



Master Plan and Development Guidelines

for

Downtown New Market

Prepared for

Downtown New Market Task Force

Prepared by

**Damon Farber Associates
923 Nicollet Mall
Minneapolis, MN 55402
www.damonfarber.com**

&

Benshoof and Associates

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Downtown New Market Task Force Members

Henry Zweber – Chair	Carl Covell
Troy Friedges	Kurt Kaiser
Tom Michaud	Rob Mittelstaedt
Dale Runkle	Darryl Serbus
Lyle Shea	Brad Smith
Steve Thompson	Thomas Terry, City Manager

Consultant Team

Damon Farber Associates
923 Nicollet Mall, Suite 200
Minneapolis, MN 55402
Web: www.damonfarber.com
Phone: 612.332.7522
Fax: 612.332.0936

Benshoof & Associates
10417 Excelsior Blvd,
Suite 2
Hopkins, MN 55343
Web: www.benshoof.com
Phone: 952.238.1667
Fax: 952.238.1671

We would like to thank the Downtown Task Force, the many concerned citizens, business owners, City staff, County Staff and local politicians who contributed their time and ideas to the Master Plan. It is the dedication and hard work of such individuals that make New Market a thriving community today and will provide vision for its future.



A. INTRODUCTION

A.I Intent of the Master Plan

The Downtown Area Master Plan & Guideline proposes recommendations that will reinforce and guide public/private investment in a manner that will strengthen the viability of the area and recommend Downtown New Market, as a community destination of the highest quality. The Master Plan is intended to guide the form and character of development within downtown for the next 20 years.

In the spring of 2005, Damon Farber Associates was commissioned by the City of New Market to lead a thirteen member community task force to prepare a master plan, a set of design guidelines and zoning amendments. The purpose of the plan is to establish an appropriate framework for the future redevelopment of downtown as a vibrant mixed use destination, to incorporate:

- an overall vision for redevelopment of the area, including the pattern, form and character of new development and open space in the interest of creating a cohesive mixed-use neighborhood and city center.
- a framework of transportation infrastructure needed to support the reuse of the area and to create appropriate levels of parking as well as vehicular, bicycle and pedestrian access to the downtown.
- a set of design standards to guide the architectural quality of the overall development.

While subject to the following regulations and guidelines, the plan layout shall be flexible to respond to physical site

constraints, end users' needs, community desires and a changing market. The plan allows for variations in the design of the street and open space network, individual block layout and dispersion of housing types to meet City statutes, regulations and guidelines within.

A.II Master Plan

A number of goals emerged during the initial meetings with the Task Force and through the analysis of existing conditions. The goals were developed with an eye towards providing the development community with a clear and concise understanding of the communities' vision for the downtown. A system was needed to set standards for the overall downtown but also to allow enough flexibility for developers to tailor their project towards the needs of the end users.

Separate urban design zoning districts would allow for this kind of creative flexibility. The zoning districts would set standards for urban design relationships that ensure the scale and character of redevelopment that the community expects, while still allowing the developer to arrive at creative solutions that meet their financial requirements and the needs of the end users. The intent of the Downtown Area Master Plan is to provide a comfortable, safe, mixed-use community with emphasis on pedestrian oriented streetscapes, diverse housing options, adequate open space and quality architecture.

More specifically, the Urban Design Zoning Districts and supporting Design Guidelines are intended to:

- Ensure the compatible integration of retail, office and residential uses.
- Ensure the compatible integration of a variety of housing types, including

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townhouses, medium density and high density residential.

- Maintain a scale and form of development that emphasizes sensitivity to the pedestrian environment.
- Minimize the impact of automobiles into the setting through strategies such as “shared parking”, in which adjacent land uses having different peak-hour parking demands can share parking facilities.
- Improve access to and from CSAH 2. Public parking areas should be easily accessible from CSAH 2 and pedestrian connections back to retail streets should be just as accessible.



Looking East across CSAH 2

- Achieve “traffic calming” benefits through: an integrated street network, providing options for traffic flow, the avoidance of excessively wide streets, and the provision of on-street parking.
- Provide for public open space that uses storm water treatment ponds as a visual and recreational amenity to the project.
- Ensure the compatibility of buildings with respect to the specific character of their immediate context within each Urban Design district.

- Encourage active ground floor uses, such as restaurants, shops and services, to animate the street within the Mixed-use Core portion of the area.

The task force developed a vision statement for the entire project that will guide the development of the plan and aid in the evaluation of development proposals.

***“New Market will continue to be a small town with a vibrant downtown surrounded by attractive residential neighborhoods. New Market is and will be a safe community where people know their neighbors. The historic fabric of the downtown and the surrounding neighborhoods provide a strong sense of place and pride for residents.*”**

Residents will be able to walk to downtown through a well-connected trail system. New Market’s historic downtown will offer a mix of uses, with the small town character preserved by appropriate design standards. A range of housing types will be available in downtown, each meeting high design standards. New Market will meet the challenge of managing growth while enhancing the small town flavor, safety and strong sense of community that has attracted people to live here.”

- Task Force Vision Statement

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Certainly, the level of development depicted will not occur overnight. The master plan provides a framework to insure future growth of Downtown New Market happens in a thoughtful and cohesive way. The project area is broken into two unique districts that relate directly to each other. The Mixed-Use Core and the Downtown Neighborhood district form the primary development opportunities within the area. The Mixed-Use Core will provide primarily retail uses on the first floor with housing or office uses above. It will become a pedestrian friendly town center and community destination. The Downtown Neighborhood will provide a range of medium density housing styles and choices for everyone from empty nesters to young

professionals.

A. III Purpose. What are the Guidelines?

The primary purpose of Development Guidelines is to set basic parameters, describe preferences and design intent. These guidelines serve as a framework within which creative design can occur. Development Guidelines are established to ensure that public and private development projects implement the Goals, Objectives, Policies and Character envisioned by the community. The Guidelines provide a framework for:

- Enhancing the quality of the built



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- environment
- Achieving quality contextual design downtown area.
- Achieving design that implements the vision of each district in which the property is located, thereby promoting an identity for the Downtown Area
- Encouraging a diversity of architectural styles
- Providing design flexibility instead of aesthetic control
- Creating a unique pedestrian-oriented environment; and



A Downtown Built for Pedestrians

- Providing investor and property owner confidence through design continuity

The Development Guidelines achieve the above through standards for new construction that regulate site design, building placement and building design. Lastly, the Guidelines establish standards for seven important systems. The Guidelines include an explanation of the general and specific design principles promoted by each aspect of the guidelines, as well as a variety of images describing appropriate design solutions to implement those principles. This approach values creativity and allows for numerous design solutions for any particular project. The City Administrator and Planning Commission are responsible for the administration of the Development Guidelines. Projects in the Downtown Area must comply with the Development Guidelines, as well as the provisions of the City Code and compliance will be determined during the site plan review process.

A. IV Application

The format and content of these guidelines are specifically tailored for use as a reference workbook. They are organized into two separate documents that are intended to be used by two different audiences, the **Systems Guidelines** and the **Standards for Private Development**. The first document, **Systems Guidelines** provides design guidance for all elements of the public infrastructure. It outlines issues and provides design standards that apply to the entire Downtown Area. It is intended as an attachment to the Masterplan Document itself. The Systems Guidelines describe the seven distinct items of the overall infrastructure framework.

- **Context**
- **Open Space**
- **Transportation Systems**
- **Storm Water Systems**
- **Utilities**
- **Mix of Uses**

