



222 Lewis Street
River Falls, WI 54022

(715) 425-0900, Ext. 108
FAX (715) 425-0915

AGENDA
PLAN COMMISSION WORKSHOP
April 20, 2016 at 6:30 p.m
Training Room- City Hall

CALL TO ORDER/ROLL CALL

APPROVAL OF AGENDA/MINUTES

NOTE: Minutes of March 15, 2016 Workshop

WORKSHOP

1. South Main Street Corridor Study – *Tony Steiner, City Planner*

ADJOURNMENT

*Council members may be in attendance for informational purposes only.
No official Council action will be taken.*

Notification: River Falls Journal, April 15, 2016
Post: City Hall Bulletin Board April 15, 2016



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**MINUTES
PLAN COMMISSION
WORKSHOP
March 15, 2016
City Hall – Training Room**

CALL TO ORDER/ROLL CALL – Workshop convened at 6:30 p.m.

Members Present: Susan Reese, Lisa Moody, Todd Schultz, Aleka Powell, Scott Morrissette, Andrew Brown,

Members Absent: Dan Toland (excused) Reid Wronski (excused), Mary Van Galen (excused),

Staff Present: Tony Steiner – *City Planner*, Amy Peterson – *Assistant Community Development Director*, Jason Blatz, – *GIS Intern*

Others Present: None

WORKSHOP – SOUTH MAIN STREET CORRIDOR STUDY

Tony Steiner provided the Plan Commission an overview of the results from the workshop conducted in at the March meeting. Staff then led a discussion with the entire Plan Commission on sub area 2. A draft narrative was prepared and the Commission discussed the narrative. Comments were noted.

At the next Plan Commission Workshop sub area 3 and 4 will be reviewed. A narrative will be prepared as a starting point for discussion and ideas.

ADJOURNMENT

Adjourn at 7:15pm

Respectfully submitted,

Tony Steiner, City Planner



MEMORANDUM

TO: Mayor and Plan Commission

FROM: Tony Steiner, City Planner 

DATE: April 20, 2016

TITLE: **Plan Commission Workshop South Main Street Corridor Study Sub Area 3 and 4 and SWOT Analysis**

Staff has prepared the following narrative for Sub Area 3 and 4 as a primer for discussion. The knowledge and familiarity you have gained from the discussions you have engaged in through your review and discussion of sub areas will be applied to a SWOT analyses which will be described later in this memo. At the end of the memo is a timeline for future action to complete the report for review and discussion.

Sub Area 3

Sub area 3 is the third largest sub area at approximately 17+ acres. It is bounded on the north by Foster Street, on the south by the south property line of 1300 South Main street (River Falls Hotel) on the west side by multi-family and single family development and along its east boundary by multi-family residential and the UWRF.

The principal development pattern along South Main Street in this area is commercial. The Copper Kettle Restaurant and the River Falls Motel predated annexation. A grocery store and convenience store followed in the 1980s (now currently occupied by Hometown Liquors and Dick's Market). A day care center and corporate offices for Dick's developed at the corner of West Johnson and South Main Street in the 1990's (currently occupied by "Our Neighbor's Place"). In 1990 the Southside Plaza opened between Dick's Market and the Copper Kettle. In 2007 Kwik Trip opened a gas and convenience store on the east side of South Main Street.

The zoning in this area is (B3) Highway Commercial and is in harmony with the current land use pattern. This area of South Main Street functions as a neighborhood commercial center serving the south side residential area. The grocery store and

restaurant serves the larger community and has been successful over the years. Southside Plaza opened in 1990 and has seen numerous tenants and has struggled over the years. The building is in need of updating and/ or redevelopment. The two convenience stores are the principle (Hometown Liquors and Kwik Trip) have been successful and are the two main filling stations on the south side of the city. Further to the south and across from the River Falls Motel site is private property that is zoned commercial with a home and a garage that in the past was used for a business but is now currently vacant.

In the early 2000's traffic control lights were installed at South Main Street and Foster. This is a principle ingress/egress point for residential development to the west. Access to this area has also improved with the realignment of the main opening to Dick's and South Side Plaza. The opening is now directly aligned opposite to the entrance to the new UWRF HHP complex. The University has also made traffic circulation improvements on site which will lessen congestion during peak times (athletic events, graduation, etc.) by directing traffic to an outlet on 6th Street.

