

CITY OF OWATONNA DOWNTOWN STREETScape STUDY

NOVEMBER 5, 2019



CITY OF OWATONNA DOWNTOWN STREETScape STUDY

Prepared for



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Acknowledgments

We gratefully acknowledge the participation and assistance of the following groups and individuals in the preparation of this document.

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WAYFINDING SIGNAGE DESIGN

This is Folly



CENTRAL PARK

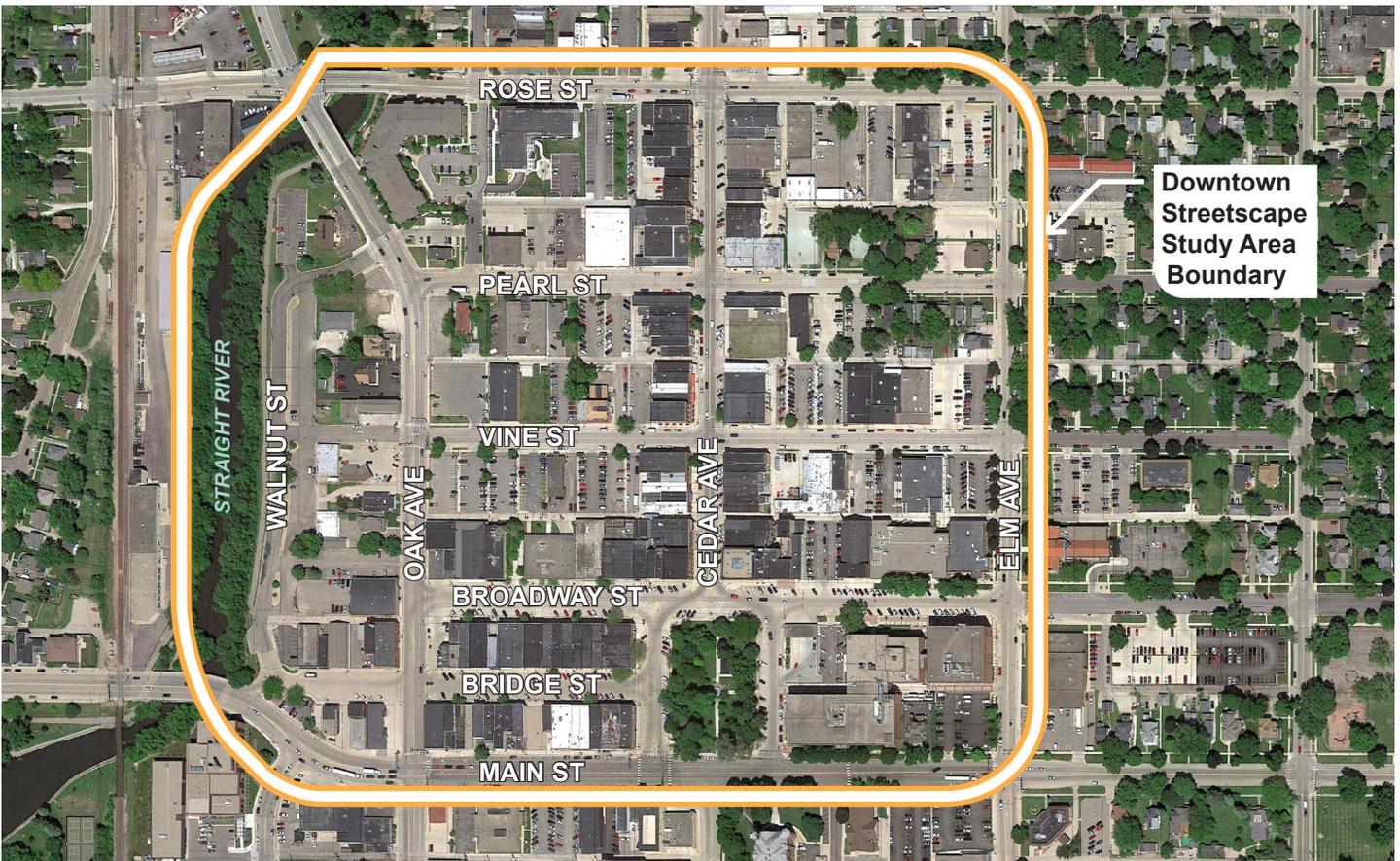
CHAPTER 1: INTRODUCTION

Background

Owatonna's downtown streetscape study arose from a desire to develop a functional framework for implementing future public realm improvements in downtown. The city determined the need to establish a clear standard of expectations for future developers and local businesses. As a result, city staff commissioned a downtown streetscape study to serve as a guide for specific streetscape elements in order to improve the character and feel of downtown Owatonna.

The downtown study area consists of the core downtown framework surrounded by Rose Street to the North, Main Street to the south, Elm Ave to the east and the Straight River to the west. The downtown study area includes Central Park, just north of Main Street.

The overall goal is to create a cohesive and functional downtown that will serve downtown Owatonna long into the future, while respecting its past.



DOWNTOWN STREETScape STUDY AREA

Downtown Owatonna

Owatonna, located in southern Minnesota, is a community of more than 25,000 people. The city is a regional destination and the seat of Steele County. It is a community rich in history as seen in its downtown buildings, city parks and local shop interiors. Owatonna was named after the Dakota name for the Straight River, “Wakpá Owótharŋa”. The Straight River and Maple Creek wind through the city creating scenic landscapes adjacent to downtown.

The unique downtown district was built in the late 1800s - early 1900s. Beautiful brick storefronts line Cedar Avenue, Bridge Street and Broadway Street. National Farmer’s Bank, designed by Louis Sullivan in 1907, is listed as a National Historic Landmark for its architectural significance. This was the first of eight ‘jewel box’ banks Sullivan designed and is considered an example of the Prairie School of Architecture. The bank is a tourist attraction due to the preservation of its ornate detail. The downtown district is listed on the National Register of Historic Places since 2015.

Central Park is located in the midst of downtown, surrounded by shops and the Steele County courthouse. The park includes the original 1893 fountain, a band shell, picnic areas and mature trees. Central Park is a prominent community gathering space, hosting events throughout the year, such as Music in the Park concerts.

Chamber of Commerce and MainStreet

Owatonna has an active Chamber of Commerce & Tourism who is dedicated to the prosperity of member businesses and the vitality of Owatonna. With approximately 550 members, they provide resources, volunteers and guidance for businesses through community events, small business development opportunities and promote tourism of the community. They strive to maximize the visibility of the Owatonna area as a travel destination and help the citizens of the community thrive.

The Owatonna MainStreet committee has been instrumental in getting the community excited and involved with the downtown streetscape. They have been working with downtown businesses to improve the streetscape and commissioned a past wayfinding signage study (done separately by design firm, This is Folly) along with the Preservation Alliance of Minnesota.



DOWNTOWN OWATONNA’S HISTORIC BUILDINGS

Vision

The primary vision of the downtown streetscape study is to provide the following:

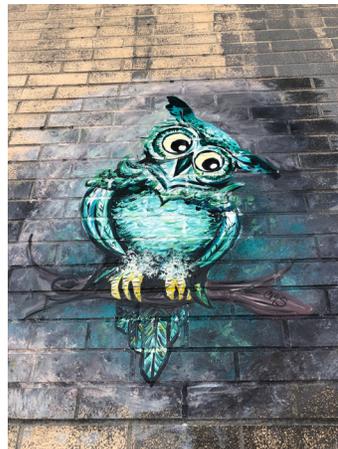
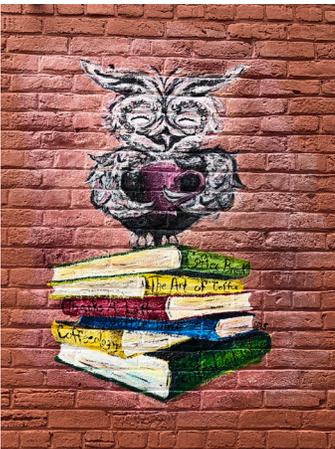
- **Cohesive Direction** - for the look of downtown's public streetscape.
- **Strategic Approach** - Valuable cost effective solutions that can be rolled out over time by the City, private landowners, or developers.
- **Logical Responses** - Location based ideas that are relevant and thoughtful.
- **Consistency** - A design framework to be implemented throughout downtown that reinforces the character and sense of place, already present in downtown, through selected design elements, furniture, materials and finishes.
- **Practicality** - Understanding the needs of the immediate businesses, local, and broader community within the context and parameters laid out by City staff



DOWNTOWN STREETScape EXAMPLE



DOWNTOWN STREETScape EXAMPLE



EXISTING OWL MURALS BY LOCAL ARTIST IN DOWNTOWN OWATONNA

CHAPTER 2: PLANNING PROCESS

Existing Conditions & Data Collection

Throughout the summer of 2018, site tours and meetings with key city staff members as well as representatives from the Chamber of Commerce occurred. An analysis of the existing conditions of downtown was performed. Refer to the Existing Conditions Map below. Downtown streetscape examples and design styles were discussed and preferences emerged including focusing on enhancing the prairie style architecture of the historic bank building sitting at the corner of the downtown district.

The main spine of downtown Owatonna is Cedar Avenue. Cedar Avenue has lined historic storefronts and its terminus is Central Park. Main Street and Rose Street/Oak Avenue

are the busier streets crossing the river to the west towards the freeway. The Straight River is almost hidden in downtown as the backsides of buildings and parking lots face Walnut Street along the river.

Development and redevelopment is occurring in downtown including apartment construction and future hotel. Parking is crucial to remain at current levels at this time. The current parking is free and parking reduction is a concern for downtown businesses. Currently, West Bridge Street, has the least amount of parking. Delivery vehicles currently drive down Cedar Avenue and turn into alleys for deliveries. Maintaining radius for turning movements is important.

Street lights in downtown are nearing the end of their useful life. The existing lights have colorful hanging flower baskets, provided and maintained by the Chamber of Commerce, and banners. There are a number of alley connections along Cedar Avenue from the public parking areas to the storefronts. The current sidewalk width varies along Cedar Avenue and is tight in some places due to obstructions such as the large concrete planters or store awning posts. Consolidating signage, posts, utilities and overall obstructions to the pedestrian zone is an important aspect of this study. The current sidewalk has areas of exposed aggregate which has been difficult to match exactly when replacing sections of sidewalk. A cost-effective sidewalk pavement design is desired. Snow maintenance is a concern with shoveling around street furniture such as benches and bike racks.

SITE TOURS & MEETINGS

- Site Tour - July 2018
- Meeting with City Staff - July 2018
- Meeting with Chamber of Commerce - July 2018
- Meeting with City Staff - August 2018
- Site Tour - August 2018
- Meeting with City Staff & Chamber of Commerce - September 2018



EXISTING STREET FURNITURE



EXISTING PARKING STALLS AT CENTRAL PARK

Opportunities for Downtown Owatonna

Historic Buildings and Downtown District

Downtown identity and sense of place is reinforced by blocks of historic building storefronts. The Owatonna Commercial Historic District comprises 74 buildings and 1 property (Central Park) built between 1871 and the late 1950s. It was listed on the National Register of Historic Places in 2015 for having local significant in the theme of commerce. The district contains 12 city blocks with a boundary between North Cedar Avenue, West/ East Broadway St, West Bridget St and West Main St. Although the district is historic, there are currently no restraints on development of the streetscape space if it does not interfere or change any of the buildings on the registrar including the historic fountain within Central Park.



HISTORIC HERITAGE

Vibrant Business Community

Owatonna has an active business community in the downtown. During the day, downtown was busy with people who work and live in the area. There are several large employers located in downtown (including Jostens and Federated Insurance Companies) and a variety of shops including restaurants and businesses that are open during the weekdays. The Chamber of Commerce is active in Owatonna and hosts a number of community events and assists local businesses.



MUCKLE TRAIL ALONG WALNUT STREET

Straight River, Muckle Trail & Central Park

The Straight River flows adjacent to downtown Owatonna with a parallel bike trail, the Muckle Trail, along Walnut Street. The river has mature vegetation surrounding it and should be considered an asset to the downtown area. Central Park is located in downtown and provides open green space and seating for visitors and employees. It also hosts community events such as summer concerts.



DOWNTOWN PARKING

Free Parking

There was available parking near stores and restaurants during lunch time when we visited mid-day. All downtown parking is free and street parking is available on all streets within the downtown without a permit. All street parking is angled or parallel parking. There are also city owned surface parking lots behind stores on Vine Street as well as private lots for specific employers. Accessible parking currently exists in the downtown area. The Chamber of Commerce has an interactive map that shows all the parking stalls downtown that are accessible.

Constraints for Downtown Owatonna

Pedestrian Experience

- **Safety & Accessibility:** There is a concern for pedestrian safety and crossing time across wide streets. The current accessible routes marked are triangular and therefore do not allow cars to stop behind the natural route of pedestrians along the storefronts.
- **Sidewalk Space:** The sidewalk is currently crowded by large planters, tables, chairs, and signage. There should be an established clear pedestrian zone so the sidewalk is accessible for all.



ACCESSIBILITY

Appropriate Street Trees

- **Appropriate Size and Location:** Existing street trees block business signs or are too large at mature growth (example: Honeylocust), store owners have concerns about trees blocking lights and signage.
- **Urban Tolerance:** Trees need to be able to grow in tight spaces within streetscape and boulevard in tree grates. The city has lost a number of trees due to the harsh environment of urban street. (example: Ginkgos have had a historically poor survival rate within downtown)

Aging Site Amenities

- Existing site amenities are aged and in need of replacement. Street lights are at the end of their product life cycle and the city desires to upgrade to LED to save on future energy costs. Existing concrete planters are large and restrict pedestrian movement in certain locations.

Circulation Patterns

- **Pedestrian:** There is concern for pedestrian safety and crossing time, as well as, concern for driver's visibility at corners. The pedestrian routes to Central Park can be confusing because they are not a typical perpendicular crosswalk. The sidewalks are crowded with planters, chairs, and tables and do not create a 'Pedestrian Friendly' environment.
- **Vehicular:** As a vehicle, navigating the traffic patterns and parking opportunities, we noticed some confusion at the intersection of Cedar Avenue and Broadway Street. A two way turns into a one way and forces vehicles to turn around the streets surrounding Central Park. It was also noted by the members of the Chamber of Commerce as a dangerous area for vehicles and pedestrians.
- **Biking:** The entrance to the Muckle trail at Rose Street is very steep, there is a fence preventing falls and a sharp hairpin turn with a steep grade to make it under the bridge. There are also sharp turns and crossings that requires bicyclists to use dangerous sidewalk on Bridge Street to get across the river.

Downtown Parking Zones

- **Timezones:** There are currently seven parking time zones. There is some confusion about parking because of the wide variety of time restrictions on parking stalls.
- **Locations and Type:** Downtown has parking on all streets but varies in time restrictions. They are surface lots and none of the parking is metered. Parking is a concern for business owners in the downtown including parking available for customers within close proximity to storefronts and long term employee parking. Currently, there is no designated spaces for employees and store owners.

Goals and Vision for Downtown Owatonna

By updating its streetscape infrastructure in the future, the city desires to enhance the uniqueness that is downtown with cost-effective design solutions. This includes addressing current and future concerns from community members and city maintenance staff. The goals and desires for a future downtown Owatonna include to:

- Create an energetic downtown that caters to its residents, employees, businesses and tourists alike.
- Improve circulation throughout downtown for pedestrians, bicyclists and vehicles.
- Maintain downtown parking at its current levels and quality.
- Incorporate greenspace and street trees into downtown streetscape: It is desired to determine appropriate locations and sizes of street trees which are adapted for the urban environment. It is important to consider the placement of trees with building signage, street lights and signal lights.
- Update concrete sidewalks: A unique paving pattern is desired that is easy to maintain and shovel as well as replace due to utility or street construction as the community develops.
- Address accessibility and pedestrian safety: It is important to consider accessible sidewalk and parking locations in downtown, as well as, pedestrian curb ramps from parking areas to sidewalk and crossings. Pedestrian safety is key at intersections, especially those without signals.
- Provide amenities that are easy to maintain. The city desires a low maintenance street furniture, which is easily replaceable and available to order replacements and can stand up to the Minnesota winter weather. It is important to think about snow plowing of the streets, snow storage, and shoveling for sidewalks.
- Update Downtown Site Amenities such as street lights and furnishings to enhance the prairie style architecture of downtown buildings. The prairie style has simple, horizontal and geometric intrinsic detail. Some existing amenities such as street lights are due for replacement.

STREETSCAPE AMENITIES

- Street Lights
- Seating Areas & Benches
- Bike Racks
- Trash/Recycling Containers
- Public Art Placement
- Movable Planters
- Signage - Wayfinding



DOWNTOWN EXAMPLE



DOWNTOWN EXAMPLE

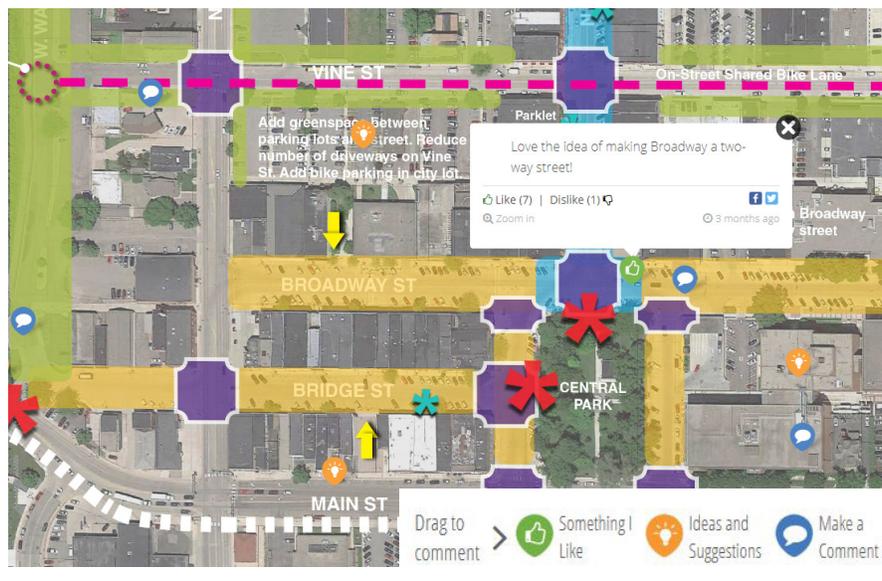
CHAPTER 3: COMMUNITY ENGAGEMENT

Social Pinpoint - Online Engagement

A downtown streetscape concept plan was hosted on Social Pinpoint, an online interactive map, where users can view and add comments. The plan was available for approximately four months from November 2018 to February 2019. A link and information about the plan was posted on the city's website and on the Chamber of Commerce's website and Facebook page. During the annual Lighted Holiday Parade event, a number of Social Pinpoint links were handed out to a number of businesses. MainStreet also held meetings to inform the business community of the project and how they could contribute comments to the proposed concept plan. A presentation to the city council was delivered in March 2019 with an overview of the draft streetscape plan.

Community Feedback

one of the main concerns expressed during community engagement was the quantity of parking spaces. Multiple comments expressed the need to keep all existing parking and add more. There are conflicting opinions on the traffic patterns on Broadway. There were two comments that believe changing the traffic patterns would create a more dangerous situation while another comment stating 'love the idea making Broadway a two-way street' received seven 'likes'. The latter comment was the most popular on the map. Overall, the comments seemed to support biking, beautification through green space and enhanced amenities, and gateways at entrances to the downtown. Parklets are a debated issue but comments alluded to be willing to try a pilot if they return to parking spaces in the winter. Alley connections and bump-outs received the most 'likes' out of all the suggested amenities. Store owners are concerned about safety and convenience of parking. One owner suggested supplying designated parking passes for store owners to buy for their employees. Overall, social pinpoint interaction provided helpful insights to the preferences of Owatonna citizens.



SCREENSHOT OF SOCIAL PINPOINT MAP

CHAPTER 4: STREETSCAPE PLAN

Overview

The streetscape plan is a holistic approach to improving downtown Owatonna. This is a long-term plan meant to be implemented in phases over a period of time. We recommend implementing the pieces the community would find most impactful first. The remaining high priority streetscape elements could be added over time as new development or redevelopment occurs within downtown. Funding and grant opportunities may change priorities for the downtown and it is recommended to partner with the Chamber of Commerce, local businesses and developers to implement this plan.

The streetscape plan focuses on the high priorities for downtown Owatonna including pedestrian accessibility and safety, bike connectivity, beautification through enhanced amenities and landscaping, and safe and convenient connections to parking areas. Refer to the Downtown Streetscape Plan graphic on the following page.

Implementation and Priorities

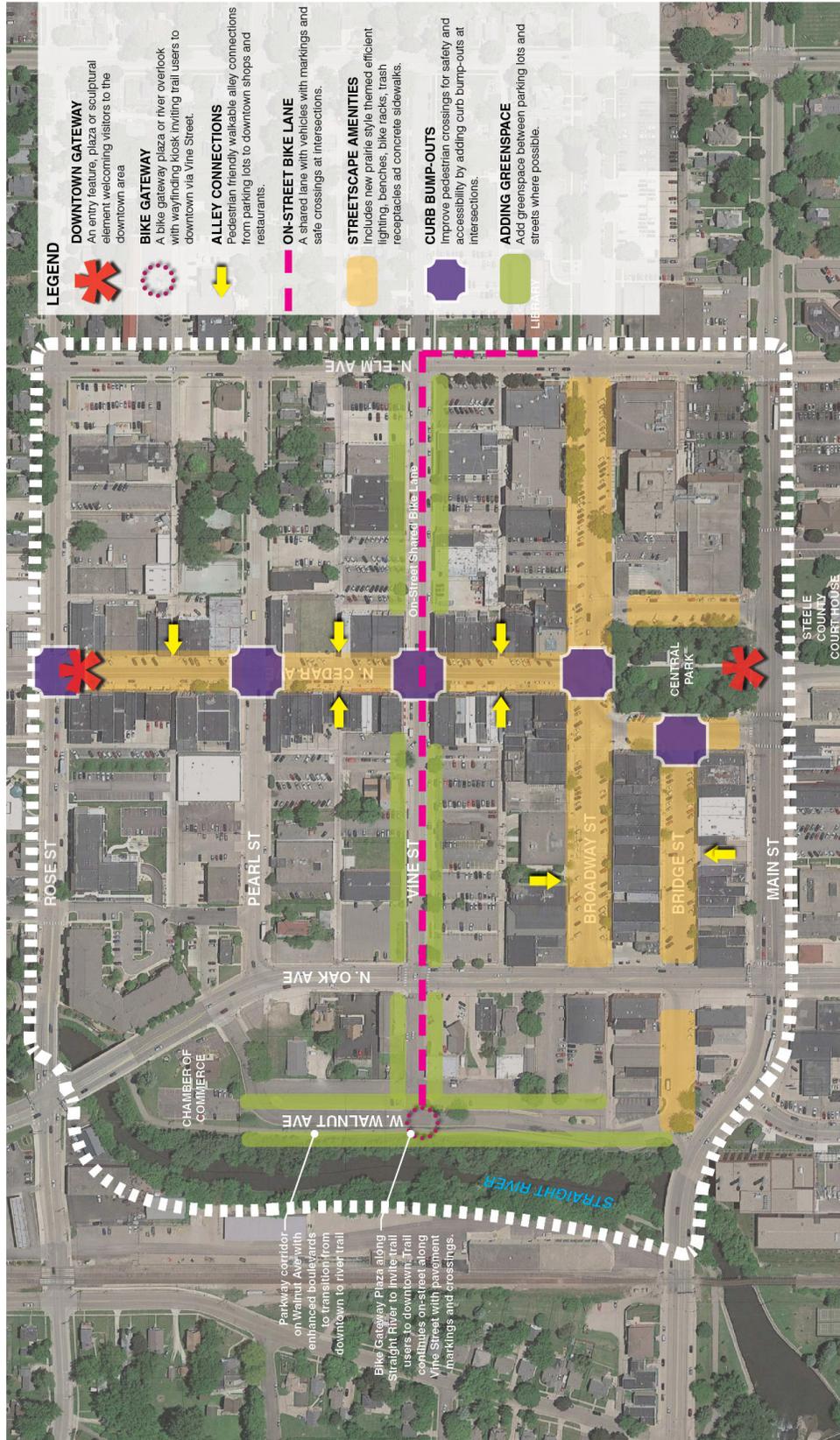
Below are the recommended top priorities for improving the Downtown Owatonna Streetscape:

1. Update existing streetscape amenities including lighting and street furniture.
2. Improve the pedestrian experience (safety & accessibility) by replacing sidewalks and adding curb bump-outs at key intersections.
3. Improve wayfinding throughout downtown
4. Add greenspace (boulevards) and landscaping throughout downtown.
5. Connect downtown and the riverfront via bike trail.
6. Provide safe passage from parking lots to storefronts by improving alley connections.

