
**Downtown Faribault has continuously supported changing economic environments.**

As the automobile became the primary means of transportation for most households in the post WWII era, the intersections of new major roadways emerged as alternative locations to Central Avenue for retailing. These new areas were defined by the automobile with large parking areas and a focus away from the street. Eventually large-format stores, like Wal-Mart, became the norm. Yet, throughout this period, Downtown Faribault continued to provide a vital shopping experience in an ever changing retail landscape.

Today, much of the built form that contributed to the initial success of Downtown Faribault remains intact and has become its greatest asset. The 19th and early 20th century buildings, compact built environment, and pedestrian scaled streetscape create an environment conducive for supporting small independent businesses that provide specialty goods and services. The infrastructure of downtown also supports businesses focused on the experience of the shopper, not just the selling of a good. These competitive advantages have the added benefit of providing spaces for people to interact and build community. As we continue to include more digital technologies into our lives, these face-to-face interactions will become increasingly important.

When looking at Downtown Faribault in 2040, how does the community adapt to an increasing digital world? How does it accommodate a changing population? By capitalizing on its strengths, the public realm can reclaim itself and become a place of gathering and community building while supporting a thriving local economy. This master plan builds on the entrepreneurial spirit of the community and outlines a Faribault that celebrates its past, present, and future.





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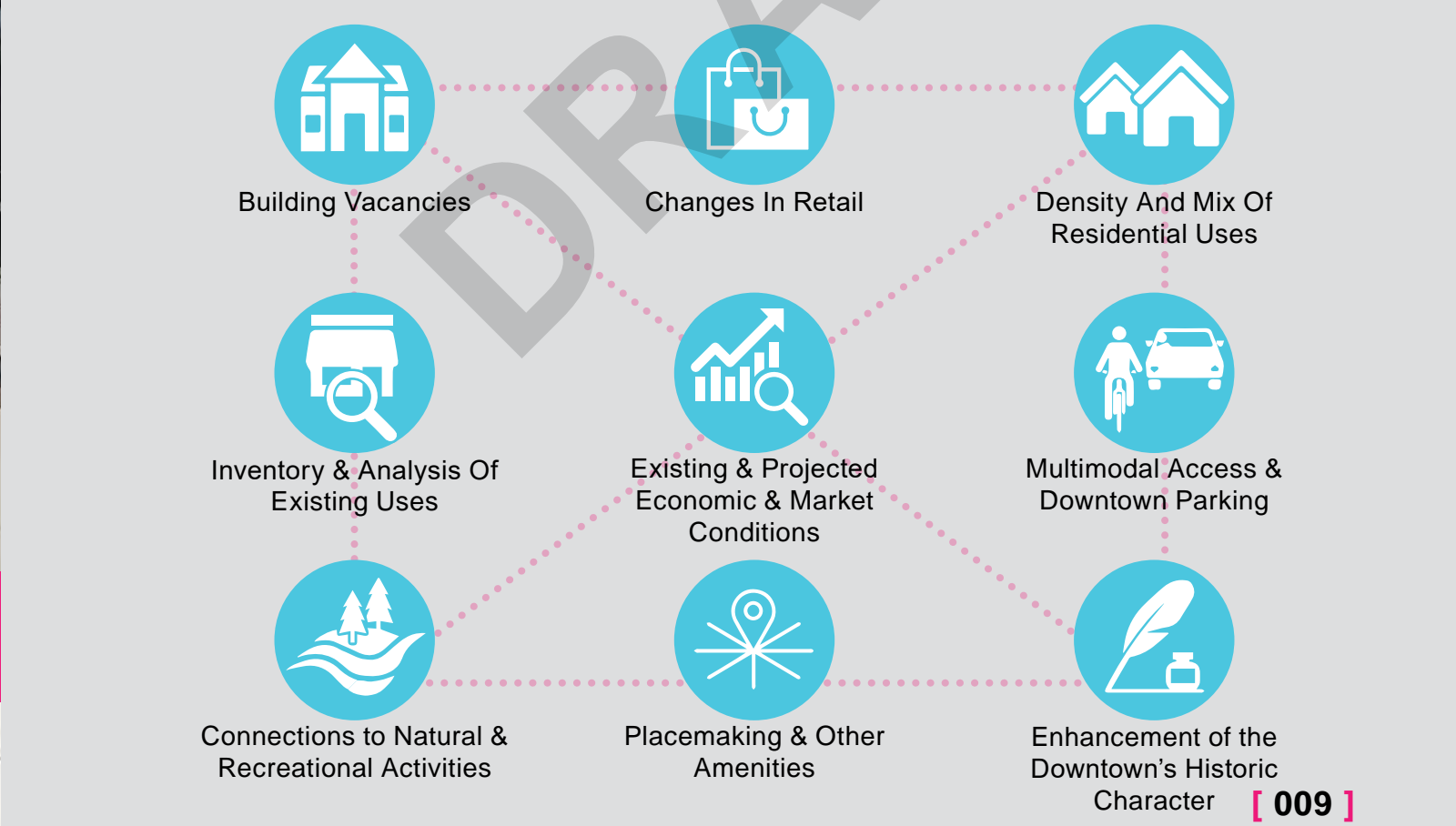


# WELCOME TO DOWNTOWN FARIBAULT!

Facilitated by the City of Faribault, its partners, committee members, and the public, this master plan is a strategic road map for the future success of Downtown Faribault.

## WHY THIS PLAN?

The Downtown Master Plan is a forward-thinking strategy to support local businesses, residential life, and public spaces that everyone in the community can enjoy. The intent of this planning effort is to create a compelling vision and roadmap for Faribault’s downtown in order to address among other things:





The community places a high priority on the success of Downtown Faribault. The area is rooted in a strong celebration of history, architecture, and community making it key to the success and resiliency of the entire city. With important cultural and community institutions such as the Faribault House, Paradise Art Center, and the Buckham Memorial Library, Downtown is a hub for activity, interaction, and culture. This master plan seeks to enhance the strengths of Downtown, capitalize on opportunity areas, and build a resilient, successful Downtown Faribault.



## JOURNEY TO 2040 OVERVIEW

Journey to 2040 is a strategic plan comprised of three standalone yet coordinated planning efforts: Downtown Master Plan; Parks, Trails, and Open Space Plan; and Comprehensive Plan Update. They were developed concurrently to create a cohesive vision for the future of Faribault. These plans employed an inclusive community engagement process and were built on prior planning efforts led by the City of Faribault.

This Downtown Master Plan is one piece of the overall Journey to 2040 plan and supports the Parks, Trails, and Open Space Plan and Comprehensive Plan Update.

# HOW DOES THIS PLAN RELATE TO OTHER PLANS IN JOURNEY TO 2040?



## COMPREHENSIVE PLAN UPDATE OVERVIEW

A Comprehensive Plan Update is a city-wide study of the conditions that impact the quality of life in Faribault and a blueprint for supporting a unique place to call home, place to do business, and place to play. It is “comprehensive” in that it links broad goals and long-range objectives to different, interdependent City functions and services. This plan is vital to the success of the Downtown Master Plan and works collaboratively.



## PARKS, TRAILS, & OPEN SPACE PLAN OVERVIEW

The City of Faribault supports a strong tradition of indoor and outdoor recreational opportunities for residents and visitors. The City’s Park and Recreation Department is on the forefront of shaping these opportunities and providing access to community events, fitness programs, sports and recreation activities, as well as parks, trails, and shelters that aim to make access convenient and safe. The Parks, Trails, and Open Space Plan represents a comprehensive and integrated strategy to build on the strengths of the existing system over the next 20 years. The success of the Downtown Master Plan hinges on the success of the Parks, Trails, and Open Space Plan as these systems work together to create a thriving community.



# OVERALL PROCESS

A four phase process was followed to leverage synergies between the three planning efforts (Downtown Master Plan; Parks, Trails and Opens Space Plan; and Comprehensive Plan). The goal was to facilitate a seamless sequence of activities, effective flow, and conduct an integrated process with a shared vision for Faribault. Below are the four phases described in more detail:

## 01 DISCOVERY

This phase kicked off all three planning efforts and oriented the community, committees, and stakeholders to the planning scope and process, and established clear goals and clear working relationships. This phase also included a deep analysis of the community’s physical, social, and economic conditions.

## 02 INTEGRATING VISION 2040

This phase integrated Faribault Vision 2040 with the Journey to 2040 planning efforts in order to build on and leverage the value of previous strategic planning.

## 03 EXPLORATION & INNOVATION

Phase 3 created design options for the Downtown Master Plan and the Parks, Trails, and Open Space Plan efforts. The Comprehensive Plan explored components of the development plan including sub area plans identified by the committees, community, and stakeholders.

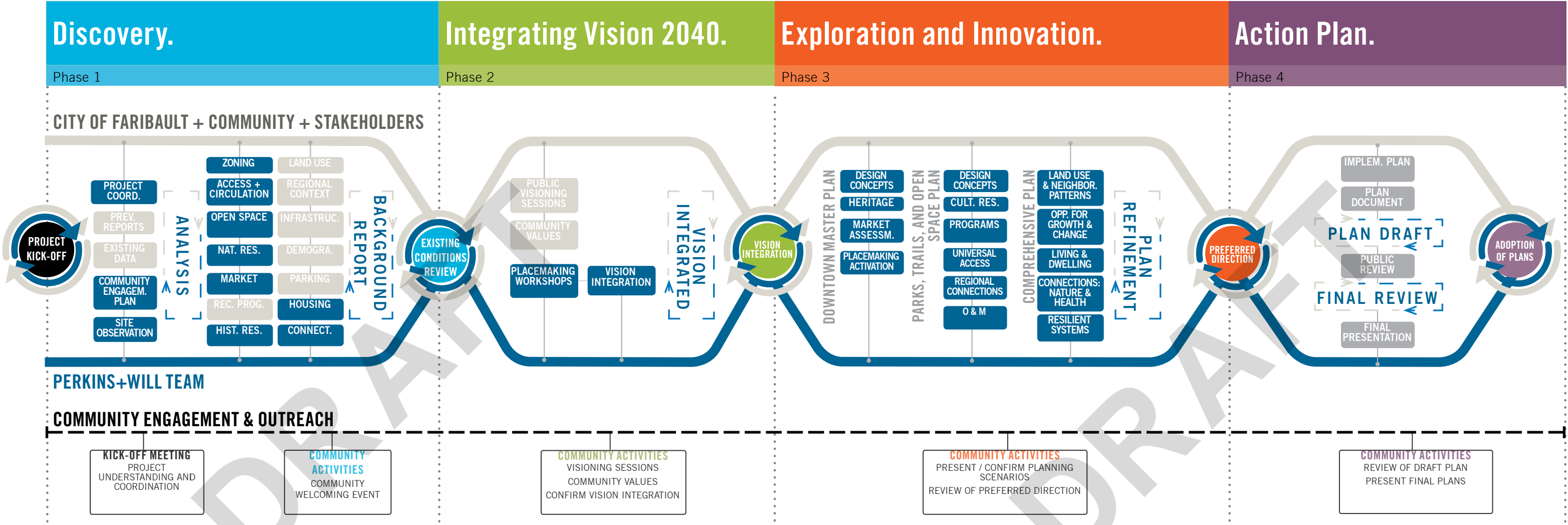
## 04 ACTION PLAN

The last phase of the process was the development of an action plan for each of the three planning efforts including steps for implementation, strategies for phasing, and providing next steps for potential funding sources.





JOURNEY TO 2040 PROJECT PROCESS





# YOU SPOKE, WE LISTENED.

Throughout the Journey to 2040 planning process extensive outreach was done. Feedback was from a wide spectrum of people including those who live, work, play, and visit Downtown Faribault. The results of the community engagement efforts are seen throughout this master plan. The following represents some of the highlights:

// Expand the historic district designation //

// Fill empty spaces Downtown //

// Downtown is a great opportunity for start up businesses //

// More public art! //

// Figure out a way to bring all cultures to a gathering space //

// Create trail connections from the state trails to Downtown //

// Utilize green space near the viaduct //

// Use gardens/pollinator gardens that can serve as educational amenities //

// Improve marketing and publicity for Downtown //

// Make broader use of the river //





# COMMUNITY ENGAGEMENT GOALS

Effective community engagement is critical to understanding the needs of the community and is essential for good public decision making. A Community Engagement Plan (CEP) was created to serve as a guide for the engagement of community stakeholders, residents, and businesses during the planning process. The community engagement process was designed to work closely with local communities, to build on their success, and to empower people to engage in the future success of the Downtown. The following describes the specific engagement efforts.

# DOWNTOWN STEERING COMMITTEE

A Downtown Master Plan Steering Committee (DSC) was established to guide the Downtown planning process. The DSC worked closely with the Journey to 2040 Project Oversight Committee, City staff, other committees, the consultant team, and the public to develop and evaluate planning alternatives and make recommendations on a preferred plan. The DSC also provided advice and assistance to the project team regarding broader community outreach to residents and businesses. Below is a list of the DSC representatives:

- |                |                 |               |
|----------------|-----------------|---------------|
| John Carlander | Ron Dwyer       | Janna Viscomi |
| Nate Chappuis  | Dr. Mike Richie | Ann Vohs      |
| Matt Drevlow   | Royal Ross      |               |
| Kay Duchene    | Kara Sheesley   |               |

# KEY STAKEHOLDER GROUPS

Key stakeholders, including Downtown property owners, service organizations, City boards and commissions were engaged throughout the planning process to ensure their goals and needs were met.





# DESIGN CHARRETTE

The community was invited to participate in an intensive community design event called a charrette on August 15th and August 16th, 2018. Big ideas were shared between designers, business owners, residents, City staff, and many other key stakeholders. The event happened concurrently with the placemaking activities downtown and was located in a storefront on Central Avenue.

Ideas were generated based on five overarching goals identified for Downtown Faribault:



### [ Embrace the River ]

- Define redevelopment opportunities along the river
- Improve the visual and physical connections from the Downtown to the Straight River
- Improve passive and active recreational opportunities along the Straight River



### [ Green Routes ]

- Enhance greening in the Downtown
- Create green connections to the Straight River
- Connect Central Park to Teepee Tonka Park
- Improve bicycle and pedestrian connectivity in the Downtown
- Improve the design of the public realm
- Improve connections to adjacent neighborhoods
- Improve alley and parking lot connections



### [ Celebrate the Past ]

- Improve connections of existing buildings in the Downtown
- Define opportunities for historical interpretation



### [ Activate the Downtown ]

- Define opportunities for improved activation of the Downtown including public art, pocket parks, convertible streets, pop-up parks, etc.
- Develop programming for the Downtown
- Identify housing opportunity sites



### [ Revamp Parking ]

- Balance parking needs in the Downtown
- Define shared parking opportunities

Through collaboration and brainstorming, dozens of ideas were sketched depicting different ways to engage the downtown and help bring people there. The ideas were layered together and refined to eventually become the master plan for Downtown Faribault. The Downtown Master Plan was created in Downtown with the Downtown community!





# PLACEMAKING ACTIVITIES

Concurrent with the design charrette, Downtown businesses and organizations developed and organized a series of pop-up events throughout the Downtown. These pop-up events were meant to demonstrate the wide variety of low cost, fun and engaging ways to use and activate the public realm.

The placemaking program had four goals:

- 01 Build capacity and engagement for organizations and businesses in Downtown Faribault to create an active and lively downtown
- 02 Understand what residents and visitors to Faribault want to do and experience in downtown
- 03 Understand the physical, political, social, and regulatory barriers that businesses and organizations in Downtown Faribault experience when working to create a more engaging downtown environment
- 04 Provide recommendations and action steps to help create a more engaging downtown that better reflects what residents and visitors to Faribault want to do and experience downtown



Three key areas were the focus of activities: 1) the 200-300 blocks of Central Avenue; 2) the Buckham Memorial Library; 3) and the area along the Straight River. These areas were chosen based on the amount of existing and potential activity, proximity to community amenities, and activation opportunities.

The design team worked with key sponsors Downtown to facilitate the activities:

- |                                  |                                |
|----------------------------------|--------------------------------|
| • Paradise Center for the Arts   | • SHIP                         |
| • Big Brothers Big Sisters       | • Faribault Police Department  |
| • Faribault Diversity Coalition  | • Faribault Parks & Recreation |
| • River Bend Nature Center       | • City of Faribault            |
| • Rice County Historical Society | • Buckham Memorial Library     |
| • Health Finders                 |                                |

Activities like pop up soccer, lawn games, bike rodeos, and pop-up seating were set up in the key areas. Despite inclement weather, feedback from local businesses and organizations was positive. The community driven approach was well received and brought new energy Downtown. Based on the activities, five key improvements to Downtown were recommended:

- 01 Create and enhance connections
  - Build up east-west connections between Central Avenue and the Straight River area
  - Improve and foster connections to the Buckham Memorial Library and Community Center
  - Improve crossing and wayfinding across Hwy 60
- 02 Foster community partnerships
- 03 Create places and reasons to gather
- 04 Utilize and connect unique destinations around Downtown
- 05 Identify and strengthen the gateways to Downtown



# PUBLIC MEETINGS

To ensure widespread and active participation for all three of the plans in Journey to 2040, the public engagement process included several ways to stay involved.

## [ Community Kick-Off Welcoming Event ]

At the beginning of the planning process, a community event was held to introduce Journey to 2040 to the public. Participants learned about different natural and socioeconomic systems in Faribault and shared ideas for a vision for future Faribault.

## [ Community Events ]

In an effort to reach a broader section of the community, stations with project information were set up at two prominent community events, Heritage Days and Faribault Market Place. The community was given project related information and instructions for remaining involved in the planning process.



## [ Community Forum ]

Shortly following the community design charrette and placemaking activities, a community forum was held to further develop and discuss the plans for Downtown Faribault. An open invitation was sent to the community and all were welcome to engage in the activities. Participants self-selected a broad community theme they found to be meaningful to them personally. They explored these themes, the relationships between them, and discussed how they worked to create a resilient Downtown.