A private service drive parallels South Main Street and provides access to adjacent businesses. The access road has an inadequate alignment with East Johnson Street causing traffic that flows from Dick's Market to flow awkwardly to West Johnson Street. This causes poor turning movements onto West Johnson and conflicts with cars entering into Hometown Liquors. West Johnson Street does not align with East Johnson Street and a future realignment of west Johnson will help improve traffic flow to and from this commercial rear from the south and should be considered in future planning.

Pedestrian Access currently exists on both sides of South Main Street. On the West side of South Main Street the sidewalk is a remnant of pavement of a previously vacated Street. It ends at the intersection with West Johnson Street.

Overall the development pattern in Area 3 is set. Redevelopment of existing underutilized buildings and parcels will occur over time. Vehicular and pedestrian access improvements will be important factors in this area of the corridor. Aesthetically the opportunity exists to compliment the improvements that are being made by the

University on the east side of South Main Street with the use of landscaping, lighting improved pedestrian access and other amenities.

Sub Area 4

Sub area 4 is the smallest of the four sub areas at approximately 7 acres. It is bounded on the north by the south property line of 1300 South Main Street (River Falls Hotel) on the west side by single family residential development, on the east by single family residential development. The south Main Street Corridor study area terminates at the south boundary as it intersects with Cemetery Road.

The principal development pattern along South Main Street in this area is residential. The corridor becomes very narrow in this area as the west side of the corridor terminates at the right of way line for South Main Street. Access to South Main Street for residential uses affects one property on the west side of South Main Street as all other properties on this side of the street back up to the right of way or have access from Hamilton Street. On the east side of the street there is a mix of single family and multi-family uses that are one lot deep that have driveway access to South Main Street. There are no other alternate access points available to them.

The major issues for consideration are continuation of the sidewalk on the west side of South Main Street until it intersects West Cemetery Road and closing access to Hamilton Drive. Closing Hamilton Drive intersection would require careful study and input from the neighborhood. Hamilton Drive intersection is located at a high point along South Main Street. As traffic counts build, turning movements and traffic flow may become more hazardous. Traffic from Hamilton Drive and the Washington Street neighborhood can be directed south back through the neighborhood to The Cemetery Road intersection, south Main Street intersection. The merits and/or other alternatives should be considered at the appropriate time.

Attached are maps for your background information. We will have a blow up of area 3 and 4 on the wall and markers for your use. Also we will have the area on the screen to aid in your discussion.

SWOT Analysis Background

SWOT analysis is an acronym for *strengths, weaknesses, opportunities, and threats*—and is a structured planning method that evaluates those four elements of a project. A SWOT analysis can be carried out for a product, place, industry, or person, in our case a place (South Main Street Corridor). It involves specifying the objective of the project and identifying the internal and external factors that are favorable and unfavorable to achieve that objective. The degree to which the internal environment matches with the external environment is expressed by the concept of strategic fit.

- **Strengths:** characteristics that give it an advantage over others
- **Weaknesses:** characteristics that place it at a disadvantage relative to others
- **Opportunities:** elements that could be exploited to its advantage
- **Threats:** elements in the environment that could cause trouble

Identification of SWOTs is important because they can inform later steps in planning to achieve the objective. First, decision makers should consider whether the objective is attainable, given the SWOTs. If the objective is *not* attainable, they must select a different objective and repeat the process.

Users of SWOT analysis must ask and answer questions that generate meaningful information for each category (strengths, weaknesses, opportunities, and threats) to make the analysis useful.

When to use SWOT

The use of a SWOT analysis by a community organization are as follows: to organize information, provide insight into barriers that may be present while engaging in change processes, and identify strengths available that can be activated to counteract these barriers.

A SWOT analysis can be used to:

- Explore new solutions to problems
- Identify barriers that will limit goals/objectives
- Decide on direction that will be most effective
- Reveal possibilities and limitations for change
- To revise plans to best navigate systems, communities, and organizations
- As a brainstorming and recording device as a means of communication
- To enhance “credibility of interpretation” to be utilized in presentation to leaders or key supporters.

Benefits

The SWOT analysis is beneficial because it helps organizations decide whether or not an objective is obtainable and therefore enables organizations to set achievable goals, objectives, and steps to further change or community development efforts. It enables planners to take visions and produce practical and efficient outcomes that effect long-lasting change.