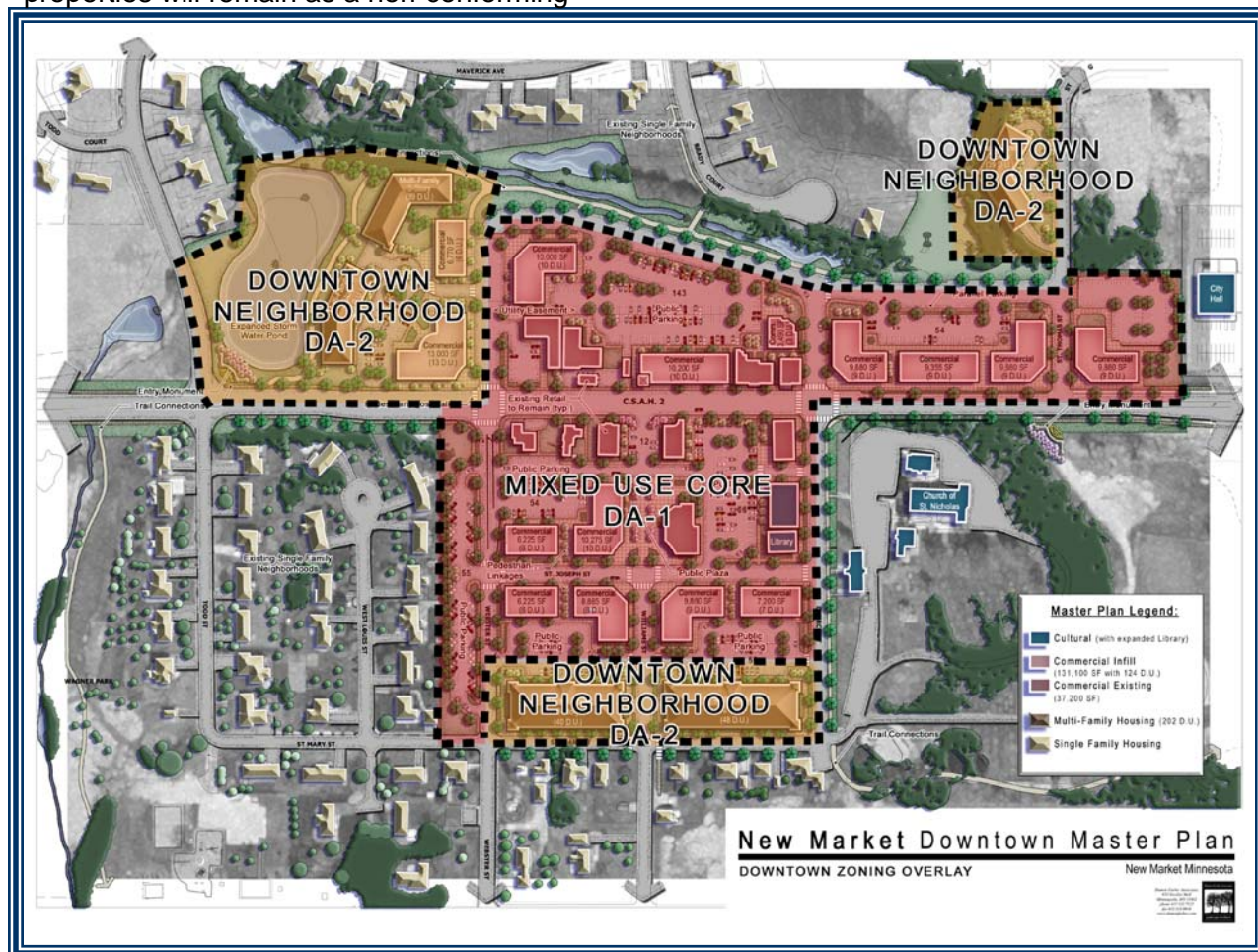
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• Parking Strategy

The Second document, **Standards for Private Development** is intended to provide guidance to the private developers and existing business owners as they take responsibility for individual components within the Master Plan and the growing and changing needs of existing businesses. It will help assure that the private development that takes place in the Downtown Area will fulfill the City's goals and objectives for the redevelopment of downtown. It also allows existing landowners within the downtown to maintain their residence or business until such time as they want to sell. Existing residential properties will remain as a non-conforming

use as they do under the existing zoning code for downtown. The intent of the master plan provides developers with the City's vision for downtown which will ultimately increase the value of property downtown.

The Standards for Private Development deal with the two individual sub-districts within the Masterplan and the individual buildings within those sub-districts. The proposed Urban Design Zoning Districts are shown below. The plan shown beneath the zoning is only a concept of what could happen under the new Zoning Code and Development Guidelines.



Urban Design Zoning Districts for Downtown New Market



B. Document One; Systems Guidelines

Systems Guidelines describe the elements of the public infrastructure. It outlines issues and provides guidance for standards that apply to the entire Downtown Area. It is intended as an attachment to the Masterplan Document itself. The **Systems Guidelines** will deal with the seven distinct items of the overall infrastructure framework;

- **Context**
- **Open Space**
- **Transportation Systems**
- **Storm Water Systems**
- **Utilities**
- **Mix of Uses**
- **Parking Strategy**

These seven items represent the overall organizing elements that give shape and form to the public elements of the Masterplan. Presumably, they will be adopted by the City as part of the Masterplan, will become part of City policy and will be implemented by the City or with City participation before or concurrently with the work of private developers. The Systems Guidelines will create the framework within which the private parcels are allowed to be developed. They will prescribe Design Standards for all above ground, visible elements of the public infrastructure including street and roadway design, streetscape and landscape design, pedestrian spaces, connectivity between private and public spaces, parking strategies and policy, etc. Systems Guidelines will prescribe everything in the public realm from curb sections and paving materials to

street lights, park benches, waste receptacles and tree species.

B. I. Context

Although unique to New Market, the Downtown Area is not intended to be a stand alone district within the City; instead it will be a part of, and connect with, a variety of local, city-wide and regional systems. Each development project, whether a single building, one lot, or a series of blocks, must provide reasonable links to these systems as a primary design objective.

Guideline Recommendations

To ensure that the Downtown Area takes full advantage of local and regional systems, development should:

- Provide safe, easily recognized connections to city and regional trail systems. Connect to the existing trail along the Baltes ROW, the Wagner Park trail and the proposed trail south of St. Nicholas's Church.



The Plan Connects with the Existing Trail System

- Promote existing city and regional transit service and amenities and encourage their use
- Tie into, and improve, the utility network

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- Integrate with and complement the existing (and future) street framework
- Become an integral part of the city and county drainage/storm water management plan.
- Parks and open space will be easily accessible to all Downtown Area residents, visitors, people who work here and also for the citizens of New Market and the surrounding area.
- Encourage private development (block-by-block) to share in the responsibility to provide inviting, innovative and useable green space as integral parts of each development project
- Integrate storm water management components (meeting water quality and quantity requirements) within existing pond areas adjacent to Todd Street. Together, the system of public and semi-public green space will result in a welcoming public realm within downtown.

B. II. Open Space

The overall design framework of the Downtown Area is based on links to local parks, trails and regional open space. The City of New Market will take the lead role in local parks programming, design review, construction sequencing, implementation and ultimately maintenance and operation of key public spaces within this framework. The goal is to link existing parks and trails defined in regional park plans with the trails within the Downtown Area. Of equal importance is the contribution from each block and each development project to this open space network, adding a variety of private, semi-private, and perhaps some additional public space throughout the Downtown Area. Private development will share the responsibility to provide inviting, innovative and useable green space as integral parts of individual parcel site design.

Guideline Recommendations

The New Market Downtown Area will enhance existing open space within the community. Toward that end, Open Space guidelines encourage the following:

- Work with the City to create an integrated, comprehensive open space system that links with existing city and regional trails and open space

B. III. Transportation Systems

The system of streets and public right of way are the primary way people will experience the downtown, it is critical that the character and arrangement reinforces the higher standard of development proposed and builds upon the overall legibility of the system than what exists today. The following paragraphs provide the intended transformation of the downtowns transportation system from a conglomeration of roadways that lack a unique sense of character to an understandable system of roads with high quality pedestrian space and an image that reflects the higher standard of development desired for this area.



Streets and Sidewalks Create the First Impression

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Access Improvements

One of the primary objectives of the plan is to improve the overall understanding of the transportation system. Access to and from CSAH 2 is a critical component to achieving this objective. The addition of a northern loop road connection from Webster Street to St. Thomas Street (including a new intersection at Church Street) allows safe and convenient access to underdeveloped parcels north of CSAH 2. It also provides greater emphasis on the Webster Street intersection further enhancing the possibilities of the County providing a controlled intersection in the future and safer pedestrian crossing for shoppers and trail users.

County State Aid Highway 2

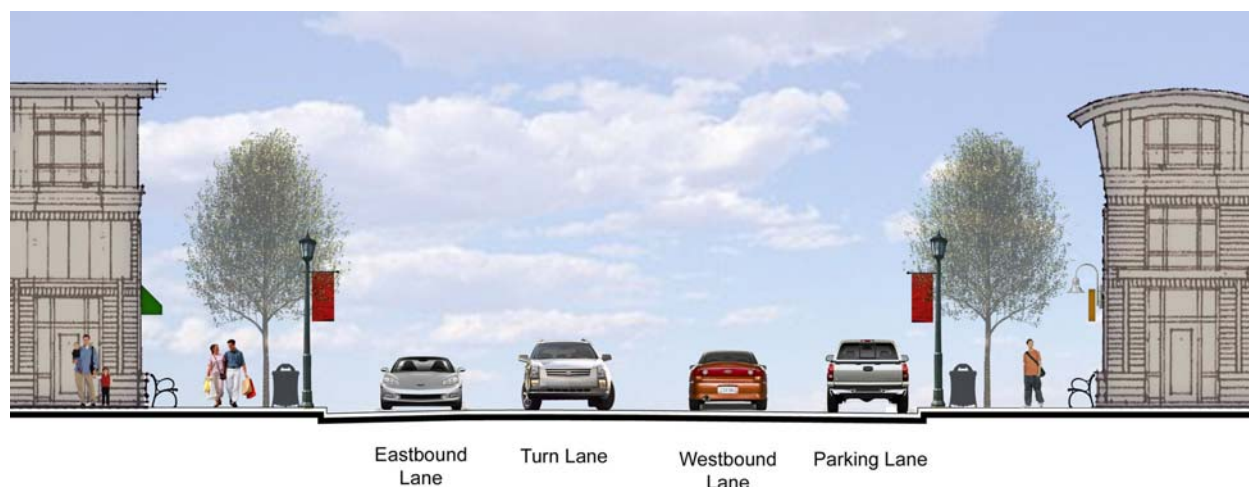
Scott County is currently improving CSAH 2

to the east of downtown. The downtown reconstruction is not scheduled until 2008. The proposed design for CSAH 2 through downtown New Market stays within the existing Right-of-Way. The County is proposing a 5' sidewalk on the north and south sides of the road, parallel parking on the north side, one lane of travel in each direction with a center turn lane. The planned section is shown below.