Community Themes:



# ONLINE ENGAGEMENT

## [ Project Website ]

The Journey to 2040 project website ([journeyto2040.com](http://journeyto2040.com)) was the online repository for all three planning efforts. Presentations, meeting minutes, concepts, and key information was posted regularly. The website also provided essential background information and links to previous planning efforts.

## [ Social Media ]

In addition to a project website, a Facebook account was created to further the online engagement and to update the community on the planning process and events. Over the course of the project, the Facebook account had over 1,400 friends!





# A QUICK HISTORY OF DOWNTOWN FARIBAULT

The Wahpekute Tribe were some of the first settlers of Faribault. The Cannon and Straight River were a life source for the tribe. They traveled and lived all along them, utilizing the natural assets available. Alexander Faribault arrived in Rice County in 1826, where he began fur trading with the Wahpekute people. Eventually, Alexander Faribault settled in what is now Downtown Faribault.

Since then, Downtown Faribault has been the core of the community. Alexander Faribault and the Wahpekute Tribe recognized that the unique location had access to an abundance of natural resources and scenic views at the convergence of these two rivers. Alexander Faribault built his first home in what would become the Downtown. The Greek revival framed home still stands in its original location today. Over the next couple of decades, Faribault’s vision helped shape Downtown. The brick and limestone storefronts along Central Avenue are a result of the efforts of these early settlers.

Since its founding, Central Avenue has adapted to change. While the prominent architecture remains as a symbol of the Downtown’s endurance, the public realm has taken many forms. Originally built for horse travel, Central Avenue was first an earthen street with hazardous wood planks for pedestrians. In fact, its original name was Main Street and functioned as such. Due to technological advances, cultural changes, and demand from the public, brick pavers were introduced in 1871 to create a cleaner, more hospitable place. The invention of the automobile put additional pressure on the community and the street adapted again, creating the Central Avenue we see today.



# WHERE ARE WE TODAY?

Today, many see Downtown as the identity of Faribault, but also recognize it is on the cusp of another transition. Businesses feel the pressures and changes in retail, and occupancy rates of the historic storefronts have been in flux for the last couple of decades. Downtown struggles to keep up with the demand for housing in the area and is feeling the pressure of the market.

Downtown Faribault is also a place of diverse cultures and ideas. Today, one in every six people living Downtown identify as African-American. Twenty years ago, one in every five identified as Hispanic. Throughout history, Downtown has been a point of entry for those new to Faribault. It still serves this important function and this diversity is still seen today.

The current infrastructure on Central Avenue places priority on the vehicle. Angle parking maximizes the width of the street for automobiles and minimizes the width for pedestrians. With a north-south orientation and little tree canopy, many streets downtown are unprotected and often uncomfortable. Recently, public art has begun to take a stronger presence Downtown with temporary, semi temporary, and permanent art pieces being installed where possible.

The Straight River, while close in proximity, is difficult to view and access from Downtown. The railroad runs along the west side of the river and creates a strong, physical barrier. An existing pedestrian railroad crossing also crosses the Straight River, giving access to the east side. There is little vegetative buffer with lawn being the prominent adjacent feature. To the north of Downtown, a hardwood forest with outstanding biodiversity creates a buffer with significant ecological resources. To the south is Teepee Tonka Park and the celebrated River Bend Nature Center. These nature areas are bookends to the paved area of Downtown today.

Looking forward, this master plan seeks to leverage Downtown’s assets, address its challenges, and create a vision for a strong, thriving, resilient Downtown that is a destination for residents, business owners, and visitors.

# RELATED PLANNING EFFORTS

For a more comprehensive look at the current characteristics of the community, see the Journey to 2040 Supporting Data Report.

The City of Faribault recently prepared a Downtown Parking Study to evaluate parking needs in the Downtown. The findings were incorporated into this Master Plan.





# DOWNTOWN FARIBAULT TODAY

## DEFINING THE DOWNTOWN

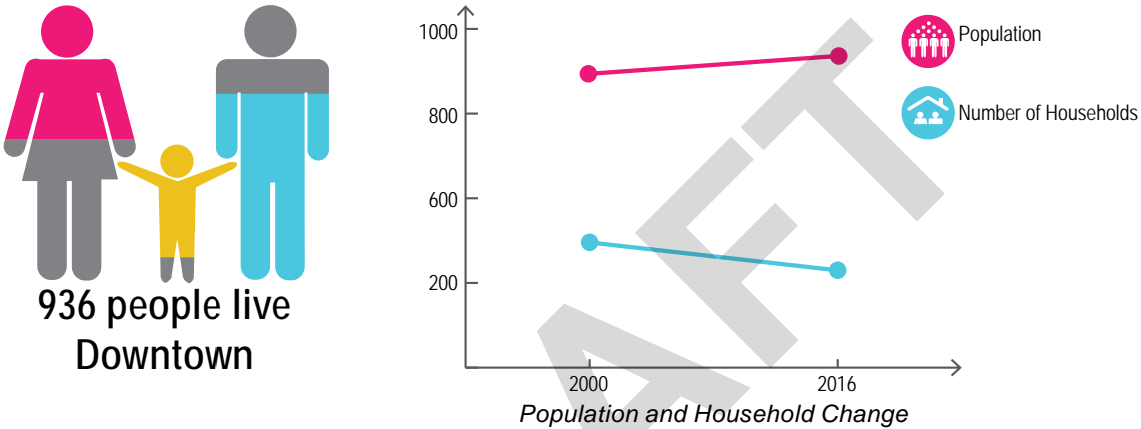
In order to focus the planning effort and analyze data related to the downtown, a definition or boundary for the downtown was established. This is depicted in Figure1. This boundary is based on input gathered from a variety of stakeholders at the outset of the planning study.



[Figure 1]: Downtown Study Area

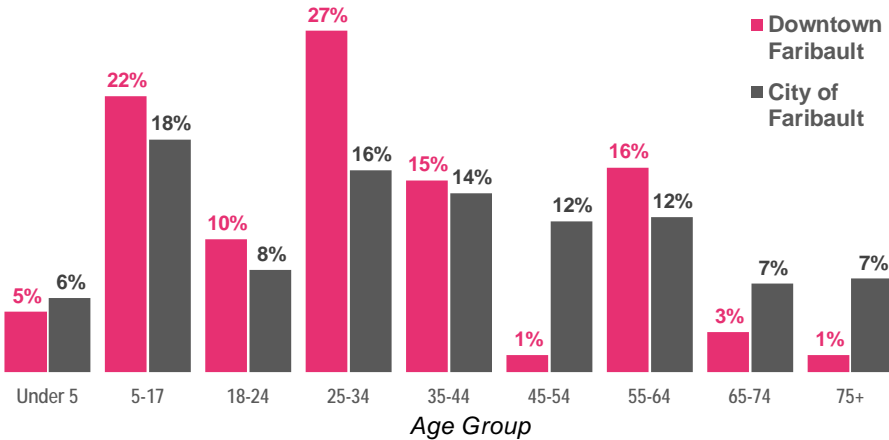
### [ Who Lives Downtown? ]

Based on data from the U.S. Census, there are 936 people who live downtown, and they comprise 323 households. Since 2000, the downtown population has increased slightly (+42), whereas the number of households has declined substantially (-110). This has resulted in the number of persons per household increasing from 1.88 to 2.69 in recent years. It is important to track the demographic make-up of Downtown because changes in the number of people and their circumstances can signal important market trends that may impact the demand for housing, support for local businesses, or the need for vital community services.



### [ Age Profile ]

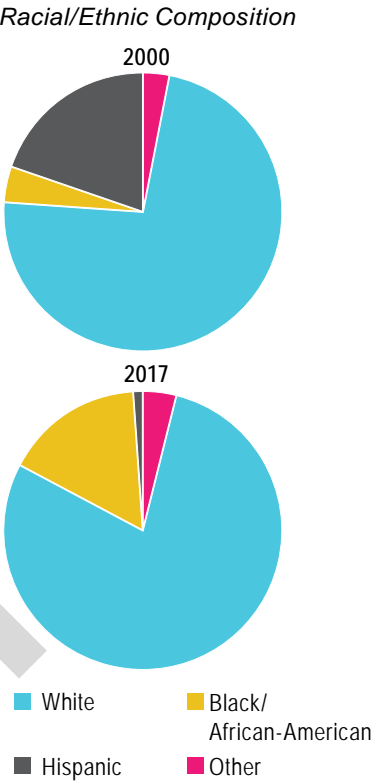
Downtown residents tend to be younger than the citywide population. According to data from the U.S. Census, over one-quarter (27%) of downtown residents are between the ages of 25 and 34, which is much higher than the citywide percentage (16%). At the other end of the age spectrum, only 4% of downtown residents are age 65 or older, which is well below the citywide percentage of 10%. This has not always been the case. In 2000, the age profile of downtown residents was much more similar to the rest of the city. Therefore, in recent years, as the downtown gained younger adults, it also lost older adults.





[ Racial/Ethnic Composition ]

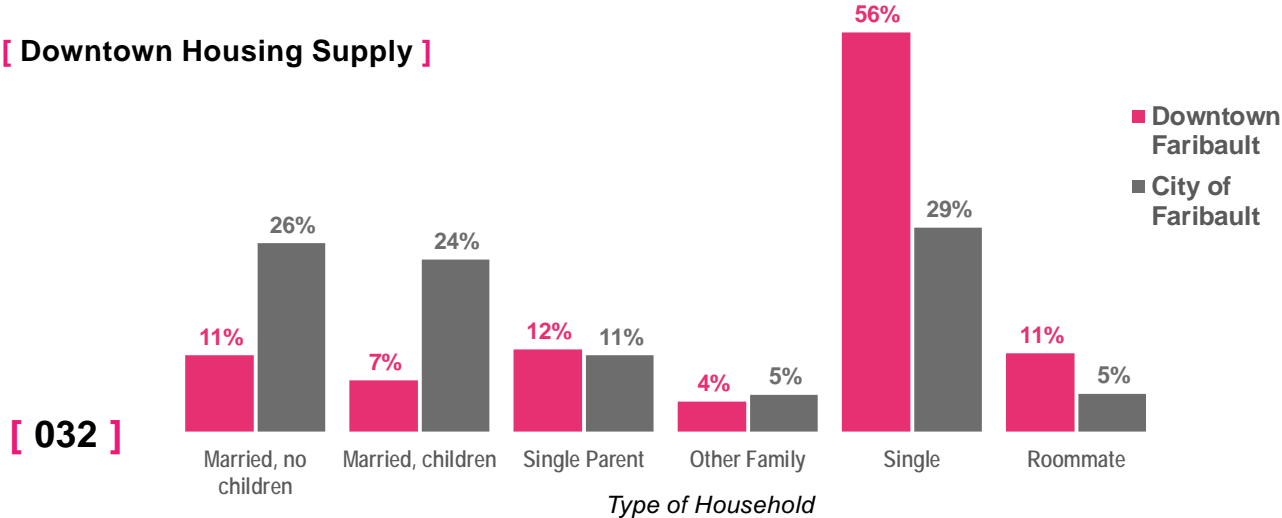
Roughly three out of four downtown residents identify as white (78%) and about one in six identify as black or African-American (16%). According to the U.S. Census, the small remainder identify as Hispanic (1%) or another race/ethnicity (4%). This is a fairly similar breakdown compared to the overall population of Faribault, except for the proportion of Hispanic residents in the downtown, which is well below the citywide proportion of 13%. This is a sharp change from 2000 when one out of every five downtown residents identified as Hispanic (19%) and only one out of every 25 identified as black or African-American (4%). Therefore, in recent years, it appears that the Hispanic population that once called downtown home has been largely replaced by a black or African-American population that largely consists of persons of Somali heritage.



[ Household Composition ]

The types of households living downtown are distinctly different than those found citywide. In the downtown, roughly 8 out of 10 households, according to the U.S. Census, are either a single-parent household, a person living alone, or unrelated roommates. In contrast, the presence of married couples (with or without children) is very low at 10% of downtown households. Citywide, married couple households make-up 46% of all households. The lack of married couple households living downtown is not a recent occurrence. In 2000, the proportion was only 18%. The biggest change among downtown households since 2000 has been the increase in the number of single-parent families and a commensurate decline in single-person households, which dropped over 60%.

[ Downtown Housing Supply ]



There are approximately 360 housing units in the downtown study area. Since 2000, the number of housing units declined about -12%. This helps explain the decrease in the number of households. The vast majority of these units are located in rental apartments in two distinct environments. Roughly one-third of the units are located in two newer, larger buildings (50+ units) just outside downtown's commercial core. The remaining two-thirds of the units are found primarily in the 2nd and 3rd story levels of the older commercial buildings along Central Avenue.

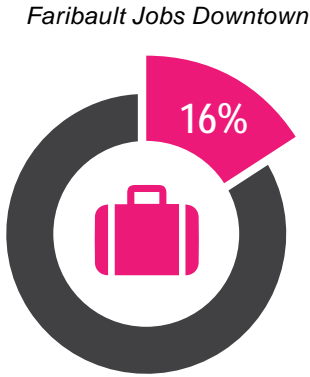
In recent years, a handful of Central Avenue property owners have begun to renovate their 2nd and 3rd story residential spaces into premium units that often times command the highest rents in the Faribault market. The vast majority of these older properties, however, have not received significant improvements or upgrades for many years and thus often command some of the lowest rents in the market. At the time of this planning study, housing is an important concern throughout Faribault as vacancies are at historically low levels (less than 1% of units are available), which is causing rents to rise faster than wages and preventing employers from attracting workers to fill job openings.





[ Who works in Downtown? ]

Based on data from the U.S. Census, there are roughly 2,000 jobs located in the downtown. This means that about one out of every six jobs in Faribault (16%) are located in the downtown. However, certain types of jobs are more heavily concentrated in the downtown. Downtowns because of their central location, access to amenities, such as shopping and dining, tend to attract office-based businesses. For example, 43% of all government jobs and 42% of professional service jobs in Faribault are located in downtown. As businesses continue to adapt to new technologies, workplaces are evolving rapidly and the amenity-rich environment of the downtown is also starting to attract businesses beyond retailers or office-based operations.



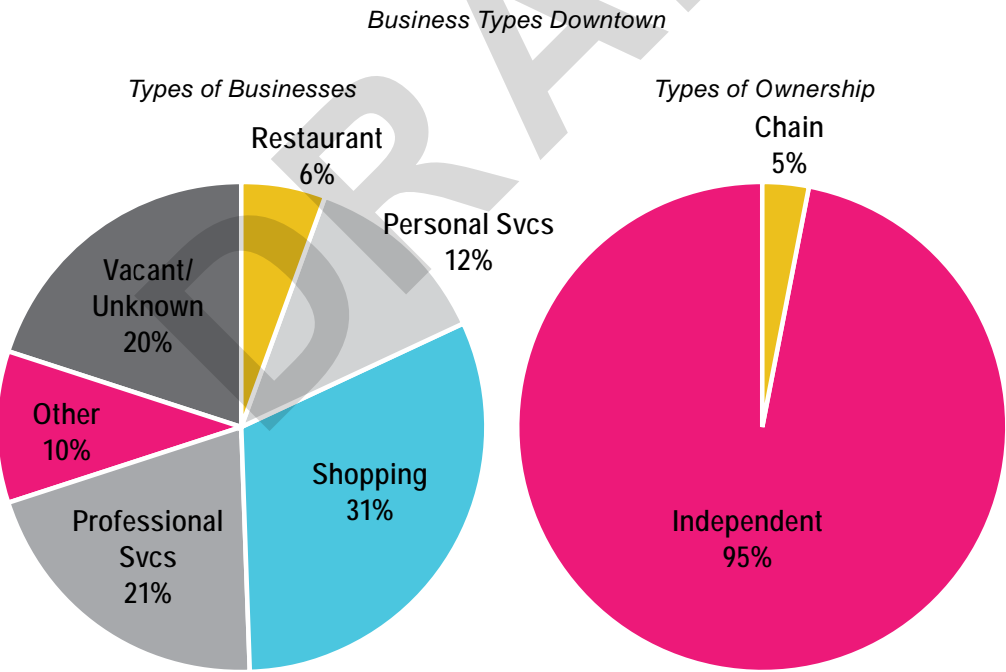
[ Retailing in Downtown ]

Although only one out of 10 retail jobs in Faribault is located downtown, the overall shopping experience is still vital to the downtown economy. This is because many of the businesses that help create a vibrant atmosphere in the downtown do not necessarily consist of retail jobs in the traditional sense. These are often food and drink establishments, which are considered hospitality jobs, or service businesses, such as salons, barbers, repair shops, banks, etc.



[ Business Types on Central Avenue ]

A storefront survey was conducted along Central Avenue from 6th Street to Division Street. The survey revealed that the overwhelming majority of businesses were independently owned (95%) and a very small percentage were part of a regional or national chain (5%). The survey as also revealed that retailers occupied about one out of every three storefronts. Other types of businesses found were professional service firms (21%), personal service firms (12%), restaurants (6%), and various other business types (10%). It is important to note that one out of five or 20% of storefronts were either vacant or did not have an obvious use that lent itself to supporting a vibrant atmosphere. It is common for retail or shopping districts to have a certain proportion of vacancies since the retail industry has always been very competitive and given to rapid turnover, especially in environments dominated by small, independently owned operations. However, if a critical mass of storefronts are visibly vacant or been converted to an unsupportive use, this can lead to a negative perception even though the overall health of the district may be stable.

