



CITY OF FARIBAULT:  
JOURNEY TO 2040 PLAN  
*"Shaping our Future"*

**DOWNTOWN MASTER PLAN COMMITTEE  
HANDBOOK**

UPDATED 05/07/2018

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## SECTION 01

# PURPOSE OF THE HANDBOOK

## Welcome!

We are excited to have you be part of the Downtown Master Plan Committee (DSC) for the City of Faribault's **Journey to 2040** Plan. We would like to thank you for committing to such an important effort envisioning the future for the Faribault community. This handbook provides you with an overview of the planning process and your expected role in the process.

Please make sure you visit the project website for any updates and other latest information about the project:

<https://www.journeyto2040.com/>

## Project Background

The City Of Faribault is conducting a strategic plan called *Journey to 2040* comprised of three standalone yet coordinated planning efforts: *Downtown Master Plan*, *Parks, Trails, and Open Space Plan*, and *Comprehensive Plan Update*. The purpose of this project is to develop a cohesive planning effort employing an inclusive community engagement process, incorporate earlier planning work, and provide recommendations on the future vision for Faribault. The general description for each of the planning efforts is as follows:

- A. Downtown Master Plan.** The intent of this planning effort is to have a compelling vision and road map for Faribault's downtown in order to address among other things: building vacancies, changes in retail, density and mix of residential uses, inventory and analysis of existing uses, existing and projected economic and market conditions, multimodal access and downtown parking, connections to natural and recreational activities, placemaking and other amenities, and enhance the historic character of the downtown.
- B. Parks, Trails, and Open Space Plan.** Currently, there is not an existing Parks, Trails, and Open Space Plan guiding improvements and/or investments for such amenities in Faribault. Components to include in the Plan are: inventory and analysis of existing parks (including buildings and equipment), trails, open space, and recreation programs, projected demographic conditions and trends, regional park and trail connections, integration with downtown parks and amenities. This work will also include analyzing the best uses for existing parks and potentially developing plans to shift ballfields from certain parks to other existing or proposed parks.
- C. Comprehensive Plan Update.** The City envisions a complete overhaul and rewrite of the Comprehensive Plan developed in 2003. The scope of work includes all elements that are in the 2003 Plan and includes additional elements related to Social Assets and Community Health, Governance (Intergovernmental Cooperation), and Sustaining Our Community (Resilience) with a plan for integrating Faribault's energy goals into the Comprehensive Plan.

The Comprehensive Plan will be developed to function as a clear and enduring implementation tool that ensures success in meeting planning, urban design, and economic development goals that allows for flexibility and innovation over time. This will reinforce a compelling identity so that the City of Faribault continues to thrive into the future. The planning process will include identification of key issues or land uses of particular interest that have the potential to significantly impact the long-term sustainability of the community.

- D. Additional Subarea Plans.** As part of the Comprehensive Plan Update, this planning effort will include preparation of Subarea Plans. Although definition of which areas to be studied have not been determined, it is assumed that at minimum, there will be a Subarea Plan for future industrial development.



**Where do we begin?**

The Journey to 2040 plan’s purpose is not to start as a blank slate but rather leverage all the great planning and visioning efforts the City has conducted so far. The intent is to integrate all the great ideas the community and stakeholders have set forward to date and cohesively develop an action

plan that can guide future investments in the community. To that extent, this planning process will begin by reviewing and synthesizing past studies such as the last updated **Comprehensive Plan** created in 2004 and the **Community Vision 2040** developed in 2015.

**What is the current Comprehensive Plan?**

The Comprehensive Plan is one of the City’s most important planning documents. It is a guide to help...

More specifically, the Comprehensive Plan...

- 1. Preserve those aspects of the community that we value and want to carry forward;
- 2. Enhance those aspects of the community that we feel we need to improve; and
- 3. Create those aspects of the community that we feel are important to the future of the community, but that are currently missing in the community.

- 1. Is a general, long-term plan that deals with the primary functions of the community (land use, transportation, utilities, housing, economic development, etc.) in an interrelated manner;
- 2. Identifies where the community has been, where the community is, and where the community seems to be heading;
- 3. Promotes a vision of what the community wants to be;
- 4. Provides goals, objectives, policies, and plans to guide the community in attaining its vision; and
- 5. Provides the framework for detailed or strategic community plans and tools, including transportation plans, housing plans, economic development plans, and other plans.

