

DOWNTOWN REDEVELOPMENT PLAN AND PEDESTRIAN PLAN
FOR THE CITY OF FOLEY
EXECUTIVE SUMMARY

Prepared for the Foley Task Force and the City of Foley

DECEMBER 2015

Prepared by: Center for Rural Design, University of Minnesota

Community Vision Plan for Downtown Redevelopment and Pedestrian Connections Downtown Redevelopment Plan and Pedestrian Plan for the City of Foley

This report is prepared for the City of Foley Task Force and the City of Foley

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Introduction and Background

City of Foley and the Community Vision Plan

Founded in 1902 the City of Foley is located in the center of Benton County at the intersection of Highways 25 and 23. Foley is the county seat just 65 miles north of the Twin Cities, 18 miles east of St. Cloud, and one hour south of the Brainerd Lakes Area. It functions as the business, service, educational, and cultural focal point for Benton County and surrounding area. It has a small town lifestyle with friendly businesses and community members living and working respectfully together. The community desires to support and attract thriving businesses and increase social and cultural activities as its priorities for Foley.

In 2013, Foley engaged with the Initiative Foundation to participate in the Thriving Communities Program. As part of this program the Thriving Communities Committee organized and led the process which developed a series of long-term goals for the community. They include:

Quality of life

- Long term plan for the city
- Community events
- Community Center for all ages
- Expand walking/bike paths throughout the city
- Twenty-four hour police protection
- More parking downtown
- Fix and update downtown infrastructure
- Destination restaurant
- Fitness events
- More medical facilities

Economics

- Revitalize downtown
- Marketing plan for the community
- Encourage business expansion
- Increase retail
- Farmers' Market
- More specialty shops
- Repair streets/sidewalks downtown

Introduction and Background City of Foley and the Community Vision Plan cont.

- Tax incentives
- More opportunities for entry level jobs
- Lower taxes

Children, Youth, and future workforce

- Community Center for all ages
- Apprenticeship/internship for youth
- Community events that are free for families
- Promote the good things Foley has to offer
- · Community Garden involving youth
- Promote unstructured play/activities
- Promote education
- Increase government, business and community partnership in the schools
- Youth activities
- Senior and Youth interaction

The work described in this report is derived from the Thriving Communities Task Force Committee which organized and led the process which resulted the series of recommendations that the vision plan has incorporated. The outcome of the Thriving Community Program led the Committee and staff from the City of Foley to approach the Center for Rural Design at the University of Minnesota for help in categorizing and prioritizing some of the goals into a vision plan and actionable recommendations to the City of Foley. The process identified two component plans that could address the Thriving Communities goals that related to the physical environment in Foley:

- A Pedestrian Plan for the City of Foley
 The goal of the pedestrian plan is to identify specific bike and pedestrian routes, connectivity to existing trails and recommendations for safety improvements throughout the City of Foley.
- A Downtown Plan for the City of Foley:
 - The goal of the downtown plan is create a vision for the downtown based on existing conditions and identifying opportunities to enhance downtown for two closely related topics economic development potential and the experiential quality of citizens and visitors. The plan includes:

Introduction and Background

City of Foley and the Community Vision Plan cont.

- Design suggestions and guidelines for Fourth Avenue North, Dewey Street, Broadway Ave N and Main Street.
- Direction on the reconstruction of roads and sidewalks. Including streetscape that supports the needs of cars, pedestrians, trucks & bikes.
- Consider how public space can add value to the use of downtown.
- Integrate how limited parking space can be balanced among the businesses competing in close proximity, with consideration of policies and rules governing use.

Both of these component plans are closely related and influence the goals and outcomes of each other.

The idea behind the Community Vision Plan is to build on ideas generated from the earlier Thriving Communities process. The preparation of the plan has been guided by a broad-based steering committee consisting of Foley community and business leaders. The focus of the project is to prepare a community-based design vision for the City with a downtown plan that supports regional connections and economic development and a pedestrian plan that strengthens pedestrian connections throughout the community.

The design process included two community design workshops involving citizens of Foley as stakeholders in creating a long-term vision that reflects citizen values about the future of the City and surrounding area. The vision will inform the City Council and community leaders as to citizen preferences for economic development, marketing, downtown character, pedestrian access, and other quality of life issues.



PEDESTRIAN PLAN
FOR THE CITY OF FOLEY

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Purpose and Intent

The value of safe and pleasant pedestrian and bicycle space that is integrated into the fabric of the community is widely acknowledged. To create walkable communities we must appreciate the pedestrian and create a landscape which makes walking both feasible and pleasurable. Walking communities are healthy communities and to encourage walking communities must be pedestrian friendly.

The purpose and intent of the Pedestrian Plan for the City of Foley is to encourage all current and future infrastructure planning efforts within the city to incorporate adequate facilities for safe pedestrian and bicycle travel in the process. In addition, the pedestrian plan identifies important community destinations that should be serviced by pedestrian connections. This plan establishes guidelines and recommendations for policy and the design of infrastructure improvements as they relate to pedestrian facilities in the City of Foley.

The following principles are the basis for the guidance in the pedestrian plan

- The pedestrian system should be safe. Streets, sidewalks, and walkways should be designed to minimize conflicts with motorized and non-motorized vehicle traffic, minimize tripping hazards and protruding objects, and promote a reality and perception of personal safety.
- The pedestrian system should be accessible to all. The pedestrian system should be designed for all pedestrians, including people with disabilities, seniors, and youth.
- The pedestrian system should provide direct and convenient connections. The pedestrian system should provide continuous and well connected sidewalks and walkways and be designed in a manner that is responsive to pedestrians' desire to reach their destinations using the shortest and quickest route. This should be achieved by providing minimal delays and direct connections while ensuring safety for all users.
- The pedestrian system should provide comfortable places to walk. The
 pedestrian system should be designed and maintained to promote walking
 and include elements that create a comfortable walking environment, such
 as trees, pedestrian scaled street lighting, buffers from traffic, trash receptacles, places to sit, and a pedestrian scaled environment.

