



Downtown Revitalization Committee

Presents

**A re-birth of the Birthplace of
Minnesota – Imagine the Possibilities**



What does a revitalized downtown look like?

It's a downtown with newly painted store fronts, clean windows, wider sidewalks filled with active consumers briskly shopping from store to store, residents strolling and biking to downtown to enjoy art in the park, sidewalk cafes, or calling on their favorite stores and chatting with the owner they know by name.

It's lighted stairways and beautifully accented buildings showing off their historic nomenclature on late summer evenings and throughout the long winter months. It's businesses staying open until 7 or 8 at night, catering to local residents who seek to reclaim their downtown.



What does a revitalized downtown look like?

It's seeing the historic Lift Bridge magically suspended over the river, lit for all to enjoy year, our city's iconic centerpiece that is the symbol of our unique history.

It's more old-time street lights and street signs throughout the downtown district, proudly proclaiming downtown as the birthplace of Minnesota.



What does a revitalized downtown look like?

It's a whole new generation of consumers coming by bike, boat and airplane.

A new downtown that is here for everyone to enjoy – kids playing in the parks, young adults gathering at a riverside skating rink, parents strolling and biking with their growing families, couples seeking a romantic getaway, an enterprising workforce socializing at local establishments after a day of work, empty nesters getting reacquainted with their new found freedom, its retirees moving about freely with the greatest of ease.



Yes, this can be a new downtown and it is all within our grasp. All we have to do is dare to make it happen.



***Every good thing
in your life has happened
because something changed.***



Think about it ...

***Every good thing we can do for
downtown is possible – if we
build upon its unique attributes***



Presentation Contents

This presentation is a comprehensive examination of all the opportunities that will make downtown a thriving 12-month commercial district. Below are just a few of the exciting opportunities you will learn about.

- Lighting of trees, buildings and landscape
- Wider sidewalks with trees, benches, cafes and bistros
- Historical street signs, banners and monuments
- Refurbished buildings and storefronts
- The Medallion Projects
- Biking and Cross-country trails
- Municipal docking
- Chestnut Plaza Town Square
- Balanced business mix
- Downtown trolley circular



Downtown Revitalization Committee

Known as the Birthplace of Minnesota, Stillwater played a critical role in the overall economic and social fabric of the St. Croix Valley region. Stillwater's downtown has been the city's identity, the epicenter where tourism, commerce and community interacted along the banks of a nationally protected river.

As with so many historic downtowns throughout Minnesota, Stillwater's 150 year-old downtown has fallen victim to suburban big box retail stores, lifestyle developments and internet shopping. Downtown's economic future is further threatened by anticipated commercial development in neighboring Wisconsin upon completion of the St. Croix Crossing Bridge Project in 2016.



Downtown Revitalization Committee

Research shows that economic decline of historic downtowns has an enormous impact on the region's ability to attract businesses offering good paying jobs, support a qualified work force, protect the region's housing market and property values, and provide a high quality of life for residents.

The goal of the Chamber and its Downtown Revitalization Committee (DRC) is to repurpose downtown Stillwater into a thriving commercial district that appeals to both an aging population and maturing Millennials, and promises a rebirth of its historic roots into a thriving year-round center of commerce.





Downtown Revitalization Committee

The DRC and its 40 downtown property and business owners, organizational leaders, and city, county and state officials met for 24 months and presented opportunities to Stillwater City Council, obtained grants and sponsorships, and received extensive press regarding their activities.

This presentation highlights many of the exciting opportunities we have within our grasp to revitalize downtown and celebrate its rich history. The following DRC subcommittees have contributed to this presentation.

Ambiance Committee

Biking Committee

Business Mix Committee

River Front Committee



Ambiance Committee

**Create a
feeling that
draws you into
a place you
want to be**





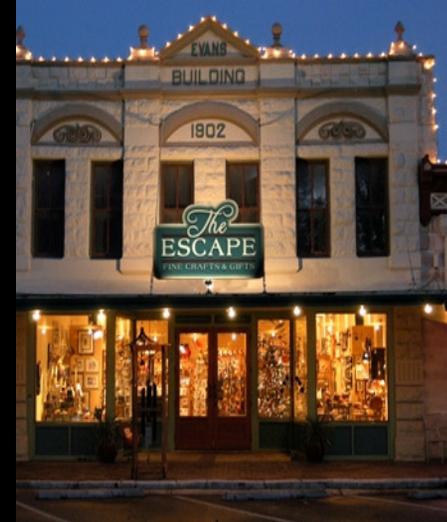
Ambiance Committee

Creating a warm and inviting feeling is achieved through ambient lighting

This is even more important during long winter months

To become a year-around commercial district, downtown must be visibly open for business

Ambient Lighting





Ambiance Committee

Ambient lighting of building facades and store fronts showcase the unique nomenclature of downtown's historic buildings.

The lighting of bluffs, stairs, and streets generate a sense of safety for out-of-town visitors, local residents and employees parking in lots off main street



North end void of ambient lighting



Ambiance Committee





Ambiance Committee



Old Post Office without lighting



With properly placed lighting

The Ambiance Committee took before and after photos using LED lighting fixtures that show how building features can enhance downtown with illumination after dark



Ambiance Committee



US Bank without lighting



With properly placed lighting



Ambiance Committee



Store fronts without lighting



Store fronts with façade, cornice, and sign back lighting



Ambiance Committee

Ambient lighting of restaurant patios create a warm and relaxing environment for diners

Patio lighting adds to downtown's overall ambiance and beckons visitors to explore side streets and patronize establishments not located on high traffic areas such as main street





Ambiance Committee

Lighting downtown trees and other landscape features draw attention to downtown's public areas such as parks and sidewalks





Ambiance Committee



**The Loft Condo without
landscape lighting**



**Up-lighting of ornamental
trees and landscape create
visual interest after dark**



Ambiance Committee

Illuminating unique structures and natural features such as rock formations show off nature's beauty in a way that is not achieved during daylight hours