JUSTIFICATIONS FOR PROPOSED DOWNTOWN STREETSCAPE IMPROVEMENTS

- Safety
- Accessibility
- Place-making
- Economic Impact
- Sustainability
- Tourism

City of Owatonna - Downtown Streetscape Study



DOWNTOWN STREETScape PLAN

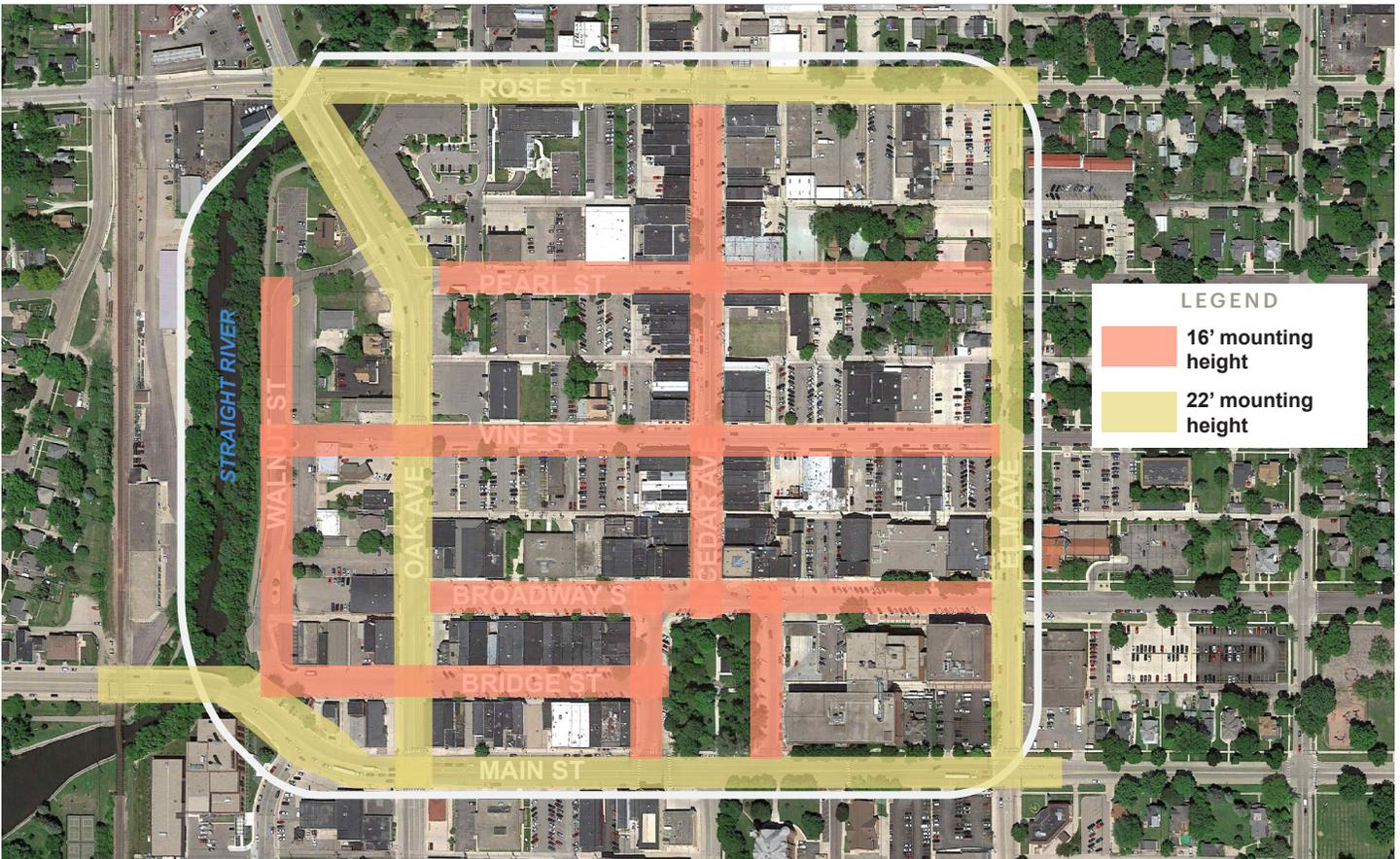
Priority #1: Update existing streetscape amenities including lighting, furniture and landscaping.

Justification for Proposed Improvements: Place-making, Economic Impact, Sustainability, Safety

LIGHTING

By upgrading current light fixtures to LED, the city will save costs on operating street lights by providing better illumination while using less energy (sustainability, safety). By lighting the alleys with overhead string lights, customers and employees will safely be able to navigate from parking lots behind buildings to the storefronts and building entrances (safety). The priority is to select fixtures that relate to the historical style and are low-maintenance, readily available and energy efficient.

Implementation Plan: Two prairie style light fixtures have been selected. Utilizing the existing lighting infrastructure (existing wiring and foundations) will potentially save money by replacing the fixtures that currently exist. There is a quantity discount if ordering more than 10 fixtures. The main difference in the options are a square pole with a square base and a round pole with a round base, either would work in the existing locations.



DOWNTOWN STREET LIGHTING - MOUNTING HEIGHTS VARIATION

Downtown Pedestrian Core: 16' recommended mounting height



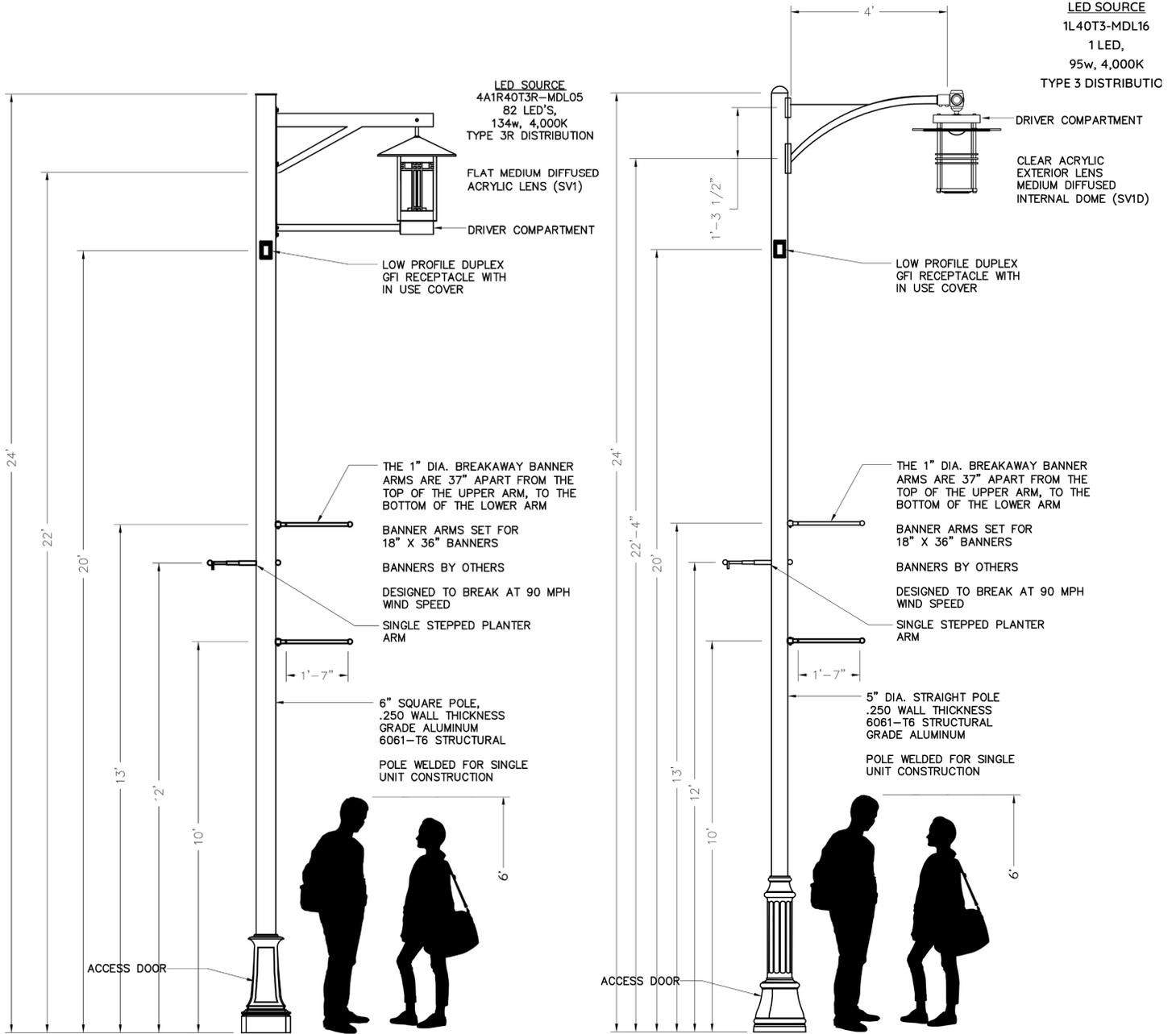
Prairie LED - 16' mounting height

Manufacturer: Sternberg Lighting, www.sternberglighting.com
 Contact: David Mitchell, davidm@mlazgar.com
 Height: 16' mounting height, 18' total height
 Color: Black or Textured Black
 Fixture: Prairie LED
 Accessories: Basket arm, breakaway banner pole arm (able to withstand winds), outlets as needed
 Model #: 1A-1280LED-4A1R40T3R-MDL05-SV1/HMAPM-MOD/8418SQ5-188PCC/GFI-LPIUC/BDBA9/SSPA/BKT
 Product Cost: \$5,625 estimated

Chateau LED - 16' mounting height

Manufacturer: Sternberg Lighting, www.sternberglighting.com
 Contact: David Mitchell, davidm@mlazgar.com
 Height: 16' mounting height, 18' total height
 Color: Black or Textured Black
 Fixture: Chateau LED
 Accessories: Basket arm, breakaway banner pole arm (able to withstand winds), outlets as needed
 Model #: 1A-1760LEDH-DR-1L40T3-MDL16-SV1D-HSHN / CBA4 / 7718P5-188 / RCC / BDBA9 / SSPA / USB-LPIUC / BKT
 Product Cost: \$4,900 estimated

Downtown Street Connections: 22' recommended mounting height



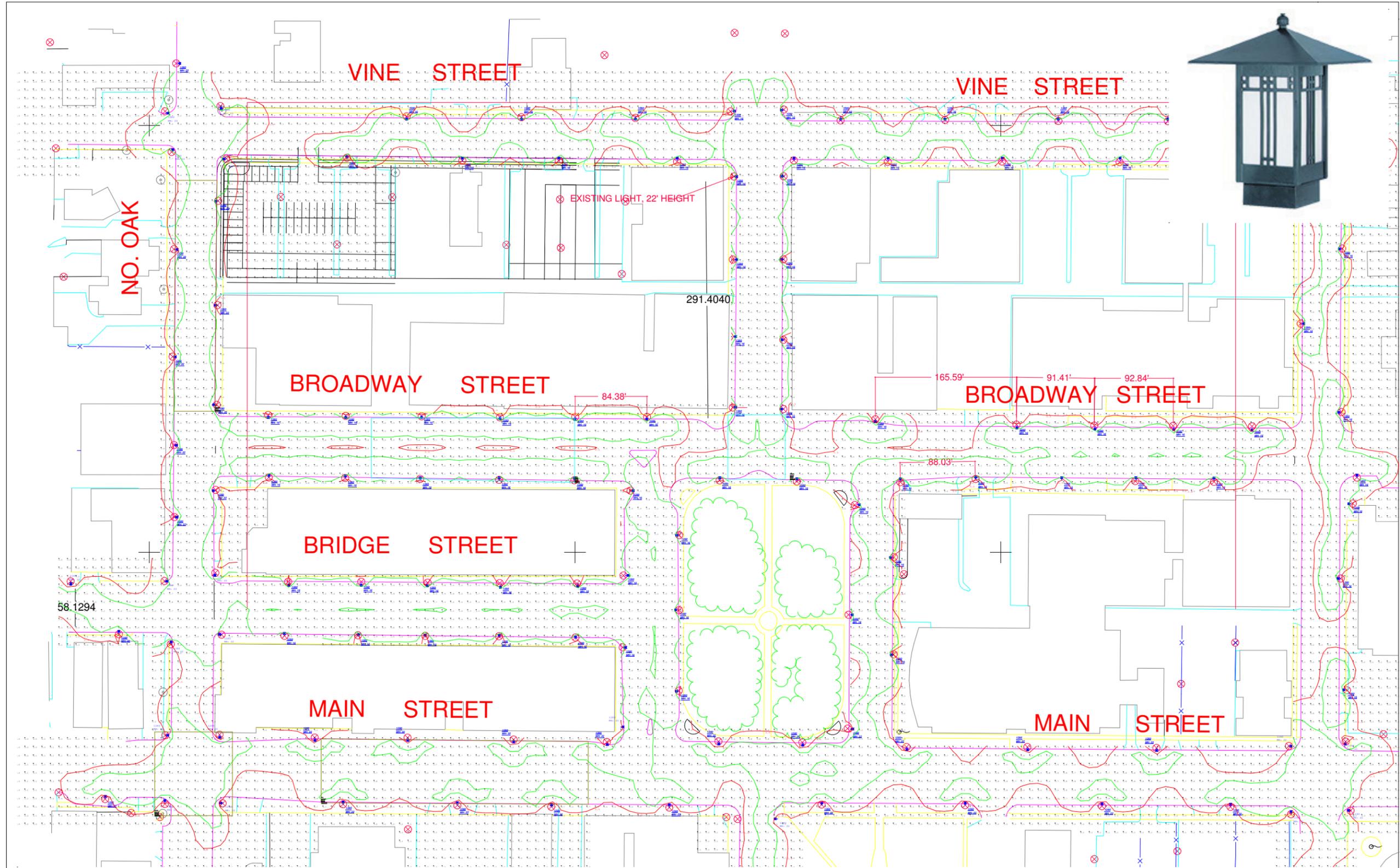
Prairie LED - 22' mounting height

Manufacturer: Sternberg Lighting, www.sternberglighting.com
 Contact: David Mitchell, davidm@mlazgar.com
 Height: 22' mounting height, 24' total height
 Color: Black or Textured Black
 Fixture: Prairie LED
 Accessories: Basket arm, breakaway banner pole arm (able to withstand winds), outlets as needed
 Model #: 1A-1280LED-4A1R40T3R-MDL05-SV1/HMAPM-MOD/8424SQ6-.250/PCC/SSPA/BDBA9/GFI-LPIUC/BKT
 Product Cost: \$6,795 estimated

Chateau LED - 22' mounting height

Manufacturer: Sternberg Lighting, www.sternberglighting.com
 Contact: David Mitchell, davidm@mlazgar.com
 Height: 22' mounting height, 24' total height
 Color: Black or Textured Black
 Fixture: Chateau LED
 Accessories: Basket arm, breakaway banner pole arm (able to withstand winds), outlets as needed
 Model #: 1A-1760LEDH-1L40T3-MDL16-SV1D-HSHN/CBA4/7724P5-.250/RCC/SSPA/BDBA9/GFI-LPUIC/UBKT
 Product Cost: \$5,985 estimated

PHOTOMETRIC PLAN - PRAIRIE FIXTURE



1. Standard Reflectance of 80/50/20 unless noted otherwise
2. Not a Construction Document, for Design purposes only
3. Standard indoor calc points @ 30" A.F.F. unless noted otherwise
4. Standard outdoor calc points @ Grade unless noted otherwise
5. Mlazgar Associates assumes no responsibility for installed light levels due to field conditions, etc.

Calculation Summary							
Label	CalcType	Units	Avg	Max	Min	Avg/Min	Max/Min
CalcPts 1	Illuminance	Fc	0.68	3.9	0.0	N.A.	N.A.
BROADWAY	Illuminance	Fc	1.20	2.1	0.3	4.00	7.00
INTERSECTION	Illuminance	Fc	1.25	2.1	0.6	2.08	3.50
MAIN	Illuminance	Fc	0.89	1.3	0.5	1.78	2.60
MAIN AND OAK	Illuminance	Fc	1.19	1.8	0.3	3.97	6.00
N OAK	Illuminance	Fc	1.29	2.1	0.4	3.23	5.25

Luminaire Schedule

Symbol	Qty	Label	Description	Arrangement	Total Lamp Lumens	Lum. Lumens	Lum. Watts	LLF
☐	130	1280	1220LED-4A1R45T3R-MDL03-CT	SINGLE	N.A.	6272	89.3	0.900



MLAZGAR ASSOCIATES
10340 VIKING DR.
SUITE 150
EDEN PRAIRIE, MN 55344
(P) 952-943-8080
(F) 952-943-8088
www.mlazgar.com

#	Date	Comments

Revisions

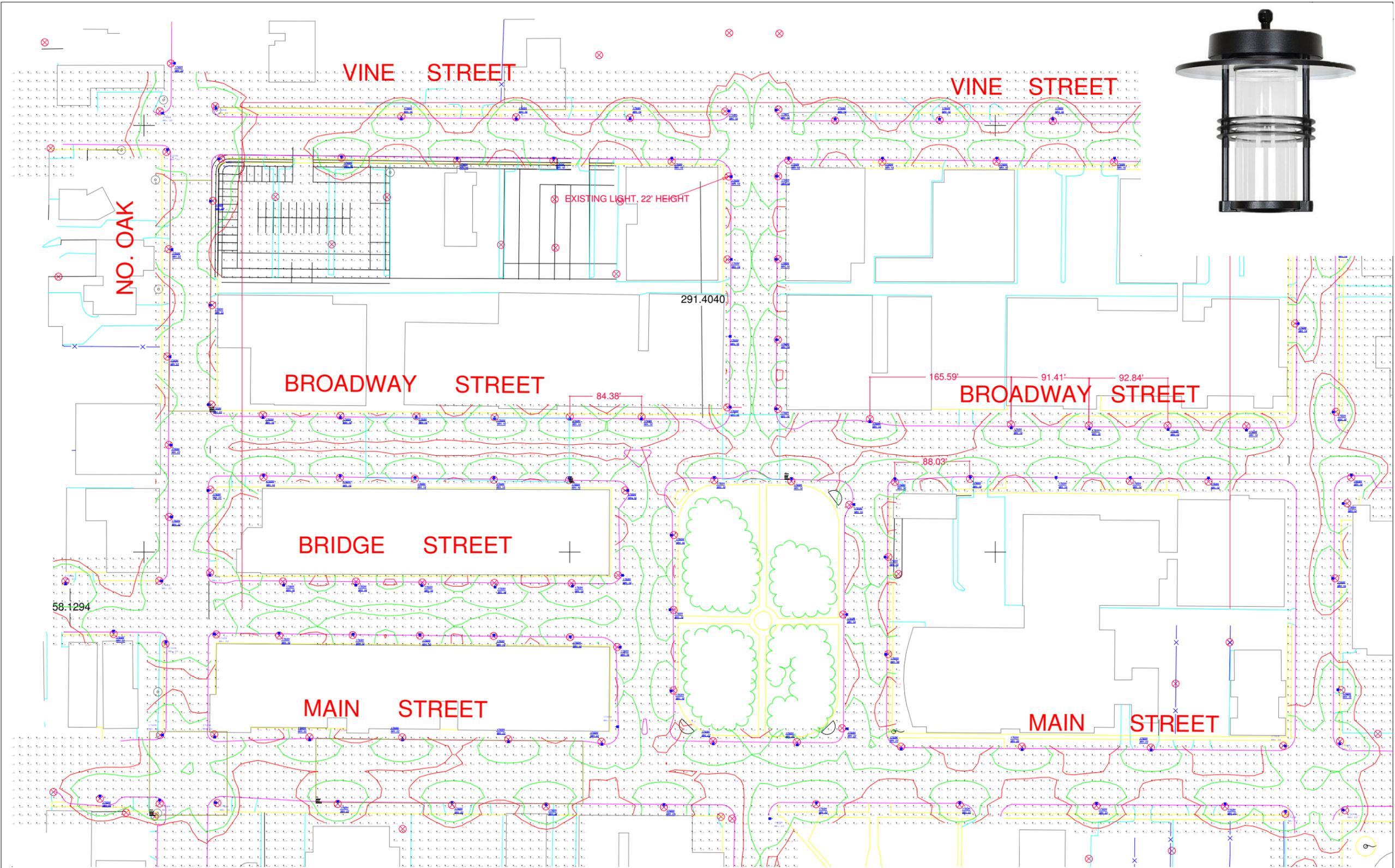
RLMA Project #: 80103 Drawn By: BS Date: 10/9/2019	Scale: 1" = 50'
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SITE PLAN

CITY OF OWATONNA
OWATONNA, MN

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PHOTOMETRIC PLAN - CHATEAU FIXTURE



1. Standard Reflectance of 80/50/20 unless noted otherwise
2. Not a Construction Document, for Design purposes only
3. Standard indoor calc points @ 30" A.F.F. unless noted otherwise
4. Standard outdoor calc points @ Grade unless noted otherwise
5. Mlazgar Associates assumes no responsibility for installed light levels due to field conditions, etc.

Calculation Summary							
Label	CalcType	Units	Avg	Max	Min	Avg/Min	Max/Min
CalcPts 1	Illuminance	Fc	1.14	10.7	0.0	N.A.	N.A.
BROADWAY	Illuminance	Fc	1.67	9.1	0.3	5.57	30.33
INTERSECTION	Illuminance	Fc	1.26	5.4	0.3	4.20	18.00
MAIN	Illuminance	Fc	1.25	4.9	0.3	4.17	16.33
MAIN AND OAK	Illuminance	Fc	2.36	5.5	0.7	3.37	7.86
N OAK	Illuminance	Fc	1.98	5.6	0.4	4.95	14.00

Luminaire Schedule								
Symbol	Qty	Label	Description	Arrangement	Total Lamp Lumens	Lum. Lumens	Lum. Watts	LLF
	130	1760H	1760LEDH-1L40T3-MDL16-CA	SINGLE	N.A.	11406	95	0.800

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www.mlazgar.com



#	Date	Comments

RLMA Project #: 80103
Drawn By: BS
Date: 10/9/2019
Scale: 1" = 50'

SITE PLAN
CITY OF OWATONNA
OWATONNA, MN

STREET FURNITURE - BENCHES & WASTE RECEPTACLES

Updating downtown street furniture creates a unified theme for downtown and reinforces the sense of place. By increasing the opportunities for seating along the streetscape, shoppers and visitors alike will spend more time downtown. The furniture options below are to be black (to match proposed lighting) for a consistent color that respects historic amenities. Below are three options for benches and receptacles, that reflect or match to the prairie style of the light fixtures, with varying price levels. Street furniture is to be placed in the street furnishing zone, between the pedestrian zone and the curb.