The Development Guidelines propose a ten foot setback of future development on CSAH 2 to enhance pedestrian safety and insure that CSAH 2 continues to be a good retail street. It also allows for additional pedestrian amenities to be implemented, such as pedestrian lighting, street trees, banners and other site improvements.



Scott County Proposed Section for County Road 2



Recommended Section for CSAH 2

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Local Commercial Streets

The further development of local commercial streets is important to attracting and keeping high quality retailers in the downtown area. They will be easily accessible from the CSAH 2 and provide a clear and logical system for shoppers to access local shops.

Once on foot users of the area should be able to access the local sidewalks easily from parking areas and signage should orient them to the commercial core. Pedestrian access points on Baltes and existing City easements will provide the space needed to access commercial streets. Too much signage can clutter the streetscape and actually cause additional confusion, while not enough can leave visitors with a sense of frustration. A balance must be achieved.

The sidewalks provide a first impression of the Mixed-Use Core area and should accommodate space for area merchants to display goods on the sidewalk or allow for outdoor dining. The materials, lighting and landscaping all contribute to providing a high quality pedestrian experience. The visual image of the street influences the perceived quality of goods and services inside the stores. A positive visual image is important to retail success.

The transportation improvements portrayed in the Master Plan combine to provide the Downtown Area with improved wayfinding, easily accessible development parcels, easily understood layout of streets and a system that can be phased in as development occurs.

B. IV. Storm Water Systems

The overall drainage system for the area is essential to the future performance and function of the downtown and the improved water quality of the Creek. The project will provide a regional storm water collection

area at the northeast corner of the Todd Street and CSAH 2 intersection. The pond will provide a visual backdrop for signage introducing the downtown business district. The project will comply with Best Management Practice (BMP) standards and alternative storm water treatment applications will be explored to minimize capital costs, future maintenance and improve water quality.



Storm Water can Become an Amenity to Downtown

Guideline Recommendations

Integration of the storm water management system and public open space will provide a unique amenity for the downtown and the City of New Market. Design creativity, use of high quality materials and addressing safety concerns are critical objectives to be addressed. The following objectives must also be addressed in the final design:

- Regional stormwater pond at Todd Street.
- Provide fountains to improve water oxygen levels.

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- Filter storm water prior to entering the natural system.
- Plant pond edges with native plantings to discourage geese from using public areas.

B. V. Utilities

A solid network of water distribution and wastewater collection infrastructure is vital to the health, safety, and welfare of the entire Downtown Area. While understanding the location, size and characteristics of individual utility components is important, development proposals must also acknowledge awareness of the entire redevelopment area, specifically how individual improvements affect the overall utility system. The downtown will also be served by a full complement of utility connections including cable tv, fiber optic, electric, telephone and so on.

Guideline Recommendations

- Provide wastewater collection infrastructure.
- Install water distribution system for potable water consumption and for fire protection.
- All utilities should be buried within City Right-of-Way and make connections to individual projects from a 'back of house' location.
- All utilities designed according to City standards

Although utilities are not typically seen, they play a vital role by establishing the needed framework for development to move forward.

B. VI. Mix of Uses

The master plan identifies the desired mix of uses within the project area. A horizontal and vertical mix of uses is desired within the

primary Mixed-Use Core. A mix of complimentary housing styles and scales should be incorporated into the Downtown neighborhood districts of the project. New uses should reinforce the public open space and activity at street-level. The mix of uses is designed to promote daytime activity with shoppers and workers and activity will continue in the evening with residents and visitors enjoying new entertainment opportunities.



Typical Mixed-Use Buildings

Guideline Recommendations

- Promote vertical mixed use within the Mixed-Use Core of the project. Provide flexibility for developers wishing to be creative with potential retail uses in other areas of the project.
- All uses should reinforce pedestrian activity at the street level.

B. VII. Parking Strategy

Balancing the realities of car-related necessities (streets, parking and so on) and the desired character is a significant challenge. The goal is to provide adequate parking, both quantity and location, while promoting new strategies that support the overall needs of the Downtown Area. Parking will be provided through a combination of on street spaces and off-street surface lots to support the mix of uses at the core. Parking facilities should

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contribute to the overall character and image of the Downtown Area. Parking lot edge design should include elements, colors and materials that reflect, or complement surrounding buildings and landscapes.



Parking Lots buffered from the Street

Guideline Recommendations

Parking guidelines encourage the following:

- Locate off-street surface parking lots away from CSAH 2 and other local streets, either behind or to the side of primary buildings. Visibility and signage to parking facilities should be considered to make them easily accessible. The Parking Lot driveways at the Baltes Avenue ROW allow easy access to parking but maximize commercial space on the street.
- Provide a combination of fencing, landscaping and landform to screen parking areas from major streets and important views
- Create strategies for shared parking between adjacent uses, taking advantage of peak and off-peak cycles, business hours, nighttime activities, special events and other needs
- Provide facilities or services that respond to and connect with alternative transportation systems to reduce

required parking including bicycle lockers and pedestrian amenities.



Parking Requirements Include On-Street Parking

- Work with the City to review existing standards to provide flexibility including hours for on-street parking, security and enforcement practices, permit or metering.

B. VIII. Summary

The Systems Guidelines will guide public investment in the downtown over the next 20 years and insure that as development occurs; the appropriate public improvements are implemented based upon community input, fiscally responsibility and an overall vision for downtown.



C. Document Two; Standards for Private Developments

C. I. Intent of the Standards

The “**Standards for Private Development**” are intended to provide guidance to the selected private developers as they begin to design the individual pieces that comprise this Downtown Area plan. The Standards will assure that the City’s overall goals of the Downtown Area are met and that the individual pieces are well integrated and work together to create a cohesive downtown within the city of New Market. These Standards for Private Development will deal with the two individual districts within the master plan and the individual buildings within those districts.

C. I. a. Structure of the Standards

Unlike other guidelines for other projects, these standards are prepared in a multi-layered fashion. They will have three distinct but interrelated parts. Ensuing sections of this document specify the development standards of each Sub-District individually and in greater detail. They are structured to plainly communicate the development’s requirements in each of three categories below.

- **Sub-District Overview**
- **Site Development Standards**
- **Architectural Guidelines**

For each district, a section entitled **Sub-district Overview** describes the desired characteristics and qualities of the district in non-technical, layman’s terms.

The section entitled **Site Development Standards** describes each district with language and terms that are normally associated with a zoning ordinance. It is the view from 20,000 feet in the air. Site development standards specify the relationship between buildings, their edges,

streets and public spaces. They imply a strong link between architecture and site, how buildings define the spaces around them and the visual and physical connections between the private and public realm. Like a zoning ordinance, this section will prescribe allowable uses, density, building bulk, height, Floor Area Ratio and parking requirements. It will also regulate the relationship of buildings to streets, pedestrian ways and open spaces. Normally, bulk requirements establish upper limits on the intensity of development in any given district. Since a certain intensity of development will be needed in this area to sustain the public expenditure in the infrastructure improvements, the requirements for this plan may also specify lower limits of bulk and intensity.

If Land Use Standards are called the “view from 20,000” feet, **Architectural Guidelines** are the “view from 5 feet.” After the overall goals prescribed by the Land Use Standards are established, this nearer view, the 5 foot perspective is needed to ensure that the design, the details, the quality and the craftsmanship of the private components of the development are appropriate to and reflective of the overall public goals of the new community. From 20,000 feet in the air, an \$18,000 Chevrolet looks just like a \$70,000 Mercedes. But from 5 feet, there are distinct differences in quality, detail and amenities. In any development, the quality of the individual components and the quality of the details are equally as important as the plan itself. Just like the car, one’s memory of their experience in the development will be made at this five foot perspective.

Architectural Guidelines define the desired quality standards that are expected for all components within each sub-district. They establish the foundation of the architectural vision of the community. They may vary somewhat from one district to the next but

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they will strive to establish the guiding principles for the design of individual components of the plan so they will work together as parts of the whole. The principles will not be proscriptive. They will not encourage thematic architecture or the use of any specific architectural style and genre. Rather they will discuss individual aspects of design in hopes of establishing standards for quality and good design that can be applied to any style of design. In no order of importance, the Principles will deal with such things as;

- **Scale and Context**
- **Proportion and Massing**
- **Articulation**
- **Materials and Color**
- **Craftsmanship and Detailing**
- **Signage**
- **Streetscape and Pedestrian Environment**
- **Sustainability**



Mixed-Use Building with Quality Detailing

As the guidelines move from the general to the specific, the Architectural Guidelines establish separate goals for each sub-district that regulate some or all of the major building and site components listed below.

- **Ground Level Expression**
- **Façade Transparency**
- **Entries and Stoops**

- **Upper Story Setbacks**
- **Roof Design**
- **Rooftop Screening**
- **Franchise Architecture**
- **Big Box Retailers**
- **Lighting**
- **Site Design and Landscaping**

C. I. b. Review and Approvals Process

See end of document.