You can view and download the current Comprehensive Plan (adopted in 2004) at the following website:

<http://www.ci.faribault.mn.us/259/Comprehensive-Plan>

**What is Community Vision 2040?**

Community Vision 2040 provides a picture of what is possible and desirable for the future of Faribault. Following a roughly ten-month process that involved input from hundreds of residents, the City of Faribault adopted Community Vision 2040 in June of 2015. The overarching vision is as follows:

*“Faribault is one of America’s best small communities. A place where all people find opportunities to succeed, grow, and prosper. We celebrate our unique strengths in education, business, industry, medical, nature, recreation, leisure, and the arts – and we are proud of our historic downtown and iconic institutions. As a community we embrace the future and plan for positive change through our commitment to innovation and excellence, making Faribault an outstanding place to live, work, grow, invest, and visit.”*

Community Vision 2040 provides a strong foundation for the Journey to 2040 Plan we are about to start. The goal is to integrate the values, vision, strategic priorities, and key initiatives of Community Vision 2040 into the three planning efforts of this Plan. All three planning studies will strengthen the City’s ability to implement Community Vision 2040.

You can view and download a copy of Community Vision 2040 at the following website:

<http://www.ci.faribault.mn.us/165/Community-Vision-2040>



## SECTION 02

# PLANNING PROCESS OVERVIEW

## Overall Process

The following is a breakdown of phases organized to leverage synergies between the three individual planning efforts (Downtown Master Plan; Parks, Trails, and Open Space Plan; and Comprehensive Plan). The goal and outcome of this Plan is to facilitate a seamless sequence of activities, effective flow, and conduct a successful integrated process. The organization is based on four different phases: **Discovery, Vision, Exploration and Innovation, and Action Plan Development**. Below are the 4 overall phases the planning process will entail:



### PHASE 1 DISCOVERY

Phase 1 is designed to kick off all three planning efforts and orient the community, committees, and stakeholders to the planning scope and process, establishing clear goals and clear working relationships. This phase will also include a deep analysis of findings and background data.



### PHASE 2 INTEGRATING VISION 2040

This phase's goal is to integrate Faribault Vision 2040 three planning efforts in order to provide guidance for the following phases. This phase will also allow the public to review findings and learn about on-going or past planning efforts.



### PHASE 3 EXPLORATION AND INNOVATION

This phase will create design options for the Downtown Master Plan and Parks, Trails, and Open Space Plan efforts. The Comprehensive Plan will begin to explore components of the development plan including sub area plans that have been identified by the committees, community, and stakeholders.



### PHASE 4 ACTION PLAN

This last phase will focus on the final stage of developing an action plan for each of the three planning efforts including steps for implementation, strategies for phasing, and providing next steps for potential funding strategies.