Purpose and Intent cont.

- The pedestrian system should enhance the public realm of the City. The pedestrian system should be designed not only to serve a transportation function, but also to provide public spaces that enhance community interaction, economic vitality, and the image of the City.
- Pedestrian improvements should be cost effective and financially sustainable. Pedestrian improvements should be designed and funded to maximize the benefits of the improvements relative to the cost to build and to maintain the improvements.

(excerpted from Chapter 10: Pedestrian Facility Design, Access Minneapolis)

In keeping with these principles the Task Forces has identified a set of broad objectives to guide the development of the Pedestrian Plan.

City-wide Objectives:

- Identify and designate specic pedestrian/bicycle routes to connect destinations throughout the community to each other (neighborhoods, school, parks, businesses, downtown, etc.).
- Add to the network of sidewalks by incorporating sidewalks into all future street improvement projects in order to provide safe pedestrian access throughout the city.
- Add to the network of multi-purpose trails wherever possible in order to provide o-street bicycle and pedestrian routes that enhance access to destinations in the community.
- Identify appropriate and safe locations for on-street bicycle routes where off-street multi-purpose trails are not feasible.
- Identify key intersections for pedestrian/bicycle crossing safety.

Downtown Objectives:

- Complete the network of downtown sidewalks by incorporating sidewalks into all future street improvement projects.
- Identify and design key intersections for pedestrian/bicycle crossing safety.
- Designate specic bicycle routes to connect outlying destinations (neighborhoods, school, parks, etc.) with downtown.
- Develop the Stoney Brook Pedestrian Greenway as a scenic recreational route to attract residents and visitors to the downtown area.

Goals and Outcomes

The following list of specific goals and outcomes were developed bases on the set of broad objectives first outlined by the Task Force and then reviewed and critiqued by the citizens of Foley at a community workshop in June 2015.

The goals recognize pedestrian related issues within the community that need to be addressed. The outcomes define specific tasks that need to be accomplished in order to meet the goals. These goals and outcomes represent a long-term approach to developing an adequate system of pedestrian connections within the community. The plan portrays an ideal system that can begin to be developed now, but may not be complete for twenty years. Project prioritization and revisions to this plan should occur at least every five years.

Each goal will be examined in detail in the following sections of this document.

Goal 1: Create safe and interconnected routes for pedestrians and bicyclists throughout the Foley area.

Outcomes:

- The City requires that all neighborhoods have easy access to pedestrian and bicycle infrastructure for access to destinations throughout the community for young and old alike.
- The City requires that new subdivision developments have some pedestrian and or trail improvement to serve connectivity via a sidewalk and or trail access point(s).
- The City requires that existing subdivision developments have some pedestrian and or trail improvement link to serve connectivity via a sidewalk and or trail access point.

Goal 2: Create and maintain a pedestrian and bicycle route network that provides direct connections between the key destinations identified in this plan (school, parks, downtown, shopping/restaurant area, outlying residential areas).

Outcomes:

 The City designates Broadway Ave. and 8th/Penn Ave. as the primary pedestrian/bicycle routes that connects the north side of Foley, including the school, with the south side of Foley, including downtown, with an improved

Goals and Outcomes cont.

pedestrian crossings of State Highway 23 at Broadway Ave. and 8th/Penn Ave..

- The City adopts a uniform system of signage and road markings for pedestrian and bicycle facilities that identifies designated pedestrian crossing and bicycle routes wherever and whenever developed.
 - The signage and road marking system will follow best practices as outlined in Report 2013-22 Minnesota's Best Practices for Pedestrian/ Bicycle Safety issued by MnDOT Office of Traffic, Safety and Technology, September 2013 (included in Appendices).
- The City includes multi-purpose trails in any new or expanded public park or greenway development.

Goal 3: Create safe pedestrian crossings at key intersections as identified in this plan based on criteria outlined in Guidance for Installation of Pedestrian Crosswalks on Minnesota State Highways, MNDOT, 2005 (included in Appendices).

Outcomes:

- The City will work with MnDOT to designate the intersections at State Hwy 23/Broadway Ave. and St Hwy 23/8th Ave. as primary designated pedestrian crossings.
 - The pedestrian crossings will be designed following best practices as outlined in Report 2013-22 Minnesota's Best Practices for Pedestrian/ Bicycle Safety issued by MnDOT Office of Traffic, Safety and Technology, September 2013 (included in Appendices).
 - The pedestrian crossings will incorporate technology such as a rectangular rapid flashing beacon (RRFB) as described in Report 2013-22, pages 16-17 (included in Appendices).
- The City designates key downtown intersections (4th Ave. and Dewey St., 4th Ave. and Main St., Broadway Ave. and Dewey St.) as primary designated pedestrian crossings due to the potential for high pedestrian traffic.
 - The pedestrian crossings will be designed following best practices as outlined in Report 2013-22 Minnesota's Best Practices for Pedestrian/ Bicycle Safety issued by MnDOT Office of Traffic, Safety and Technology, September 2013 (included in Appendices).
 - The pedestrian crossings will incorporate technology such as a rectangular rapid flashing beacon (RRFB) as described in Report 2013-22, pages 16-17 (included in Appendices).