Option 1



Exposition Contour Bench
 Model: LEXC6
 Material: Steel with powdercoat, 159 lbs
 Color: Black
 Mount: Surface Mounted
 Product Cost: \$1,460.00



Exposition Receptacle
 Model: LEX33 with side door
 Size: 32 gallon, 171 lbs
 Color: Black
 Mount: Surface mounted
 Product Cost: \$1,325.00

Bench & Receptacle Manufacturer:
 Belson Outdoors
 1-800-323-5664
 belson.com

Option 2



Model: CBPB-6A1b-BK-006C (6' Bench)
 Color: Black River Finish (Powder Coat)
 Accessory: End Arm Rests
 Mount: Surface Mounted
 Product Cost: \$820.00



Model: DC-72830199
 Material: Steel
 Accessory: Canopy Lid
 Color: Black, Powder Coated
 Capacity: 45 gallons
 Mount: Surface mount
 Product Cost: \$890.00

Bench & Receptacle Manufacturer:
 Belson Outdoors
 1-800-323-5664
 belson.com

Option 3



Spencer Series Decorative Metal Bench
 Model: SPC74, 6' length (also 4' length avail.)
 Color: Bike Black
 Mount: Free standing or surface mount
 Weight: 180 lbs
 Dimensions: 74" L x 22" W x 35" H
 Product Cost: \$1,268.00



Spencer Series 32 Gallon Trash Receptacle
 Model: SPCT32 with hood
 Color: Bike Black
 Capacity: 32 gallons
 Product Cost: \$1,436.00

Bench & Receptacle Manufacturer:
 Belson Outdoors
 1-800-323-5664
 belson.com

MOVABLE PLANTERS

A variety of movable planters are available for implementation in the downtown streetscape. Existing planters should be removed. It is recommended to use planters at the curb bump-out locations or in the street furniture zone of the sidewalks. Planters will add greenery to the downtown without disturbing the existing sidewalk zone. Movable planters need to be an appropriate size as not to impose on the storefront zone. A minimum of 5' width should be maintained as a clear zone for pedestrians along the streetscape. If business owners would like to place rectangular planters along storefronts, this could add to the streetscape.



PLANTER EXAMPLE AT STOREFRONTS

Option 1



Model: Ashville Tapered Square
Material: Fiberglass
Color: Black
Diameter: 24" Square, variety of sizes
Product Cost: \$840.00

Manufacturer:
Planters Unlimited
www.plantersunlimited.com
1-877-613-1449

Option 2



Model: Aria Round Planters
Material: Cast Stone Fiberglass GFRC
Color: Black
Diameter: 32" dia. x 30" ht.
Product Cost: \$1,200.00

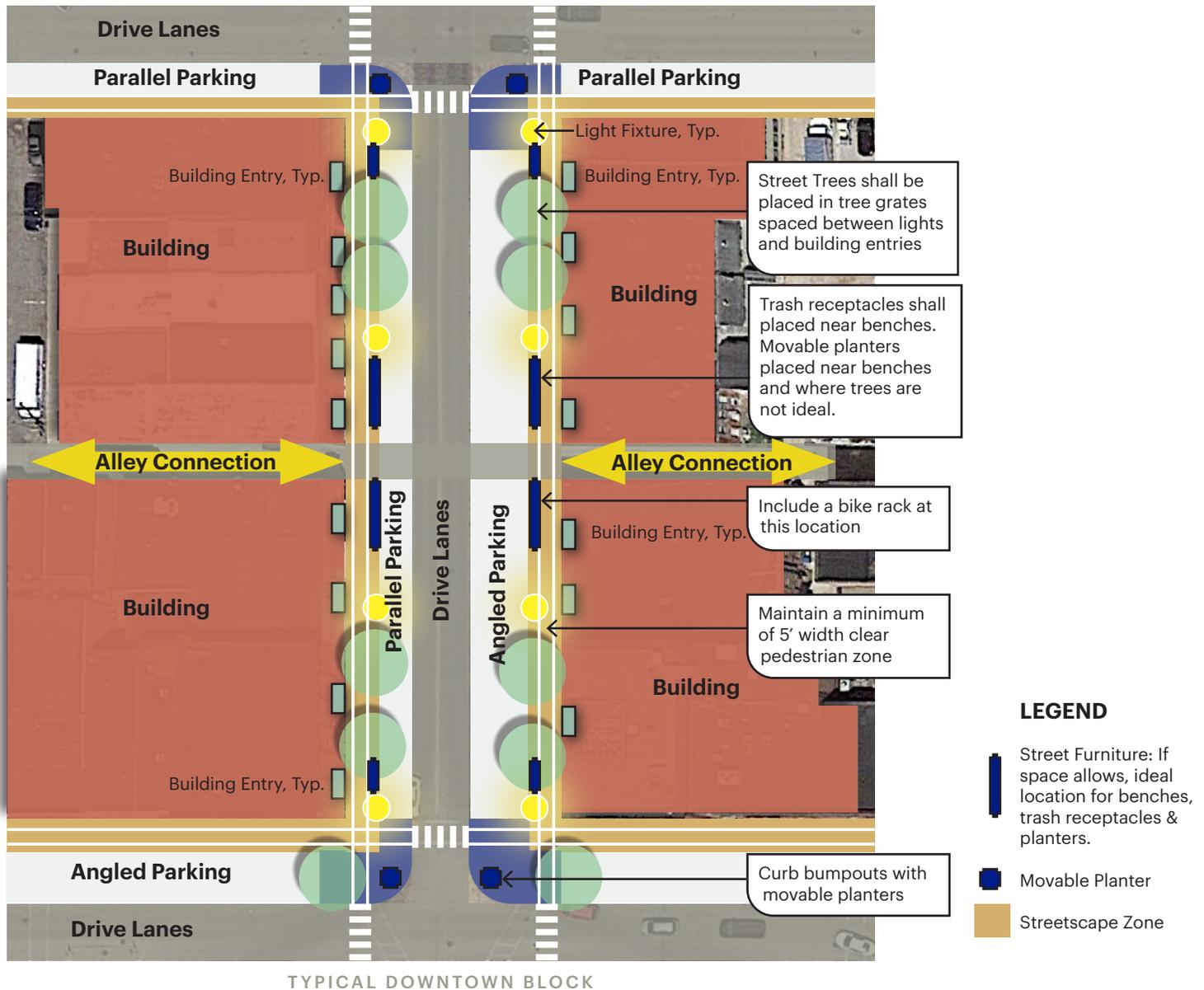
Manufacturer:
Planters Unlimited
www.plantersunlimited.com
1-877-613-1449

Option 3



Spencer Series Square Planter
Color: Bike Black
Size: 31" square x 24" ht (rectangle option)
Weight: 95 lbs
Material: Steel with powdercoat
Notes: Four drain holes included. Can be surfaced mounted or freestanding. Rectangular planter also available.
Product Cost: \$1,229.00

Manufacturer:
Belson Outdoors
1-800-323-5664
belson.com



STREET FURNITURE PLACEMENT

The map above shows a typical placement of street furniture including movable planters, benches and trash receptacles in relation to building entries, intersections and street trees. Care should be taken to place street furniture on each block. Variations will exist block to block depending on existing conditions including the locations of existing utilities, building signage, entries and width of the sidewalk.

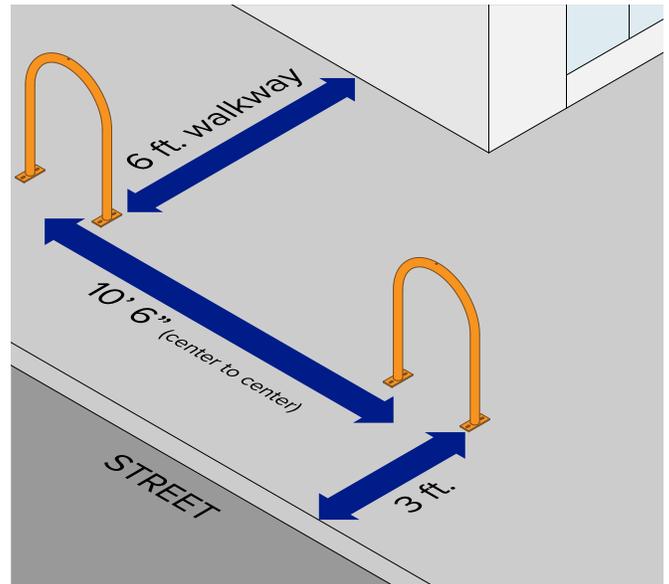
For planning purposes, a minimum of two benches, two receptacles, one bike rack (or two bike hoops) and four movable planters could be installed on each block.

BIKE RACKS

Bike racks are recommended near local businesses, restaurants and destinations in downtown (Central Park). Bike racks should be placed in the “street furniture” zone between the sidewalk and curb along streets with enough space. Where sidewalks are narrower (such as on Cedar Avenue), bike racks should be placed near alley connections or within public parking lots. Bike racks should be placed on hard surfacing such as concrete.

There are two options for bike racks - the larger bike rack could be placed in alleys or parking lots. This would be for long term bike parking.

The hoop bike rack with the custom logo could be placed along storefronts parallel to the building face to not obstruct the pedestrian traffic. This would be for short term bike parking.



RECOMMENDED SETBACKS FOR DERO HOOP (OPTION 2 - SHORT TERM BIKE PARKING)



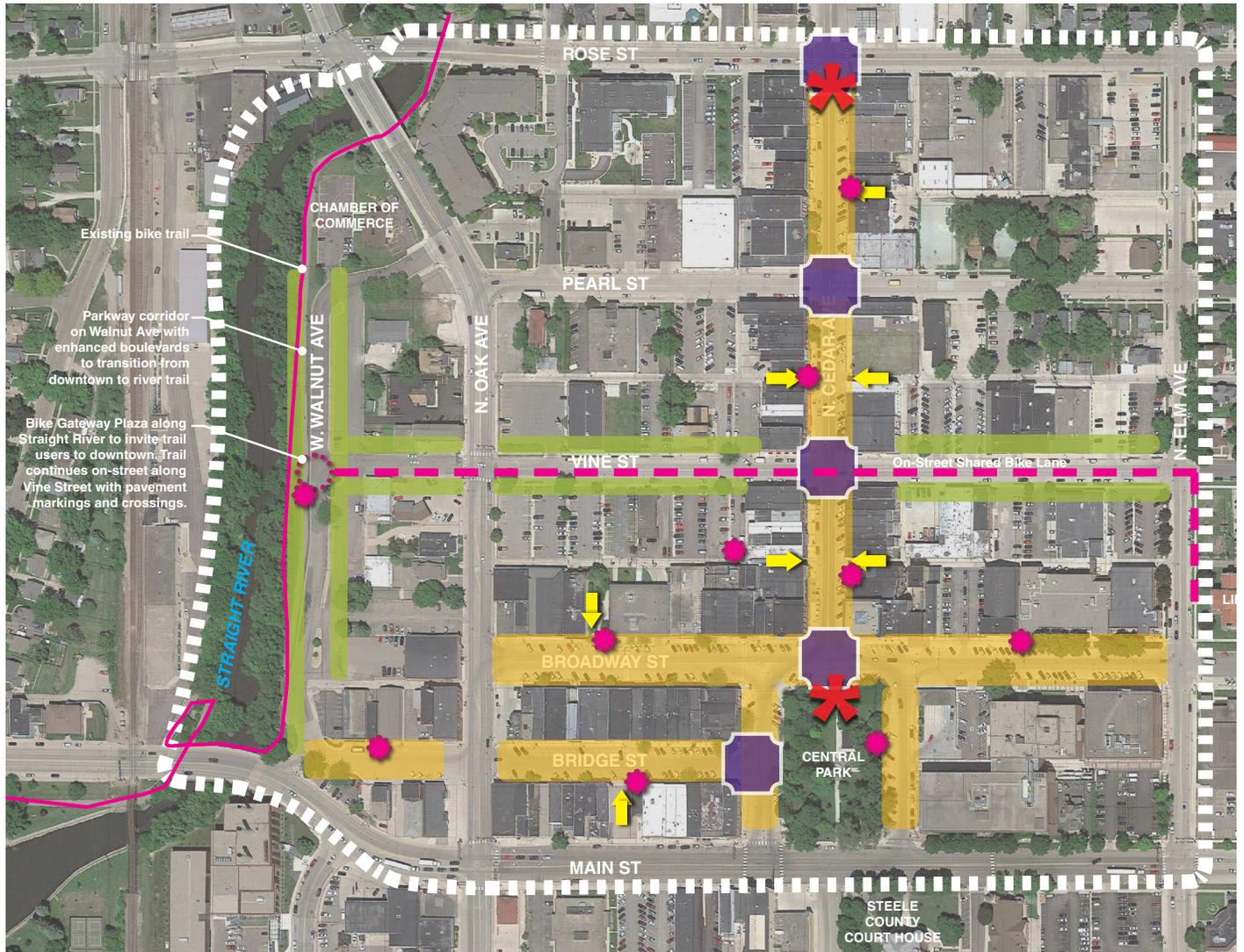
Option 1 - Long Term Parking

Large steel bike rack for up to seven bikes
 Manufacturer: Dumor
www.dumor.com
 Distributor: Flagship Recreation
info@flagshipplay.com
 Model: 188-07 (70 lbs)
 Style: Multiple Rack
 Color: Black
 Mount: Surface mount
 Est. Product Cost: \$900 each



Option 2 - Short Term Parking

Steel bike hoop with custom logo
 Manufacturer: Dero
www.dero.com
 Type: Custom Logo Bike Rack,
 Style: Hoop
 Color: Black
 Mount: Surface Mount
 Est. Product Cost: \$300 each + logo fee



BIKE PARKING - LOCATION RECOMMENDATIONS

SHORT TERM BIKE PARKING

Small bike hoops should be strategically placed in the “street furniture zone” along storefronts and main commercial shopping streets. These are for quick trips and short term bike parking. Where sidewalks are narrower (such as on Cedar Avenue), bike racks should be placed near alley connections or within public parking lots. Bike racks should be placed on hard surfacing such as concrete.

LONG TERM BIKE PARKING

Larger bike racks, holding more than three bikes, should be placed along the sides of building, in alleys where there is sufficient space or within public parking lots (such as off Vine Street along the proposed bike lane). These racks could be used by employees and visitors.

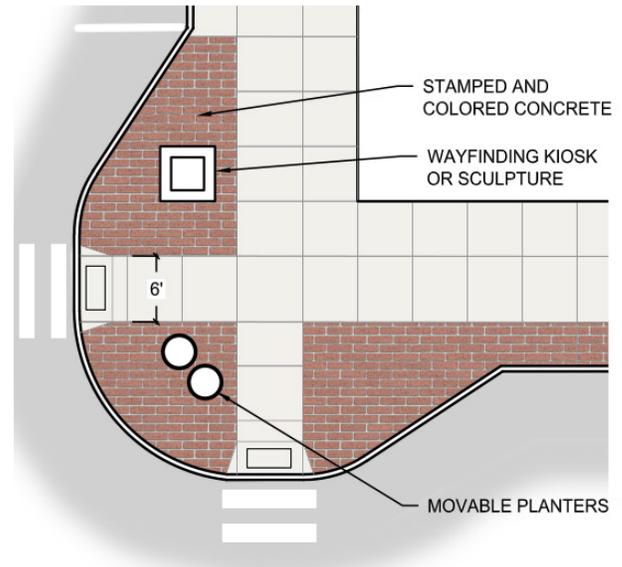
-  **ON-STREET BIKE LANE**
A shared lane with markings and safe crossings at intersections.
-  **BIKE PARKING LOCATIONS**
-  **STREETSCAPE AMENITIES**
Includes new prairie style themed efficient lighting, benches, bike racks, trash receptacles and concrete sidewalks.

Priority #2: Improve the pedestrian experience (safety & accessibility) by replacing sidewalks and adding curb bump-outs at key intersections.

Justification for Proposed Improvement: Safety, Accessibility, Place-making

SIDEWALKS AND CROSSWALKS

Implementation Plan: When replacing entire sections of sidewalks for general maintenance on a replacement schedule, implement an improved sidewalk design and pattern. Construct ADA compliant pedestrian curb ramps at all street crossing utilizing current technology such as APS (accessible pedestrian signals) where appropriate. Provide unique joint patterns on sidewalks within core of downtown. Update crosswalks with new paint in line with storefronts to aid in pedestrian and vehicle safety.

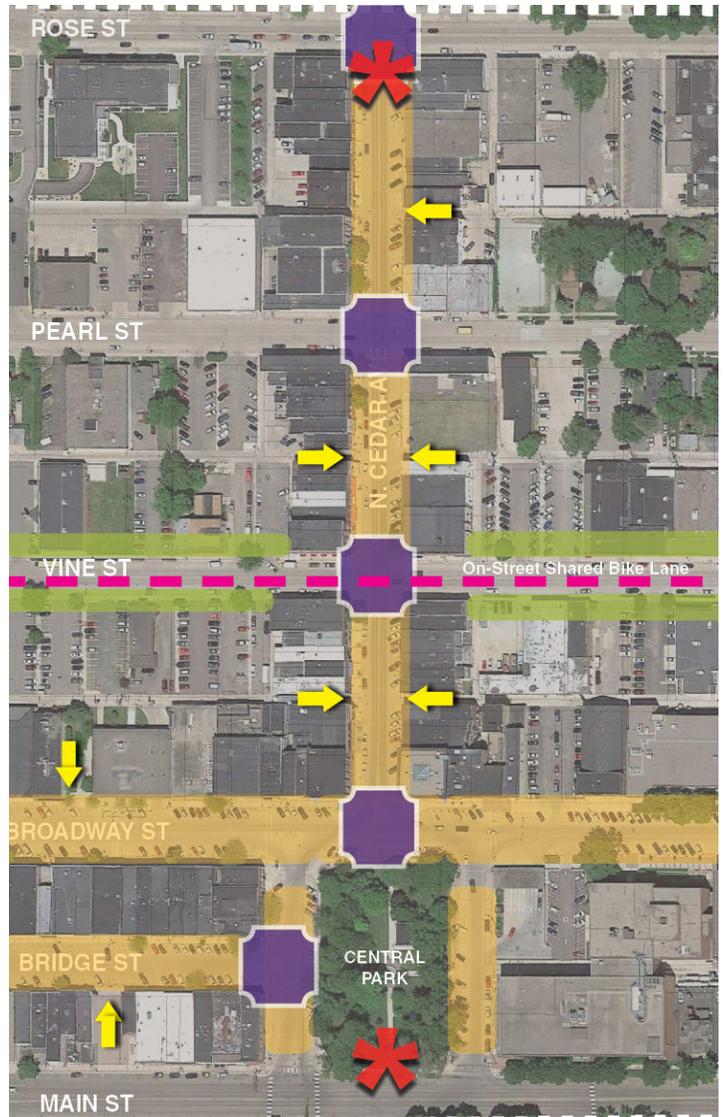


COLORED STAMPED CONCRETE IN RUNNING BOND PATTERN IN FURNISHING ZONES

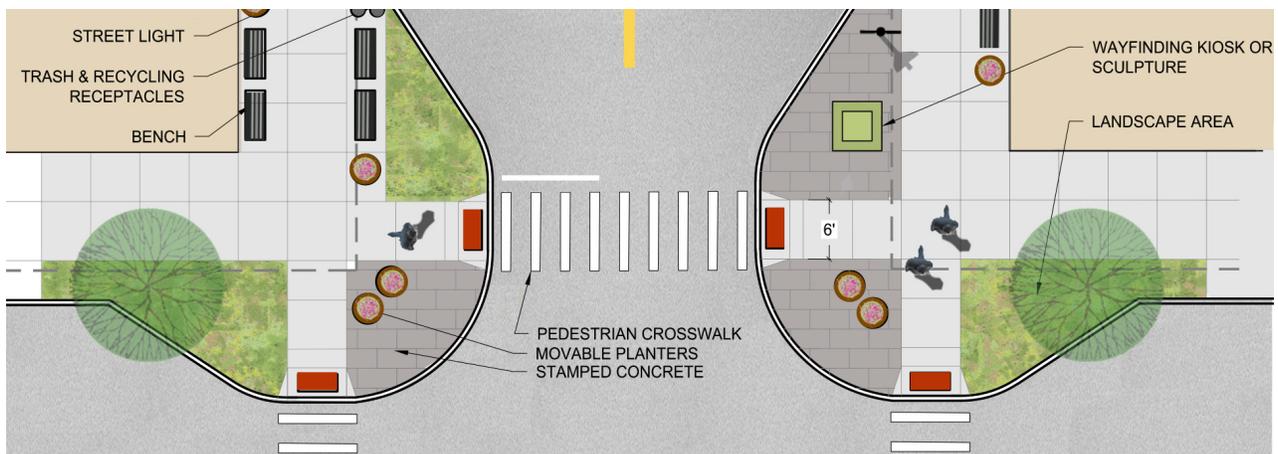
CURB BUMP-OUTS

A curb bump-out at intersections provides shorter distances for pedestrian crossings, increases public streetscape space, and slows traffic. Adding a bump-out removes few to none of the existing parking stalls as it is in the zone typically for turning or stopping and therefore parking is not typically allowed here. Bump-outs shall be designed to be efficient for snow removal.

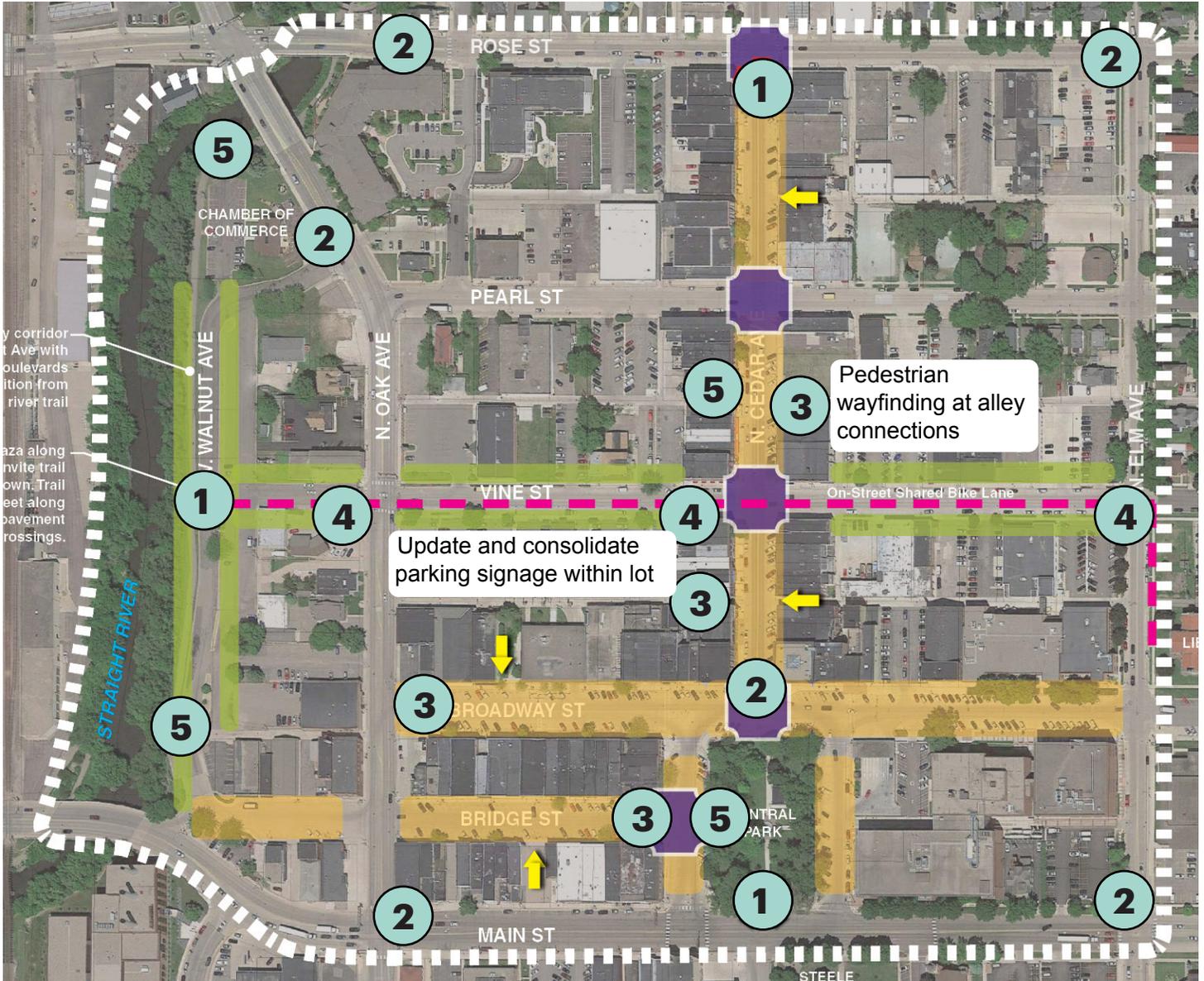
Implementation Plan: Construct five high priority intersections with curb bump-outs (Cedar Avenue, Broadway Street, W Bridge Street), move current pedestrian crosswalks, re-stripe crossings and provide a straight route from storefronts into Central Park.