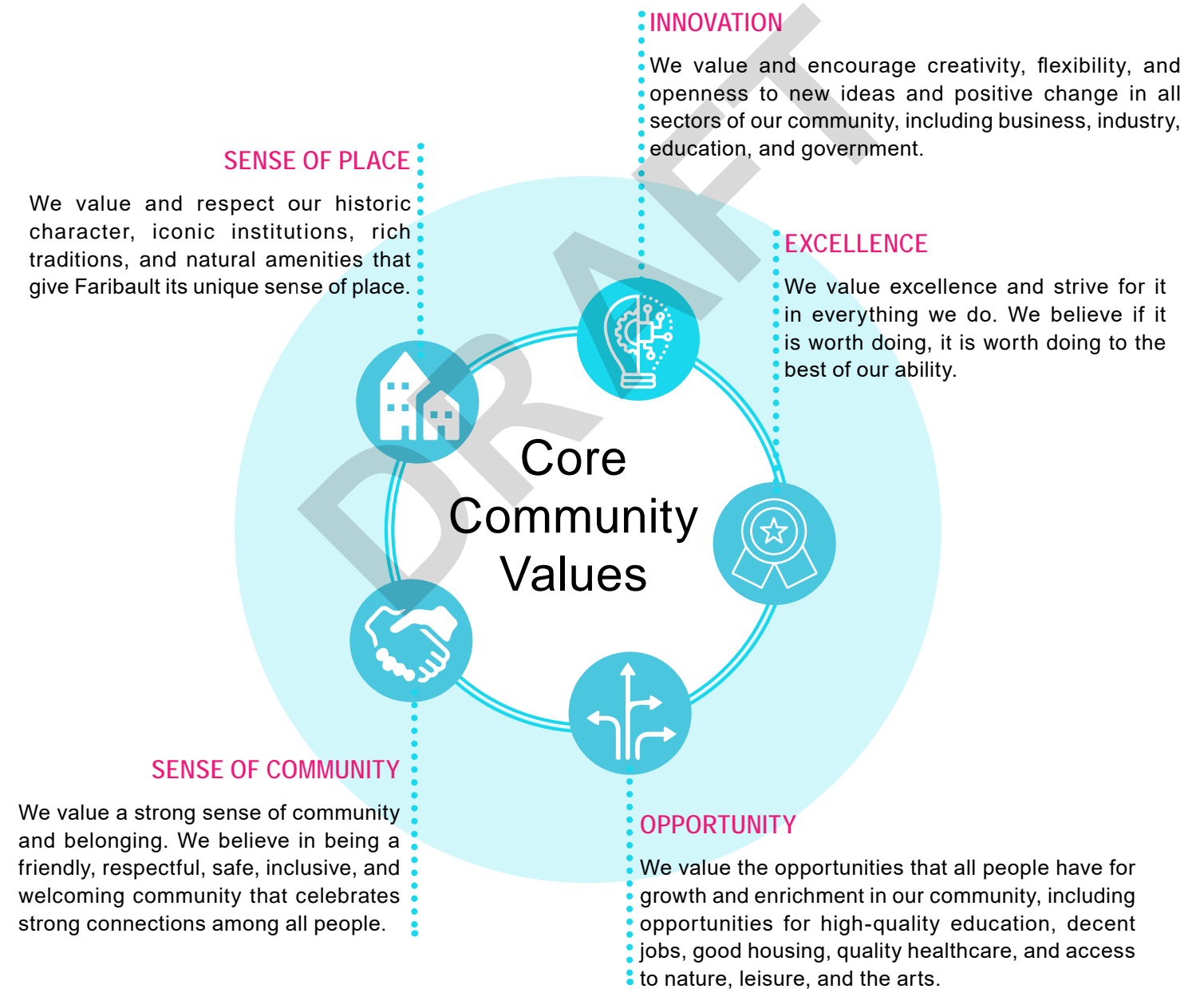






# VISION

It's 2040, what does the community see in Downtown Faribault? To address this important question, the City of Faribault undertook a community-wide visioning process in 2014 to articulate this vision for the community over the next 25 years. The purpose behind the process was to provide a framework for the long-term success of the community. The framework consists of five core community values and associated guiding principles:





# CORE GUIDING PRINCIPLES

Each core community value has an associated guiding principle that is a basis for decision making on all types of community initiatives. The Downtown Master Plan recommendations, outlined in the following section, are directly influenced by the following guiding principles:

01

Foster a strong sense of community among all people and constituencies in Faribault.

Ensure each individual and constituency feels welcomed, respected, and included in the community. Identify opportunities for all to share their talents and gifts in ways that strengthen the community. Continue to promote opportunities to celebrate and publicize our strong sense of community.

02

Identify, protect, enhance, and celebrate our iconic and historic sites and architecture as well as our significant natural areas, which define our sense of place.

People know Faribault for its historic downtown, institutions, residences, and industries. They also know Faribault for its beautiful natural areas, including its rivers, woods, bluffs, parks, and nearby lakes. Protect and celebrate the special aspects of the community that define our unique sense of place.

03

Remove or minimize barriers and create or strengthen opportunities for all individuals, businesses, industries, organizations, and services to succeed.

Ensure that community plans, ordinances, and services are in the best interest of the community and that they do not needlessly discourage or hinder others from succeeding in their endeavors to better their own situation and the community. Work with others to ensure that the community continues to offer quality education and additional opportunities for growth, enrichment, and success.

04

Encourage innovation, creativity, flexibility, and openness to new ideas and positive change in all sectors of the community.

Recognize that we cannot always solve today's challenges using yesterday's solutions. Be open to new ways of thinking and new opportunities to strengthen our economy, protect our environment, and enhance our quality of life.

05

Strive for excellence in all sectors of the community.

Inspire a strong sense of community pride that encourages the public and private sectors to strive for excellence in all they do. Do not settle for being good enough. Focus on excellence.







# PLAN ORGANIZATION

As we prepare for the future, what does Downtown Faribault look like? The remainder of this plan outlines the master plan recommendations through goals, objectives, action items, and implementation strategies to provide a framework for the future.







# GOALS & STRATEGIES

Downtown Faribault is at the onset of another change. Advances in innovation and technology are shifting our culture and society. How is the Downtown going to adapt to a future that is less dependent on the automobile and more dependent on technology? The fundamental strengths of Downtown Faribault that helped the community change in the past will be the foundation for future change, as well. As we embrace technology and new ways to access goods, the face to face interactions and human scale environment of Downtown Faribault will become even more important. These assets that were celebrated in the past will continue to be celebrated in the future.

Building on the entrepreneurial spirit of the community, and celebrating its rich history, this master plan outlines five goals and strategies that comprise the Downtown Master Plan:



**Embrace the River**



**Green Routes**



**Celebrate the Past**



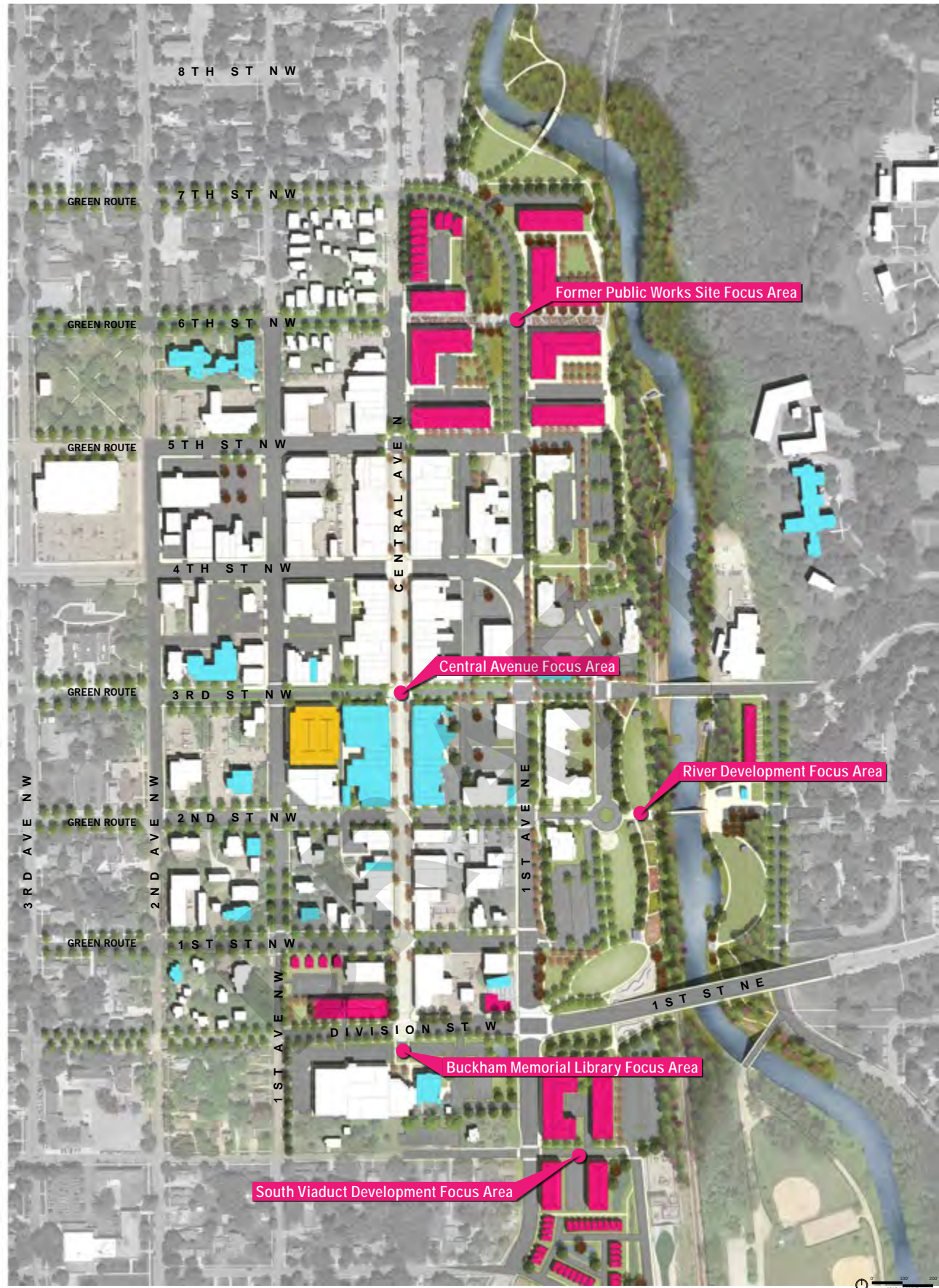
**Activate the Downtown**



**Revamp Parking**

The following graphics represent potential improvements to Downtown Faribault based on a set of goals, objectives, and policies outlined in the following pages. These illustrative plans represent a vision for the community and provide a framework for guiding future improvements. Enhancements and redevelopment areas shown in the plans are not to be considered specific recommendations or proposals. Any future changes to private property will only occur at the owner's prerogative.





### DOWNTOWN MASTER PLAN OVERVIEW

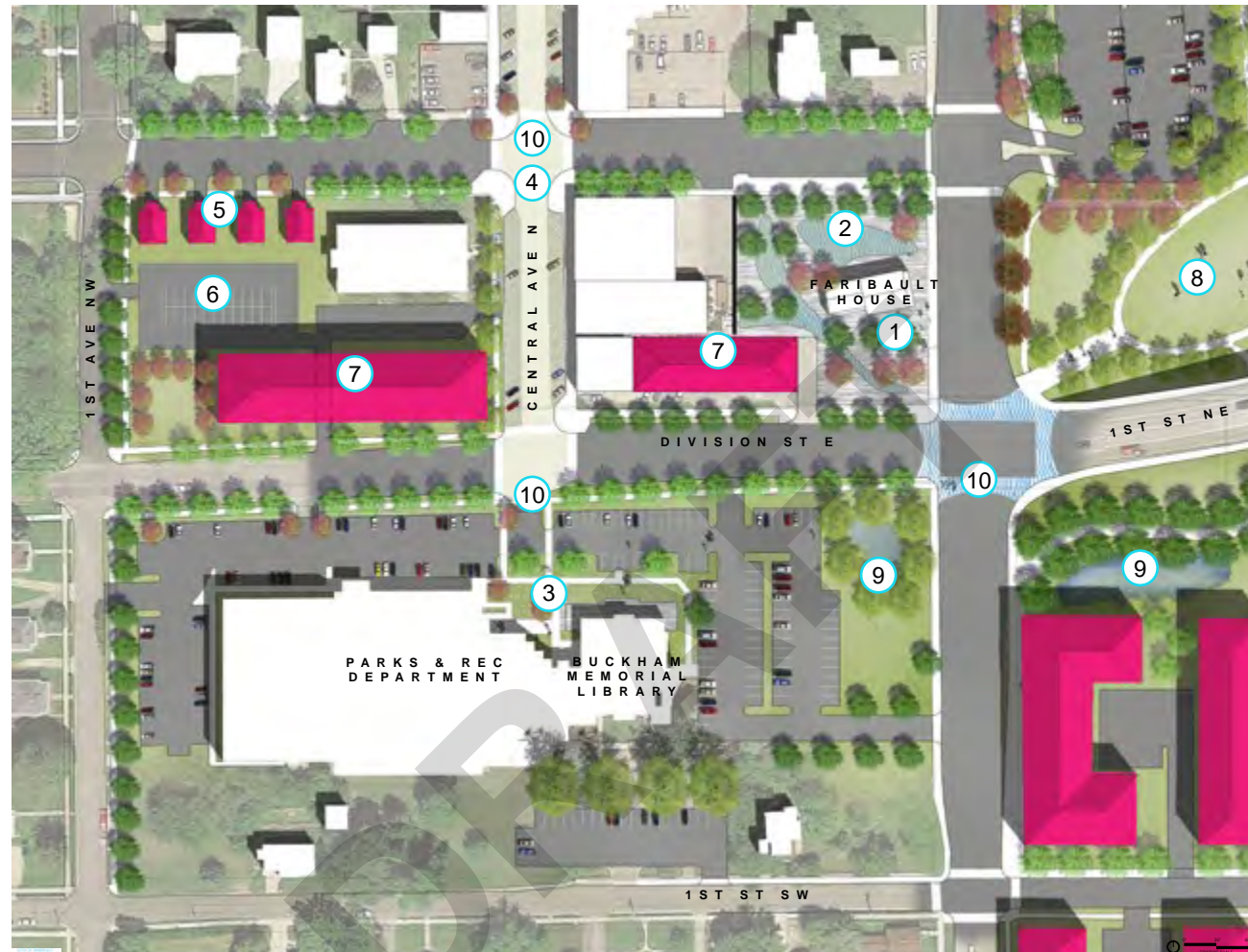
- Existing Building
- Proposed Building
- Existing Building on Historic Registry
- Proposed Parking Ramp



### CENTRAL AVENUE FOCUS AREA

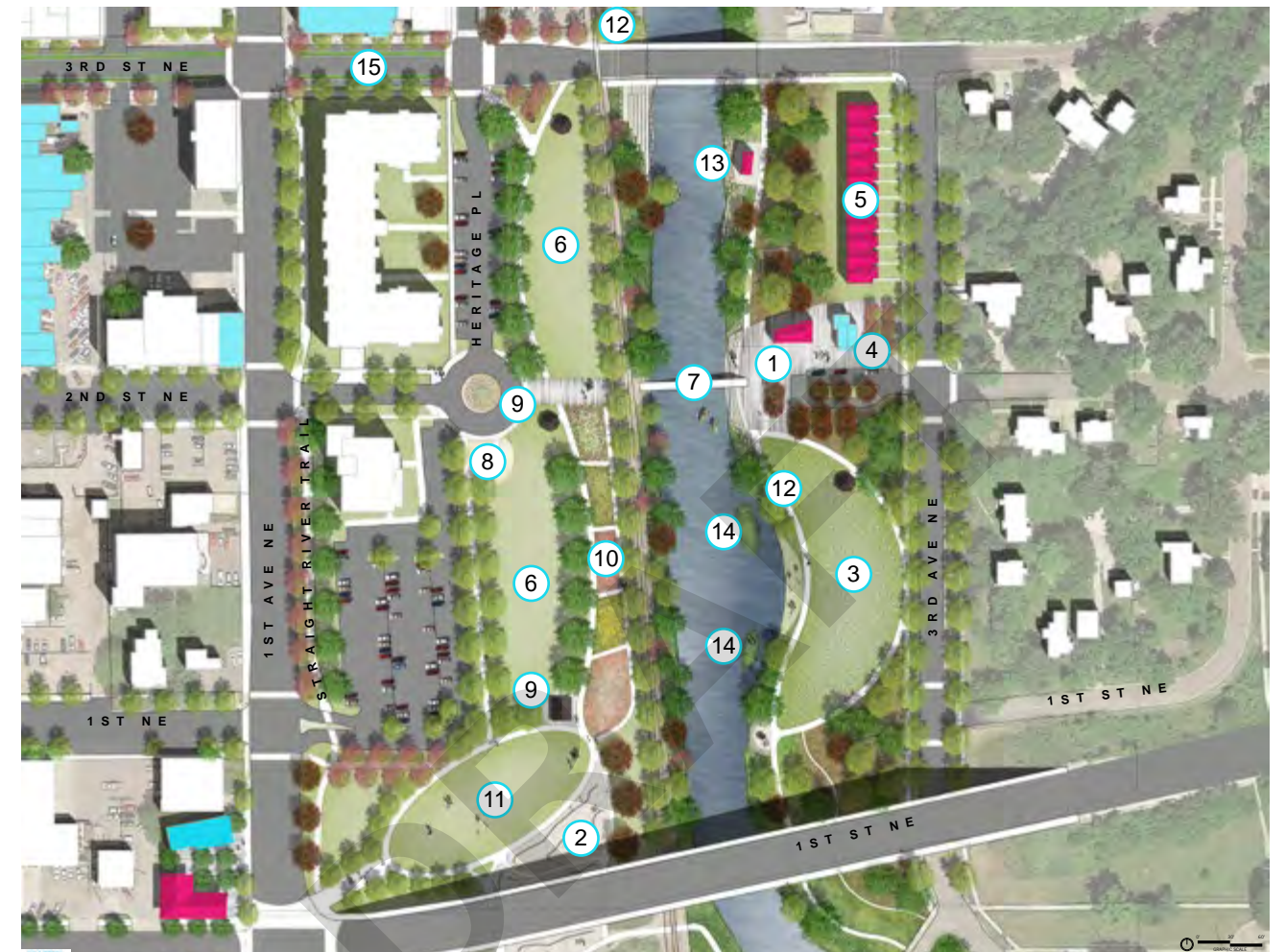
- |   |  |   |
|---|--|---|
| <p><b>1</b> Mid Block Bumpouts</p> <ul style="list-style-type: none"> <li>• Seating</li> <li>• Stormwater Planting Areas</li> <li>• Bicycle Racks</li> </ul>          | <p><b>3</b> Enhanced Crosswalks</p> <p><b>4</b> Pavement Upgrades</p> <ul style="list-style-type: none"> <li>• Concrete Roadway</li> <li>• Permeable Paver Parking Bays</li> </ul> <p><b>5</b> On-Street Bicycle Lanes</p> | <p><b>6</b> Transit Hub</p> <ul style="list-style-type: none"> <li>• Parking Ramp</li> <li>• Bike Share Facilities</li> <li>• Bus Stop</li> </ul> <p><b>7</b> Pocket Park</p> |
| <p><b>2</b> Pedestrian Alley Connection</p> <ul style="list-style-type: none"> <li>• Dedicated Pedestrian Walkways</li> <li>• Seating</li> <li>• Plantings</li> </ul> |  |   |