Goals and Outcomes cont.

- As outlined and illustrated in this plan, these downtown intersections will be designed to incorporate pedestrian safe-zones below the curb to shorten the perceived crossing distance and to warn motorists of potential pedestrian conflicts in the intersection.
- The City designates additional downtown intersections (4th Ave. and John St., Broadway Ave. and John St., Broadway Ave. and Main St., 3rd Ave. and Dewey St.) as significant designated pedestrian crossings due to the potential for moderate pedestrian traffic.
 - The pedestrian crossings should be designed following best practices as outlined in Report 2013-22 Minnesota's Best Practices for Pedestrian/Bicycle Safety issued by MnDOT Office of Traffic, Safety and Technology, September 2013 (included in Appendices).
 - As outlined and illustrated in this plan, these downtown intersections will be designed to incorporate significantly visible pedestrian cross walks to warn motorists of potential pedestrian conflicts in the intersection and to enhance to visual identity of the downtown district.

Goal 4: Create an aesthetically appealing and social streetscape in downtown for pedestrians.

Outcomes:

- The City increases the pedestrian walkway zone (total sidewalk width) to meet the requirements of the MnDOT Road Design Manual, Chapter 11 to the fullest extent possible (included in Appendices).
 - This guideline applies to 4th Ave. from St Hwy 23 at the north to Main St. at the south, and Dewey St. from 3rd Ave. at the west to Broadway Ave. at the east.
 - The pedestrian walkway zone (total sidewalk width) is influenced by spatial constraints for traffic way and parking requirements in Minnesota Rules, Chapter 8820, Local State-Aid Route Standards (included in Appendices).
- The City invests in a pedestrian walkway design that enhances pedestrian safety, aesthetic experience, and downtown character to the fullest extent possible with available funding.
 - Working in partnership with downtown businesses and organizations the pedestrian walkway design will incorporate appropriate features, facilities, and/or furnishings (e.g., street lights, street trees, bicycle racks, signage, trash receptacles, etc.) in designated locations.
 - The design for streets being reconstructed will incorporate necessary infrastructure that would allow the addition of features, facilities, and/

Goals and Outcomes cont.

or furnishings to accommodate a pedestrian friendly environment at a later date when funding becomes available.

Goal 5: Embrace any current and future opportunities to link the City's multiuse trail system to regional trail systems.

Outcomes:

- The City instructs staff to pursue and cooperate in any regional trail planning process, in particular, those that offer the opportunity for connections to the City. Possible regional trail corridors include:
 - State Hwy 23 to the west as a corridor to St. Cloud.
 - The abandoned Great Northern and BNSF rail line as a corridor west to St. Cloud and east to Milaca.
 - State Hwy 25 to the north as a corridor north to Gilman

Goal 6: Seek out grant and financing opportunities to help fund the goals and recommendations in the Pedestrian Plan.

Outcomes:

- City staff will bring grant opportunities to the City Council for consideration to implement the goals and outcomes in this plan.
- City staff will establish partnerships with the Foley School District to implement outcomes for safer routes to school through grant programs such as:
 - MN Safe Routes to School Program through MnDOT
 - Transportation Alternatives Program through MnDOT

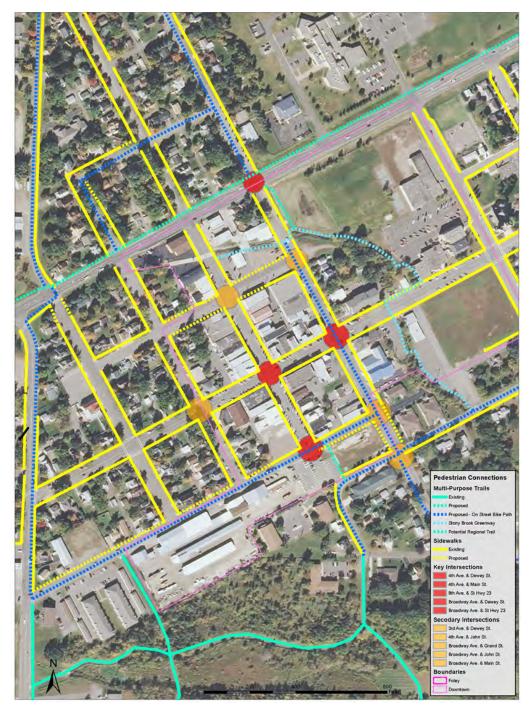
Goal 7: Maintain and update the Pedestrian Plan on a regular basis to meet changing needs and opportunities.

Outcomes:

• The City will review the Pedestrian Plan Map every 5 years and incorporate necessary revisions and updates.

Goals and Outcomes cont.

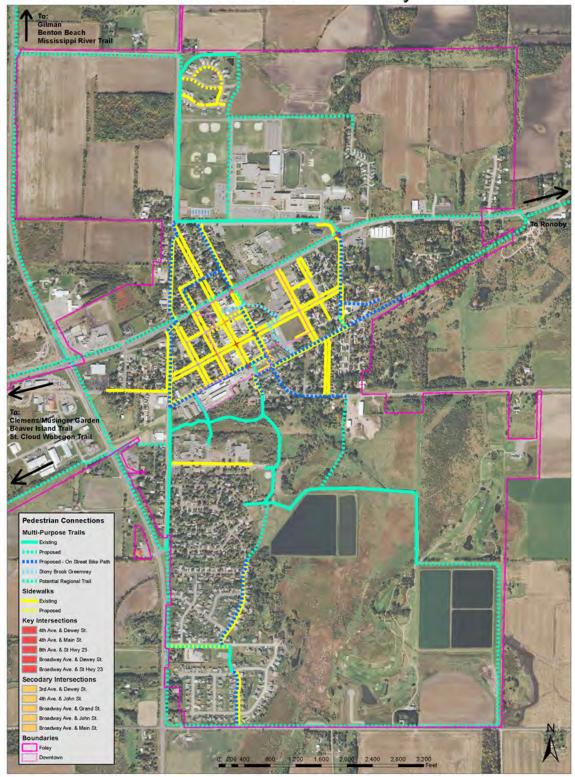
The maps below and on the following page represent the outcomes of the Pedestrian Plan at both the city and downtown scales. The maps portray both existing and future pedestrian infrastructure. Larger versions of the maps can be found in the appendices.