C. I. c. Sub-District Overview

In addition to the public open space, the master plan identifies two distinct districts that are available for private development. Each of these districts will have its own unique character, mix and intensity of use, thus each is defined by a unique guideline. The sub-districts are intended to work together as a part of the whole, to compliment one another. The sub-districts are;

The Mixed-Use Core

The Mixed-use Core provides the broadest variety and highest intensity of development within the downtown. It will require both vertically and horizontally integrated mix of uses containing multi-level retail as well as office and residential uses over ground floor retail uses. It will require public open spaces, streets, sidewalks, plazas etc that encourage and promote pedestrian activity. Redevelopment will integrate with existing uses downtown.

The Downtown Neighborhood

The Downtown Neighborhood is reserved for medium-density low and mid rise housing. The district will allow the integration of service and/or restaurant related retail space that is integrated into the ground floor of residential buildings. Higher density residential adjacent to downtown provides more people to use existing businesses, buffers existing residential areas from downtown and

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provides a range of housing choices that do not currently exist in New Market.

A more detailed description of each of the two districts appears in the following sections of this guideline.

C. II. District Guidelines; Mixed-Use Core

C. II. a. Overview: Mixed Use Core

The overarching objective of the Site Development Guidelines for the **Mixed Use Core** is to create a unique opportunity to focus on the creation of a contemporary, innovative, new urban development pattern that promotes richness and variety in the built environment. Therefore, the Mixed-Use Core will provide the broadest variety, highest density and greatest intensity of development within the new, Downtown Area. It will encourage both vertical and horizontal integration of uses and promote pedestrian circulation within the district. Major retailers, supporting services, lifestyle and impulse retailers and their related parking facilities will be encouraged to locate in multi-level, mixed use and interconnected buildings. In addition to this vital mix, the guidelines for the Mixed Use Core will describe the qualities and character of a desired 'urban form' within the Mixed-Use Core. Compact buildings and high-density blocks that define this district must include continuous built edges that relate directly to streets and sidewalks.



Continuous Building Lines define Pedestrian Space

The Mixed-Use Core must incorporate innovative parking strategies that support the mix of use and that provide easy access to shopping destinations, restaurant and entertainment venues. Together these elements will create a core area that is the center of activity – the place to see and to be seen within the Downtown Area.

These objectives require that the majority of buildings front on primary streets and pedestrian thoroughfares that may be part of the redevelopment plan and may connect to or relate to public open spaces. Parking and service areas should be located internal to or on the sides of buildings, away from view. A mix of uses within individual blocks, including retail, restaurant and residential, will further enhance this model and promote activity throughout much of the day and evening hours. Site development guidelines include the following:

Characteristics: Mixed Use Core

The ground floor of all buildings will be limited to retail and restaurant uses only. They will be designed with storefronts, entrances, windows and related streetscapes that encourage the greatest level of pedestrian circulation and traffic as is possible. Ancillary uses, such as service and delivery spaces will be allowed but located away from pedestrian oriented storefronts.

- Higher-density housing and office uses on the upper floors are encouraged. Except for entry lobbies, pure office uses and pure residential uses will be prohibited from the ground floor of buildings in this district.
- Surface parking is to be confined to municipal parking facilities. Quick-stop parking needs such as dry cleaners and coffee shops or angled parking on public

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or private streets also be encouraged but will be reviewed or considered on an individual basis.

Building Placement and Setbacks: Mixed-Use Core

- Buildings should be located at the build-to lines (zero setback), but allow recessed spaces for outdoor dining, other street level activities and variety of pedestrian environment. 80% of building facades should address the build-to lines.
- Great emphasis should be given to building features located at primary intersections or where streets intersect with the central open space. These locations will be seen from several directions and terminate views. They will become future landmarks and orientation/way finding icons as the Downtown Area develops.



Corner Buildings will be Articulated to be Landmarks

- Minimize openings between buildings. Limited driveway access and provisions for pedestrian connections through blocks are encouraged. Gaps between buildings to accommodate surface parking lots, greater building setbacks or other purposes are discouraged

- Encourage recessed entries and windows to create street-level interest, variety and enhance pedestrian scale along street frontage

Parking Strategies: Mixed Use Core

- Provide required parking spaces for daily use that satisfies both quantity and location needs through a mix of on street and municipal parking solutions with a minimum of small surface lots.
- Encourage shared, district or municipal parking facilities that minimize total parking numbers by taking advantage of around the clock and peak/off-peak hours of operation for various uses within the core area
- Locate any surface parking lots away from the major streets, either behind or to the side of primary buildings; surface parking lots along major street frontage are not allowed in the core area
- Encourage driveway access to parking facilities along major streets or side streets in order to maintain a pedestrian friendly environment within the Mixed-Use Core.

C. II. b. Site Development Standards: Mixes Use Core

Allowable Land Use Retail, office and higher density residential uses are all allowed in the Mixed Use Core. With the exception of office or residential lobbies, retail and restaurant uses should comprise the entire ground floor of all non-parking or transit related buildings.

Minimum Lot Area: NA

Minimum Lot Width/Depth: NA

Front Build-to Lines; 80% of the lot frontage must be built out to the built-to line

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or lot line. Where buildings front on common areas, pedestrian ways or other open spaces, 80% building facades must be built to the open space line. Buildings abutting CSAH 2 should be setback ten feet from the County ROW. Driveways to parking facilities and access drives to service areas are excepted.

Side Yard Setbacks: None. Subject to individual review.

Rear Yard Setback: None. Subject to individual review.

Floor Area Ratio: By individual review, but multi-story buildings are encouraged throughout the Center. Free standing, single story buildings are discouraged.

Minimum Building Height: 20 ft.

Maximum Building Height: Three floors or 45 ft. Subject to individual review.

Off Street Parking- Retail/Office Parking facilities within the Mixed Use Core will be subject to individual review. The overarching strategy is to allow provide of mix of on-street and off-street parking to fulfill the required retail parking demand. With clear public purpose being demonstrated, parking facilities for the remainder of retail and public uses will be considered to be part of the public infrastructure and may be co-developed with City participation. Shared or “district” parking facilities will be encouraged.

Off Street Parking – Residential Private and secure parking for residences within the Core will be fully enclosed in private facilities. Guest parking may be accommodated in public facilities or on-street. Parking demand will be market driven and subject to individual review. A minimum of one space per bedroom is anticipated.

D. II. c. Architectural Guidelines: Mixed Use Core

Building Character and Expression: Mixed Use Core

Buildings in the Mixed Use Core will play a major role in defining the overall character of the district. The proposed mix of uses for this signature destination suggests the potential for a variety of building types, demanding creativity and innovation to highlight unique architecture, while knitting the entire district together as a coherent whole. Overall building design is an important consideration, but emphasis on first floor façade treatments is essential to encourage street-level activity and enhance the pedestrian experience.



Buildings Contribute to Street Character

Architecture is to be ‘4-sided’ at all locations visible to public areas. Emphasis is to be on

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creating highly animated design solutions along all street frontages and pedestrian ways. Architectural guidelines include the following:

- Provide a variety of building types and styles, expressed both in large scale (overall building) and small scale (design details)
- Designs should minimize blank walls along the public rights-of-way and should consider all street frontages, including buildings at corners, as primary elevations.
- Emphasize transparency at street level to encourage two way viewing – both window shopping and ‘eyes on the street’
- Promote interesting, animated architectural features without being thematic or artificial. Faux decorative elements are discouraged



Well Detailed Buildings

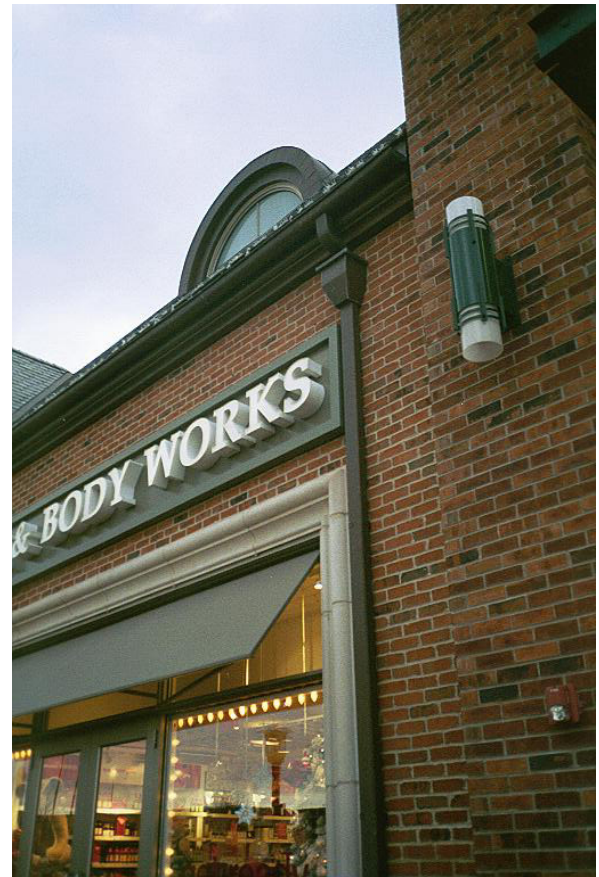
- Avoid large, unarticulated façades
- Emphasize important intersections by placing distinctive architectural elements or interesting façades at these prominent locations
- Provide a variety of front elevations for rows of buildings along any given block