Limitations

Critiques include the misuse of the SWOT analysis as a technique that can be quickly designed without critical thought leading to a misrepresentation of Strengths, Weaknesses, Opportunities and Threats within an organization's internal and external surroundings. Another limitation includes the development of a SWOT analysis simply to defend previously decided goals and objectives. This misuse leads to limitations on brainstorming possibilities and "real" identification of barriers. This misuse also places the organization's interest above the well-being of the community.

South Main Street Corridor SWOT Analysis

Attached you will find matrices for key issues we have discussed for the corridor. Also included is a blank so we can add additional issues that the Commission may want to include. At our workshop we will take what we have discussed in analyzing the sub areas and apply it in analyzing Strengths, Weaknesses, Threats and Opportunities for the South Main Street Corridor.

South Main Corridor Study Workshops and Report Timeline

April 20 – PC Workshop

- Discuss areas 3&4
- WOT analysis
- Review report outline and next 3-4 workshops

May 3 – PC Workshop

- Review and markup updated maps (provide large maps for PC to draw connections/issues/amenities, etc.)
 - Vehicle transportation
 - Bike/ped transportation
 - Environmental –
 - Land use
 - Utilities/community facilities
- (Please note we will also have a regular meeting prior to the workshop to review and recommend action on River Church rezoning, a storm water presentation by Crystal Raleigh and annexation presentation)

June 7 – PC Workshop - review draft information for report

- Review draft section of the report give staff input:
 - Background & Analysis of Existing Conditions
 - Updated maps and connections
 - SWOT analysis
- Draft Corridor Vision and Goals
- Identify basic design guidelines for corridor
- Identify key redevelopment areas
 - Identify key site specific guidelines
 -

July 5 – Regular Meeting – Review complete report; provide input

August 2 – Regular Meeting– Final approval

Report outline:

1. Background & Analysis of Existing Conditions
 - a. Maps – from above
 - b. SWOT Analysis
2. Vision and Goals for Corridor
3. Recommendations
 - a. Basic design guidelines
 - b. Redevelopment areas/site specific guidelines

SWOT ANALYSIS
SOUTH MAIN STREET CORRIDOR STUDY **VEHICULAR TRANSPORTATION**

<p>Criteria examples</p>	<p>Strengths</p>	<p>Weaknesses</p>	<p>Criteria examples</p>
<p>Criteria examples</p>	<p>Opportunities</p>	<p>Threats</p>	<p>Criteria examples</p>

**SWOT ANALYSIS
SOUTH MAIN STREET CORRIDOR STUDY**

BIKE / PED TRANSPORTATION

<p>Criteria examples</p>	<p>Strengths</p>	<p>Weaknesses</p>	<p>Criteria examples</p>
<p>Criteria examples</p>	<p>Opportunities</p>	<p>Threats</p>	<p>Criteria examples</p>

SWOT ANALYSIS

SOUTH MAIN STREET CORRIDOR STUDY

ENVIRONMENTAL

<p>Criteria examples</p>	<p>Strengths</p>	<p>Weaknesses</p>	<p>Criteria examples</p>
<p>Criteria examples</p>	<p>Opportunities</p>	<p>Threats</p>	<p>Criteria examples</p>

SWOT ANALYSIS
SOUTH MAIN STREET CORRIDOR STUDY

LAND USE

<p>Criteria examples</p>	<p>Strengths</p>	<p>Weaknesses</p>	<p>Criteria examples</p>
<p>Criteria examples</p>	<p>Opportunities</p>	<p>Threats</p>	<p>Criteria examples</p>