# Discovery.

# Integrating Vision 2040.

# Exploration and Innovation.

# Action Plan.

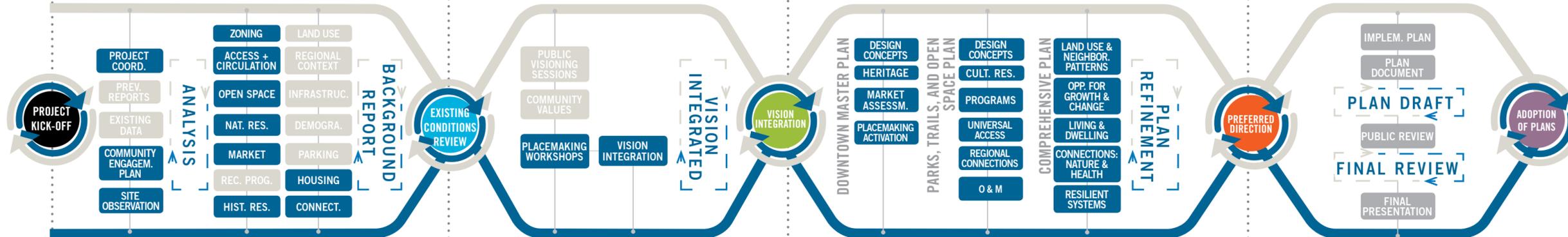
Phase 1

Phase 2

Phase 3

Phase 4

## CITY OF FARIBAULT + COMMUNITY + STAKEHOLDERS



## PERKINS+WILL TEAM

## COMMUNITY ENGAGEMENT & OUTREACH

**KICK-OFF MEETING**  
PROJECT UNDERSTANDING AND COORDINATION

**COMMUNITY ACTIVITIES**  
COMMUNITY WELCOMING EVENT

**COMMUNITY ACTIVITIES**  
VISIONING SESSIONS  
COMMUNITY VALUES  
CONFIRM VISION INTEGRATION

**COMMUNITY ACTIVITIES**  
PRESENT / CONFIRM PLANNING SCENARIOS  
REVIEW OF PREFERRED DIRECTION

**COMMUNITY ACTIVITIES**  
REVIEW OF DRAFT PLAN  
PRESENT FINAL PLANS

**Downtown Master Plan:** Mar 2018 - May 2018  
**Parks, Trails, and Open Space Plan:** Mar 2018 - May 2018  
**Comprehensive Plan:** Mar 2018 - May 2018

**Downtown Master Plan:** May 2018 - Jun 2018  
**Parks, Trails, and Open Space Plan:** May 2018 - Jun 2018  
**Comprehensive Plan:** May 2018 - Jun 2018

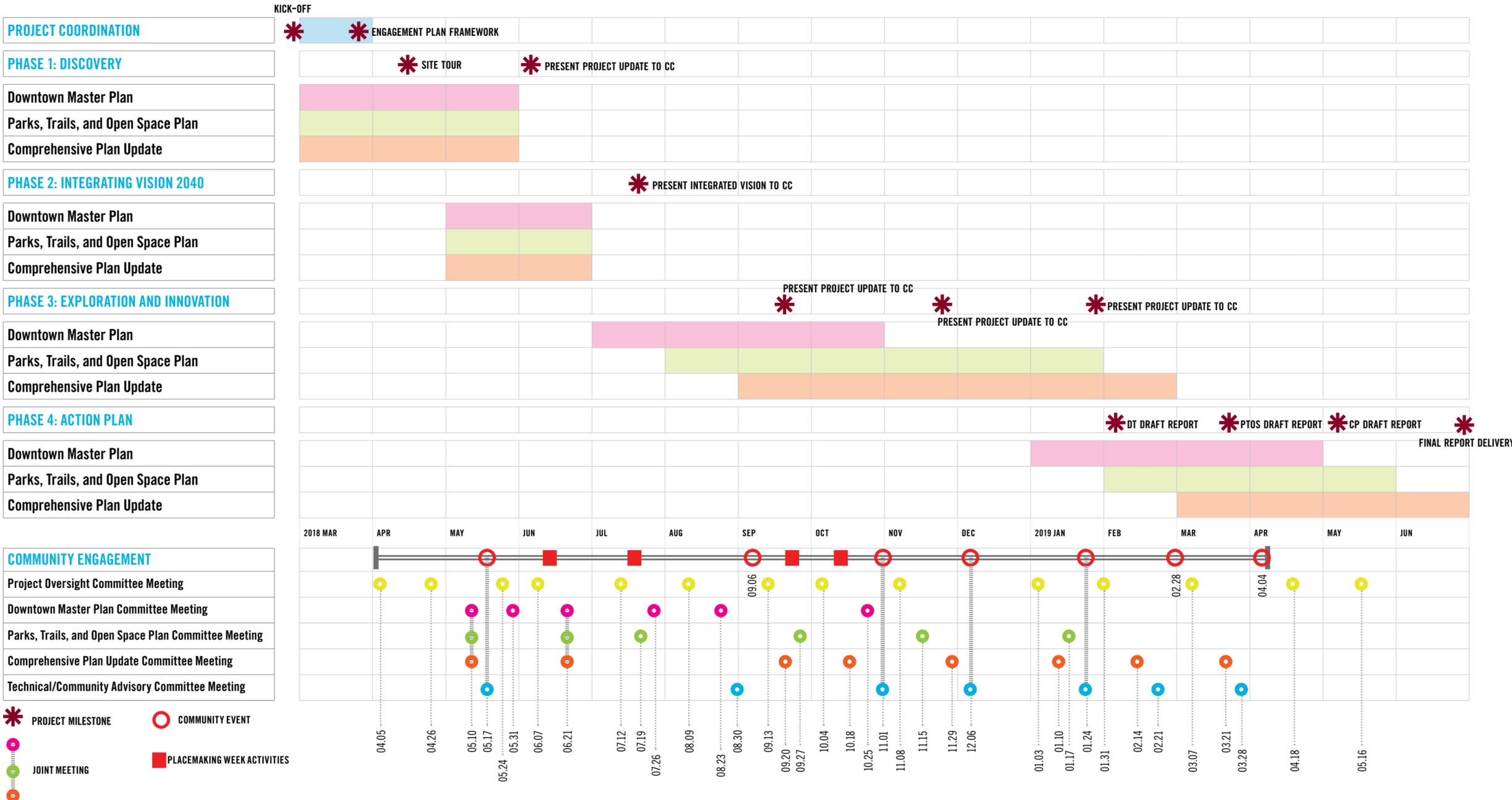
**Downtown Master Plan:** Jul 2018 - Oct 2018  
**Parks, Trails, and Open Space Plan:** Aug 2018 - Jan 2019  
**Comprehensive Plan:** Sep 2018 - Feb 2019