Existing and Proposed Pedestrian Connections - City Wide





Prioritized List of Actions

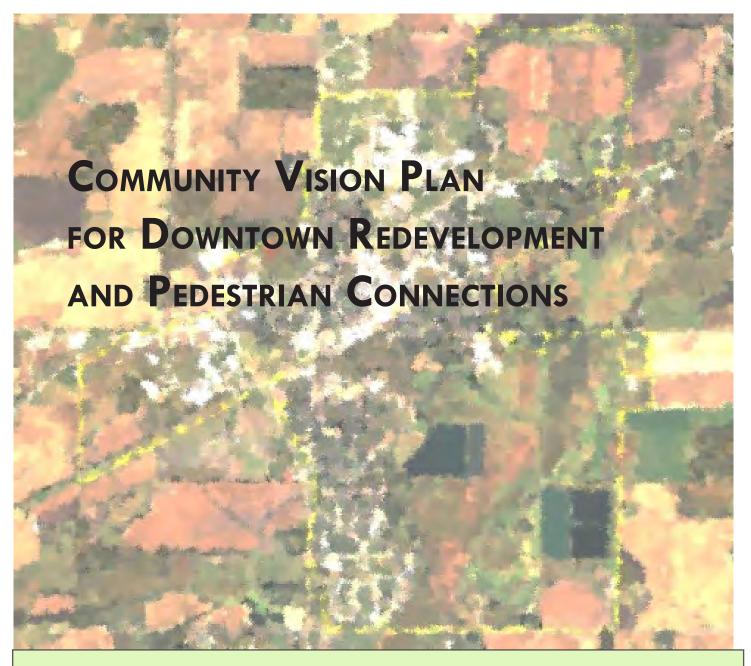
<u>Sidewalks, Multi-Use Trails, Bicycle Routes & Safe Crossings:</u>

- Priority 1: All existing sidewalks and multi-use trails will be maintained in a safe and accessible condition.
- Priority 2: Safe pedestrian/bike crossings installed at the intersection of St. Hwy 23 and Broadway Ave. and at the intersection of St. Hwy 23 and 8th Ave. Mechanized & lit
- Priority 3: Safe Pedestrian crossing installed at key intersections in downtown.
- Priority 4: A multipurpose trail installed along Hwy 23 Penn east to 13th Ave.
- Priority 5: A multipurpose trail installed along Hwy 25 from Birch to Norway
- Priority 6: Develop a bicycle and pedestrian connection between the school and Hwy 23/25 commercial center.
- Priority 7: Develop the Stony Brook Greenway.

On-going priorities to be addressed as circumstances require:

- New sidewalks and/or multi-use trails will be incorporated into any development or redevelopment proposal submitted to the City as outlined in the Pedestrian Plan.
- Safe pedestrian crossings will be incorporated into any new or reconstructed intersections where significant levels of pedestrian traffic are anticipated.
- Pursue the development of a regional multi-use trail system to connect Foley to other communities in the region.
- On-street bicycle routes will be designated and signed as identified in the Pedestrian Plan.

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DOWNTOWN PLAN FOR THE CITY OF FOLEY

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Purpose and Intent

The vitality of a city is dependant on variety and access to both businesses, services, and pedestrian amenities. The vibrancy of any city is driven by first the frequency of positive experiences and secondly by the character, or style, of the places in which events occur. Vitality is most often measured by economic standards; how well are the local businesses doing and are their employees happy. Vibrancy is less easily distilled down to numbers but it is as vital a component of vitality as are the businesses and their employees. Each town possesses a wealth of both active and yet-to-be-active moments of vibrancy. These are the places that we love to go to, the places that bring us back, and most importantly, the places that we tell others about.

A city, such as the City of Foley, possesses many attributes that are already activated but invariably retains a wealth of opportunities that are just waiting to be taken advantage of to grow the reputation and quality of a visit to the city's Downtown District. A theater of regional significance, sustaining businesses that draw employees from the surrounding county, a quality of small town America that is both endangered and highly sought after, these are the qualities that must be supported through increases in pedestrian amenities. Intrinsic to both the vital and the vibrant is a view of the landscape that seeks augmentation and activation of amenities that will increase the desire to be downtown, all in the duty of supporting and growing the existing attributes of the city.

The purpose and intent of the Downtown Plan for the City of Foley is to encourage all current and future infrastructure planning efforts within the city's Downtown District to incorporate both infrastructure and aesthetic character development that augment the historic and pedestrian quality of downtown. The Downtown Plan seeks to provide a planning framework for current and future design processes effecting the downtown district. The Community Vision Task Force has identified key goals related to supporting existing businesses, increasing future business density, improving the pedestrian experience, and ameliorating parking conflicts through design and policy measures that balance customer and employee needs in the downtown district.