Lighting dark passageways, stairs and alleys create a safer environment

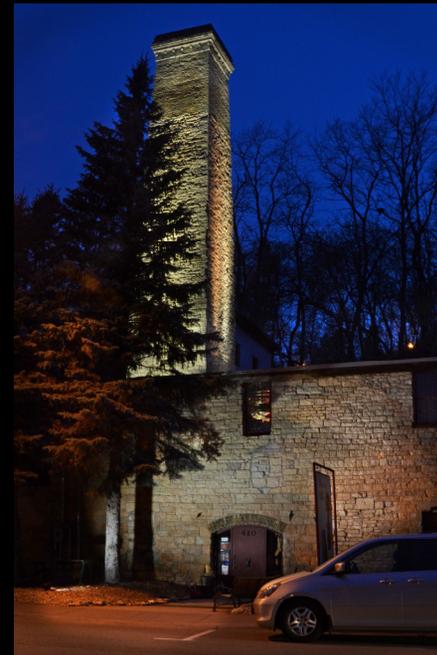




Ambiance Committee



**Historic Staples Mills chimney
features are hidden from view**



**Up-lighting of the chimney
and façade stone work
come alive at night**



Ambiance Committee



South end limestone bluffs fade from view at night



Up-lighting of the bluff brings out the natural features for all to enjoy



Ambiance Committee



**The south end stairs are dark
and cause safety concerns**



**Railing down-lighting
illuminate the stairs creating
safe passage**



Ambiance Committee



The historic Lift Bridge is barely visible at night

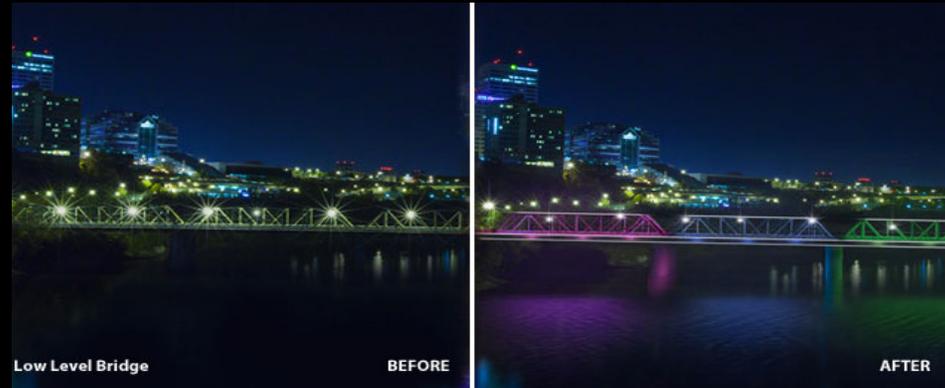


Simple time-lapse photography demonstrates how illumination showcases this iconic downtown centerpiece at night



Ambiance Committee

LED lighting offers many options to celebrate special holidays or events





Ambiance Committee

With the completion of the new St. Croix Crossing bridge, the historic Lift Bridge will be converted to a pedestrian and bike path

This means turn lanes to the bridge on Chestnut will no longer be necessary, providing new opportunities such as wider sidewalks

Wider Sidewalks





Ambiance Committee





Ambiance Committee

Downtown's narrow sidewalks are filled with street signs, lamp posts, large flower pots and merchant sandwich boards





Ambiance Committee



These obstacles make traversing downtown challenging, causing groups of visitors to form a single line to navigate through these impediments



Ambiance Committee

Wider sidewalks create a busy thoroughfare of pedestrians, shoppers and diners enjoying the ease of strolling downtown



A vibrant district is accented by sidewalk bistros and cafes



Research shows wider sidewalks generate increased business sales when more customer traffic can be accommodated



Ambiance Committee

Rearranging sidewalk usage can promote more convenience for an aging population and invites new elements that celebrate the arts





Ambiance Committee

Downtown ambiance can be further enhanced by accenting buildings with awnings that draw attention to the visual distinction offered by different awnings from store to store





Ambiance Committee

The style of signage used downtown is another opportunity to celebrate Stillwater's place in history

Signage





Ambiance Committee

Contemporary street signs and directional signs are common place for cities

However, Stillwater is the birthplace of Minnesota with a rich history

We can celebrate its history through street signs too





Ambiance Committee

Switching signage in downtown's commercial district with more historic looking street signs brings a whole new flavor to downtown's celebration of its unique history





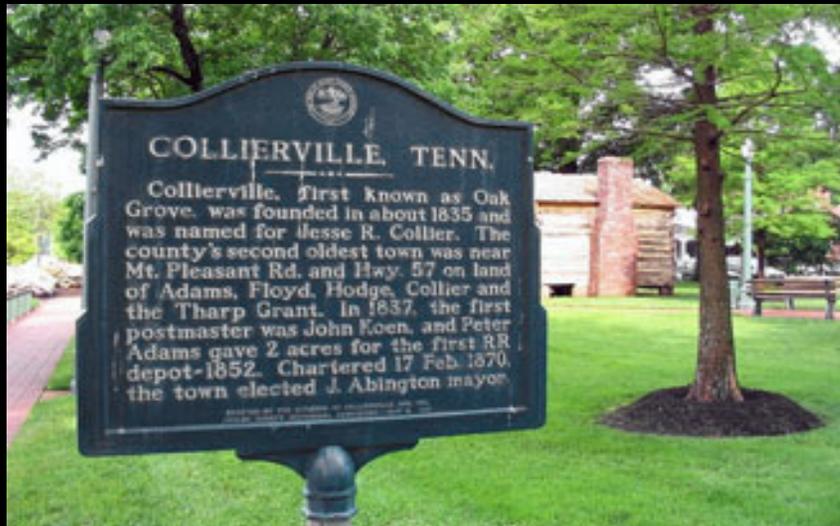
Ambiance Committee



The style, quality and placement of store front signs are essential to marketing downtown businesses



Ambiance Committee



Historic plaques and markers and monumentation of parks provide additional opportunities to tell Stillwater's story



Ambiance Committee

Banners promoting Stillwater's past can instill a sense of pride

Efforts to celebrate downtown's history must be consistent across all signage elements downtown





Ambiance Committee

Medallion Project

The DRC won the Stillwater Area Foundation's \$5,000 Great Idea Grant by promoting Stillwater's rich history with historic building sidewalk medallions.