KEY INTERSECTIONS FOR CURB BUMPOUTS



CURB BUMP-OUT AT CEDAR AVENUE AND BROADWAY STREET



WAYFINDING SIGNAGE - LOCATION MAP

Priority #3: Improve Wayfinding within Downtown

Justification for proposed improvement: Wayfinding signage is an opportunity to connect the visitor and tourist to the downtown (tourism).

The map above highlights the ideal locations for wayfinding signage of each of the five types of signs. Community wayfinding signage shall conform to the Minnesota Manual on Uniform Traffic Control Devices (MnMUTCD) standards if it is intended for vehicle traffic. Pedestrian or information signage does not need to conform to MnMUTCD standards. Therefore, pedestrian signage should not be facing the street and shall be located away from intersections with high priority traffic.

LEGEND

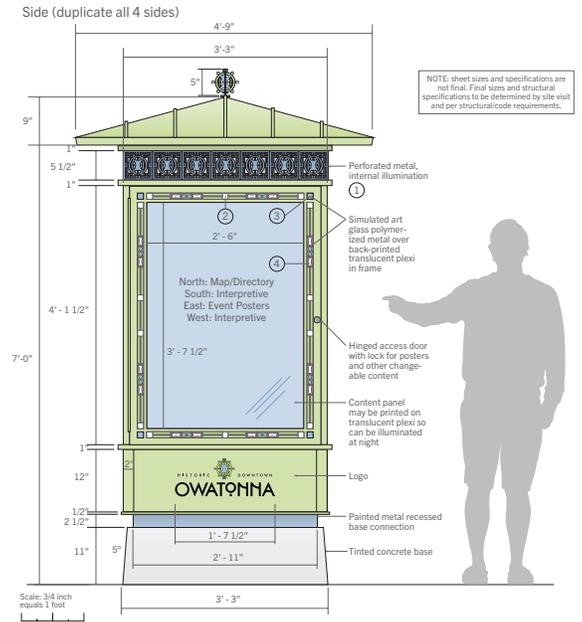
- 1** Wayfinding Pedestrian Kiosk
- 2** Vehicle Wayfinding Sign
- 3** Pedestrian Wayfinding Sign
- 4** Bicycle Wayfinding Sign
- 5** Interpretive Stand Alone Sign

1 Wayfinding Pedestrian Kiosks Recommendations

Construct kiosks at key locations, at bike gateway plaza on Walnut Street and at the south end of Central Park on Bridge Street. These prominent kiosk designs, will create a standard throughout downtown Owatonna and reinforce the prairie style theme.

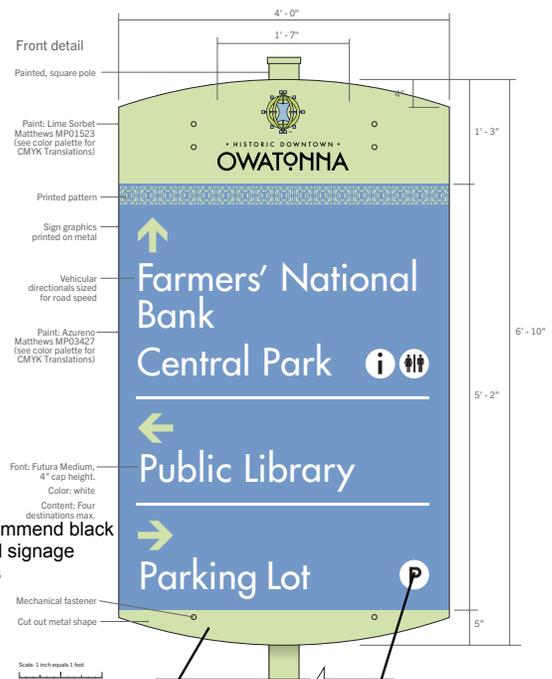
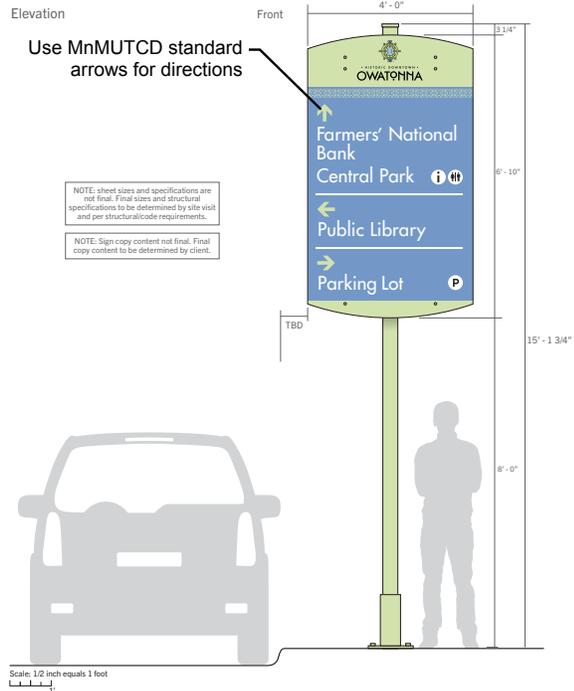
2 Vehicle Wayfinding Signage Recommendations

Typical spacing for wayfinding signage is 100' at 30 MPH roadways. Each sign shall have no more than 3 destinations (as shown below) with the first destination. Background color shall be blue standard color. A custom branded header with city logo is acceptable to include on the signs as long as it does not exceed 1/5 of the sign face. Font sizing shall be 4" height for uppercase and 3" height for lower case (for streets less than 25 mph). A minimum ratio of 1 inch per letter height per 30 feet of distance shall be used. If signs are intended for vehicles, retro-reflective coating is required, no coating is allowed for pedestrian or bicycle signs. Posts on all signs shall be black. A regulatory sign (such as speed limit or stop sign) should always take precedence over wayfinding signage.



WAYFINDING KIOSK EXAMPLE (DESIGN BY THIS IS FOLLY)

Large printed panels direct auto traffic. To meet standards for roadway signs, Graphics printed on cut-out metal shape.



Recommend black for all signage posts
 Recommend rectangle shape at bottom of sign and no green color
 Use MnMUTCD standard symbols for Parking

3 Pedestrian & Bicycle Wayfinding Signage

Recommendations

4 Install pedestrian signage in a location that does not detract from vehicle or pedestrian traffic. An ideal location for a stand-alone sign would be located where alleys meet the pedestrian streetscape, such as along Cedar Avenue, Broadway and Bridge Street

Due to the limited streetscape space, it is not recommended to attach the large wayfinding signs to light posts along the main streets within the downtown. This would reduce the space for pedestrian traffic and street furnishings as well as storefront zones. A smaller pedestrian directional sign could be attached to the light posts.



5 Interpretive Signage

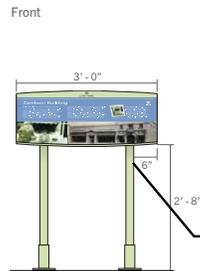
Recommendations

Install interpretive signage as a stand-alone sign or within a structured kiosk. Due to the limited streetscape space, it is not recommended to attach interpretive signs to light posts along the main streets within the downtown. This would reduce the space for pedestrian traffic and street furnishings as well as storefront zones.

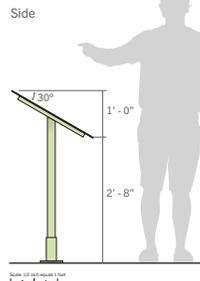
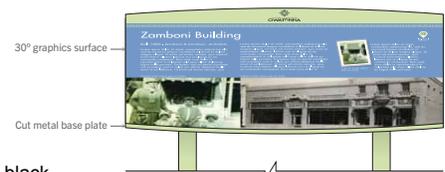
Interpretive - Console - Double Pole

Interpretive signing tells a story about the meaning of a site, person or other subject. Graphics printed on metal shape. Two pole, console-style mount.

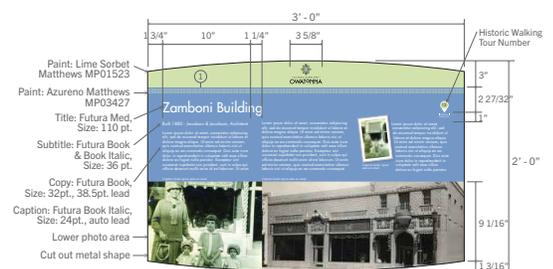
Interpretive Panel 3'W x 2'H



Front Detail

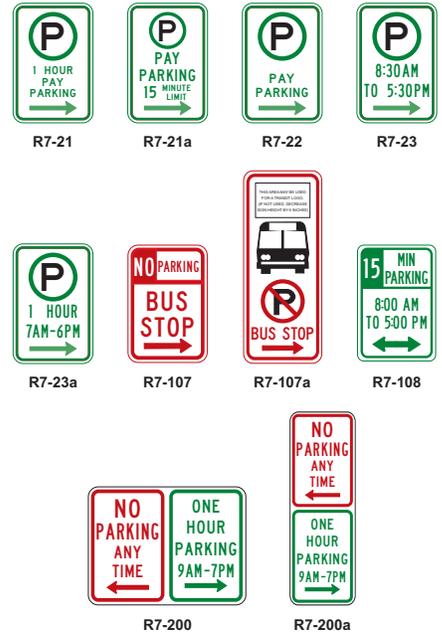


Panel Detail (shown flat, not actual content)



Parking Signage for On-Street Parking

Parking signs on-street shall conform to the MnMUTCD standards and follow guidance in sections 2B.46-47. Signs must have the parking symbol, a green legend and border with a white background. The proposed parking signs for on-street do not currently conform with the MMUTCD standards.



MMUTCD TYPICAL SIGNAGE FOR ON-STREET PARKING

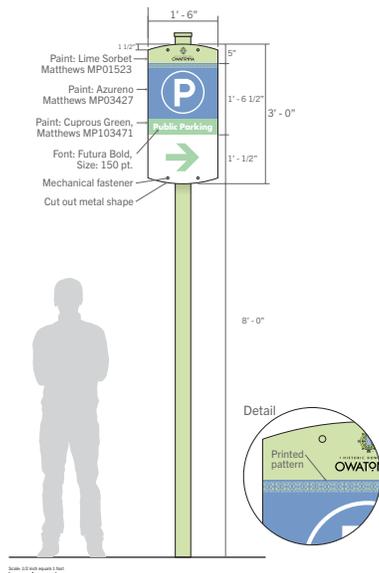
Parking Signage within Parking Lots

There are no standards for off-street parking lots except those regarding accessible parking stalls and aisles. The MnMUTCD specifically states that “Parking areas, including the driving aisles within those parking areas, that are either publicly or privately owned shall not be considered to be “open to public travel “ for purposes of MnMUTCD applicability”. It is recommended to provide clear, simple, consistent signage throughout downtown Owatonna parking lots.

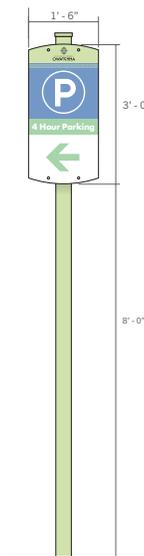
Reducing Signage Clutter

Wherever possible, parking signage should be combined and/or secured to light posts, stop signs or street signs. Consolidating existing parking zones could aid in eliminating additional signage. For example, all “30 Minute Parking” signs could be removed. Removing unnecessary signs such as “No Loitering” will help reduce clutter and make downtown Owatonna more welcoming to the community.

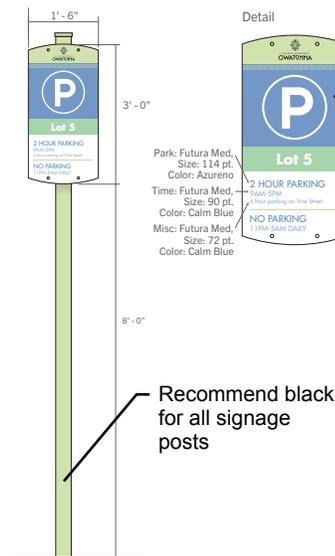
Trailblazer



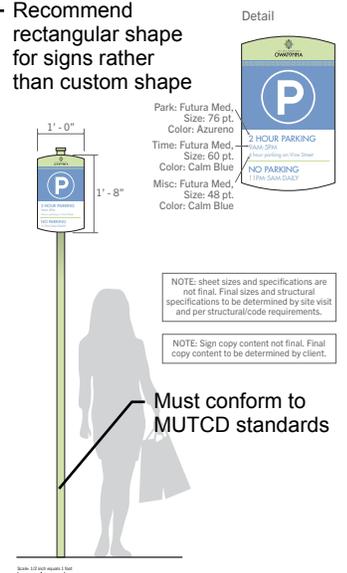
Lot Directional



Lot Arrival Identification



Street Parking Arrival Identification



Priority #4: Adding greenspace and landscaping to downtown

Justification for Proposed Improvement: Sustainability, Safety, Place-making, Economic Impact

ADDING GREENSPACE TO DOWNTOWN BOULEVARDS

Our recommendation is to add boulevards and greenspace along existing streets as development occurs. Creating green space along the streets provides more character for the downtown area, reduces heat islands and creates canopy over streets.

Implementation Plan: When streets are redeveloped and where sufficient ROW exists, consider adding boulevards, fencing, landscaping (trees and shrubs). During redevelopment, require developers to increase the boulevard and pedestrian space along existing streets. Where space is tight, suggest using structural soil in tree trenches beneath new sidewalks to aid in tree growth.

CITY PARKING LOT

Consolidate existing driveway accesses onto Vine Street to enhance the downtown streetscape experience by separating parking from sidewalks and eliminating parking confusion.

Implementation Plan: Re-construct the city parking lot to have one entrance off Vine Street and one entrance off the alley. Eliminate the additional driveways onto Vine Street. Reconfigure the parking stall layout and grade into one lot. Provide additional boulevard space within the existing R.O.W. on Vine Street and plant street trees along this corridor. Provide both lots with similar parking time zones (No Parking between 2 am – 6 am is recommended), this will allow for snow removal and discourage the use of long term parking while allowing employees or business owners to park for their entire shift. Construct bike parking within the city parking lot behind existing businesses. Refer to graphic below.



CITY PARKING LOT RECONFIGURATION

STREET TREES AND LANDSCAPING

Justification: Planting new street trees within the downtown area that are urban tolerant will provide tree canopy, reduce heat islands and enhance the pedestrian experience (sustainability)

Implementation: It is important to select trees that will withstand the Minnesota winters, tolerate urban conditions such as salt spray and limited soil, have limited litter from seasonal fruits, and be the appropriate size and width for the downtown. It is recommended when developing streets to add planted boulevards or tree planting areas (with structural soil). Trees survivability increases with bigger planted areas.

Pollinator Friendly City

Owatonna is a designated pollinator friendly city tasked with increasing flowering habitat, limiting pesticide use, and overall, promoting a healthy environment for bees and other pollinators. Refer to the following page, Recommended Plant Species, for plants chosen to create a pollinator friendly habitat in downtown Owatonna streetscape environment.



OVERSTORY TREES
located before corner curb bump-outs to create archway over streets

LANDSCAPE AREAS
Low-growing perennials and shrubs planted in landscape areas at curb bump-outs and along streetscape in raised beds

ORNAMENTAL TREES
located in groupings along streetscape with perennial landscape areas, specific location to be determined during final design in consideration of signage, windows and lighting

TREE PLANTING RECOMMENDATION
ALONG CEDAR AVENUE

Recommended Street Trees



Cornus alternifolia
Pagoda dogwood tree form
H: 15' W: 20'



Amelanchier grandiflora 'AB'
'Autumn Brilliance' Serviceberry
H: 15-25' W: 15-25'



Malus 'Spring Snow'
Spring Snow Crabapple (fruitless)
H: 20-25' W: 15-20'



Celtis occidentalis 'JFS-KSU1'
Hackberry, Prairie Sentinel
H: 45' W: 15'



Gleditsia triacanthos 'Skyline'
Thornless Honeylocust
H: 60' W: 60'



Syringa reticulata 'Ivory Silk'
Japanese Lilac Tree
H: 20-30' W: 15-25'



Tilia cordata 'Greenspire'
Greenspire Linden
H: 40-60' W: 35-40'



Quercus 'Crimschmidt'
Crimson Spire Oak
H: 30-40' W: 10-20'



Ulmus americana 'Princeton'
American Elm
H: 50-70' W: 30-50'

Recommended Landscape Species



Rhus aromatica 'Gro-Low'
Gro-Low Sumac
H: 1.5-2' W: 6-8'



Daphne Spirea
Spirea japonica 'Alpina'
H: 1-2' W: 4-5'



Potentilla fruticosa 'Abbotswood'
Shrubby Cinquefoil
H: 2-3' W: 2-3'



Calamagrostis x acutiflora 'Karl Foerster'
Feather Reed Grass
H: 3-5' W: 1.5-2.5'



Rudbeckia hirta
Black-Eyed Susan varieties
H: 2' W: 1-2'



Echinacea purpurea
Purple Coneflower varieties
H: 2' W: 1.5-2'



Sporobolus heterolepis
Prairie Dropseed
H: 2' W: 1.5-2'



Asclepias tuberosa
Butterfly Weed
H: 1-2.5' W: 1-1.5'



Sedum spectabile 'Autumn Joy'
Autumn Joy Stonecrop
H: 1.5-2' W: 1.5-2'

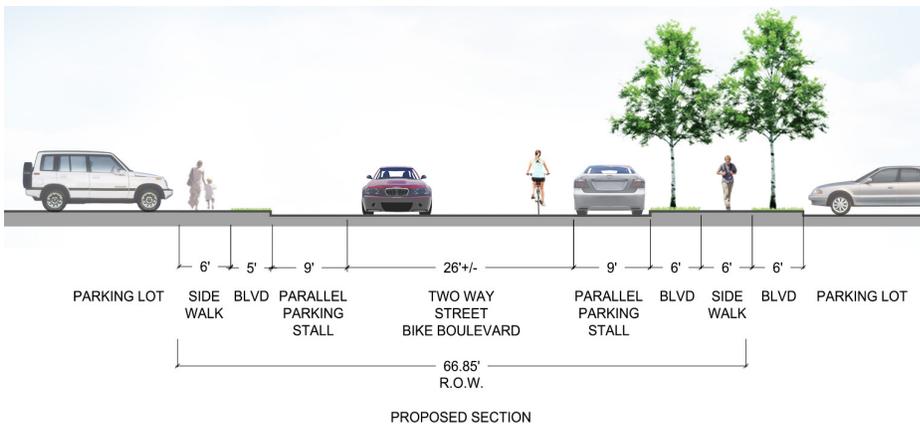
Priority #5: Connect Downtown to the Riverfront and Bike Trail

Justification for Proposed Improvement: Economic Impact / Tourism, Sustainability, Safety

BIKE CONNECTIVITY

A bike hub at the terminus of Vine Street on the existing city bike trail could be an economic benefit to the downtown by creating a clear marked shared vehicle bike lane along Vine towards downtown. This stopping point would also provide seating, wayfinding kiosk and overlook onto the Straight River. It would improve the downtown

Implementation Plan: Construct a shared bike lane along Vine Street towards downtown using paint and safe crossings at intersections. Provide bike wayfinding signage along the route that conforms to MnMUTCD standards (refer to Wayfinding Signage - Priority #3).

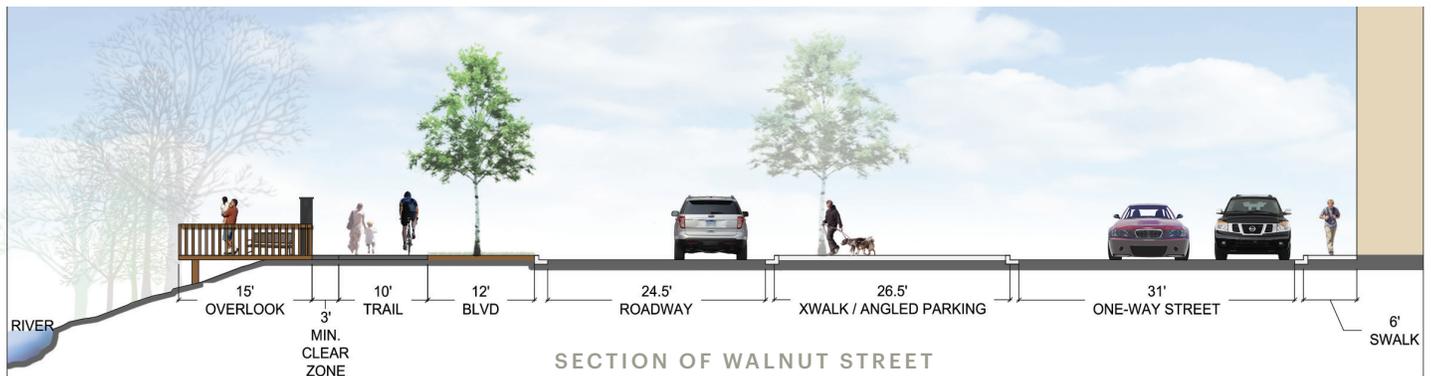


PAINTED SHARED BIKE ROUTES WITH SIGNAGE WILL HELP AID IN WAYFINDING



SHARED BIKE LANE ON VINE STREET

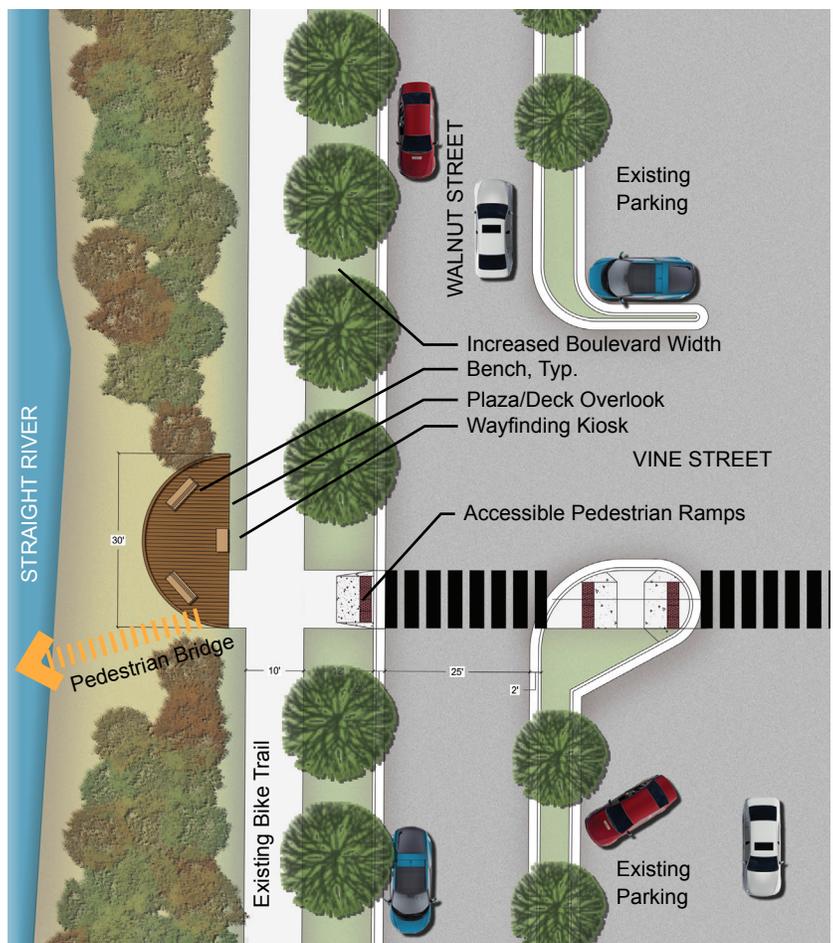




BIKE CONNECTIVITY

Implementation

Construct a gateway plaza at Vine Street and Walnut Street at the existing bike trail along the Straight River. The plaza or deck overlook would serve the trail with amenities such as benches and a wayfinding kiosk or bike repair station. Future implementation could include a pedestrian/bike bridge crossing at Vine Street to eliminate hairpin turns at Rose St and sidewalk biking at Bridge Street. Walnut Street width is to be reduced to increase boulevard space, plant street trees and provide a river walk area of an overlooked section of downtown.