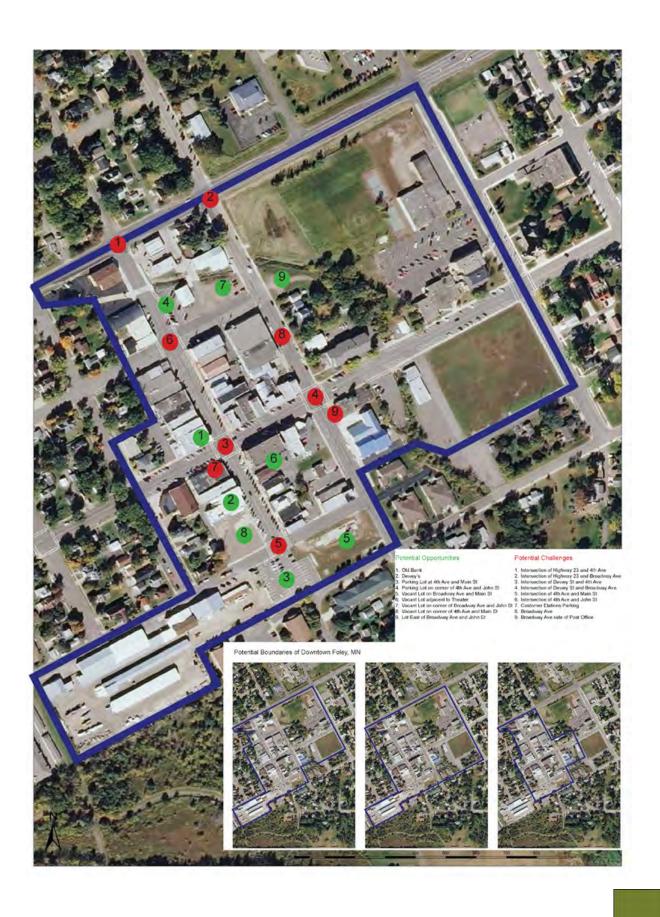
Purpose and Intent cont.

The Community Vision Task Force has identified the following principles that will guide current and future planning efforts. The principles represent a distillation of emergent needs identified by the City of Foley, community input, and the task force's consensus oversight of the visioning process.

The following principles are the basis for the guidance compiled and presented in the Downtown Plan for the City of Foley:

- Character Retention, Growing Business: One of Foley's greatest assets is the distinct historic character of it's core Downtown District. Coupled with the variety of service and manufacturing businesses it is Foley's quality of being a Main Street America town that draws visitors. The future economic and social prosperity of Foley depends on a two-fold approach to the downtown's character; preservation of existing architectural artifacts That define the character and a commitment toward future development of complementary nature regarding scale, style, and form.
- In-fill Development, Growing Business: Given the need to preserve existing artifacts of high character value it is vital that support be provided to the many in-fill development opportunities that exist within the matrix of Foley's downtown district.
- Facade Redevelopment: In-fill development should not be isolated to
 open-lot situations but should also address upgrading existing structures
 and street conditions, as warrants, to bring about a more unified aesthetic.
 A priority issue in support of increasing the notable character of Foley is a
 strategic upgrading of existing façades.
- Pedestrian Experience Opportunities, Growing Business: The vitality of small town businesses is driven by the quality of the pedestrian experience. Key factors to great pedestrian experience include: good signage, plenty of resting places (benches, places to gather out of the flow of other pedestrians, etc.), easily navigated points of destination, and safety.

Opposite: This map shows a synthesis view of what Foley's residents perceive of as the Downtown District. During the first community meeting residents provided input that the design team then synthesized into a single District map.



Downtown Plan Goals and Outcomes

The following list of specific goals and outcomes were developed based on the set of broad objectives first outlined by the Task Force and then reviewed and critiqued by the citizens of Foley at a community workshop in June 2015.

The goals outlined below introduce a comprehensive response to known and emergent needs within the community. As discussed in the Downtown Plan Principles, this plan seeks to respond to multiple needs in a unified manner using the focus on pedestrian experience to guide and inform the scale and detail of the considered goals. The Downtown Plan portrays an ideal system that can begin to be developed now, but may not be complete for twenty years. Project prioritization and revisions to this plan should occur at least every five years.

Each goal will be examined in detail in the following sections of this document.

Goal 1: Create safer streets, sidewalks and intersections for vehicles, bicycles, and pedestrians in downtown.

Outcomes:

- The City designates key downtown intersections (4th Ave. and Dewey St., 4th Ave. and Main St., Broadway Ave. and Dewey St.) as primary designated pedestrian crossings.
- The pedestrian crossings will be designed following best practices as outlined in Report 2013-22 Minnesota's Best Practices for Pedestrian/Bicycle Safety issued by MnDOT Office of Traffic, Safety and Technology, September 2013 (included in Appendices).
- The City designates additional downtown intersections (4th Ave. and John St., Broadway Ave. and John St., Broadway Ave. and Main St., 3rd Ave. and Dewey St.) as secondary designated pedestrian crossings.
- The pedestrian crossings will be designed following best practices as outlined in Report 2013-22 Minnesota's Best Practices for Pedestrian/Bicycle Safety issued by MnDOT Office of Traffic, Safety and Technology, September 2013.
- The City works with MNDOT and Benton County to designate the intersection of 4th Ave. and Dewey St. as a 4-way stop.

Goals and Outcomes cont.

• The City designates Broadway Ave. as the primary north/south pedestrian/bicycle route through downtown with designated connections to 4th Ave. at John St., Dewey St. and Main St. These connecting points should provide adequate bicycle parking facilities (e.g., bicycle racks).

Goal 2: Accommodate parking for downtown visitors and employees.