Ambiance Committee

Downtown's ambiance is also reflected in its cleanliness, requiring proper care and commitment





Snow Removal

If downtown is to truly become a vibrant commercial district year-around, it is essential that we maintain clear sidewalks throughout the winter months

Downtown's narrow sidewalks filled with obstacles and windrows (snow banks) create unsafe barriers for customer traffic

Snow Removal





Snow Removal





Snow Removal



New snow removal policies and procedures that are proven successful in other cities need to be adopted in downtown



Appearance

The physical appearance of downtown is challenging for buildings that are more than 150 old, but every effort must be made to ensure downtown looks its best year in year out

Appearance





Appearance



The City of Stillwater's recent downtown plaza and Lowell Park improvements are just the beginning of bringing about a new look for downtown



Appearance

Unfortunately, many buildings are in need of repair and new efforts must be made to eliminate unsightly situations that detract from visitor experience





Appearance

A new commitment from property owners, city, county and state officials is needed to bring downtown's appearance to a higher level





Biking Committee

With the completion of the Brown's Creek Trail, downtown will attract a new market segment

To understand how to prepare Stillwater and its downtown for the influx of bicyclists, The DRC raised \$5,000 for a comprehensive biking assessment





Biking Committee

The assessment has provided the city, Stillwater Area Public Schools and other cycling stakeholders with a thorough action plan that ensures Stillwater is a bike-friendly community





River Front Committee

The St. Croix River is the premier draw for visitors near and far

Lowell Park and points north and south offer downtown visitors an opportunity to passively enjoy the river





River Front Committee

Unfortunately, those visiting by car don't have many opportunities to leave the river bank to enjoy being on the water

Boaters wishing to enter downtown do not have convenient and safe docking opportunities





River Front Committee

The DRC's River Front Committee is teaming with the City of Stillwater's park commission and independent consultants to examine new opportunities to provide municipal docking facilities





River Front Committee

**The City of Stillwater
owns a long narrow
stretch of property along
the river known as the
Barge Terminal Property**

**The collaborative team
will assess all
opportunities to integrate
downtown and boating
through the creative use
of this property**





River Front Committee



Previous studies have provided a footprint the team can use to create greater connectivity to downtown from river banks north, south and from city-owned land across the river



River Front Committee

Lowell Park has long been the preferred venue for weekend events large and small

With the recent park improvements, there are new opportunities to celebrate the arts throughout the week





River Front Committee

Much like Mallory Square in Key West, Lowell Park can be transformed into a theater of performing artists entertaining visitors throughout the week





Business Mix Committee

Economic forces, demographic shifts and major changes in consumer shopping habits and expectations have adversely impacted Minnesota's historic downtowns





Business Mix Committee

Historic downtowns like Stillwater have to reinvent, revitalize and repurpose the commercial district to remain relevant

We must work to create an economically attractive downtown that will be a magnet for businesses that compliment a well-defined tenant mix strategy





Business Mix Committee

Constructing the proper balance of business products, services and dining establishments must be just as purposeful as reconditioning the physical nature of downtown

This is the key to generating a strong economic downtown 12 months a year

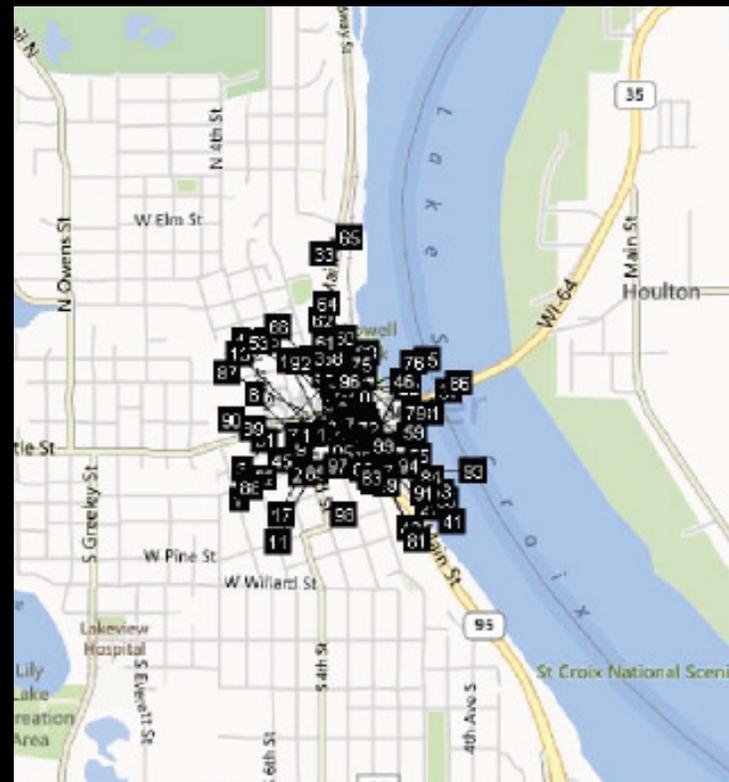




Business Mix Committee

Determining the right business mix requires an understanding of the hidden economic conditions that drive property owner decisions

Economic planning software like CoStar provides data that helps owners peer into the inner workings of downtown's economic structure





Business Mix Committee

A composite picture of downtown's vacancy rates, rental rates and comparisons with other commercial districts allows owners and city officials to see how well downtown's economy is performing