Scale, Proportion and Height: Mixed Use Core

- Articulate front façades with projections and recesses

Street Presence: Mixed Use Core

- Emphasize pedestrian experience with architectural features at street level – canopies, decorative light fixtures and material detail



Buildings detailed at Street Level

- Encourage variety of color, texture and materials to complement other streetscape elements
- Conceal service entries, loading facilities, exterior trash storage and mechanical services from view along public streets and from adjacent residential properties

New Market Development Guidelines



- Create a continuous building edge along street frontage, visually connecting adjacent buildings with complementary façade treatments

Windows and Doors: Mixed Use Core

- Maximize glass openings for all ground level, street front façades – especially for retail, restaurant and other commercial uses – recommend 50% minimum of total ground level façade, or demonstrate great design through other means



Emphasize Transparency at Street Level

- Provide real window openings for all street facing façades above ground level – recommend 40% minimum of total façade
- Provide recessed entries wherever possible
- Use clear or lightly tinted glass for all windows and doors – mirrored, reflective or highly tinted glazing is not acceptable
- Provide primary access doors facing public streets

Materials: Mixed Use Core

- Provide a diverse mix of materials, applied in a variety of proportions, exposures and detailing within a block, or along a street

- Encourage durable, high quality materials.
- Siding is not allowed (vinyl, metal, wood) except as a complimentary use
- Encourage the use of mostly brick or comparable alternative; minimum requirement of 50% of non-glazed wall area
- Metal and wood components are acceptable as a complimentary use
- Encourage overhead projections, either as a specific building component or as permanent/temporary canopies
- Select materials that relate to the building use, not artificially contrived or themed
- Include small scale elements, variety of materials and careful detailing to support street level activities and enhance the pedestrian experience. Encourage use of detailing to compliment historic structures downtown.

Streetscape: Mixed Use Core

- Provide gracious sidewalk width to invite pedestrian traffic



Improve seasonal qualities of streetscape

New Market Development Guidelines



- Install street trees to frame the street and provide shade
- Provide street lighting that meets all safety standards and design criteria, while creating a unique character for this district
- Explore street light spacing, height and a variety of fixture type that would support proposed mix of uses and activities (note, however, that too much light is as bad as too little)
- Explore a range of options for streetscape improvements including special pavements, interesting concrete tinting or scoring patterns, additional plantings, ornamental fencing and other features (note, however, that simpler is better and too much clutter is a negative)

structures shall be located at the interior of the sites and “wrapped” with residential buildings so as to be as inconspicuous as possible. Guest parking should be on-street or located in small lots of no more than 20 cars each accessed from side streets only. Parking for retail uses should be in small lots of no more than 20 cars each, must not front on either parkway and should be accessed from side streets only.

- Private courtyards within and in between buildings and opening toward the creek will be encouraged.
- Pedestrian entries and lobbies should orient toward the public street. Access To resident parking should be from side streets as far as is possible. No access will be allowed from CSAH 2.

C. III. District Guidelines; Downtown Neighborhood

C. III. a. Overview: Downtown Neighborhood

The Downtown Neighborhood will be dominated by medium density residential developments in low-rise buildings of one, two and three stories. Buildings fronting on corners may contain service and restaurant related retail spaces on the ground floor corners only. Housing density will range from a minimum of 6 dwelling units per acre to a maximum of 40 units per acre. The concept graphic depicts a maximum density of residential development. What actually gets developed may be quite less.

Characteristics: Downtown Neighborhood

- All resident parking shall be enclosed in underground garages or, if ground water levels prohibit this, in small footprint, multi-level decks that begin at the high water level. In this case, parking



Quality Building Entries

New Market Development Guidelines



- Setbacks from public streets should be consistent at 30 feet. All buildings should be required to have some portion that extends to exactly 25 feet from the street. All ground floor units oriented toward the street should have stoops or porches. Ground floor stoops at the first floor should have a consistent setback of exactly 18 feet.

Residential courts and private green space: Downtown Neighborhood

There are many opportunities to integrate privately owned and maintained courtyards and pocket parks within this sub-district. These small-scale greens provide important 'breathing space, contribute to storm water management and offer additional amenities to serve residents, building tenants and adjacent uses. They can help create great variety in architectural expression within the district and on its public edges.

Parking Strategies: Downtown Neighborhood

- All resident parking must be enclosed in below grade garages or garages that are internal to the sites.



Enclosed Residential Garages

- Parking spaces for ancillary retail should be provided through a combination of on-street and surface lot parking solutions

- Minimize surface parking lots fronting on primary streets, locate surface parking lots away from the major streets, either behind or to the side of buildings
- No more than 25% of street frontage can be utilized for surface parking lots

C. III. b. Site Development Standards: Downtown Neighborhood

Allowable Land Use: High density residential. Ancillary, ground floor restaurant or service related retail.

Maximum Lot Area: NA

Minimum Lot Area: All lots shall be full depth from city streets

Front Build-to Lines: Primary building facades should be consistent at the built-to line. Build-to line shall be 20 ft. behind the public sidewalk. Ground floor stoops or porches may extend to 10 ft from the sidewalk. Setbacks from the built-to line for courtyards or other recesses shall not comprise more than 40% of the façade. All buildings must be built to the build-to lines at all street corners.

Side Street Setbacks: NA

Rear Yard Setbacks: NA

Internal Side Yard Setbacks: 5 feet from an adjoining residential property.

Minimum Residential Density: 6 units per acre. 1,250 square feet/dwelling unit.

Maximum Residential Density: 40 units per acre. 1,000 square feet/dwelling unit.

Maximum Retail Density: Ground floor retail or restaurant space shall be limited to

New Market Development Guidelines



50% of the ground floor, floor area and by adequacy of parking only. See below.

Building Height: Building height in the Downtown Neighborhood District shall be limited to three stories or 45 feet. Two story limit along St. Mary Street.

Off Street Parking-Residential: See Mixed Use Core

Off Street Parking-Residential: Private and secure parking for residences within the Downtown Neighborhood will be fully enclosed in private facilities. Guest parking may be accommodated in public structures on on-street. Parking demand will be market driven and subject to individual review. A minimum of one space per bedroom is anticipated.

Off Street Parking-Retail: Parking numbers, placement and access for ancillary retail subject to individual review and approval.

C. III. c. Architectural Guidelines: Downtown Neighborhood

Building Character and Expression: Downtown Neighborhood

- Emphasize transparency of retail uses at street level to encourage two way viewing – both window shopping and eyes on the street
- Promote interesting, animated architectural features without being thematic or artificial – faux decorative elements are discouraged
- Avoid large, unarticulated façades
- Emphasize important intersections by placing distinctive architectural elements or interesting façades at these prominent locations.

- Provide a variety of front elevations for rows of buildings along any given block

Scale, Proportion and Height: Downtown Neighborhood

- Articulate front façades with projections and recesses
- Promote a minimum of two stories in this sub-district, lower buildings are acceptable; continuous height rooflines should not dominate any street frontage.
- Encourage upper level setbacks and variety of roof edge treatments.

Street Presence: Downtown Neighborhood

- Emphasize pedestrian experience with architectural features at street level including stoops, steps, porches, awnings, canopies, decorative light fixtures and material details.



Front Door faces the street

- Encourage variety of color, texture and materials to complement other streetscape elements
- Conceal service entries, loading facilities and mechanical services from view along public streets as much as possible
- Create a continuous building edge for the majority of street frontage, visually connecting adjacent buildings with complimentary façade treatments – in

New Market Development Guidelines



limited areas where gaps occur, architectural treatments, windows and detailing of side façades should match front façade



Higher Density Residential

Window and Doors: Downtown Neighborhood

- Maximize glass openings for all ground level, street front façades, especially for retail, restaurant and other commercial uses.
- Provide real window openings for all street facing façades. Windows should not be used for mechanical systems.
- Provide recessed entries wherever possible
- Use clear or lightly tinted glass for all windows and doors – mirrored, reflective or highly tinted glazing is unacceptable; faux windows are not allowed
- Provide primary access doors facing public streets

Materials: Downtown Neighborhood

- Provide a diverse mix of materials, applied in a variety of proportions, exposures and detailing within a block, or along a street

- Encourage durable, high quality materials - local sources if available
- Siding is not allowed (vinyl, metal, wood) except as a complimentary use
- Encourage the use of mostly brick or comparable alternative; minimum requirement of 50% of non-glazed wall area
- Metal and wood components are acceptable as a complimentary use
- Accommodate changes in material as follows – return 8 foot minimum at side walls and avoid terminating in the same plane
- Encourage overhead projections, either as a specific building component or as permanent/temporary canopies
- Avoid overly complex or arbitrary use of materials
- Include smaller scale elements, variety of materials and careful detailing to support street level activities and enhance the pedestrian experience



Variety of materials provide visual interest

New Market Development Guidelines



Streetscape: Downtown Neighborhood

- Provide gracious sidewalk design to invite pedestrian traffic
- Install street trees to frame the street and provide shade
- Provide street lighting that meets all safety standards and design criteria, while creating a unique character for this district
- Explore street light spacing, height and a variety of fixture type that would support proposed mix of uses and activities



Street Lighting can enhance the visual character of the district

- Explore a range of options for streetscape improvements including special pavements, interesting concrete tinting or scoring patterns, additional plantings, ornamental fencing and other features (note, however, that simpler is better and too much clutter is a negative)

C. IV. Review and Approvals Process

Development within the Downtown Area will generally consist of a subdivision and site plan. In these cases, the applicant will follow the normal subdivision and site plan requirements of the City subject to the submittal requirements contained herein. For subdivisions, expansion or façade replacement of existing buildings, the review process will include sketch plan review, preliminary plat (if required), and final plat (if necessary). Existing businesses wishing to perform routine maintenance such as; window or door replacement Submittals for existing structures will be reviewed on a case by case basis with exceptions based upon cost of renovation, total square foot renovated, change of use, etc... Existing businesses wishing to perform routine maintenance such as window or door replacement or renovate a minor portion of their structure without adding square footage are subject to existing codes and will not be required to adhere to the Development Guidelines. However, they are highly encouraged to adhere to the guidelines. For site plans, the review process will include a preliminary site plan and final site plan.

a. Sketch Plan Review

1. Pre-meeting with City Staff Prior to making an official subdivision application to the City for development of a parcel within the Downtown Area, the applicant shall meet with City Staff to present the proposed development. City staff shall review the development with all relevant ordinances and ensure compatibility with the Downtown Area intent, Master Plan and Development Guidelines for the Downtown Area.