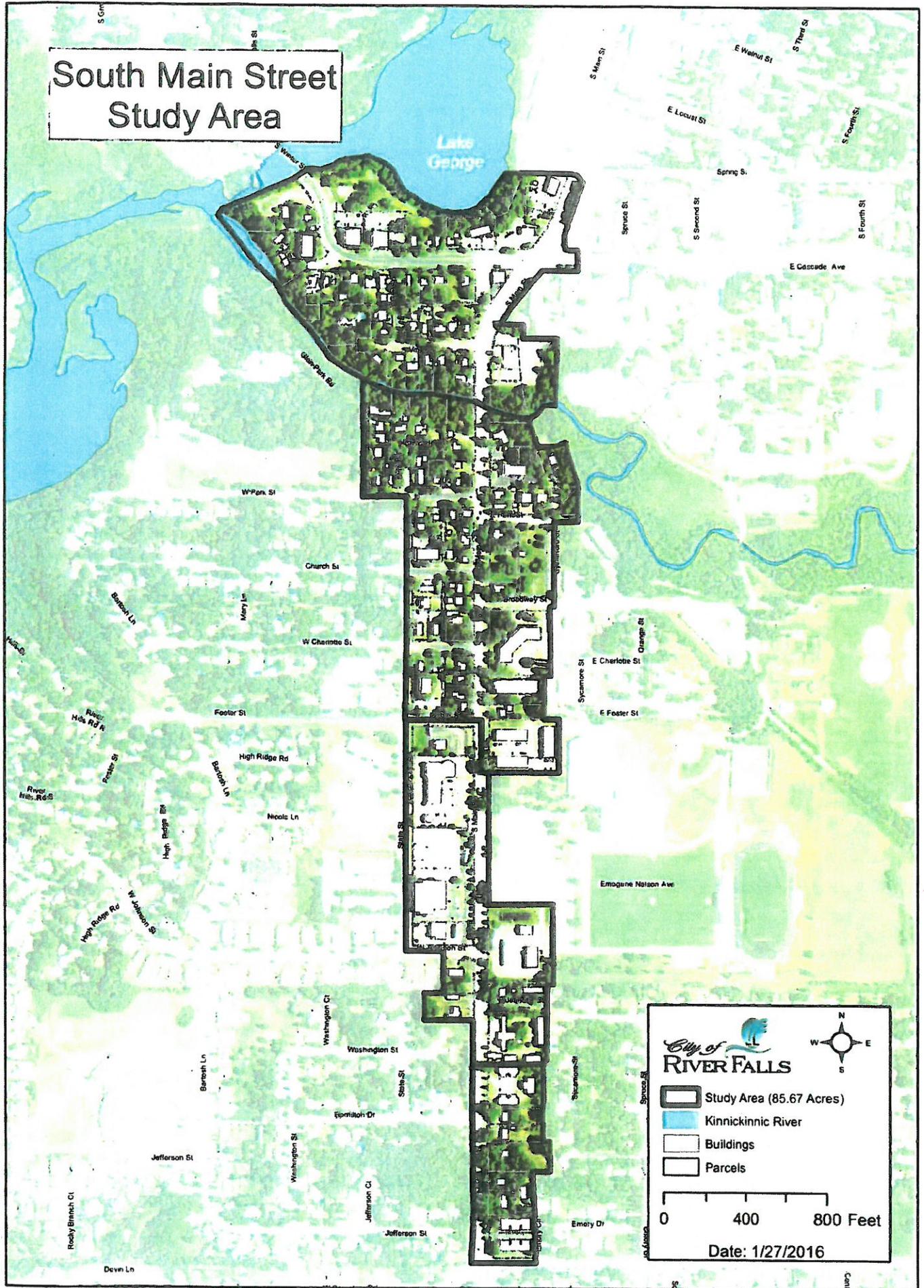
SWOT ANALYSIS
SOUTH MAIN STREET CORRIDOR STUDY **UTILITIES/COMMUNITY FACILITIES**

<p>Criteria examples</p>	<p>Strengths</p>	<p>Weaknesses</p>	<p>Criteria examples</p>
<p>Criteria examples</p>	<p>Opportunities</p>	<p>Threats</p>	<p>Criteria examples</p>

SWOT ANALYSIS
SOUTH MAIN STREET CORRIDOR STUDY

<p>Criteria examples</p>	<p>Strengths</p>	<p>Weaknesses</p>	<p>Criteria examples</p>
<p>Criteria examples</p>	<p>Opportunities</p>	<p>Threats</p>	<p>Criteria examples</p>