Stillwater Downtown Building Analytics

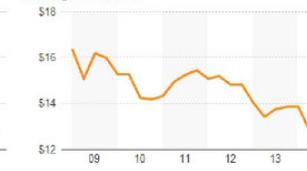
Availability	Survey	5-Year Avg	Inventory	Survey	5-Year Avg
Rent Per SF	\$12.85	\$14.80	Existing Buildings	98	90
Vacancy Rate	6.0%	8.3%	Existing SF	961,703	948,596
Vacant SF	63,344	78,918	12 Mo. Const. Starts	0	0
Availability Rate	12.7%	11.3%	Under Construction	0	0
Available SF	121,991	107,416	12 Mo. Deliveries	0	0
Sublet SF	0	0			
Months on Market	23.7	18.1			

Demand	Survey	5-Year Avg	Sales	Past Year	5-Year Avg
12 Mo. Absorption SF	13,956	-3,297	Sale Price Per SF	\$36	\$57
12 Mo. Leasing SF	15,532	16,088	Asking Price Per SF	\$150	\$150
			Sales Volume (Mil.)	\$0.4	\$1.2
			Cap Rate	-	-

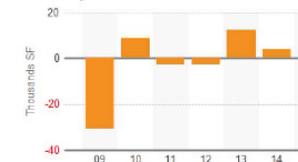
Vacancy Rate



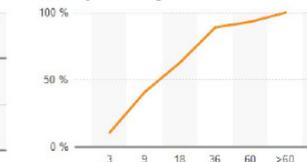
Asking Rent Per SF



Net Absorption



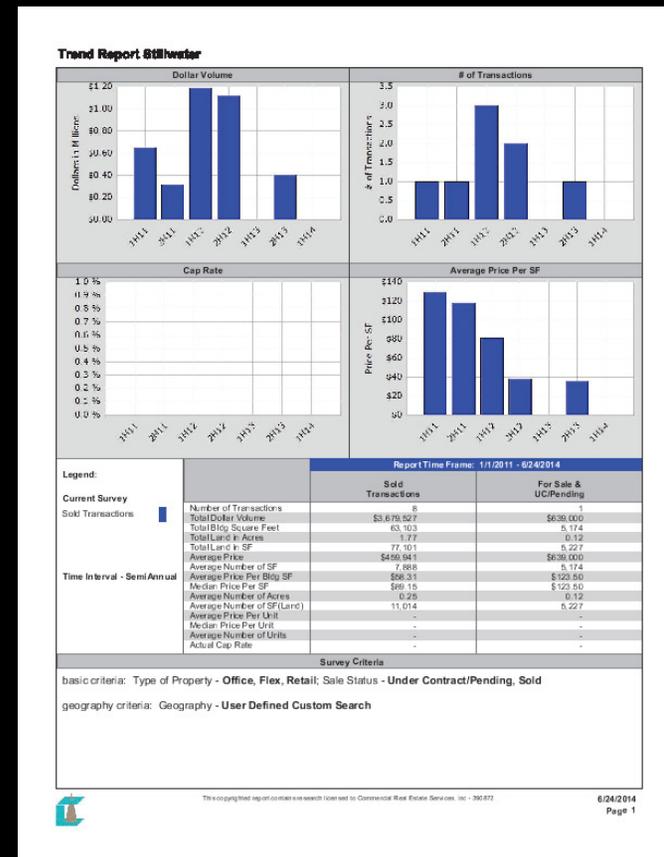
Probability of Leasing in Months





Business Mix Committee

Other CoStar analytics show baseline retail sales data as provided by property owners subscribing to CoStar





Business Mix Committee

Sales data of downtown buildings is another critical indicator of downtown's economic health

Building costs including mortgage payments, real estate taxes and property maintenance all factor into the decisions property owners make regarding the tenants they choose

Trend Report Stillwater

	1H11 01/01-6/30/11		2H11 07/01-12/31/11	
	Sold Transaction	For Sale & UC/Pending	Sold Transaction	For Sale & UC/Pending
Number of Transactions	1	0	1	0
Total Dollar Volume	\$600,000	\$0	\$315,000	\$0
Total Bldg Square Feet	5,016	0	2,669	0
Total Land in Acres	0.06	-	0.10	-
Total Land in SF	2,614	-	4,266	-
Average Price	\$600,000	-	\$315,000	-
Average Number of SF	5,016	0	2,669	0
Average Price Per Bldg SF	\$120.69	-	\$118.02	-
Median Price Per SF	\$120.69	-	\$118.02	-
Average Number of Acres	0.06	-	0.10	-
Average Number of SF/Land	2,614	-	4,266	-
Average Price Per Unit	-	-	-	-
Median Price Per Unit	-	-	-	-
Average Number of Units	-	-	-	-
Actual Cap Rate	-	-	-	-

	1H12 01/01-6/30/12		2H12 07/01-12/31/12	
	Sold Transaction	For Sale & UC/Pending	Sold Transaction	For Sale & UC/Pending
Number of Transactions	3	0	2	0
Total Dollar Volume	\$1,187,000	\$0	\$1,122,827	\$0
Total Bldg Square Feet	14,695	0	29,414	0
Total Land in Acres	0.13	-	1.34	-
Total Land in SF	5,663	-	56,370	-
Average Price	\$395,667	-	\$601,264	-
Average Number of SF	4,895	0	14,707	0
Average Price Per Bldg SF	\$80.83	-	\$38.16	-
Median Price Per SF	\$74.40	-	\$94.34	-
Average Number of Acres	0.07	-	0.87	-
Average Number of SF/Land	2,831	-	29,165	-
Average Price Per Unit	-	-	-	-
Median Price Per Unit	-	-	-	-
Average Number of Units	-	-	-	-
Actual Cap Rate	-	-	-	-