### BUCKHAM MEMORIAL LIBRARY FOCUS AREA

- |  |   |  |
|--|---|--|
| <p>① Faribault House Improvements</p> <ul style="list-style-type: none"> <li>• Courtyard with Shared Seating</li> <li>• Event Space</li> <li>• Pedestrian Connection to Park</li> </ul> <p>② Plaza/Classroom with Stormwater</p> <p>③ Library</p> <ul style="list-style-type: none"> <li>• Pedestrian Plaza</li> <li>• Outdoor Learning Areas</li> <li>• Upgraded Parking</li> </ul> | <p>④ Pavement Upgrades</p> <ul style="list-style-type: none"> <li>• Concrete Roadway</li> <li>• Permeable Paver Parking Bays</li> </ul> <p>⑤ Single Family Homes</p> <p>⑥ Parking</p> <p>⑦ Market-Driven Development</p> <ul style="list-style-type: none"> <li>• Multi-Family Housing</li> <li>• Office Space</li> <li>• Street-Facing Retail</li> </ul> | <p>⑧ Public Park</p> <p>⑨ Stormwater</p> <p>⑩ Enhanced Crosswalk</p> |
|--|---|--|



### RIVER DEVELOPMENT FOCUS AREA

- |   |   |  |
|---|---|--|
| <p>① Recreation Pavilion</p> <ul style="list-style-type: none"> <li>• Event Plaza</li> <li>• Bike/Canoe Rental Facility</li> <li>• Boat/Canoe Launch</li> </ul> <p>② Adventure Park</p> <ul style="list-style-type: none"> <li>• Skate Park</li> <li>• Climbing Wall</li> <li>• Zip Line</li> <li>• Splash Pad</li> </ul> <p>③ Bee Lawn</p> | <p>④ Existing Historic House</p> <p>⑤ Townhomes</p> <p>⑥ Informal Play/Open Lawn</p> <p>⑦ Existing Pedestrian Bridge</p> <p>⑧ Play Area</p> <p>⑨ Picnic Shelter</p> <p>⑩ Peony Walk</p> | <p>⑪ Skating Trail/Ice Rink</p> <ul style="list-style-type: none"> <li>• Open Lawn</li> <li>• Large Gathering Space</li> </ul> <p>⑫ River Walk</p> <p>⑬ River Overlook</p> <p>⑭ "River Islands"</p> <p>⑮ On-Street Bicycle Lanes</p> |
|---|---|--|





### SOUTH VIADUCT DEVELOPMENT FOCUS AREA

- |                             |                  |                                 |
|-----------------------------|------------------|---------------------------------|
| ① Market-Driven Development | ④ Adventure park | ⑥ Shared Public/Private Parking |
| • Housing                   | • Skate Park     |                                 |
| • Offices                   | • Climbing Wall  |                                 |
| ② Townhomes                 | • Zip Line       |                                 |
| ③ Stormwater                | • Splash Pad     |                                 |
|                             | ⑤ Public Park    |                                 |



### FORMER PUBLIC WORKS SITE FOCUS AREA

- |                             |                          |
|-----------------------------|--------------------------|
| ① Market-Driven Development | ④ River Access           |
| • Housing                   | ⑤ Pedestrian Bridge      |
| • Offices                   | ⑥ Pedestrian Promenade   |
| ② Townhomes                 | ⑦ River Overlook & Steps |
| ③ Lawn/Public Park          | ⑧ River Walk             |





# GOAL 1: EMBRACE THE RIVER

by improving recreational opportunities, redeveloping the riverfront, and creating stronger connections from Downtown to the Straight River.

The unique relationship between Downtown Faribault and the Straight River is critical to the community. In the past, the Straight River was vital to the success of Downtown and a key factor to Alexander Faribault's decision to put roots down in Faribault. As a working river, it was a place of commerce, transportation, industry and essential to his fur trading business. As technology changed, so did the demand on the river for these needs. Today, the area along the river is not as celebrated. With much of the land adjacent to the river being open lawn and little vegetative buffer, the ecological benefits have been greatly reduced. A large, city owned industrial property sits vacant on an underutilized space and is an example of a great opportunity to reembrace the river while meeting the future needs of Faribault. If the community takes the space along the river back and embraces it, it can become a place of prosperity, resiliency, and ecological conservancy again.

## OBJECTIVES

- 01 | Define redevelopment opportunities along the river
- 02 | Improve the visual and physical connections from the Downtown to the river
- 03 | Improve passive and active recreational opportunities along the river





# 01 | Define redevelopment opportunities along the river

## WHY IT'S IMPORTANT

As traditional industrial uses continue to move away from the river, demand for housing, offices, and non-traditional, low-impact industrial uses with scenic views and natural amenities continues to increase. The current housing shortage in Faribault puts added demand for more diverse housing stock Downtown. Transitioning the current, less desirable uses along the river to housing and other market-driven development creates a more robust, lively Downtown. Additionally, the ability to live, work, and play in Downtown Faribault would increase the marketability and draw to Downtown Faribault.

### 1.1 Encourage redevelopment opportunities along the river

The Straight River provides scenic opportunities for redevelopment. Uses such as housing, coworking space, office, and food services help bring people Downtown, activating the community. Figure 2 highlights potential areas for redevelopment.

# 02 | Improve the visual and physical connections

## WHY IT'S IMPORTANT

The bluffs along the Straight River create beautiful views but can also serve as a visual barrier. Where possible, views towards the river should be celebrated and opened up. Creating additional park space along the river will also provide greater greenspace connections.



[Figure 2]: Potential Development Opportunities along Straight River

### 1.2 Improve pedestrian and bicycle connections to the Straight River

Upgrading the sidewalks, crosswalks, and trails to the river from Downtown will improve the ability to draw people to the river and provide greater access.

### 1.3 Protect important viewsheds to and from the river

The visual connections to the Straight River are equally as important as the physical connections. Any new development should not impede views from Downtown to the Straight River.



03

Improve passive and active recreational opportunities along the Straight River

WHY IT'S IMPORTANT

Today, the Straight River serves as a scenic and attractive setting to welcome passive and recreational users. By enhancing the open, underutilized space near the river, the Straight River will become a place of economic draw to support the success of Downtown Faribault. Recreational spaces complement the existing uses Downtown, and create more reasons to stay there rather than compete with existing uses.

1.4 Add new park space along the Straight River

Incorporating passive and active recreational activities near Downtown serves as an economic draw. People who visit new park areas will also patronize Downtown businesses and provide an influx of new visitors. This complementary relationship creates a more dynamic and vibrant area. Below are some suggested ways to program future park areas:

- Develop a rental facility with complementary amenities.
- Utilize greenspace throughout the year to keep people coming to Downtown. Utilize dual or multi-seasonal uses where possible such as flooding lawn areas for skating rinks.
- Create Connections along the river through open space. Utilize the state trails as an additional method to bring people Downtown. Create a stronger pedestrian connection to River Bend Nature Center.

Figures 3, 4, 5, and 6 illustrate potential uses as well.



RIVER DEVELOPMENT FOCUS AREA

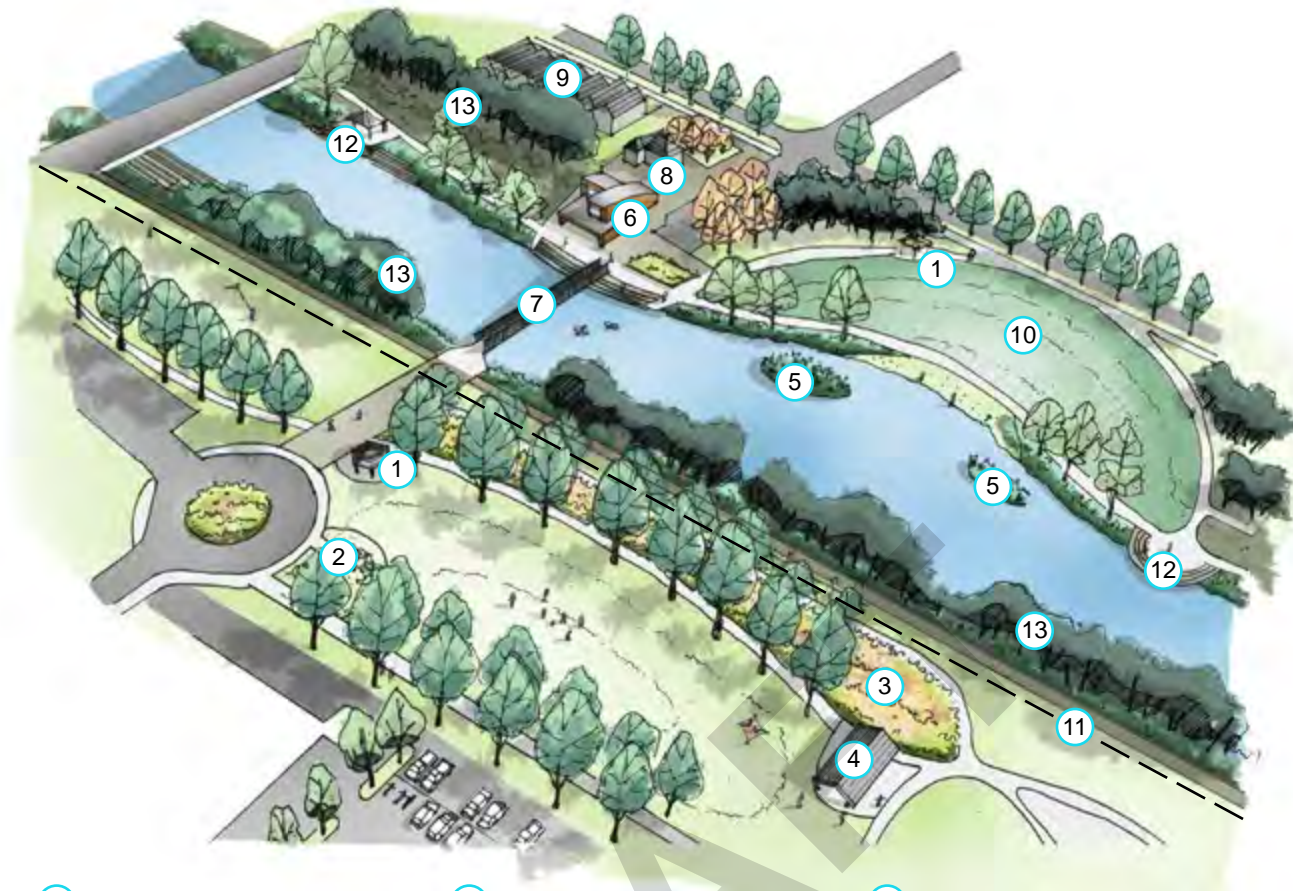
- |  |                              |   |
|--|------------------------------|---|
| 1 Recreation Pavilion <ul style="list-style-type: none"><li>• Event Plaza</li><li>• Bike/Canoe Rental Facility</li><li>• Boat/Canoe Launch</li></ul> | 4 Existing Historic House    | 11 Skating Trail/Ice Rink <ul style="list-style-type: none"><li>• Open Lawn</li><li>• Large Gathering Space</li></ul> |
| 2 Adventure Park <ul style="list-style-type: none"><li>• Skate Park</li><li>• Climbing Wall</li><li>• Zip Line</li><li>• Splash Pad</li></ul>        | 5 Townhomes                  | 12 River Walk   |
| 3 Bee Lawn   | 6 Informal Play/Open Lawn    | 13 River Overlook   |
|  | 7 Existing Pedestrian Bridge | 14 "River Islands"  |
|  | 8 Play Area                  | 15 Beach  |
|  | 9 Picnic Shelter             | 16 On-Street Bicycle Lanes  |
|  | 10 Peony Walk                |   |

[Figure 3]: Potential New Park Space

1.5 Maximize opportunities to improve the ecological health of the Straight River

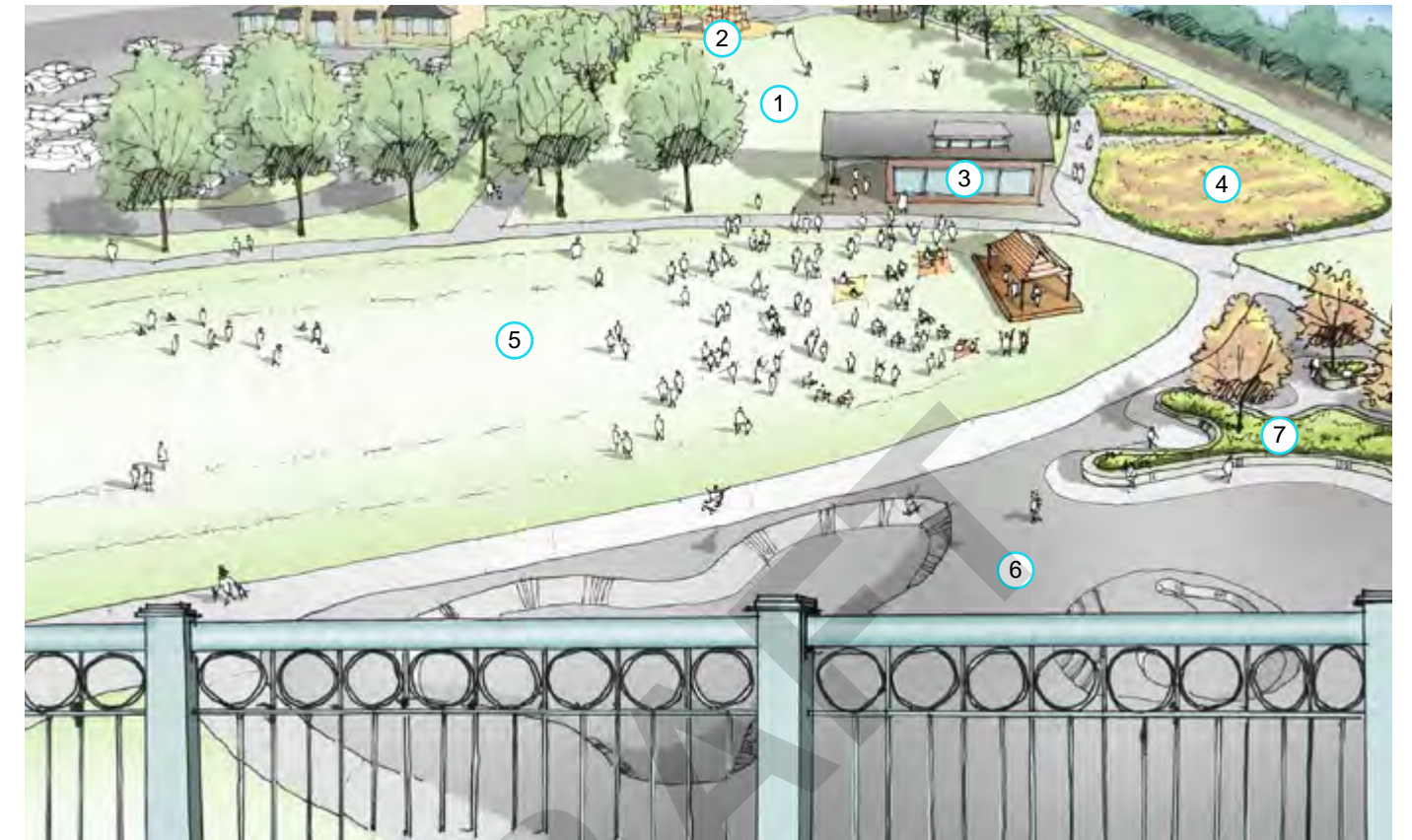
Enhancing the quality of the Straight River is of high importance. Where possible, plant additional buffers to help filter runoff into the river. Enhance stormwater catchment areas as well.