2. A sketch plan shall be prepared in accordance with the regulations of this Chapter and the applicant shall submit the plan to the Zoning Administrator for review and comment, to ensure compliance with the Downtown Area Master Plan and



Development Guidelines, the Downtown Area and other City codes and regulations.

3. The Planning Commission shall review the sketch plan for its consistency with the Downtown Area Master Plan and Development Guidelines and make a recommendation to the City Council as to the appropriateness of the sketch plan.

4. The sketch plan shall be scheduled for a Council meeting within 30 days after the submittal of the Planning and Zoning Commissions recommendation.

5. The City Council shall approve, postpone, or disapprove the sketch plan.

b. Preliminary Plat and Site Plan

1. Requirements for Preliminary Plans

1.A. Preliminary Site Plan. The preliminary site plan shall be drawn at a scale of one inch equals 50 feet, 100 feet, or 200 feet. The submission may be composed of one or more sheets and drawings and shall include:

- aa. Location of all proposed buildings and their proposed uses;
- bb. Location of driveways and parking areas (all driveways and parking areas must include curbing);
- cc. Indicate front, side and rear yard setbacks proposed;
- dd. Indicate square footage and dimensions of all proposed lots; and;
- ee. Location of all easements, width and purpose.

1.B. Landscape Plan. The landscape plan shall be prepared at a scale of one inch equals 50 feet and shall contain the following information:

- aa. Indicate areas for berming and sodding;
- bb. Indicate the location of proposed plantings, identify plant materials;
- cc. Indicate any existing vegetation; and

dd. Indicate any trees to be removed.

1.C. Grading and Drainage Plan. The grading and drainage plan shall be drawn at a scale of one inch equals 50 feet, 100 feet or 200 feet and shall contain the following information:

- aa. Existing and proposed, grades with a minimum of two foot contour intervals to a known sea level datum;
- bb. Sufficient spot elevations on all proposed hard surface areas;
- cc. Estimated runoff of the area based on 10 and 100 year storm events;
- dd. Provisions to carry runoff to the nearest adequate outlet, such as storm drain, natural drainage way, or street;
- ee. Location of proposed ponding areas, indicating the size and depth of the pond and amount of acre feet of water to be stored;
- ff. Finished floor elevations of all buildings;
- gg. Identify soils by type and location, including identification of the water table, and suitability of soil for the proposed development; and
- hh. Identify any areas located in a flood hazard zone as identified by FEMA.

1.D. Topographic Map. The topographic map shall be drawn at a scale of one inch equals 100 feet and shall contain the following information:

- aa. One foot contour intervals;
- bb. Indicate water courses, rock outcroppings, and other significant land features; and
- cc. Use U.S. Geological Service datum for mapping.

1.E. Floor Plans and Elevations. All floor plans and elevations shall be drawn to a legible scale and include the following information:

New Market Development Guidelines



aa. Floor plans indicating square footage and dimensions of all proposed rooms and areas within the structures; and

bb. Elevations of the proposed building(s), identifying exterior treatment, materials to be used, and paint color.

1.F. Preliminary Plat. If a Subdivision is required, the preliminary plat shall be prepared in accordance with the New Market Code.

2. Preliminary Plat and Site Plan Review Process.

2.A. Pre-meeting with City Staff. Prior to making an official application to the City, the applicant shall meet with City Staff. City staff shall review the development with all relevant ordinances and ensure compatibility with the Downtown Area Master Plan and Development Guidelines.

2.B. A Preliminary Plat and Site Plan shall be prepared in accordance with the regulations of this Chapter and shall submit the plan to the Zoning Administrator 30 days prior to the public hearing.

2.C. The Preliminary Plat and Site Plan shall be submitted to the City staff for review and comment, to ensure compliance with other City codes and regulations.

2.D. The Planning Commission shall hold a public hearing on the Preliminary Plat and Site Plan. The notice for public hearing shall be published in the official newspaper at least ten days, but not more than 30 days, prior to the public hearing, at which time the item will be heard. Notices will also be sent to property owners within 350 feet of the subject property.

2.E. A written evaluation from the City staff shall be forwarded to the Planning Commission and the applicant prior to the public hearing.

2.F. The Planning Commission shall simultaneously hold a public hearing on the Preliminary Plat and Site Plan. Following

the public hearing, the Planning Commission shall submit in writing to the City Council its recommendation as to the appropriateness of the Preliminary Plat and Site Plan in relation to the Downtown Area Master Plan and Development Guidelines.

2.G. The Preliminary Plat and Site Plan shall be scheduled for a Council meeting within 30 days after the submittal of the Planning Commission meeting.

2.H. The City Council shall approve, postpone, or disapprove the Preliminary Plat and Site Plan.

c. Final Plat and Site Plan

1. Requirements for Final Plan: Final Site Plan. The final site plan shall be prepared at a scale of one inch equals 50 feet, 100 feet or 200 feet, and shall contain the following information:

aa. Location of proposed structures;

bb. Location of proposed driveways and parking areas (all driveways and parking must have curbing);

cc. Indicate front, rear and side yard setbacks.

2. Final Landscape Plan. The final landscape plan shall be drawn at a scale of one inch equals 50 feet and shall contain the following information:

aa. Plant types (botanical and common names), number, location, and size;

bb. Areas to be sodded;

cc. Indicate existing vegetation; and

dd. Indicate trees to be removed.

3. Final Grading and Drainage Plan. The grading and drainage plan shall be drawn at a scale of one inch equals 50 feet, 100 feet or 200 feet and shall contain the following information:

New Market Development Guidelines



- aa. Existing and proposed grades with a minimum of two foot contour intervals to a known sea level datum;
- bb. Sufficient spot elevations on all proposed hard surface areas;
- cc. Estimated runoff of the area based on 10 and 100 year storm events;
- dd. Provisions to carry runoff to the regional stormwater pond;
- ee. Amount of acre feet of water to be stored in regional pond;
- ff. Finish floor elevations of all buildings;
- gg. Identify soils by type and location, including identification of the water table, and suitability of soil for the proposed development; and
- hh. Identify any areas located in a flood hazard zone as identified by FEMA.

4. Floor Plans and Elevations. All floor plans and elevations shall be drawn to a legible scale and shall include the following information:

- aa. Floor plans indicating square footage and dimensions of all proposed rooms; and
- bb. Elevations of the proposed building(s), identifying exterior treatment, material(s), and paint color.

5. Final Plat. If a Subdivision is required, the final plat shall be prepared in accordance with the New Market Code. With the final plans, the developer shall submit, for approval by the City, a development schedule for construction of all structures, open space, and recreational facilities.

2. Final Plat and Site Plan Review Process

Upon approval of the Preliminary Plat and Site Plan, a Final Plat and Site Plan shall be prepared in accordance with the regulations of this Chapter and submit it to the Zoning Administrator 30 days prior to the public hearing.

1. The Final Plat and Site Plan shall be submitted to the City staff for review and comment, to ensure compliance with the Preliminary Plan, Site Plan and other City codes and regulations.

2. The Final Plat and Site Plan shall be submitted to the Planning & Zoning Board for its review and comment. The Planning & Zoning Board shall review the proposed project for its compatibility with the Preliminary Plat, Site Plan, Downtown Area Master Plan and Development Guidelines and make a recommendation to the City Council regarding the proposed Final Plat and Final Site Plan. The City Council shall approve, postpone, or disapprove the Final Plat and Site Plan based on its appropriateness and conformance with the Preliminary Plat and Site Plan and the Downtown Area Master Plan and Development Guidelines.

3. Major Changes. If the applicant proposes major changes in the final site plan that are inconsistent with the preliminary site plan, these changes can only be made by re-submission of a new preliminary site plan and rezoning application to the Zoning Administrator, and re-scheduling of a new public hearing before the Planning Commission and review again by the Council. The following constitute major changes:

- aa. Increase in density;
- bb. Change in architectural design or style;
- cc. Change in type of ownership, private, condominium, or rental;
- dd. Change of more than 10% in total floor area;
- ee. Increase in height of any building;
- ff. Major modification in the landscape plan;
- gg. Reduction in the proposed open space;
- hh. Change in the development schedule;

New Market Development Guidelines



ii. Change in the road location or standards;
and

jj. Any changes determined to be major by
the Council.