BIKE GATEWAY PLAZA AT VINE STREET & WALNUT STREET

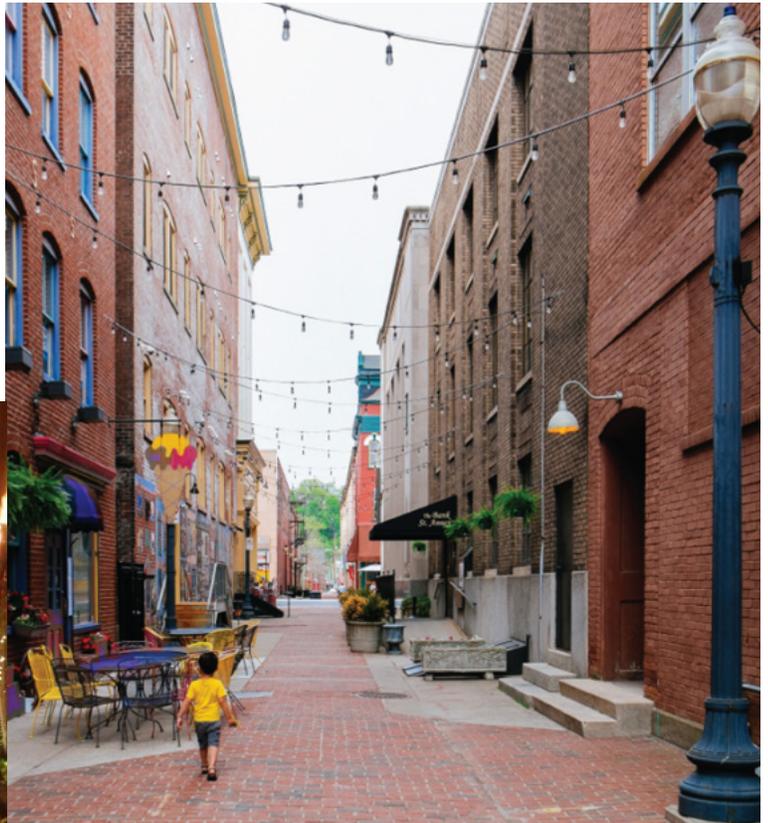
Priority #6: Provide safe passage from parking lots to storefronts by improving alley connections

Justification for Improvement: Safety, accessibility, tourism, wayfinding

Alleys, often overlooked, can become important pedestrian connections. The existing alleys along core streets in downtown can serve as “woonerfs” a shared vehicle/pedestrian space that guides visitors who park behind the buildings safely through alleys towards shops and restaurants (Safety). The alleys could incorporate murals, public art, overhead string lights, bike racks and unique pavement patterns enhancing the streetscape connections between parking



ALLEY EXAMPLE



ALLEY EXAMPLE

Overhead String Lights

Commercial Grade LED Suspended String Lights

Supplier: Novelty Lights

www.noveltylights.com

Michael Weisberg, 800-209-6122 ext 103

Type: LED

Color: Black string

Length: 48 feet max, 330 feet in bulk

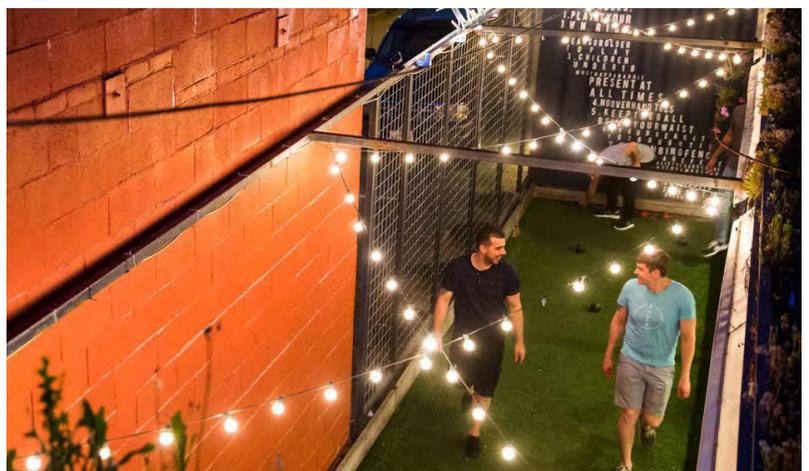
Spacing: 18 inch recommended (36 inches max)

Maintenance Required

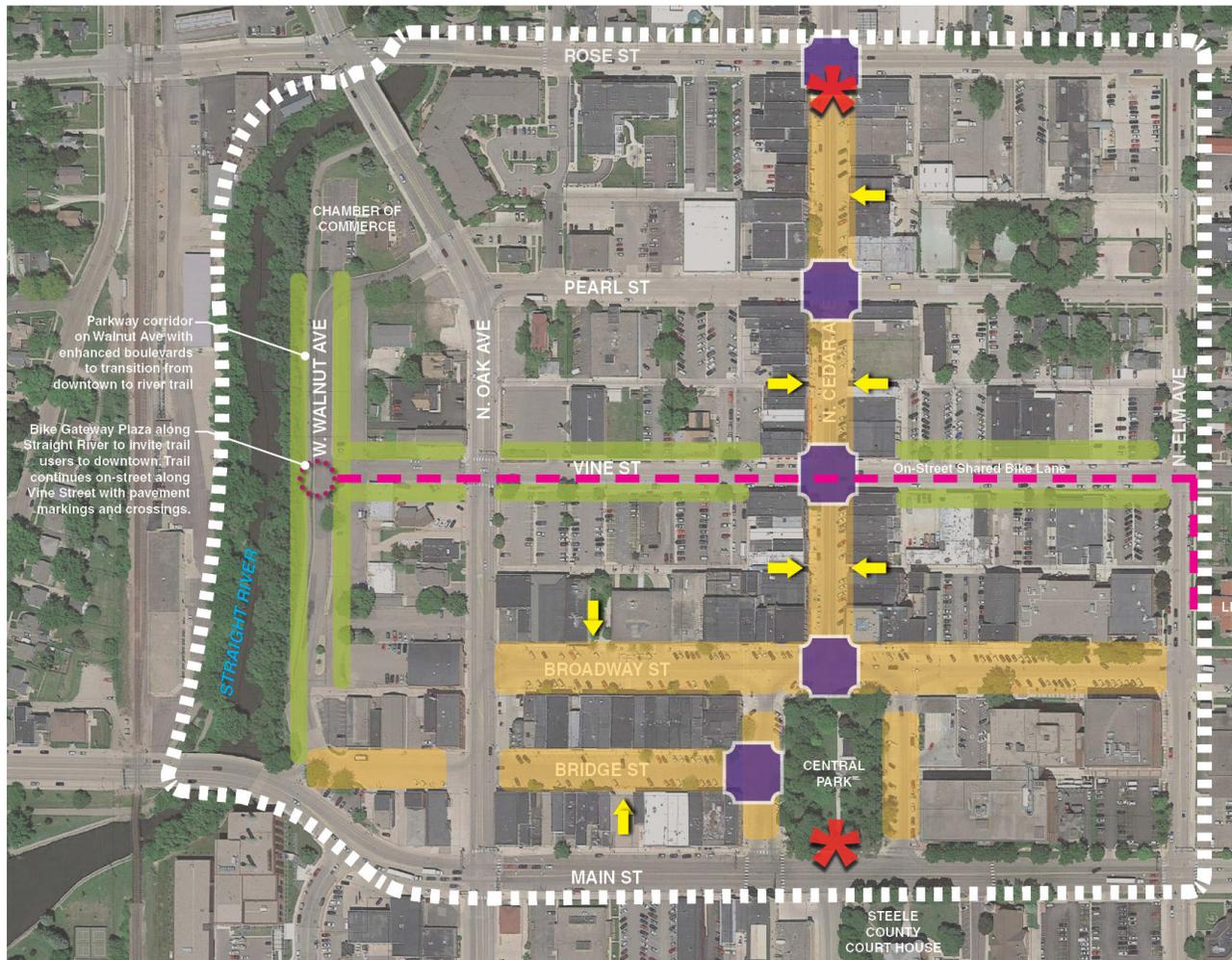
In an outdoor setting with weather extremes such as Minnesota, LED bulbs could require replacement every 15 months.

Installation

Multiple options for installation. Typical hanging lights use wires through light strings hooks to attached to buildings or another structure with eye bolts.



OVERHEAD STRING LIGHTS EXAMPLE



LOCATION OF ALLEY IMPROVEMENTS

← ALLEY CONNECTIONS
 Pedestrian friendly walkable alley connections from parking lots to downtown shops and restaurants.

Alley Connections

There are five alleys along Cedar Avenue, one along Bridge Street and one along Broadway Street which could be improved. It is noted that the alley along Bridge Street is not a public alley and requires partnership with the property owner.

Implementation Plan: Reconstruct alley during typical replacement schedule with custom paving patterns, string lights, benches, bike racks and other amenities as needed. Consider if alleys should be used for pedestrians only or for shared use. This will depend upon the current use of the alley and access for any emergency vehicles.

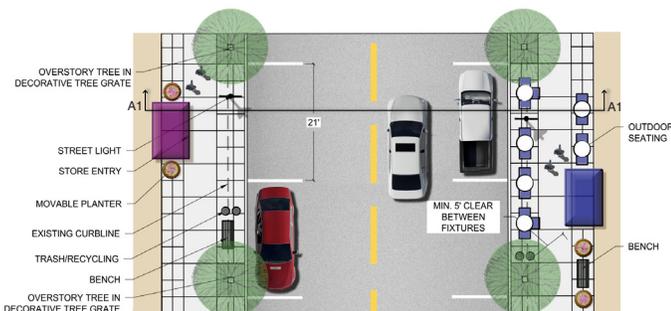
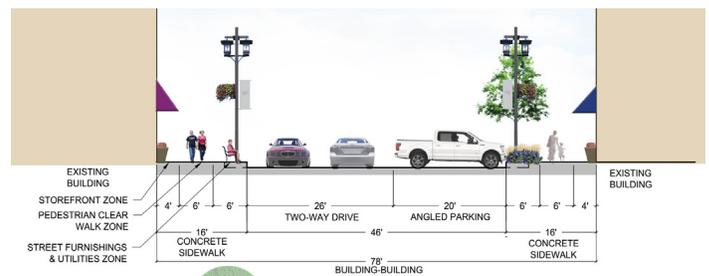
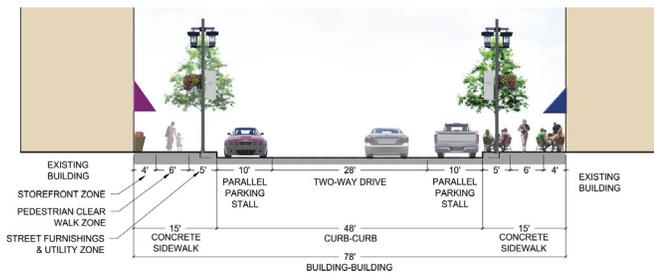
Considerations for Future Improvements

Based on feedback from city staff and the community, there are a number of improvements that fall into a lower priority for streetscape development within downtown Owatonna. These ideas were explored during planning and it was determined these improvements would be considered in the future, if funding become available and there is community support. As existing streets in downtown are maintained, re-built and improved, reviewing the importance of streetscape within the street right-of-way corridor is crucial to continuing to improve the downtown area. Any improvements to downtown should be presented to the community, residents and local businesses to gauge the level of interest and support. There are three considerations which include:

1. Increased Pedestrian Zones along Cedar Avenue during future street reconstruction
2. Consolidate Downtown Parking Zones
3. Change Broadway to a Two-Way Street

Increase Pedestrian Zone along Cedar Avenue - Future Reconstruction

Consideration should be taken when Cedar Avenue is reconstructed to increase the sidewalk width and therefore the “streetscape public space” in the core of downtown. A larger streetscape width encourages customers and visitors to stroll the sidewalk, window shop or sit at an outdoor restaurant patio. It adds to the vibrancy of the streetscape with more room in front of storefronts. If the existing street corridor is re-centered, there can be more space on either side as well as equal space. Existing curbs will need to be adjusted, and parking pattern will change to one-sided angled parking (see Section A1) or both sides parallel parking (see Section A2). The pedestrian zone will be equally divided on both sides of the street with 15’-16’ width for pedestrians, outdoor seating areas and street furnishings.



SECTION A1 - INCREASED PEDESTRIAN ZONES

SECTION A2 - INCREASED PEDESTRIAN ZONES

EXAMPLES OF STREET RECONFIGURATION FOR CEDAR AVENUE TO INCREASE PEDESTRIAN ZONES

Consolidate Downtown Parking Zones

Parking is a very important part of the downtown streetscape study. This was one of the most popular comment themes posted on Social Pinpoint and was emphasized multiple times by city staff at initial project meetings. The goal of this streetscape is to limit the parking impact to downtown businesses, residents and employers. Reduce the amount of parking time options in the downtown by eliminating either the 24-hour or 21-hour parking. There is a blanket law that all cars must be moved off the streets between 2am-6am which contradicts the current 24-hour parking zones.

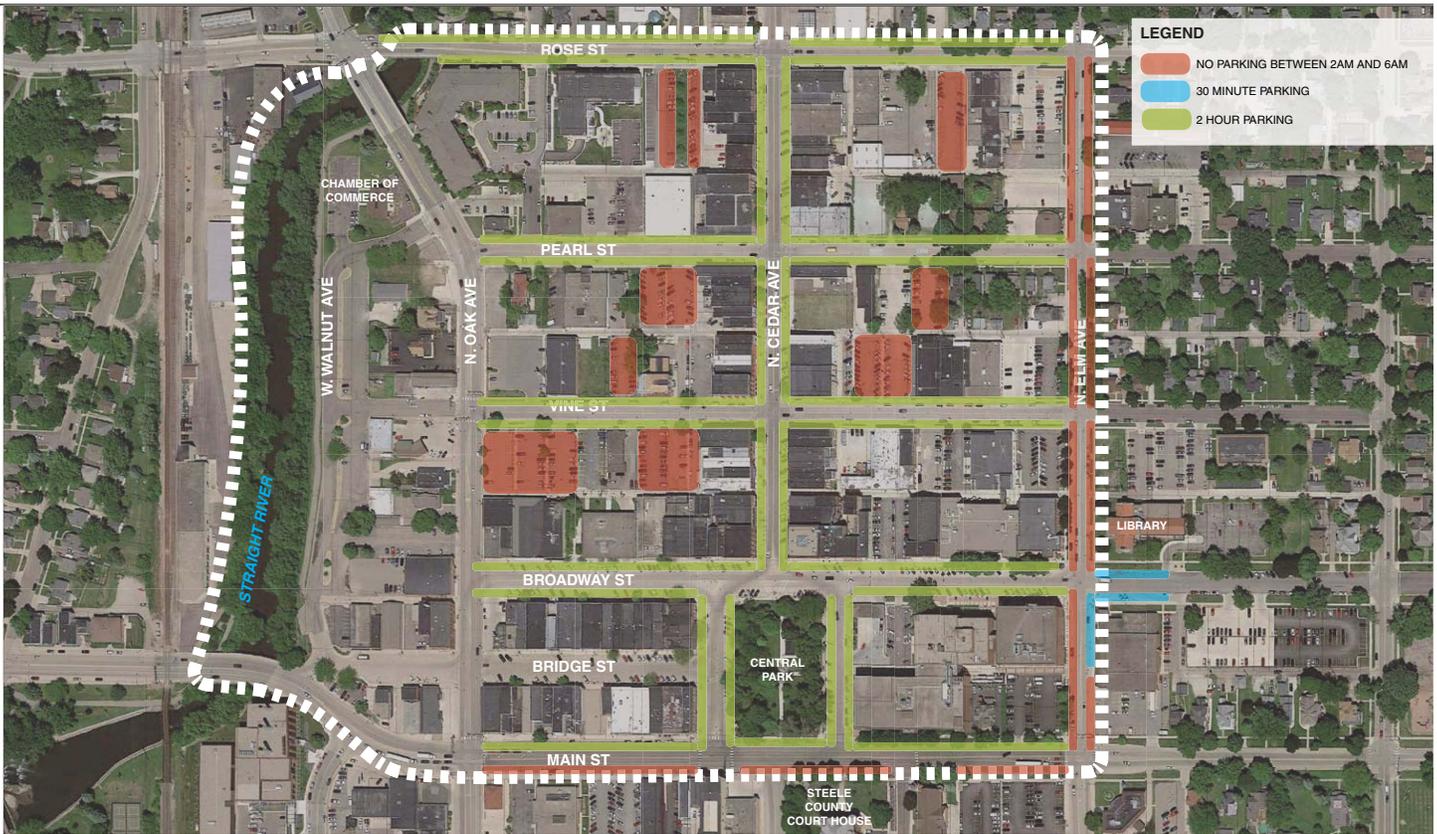
Downtown Parking – Best Practices and Recommendations

Through its parking control program, the City strives to maintain a vibrant downtown with parking that is user friendly, especially for customers. The improved downtown streetscape presents an opportunity to refocus the parking control program. The resulting environment will feature organized and clearly communicated expectations and information to users that guides customers to the most appropriate parking areas; tourists and visitors into short-term parking areas, achieving a healthy degree of turnover, and employees and residents to long-term parking areas. To guide this refocused effort the City should concentrate on the following parking management principles:

- Strengthen the regulatory distinction between short-term parking spaces located at the center of downtown for convenience of customers and the long-term parking on the fringes for employees and residents.
- Reserve parking time limitations for short-term parking areas since they are best suited as a strategy to encourage turnover in high demand areas.
- Focus enforcement on short-term on-street time limits to eliminate confusion of areas for long-term parking and short-term parking areas.

RECOMMENDATIONS FOR IMPLEMENTATION

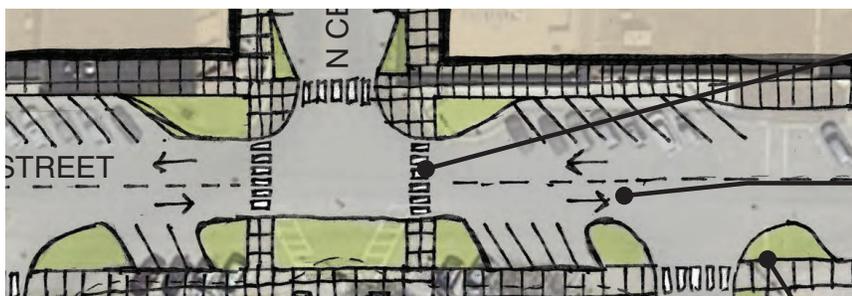
1. **Adopt a goal for parking availability in downtown. This gives the City a target for which the effectiveness of current policies can be measured and evaluated. The accepted parking management industry standard is for 15% of on-street stalls and 10% of off-street stalls to be available at any given time . At this availability, the stalls are well-utilized, but also perceived to be available.**
2. **Eliminate postings for 21 and 24-hour limit on-street parking stalls since it is confusing and contradicts the blanket early-morning parking restriction (2 am to 6 am) in the downtown.**
3. **Reduce four-hour time zones to the two-hour parking zone . Four-hour limits are prone to be used by commuters or long-term parkers who will simply move their vehicles once or twice each day to avoid citations. Additionally, having fewer duration restrictions simplifies the information conveyed to the user.**
4. **Establish uniform time limit parking restrictions on per-block basis to create a clear demarcation between short-term and long-term parking areas thereby minimizing confusion and furthering user-friendliness .**
5. **Establish one uniform time limit for surface parking lots that adjoin one another. If necessary, certain stalls that are properly signed within each lot can be dedicated to short-term parking.**
6. **Very short parking limits (i.e. 30-minute limit) are generally prone to abuse and add to confusion about where to park. Accordingly, these restrictions should only be in place if extenuating circumstances are warranted. Specifically, these stalls should be only located in proximity to destinations that involve quick errands such as convenience stores, post offices, etc. which does not typically include restaurants or taverns. Stalls without these circumstances should be changed to having two-hour limits.**
7. **Consider implementing parking fees through metering if duration regulations fail to meet the availability goals for the short-term stalls. Evidence suggests that establishing fees for parking can affect space use, thus encouraging parking turnover. The Victoria Transport Policy Institute provides information on implementing parking pricing (www.vtpi.org/parkpricing.pdf)**



SUGGESTED DOWNTOWN PARKING ZONE MAP

ONE WAY TO TWO WAY STREET - BROADWAY

Implementation Plan: It is recommended to change the existing traffic pattern on Broadway Street at Cedar Avenue to entirely a two- way street with a four-way stop intersection. This particular intersection is confusing for both motorists and pedestrians. Utilizing a four way stop will increase safety of crossings and implementing a bump-out will reduce the time it takes for a pedestrian to cross.



Less distance to cross for pedestrians

Broadway Street changes to two-way street with angled parking on both sides of the street

Planning Cost Estimate

DESCRIPTION	ESTIMATED COST
STREET LIGHT (LED) FIXTURE	\$4,900-\$6,800
OVERHEAD STRING LIGHTS ACROSS ALLEY	\$3,400
BENCH	\$900-\$1,500
WASTE RECEPTACLE	\$800-\$1,500
MOVABLE PLANTER	\$800-\$1,500
BIKE RACK	\$300-\$900
STREET TREE	\$600
CAST IRON TREE GRATE	\$2,500
STRUCTURAL SOIL	\$90 per C.Y.
ALLEY CONNECTION - CREATING A WOONERF IN A TYPICAL ALLEY	\$15,000 per alley
COLORED, STAMPED CONCRETE SIDEWALK	\$16 per S.F.
CONCRETE SIDEWALK WITH DECORATIVE SCORING	\$12 per S.F.
ADDING A CURB BUMP-OUT TO AN INTERSECTION	\$30,000+
CREATING A 2-WAY STREET AT BROADWAY	\$12,000
PAINTED ON-STREET BIKE LANE ON VINE STREET	\$2,500+
BIKE GATEWAY PLAZA AT WALNUT STREET	\$15,000+
PEDESTRIAN BRIDGE OVER STRAIGHT RIVER AT BIKE TRAIL	\$200,000+
WALNUT STREET REDESIGN TO INCLUDE INCREASED PLANTED BOULEVARD	\$150,000+
WAYFINDING SIGNAGE KIOSK	\$6,500
REDEVELOP CITY PARKING LOT	\$400,000

Planning Cost Estimate

It should be noted that the above costs are based upon 2019 estimated prices and are for the specific improvements and items shown in this study. These costs do not include any design and engineering fees, required permitting, mobilization, delivery, taxes, grading, drainage and other improvements necessary to implement these items within the streetscape. These costs should be used for planning purposes only and during design, a detailed cost estimate based upon proposed quantities should be developed.