	2H13 07/01-12/31/13		1H14 01/01-6/30/14	
	Sold Transaction	For Sale & UC/Pending	Sold Transaction	For Sale & UC/Pending
Number of Transactions	1	0	0	1
Total Dollar Volume	\$405,000	\$0	\$0	\$639,000
Total Bldg Square Feet	11,315	0	0	5,174
Total Land in Acres	0.14	-	-	0.12
Total Land in SF	6,096	-	-	5,227
Average Price	\$405,000	-	-	\$639,000
Average Number of SF	11,315	0	0	5,174
Average Price Per Bldg SF	\$35.78	-	-	\$123.50
Median Price Per SF	\$35.78	-	-	\$123.50
Average Number of Acres	0.14	-	-	0.12
Average Number of SF/Land	6,096	-	-	5,227
Average Price Per Unit	-	-	-	-
Median Price Per Unit	-	-	-	-
Average Number of Units	-	-	-	-
Actual Cap Rate	-	-	-	-





Business Mix Committee

Orchestrating the proper business mix desired by area residents as well as visitors near and far is no easy task

To create an economic vibrant downtown year around requires the collaborative cooperation of property owners





Downtown Concepts

Pulling all these opportunities together into a larger picture was done by the DRC's design team

Four Stillwater architects and one graphic designer worked pro bono on these concepts





Downtown Concepts

Design Team

Brian Larson
Larson Architects

Gabriel Carlson
Gartner Studios

Michael Hoefler
HAF Architects

Roger Tomten
Environmental Design

Tim Old
SALA Architects





Downtown Concepts



The Lift Bridge's conversion no longer requires direct road access to the bridge, leaving new opportunities for Chestnut Street just east of main street



Downtown Concepts



One opportunity is to create a plaza that invites public gathering much like town squares reminiscent of historic downtowns

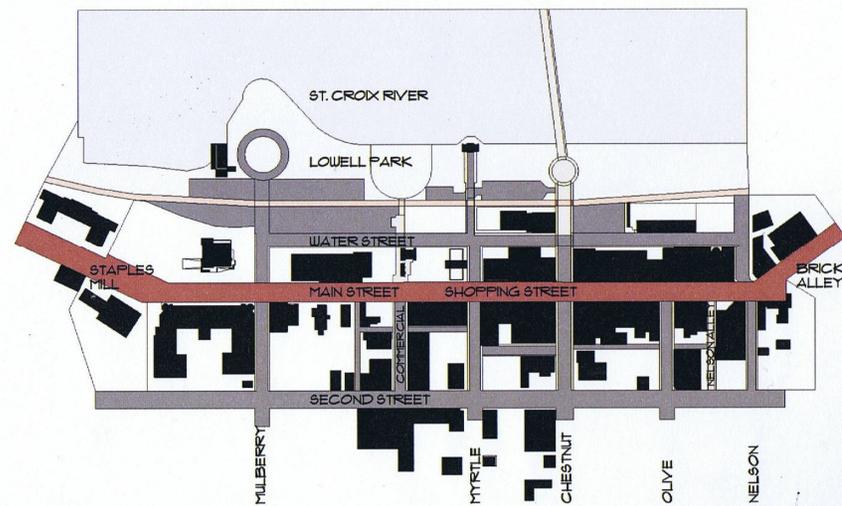


Downtown Concepts

Downtown's density of buildings and store front clustering is more prominent on the south end

To generate balanced consumer foot traffic, the north end needs a stronger connection to the concentration of business activity on the south end