4. Minor Changes. The Council may, in its discretion, permit minor deviations from the preliminary site plan which do not change the concept or intent of the proposed development as previously approved.

5. Denial. The Council shall deny any application if it finds the final plans do not substantially conform to the preliminary plat and site plan as previously approved by the Council as well as the Downtown Area Master Plan and Development Guidelines. If the final plans are subsequently modified to conform to the approved preliminary plan, the applicant may resubmit said final plans to the Council for approval.

6. No development shall occur nor shall any building permits be issued for any construction that is not in accord with the approved final plans.



D. Appendix

Meeting Minutes to follow

Meeting #1 Minutes***Date – June 9, 2005******Location – City of New Market Walking Tour of Downtown******Attending (that signed in) –***

Jennifer Perry, 952-461-2677

Linda Zweber, 952-461-2973

Lois Suss, 461-2136

Molly Mahoney, Leo's Bar, 952-461-2327

Tina Mooney, 461-2762

Troy Friedges, Friedges Inc., 612-382-7681

John Mahoney, 612-369-7277

Tom Whitlock & Chuck Evens, Damon

John Fuller, TC Greetings, 461-3510

Farber Associates, 612-332-7522

Josh Storliz, 612-282-9056

Downtown Tour Route

Tom Whitlock and Chuck Evens from Damon Farber Associates led a walking tour of downtown New Market on Thursday June 9th at 3pm. We invited downtown business owners to walk around and share their thoughts of anything and everything related to downtown. The tour started at the corner of Church Street and St. Mary Street at 3pm. After introductions and signing in the group proceeded with the tour and followed this general route:

**Topics discussed throughout the Tour Included:**

- Perceived Downtown Boundary
- Downtown History
- Land Use History
- Vacant Land
- Current Commercial Uses
- New Construction
- Surrounding Residential Influx
- Pedestrian Safety Issues
- Small Town Atmosphere
- Lack of Adequate Parking
- Bank History & Parking Issues
- Historic Structures – Old Hotel
- Possible Future 1st Street
- Trail Connections to New Neighborhoods
- Existing Residential Uses
- Café and Post Office Location Draws People
- Highway Reconstruction
 - Turn Lanes
 - Sidewalks
 - ROW
 - Stop Light(s)
 - Configuration
- Library – Possible Future Expansion
- Convenience Stores Draw Kids/Commuters
- Wind Mill Feed & Pet Draws Kids
- Creek and Woodland Buffer between Downtown and Neighborhood to the North
- Employee vs. Patron Parking



Four Major Points were stressed:

- 1. Provide Opportunities for New Development to support expanded residential growth and COMMUTER TRAFFIC.**
 - More service retail/businesses
 - Create a cohesive plan to attract developers to the area that are appropriate for New Market
- 2. Create parking to support existing businesses and new development.**
 - Existing businesses lack adequate parking
 - Open to shared parking if the situation allows
 - New parking along Church Street on church property?
 - New development parking should be well planned so the street isn't building, parking lot, building, parking lot, etc.
- 3. Construct a safe downtown environment for all.**
 - Current conditions are unsafe along Highway 2
 - Traffic moves too fast through downtown
 - Sidewalks are too narrow, uneven, non-existent
 - Trails bring kids to downtown that are currently unsafe
- 4. Maintain the "small town feel" that exists today.**
 - New development should consider New Market's size
 - Don't allow downtown community to grow too fast or too large
 - People live here because of New Market's community size

Members of the community who toured with us were encouraged to join the Task Force if they have the enough time to commit to the process.

The above summary constitutes our understanding of the items discussed. If you believe there are discrepancies, please contact Tom Whitlock at Damon Farber Associates.

Prepared by;
Damon Farber Associates
923 Nicollet Mall
Minneapolis, MN 55402
(612)332-7522
www.damonfarber.com



Downtown Task Force Meeting #1 Minutes

Date – August 3, 2005

Location – City Hall

Attending –

Tom Michaud
tom.michaud@michaudflooring.com

Troy Friedges
tfriedges@usinternet.com

Darryl Serbus
kdserbus@yahoo.com

Rob Mittelstaedt
rmittelstaedt@newmarketbank.com

Kurt Kaiser

Steve Thompson
Steven.thompson@mcleodusa.com

Carl Covell

Thomas Terry
tterry@newmarketcity.com

Dale Runkle
dalerunkle@comcast.net

Brad Smith
bsmith@tmicoatings.com

Henry Zweber
sidwin@worldnet.att.net

Lyle Shea
dmshea13@cs.com

Tom Whitlock, Damon Farber Associates,
twhitlock@damonfarber.com

New Business

8.3.05.1 Each Task Force Member introduced himself. Tom Whitlock gave a brief summary of the downtown walking tour that was completed in June. The issues that were discussed our included in the Walking Tour minutes. Tom also presented the overall schedule and process that will be followed for the project.

8.3.05.2 The boundaries of the project were discussed. The boundaries are generally from the creek on the north to St. Mary Street on the south and from St. Thomas Street on the east to Todd Street on the west. The plans and schedule for CSAH 2 were discussed. Tom will bring actual plans and schedule to the next meeting as well as volume projections.

8.3.05.3 Tom followed with two visioning exercises for the group to review and comment on. The first pertained to existing issues downtown and to identify what is currently special about downtown and what are some of the challenges. The following list identifies the Task Force's responses:

Existing Conditions

Conveniently located (Obvious)
On a Major Collector Road
Easy Access
Centralized
Church campus provides anchor
Historic Hotel
Nostalgic
Unique Buildings
Traditional mix of uses (bar, café,
church, gas & bank)
Opportunity for redevelopment
Low Vacancy rate

Trails & sidewalks

Buffer from residential

Challenges

County Road 2 bisects town
Blind approach
Not inviting to business
Parking on east of downtown
Parking
Pedestrian crossing
Where to expand?
Blending of old & new
Variety of architecture
Haphazard usage



8.3.05.4

Inconsistent standards used over time

Safety/traffic control
Snow removal & drainage

The second visioning question asked the task force to look 20 years into the future and envision what the downtown might look like. The results are below:

Future vision

Parking friendly
Traditional architecture
Easy access to businesses from parking
Specialty retail
Streetscaping
2-story buildings
Higher densities
Shared parking
Mixed-use buildings with residential
Inviting
Traditional downtown feel
Brick buildings facing the street
Trees & green space
Zero lot lines-no alleys
Attractive/functional lighting
Separate design standards for downtown
Service businesses
Back of building parking
Common area/seating
Parking ramp

The above summary constitutes our understanding of the items discussed. If you believe there are discrepancies, please contact Tom Whitlock at Damon Farber Associates.

Prepared by;
Damon Farber Associates
923 Nicollet Mall
Minneapolis, MN 55402
(612)332-7522
www.damonfarber.com



Downtown Task Force Meeting #2 Minutes

Date – October 5, 2005

Location – City Hall

Attending –

Tom Michaud
tom.michaud@michaudflooring.com

Darryl Serbus
kdserbus@yahoo.com

Rob Mittelstaedt
rmittelstaedt@newmarketbank.com

Kurt Kaiser

Steve Thompson
Steven.thompson@mcleodusa.com

Carl Covell

Thomas Terry
tterry@newmarketcity.com

Dale Runkle
dalerunkle@comcast.net

Brad Smith
bsmith@tmicoatings.com

Henry Zweber
sidwin@worldnet.att.net

Lyle Shea
dmshea13@cs.com

Tom Whitlock, Damon Farber Associates,
twhitlock@damonfarber.com

Excused –

Troy Friedges
tfriedges@usinternet.com

New Business

- 10.5.05.1*** A number of items were brought up at the public open house that required further discussion by the Task Force. The safety at the proposed Church Street intersection was questioned and it was discussed if the connection to St. Thomas Street provided more benefit to the downtown. Also, the possibility of removing on-street parking on County Road 2 when an appropriate level of off-street parking is provided was reviewed. The 8 feet of parking space would be divided and added to the pedestrian sidewalks on each side to improve the walk ability of downtown. DFA will have Benshoof Associates meet with the County to review the Church Street intersection, future elimination of on-street parking and benefit of providing a road to the north of County Road 2 connecting to St. Thomas Street.
- 10.5.05.2*** Another discussion item arose regarding existing residential uses within the downtown and the future of these parcels. It was agreed that the uses would remain non-conforming and would be allowed to remain residential until a market for redevelopment exists.
- 10.5.05.3*** The road to the north of County Road 2 should be realigned to coincide with existing City owner ROW.
- 10.5.05.4*** Developable land to the north of CSAH 2 between Church Street and St. Thomas Street should remain and not be proposed as detention pond space.



- 10.5.05.5** Existing businesses within the downtown should be shown with new development opportunities in a different color.
- 10.5.05.6** Preliminary Design Guidelines were presented and discussed. Detailed guidelines and a revised plan will be sent out prior to the next Task Force Meeting on October 20th.
- 10.5.05.7** The two downtown districts were not presented but will be reviewed by the task Force prior to the next meeting. The proposed public meeting on the 20th was pushed back to November 2 or 3 to allow the Task Force more time to review a refined concept and guidelines.