**Downtown Master Plan:** Jan 2019 - Apr 2019  
**Parks, Trails, and Open Space Plan:** Feb 2019 - May 2019  
**Comprehensive Plan:** Mar 2019 - Jun 2019

# CITY OF FARIBAULT: JOURNEY TO 2040 PLAN

APR 09, 2018  
**TENTATIVE**

## PROJECT TIMELINE /



### Who will manage the planning process and write the plan?

The City has contracted a Consultant team (Perkins+Will, Inc. and team partners) to conduct the planning process, prepare documents supporting all planning efforts according to the work plan stated above.

### How will the community be involved in the planning process?

The city has developed a Community Engagement Plan Framework that outlines community involvement and outreach as part of the planning process. A copy of the framework is included at the end of this handbook.

### What Committees are participating in the Process?

As part of the Community Engagement Plan, the project process includes the participation of several committees who will be involved assisting on each of the three plans depending on their charge. These committees are:

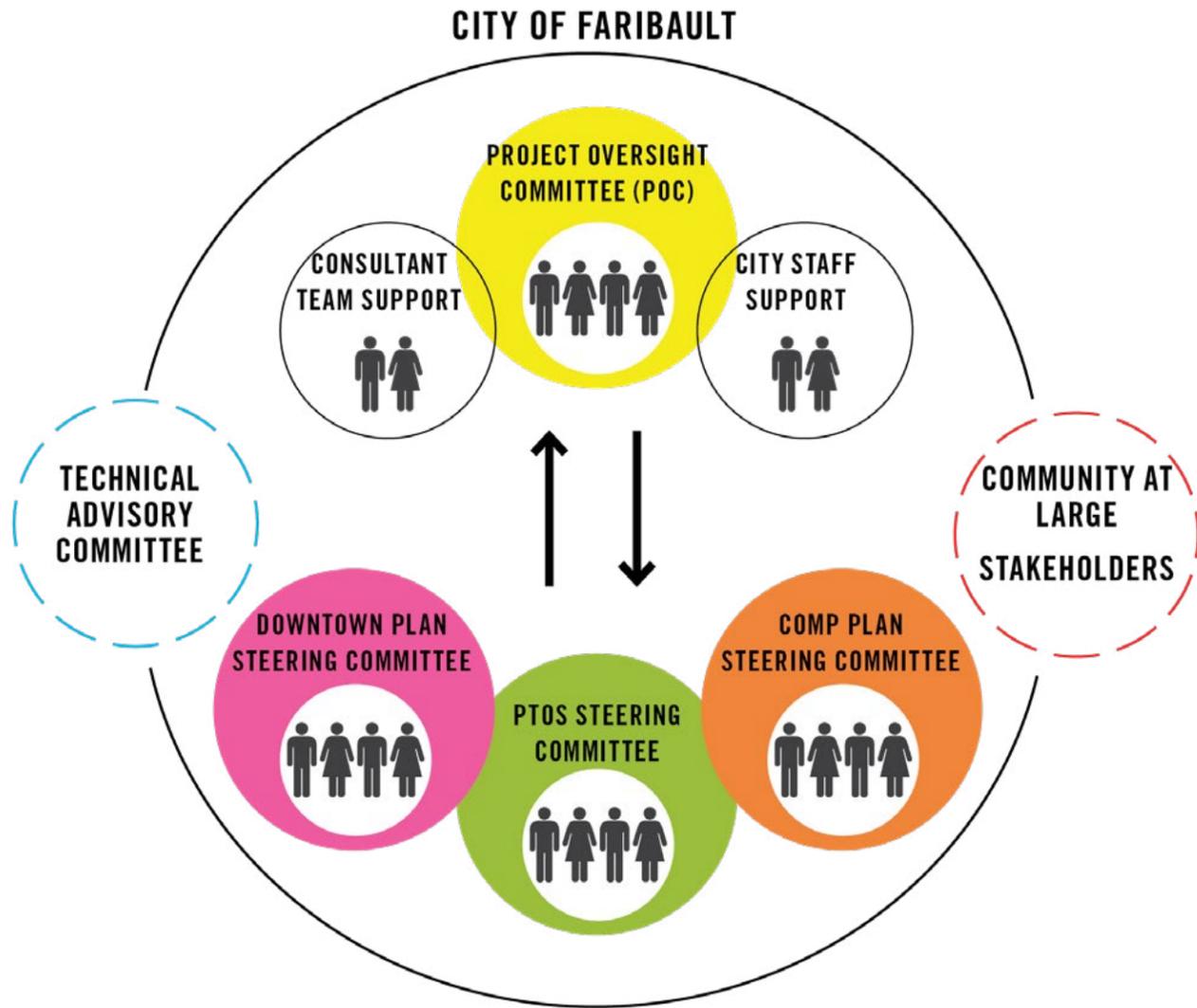
- Project Oversight Committee (POC)
- Downtown Master Plan Committee (DSC)
- Parks, Trails and Open Space Steering Committee (PSC)
- Comprehensive Plan Committee (CSC)
- Technical Advisory Committee (TAC)