MAIN STREET - SIDEWALK WIDENING & BUILDING INFILL



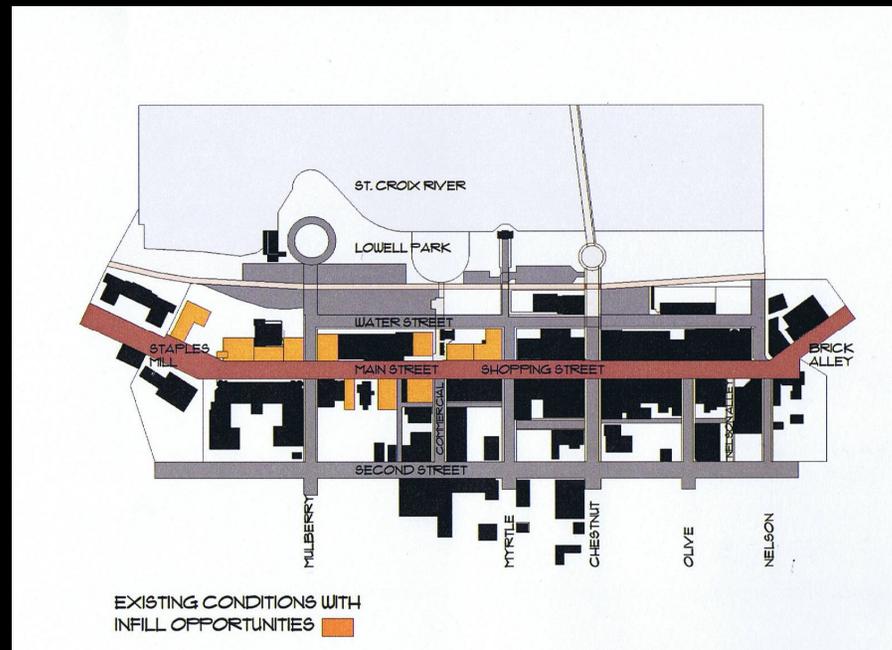
EXISTING CONDITIONS



Downtown Concepts

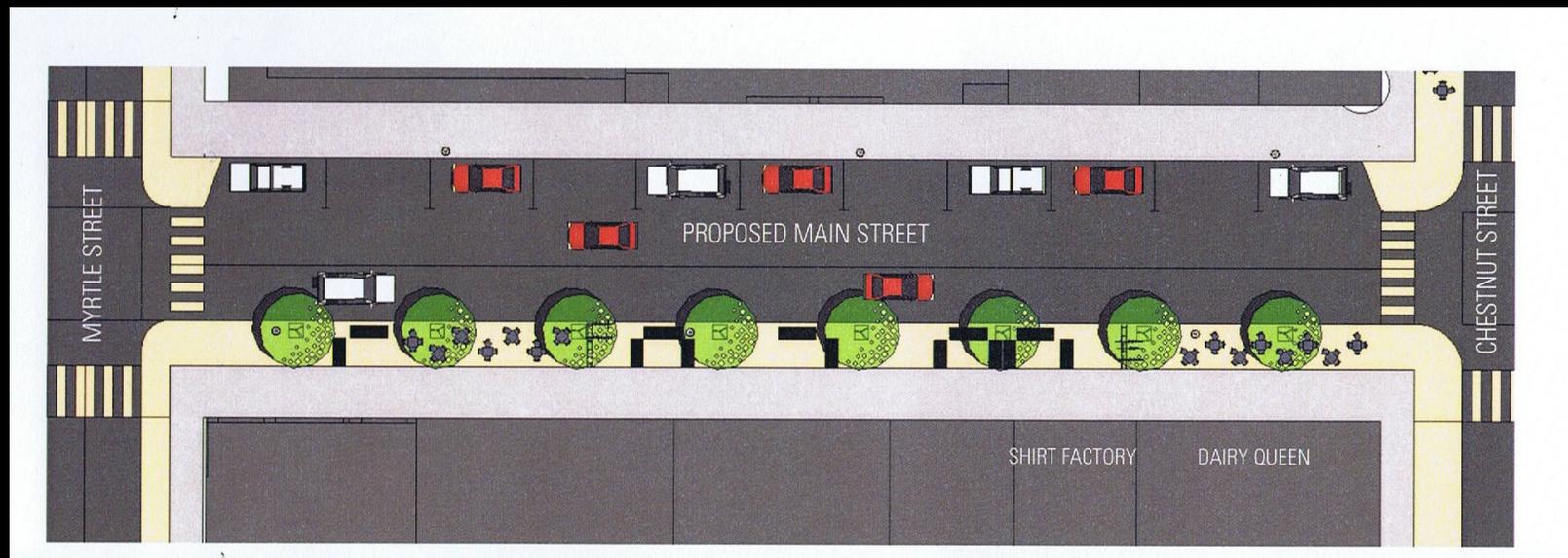
Back filling opportunities on the north half of downtown will help generate continued customer interest as they walk northward

Continuity from block to block will promote more commerce on the north end from downtown consumers





Downtown Concepts



With the possible elimination of turn lanes on Chestnut to the bridge, wider sidewalks, trees, benches and sidewalk cafes can now be incorporated into the city's upcoming comp plan revision



Downtown Concepts

With wider sidewalks downtown can now accommodate more people, biking amenities and outside eateries

MAIN STREET - SIDEWALK WIDENING & BUILDING INFILL





Downtown Concepts

Additional study is needed to determine the best configuration and use of wider sidewalk areas

Shifting parking to additional city ramps would free up downtown for more public space





Downtown Concepts



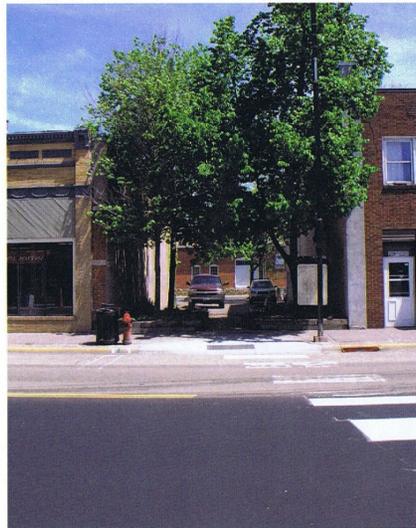
Refurbishing store fronts brings new life to 100 year-old buildings and to downtown



Downtown Concepts

**Even new
construction
reflects the by-gone
era**

MAIN STREET - STORE FRONTS



1.0 Before



3.1 After



Downtown Concepts



The region's bike trail system provides new connections from downtown to Greater Stillwater, the Twin Cities and Wisconsin



