

NDDC's Vision For Downtown Group
and
The Northfield Roundtable

Presentation to City Council

May 2, 2017

DRAFT

- Please note: This presentation is extremely preliminary in nature – just the beginning stage of fleshing out ideas.
- Many of our prospective partners have not even been contacted yet.
- NDDC's Vision for Downtown group will be developing a work plan over the summer, which will include input from other organizations and, it is to be hoped, the City as well.

Our Work To Date

June 2016

- Group forms

July-August 2016

- Defining the vision for downtown

September-December 2016

- Subcommittees form
- Identify and research opportunities

January-March 2017

- Share work with NDDC board
- Clarify direction
- Prioritize work to take forward
- Coordinate with Northfield Roundtable



Think

Fun
 Attractive
 Want to work there
 Want to go there
 It's unique
 Cosmopolitan small town
 It's vital
 How much they love it
 Historical
 Vibrant
 Quaint, but progressive
 Comfortable there
 Walk and experience
 Dining
 Distinctive
 The arts
 Clean
 This is home
 People care about it
 Where I can "go out"



Say

"We loved it!"
 "Our parents loved it!"
 "Our kids loved it!"
 "They have great summer events."
 "It's a clean, safe place."
 Architecture
 Beautiful feeling... "wish I could live there."
 In keeping with the past
 "I'd like to open up shop there."
 Accessible
 It's got a great history
 A great weekend getaway
 We love their winter walk
 Interesting dining experience
 Interesting shopping experience
 It works
 Comprehensive (has most of what I expect)
 Well preserved
 You can tell it's a great community
 Let's visit!
 You have to go check out Northfield
 How can we (our town) do that?
 They kept their downtown
 This is where I want to be
 Friendly
 Different & unique
 Bring the family



Do

More downtown focused celebrations/traditions
 Learning
 Library and colleges
 Participating
 DJJD
 Art/Artists Coop
 Art Walk
 Eating
 Eating outside
 Relaxing, enjoying the space/scenery
 Exploring the riverfront
 Recreation on the river
 Enjoying the river
 Interacting
 Living
 Working
 Shopping
 Creating
 Buying shoes after 6:00 PM on a weeknight
 Taking a scenic stroll
 Pausing during a long bike trip
 Spontaneous conversations
 Pause after a nature scavenger hunt
 Spend the night
 Be entertained
 Shop
 Meeting for work
 Meeting friends
 Daily business
 Unplanned meetings
 Listening to music (colleges too)
 Developing a more defined arts corridor
 Biking
 Drinking (microbrews)
 Eating (casual and more formal)
 Growing businesses
 Seeing and hearing art
 Portage



Feel

Civic pride for all (locals)
 Welcomed (visitors)
 Excited (visitors)
 Eager
 Diversity
 Encompassing of all
 Content (visitors and locals)
 Sauntering mood
 "Right"
 Get something out of it
 Comfortable
 Amazed
 Unique
 Surprise
 Warm
 Energized
 Relaxed
 For life
 Belong and welcome
 Human
 Loved
 Safe
 Smug
 That goodness can exist
 Nostalgia → "Nowstalgia"
 Quiet exhilaration
 Like we're home

Downtown Northfield...

THINK: Downtown Northfield is the heart of the town and where we want to go for the arts, shopping, dining, and connecting.

SAY: That's where I want to be!

DO: It's where you can learn, eat, shop, engage, connect, work, create, relax, play, and just be.

FEEL: We are amazed and proud that this is our hometown and all are welcome here.