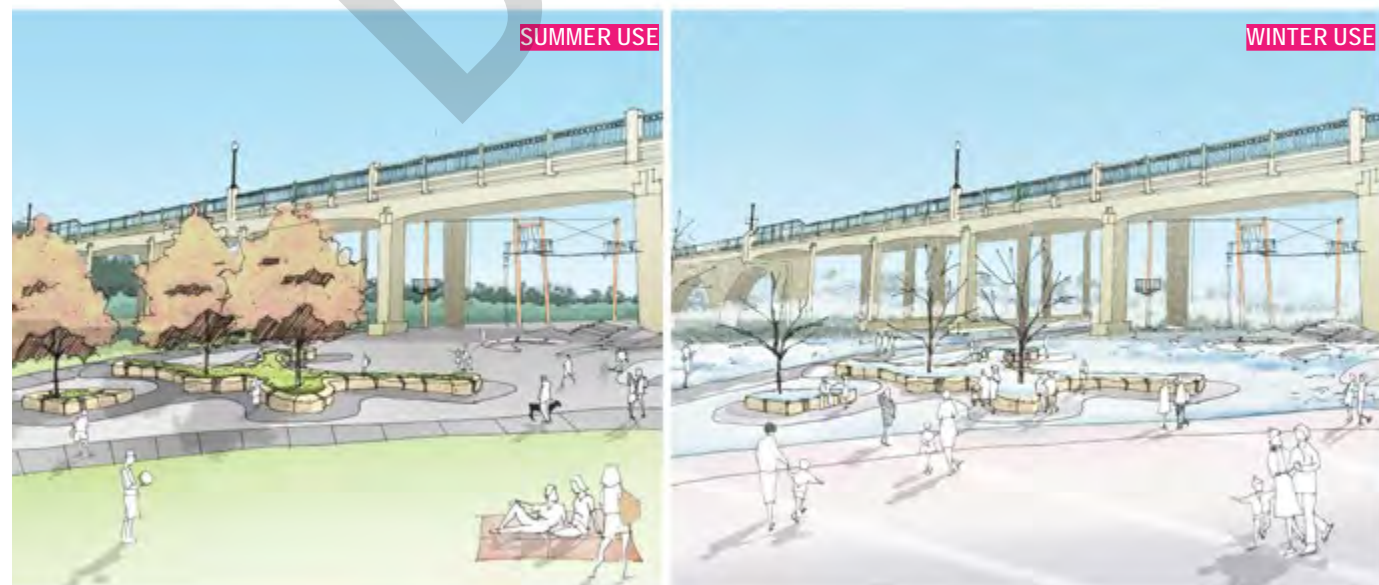
- |                                |                                |                          |
|--------------------------------|--------------------------------|--------------------------|
| 1 Picnic Shelter               | 6 Recreation Pavilion          | 9 Townhomes              |
| 2 Play Area                    | • Event Plaza                  | 10 Bee Lawn              |
| 3 Peony Walk                   | • Bike/Canoe Rental Facility   | 11 Railroad Right-Of-Way |
| 4 Picnic Shelter/Warming House | • Boat/Canoe Launch            | 12 River Overlook        |
| 5 River Island                 | 7 Existing Pedestrian Crossing | 13 Enhanced River Buffer |
|                                | 8 Existing Historic House      |                          |

[Figure 4]: Birdseye Sketch of Potential New Park Space



- |                                |   |                  |
|--------------------------------|---|------------------|
| 1 Informal Play/Open Lawn      | 5 Skating Trail/Ice Rink                    | 6 Adventure Park |
| 2 Play Area                    | • Open Lawn                                 | 7 Skating Loop   |
| 3 Picnic Shelter/Warming House | • Large Gathering Space                     |                  |
| 4 Peony Walk                   | (Farmers Markets, Food Trucks, Music, Etc.) |                  |

[Figure 6]: View of Park from Viaduct







## GOAL 2: GREEN ROUTES

to create a system-based approach to resiliency, sustainability, and connectivity within and to Downtown Faribault

The ability to connect to Downtown is essential to its health and vitality. The public realm has changed in Downtown to accommodate vehicles and new ways of transportation. Very little tree canopy exists today, making the space outside the buildings often harsh and uninviting. As technology changes the demand for privately owned automobiles, a comfortable, pedestrian-focused environment will become more desirable. A system-based approach can enhance green infrastructure, provide new and improved ways to get to Downtown, and improve the overall resiliency of Downtown Faribault.

### OBJECTIVES

- 01 Enhance greening in the Downtown
- 02 Create green connections to the Straight River
- 03 Improve bicycle and pedestrian connectivity in the Downtown
- 04 Improve the design of the public realm
- 05 Improve connections to adjacent neighborhoods
- 06 Create more greenspace Downtown





**WHY IT'S IMPORTANT**

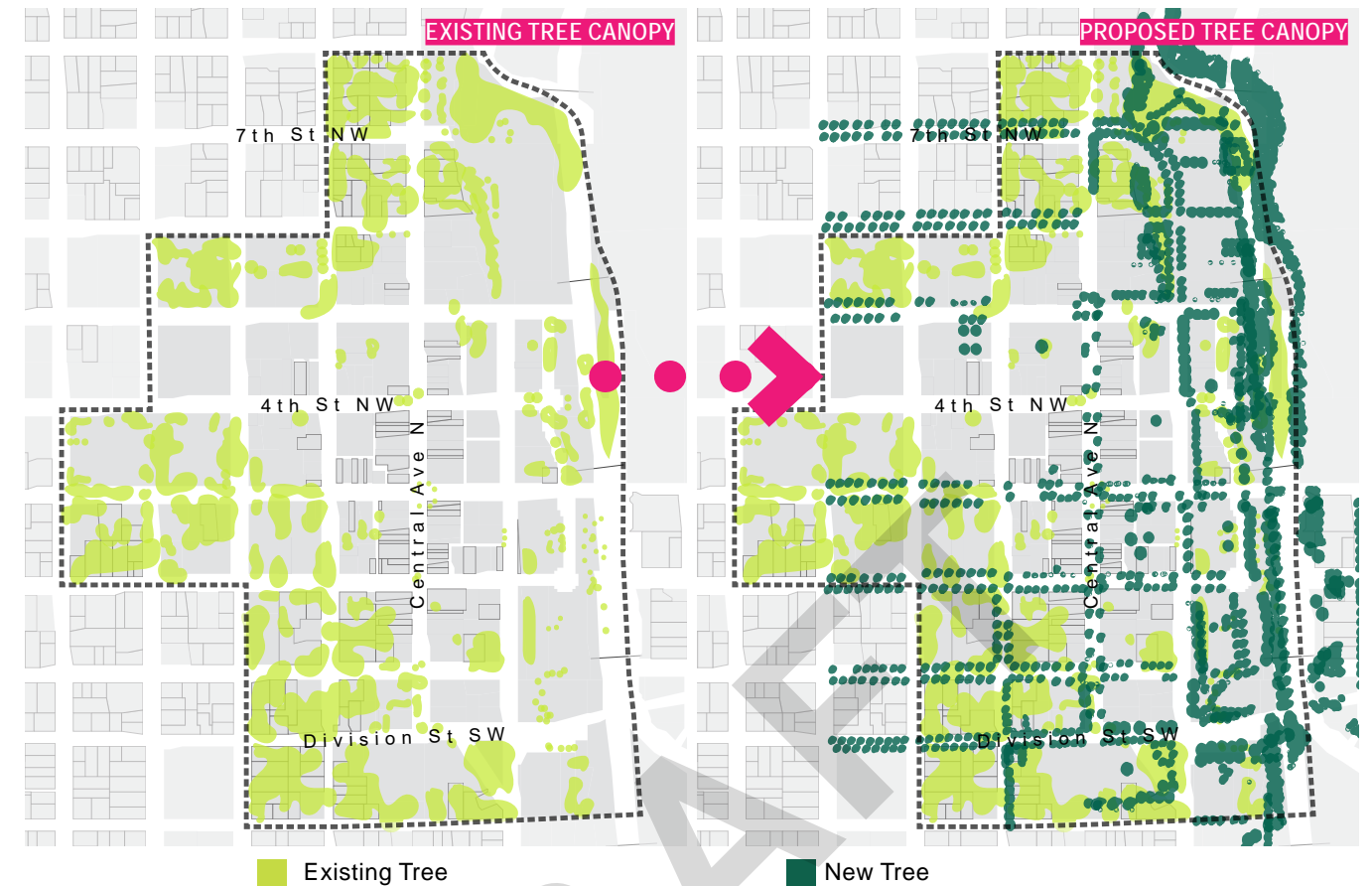
Relief from sun, access to greenspace, and an enhanced tree canopy help significantly in making a more comfortable, hospitable, and welcoming place to be. Currently, the streetscape is designed for the vehicle and provides few spaces for the pedestrian. On a hot summer day, it is difficult to be outside for an extended period of time. By changing the microclimate and adding relief, people can stay Downtown longer, helping businesses, pedestrians, and the Downtown community. This reduction in the urban heat island effect makes significant advances in the resiliency of Downtown and several ecological improvements.

**2.1 Improve the tree canopy Downtown**

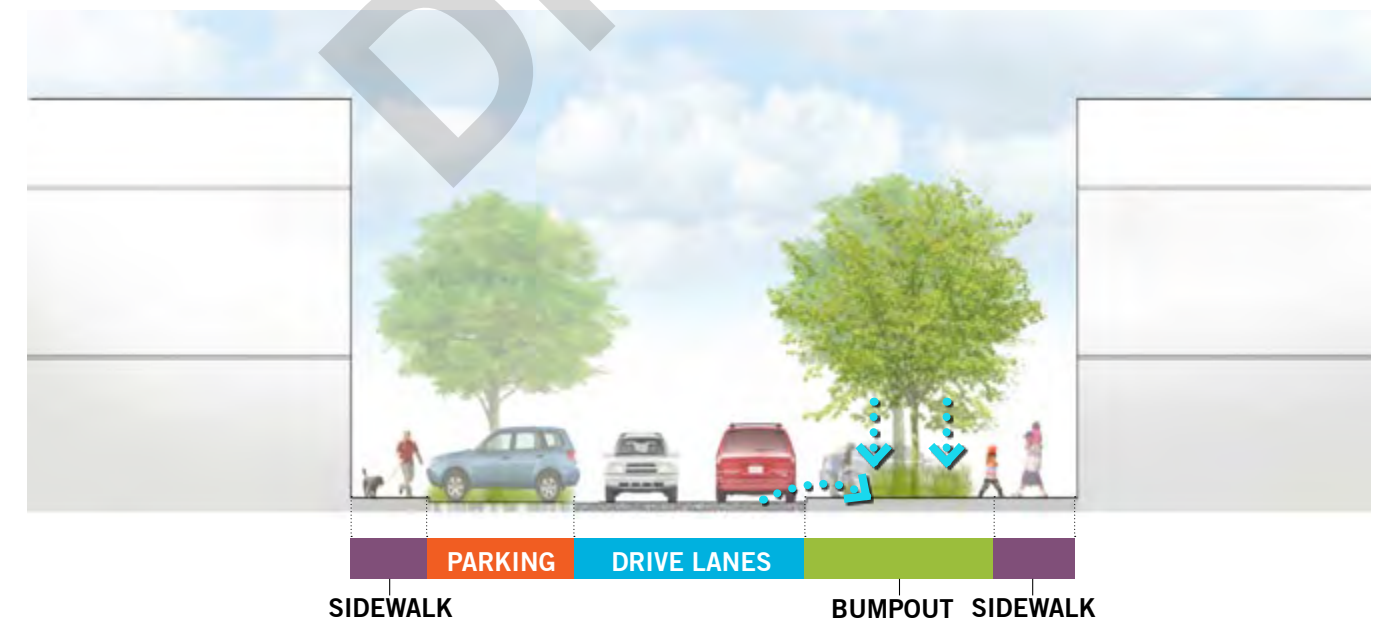
Where possible, add trees to the streetscape. Trees can be placed along corridors, in open space, and also in alleyways. Improving the vegetative buffer will beautify the river and also provide many added ecological benefits. See Figure 7 for the proposed improvements to the tree canopy.

**2.2 Utilize mid-block and intersection bumpouts to increase stormwater and tree canopy**

Bumpouts are one strategy to help improve the tree canopy and stormwater capacity Downtown. They should be placed in a thoughtful pattern to balance the needs of business owners and pedestrians. Bumpouts should be designed to capture and retain stormwater as well. See Figure 8 for a section illustrating the function of this amenity.



[Figure 7]: Tree Canopy Improvement



[Figure 8]: Stormwater in Bumpouts on Central Avenue



02

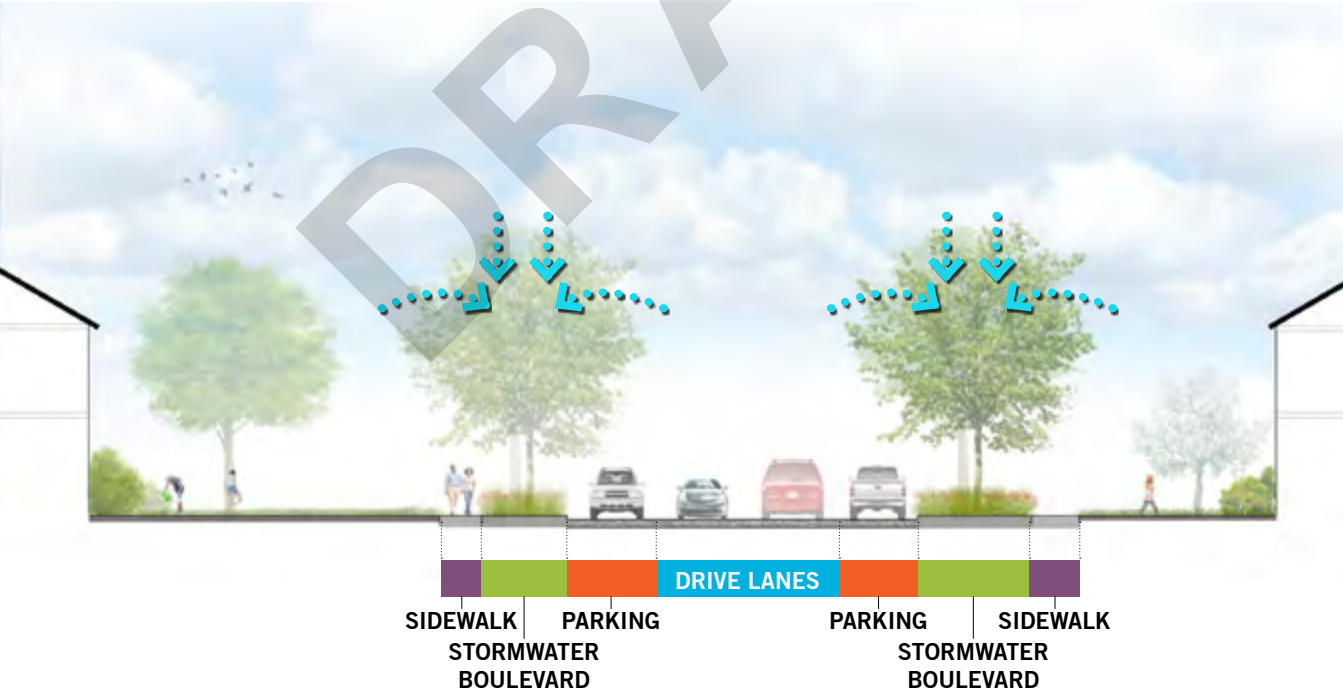
Create green connections to the Straight River

WHY IT'S IMPORTANT

The current east-west connections through Downtown Faribault to the Straight River weaken the existing infrastructure and lack of open space. Enhancing these linkages with green infrastructure creates a stronger, more sustainable network to get people Downtown. The added ecological benefits create amenities for the Downtown and contribute toward a more resilient community.

2.3 Use boulevards to capture stormwater

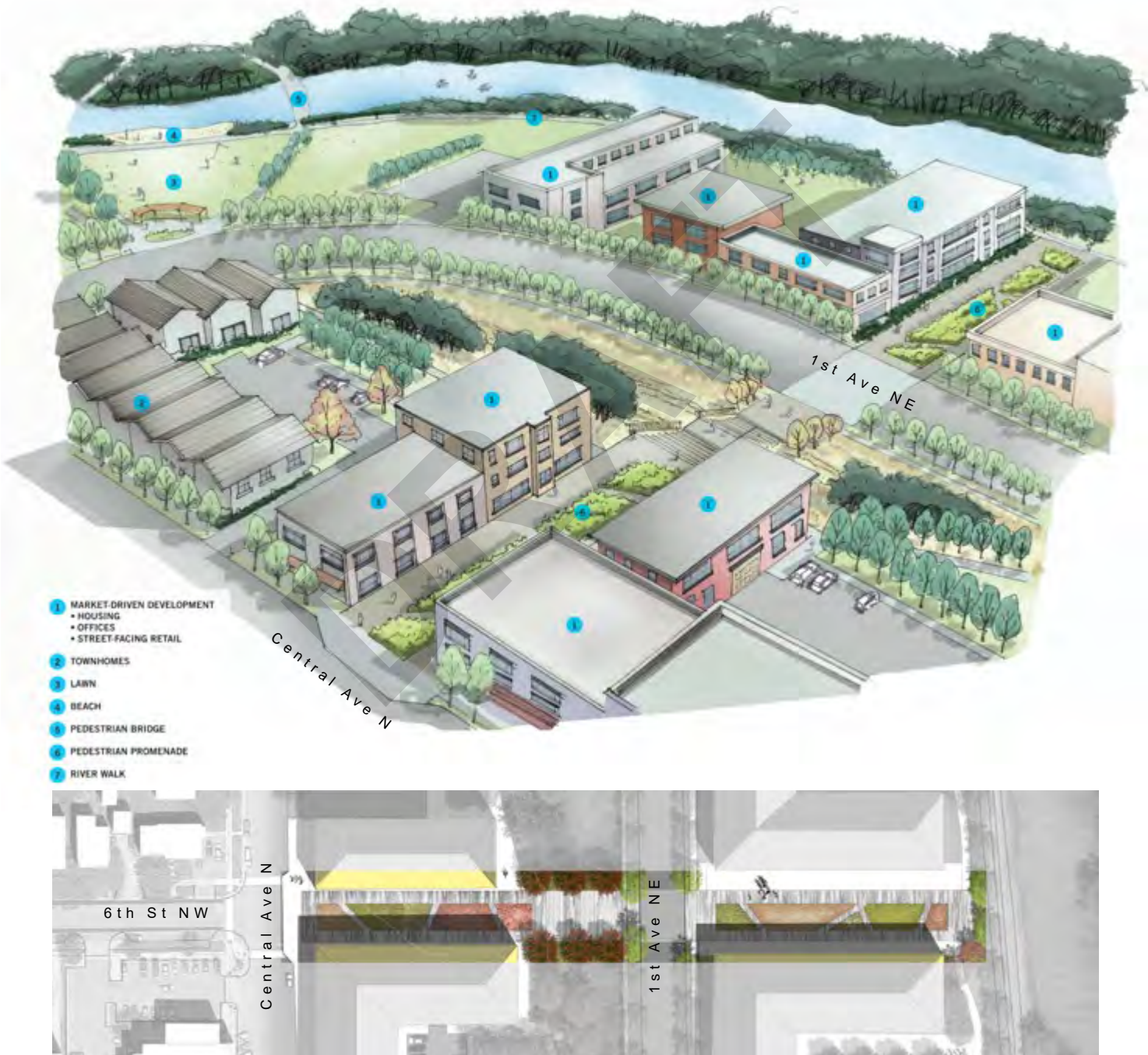
Boulevards can also be used to capture stormwater. Adding plantings and curb cuts can be a high impact way to create a strong gateway to Downtown and improve the resiliency as illustrated in Figure 9.