South Main Street Study Area





WISCONSIN
St Croix & Pierce County



North Main Street Existing
Conditions Report

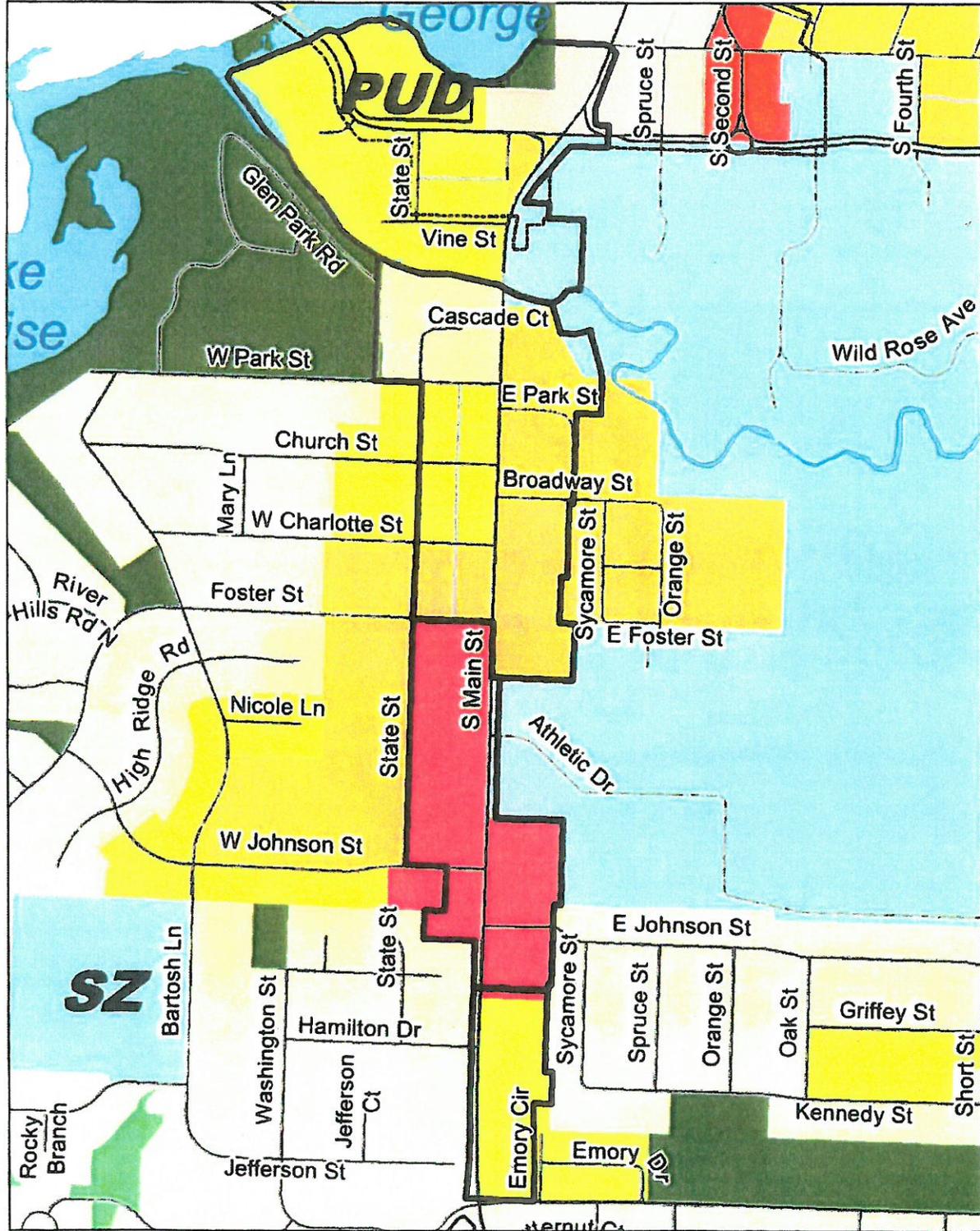
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SOUTH MAIN STREET RIVER FALLS ZONING MAP