Conclusions

Downtown streetscape improvements should occur where it is logical and when the opportunity or need arises. When infrastructure is due for replacement or streets are redeveloped, consider implementing specific streetscape items (such as curb bump-outs, sidewalks, site amenities). Incorporating these as part of the construction cost of the roadway improvements for efficiency.

It is recommended to continue the relationship with downtown businesses and employers to further improve the walkability, wayfinding and tourism opportunities in Owatonna. The implementation of this streetscape study is likely to occur over a period of time

based upon city funding, grant opportunities, the current economy and downtown business involvement. It is easier to purchase and swap streetscape furnishings such as bike racks, planters and benches, but these could also be purchased over time as replacements for existing amenities. Currently as of early 2019, Rose Street is being designed for Concrete Pavement Rehabilitation and a curb bump-out is slated to be included in the construction plans, starting the beginning of the Cedar Avenue streetscape.

The maintenance of the streetscape amenities and infrastructure is a vital element to the streetscape study. Streets without regular maintenance are not welcoming to visitors, customers, or residents. This includes regular trash pickup, snow removal and maintenance of vegetation such as regular pruning of street trees. Downtown Owatonna has a mix of residents, employers, businesses and tourists at any given time and the quality of its streetscape will continue to enhance its sense of place. Improving one of the core identities of Owatonna and consistently maintaining the streetscape improvements will create a welcoming, strong community for everyone to enjoy.



APPENDIX

Visioning & Preference Boards

Initial Concept Plans

Summary of Social Pinpoint Comments

Wayfinding Signage Study (designed by This is Folly)



STREET LIGHTING



BENCHES

BIKE RACKS

DOWNTOWN OWATONNA STREETSCAPING

Owatonna, Minnesota

August 17, 2018 | Project number: 012353-000





STREETSCAPE AMENITIES

DOWNTOWN OWATONNA STREETSCAPING

Owatonna, Minnesota
August 17, 2018 | Project number: 012353-000





TREE LILAC



CRIMSON SPIRE OAK



AUTUMN GOLD GINKGO



SPRING SNOW CRABAPPLE



HOMESTEAD ELM

STREET TREES



INFILTRATION AREAS



PARKLETS



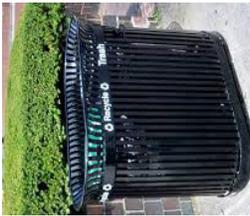
DOWNTOWN OWATONNA STREETSCAPING

Owatonna, Minnesota
August 17, 2018 | Project number: 012353-000





PLANTERS



TRASH/RECYCLING



TREE GRATES

DOWNTOWN OWATONNA STREETSCAPING

Owatonna, Minnesota
August 17, 2018 | Project number: 012353-000





BUMPOUTS



WALKABLE STREETS



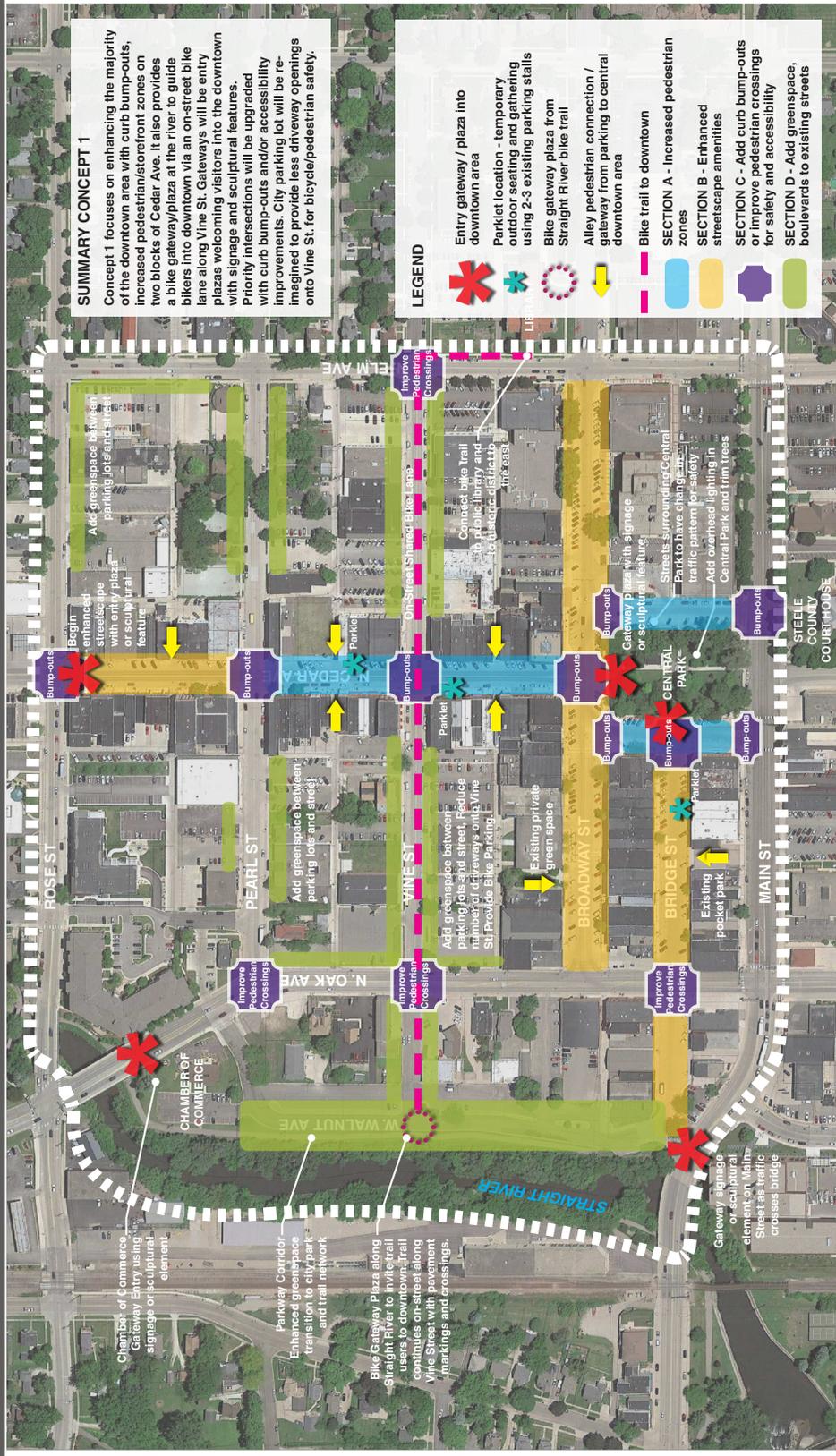
PAVING



DOWNTOWN OWATONNA STREETSCAPING

Owatonna, Minnesota
August 17, 2018 | Project number: 012353-000





SUMMARY CONCEPT 1
 Concept 1 focuses on enhancing the majority of the downtown area with curb bump-outs, increased pedestrian/storefront zones on two blocks of Cedar Ave. It also provides a bike gateway/plaza at the river to guide bikers into downtown via an on-street bike lane along Vine St. Gateways will be entry plazas welcoming visitors into the downtown with signage and sculptural features. Priority intersections will be upgraded with curb bump-outs and/or accessibility improvements. City parking lot will be reimagined to provide less driveway openings onto Vine St. for bicycle/pedestrian safety.

LEGEND

- Entry gateway / plaza into downtown area
- Parklet location - temporary outdoor seating and gathering using 2-3 existing parking stalls
- Bike gateway plaza from Straight River bike trail
- Alley pedestrian connection / gateway from parking to central downtown area
- Bike trail to downtown
- SECTION A - Increased pedestrian zones
- SECTION B - Enhanced streetscape amenities
- SECTION C - Add curb bump-outs or improve pedestrian crossings for safety and accessibility
- SECTION D - Add greenspace, boulevards to existing streets



CONCEPT PLAN 1 - OVERVIEW MAP

City of Owatonna - Downtown Streetscapes Study
 September 10, 2018 | Project number: 012353-000

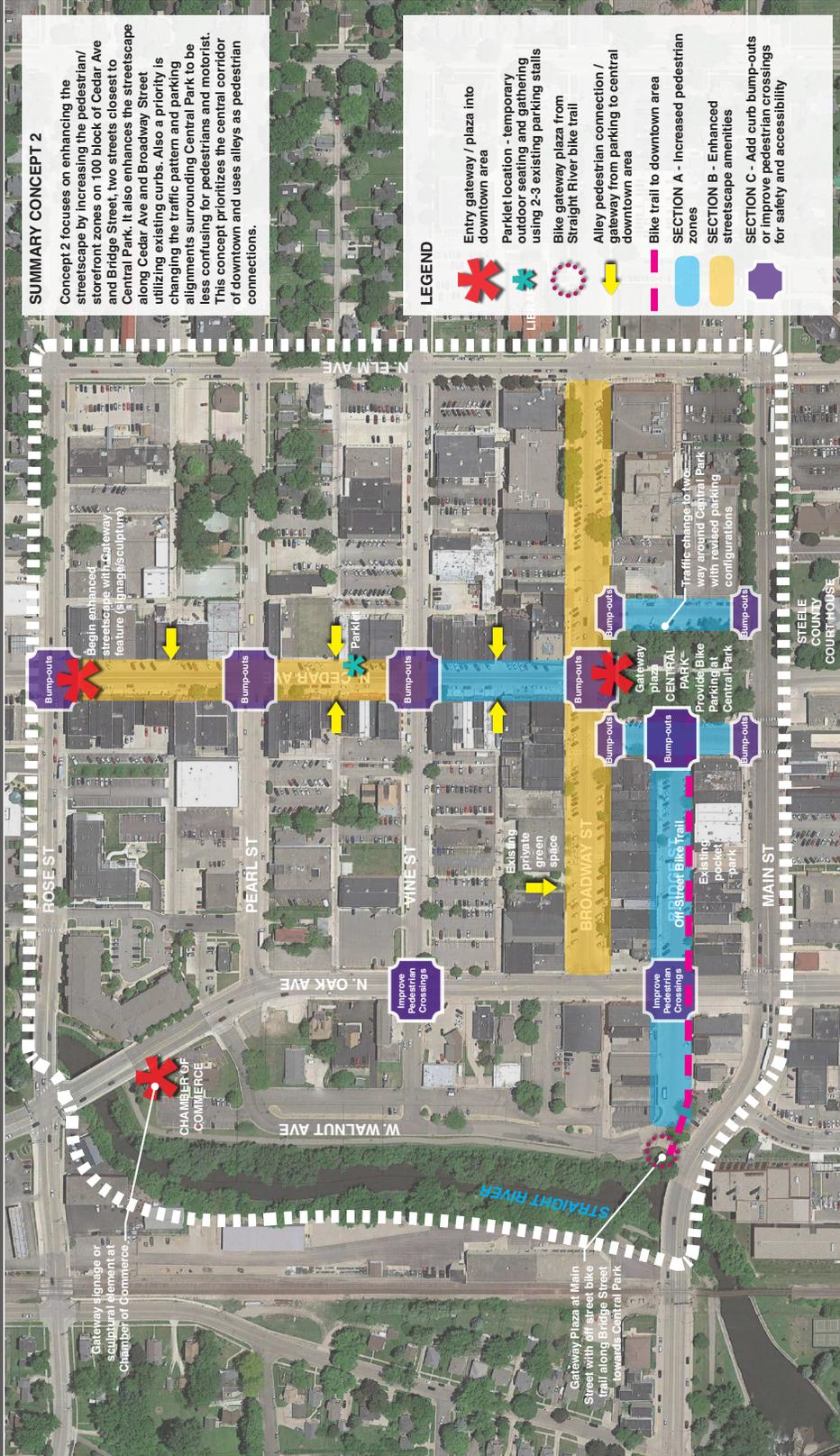


SUMMARY CONCEPT 2

Concept 2 focuses on enhancing the streetscape by increasing the pedestrian/storefront zones on 100 block of Cedar Ave and Bridge Street, two streets closest to Central Park. It also enhances the streetscape along Cedar Ave and Broadway Street utilizing existing curbs. Also a priority is changing the traffic pattern and parking alignments surrounding Central Park to be less confusing for pedestrians and motorists. This concept prioritizes the central corridor of downtown and uses alleys as pedestrian connections.

LEGEND

-  Entry gateway / plaza into downtown area
-  Parklet location - temporary outdoor seating and gathering using 2-3 existing parking stalls
-  Bike gateway plaza from Straight River bike trail
-  Alley pedestrian connection / gateway from parking to central downtown area
-  Bike trail to downtown area
-  SECTION A - Increased pedestrian zones
-  SECTION B - Enhanced streetscape amenities
-  SECTION C - Add curb bump-outs or improve pedestrian crossings for safety and accessibility



CONCEPT PLAN 2 - OVERVIEW MAP

City of Owatonna - Downtown Streetscaping Study
 September 10, 2018 | Project number: 012353-000

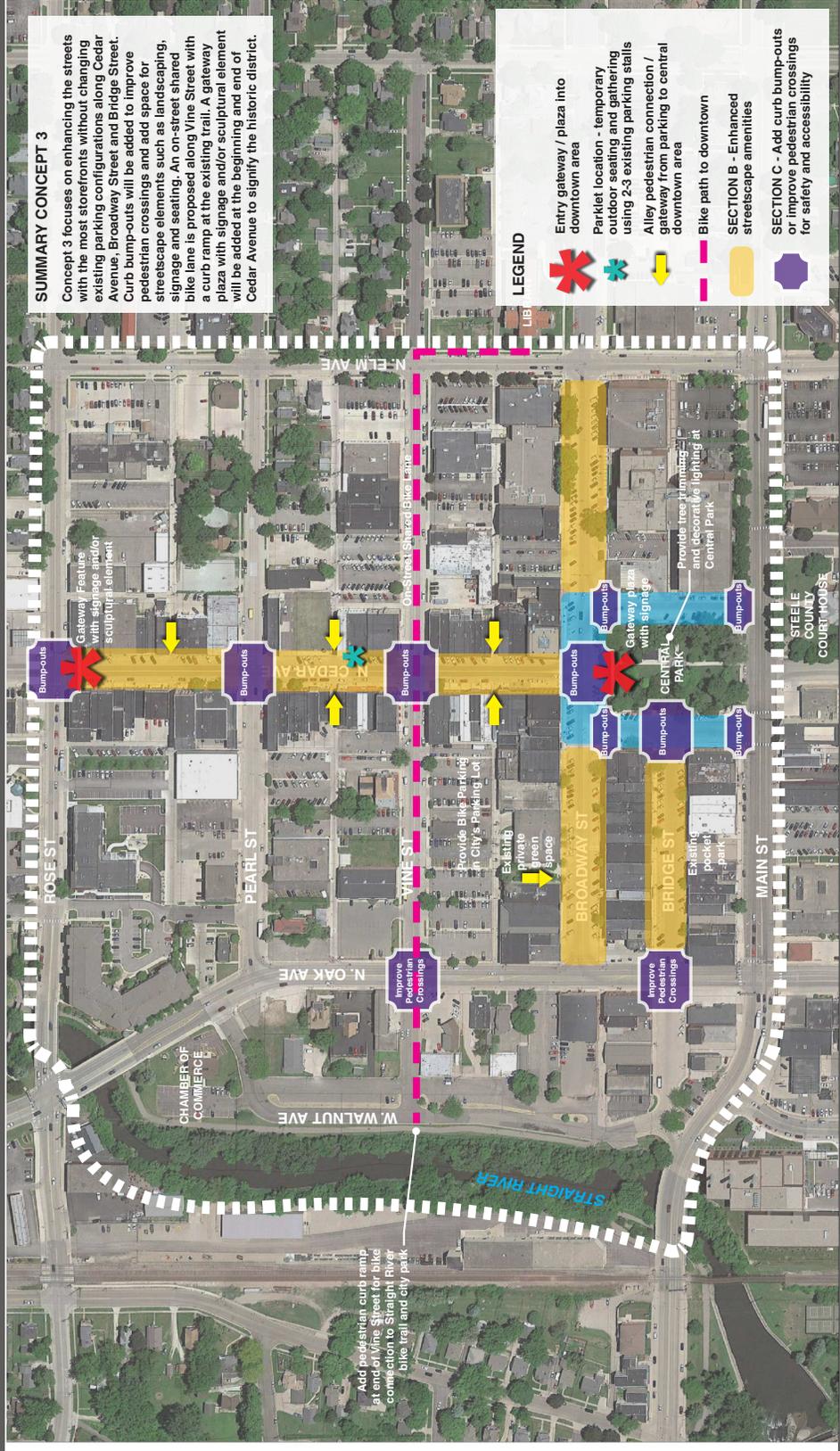


SUMMARY CONCEPT 3

Concept 3 focuses on enhancing the streets with the most storefronts without changing existing parking configurations along Cedar Avenue, Broadway Street and Bridge Street. Curb bump-outs will be added to improve pedestrian crossings and add space for streetscape elements such as landscaping, signage and seating. An on-street shared bike lane is proposed along Vine Street with a curb ramp at the existing trail. A gateway plaza with signage and/or sculptural element will be added at the beginning and end of Cedar Avenue to signify the historic district.

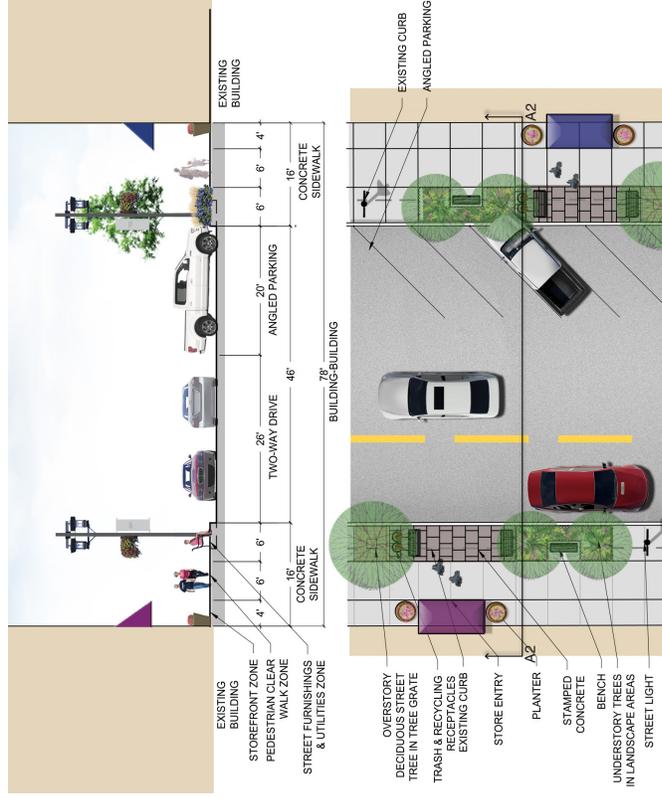
LEGEND

- Entry gateway / plaza into downtown area
- Parklet location - temporary outdoor seating and gathering using 2-3 existing parking stalls
- Alley pedestrian connection / gateway from parking to central downtown area
- Bike path to downtown
- SECTION B - Enhanced streetscape amenities
- SECTION C - Add curb bump-outs or improve pedestrian crossings for safety and accessibility



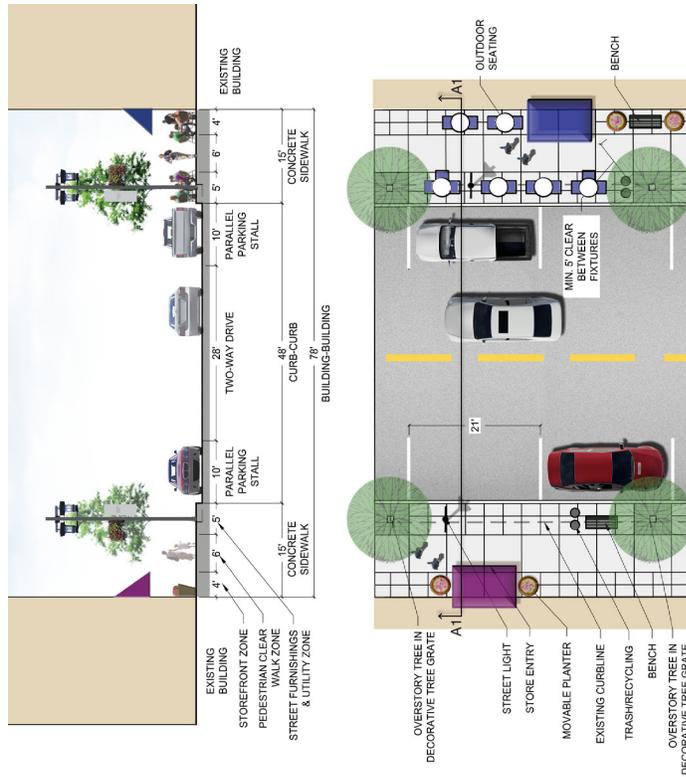
CONCEPT PLAN 3 - OVERVIEW MAP
 City of Owatonna - Downtown Streetscaping Study
 September 10, 2018 | Project number: 012353-000





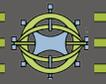
SECTION A2 - INCREASED PEDESTRIAN ZONES

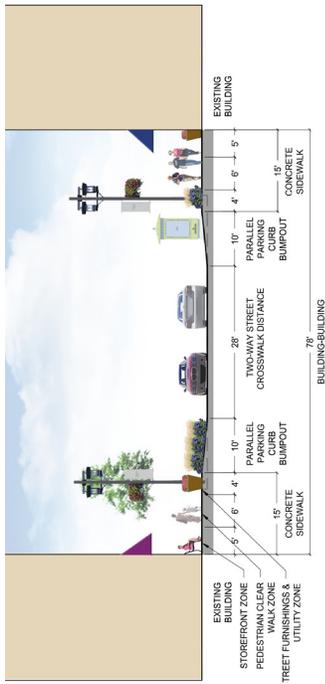
Section A2 changes Cedar Avenue to angled parking on only one side to increase the pedestrian zone equally on both sides of the street.



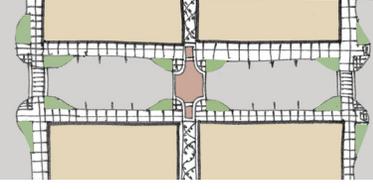
SECTION A1 - INCREASED PEDESTRIAN ZONES

Section A1 changes Cedar Avenue to parallel parking on both sides of the street and increases the pedestrian zones for outdoor seating with a minimum of 5' clear of fixtures for pedestrians.