[Figure 9]: Stormwater in Boulevards

2.4 Introduce a pedestrian promenade to connect the fabric of Downtown

A pedestrian promenade at the terminus of 6th Street NW connects the fabric of Downtown and further draws people to the Straight River. The space serves as an amenity for the nearby development and the public. It also creates a strong sense of place and gathering space for people. Figure 10 represents what the space could look like.



[Figure 10]: Pedestrian Promenade



# 03 | Improve bicycle and pedestrian connectivity in the Downtown

## WHY IT'S IMPORTANT

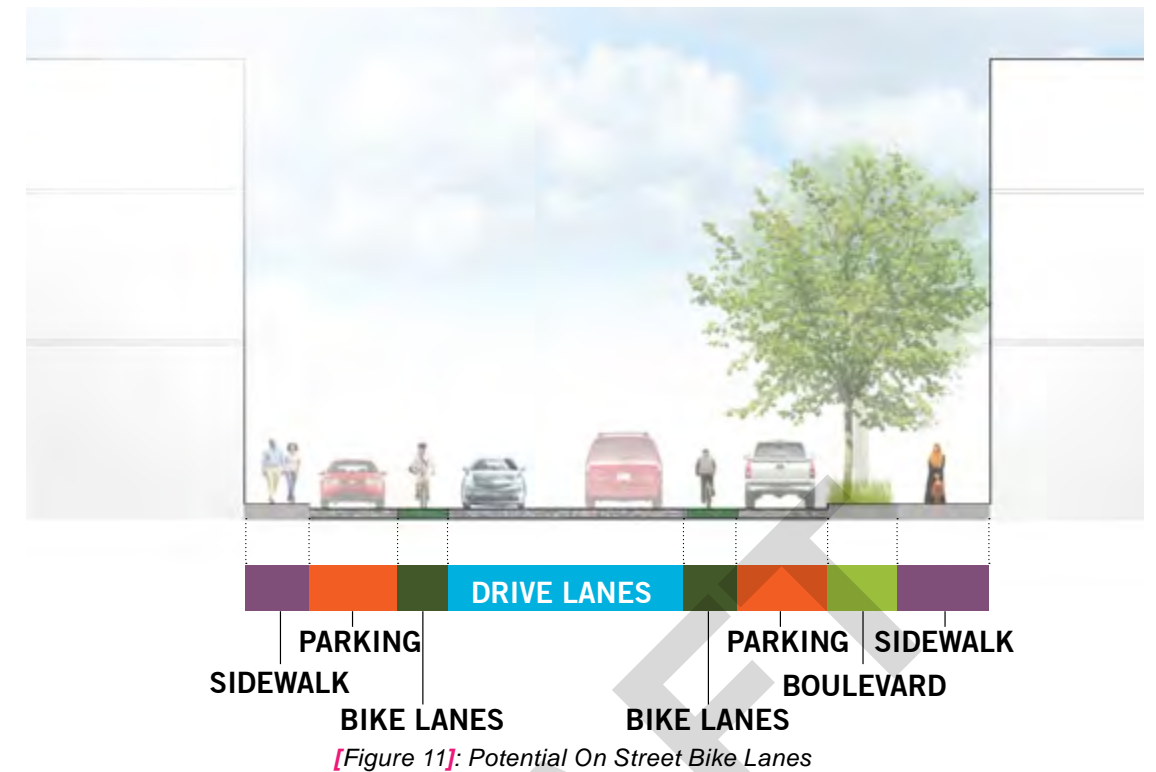
Few bicycle amenities exist Downtown. While Faribault is home to regional trails and has future plans for expanding the trail connectivity throughout the community, the existing connections Downtown are dangerous for cyclists and pedestrians. Adding a dedicated bicycle route from the regional trails to Downtown will bring more people there, helping the local economy. The addition of complementary bicycle facilities will help keep visitors there longer.

### 2.5 Create an east-west bicycle connection to Downtown

3rd Street NW and 6th Street NW have been designated as primary bicycle routes through Downtown with dedicated bicycle lanes. Additionally, the parking ramp proposed should include amenities for cyclists such as bike racks, bike repair stations, and transit supported bicycle facilities. See Figure 11 for a typical section illustrating the bike lanes.

### 2.6 Add bicycle amenities Downtown

Install additional amenities for cyclists throughout Downtown. In addition to more bike racks, consider implementing a bike share program. The proposed rental facility near the river could facilitate the program. Visitors could rent a bike Downtown and use the regional trails to reach other destinations, making Downtown Faribault the hub for this kind of activity. See Figure 12 for amenities proposed.



[Figure 12]: Dedicated On-Street Bicycle Facilities



# 04 | Improve the design of the public realm

## WHY IT'S IMPORTANT

Downtown Faribault functions differently than it did a few decades ago. The expansion of the automobile was the catalyst for expanding parking and reducing the public realm. Although there is a diverse collection of businesses, Downtown struggles to keep storefronts active. Enhancing the areas in front of these businesses will create a more hospitable space for patrons.

### 2.7 Utilize bumpouts to provide additional seating and gathering space

In addition to stormwater and tree canopy enhancements, bumpouts create additional sidewalk space for seating, pop-up activities, and larger storefront areas. Demonstration projects such as temporary parklets can be a useful tool in determining appropriate sizes and locations for permanent structures. Figure 13 illustrates some of these public realm improvements.

### 2.8 Consider best practices such as permeable pavers in parking bays as opportunities present themselves

Permeable pavers in the parking bays have multiple benefits. Not only do they help capture stormwater, they also act as traffic calming. Other methods such as bioswales, infiltration basins, and planters can provide significant ecological benefits and create a more beautiful Downtown.



[Figure 13]: Public Realm Improvements



05

Improve connections to adjacent neighborhoods

WHY IT'S IMPORTANT

A complete neighborhood is one that is safe and convenient for people to access the goods and services they need. Downtown Faribault has many of the ingredients necessary to create a vibrant space for those who live in and nearby Downtown. Enhancing the pedestrian connections will help create a place for people to live, work and play without leaving Downtown.

2.9 Enhance sidewalk connections to Downtown

Where possible, complete sidewalk connections to Downtown to make it easier and more comfortable for pedestrians to access Downtown.

06

Create more greenspace Downtown

WHY IT'S IMPORTANT

The amount of intact historic buildings that exist Downtown is remarkable and well celebrated. One challenge with the existing infrastructure, however, is the lack of openings and greenspace. Greenspace in a downtown helps make a city more livable, attractive, and memorable. New greenspace should work within the existing buildings but capitalize on the space available. Figure 14 shows potential new greenspace areas Downtown.

2.10 Develop pocket parks where space is appropriate

Greenspace is an important factor for creating a vibrant Downtown. As space becomes available, prioritize the use of greenspace and develop pocket parks.

2.11 Utilize open space along the Straight River to increase stormwater retention

Stormwater containment should be integrated along all new proposed developments.

2.12 Introduce a greater variety of pollinator plants Downtown

Pollinators serve a vital function in our ecosystem. Where feasible, additional pollinator species should be planted. Potential locations include a peony walk along the Straight River, bee lawn across the river, and additional plantings in the mid-block bumpouts and stormwater boulevards.



[Figure 14]: Potential New Greenspace





# GOAL 3: CELEBRATE THE PAST

by protecting Downtown Faribault's historic assets and promoting its unique place in history and storytelling.

With over 40 individual buildings listed on the National Register of Historic Places, Downtown Faribault has many remarkable places to discover. The community is invested in its history and celebrates it proudly through preservation and storytelling. While recent decades have seen disinvestment in some historic buildings, maintaining these exceptional buildings is of high importance. A rich and vibrant Faribault is one that both respects its history and is prepared for tomorrow.

## OBJECTIVES

01

Encourage investment and improve conditions of existing buildings in the Downtown

02

Define opportunities for historical interpretation





# 01 | Encourage investment and improve the conditions of existing buildings in the Downtown

## WHY IT'S IMPORTANT

There is consensus that Faribault's historic properties are a significant asset for the community. The number and concentration of historic buildings create a sense of place where people want to be and to experience. However, in order to leverage this asset, the properties need to be preserved in a way that allows them to maintain their character while at the same time serve an economic purpose. The following are several actions or strategies that can help guide the meeting this objective.

### 3.1 Educate building owners and investors of the many financial tools and incentives available

Efforts should be made to promote the financial tools and incentives available for the owners of historic buildings such as the state and federal Historic Rehabilitation Tax Credit, as well as, the City of Faribault's Downtown Commercial Rehabilitation and Exterior Program.

### 3.2 Review the city application process to require City and/or HPC approval of exterior alterations to locally designated buildings

Review the current city application process for approving alterations to locally designated buildings and add any alterations that currently do not require an approval but would substantively change the character or quality of a building's street facing exterior.

### 3.3 Update the existing Downtown historic district design guidelines to make them comprehensive and more user friendly

Owners of historic buildings may struggle to understand what local designation means and what changes they are allowed to make on their building. Comprehensive and easy-to-use design guidelines would help owners make informed decisions and improve the condition of historic buildings in the downtown.





02

Define opportunities for historical interpretation

WHY IT'S IMPORTANT

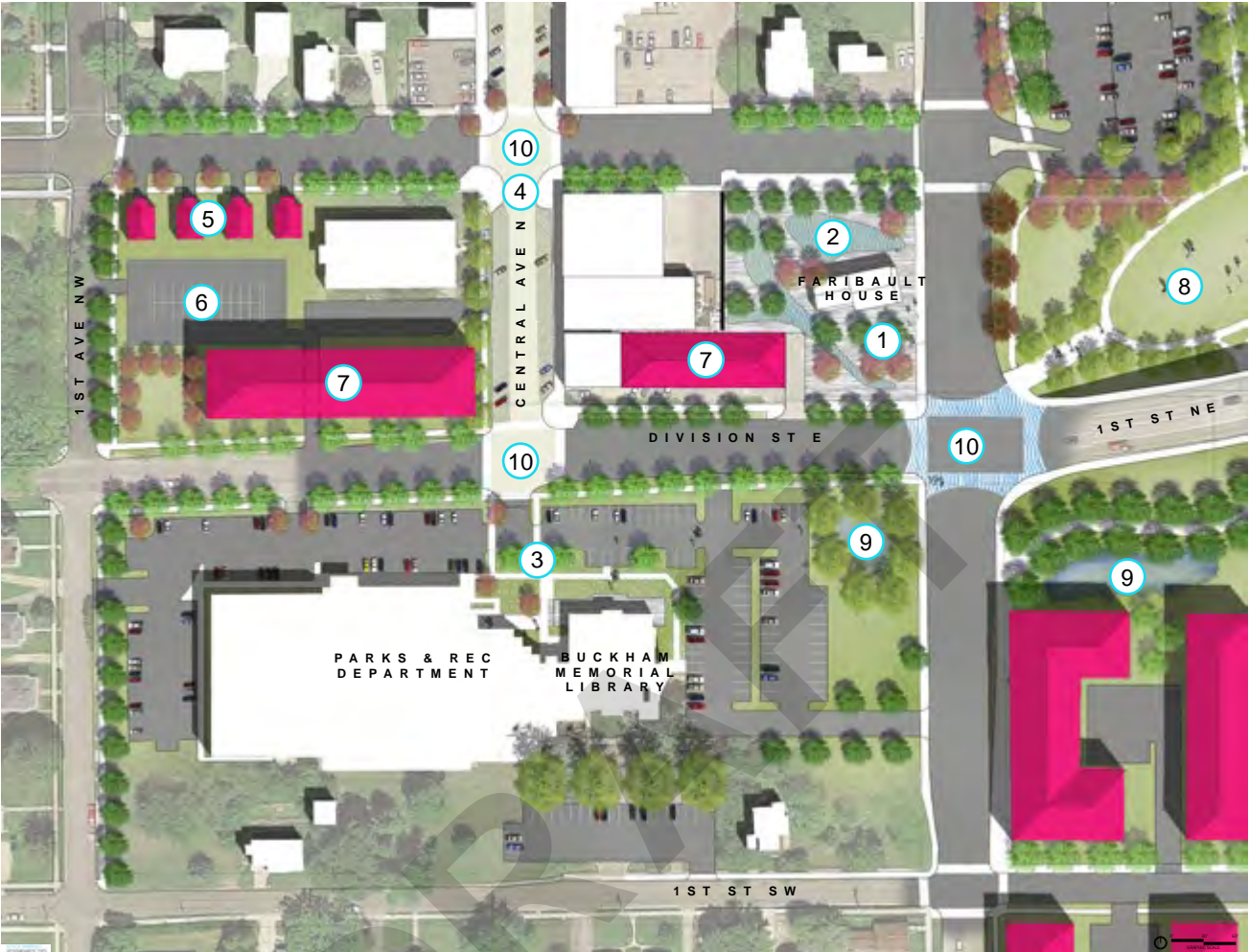
The unique cultural and community institutions that exist Downtown are pillars for the neighborhood. Finding ways to partner with them and develop unique historical interpretation is essential for the long term success of Downtown. The public realm and open space downtown provide unique areas for residents and visitors to celebrate the history of Faribault.

3.4 Improve the area in front of the Buckham Memorial Library

At the terminus of Central Avenue is the Buckham Memorial Library, a key partner in the success of Downtown. Enhancing the area in front of the building creates more space for outdoor learning and improves access. Continuing to enhance this partnership will have lasting benefits to the community. See Figure 15 for some proposed improvements to this area.

3.5 Redevelop the area around the Faribault House

The Faribault House is a significant historic structure that should be celebrated. Collectively the community agrees that this site is important to Downtown and serves as a gateway. This master plan illustrates some suggested programming such as a large plaza with shared seating and stormwater features but there are many more opportunities to activate the area.



- BUCKHAM MEMORIAL LIBRARY FOCUS AREA
- 1 Faribault House Improvements
  - Courtyard with Shared Seating
  - Event Space
  - Pedestrian Connection to Park

2 Plaza/Classroom with Stormwater

3 Library
  - Pedestrian Plaza
  - Outdoor Learning Areas
  - Upgraded Parking

4 Pavement Upgrades
  - Concrete Roadway
  - Permeable Paver Parking Bays

5 Single Family Homes

6 Parking Ramp

7 Market-Driven Development
  - Multi-Family Housing
  - Office Space
  - Street-Facing Retail

8 Public Park

9 Stormwater

10 Enhanced Crosswalk
- [Figure 15]: Buckham Memorial Library Improvements
- [ 074 ]
- [ 075 ]



**3.6 Develop a history walk throughout Downtown in collaboration with key institutions**

Figure 16 represents a proposed route for a history walk through Downtown. This should be marketed and used as another draw to Downtown Faribault.

**3.7 Include interpretation along the Straight River to connect to the historical Downtown**

There are several opportunities to increase the historic interpretation along the Straight River. Celebrating the unique cultural aspects of Faribault such as the installation of a peony walk or clematis wall Downtown will create a unique space that is quintessentially ‘Faribault’.

**3.8 Maintain historic structures**

The historic house east of the river near the pedestrian bridge should be preserved and celebrated through the history walk.



- Existing Building
- Existing Building on Historic Registry
- City of Faribault Historic District
- History Walk

[Figure 16]: Potential Enhanced History Walk





## GOAL 4: ACTIVATE THE DOWNTOWN

by creating a unique Downtown experience that is stimulating and full of vibrancy.

Strengthening retail and service businesses Downtown is a high priority, and activating the public realm can lend vibrancy to the storefronts. Small interventions can transform how a space is perceived and ultimately make the experience Downtown more enjoyable. Addressing the housing shortage and potentially bringing more people to the area creates new life and energy to the area as well.

### OBJECTIVES

- 01 | Develop programming for the Downtown
- 02 | Identify housing opportunity sites
- 03 | Define opportunities for improved activation of the Downtown including public art, pocket parks, convertible streets, pop-up parks, etc.





01

Develop programming for the Downtown

WHY IT'S IMPORTANT

Finding creative ways to activate the public spaces will add to the uniqueness of Downtown and enhance the sense of place. There is a diverse group of people occupying this space: residents, business owners, nonprofit organizations, and cultural institutions. The interactions within this community can be strengthened through programming and street activation.

4.1 Enhance the collaboration between non-profit organizations and for-profit businesses in Downtown

4.2 Focusing on a shared customer, local businesses can work together to align operating hours to create a more consistent shopping experience

4.3 Deregulate restrictions on activation, specifically around signage, food and drink, parking space requirements, and sidewalk/public right-of-way usage



[Figure 17]: Sidewalk Activation

4.4 Utilize more robust wayfinding to connect the Downtown

4.5 Promote storefronts utilizing their sidewalks as an extension of their business

As part of the pop-up activation activities, new spaces in front of storefronts were temporarily set up. The success of these spaces created a case study for further activation. Businesses should be encouraged to adopt the sidewalks and utilize them as an extension of their services. Figure 17 illustrates one waaccomplish this. to



## 02 | Identify housing opportunity sites

### WHY IT'S IMPORTANT

Downtown is a key location for addressing the existing housing shortage in Faribault. More people living Downtown will create more foot traffic, ultimately supporting local businesses. It is important to offer a range of housing options to cater to the diverse needs of a mixed-income community.

#### 4.6 Encourage a mix of housing types that accommodate a diverse population

Providing additional housing along the Straight River capitalizes on the scenic views and helps address the current housing shortage in the community. This plan proposes a range of housing types to create a transition and gateway into Downtown and accommodates a diverse population. Figure 18 illustrates potential housing locations Downtown.

#### 4.7 Support efforts to renovate or rehabilitate the upper stories of the buildings Downtown into housing or uses that are complementary of an active, vibrant Downtown

The upper stories of the buildings Downtown are an optimal location for additional housing. Supporting efforts to maintain these properties is important for the vibrancy of Downtown. Additional uses, such as coworking space, can complement the existing uses and support local businesses.