SECTION 03

# OVERVIEW OF THE DOWNTOWN MASTER PLAN COMMITTEE

### How do the Committees relate to each other?

This planning effort is intended to be inclusive and inform each of the three plans being conducted. As such, it is imperative that the committees do not work in silos. Although each committee will focus on their assigned roles and responsibilities, all committees will coordinate with each other throughout the process.



### What are the Steering Committees (SC)?

The City has invited community, stakeholder, and elected official members to be participate in Steering Committees for each of the Planning Efforts (Downtown Master Plan, Parks, Trails, and Open Space Plan, and Comprehensive Plan Update). Each of the SC is comprised of approximately 10 to 12 people depending on the planning effort. The Steering Committees will help guide all aspects of their respective planning effort.

### What is the Responsibility of the Downtown Master Plan Committee (DSC)?

A member of the DSC is one who represents and participates in the Downtown and/or Faribault community and either lives, works, plays or worships within proximity of the study area. The DSC membership includes the following:

- Downtown representatives including representation from a community organization that have connections or roots in the Downtown and/or Faribault community.
- At-large representatives, including Downtown residents, business owners, employees and others from community-based groups.

City and project consultant team will be providing support to the SC throughout the planning process. There are four other committees with concurrent processes and supporting community outreach:

- Project Oversight Committee (POC): Consist of City Elected Officials and serve as the critical review of the three planning projects to help ensure coordination and consistency between the efforts
- Parks, Trails and Open Space Steering Committee (PSC): the PSC will help guide all aspects of the Parks, Trails, and Open Space planning effort
- Comprehensive Plan Committee (CSC): the CSC will help guide all aspects of the Comprehensive Plan Update effort
- Technical Advisory Committee (TAC): Advises planning efforts on technical issues from agency viewpoint and area of expertise

### Who serves on the DSC?

Although the committee may evolve over time, the following people have agreed to serve on the DSC:

Name	Email
John Carlander	johnc@tsbf.com
Nate Chappuis	chappuisjewelersfbo@gmail.com
Matt Drevlow	Matthew.Drevlow@kgpco.com
Kay Duchene	kduchene@ci.faribault.mn.us
Ron Dwyer	rj6246@msn.com
Jose Mendoza	JoseMendoza@edinarealty.com
Dr. Mike Richie	mrrichie@charter.net
Royal Ross	rross@ci.faribault.mn.us
Kara Sheesley	kara.sheesley@gmail.com
Nick Stoneman	Nick.Stoneman@s-sm.org
Janna Viscomi	jviscomi@ci.faribault.mn.us
Ann Vohs	vohsfloors@gmail.com