PEDESTRIAN CROSSINGS WITH BUMP-OUTS



SECTION C: CURB BUMP-OUT OPTIONS

PARALLEL PARKING BOTH SIDES

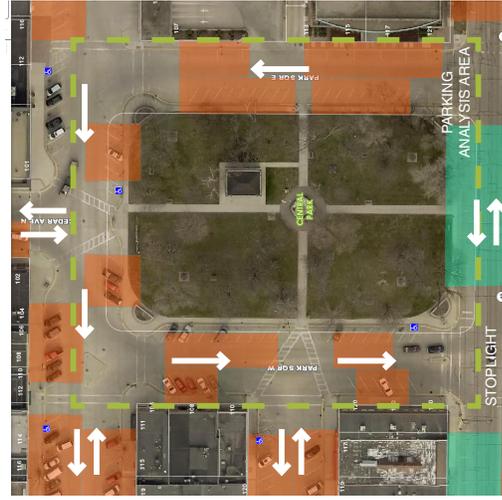
CEDAR AVE:
 Blk 1 Existing: 26; Proposed 18 (lost 8)
 Blk 2 Existing: 24; Proposed 18 (lost 6)
 Blk 3 Existing: 36; Proposed 23 (lost 13)
 Total Change: -27 stalls

ANGLED PARKING ONE SIDE

CEDAR AVE:
 Blk 1 Existing: 26; Proposed 17 (lost 9)
 Blk 2 Existing: 24; Proposed 14 (lost 10)
 Blk 3 Existing: 36; Proposed 24 (lost 12)
 Total Change: -31 stalls

SECTION B - ENHANCED STREETSCAPE WITH BUMP-OUTS

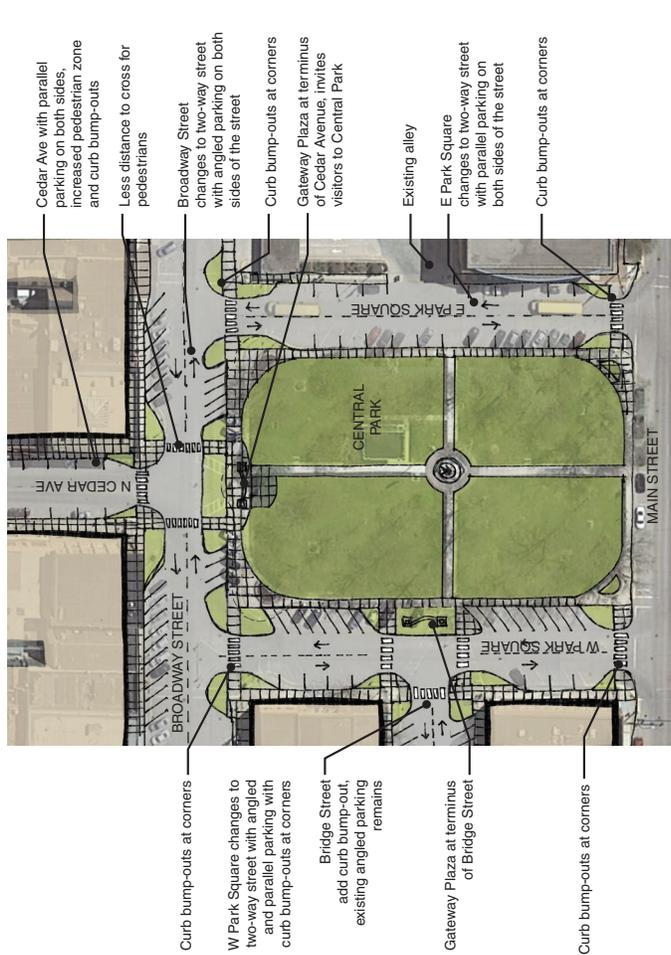
PARKING ANALYSIS



EXISTING CIRCULATION AND PARKING AT CENTRAL PARK
 Current vehicular circulation around Central Park is confusing and switches from one-way to two-way streets. Pedestrian crossings are angled and without an easily identifiable stop point for vehicles.



Enhancing Central Park: options include additional lighting, either hanging from trees or string lights between light fixtures, trimming existing trees up to higher limbs.



OPTION 1 PARKING ANALYSIS
 Existing Parking = 66 stalls
 Proposed Parking = 55 stalls
 Change in Parking = -11 stalls

OPTION 1

CENTRAL PARK - TRAFFIC PATTERNS AND IMPROVEMENTS

City of Owatonna - Downtown Streetscaping Study
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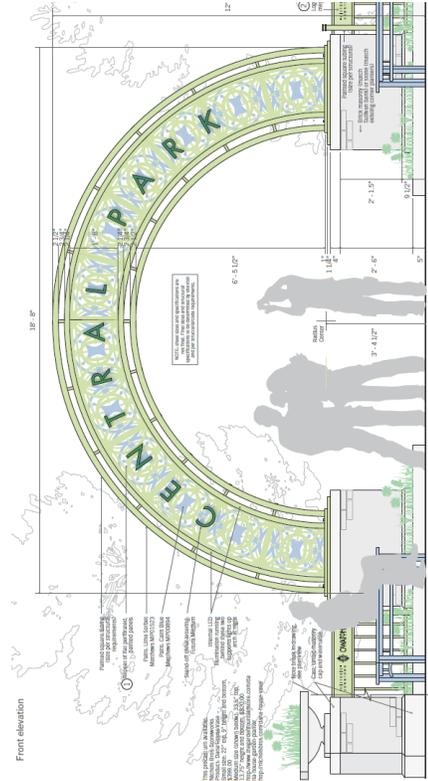
PARKLETS

A parklet is a temporary outdoor public gathering space in the middle of the streetscape where there is limited sidewalk space. The parklet uses 2-3 existing parking stalls and can have seating, bike racks and other amenities. Ideal locations are near existing restaurants, bakeries and coffee shops. Some manufacturers have modular parklets available which can be added to with seating and planters.



Existing alleys can serve as "woonerfs," a shared vehicle/pedestrian space that guides visitors who park behind the buildings safely through alleys towards shops and restaurants. The alleys could have murals, public art, overhead string lights, bike racks and unique pavement patterns enhancing the streetscape along Cedar, Broadway and Bridge St.

ALLEYS AS PEDESTRIAN GATEWAYS



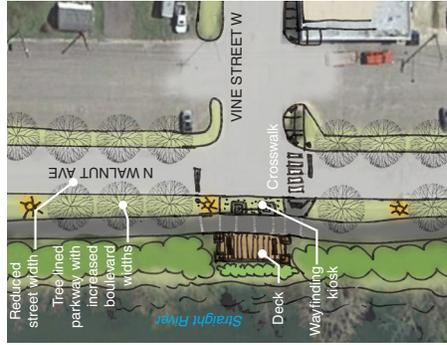
Gateways into the historic downtown area shall include signage and sculpture in a way that signifies and enhances the sense of place and vision for the downtown. Options include vertical elements along roadways, overhead gateway arches, lighted arches with lanterns and proposed signage similar to the wayfinding signage concepts for Central Park.

DOWNTOWN GATEWAYS

STREETSCAPE AMENITIES
 City of Owatonna - Downtown Streetscaping Study
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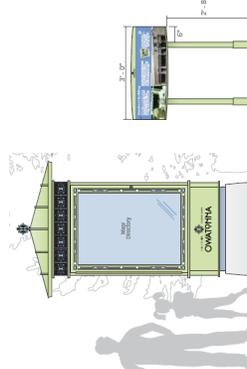


OPTION 1



OPTION 2

The bike hub at the terminus of Vine Street at the existing city bike trail is a stopping point with seating, wayfinding kiosk and overlook onto the Straight River. A clear marked shared vehicle bike lane along Vine sends bicyclists towards downtown. Elements at the bike gateway could include: wayfinding kiosk, seating, trash receptacles, river overlook deck or plaza, bike repair station, bike racks or interpretive signage.

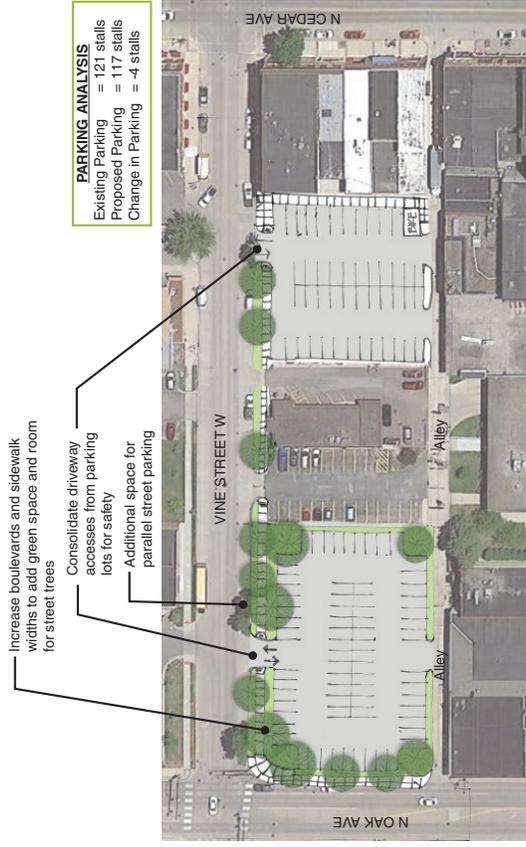


WAYFINDING KIOSK AND INTERPRETIVE SIGNAGE



BIKE GATEWAY PLAZA AND PARKWAY CORRIDOR

SECTION D - ADDING GREENSPACE ALONG CORRIDORS



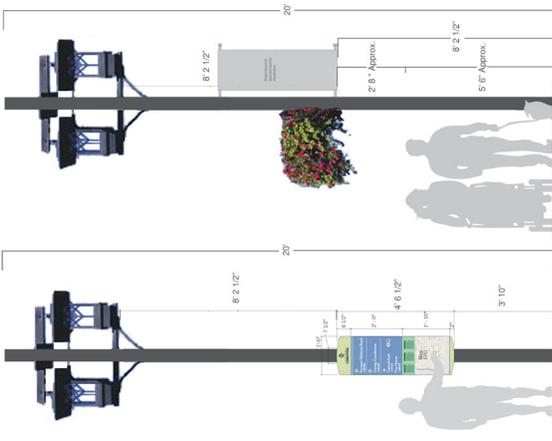
PARKING ANALYSIS

Existing Parking	= 121 stalls
Proposed Parking	= 117 stalls
Change in Parking	= -4 stalls



BIKE GATEWAY

City of Owatonna - Downtown Streetscaping Study
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Street lighting should maintain historic character in a modern type fixture with down-lighting, low maintenance, prairie style light fixture with options for banners, hanging baskets and signage (based upon the wayfinding study by This is Folly).

STREET LIGHTING - FIXTURE OPTIONS



Seating options could include prairie style benches (metal finishes) with horizontal lines or more ornate historic style benches to emulate historic district.

SEATING AND BENCHES



Options include an architectural historic style custom bike rack to emulate Atch style custom bike rack to emulate the historic bank Location is important so that they are easily located but not in the way of snow shoveling and pedestrians.

BIKE RACKS



TREE GRATES / TRASH & RECYCLING RECEPTACLES

STREETSCAPE AMENITIES
 City of Owatonna - Downtown Streetscaping Study
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OVERSTORY TREES
located before corner curb bump-outs to create archway over streets

- Armstrong Red Maple
- Princeton Elm
- Skyline Honeylocust
- Autumn Gold Ginkgo

LANDSCAPE AREAS
Low-growing perennials and shrubs planted in landscape areas at curb bump-outs and along streetscape in raised beds

- Flowering perennials, native and adapted species such as daylily, sedum, black eyed susan
- Perennial and native grasses such as switchgrass and karl foerster feather reed
- Evergreen shrubs such as low growing spruce and juniper
- Hardy groundcovers such as low grow sumac

ORNAMENTAL TREES
located in groupings along streetscape with perennial landscape areas, specific location to be determined during final design in consideration of signage, windows and lighting

- Ivory Silk Tree Lilac
- Spring Snow Crabapple



ARMSTRONG RED MAPLE (OVERSTORY TREE)
Acer rubrum var.



PRINCETON ELM (OVERSTORY TREE)
Ulmus americana 'Princeton'



TREE LILAC (ORNAMENTAL TREE)
Syringa reticulata 'Ivory Silk'



SPRING SNOW CRABAPPLE (ORNAMENTAL TREE)
Malus 'Spring Snow'

Street trees in the downtown shall be fast growing with a variety of canopy sizes, minimal litter (no berries or acorns), and able to survive a streetscape environment. For best success, we recommend using Silva Cells and/or structural soils to allow the tree to grow in the largest space possible under the pavement.

STREET TREE SPECIES



STREET TREE LAYOUT

LANDSCAPE SPECIES

STREET TREES AND LANDSCAPING

City of Owatonna - Downtown Streetscaping Study
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Social Pinpoint Comments

Stakeholder Engagement Summary

723

Total Visits

700

Unique Users

1:46

Avg Time (min)

15

Unique Stakeholders

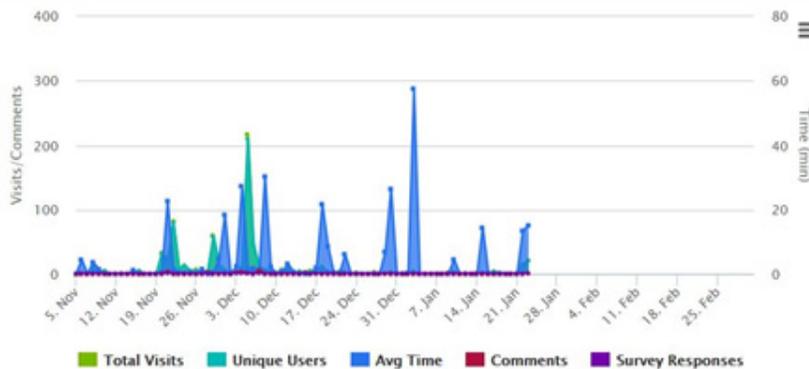
34

Comments

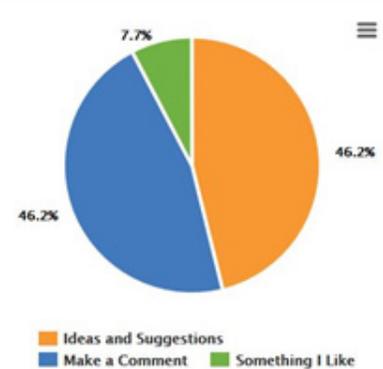
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Survey Responses

Stakeholder Engagement by Day



Comment Types



Social Pinpoint: <https://wsb.mysocialpinpoint.com/downtownowatonna#/>

Open for Comments: November 19, 2018 - present

All Comments from Social Pinpoint Site are listed below:

Make a Comment

- N Oak Ave. bridge (near the Chamber of Commerce)
 - There's better things to spend funds on than all these Gateway features.
- Alley on West side of N Cedar Street near Costas
 - Lights (1 like)
- Wells Fargo intersection
 - This would be a bad idea as it is a one way and should stay that way with traffic round the park. I think we need to worry about parking downtown and with less 30 min parking spots. I have to park 2 blocks away from where I work bc there isn't anywhere to park by there longer than 30 mins. (1 like) (1 dislike)
 - This is already a blind spot for turning left on to Broadway. Almost had several close calls myself. Adding multidirectional traffic seems like a poor idea, and makes the area feel less walkable. (1 dislike)
- Parking at Jostens off of N Elm Street
 - The Parking for Jostens and federated is leery cramped and doesn't support the amount of employee in the downtown area. As much as I would appreciate a "Rochester-Raquel" downtown for Owatonna, I think is more important to support those already living/working here versus tourism. Also, there is a new apartment building going I. On Cine that will begin to compete with already tight parking accommodations.

Something I Like

- Wells Fargo intersection
 - Love the idea of making Broadway a two-way street! (7 like) (1 dislike)

Ideas and Suggestions

- Parking Lot off of Vine Street and Oak Ave
 - I'm pleased to see a long range vision for the downtown area! When designating parking areas remember that some visitors to our community are driving motor homes or pulling trailers. At present it is very difficult to find places to park - no pull-thru spaces in the lots off Vine St. and at other parking lots. Signage to appropriate spots would be helpful.
- N Cedar Street (near Costas)
 - Would it be feasible to change parking on both sides of Cedar to angled parking? It seems like a small thing, but the ease of parking at a place makes a big difference in people's desire to want to go there. Parallel parking just doesn't do it for most folks. It would require some conversation about sidewalk widths, but angled parking on both sides would increase number of spaces, improve ease of parking, and is likely to draw more people to the business directly in front of those spaces. (1 dislike)
- Broadway Street (in front of Jostens)
 - Federated and Jostens need better parking options. It's a shame to see entire city blocks by the library and post office be paved over for surface parking lots. Build a two to three story parking ramp, and assess part of the cost back to these properties (or sell parking permits) to help cover costs. If we want truly vibrant downtown, need to accommodate visitor AND employee parking. As a visitor to downtown, I'd rather park in a ramp and walk around downtown (ex: see Edina's 50th and France) (1 dislike)
- Intersection of W Bridge Street and W Walnut Ave.
 - A better connection between these trails. The sidewalk connecting the two trails is very narrow, and there is no actual connection between the sidewalk and the trail (you need to walk through five parking spots).
- Main Street
 - Beautifying the back side of businesses along Main Street is a must (perhaps even allowing back-door entry?), as this is a main thoroughfare and sometimes the first view of our downtown that people get as they come in off the highway.
- N. Cedar Ave and Main Street
 - Would be great to see Cedar be a right turn only onto main.

Downtown Gateway (7 like)

- I love the concept of inviting people into the downtown/riverfront part of down. It adds a formality and touch of class.
- I like idea of creating historic, attractive looking elements which people could take photos near
- Beautiful!!!

Parklet (4 like) (2 dislike)

- I'm not in favor of these little parklet ideas with the exception of small seating areas outside areas that serve food &/or drink. These would be an extension of those businesses (not, "city" operated areas) and require wait-staff to operate. In off-season (winter) I would like to see these returned to parking areas
- Parklet near restaurant.
- Move Downtown gateway to south end of park where S. Cedar meets MainStreet. S Cedar Ave and Main St./Bridge ST bring people to downtown. South end of park was chosen during wayfinding study.

Bike Gateway (5 like)

- I think this concept assumes there is nothing to visit in on the riverfront. Yes, we can draw people downtown with a better design, but we also should be designing this with the concept that people may have chosen the riverfront as their destination for dining, brews, etc.

Alley Connections (9 likes)

- I like idea of making certain alleys more attractive & possibly adding seating areas. My preference would be that these are designated for pedestrians only - no bikes or motorized vehicles. While not adequately enforced, the area designated as "Downtown Owatonna" has a law prohibiting bikes, skateboards etc from being on those sidewalks. While I like concept of these pedestrian alleyways - we should enforce the same laws in these areas (hopefully better than now...someone is going to get hurt

On-Street Bike Lane (6 likes)

- Love idea of in street bike lanes! Please make dedicated lanes or protected lanes, not sharrows.
- This is a must! We have (sadly) an unenforced law relative to bikes & skateboards in the downtown area sidewalks. This should help. We have to make our sidewalks safer

Increased Pedestrian Zone (2 likes) (1 dislike)

- I love option 2. Decrease on street parking, add a two-level parking ramp, and increase the walkability of downtown.
- We need more parking, NOT more walking space. Current parking can't be decreased. I agree with beautification, but we can also increase the parking needs. Input from your current retailers is a MUST. (1 dislike)
- My impression is we need more parking space downtown, not pedestrian space. Help me understand.

Streetscape Amenities (4 likes)

- Completely agree with this form of beautification. Easy but effective

Curb Bump-outs (10 likes) (1 dislike)

- Improve crossing at Oak and Vine as this will lead pedestrians and bicyclists to future river development. Bridge St is too close to Lights at Oak and Main for pedestrian (1 like) crossing (1 like)
- This is a great idea. Aesthetically pleasing and safer for pedestrians. (1 like)

Adding Greenspace (2 likes)

- I like the concept overall but have a concern with how large it's depicted on the riverfront. That space has tremendous retail opportunities (think Northfield), and as such, this depiction is disproportionately represented
- Check loading docks and semi access before closing drives to parking lot. Keep as much parking as possible or add.
- This is much needed in downtown!! Love the rendering (1 dislike)

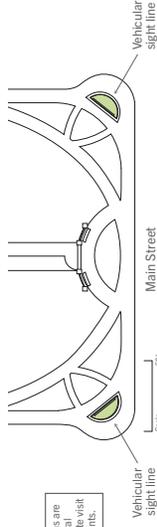
Central Park - Corner Planters Trellises

Stylized planter trellises mark corner boundaries of Central Park, a visual cue that the park is the primary starting place. The visibility of these corner locations also make it the ideal place to post event posters.

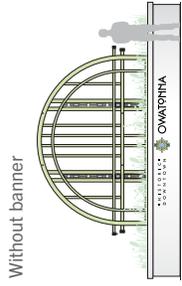
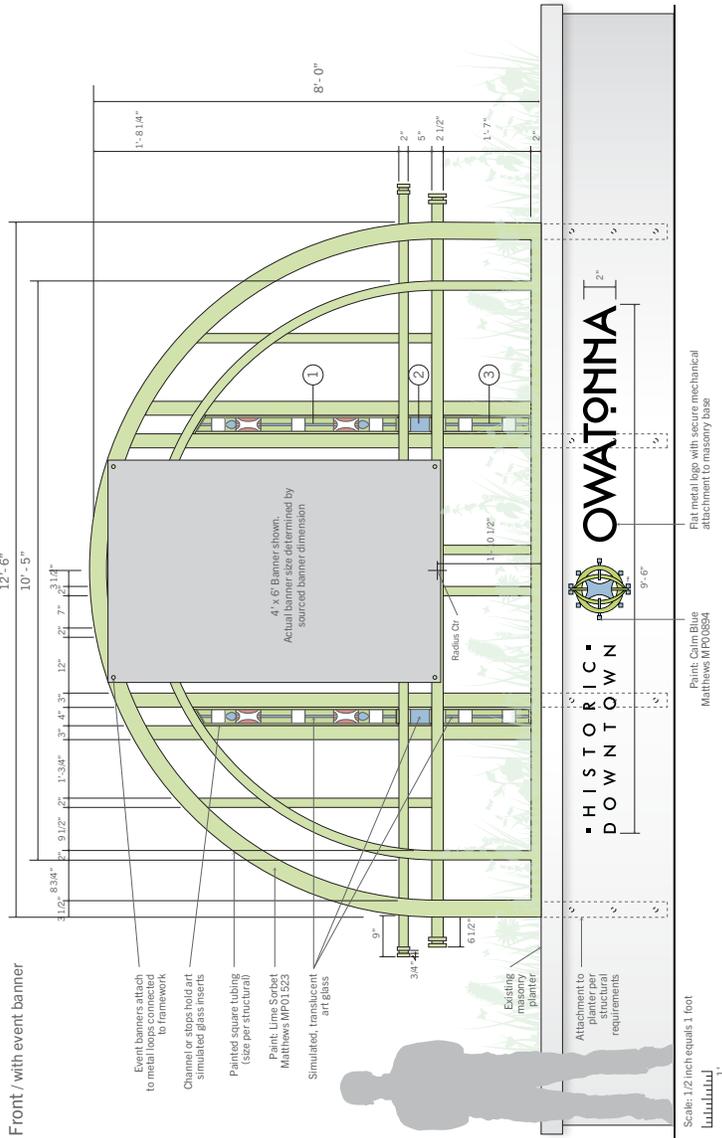


Main Street Owatonna / Wayfinding Design Development / Rnd 2 / 05-23-2016

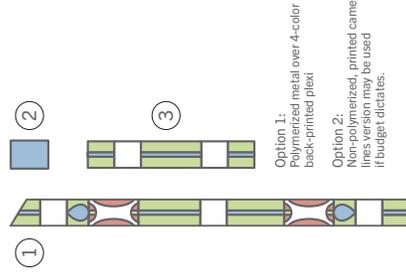
Corner planter locations



NOTE: sheet sizes and specifications are not final. Final sizes and structural specifications to be determined by site visit and per architectural requirements.