Outcomes:

- The City maintains diagonal parking in the locations specified in Section 1010 – Parking of the City Code.
- The City adopts short term parking of less than 30 minutes at appropriate locations with high short-term parking demands (e.g., the Post Office).
- The City completes a detailed Parking Planning Process which considers adopting time restrictions, use of all-day parking permits, or a combination of both for parking on both sides of 4th Ave. from John St. to Main St. and Dewey St. from 3rd Ave. to Broadway Ave. (similar to the existing parking restrictions on the north side of Dewey St.)
 - The recommended time limit is 2 hours.
 - The recommended time of enforcement is 8am-5pm.
 - The recommended days of enforcement are Monday-Friday.
- The City enhances available off-street parking at the intersections of 4th Ave./John St. and 4th Ave./Main St.
 - Existing city-owned parking lots at both ends of 4th Ave. will be reconfigured to provide public open space as part of 4th Ave. reconstruction while better utilizing remaining space for off-street parking.
 - As opportunity and funding becomes available the City will develop additional city-owned off-street parking near the intersection of 4th Ave. and Main St. should be pursued to enhance employee parking for downtown businesses.

Goal 3: Create an aesthetically appealing and social streetscape in downtown for pedestrians.

Outcomes:

• The City increases the pedestrian walkway zone (total sidewalk width) to

Goals and Outcomes cont.

meet the requirements of the MnDOT Road Design Manual, Chapter 11 (included in Appendices) to the fullest extent possible.

- This guideline applies to 4th Ave. from St Hwy 23 at the north to Main St. at the south, and Dewey St. from 3rd Ave. at the west to Broadway Ave. at the east.
- The pedestrian walkway zone (total sidewalk width) is influenced by spatial constraints for traffic way and parking requirements in Minnesota Rules, Chapter 8820, Local State-Aid Route Standards (included in Appendices).
- The City invests in a pedestrian walkway design that enhances pedestrian safety, aesthetic experience, and downtown character to the fullest extent possible with available funding.
 - Working in partnership with downtown businesses, private property owners and organizations the pedestrian walkway design will incorporate appropriate features, facilities, and/or furnishings (e.g., street lights, street trees, bicycle racks, signage, trash receptacles, public art, etc.) in designated locations.
 - The design will incorporate necessary infrastructure that would allow the addition of features, facilities, and/or furnishings at a later date when funding becomes available.
- Working in partnership with downtown businesses, private property owners and organizations the City continues existing programs to enhance building facades in the designated downtown area.

Goal 4: Embrace any current and future opportunities to expand public open space within and adjacent to downtown as covered in the plan as opportunity and funds become available.

Outcomes:

- The City instructs staff to pursue current and future partnership opportunities to restore the Stoney Brook stream corridor as part of a storm water and water quality management plan as well as provide public open space and multiuse trails.
 - The City adopts the concepts embodied in the Stoney Brook Greenway

Goals and Outcomes cont.

Plan to guide this effort.

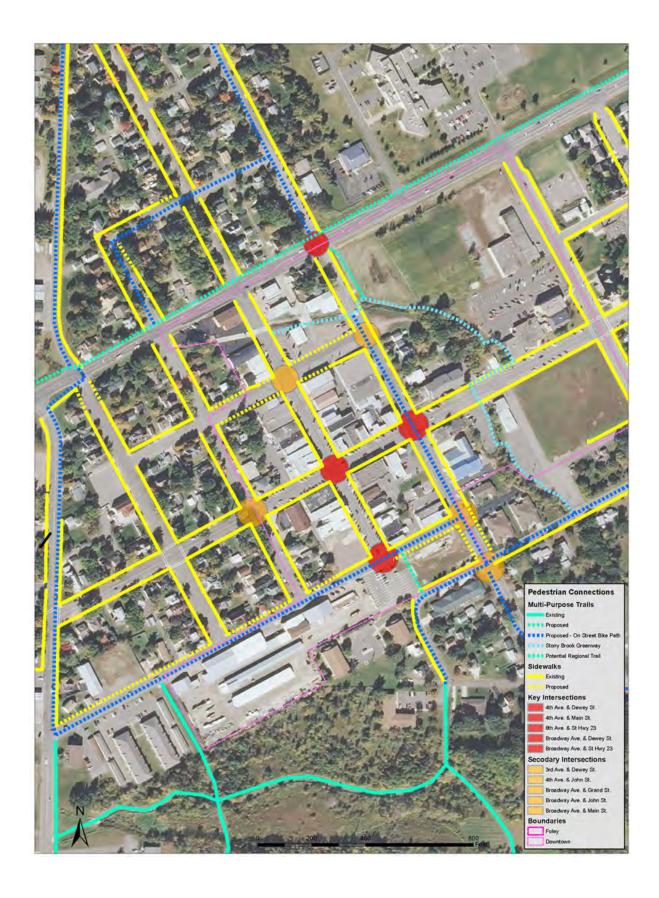
- The City designates city-owned land at the intersections of:
 - 4th Ave./John St. north for parking and green space.
 - Broadway/John St north for parking, green space or city wayfinding signage
 - 4th Ave./Main St. for development as public open space and public parking.
- These public open spaces form the end nodes of the Stoney Brook Greenway trail and connect it to downtown at both ends of 4th Ave creating a walking trail loop.

Goal 5: Seek redevelopment and investment opportunities for vacant sites in and surrounding downtown as well as encouraging re-investment in existing properties.