Downtown Concepts

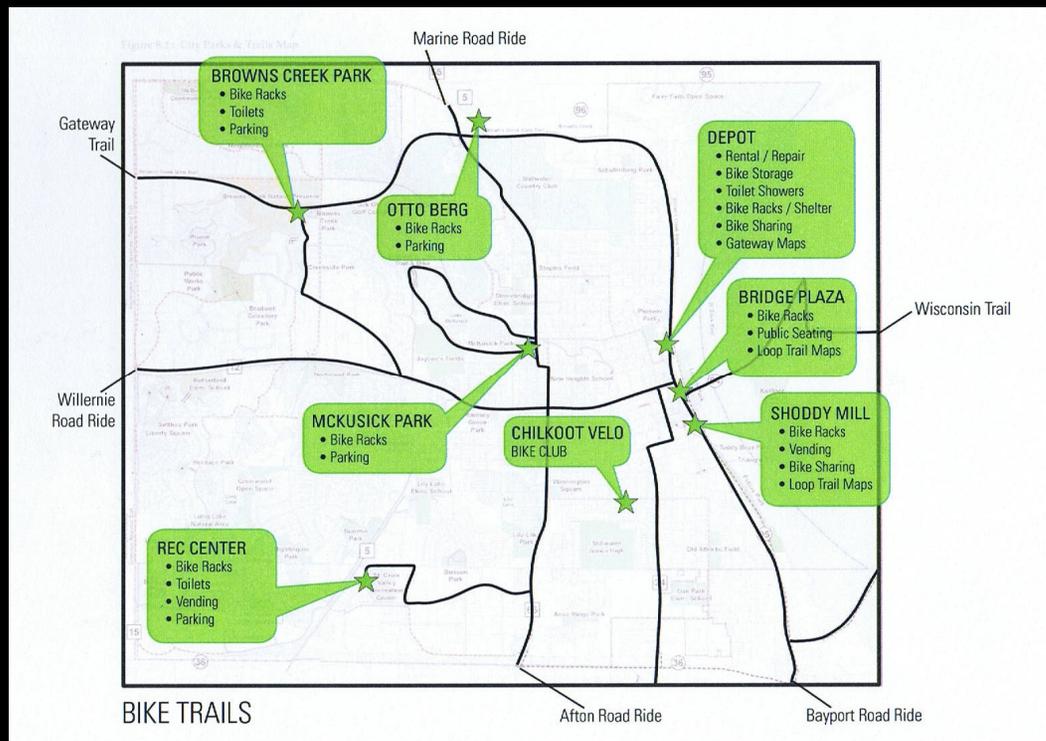


Metro Transportation shuttles visitors and workers to and from downtown while a Greater Stillwater trolley system and downtown circular moves local and out-of-town visitors to and from parking ramps, municipal docks, Lake Elmo Regional Airport, retail stores, restaurants, parks, senior housing and neighboring downtowns



Downtown Concepts

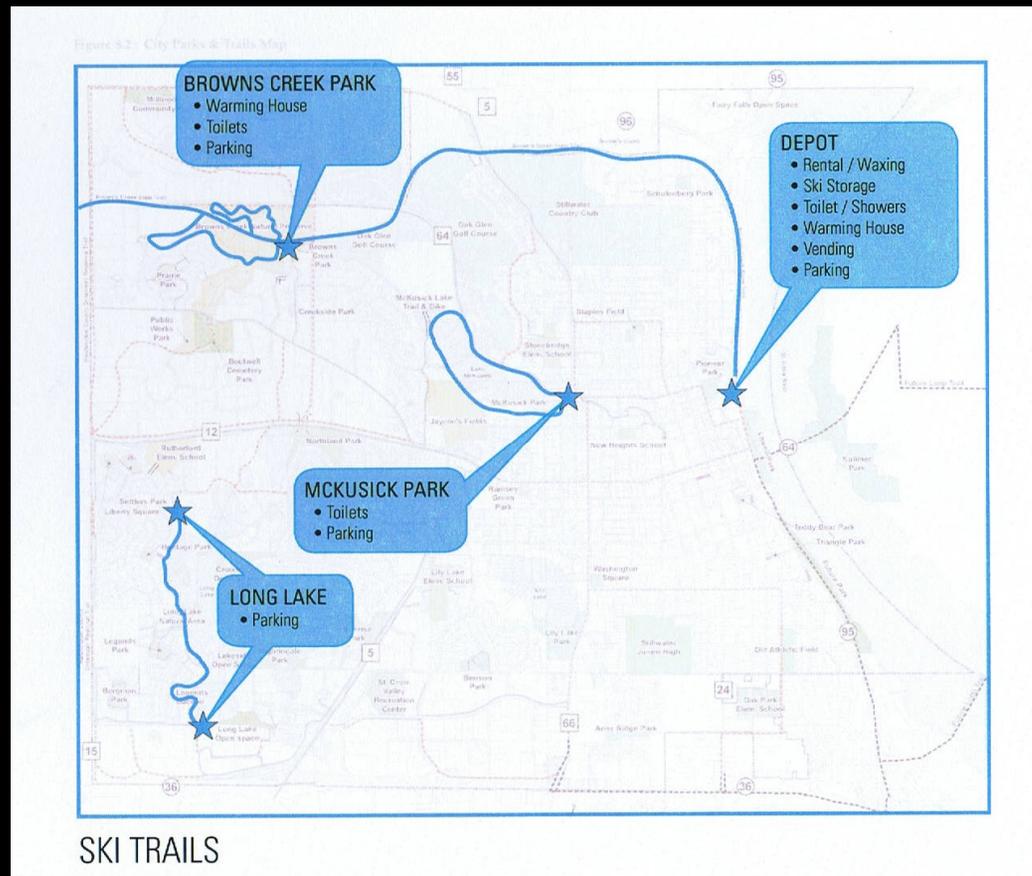
Bike trails and a wide range of amenities will draw a new consumer market to downtown and the Greater Stillwater Area





Downtown Concepts

Cross-county skiers using the bike trails and historic Lift Bridge will bring consumers to downtown during the slower winter months

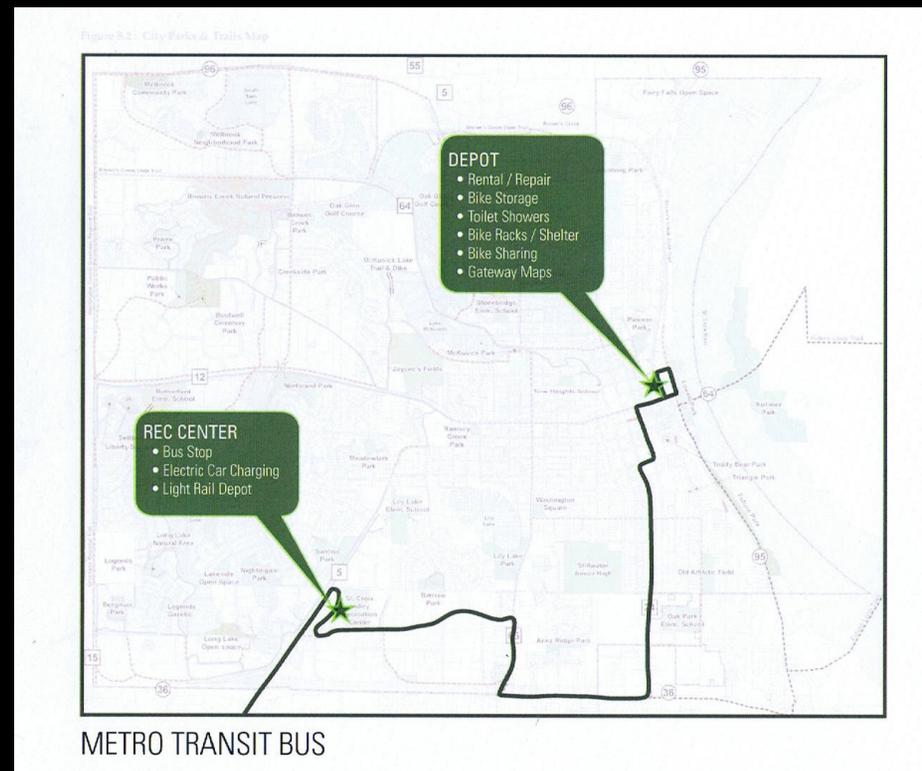




Downtown Concepts

Metro Transit is another critical element to bringing additional consumers to downtown year around