### Purpose, Conduct and Values:

The role of the DSC is to advise and guide project planning efforts, review project deliverables, assist with community outreach and engagement efforts, provide community expertise, insight on issues and priorities throughout the process from a community standpoint. The DSC as a whole is responsible for the following:

- Assisting in the establishment project priorities
- Evaluating project options and alternatives
- Participating at ad hoc working groups to work on specific components of the planning effort
- Sharing project information and obtaining feedback from the community

### Individual DSC members have the following responsibilities:

- Serve as stewards of the planning process to the community
- Engage thoughtfully in the issues brought before the DSC
- Represent and advocate for the interests of his/her constituency as well as the interests of the Downtown Master Plan as a whole
- Share insightful information (historical, background) with the DSC
- Assist in informing constituencies about the Downtown Master Plan effort
- Recommend appropriate avenues for cost effective engagement with the community
- Work to identify solutions to issues that arise, and openly/objectively discuss and evaluate those options
- If members discuss the project with the media, they should be clear that they are representing their own views and are not speaking for the DSC or the Planning effort
- Attend all meetings and review meeting agenda packet materials prior to the meeting
- After the TAC, review draft technical and planning content prior to community workshops or open houses; help to resolve any holes or issues from a community perspective
- Review summary content from the other the planning efforts to identify common & distinct issues and look for points of leverage
- Communicate community concerns and perspectives to city/county staff and project consultants
- Help “staff” community engagement events, such as open houses, workshops, etc., attend project events, and host/ sponsor engagement opportunities in the community
- Please note that designated community and/or neighborhood organization representatives are expected to serve as a communications link to their neighborhood organization. Designated representatives should discuss specific expectations with their neighborhood organization prior to accepting the nomination.

Please note that designated community and/or neighborhood organization representatives are expected to serve as a communications link to their neighborhood organization. Designated representatives should discuss specific expectations with their organization or entity their represent prior to accepting the nomination.

### Meeting Guidelines

A meeting facilitator will guide each DSC meeting. DSC meetings will be conducted as follows:

- Begin and end meetings on time
- Provide agendas in advance of each meeting with an opportunity to adjust the agenda at the beginning of each meeting
- Provide adequate information to best prepare DSC members for productive and collaborative meetings
- Prepare meeting summaries, including ACTION ITEMS, after each meeting. Meeting summaries will be amended, if necessary, after review at the subsequent meeting
- Provide follow up on questions or additional research requested by DSC members in a timely manner
- Although all are welcome, only DSC members will participate in group discussions
- Reserve ten minutes at the end of each meeting for an open forum to provide comments

SECTION 04

# CITY STAFF AND CONSULTANT'S ROLE

**DSC's commitment to a productive and collaborative meeting should follow the following rules:**

- Prioritize project goals and focus on meeting outcomes
- Respect other points of view by being open to others' ideas
- Be active, listen, participate, and advocate for your position at the meeting
- Do not interrupt other speakers
- Do not conduct side conversations
- Keep your commentary brief and allow everyone to participate
- Be creative – creativity is aided by freedom, openness, and fun
- Review and understand existing information; limit divergent discussions that require bringing in new information.
- Be prepared before each meeting
- Turn off electronic devices during meetings

**What is the expected time commitment of the DSC?**

The City appreciates that you are donating your time and talents to participate on the DSC. In addition to your work on the committee, we recognize that you have many other important and demanding commitments that may conflict with some committee meetings and responsibilities. To the extent possible, we ask that you strive to fulfill the following expectations:

- A. Attend monthly meetings.** Members should be committed to attending on average a monthly meeting over an agreeable time period. The DSC should anticipate additional meetings and/or working sessions with City staff to review additional information and project background. Meetings will be held in the evening and last no longer than two hours. Committee members can expect to spend a minimum of four to five hours per month attending meetings and reading and commenting on documents. Additional time may be required to resolve planning related issues. Committee members should also commit time to reviewing meeting material prior to the meeting and to assisting with any public meetings related to the project.
- B. Reach out to others and invite their participation or feedback in the planning process.** To the extent possible, Committee members should reach out to others in the community and listen to their thoughts on the Journey to 2040 Plan. We encourage you to participate in public outreach activities or discuss the planning process at service organization meetings.
- C. Attend community events.** Committee members should plan to attend three to five community events during the process. Some Committee members will have a role in presenting information at these events. Each event will likely take two to three hours of your time.