Outcomes:

- The City authorizes all economic development opportunities and plans prioritizing infill redevelopment in the general downtown area.
- The City actively solicits opportunities and proposals from private sector investors for infill redevelopment projects in the general downtown area.
- The City utilizes Tax Incremental Financing districts, as well as other financial and non-financial incentives, to attract private sector investment in development projects.

Following Page: This map shows an analysis of the existing and proposed pedestrian and bicycle routes through and around the Downtown District. The Goals and Outcomes that are the product of the Task Forces work assessed Foley's Downtown through this pedestrian scale lens.



Funding Approaches to Downtown Revitalization

Developments that are placed within gaps in an otherwise built out area are known as infill developments. Infill developments can have many benefits for an area such as Downtown Foley. By closing gaps in the store frontage along 4th Avenue in particular, the area will look as though it is complete and provide an

aesthetically appealing presence. Furthermore, infill development allows a geographic area to generate more tax revenue by increasing the density of businesses and/or residents.

Many cities actively engage developers and investors in order to move forward infill development plans. Doing so also has the added benefit of allowing the city to be involved in development plans from the beggining of the project. This means that the city can help guide developers to create and streamline a project that is beneficial for them, the city, and the general public.

Sometimes in order to encourage development a city will use various

Selected Business Incentive Tools Defined

- Clawbacks: penalty provisions in incentive contracts that require companies to pay back some or all of the incentive monies they received if they fail to meet performance expectations within a certain period.
- Employee screening: assistance to new or expanding companies in hiring workers—preemployment services, job fairs, connections to employment agencies, and the like.
- Infrastructure assistance: help in providing, paying for, or offsetting the costs of improvements to utilities such as water and sewer systems, roads, power lines, and telecommunications on behalf of a company.
- One-stop permitting: co-locating, streamlining, and fast-tracking of government inspection, licensing, and permitting services to make it easier for businesses to apply for and obtain various permits.
- Regulatory flexibility: taking of steps to clarify and streamline rules, and otherwise ease the burden of government regulations on businesses.
- Relocation assistance: provision of help to new or expanding companies in relocating executives by paying relocation costs, assisting with spousal employment, aiding in sociocultural acclimation, providing housing and child care referrals, and the like.
- Site preparation: provision of funds to cover the costs of specialized infrastructure, engineering or survey work, clearing, grading, demolition, paving, environmental assessments, and so forth, for a company to locate at a particular site.
- State development zone: a designated area of high poverty within a North Carolina municipality where higher state tax credits are available to companies that invest and create jobs.
- Tax increment financing: a mechanism by which local governments issue bonds, without a voter referendum, to make public improvements that are necessary to spur private investment in a designated area. This tool relies on the incremental tax revenues that result from increases in assessed property values. The bonds are considered to be self-financing because, if successful, the public improvements they finance will stimulate new private investment and generate tax revenues that will be used to pay off the bond debt.

Above: extracted from Using Economic Development Incentives: For Better or For Worse, Jonathan Morgan, Popular Government, Winter 2009

Funding Approaches to Downtown Revitalization cont.

incentives. A commonly used financial incentive is Tax Increment Financing (TIF). The city will create a Tax Increment Financing district wherein the future increases in property taxes are used to finance a development project. In other cases a city might allow a development an exemption on Floor Area Ratio or another restriction if the development provides for a public improvement such as open space or lighting. These are just a handful of the types of development incentives a city can provide.

The City of Foley has many great potential sites for development and redevelopment. The building out of these sites with careful planning and cooperation with city can create a more vibrant and lively downtown area while increasing property values and tax revenues as well as the economic prosperity of downtown businesses.

There are many tools a city can use to incentivize economic development. Incentives are generally defined as rewards offered to businesses, land developers, industries, etc. to perform in a way that induces economic development in a city. For example, the City of Foley already has a program in place to encourage owners of commercial properties to consider appropriate approaches to upgrading and improving commercial buildings and storefront facades. The program is tied to two funding sources that provide subsidized low interest loans for for building improvements and business development.

Several other approaches can be implemented to achieve other goals the City may have. The chart to the right defines many of the tools that can be applied to stimulate specific economic outcomes such as promoting entrepreneurship, rehabilitating abandoned or under-utilized buildings, business retention and expansion, and development or redevelopment on vacant parcels.

For example, within the downtown district the City of Foley has several opportunities for infill development at several scales. The City could create a TIF District that encompasses the downtown district or a subset of it that invests in necessary public infrastructure to encourage private sector investment in development within the district. The desired development could be commercial, high density residen-



PEDESTRIAN AND DOWNTOWN PLAN
APPENDICES

Appendices

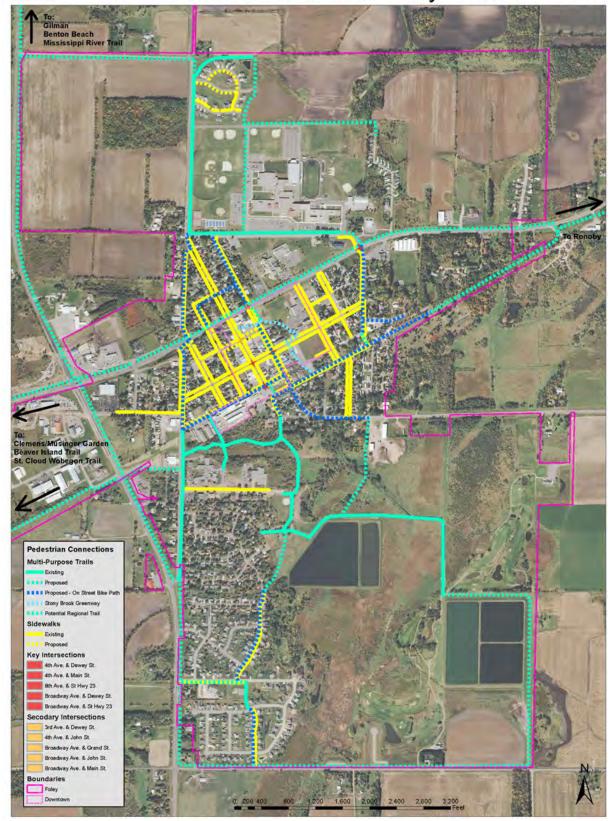
- Plan Maps and Presentation Boards
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Existing and Proposed Pedestrian Connections - City Wide