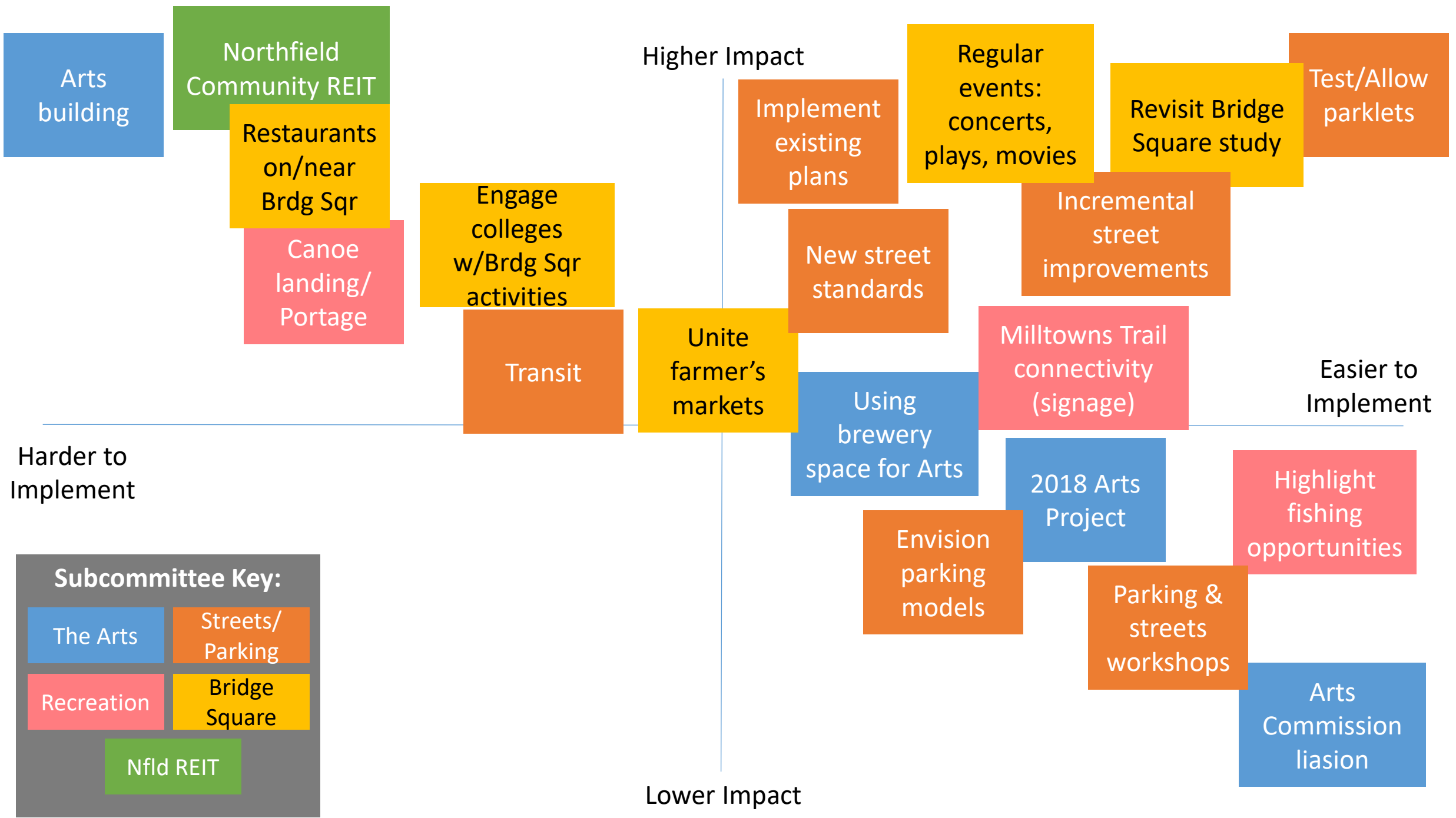
Developed Wish lists

- Parking
- Downtown connection to bike trails
- Improve riverfront
- More restaurant options
- Enlarge Bridge Square, remove street
- Better access to west side (river and highway)
- Development of Q Block
- Expand the idea of what's "downtown"
- Outdoor dining, gathering
- Safety and security
- Development of Armory
- Improve canoe access (portage; remove dam)
- Intensify downtown land use
- Community performing arts center
- Repurpose Ames Mill
- More Downtown events (festivals, concerts)
- Enlarge Historic District on west side
- Make streets more multi-use, less car-oriented
- More visible and accessible visitors center
- Artist spaces, both working and public
- Movie theater
- Better regular transit service to/from Twin Cities
- Revitalization of 500 block of Division

Subcommittees

Wish lists condensed into six general areas of interest;
four initial areas selected to explore further.