**When will future meetings occur?**

Below is the anticipated meeting dates for the DSC. Please be advised that community outreach events are being planned for, therefore minor adjustments to meeting dates may be necessary. We will continue to provide you with updates to the schedule if there are any changes.

Meeting #	Purpose	Date	Location
Joint #1	Overall Project Kick-off	May 10th, 2018	Public Works Facility - Lunch Room
DSC #1	Downtown Master Plan Kick off	May 31st, 2018	TBD
Joint #2	Integrating Vision 2040	June 21st, 2018	TBD
DSC #2	Downtown Charrette Review	July 26th, 2018	TBD
DSC #3	Review Preliminary Concepts	August 23rd, 2018	TBD
DSC #4	Review Preferred Plan Direction	October 25th, 2018	TBD

### What is the role of City Staff in the planning process?

City Staff's primary role is to provide support, background information, and context knowledge to the various Committees so that the Committees (and ultimately the Planning Commission and City Council) can make informed decisions and recommendations on the Journey to 2040 Plan.

### Who from City Staff will be involved in the planning process?

The City Planner, David Wanberg will be the primary City Staff contact person responsible for communicating all project information with the committees, managing and guiding the planning process from the City representation side. However, Directors or key staff from all other City Departments (Engineering, Public Works, Economic Development, Administration, etc.) will also be involved throughout the planning process. Dave's contact information is as follows:

#### David Wanberg, AICP

City Planner  
208 NW 1st Avenue  
Faribault, MN 55021  
Direct: 507-333-0350  
General: 507-334-0100  
[dwanberg@ci.faribault.mn.us](mailto:dwanberg@ci.faribault.mn.us)

### What can the DSC expect from City Staff?

You can expect the following from City Staff:

- A. Support Facilitating Meetings.** City Staff will be assisting the Consultant on all project meetings.
- B. Project Communications.** The City Planner will send meeting agendas and materials in electronic format to the Committees via email. Also, for record keeping and organizational purposes, all questions and correspondence should be directed to the City Planner (Dave Wanberg)
- C. Provide Additional Information.** City Staff has a vast knowledge of the Faribault community and its regional context. As such, City Staff will be providing any insight and/or answering questions related to background information, recommendations, and/or strategic process from the City's perspective
- D. Provide Support to Preparing Plans.** Based on skills and knowledge, various City Staff will be providing support and content to be included on each of the planning efforts as well as reviewing drafts prepared by the Consultant verifying information and consistency.
- E. Listen to the Thoughts of the Committee.** City Staff will listen to the thoughts of the Committee and will adjust the planning process as needed to meet the needs of the Committee.

### What is the role of the Consultant in the planning process?

The Consultant has been hired by the City of Faribault to lead all planning efforts of the Journey to 2040 Plan. This includes the previous phases described in the planning process overview, as well as leading all community engagement and outreach efforts. The Consultant will be responsible for preparing meeting materials and presenting at meetings within the established contract.