[Figure 18]: Potential Housing Types & Locations



Define opportunities for improved activation of the Downtown including public art, pocket parks, convertible streets, pop-up parks, etc.

### WHY IT'S IMPORTANT

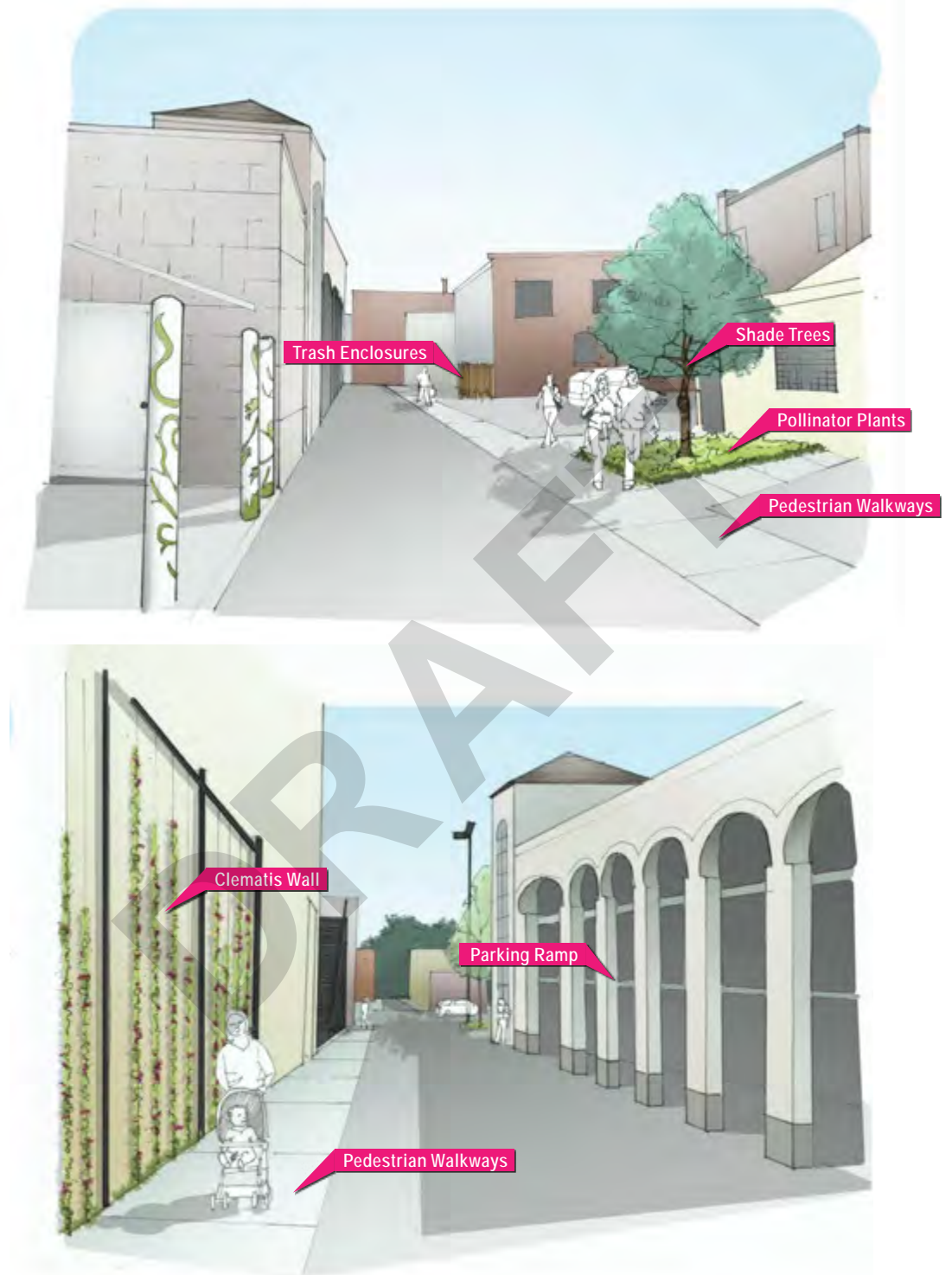
Activation nodes should be incorporated throughout Downtown. Defining destination opportunities that pull residents and visitors to Faribault can help create a vibrant community with a variety of activities.

#### 4.8 Integrate necessities in the street for the most vulnerable population

Where possible, install drinking fountains and seating to accommodate vulnerable populations and provide comfort.

#### 4.9 Enhance alleys on blocks adjacent to Central Avenue

Upgrading access to the alleys adjacent to Central Avenue can help alleviate parking pressure on Central, and enhance safety. Amenities such as pedestrian lighting, landscaping, and public art helps transform these spaces. Figure 19 illustrates potential improvements to the alleys.



[Figure 19]: Potential Alley Enhancements





# GOAL 5: REVAMP PARKING

to accommodate existing demand but prepare for future growth.

There is a demand for parking Downtown, specifically on the 200 and 300 blocks of Central Avenue. The existing parking on Central Avenue has been built to the absolute maximum it can support. Building additional parking adjacent to this core will help alleviate pressure in the short term but will not necessarily be a long term solution for the community. While parking supports prosperity of the businesses, accommodating alternative modes of transportation and shared parking opportunities will strengthen the long term sustainability of Downtown Faribault.

## OBJECTIVES

01

Balance parking needs in the Downtown

02

Define shared parking opportunities

03

Promote and utilize all available parking areas Downtown





## WHY IT'S IMPORTANT

The streets Downtown need to be rebalanced to continue to move cars through the community, but also create more space for pedestrians. Finding opportunities for additional surface lots adjacent to Central Avenue will help support the vitality of the businesses and remove pressure from Central Avenue.

**5.1 Upgrade surface parking where feasible near Central Avenue**

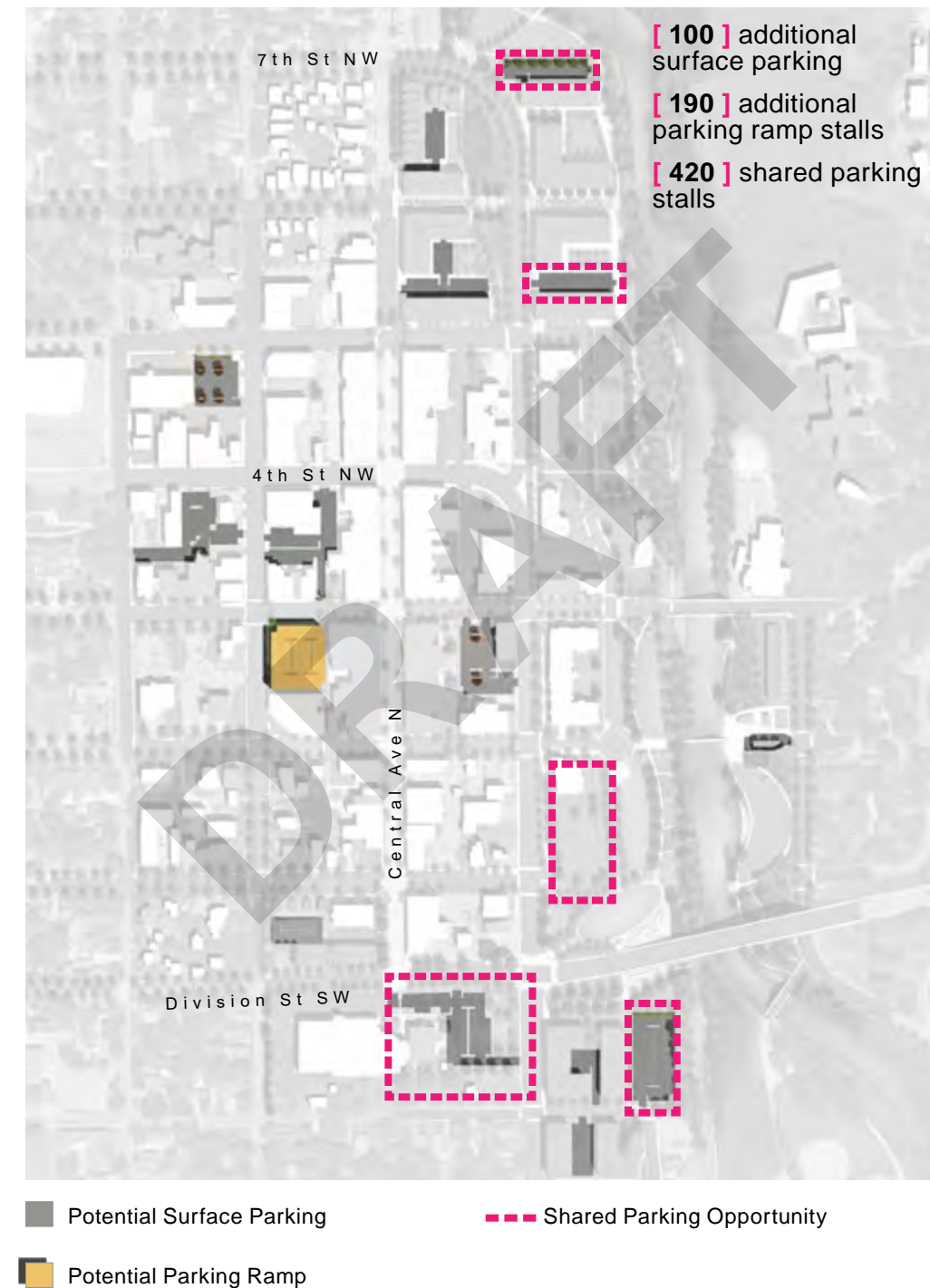
Figure 20 illustrates where potential locations for expanded surface parking could occur. These recommendations are based on the previous parking study conducted by the Ctiy.

**5.2 Consider constructing a parking ramp where there is high demand for parking and where site conditions allow**

A new parking ramp would alleviate some parking pressures Downtown but comes at a high price. If one is constructed in the future, consider implementing complementary uses such as transit and bike facilities to create an amenity Downtown.

**5.3 Enhance edges of surface parking to create a better pedestrian experience**

The edges of parking lots can become a place of beautification Downtown. This creates a buffer for pedestrians and acts as a gateway. Figure 21 illustrates one way to enhance this edge.

**5.4 Continue to enforce parking restrictions Downtown and consider new and innovative strategies to assist in enforcement**

[Figure 20]: Potential Additional Locations for Parking





[Figure 21]: Potential Edge Treatment to Surface Parking

# 02 | Define shared parking opportunities

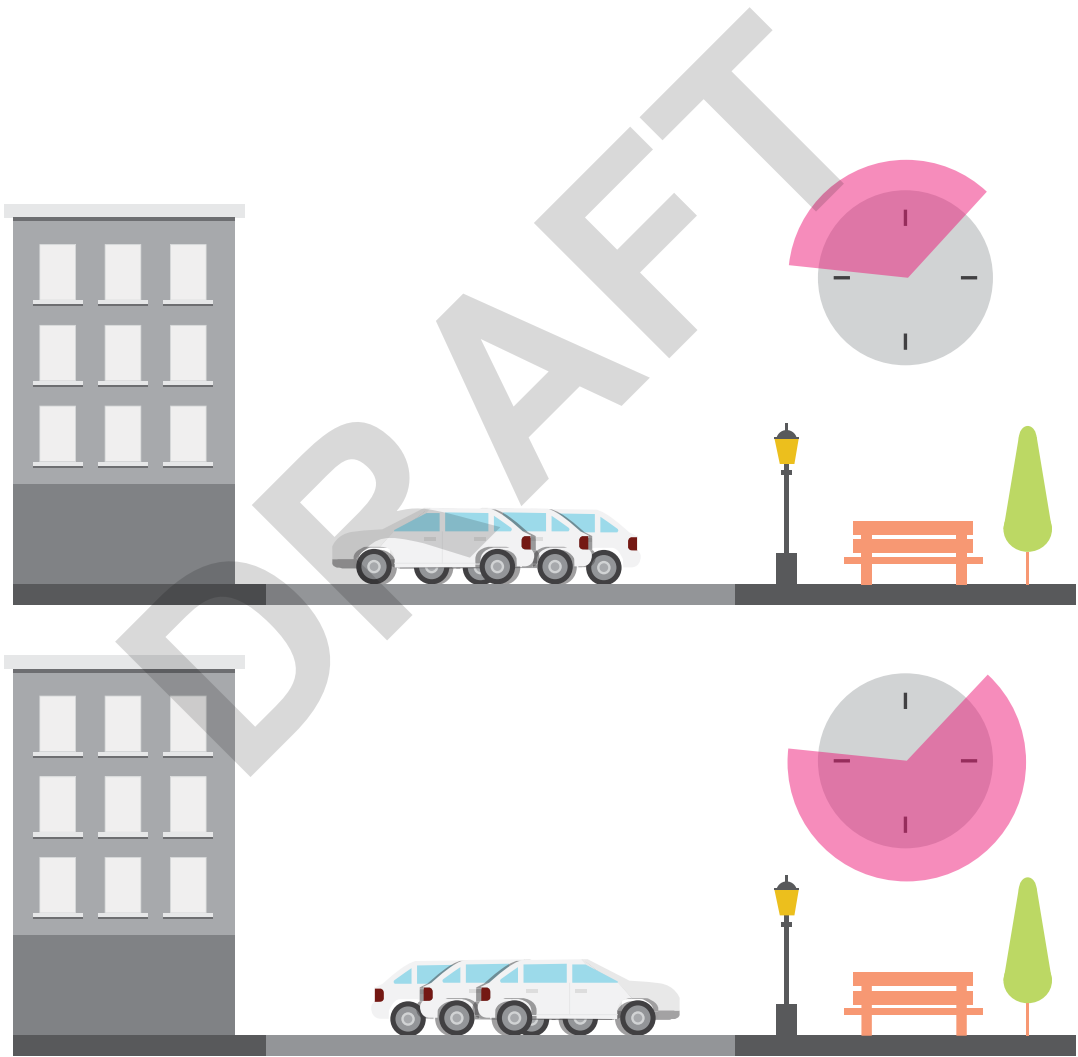
## WHY IT'S IMPORTANT

The potential development identified as part of this master plan provides new opportunities to implement stronger, intentional shared parking policies. Encouraging a shared approach to the parking areas can create less demand for parking on Central Avenue and also accommodate some of the new proposed uses, such as open space. This synergy makes a more walkable environment and helps alleviate congestion Downtown.

## 5.5 Develop public-private shared parking areas

Work with willing business owners to develop a shared parking model that utilize surface parking for different users at peak times. Figure 22 represents the function of shared parking areas.

## 5.6 Change requirements for parking spaces for residents Downtown as driving habits are likely to be altered with new automotive techniques, such as ride sharing, automated vehicles, etc.



[Figure 22]: Shared Parking Diagram



### WHY IT'S IMPORTANT

Clean, well maintained Downtowns are an enjoyable walking experience for patrons. Studies have shown that most people do not mind walking a block or two to reach their destination. Parking Downtown should be viewed comprehensively, not on a business by business basis. Promoting available parking near Central Avenue can help alleviate pressures and provide greater walking experiences.

#### 5.7 Encourage businesses to direct patrons to available parking adjacent to their buildings

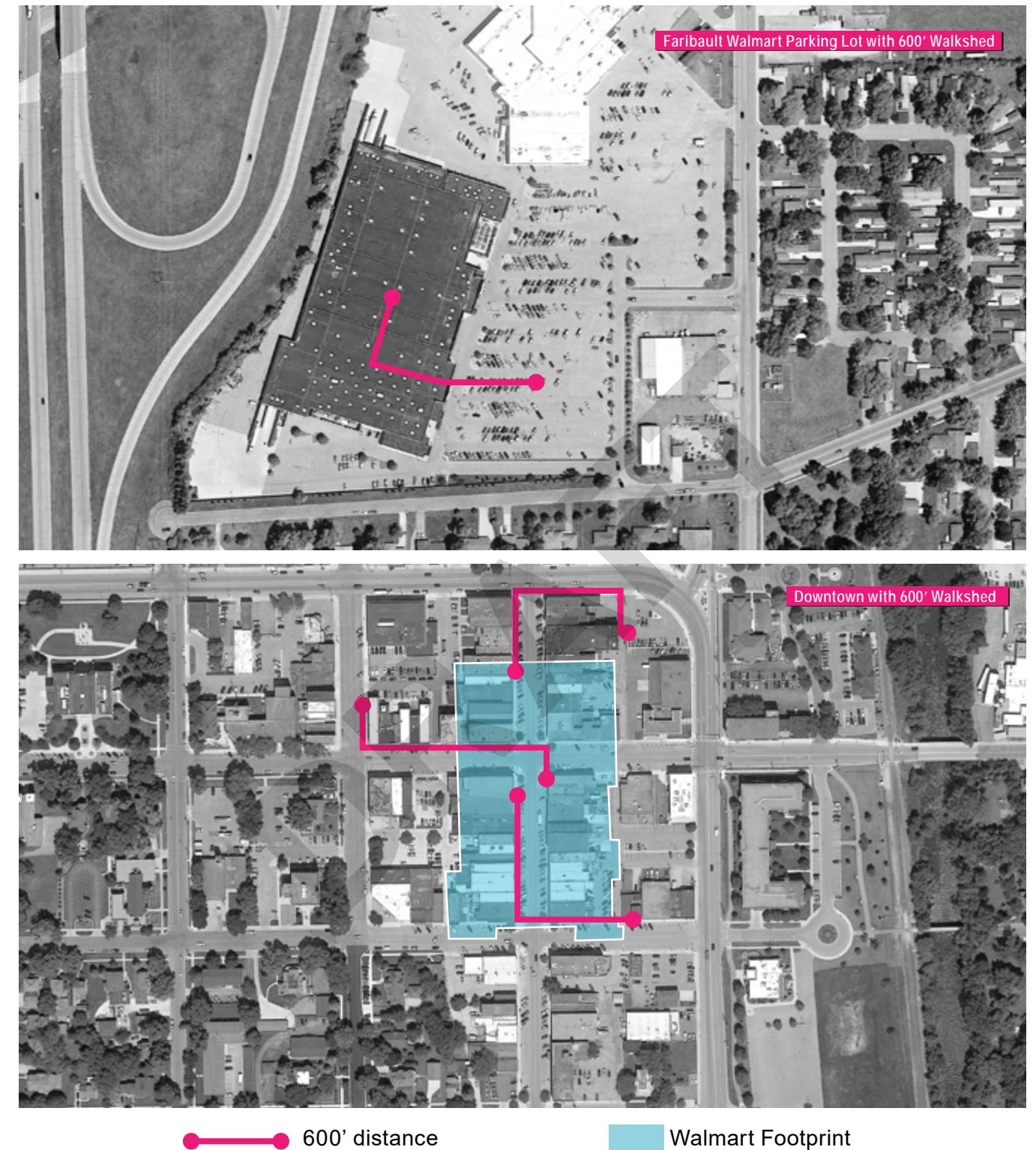
There are many available on-street parking spaces on the east-west streets Downtown. Businesses should promote all available parking spaces. There is often a misunderstanding of walking distances in Downtowns. Figure 23 illustrates a 600' walkshed at a big box store and the same 600' walkshed downtown.