- Bridge Square
- The Arts
- Recreation
- Parking + Streets



Arts building

Northfield Community REIT

Restaurants on/near Brdg Sqr

Canoe landing/Portage

Engage colleges w/Brdg Sqr activities

Transit

Unite farmer's markets

Implement existing plans

Regular events: concerts, plays, movies

New street standards

Revisit Bridge Square study

Test/Allow parklets

Incremental street improvements

Milltowns Trail connectivity (signage)

Using brewery space for Arts

2018 Arts Project

Envision parking models

Parking & streets workshops

Highlight fishing opportunities

Arts Commission liaison

Subcommittee Key:

The Arts

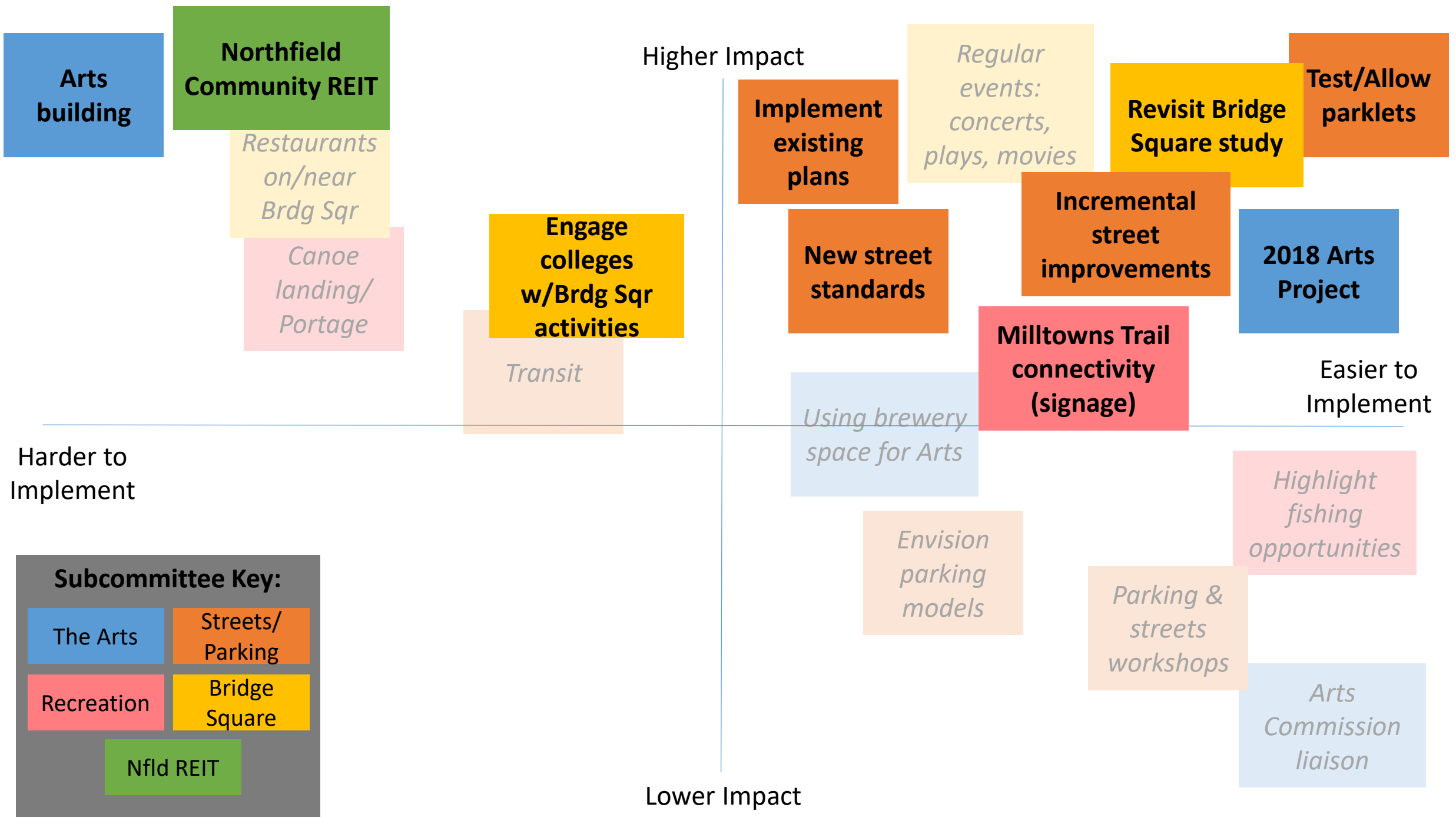
Streets/Parking

Recreation

Bridge Square

Nfld REIT

Lower Impact



Subcommittee Key:

The Arts	Streets/ Parking
Recreation	Bridge Square
Nfld REIT	

Vision-Strategy-Ideas

The Arts

- **VISION:** Make Northfield a regional arts destination and in so doing enhance the vitality of the historic downtown business district
- **STRATEGY:** Leverage the drawing power of the arts to develop an ongoing marketing initiative that brings people to Northfield to observe and participate in the creative arts in the setting of an historic river town
- **IDEAS:** Brand Northfield as an Arts Town and market it to the metro area;
 - Organize monthly First Friday Art Walks with gallery displays Downtown;
 - Use momentum from Stephan Koplowitz Building Bridges Project 2018;
 - Keep a Community Arts Building in the long-term plan
- **POTENTIAL PARTNERS:** Arts & Culture Commission, Northfield Arts Guild, St. Olaf College, Carleton College, Regional Arts organizations, local artists

Vision-Strategy-Ideas

Recreation

- **VISION:** Make Downtown Northfield a regional recreation destination, bringing locals together, visitors to town and dollars into the local economy
- **STRATEGY:** Focus existing recreation opportunities to tie in more gracefully with other facets of Downtown, i.e. Bridge Square. Enhance opportunities for biking, fishing and river access.
- **IDEAS:** Downtown spur of the Milltowns Trail; work for better signage for wayfinding and fishing opportunities; DNR-sanctioned canoe pullout
- **POTENTIAL PARTNERS:** City of Northfield; local businesses

Vision-Strategy-Ideas

Streets

- **VISION:** Streets in downtown Northfield should be an integral part of the downtown fabric, attractive and safe, and support the overall Vision for, and experience of, downtown.
- **STRATEGY:** The downtown Northfield experience is primarily about people. Continue to build downtown streets and sidewalks as places that make people comfortable. Places that design their streets this way draw more people, and are economically healthier.
- **IDEAS:** Co-host street design workshop; work with the City on new standards for downtown streets to better achieve the City's stated planning principles and objectives; incremental improvements; allow/test parklets; repurpose and better define unused street space; develop clear, safe bike and pedestrian routes
- **POTENTIAL PARTNERS:** City of Northfield

Vision-Strategy-Ideas

Parking

- **VISION:** To facilitate access to downtown for business, shopping, recreation, and community event purposes.
- **STRATEGY:** Businesses, citizens, customers, visitors/tourists share an understanding of “Adequate Parking”: How much there is, where it is, and how to comfortably and conveniently get from it to stores and destinations.
- **IDEAS:** Co-host a “parking workshop”; envision downtown with different parking models; make incremental improvements; improve wayfinding/signage; increase and improve bicycle parking
- **POTENTIAL PARTNERS:** City of Northfield; local businesses & residents

Vision-Strategy-Ideas

Bridge Square

- **VISION:** Bridge Square will become an even greater community resource and quality of life feature, functioning as a gathering place for residents and visitors to interact with one another, relax, and participate in or view events such as weekly markets, concerts, plays, and movies.
- **STRATEGY:** Physical enhancements that provide additional space, make the square more welcoming, and provide a venue for events.
- **IDEAS:** Revisit recommendations from Future Vision for Bridge Square document, developed by consultants in 2014
- **POTENTIAL PARTNERS:** City of Northfield

Vision/Strategy/Ideas

Northfield REIT

- **VISION:** Form and operate a Real Estate Investment Trust in Downtown Northfield
- **STRATEGY:** Enable Northfield area residents to invest in a locally managed fund focused on Northfield commercial properties and development opportunities.
- **IDEAS:** Talk with commercial property owners, developers, potential investors to gauge interest and feasibility