### What can the Project Oversight Committee expect from the Consultant?

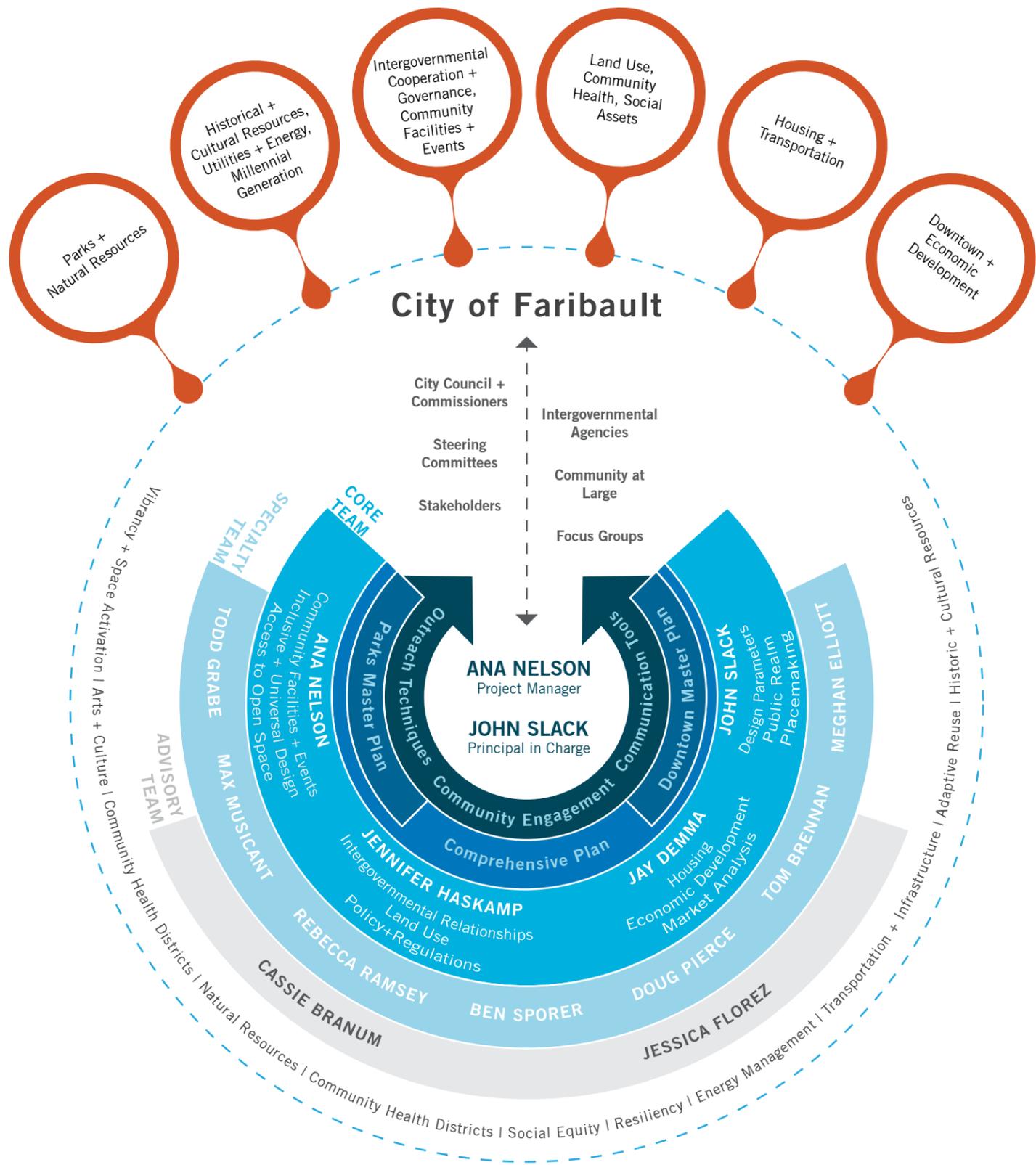
You can expect the following from the Consultant:

- A. Plan and Facilitate Meetings.** Meetings will be led by the Consultant with assistance from City Staff. The City Planner will send meeting agendas and materials in electronic format to the Committees via email.
- B. Provide Recommendations.** The Consultant will be providing recommendations at various stages of the planning efforts based on input from the Community, Stakeholders, and Committees. These recommendations may at times challenge the committees to consider new ideas and approaches. However, the recommendations will be offered in the spirit of enticing creative and meaningful dialog.
- C. Prepare Drafts of the Plan for Committee Review.** Based on input from the Community, Stakeholders, and Committees, and other sources, the Consultant will prepare written drafts of the Journey to 2040 Plan for review and input.
- D. Listen to the Thoughts of the Committee.** The Consultant will listen to the thoughts of the Committee and will adjust the planning process as needed to meet the needs of the Committee.

### Who is part of the Consultant Team?

The Consultant is comprised of a robust team of experts in various fields. The composition of this team was carefully crafted to deliver the skills and expertise required for the City of Faribault's Journey to 2040 Plan. Below are the list of consultants included on this effort. The following page shows a more specific team organization.

- **Perkins+Will:** Lead Consultant firm
- **Swanson Haskamp Consulting:** Comprehensive Plan Lead
- **Nelson/Nygaard:** Transportation Planning
- **Browntown Team:** Videography
- **Preservation Design Works:** Historic Resources Specialist
- **Musicant Group:** Placemaking Specialist
- **Barr Engineering:** Natural Resources and Infrastructure Specialist



# CITY OF FARIBAULT

## JOURNEY TO 2040

*"Shaping our Future"*