#### 5.8 Promote areas for people to park all day near Central Avenue

Downtown Faribault is a destination. Parking restrictions on Central Avenue do not allow for all day parking. Encouraging visitors, residents, and employees should be encouraged to park on existing lots with longer parking permits.

#### 5.9 Use wayfinding to direct visitors to available public lots Downtown

Sites identified for a potential parking ramp Downtown are similar distances to local businesses as existing available public parking lots. Maximizing these areas will help significantly in alleviating parking pressures on Central Avenue.



[Figure 23]: Downtown Walking Analysis





# A COLLABORATIVE APPROACH

This Downtown Master Plan imagines significant changes for the community. This vision is a framework for adaptation and reflects a way for Downtown to use its assets, address its challenges and continue to become a resilient community prepared for tomorrow. Goals, objectives, and action items related to the built environment, economic development, community building, cultural institutions, and the natural environment do not exist in a vacuum but are interrelated. No project is successful in isolation, but are most successful when implemented together. The relationships between these ideas are vital to its success.

## IMPLEMENTATION TIMELINE

With this in mind, the Master Plan recognizes the feasibility of each action item is dependent on a host of items including cost, priority, and opportunity. The following represents a timeline for proposed improvements that have been deemed high priority and/or represent a catalyst project.



### Goal 1: Embrace the River Catalyst Projects

- [ 1.1 ] Encourage construction of multi-family or townhome developments to accommodate a diverse population including young graduates and families, to seniors looking to age in place
- [ 1.2 ] Improve pedestrian and bicycle connections to the Straight River
- [ 1.5 ] Maximize opportunities to improve the ecological health of the Straight River





## Goal 2: Green Routes Catalyst Projects

- [ 2.3 ] Use boulevards to capture stormwater
- [ 2.5 ] Create an east-west bicycle connection to Downtown
- [ 2.6 ] Add bicycle amenities to Downtown
- [ 2.11 ] Utilize space along the Straight River to increase stormwater retention
- [ 2.13 ] Encourage construction of multi-family or townhome developments to accommodate a diverse population including young graduates and families, to seniors looking to age in place



## Goal 3: Celebrate the Past Catalyst Projects

- [ 3.1 ] Evaluate current property owner programs to understand what incentives work, which don't, and what new ones may be added
- [ 3.4 ] Develop a history walk throughout Downtown in collaboration with key institutions



## Goal 4: Activate the Downtown Catalyst Projects

- [ 4.1 ] Enhance the collaboration between non-profit organizations and for-profit businesses in Downtown
- [ 4.3 ] Deregulate restrictions on activation, specifically around signage, food and drink, parking space requirements, and sidewalk/public right-of-way usage
- [ 4.5 ] Promote storefronts utilizing their sidewalks as an extension of their businesses
- [ 4.8 ] Enhance alleys on blocks adjacent to Central Avenue



## Goal 5: Revamp Parking Catalyst Projects

- [ 5.3 ] Enhance edges of surface parking to create a better pedestrian experience
- [ 5.4 ] Enforce parking restrictions Downtown
- [ 5.6 ] Use wayfinding to direct visitors to available public lots
- [ 5.5 ] Develop public-private parking areas



Action Item	Community Value	Priority	Implementation Strategy	Project Partners	Feasible Timeline	Preliminary Cost Estimate	Possible Funding Sources	
Goal 1: Embrace the River								
[01] Define redevelopment opportunities along the river								
1.1	Encourage redevelopment opportunities along the river	Sense of Place; Opportunity; Sense of Community	High	Identify specific sites; work with property owners to determine future plans; partner with a developer; address site issues (e.g. contamination)	City of Faribault: CED; Developer	Market dependent	High	Developer Equity; Gap Financing; See table "Development Funding Sources" for additional options
[02] Improve the visual and physical connections								
1.2	Improve pedestrian and bicycle connections to the Straight River	Sense of Place; Excellence; Opportunity	High	Make sure any new development along the Straight River accommodates new pedestrian and bicycle connections	City of Faribault: Public Works	0-2 years	Medium	Federal: SRTS, RTP State: DNR Local Trail Connection Program County: RCSHIP Foundation: People for Bikes Grant
1.3	Protect important viewsheds to and from the river	Sense of Place	High	Identify key viewsheds along the river and make sure any new development does not interrupt them	City of Faribault: Public Works	Market dependent	Low	
[03] Improve passive and active recreational opportunities along the Straight River								
1.4	Add new park space along the Straight River	Sense of Place; Excellence; Opportunity; Sense of Community	Medium	Identify space Downtown to introduce new parkland; develop programming for each site and implement as funding is secured	City of Faribault: Public Works, Parks & Rec	0-10 years	High	
1.5	Maximize opportunities to improve the ecological health of the Straight River	Sense of Place; Innovation; Excellence; Sense of Community	High	Identify areas to plant an improved riparian buffer along the river; work with engineering to determine best locations for new stormwater catchment; require all new development to accommodate stormwater catchment	City of Faribault: Public Works, Parks & Rec, Engineering	0-10 years	High	

Action Item	Community Value	Priority	Implementation Strategy	Project Partners	Feasible Timeline	Preliminary Cost Estimate	Possible Funding Sources
Goal 2: Green Routes							
[01] Enhance the greening in the Downtown							
2.1	Improve the tree canopy Downtown	Sense of Place; Excellence	High	Integrate new trees into street reconstruction projects; consider tree requirements as part of new development	City of Faribault: Parks & Rec; GROW club	0-5 years	Low
2.2	Utilize mid-block and intersection bumpouts to increase stormwater and tree canopy	Sense of Place; Innovation; Opportunity	High	As needed, conduct additional engineering analysis to determine optimal location along each block where a bump-out could be placed. Determine which bump outs would be appropriate for seating, stormwater planting areas, street trees, seating, or all of the above. Incorporate plans into the the City's CIP.	City of Faribault: Public Works, Engineering; Faribault Main Street	1-3 years	Medium
[02] Create green connections to the Straight River							
2.3	Use boulevards to capture stormwater	Sense of Place; Innovation; Opportunity	Medium	Integrate stormwater improvements into street reconstruction projects	City of Faribault: Public Works, Engineering, Parks & Rec	1-5 years	Low
2.4	Introduce a pedestrian promenade to connect the fabric of Downtown	Sense of Place; Innovation; Excellence; Sense of Community	High	Make promenade a requirement of public works site redevelopment; consider development bonuses as a way to incentivize the promenade	City of Faribault: Public Works, Parks & Rec, Engineering; Developer	Market dependent	High
[03] Improve bicycle and pedestrian connectivity in the Downtown							
2.5	Create an east-west bicycle connection to Downtown	Innovation; Excellence; Opportunity	High	Integrate into mill and overlay projects or street reconstruction projects	City of Faribault: Public Works	0-2 years	Low
2.6	Add bicycle amenities Downtown	Innovation; Excellence; Opportunity	High	Identify locations for bike racks and bike repair stations; work with property owners and businesses on providing these; incentivize inclusion of workplace showers as part of new commercial development	City of Faribault: Public Works	0-2 years	Low
[04] Improve the design of the public realm							
2.7	Utilize bumpouts to provide additional seating and gathering space	Sense of Place; Innovation; Excellence; Opportunity	High	As needed, conduct additional engineering analysis to determine optimal location along each block where a bump-out could be placed. Determine which bump outs would be appropriate for seating, stormwater planting areas, street trees, seating, or all of the above. Incorporate plans into the the City's CIP.	City of Faribault: Public Works; Faribault Main Street	1-3 years	Medium
2.8	Consider best practices such as permeable pavers in parking pays as opportunities present themselves	Sense of Place; Excellence	Low	Integrate as part of street reconstruction	City of Faribault: Public Works	10+ years (when street is scheduled for reconstruction)	High
[05] Improve connections to adjacent neighborhoods							
2.9	Enhance sidewalk connections to Downtown	Sense of Place; Excellence	High	Improve existing sidewalks as needed and incorporate stronger pedestrian connections when streets are reconstructed	City of Faribault: Public Works	0-5 years	Low
[06] Create more greenspace Downtown							
2.10	Develop pocket parks where space is appropriate	Sense of Place; Excellence; Sense of Community	High	Incentivize as part of redevelopment; consider development bonuses	City of Faribault: Public Works, Engineering, Parks & Rec	0-10 Years	Medium
2.11	Utilize open space along the Straight River to increase stormwater retention	Innovation; Excellence	High	Identify feasible locations for stormwater and secure funding	City of Faribault: Public Works, Parks & Rec, Engineering	1-5 years	Low
2.12	Introduce a greater variety of pollinator plants Downtown	Sense of Place; Innovation; Excellence; Sense of Community	Medium	Promote and educate how businesses and property owners can add pollinators; plant more pollinator species where possible	City of Faribault: Public Works; GROWS club	0-3 years	Low



Action Item	Community Value	Priority	Implementation Strategy	Project Partners	Feasible Timeline	Preliminary Cost Estimate	Possible Funding Sources
Goal 3: Celebrate the Past							
[01] Improve the conditions of existing buildings in the Downtown							
3.1 Educated building owners and investors of the many financial tools and incentives available	Sense of Place; Excellence; Sense of Community	High	Utilize the existing financial tools for owners of historic buildings to help them facilitate rehabilitation and maintenance of their structures	City of Faribault: Public Works	0-3 years	Low	
3.2 Alter the city application process to require City and/or HPC approval of all exterior alterations to local designated buildings	Sense of Place; Excellence; Sense of Community	High	City council to adopt new application process	City of Faribault: Public Works; HPC	0-3 years	Low	
3.3 Update existing Downtown historic design guidelines to make them comprehensive and more user friendly	Sense of Place; Excellence; Sense of Community	High	City council to adopt new design guidelines	City of Faribault: Public Works	0-3 years	Low	
[02] Define opportunities for historical interpretation							
3.4 Improve the area in front of Buckham Memorial Library	Sense of Place; Innovation; Excellence; Opportunity; Sense of Community	High	Work with the library to develop a design and secure funding	City of Faribault: Public Works; Buckham Memorial Library	1-3 years	Low to medium	
3.5 Redevelop the area around the Faribault House	Sense of Place; Innovation; Excellence; Opportunity; Sense of Community	Medium	Acquire property around the Faribault House; Develop a site plan	Rice County Historical Society	Contingent on acquisition of adjacent property to the south	High	
3.6 Develop a history walk throughout Downtown in collaboration with key institutions	Sense of Place; Innovation; Excellence; Opportunity; Sense of Community	High	Work with businesses and property owners to determine a specific route; develop content and design of signage	City of Faribault: Parks & Rec; Rice County Historical Society; Buckham Memorial Library	0-3 years	Low	
3.7 Include interpretation along the Straight River to connect to the historical Downtown	Sense of Place; Excellence; Sense of Community	Low		City of Faribault: Public Works, Parks & Rec	0-5 years	Low	
3.8 Maintain historic structures	Sense of Place; Excellence; Sense of Community	High	Review existing ordinances related to preservation and evaluate tools that help with building maintenance	Rice County Historical Society	Immediately	Low	

Action Item	Community Value	Priority	Implementation Strategy	Project Partners	Feasible Timeline	Preliminary Cost Estimate	Possible Funding Sources
Goal 4: Activate the Downtown							
[01] Develop programming for the Downtown							
4.1 Enhance the collaboration between non-profit organizations and for-profit businesses in Downtown	Innovation; Opportunity; Sense of Community	High	Convene a businesses/orgnaization committee to review and recommend changes to city regulations; build and maintain minority owned businesses and organizations; encourage and promote active storefronts through grants, training, and other resources	City of Faribault; Local Institutions; Faribault Main Street, Local Businesses	Immediately	Low	
4.2 Focusing on a shared customer, the local businesses can work together to create a more consistent shopping experience	Innovation; Excellence; Opportunity	High	Work with Faribault Main Street to create common business hours for complimenatry services	Faribault Main Street	Immediately	Low	
4.3 Deregulate restrictions on activation, specifically around signage, food, and drink, parking space requirements, and sidewalk/public right-of-way usage	Sense of Place; Innovation; Excellence; Opportunity	High	Evaluate current policies limiting activation of storefronts	City of Faribault; Faribault Main Street	Immediately	Low	
4.4 Utilize more robust wayfinding to connect the Downtown	Sense of Place; Opportunity; Sense of Community	Medium	Install more wayfinding to direct visitors to key areas Downtown including: historical destinations, parks, the River, and parking areas	City of Faribault: Public Works, Parks & Rec	0-3 years	Low	
4.5 Promote storefronts utilizing their sidewalks as an extention of their business	Sense of Place; Excellence; Opportunity	High	Work with Faribault Main Street to encourage existing and new businesses to utilize sidewalks as an extention of their storefronts	Faribault Main Street	Immediately	Low	
[02] Identify housing opportunity sites							
4.5 Encourage a mix of housing types that accommodate a diverse population	Sense of Place; Innovation; Excellence; Opportunity; Sense of Community	High	Identify specific sites; work with property owners to determine future plans; partner with a developer; address site issues (e.g. contamination)	City of Faribault: CED; Developer	Market dependent	High	Developer Equity; Gap Financing; See table "Development Funding Sources" for additional options
4.7 Support efforts to renovate or rehabilitate the upper stories of buildings Downtown into housing or uses that are complementary of an active, vibrant Downtown	Sense of Place; Innovation; Excellence; Opportunity; Sense of Community	High		City of Faribault: CED; Developer	Market dependent	High	
[03] Define opportunities for improved activation of the Downtown including public art, pocket parks, convertible streets, pop-up parks, etc.							
4.8 Integrate necessitates in the street for the most vulnerable population	Excellence; Sense of Community	High	Install drinking fountains and additional seating	City of Faribault: Public Works	0-3 years	Low	
4.9 Enhance alleys on blocks adjacent to Central Avenue	Sense of Place; Innovation; Opportunity; Sense of Community	High	Identify where within alley ROWs public enhancements can be made, such as pedestrian markings, planters, wayfinding signage, etc. Work with property owners who are adjacent to the public alley ROWs to determine how they can coordinate efforts with the City to enhance or improve the alley-facing side of their properties.	City of Faribault: Public Works; Property owners; Faribault Main Street	0-3 years	Low	



Action Item	Community Value	Priority	Implementation Strategy	Project Partners	Feasible Timeline	Preliminary Cost Estimate	Possible Funding Sources
<b>Goal 5: Revamp Parking</b>							
<b>[01] Balance parking needs in the Downtown</b>							
5.1 Upgrade surface parking where feasible near Central Avenue	Opportunity	Medium	Continue to develop the Downtown Parking Study; identify areas where surface parking is feasible and secure funding	City of Faribault: Public Works, Engineering	5-10 years	High	
5.2 Consider constructing a parking ramp where there is a high demand for parking and site conditions allow	Opportunity	Low	Once demand for parking is high enough, identify potential locations for a parking structure; consider implementing surface parking as a preliminary phase	City of Faribault: Public Works; Developer	Market dependent	High	Developer Equity; Gap Financing; See table "Development Funding Sources" for additional options
5.3 Enhance edges of surface parking to create a better pedestrian experience	Sense of Place	Medium	Identify areas where parking is adjacent to pedestrian walkways; install beatification as funding is secured	City of Faribault: Public Works, Engineering; Parks & Rec; Faribault Main Street	0-5 years	Low	
5.4 Continue to enforce parking restrictions Downtown and consider new and innovative strategies to assist in enforcement	Excellence; Opportunity	High	Evaluate current parking enforcement policy for effectiveness and revise as necessary	City of Faribault: Police Department	Immediately	Low	N/A
<b>[02] Define shared parking opportunities</b>							
5.5 Develop public-private shared parking areas	Innovation; Excellence; Opportunity; Sense of Community	High	Work with willing business owners to implement a shared parking policy; require new development to utilize shared parking areas adjacent to public areas	City of Faribault: Public Works; Faribault Main Street; Local Businesses	Immediately	Low	
5.6 Change requirements for parking spaces for residents Downtown as driving habits are likely to be altered with new automotive techniques, such as ride sharing, automated vehicles, etc.	Opportunity; Sense of Community	High	Update the parking policy for tenants Downtown to reduce the amount required and allow parking off of Central Avenue; Utilize parking permits for residents to use public lots off of Central Avenue	City of Faribault: Public Works	Immediately	Low	
<b>[03] Promote and utilize all available parking areas Downtown</b>							
5.7 Encourage businesses to direct patrons to available parking adjacent to their buildings	Sense of Place; Opportunity	High	Work with local business owners and residents to encourage them to utilize existing lots Downtown with longer-term parking	City of Faribault: Public Works	0-3 years	Low	
5.8 Promote areas for people to park all day near Central Avenue	Sense of Place; Opportunity	High	Actively advertise and promote City-owned parking lots Downtown	City of Faribault: Public Works	0-3 years	Low	
5.9 Use wayfinding to direct visitors to available public lots Downtown	Sense of Place; Opportunity	High	Install wayfinding directing visitors to available parking lots	City of Faribault: Public Works, Parks & Rec	0-3 years	Low	