The above summary constitutes our understanding of the items discussed. If you believe there are discrepancies, please contact Tom Whitlock at Damon Farber Associates.

Prepared by;
Damon Farber Associates
923 Nicollet Mall
Minneapolis, MN 55402
(612)332-7522
www.damonfarber.com



Downtown Task Force Meeting #3 Minutes

Date – October 5, 2005

Location – City Hall

Attending –

Tom Michaud
tom.michaud@michaudflooring.com

Darryl Serbus
kdserbus@yahoo.com

Rob Mittelstaedt
rmittelstaedt@newmarketbank.com

Kurt Kaiser

Steve Thompson
Steven.thompson@mcleodusa.com

Carl Covell

Thomas Terry
tterry@newmarketcity.com

Dale Runkle
dalerunkle@comcast.net

Brad Smith
bsmith@tmicoatings.com

Henry Zweber
sidwin@worldnet.att.net

Lyle Shea
dmshea13@cs.com

Tom Whitlock, Damon Farber Associates,
twhitlock@damonfarber.com

Excused –

Troy Friedges
tfriedges@usinternet.com

New Business

- 10.5.05.1*** A number of items were brought up at the public open house that required further discussion by the Task Force. The safety at the proposed Church Street intersection was questioned and it was discussed if the connection to St. Thomas Street provided more benefit to the downtown. Also, the possibility of removing on-street parking on County Road 2 when an appropriate level of off-street parking is provided was reviewed. The 8 feet of parking space would be divided and added to the pedestrian sidewalks on each side to improve the walk ability of downtown. DFA will have Benshoof Associates meet with the County to review the Church Street intersection, future elimination of on-street parking and benefit of providing a road to the north of County Road 2 connecting to St. Thomas Street.
- 10.5.05.2*** Another discussion item arose regarding existing residential uses within the downtown and the future of these parcels. It was agreed that the uses would remain non-conforming and would be allowed to remain residential until a market for redevelopment exists.
- 10.5.05.3*** The road to the north of County Road 2 should be realigned to coincide with existing City owner ROW.
- 10.5.05.4*** Developable land to the north of CSAH 2 between Church Street and St. Thomas Street should remain and not be proposed as detention pond space.



- 10.5.05.5** Existing businesses within the downtown should be shown with new development opportunities in a different color.
- 10.5.05.6** Preliminary Design Guidelines were presented and discussed. Detailed guidelines and a revised plan will be sent out prior to the next Task Force Meeting on October 20th.
- 10.5.05.7** The two downtown districts were not presented but will be reviewed by the task Force prior to the next meeting. The proposed public meeting on the 20th was pushed back to November 2 or 3 to allow the Task Force more time to review a refined concept and guidelines.

The above summary constitutes our understanding of the items discussed. If you believe there are discrepancies, please contact Tom Whitlock at Damon Farber Associates.

Prepared by;
Damon Farber Associates
923 Nicollet Mall
Minneapolis, MN 55402
(612)332-7522
www.damonfarber.com



Downtown Task Force Meeting #4 Minutes

Date – October 20, 2005

Location – City Hall

Copy List –

Tom Michaud
tom.michaud@michaudflooring.com

Darryl Serbus
kdserbus@yahoo.com

Rob Mittelstaedt
rmittelstaedt@newmarketbank.com

Kurt Kaiser

Steve Thompson
Steven.thompson@mcleodusa.com

Carl Covell

Troy Friedges
tfriedges@usinternet.com

Thomas Terry
tterry@newmarketcity.com

Dale Runkle
dalerunkle@comcast.net

Brad Smith
bsmith@tmicoatings.com

Henry Zweber
sidwin@worldnet.att.net

Lyle Shea
dmshea13@cs.com

Tom Whitlock, Damon Farber Associates,
twhitlock@damonfarber.com

New Business

10.20.05.1 The preferred alternative was presented. A number of questions came up regarding what kind of population would be required to support the amount of retail being proposed in the plan. DFA is currently working in a small town north of St. Paul with a similar population and similar development pressures for increased residential. The market analysis came back with a proposed market for an additional 75,000 square feet in the next 5 years. DFA feels that if the appropriate infrastructure is in place there could be a market for a similar amount of retail development. Certainly in the next 20 years downtown New Market could change significantly.

10.20.05.2 The Task Force asked that additional language be added to the Development Guidelines to address thresholds for existing business owners to modify their buildings. It was discussed that any increase in square footage would trigger the requirement to follow the Development Guidelines and façade improvements would also require this. Interior renovations and minor exterior improvements like new doors or windows would need to follow existing City standards. Dfa will revise Guidelines to reflect this.

10.20.05.3 Tom Terry requested that full size documents be delivered to the City to post for public viewing.

10.20.05.4 The plan proposes a number of pedestrian access points from the central parking north of County Road 2 to existing and proposed retail downtown. The task force asked that these be adjusted to align with current easements for Baltes and the sanitary sewer line running east west from City Hall to the west side of Webster.



- 10.20.05.5** The Task Force asked that increased setbacks be proposed along CSAH 2 to insure a quality pedestrian environment in the future. The setbacks would be ten additional feet on both sides of the road. Troy Friedges building that is under construction appears to be setback approximately ten feet as a point of reference.
- 10.20.05.6** The Task Force asked that the Wagner Park Trail be shown on the plan to illustrate the proposed connection of the trail to downtown.
- 10.20.05.7** Troy raised a concern that residential at the eastern edge of downtown on CSAH 2 seemed unlikely and that it was a better location for commercial. The Task Force agreed. DFA will revise plan to reflect commercial all the way to City Hall and higher density residential to the north.
- 10.20.05.8** The Task Force requested an additional meeting to review the plans after the 2nd public meeting. There will be a public meeting on November 1st followed by a Task Force Meeting November 2nd.

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Prepared by;
Damon Farber Associates
923 Nicollet Mall
Minneapolis, MN 55402
(612)332-7522
www.damonfarber.com



Downtown Task Force Meeting #5 Minutes

Date – November 2, 2005

Location – City Hall

Copy List –

Tom Michaud
tom.michaud@michaudflooring.com

Darryl Serbus
kdserbus@yahoo.com

Rob Mittelstaedt
rmittelstaedt@newmarketbank.com

Kurt Kaiser

Steve Thompson
Steven.thompson@mcleodusa.com

Carl Covell

Troy Friedges
tfriedges@usinternet.com

Thomas Terry
tterry@newmarketcity.com

Dale Runkle
dalerunkle@comcast.net

Brad Smith
bsmith@tmicoatings.com

Henry Zweber
sidwin@worldnet.att.net

Lyle Shea
dmshea13@cs.com

Tom Whitlock, Damon Farber Associates,
twhitlock@damonfarber.com

New Business

- 11.2.05.1*** Tom opened by apologizing for missing the public meeting. DFA misunderstood the dates. Tom Terry handled the public meeting and recapped a number of concerns that were raised. They included; feasibility of loop road construction north of County Road 2 based on poor soils adjacent to Creek, impact to existing property owners and how the guidelines would be implemented.
- 11.2.05.2*** The Task Force requested more time to review the guidelines. The Task Force will review the guidelines and submit comments to DFA by Wednesday November 23rd. DFA will revise and submit final document for November 29th Task Force Meeting. DFA will present plan and draft guideline to the City Council on November 9th. City Council will have one month to review guideline and vote at December 14th meeting. Zoning Ordinance will take a separate track.
- 11.2.05.3*** Troy asked about the feasibility of shared parking and how it would be developed if just a portion of a block were developed. Tom Terry mentioned that it could be handled a number of ways. One option would be owned by the City and assessed back to commercial property owners who need the parking (a parking pool) or guidelines would recommend that parking be designed to meet future parking lots. A number of Task Force members were concerned about the City getting involved with the ownership of parking lots. The guidelines will dictate how the parking lots will be designed but the City will need to decide how it will participate in the development of downtown.
- 11.2.05.4*** Tom Michaud asked that additional language be added to address thresholds for remodeling of existing businesses. It was decided that it would be reviewed on a



case by case basis but a clear set of exceptions would be needed to provide the Planning and Zoning Committee criteria for judgment.

- 11.2.05.5** The task Force requested that the historic hotel be shown on the plans as preserved, that the existing liquor store on CSAH 2 be shown and that the Post Office be shown as blue on the plan. DFA will make these changes.
- 11.2.05.6** The Task Force also asked about exterior storage screening and that it not only be screened from public streets but also from nearby residential properties. This would also include mechanical systems, etc.
- 11.2.05.7** A few task Force Members questioned the 45 foot maximum height in the downtown core and that existing fire trucks would not be able to reach that height. Tom Terry will investigate further.
- 11.2.05.8** Tom Terry mentioned that the City is exploring if this should be a zoning overlay district or a stand alone district. He also mentioned that the City of Elko is also looking at the zoning to see if it is applicable for their downtown.
- 11.2.05.9** Task Force wanted to insure that window air conditioning or mechanical units would not be allowed in the Downtown Residential district.

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923 Nicollet Mall
Minneapolis, MN 55402
(612)332-7522
www.damonfarber.com