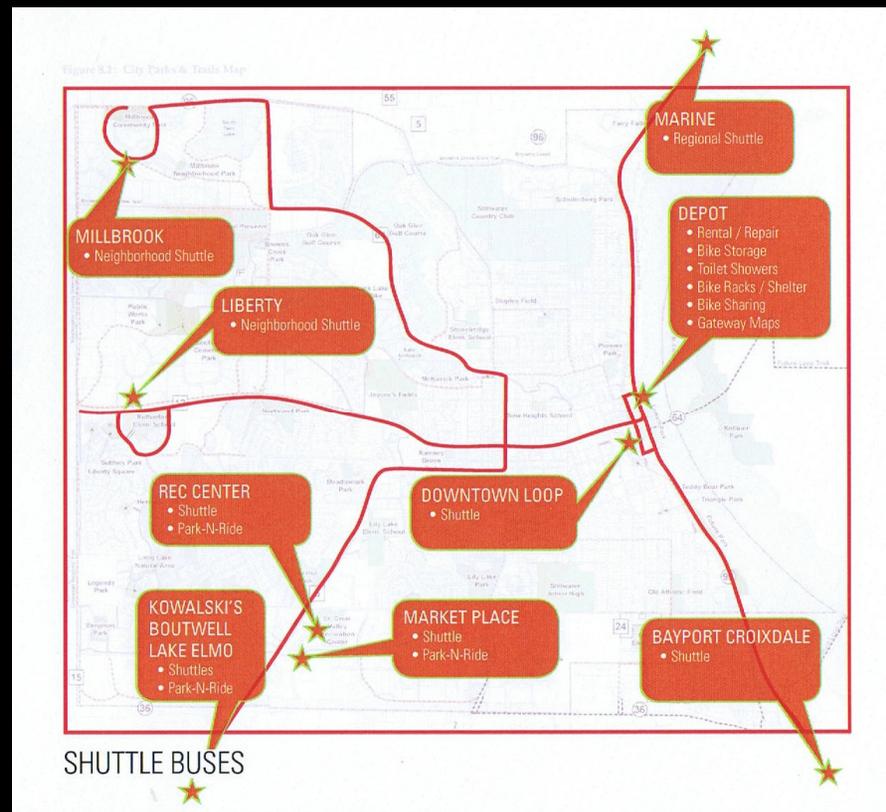
Expanded schedules will be requested as demand increases





Downtown Concepts

Regional trolley system provides a wide array of benefits to area residents and out-of-town visitors alike





***More good things
in downtown can happen if we
build upon its attributes and
embrace change.***



Credits

Downtown Revitalization Committee – Phase I Participants

Ambiance Committee

Richard Cummings, Morgan Stanley
Laura Hoefler, Purefex Salon
Sam Leon, Acapulco Restaurant and Pub 112
Lisa McKasy, Coldwell Banker Burnet
Ken Taillon, SEH

Biking Committee

Brian Zeller, Greystone Real Estate
Dorian Grilley, Bicycle Alliance of Minnesota
Lee Stylos, Chilkoot Café & Cycle
Paul Erickson, Lakeview Foundation
Marna Canterbury, Lakeview Foundation

Branding Committee

Roger Tomten, Tomten Environmental Design
Barb Trueman, Convention & Visitors Bureau
Ted Kozlowski, Stillwater City Council
Randy Gutzman





Credits

Downtown Revitalization Committee – Phase I Participants

Business Mix Committee

Pat Wolf, Commercial Real Estate Services
Andre Bessette, River Market Coop
Ernie Shores, A'Salonna
Larry Cramer, Rafters
Jeff Anderson, 45 Degrees
Tanya DeWing, Stillwater Area High School
Jon Whitcomb, Metro East Commercial
Mark Balay, Balay Architects

River Front Committee

Ryan Lettner, Quickfire Pizza
Mark Desch, Student Assurance Services
Chuck Dougherty, Water Street Inn
Sherri Hopfe, Dock Café
Brandon Lamb, Candyland
April Nelson, Twin Cities - Metro CDC

Design Team

Brian Larson, Larson Architects
Mike Hoefler, HAF Architects
Roger Tomten, Tomten Environmental Design
Tim Old, SALA Architecture
Gabe Carlson, Gartner Studios





Credits

Downtown Revitalization Committee – Phase I Participants

Elected Officials

Gary Kriesel, Commissioner, Washington County
Ken Harycki, Mayor, City of Stillwater
Doug Menikheim, Stillwater City Council
Ted Kozlowski, Stillwater City Council

Government Staff

Wayne Sandberg, Washington County
Ann Pung-Terwedo, Washington County
Bill Turnblad, City of Stillwater
Abbi Wittman, City of Stillwater

At- Large Members

Raffaele Virgillo, Luna Rossa Trattoria & Wine Bar
Fred Potthoff, Peterson Hudson Potthoff, CPA

Co-chairs

Todd Streeter, Greater Stillwater Chamber of Commerce
Cory Buettner, Leo's Grill & Malt Shop

Photo Credits

Ken Taillon
Todd Streeter
Don Trueman





More information can be found at
www.CommunitySymposium.com



Contact:

Todd Streeter
President/Executive Director
Greater Stillwater Chamber of Commerce
651.439.4001
Director@GreaterStillwaterChamber.com