Simulated art glass detail



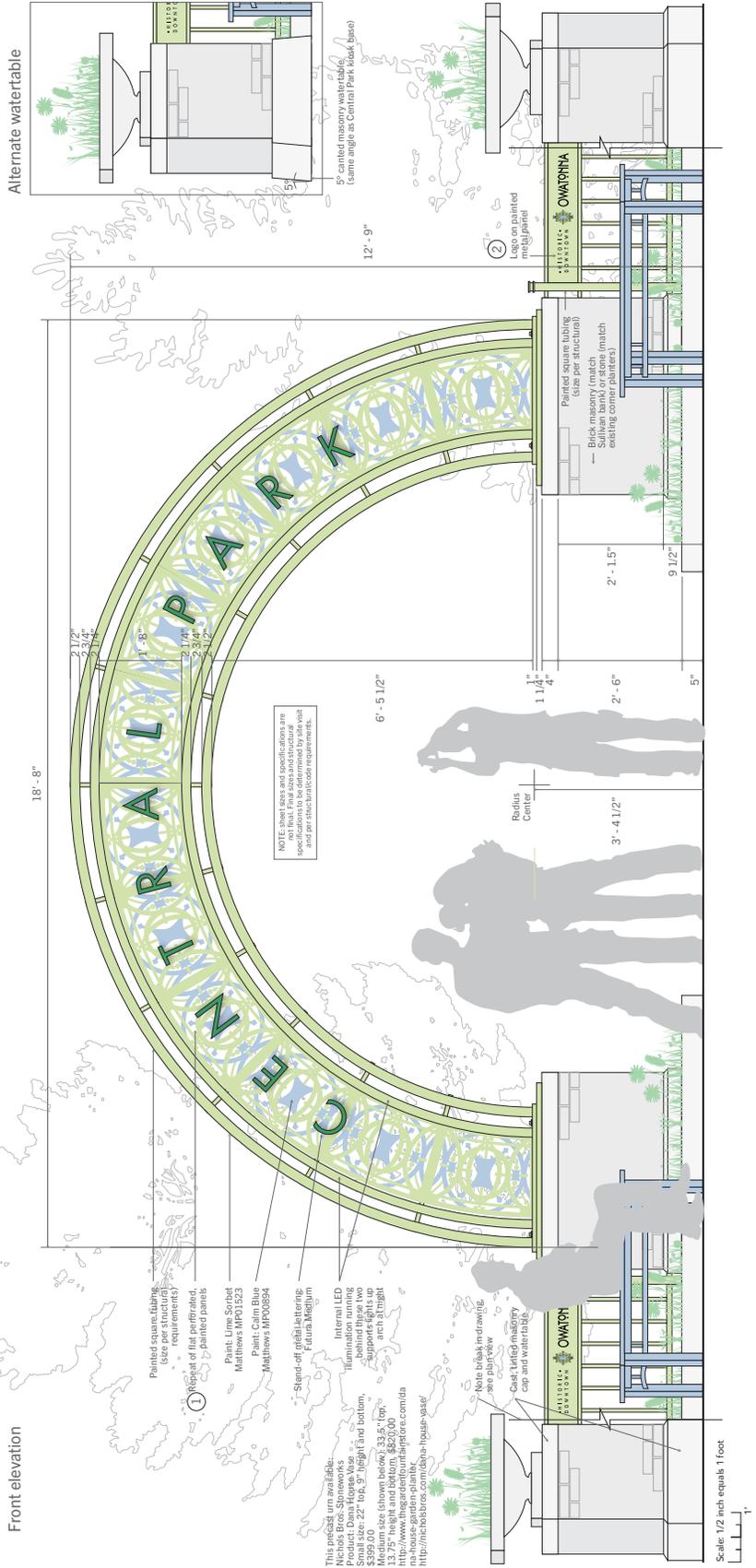


+ Tom Ososki

Main Street Owatonna / Wayfinding Design Development / Rnd 2 / 05-23-2016

Central Park - Primary Destination Icon

This dramatic arch welcomes visitors and marks Central Park as the primary visitor starting place. The Arch also serves as an iconic backdrop for photos, weddings and social media "selfies". The design is inspired by downtown's many door and window archways.

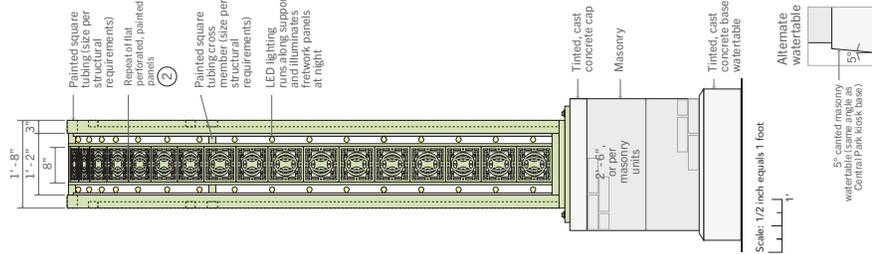


Central Park - Primary Destination Icon, Cont'd

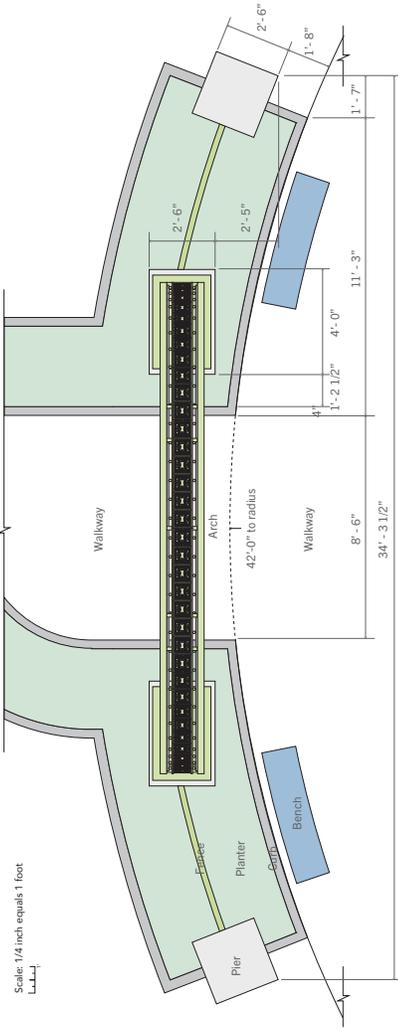
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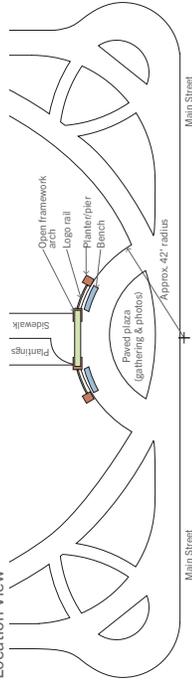
Side elevation of arch



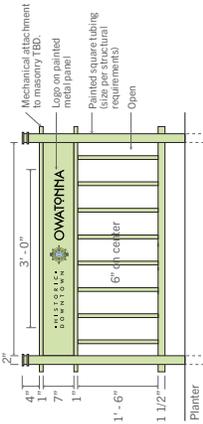
Plan view



Location View

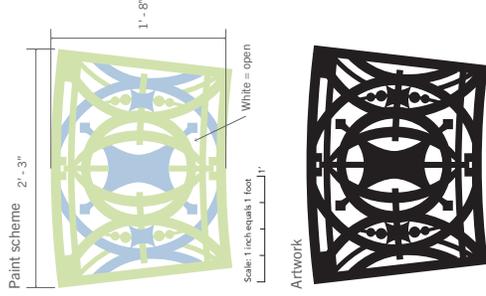


Fence detail



NOTE: sheet sizes and specifications are to be determined by site visit and per structural/code requirements.

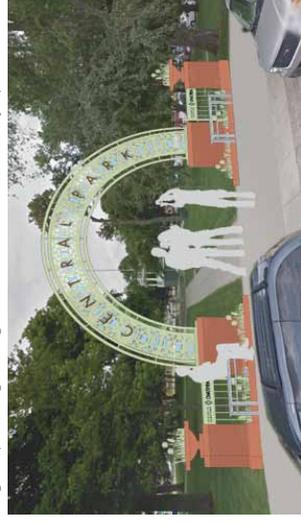
Detail of perforated panel



Detail of perforated panel



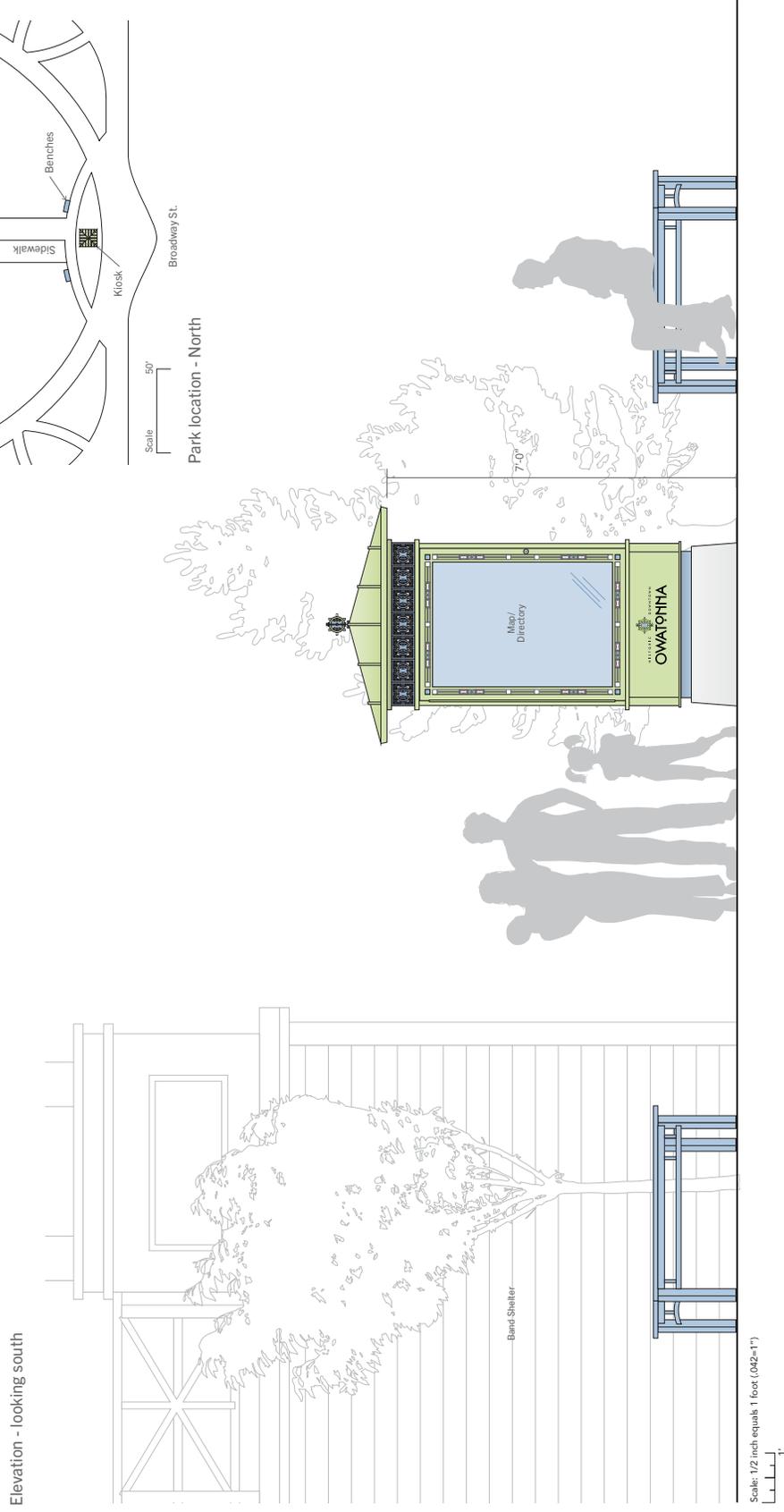
Rough composite image showing location (does not show arch/masonry depth)



Central Park Kiosk, Cont'd

Single, enclosed kiosk located at the North end of Central Park.

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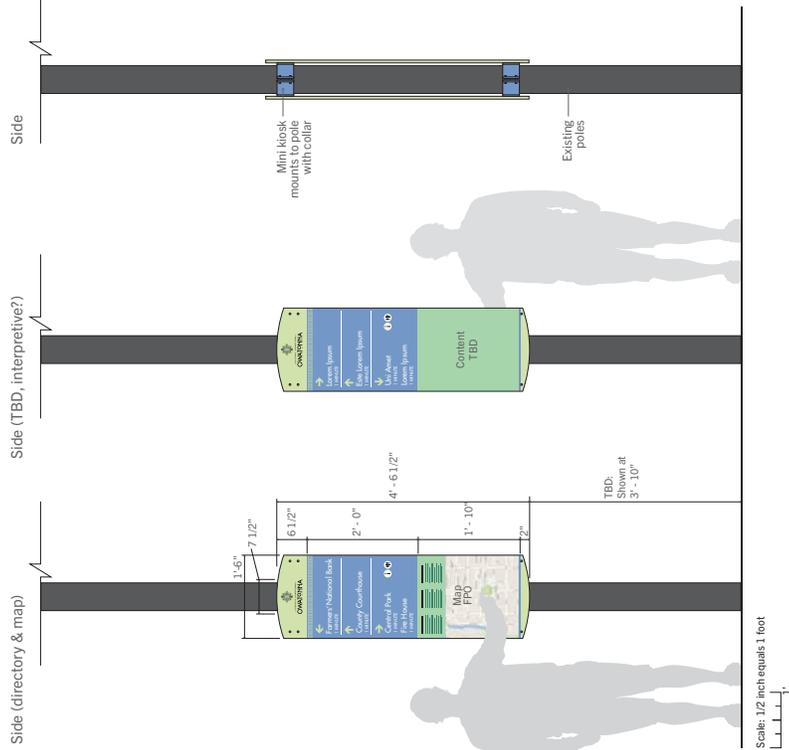
Pedestrian Directionals - Mini Kiosk

Mini-kiosk combines pedestrian directionals with maps, directories and other information. Graphics printed on cut-out metal shape.

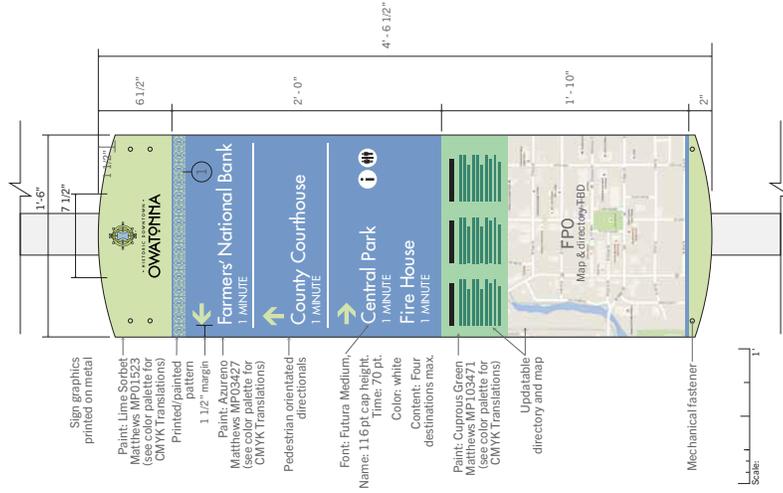
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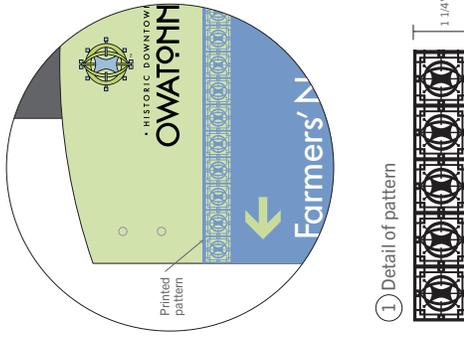
Elevation



Detail, Side 1



Detail



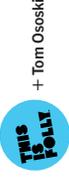
NOTE: sheet sizes and specifications are not final. Final sizes and structural specifications to be determined by site visit and per structural code requirements.

NOTE: Sign copy content not final. Final copy content to be determined by client.

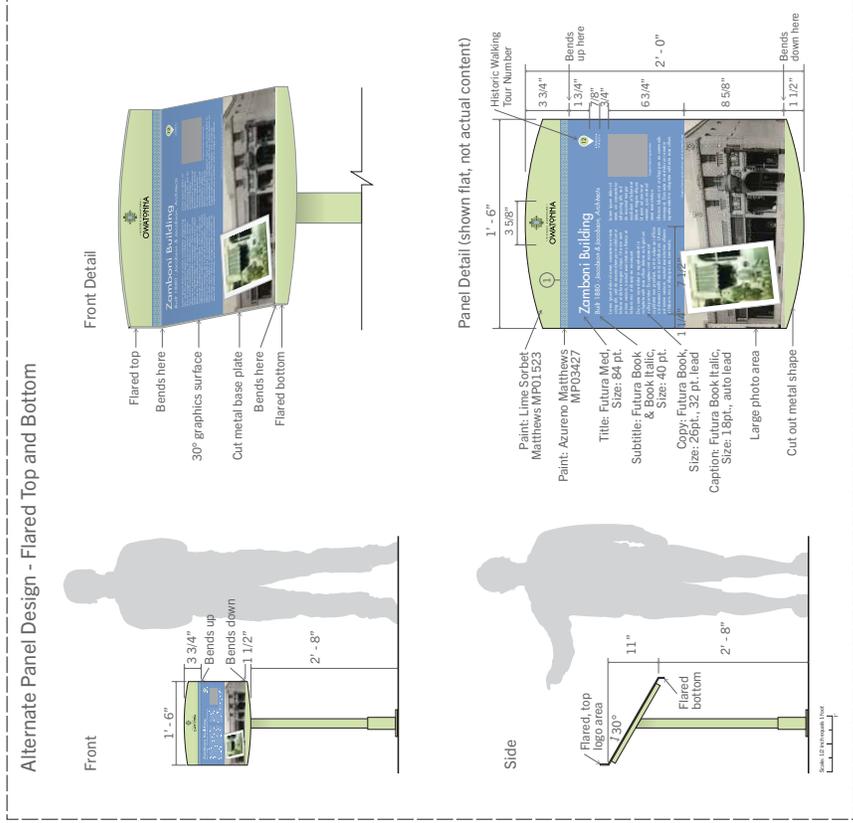
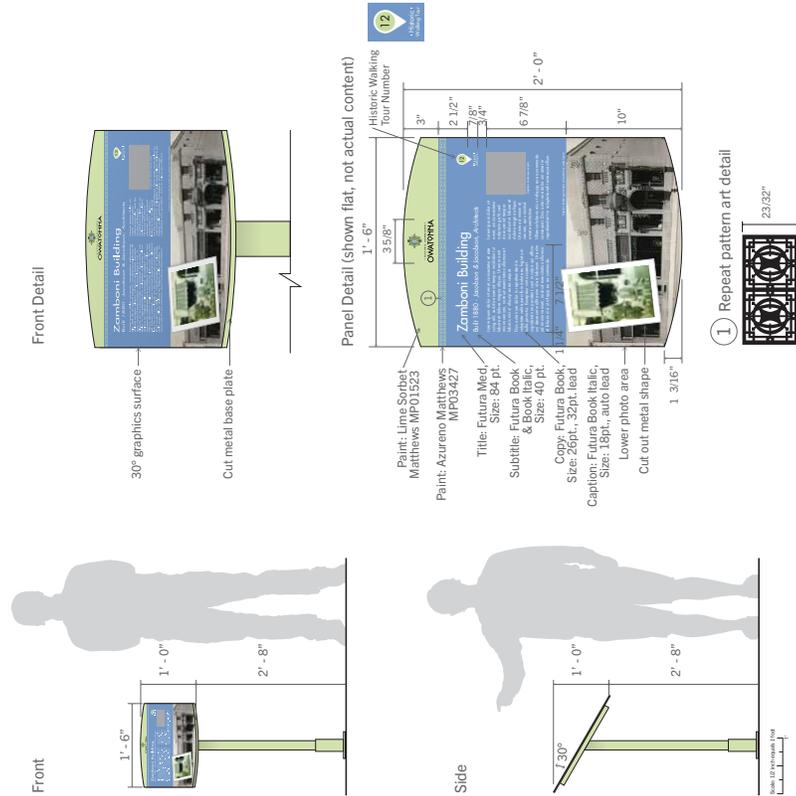
Interpretive - Console - Single Pole

Interpretive signing tells a story about the meaning of a site, person or other subject. Graphics printed on metal shape. Console-style mount.

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Interpretive Panel 1'-6"W x 2'H





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Brand Guidelines

The following guidelines were taken from the “Historic Downtown Owatonna Brand Guidelines”. See that full document for the complete brand guidelines.

Color Palette

PALETTE - Primary

The primary color palette gives the brand vibrancy and visual resonance. Match the color formulas below to your application. Use RGB formulas for digital/screen applications, CMYK for 4-color process printing, Pantone Matching System (PMS) color formulas should be used for spot color printing and MPC (Matthews Paint) for sign applications.

			
<p>Lime Sorbet PMS 365 CMYK C:40 M:0 Y:60 K:0 RGB R:192 G:212 B:108 MPC/Paint MP01523</p>	<p>Calm Blue PMS 278 CMYK C:41 M:14 Y:0 K:0 RGB R:158 G:189 B:217 MPC/Paint MP00894</p>	<p>Red Bone PMS 491C/7625U (uncoated) CMYK C:10 M:52 Y:32 RGB R:172 G:48 B:53 MPC/Paint MP13362</p>	<p>Black PMS CMYK C:0 M:100 Y:100 K:100 RGB R:0 G:0 B:0</p>

PALETTE - Secondary

The secondary palette complements the primary palette.

		
<p>Cuprous Green PMS 365 CMYK C:34 M:0 Y:41 K:0 RGB R:159 G:214 B:198 MPC/Paint MP13471</p>	<p>Oxygen PMS 276 CMYK C:68 M:0 Y:71 K:18 RGB R:75 G:149 B:96 MPC/Paint MP13454</p>	<p>Azuleno PMS 276 CMYK C:68 M:34 Y:0 K:10 RGB R:90 G:135 B:198 MPC/Paint MP03427</p> <p><small>Specifically chosen for usage on sign areas with reversed type.</small></p>

Type

Futura - Primary Typeface

Futura is the primary brand typeface. This sans serif typeface was chosen for its clean look and legibility. This typeface may be purchased in various weights for use at www.myfonts.com.

Futura Book

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 The quick brown fox jumps over the lazy dog.
 12345678910!@#%&*()

Futura Medium

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 The quick brown fox jumps over the lazy dog.
 12345678910!@#%&*()

Futura Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
The quick brown fox jumps over the lazy dog.
12345678910!@#%&*()

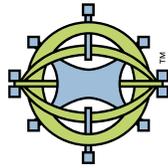
Brand Guidelines, Cont'd

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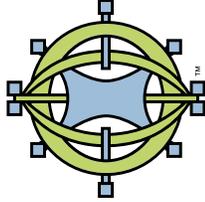
Logos (see brand assets for logo files)



▪ HISTORIC DOWNTOWN ▪
OWATONNA

File: Logo_HDOwatonna_CMYK

File: Logomark_HDOwatonna_CMYK



HISTORIC DOWNTOWN
OWATONNA

File: Logo_Nested_HDOwatonna_CMYK

▪ HISTORIC ▪
DOWNTOWN
OWATONNA

File: Logo_Horiz_HDOwatonna_CMYK



Other Project Notes

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Signage Drawings

These drawings are meant to illustrate DESIGN INTENT ONLY and are not for construction purposes. Fabrication/contractor should verify all dimensions, materials and conditions of the job. Contractor should be familiar with the site and conditions it presents. Client should be notified of any variations from the dimensions shown on the drawings.

All copy and content should be proofed by the Client and legal requirements checked by Client's appropriate legal department.

Sign Placement

Vehicular signs to be located on the traditional right side of the roadway.

The figures/dimensions shown on these pages are intended to act as guidelines for placement and installation of signs and is not to be considered a final location plan. All final installation locations should be professionally surveyed with final approvals by the client.

Signs should be located to take advantage of natural terrain, to minimize impact of scenic environment and to avoid visual conflicts with other signs, trees and lamppost within the town right-of-way. Signs should be located so as to not interfere with, obstruct or divert drivers attention from any other official traffic control device. Other traffic control devices placed at intersection approaches, subsequent to the placement of a wayfinding signs, should have precedence as to location and may require the relocation of the wayfinding sign. In the locations where official traffic control devices are integrated into the wayfinding signage system, official traffic control devices shall take precedence with regard to order, space and location over other information.

Wayfinding signs should be positioned in such a manner that does not restrict driver's attention or view when making turns or driving through an intersection.