Plan Maps and Boards







Existing and Proposed Pedestrian Connections - Downtown

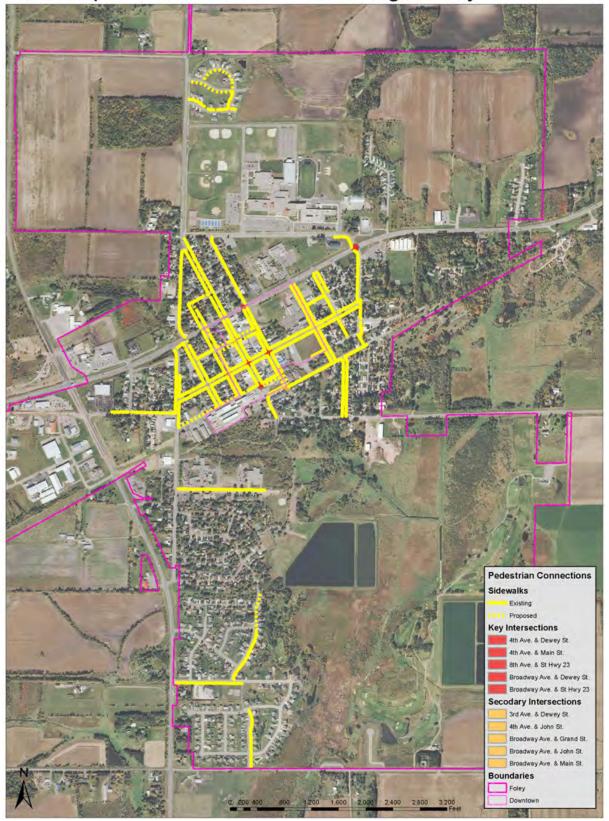




Plan Maps and Boards



Existing and Proposed Sidewalks Important Pedestrian Crossings - City Wide CRD



Plan Maps and Boards



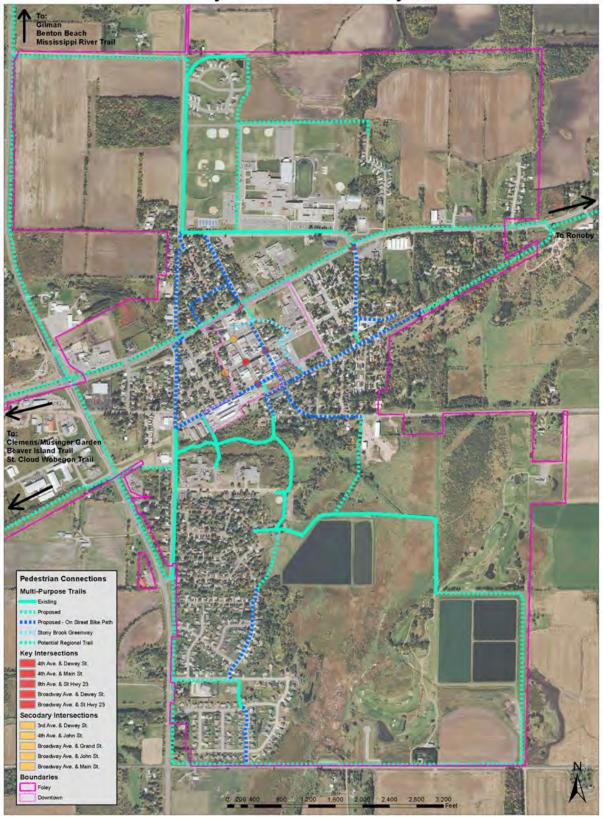
Existing and Proposed Sidewalks Important Pedestrian Crossings - Downtown^{CR}



Plan Maps and Boards



Existing and Proposed Multi-Purpose Trails and Bicycle Routes - City Wide



Plan Maps and Boards



Existing and Proposed Multi-Purpose Trails and Bicycle Routes - City Wide



Plan Maps and Boards



-dedicated Greenway crosswalks Stony Brook Greenway -designed for safety development zone pedestrian loop Green Heart Downtown Community Vision Plan for Downtown Redevelopment and Pedestrian Connections Open Space, Parking, and Pedestrian Safety In Downtown Foley Plan Maps and Boards Pedestrian Crossings

-destination nodes suitable for park development -provides for a downtown

North Park Development -anchors the north-end of -frames a gateway for entry into Downtown District

-opens Stony Brook to Downtown -integrated park and commercial -serves as Greenway trail head

Pedestrian Crossings

-seeks to enhance orientation with a hierarchy of crossings

-branding potential heightens Downtown experience

Downtown District:

-enhances pedestrian experience -provides a green edge for Downtown District

-defines the Downtown District for visitors and events

Downtown District: Green Heart

South Park

-anchors the south-end of Downtown District -serves as pedestrian entry from the south to Downtown

-southern destination of the Greenway Loop

-integrates 42 off-street parking -venue for community events

stalls/off-street event space

South Park

Downtown Plan



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