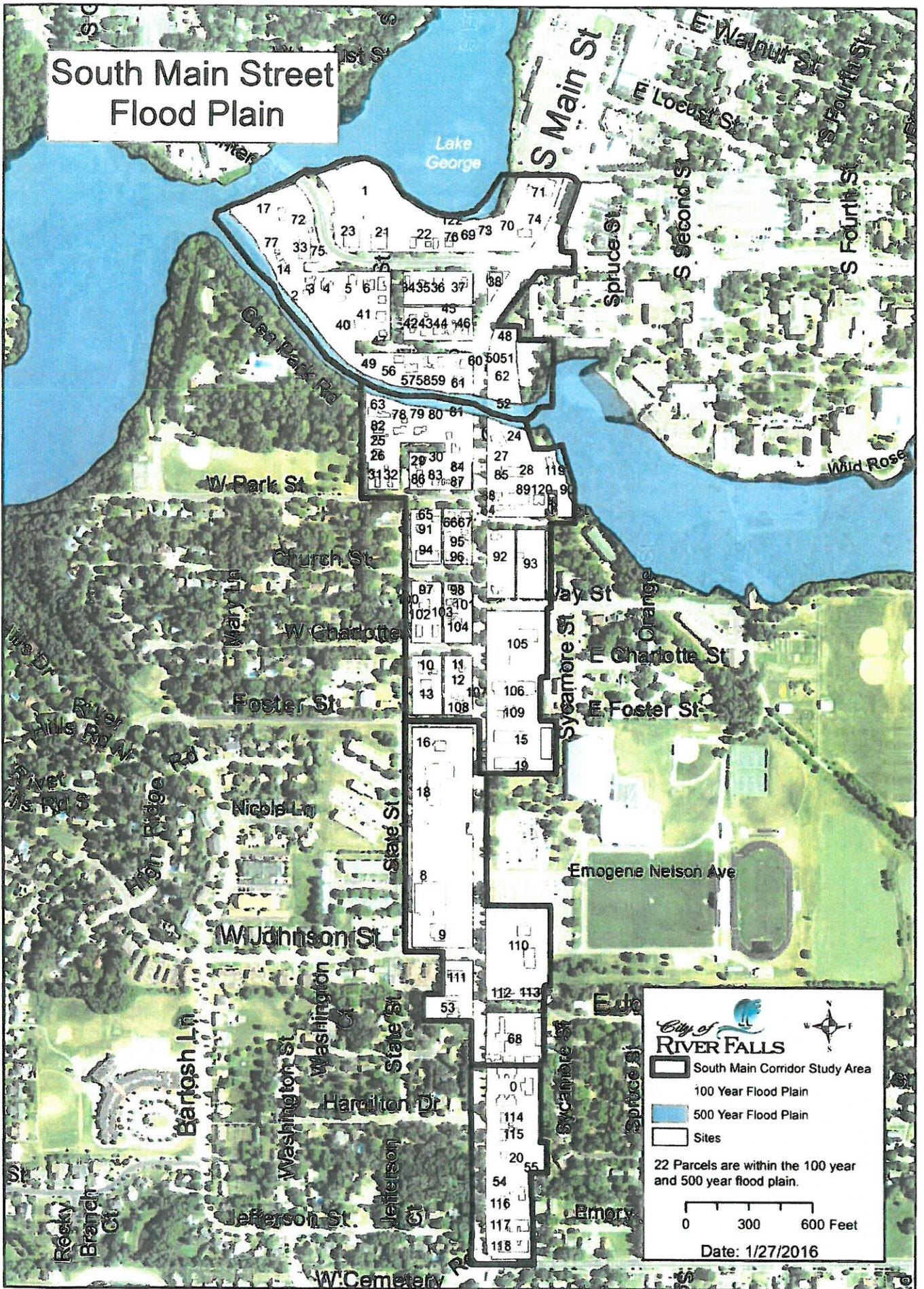
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|-------------------------------------|-----------------------------------|------------------|
| South Main Street Corridor | R3 - Multiple Family High Density | C - Conservancy |
| Downtown Overlay District | B1 - General Commercial | P - Park |
| PUD Areas | B2 - Limited Commercial | U - University |
| R1 - Single Family Low Density | B3 - Highway Commercial | SZ - School Zone |
| R2 - Multiple Family Medium Density | I1 - Industrial | |

NOTES

1. The Common Council may amend the Official Zoning Map. Any ordinances and/or resolutions reflecting revisions that are adopted after the most recent map date shown become a part of the Official Zoning Map.
2. The Official Zoning map is considered the official version when it has been certified as correct and contains the signature of the City Clerk. If the City Clerk's signature does not appear on this map, it is not an official version. The most recent official version of the Official Zoning Map is kept on file in the City of River Falls Community Development Division.
3. Any questions regarding specific zoning issues should be directed to the City of River Falls Community Development Division, 222 Lewis St., Suite 212, River Falls, WI 54022.

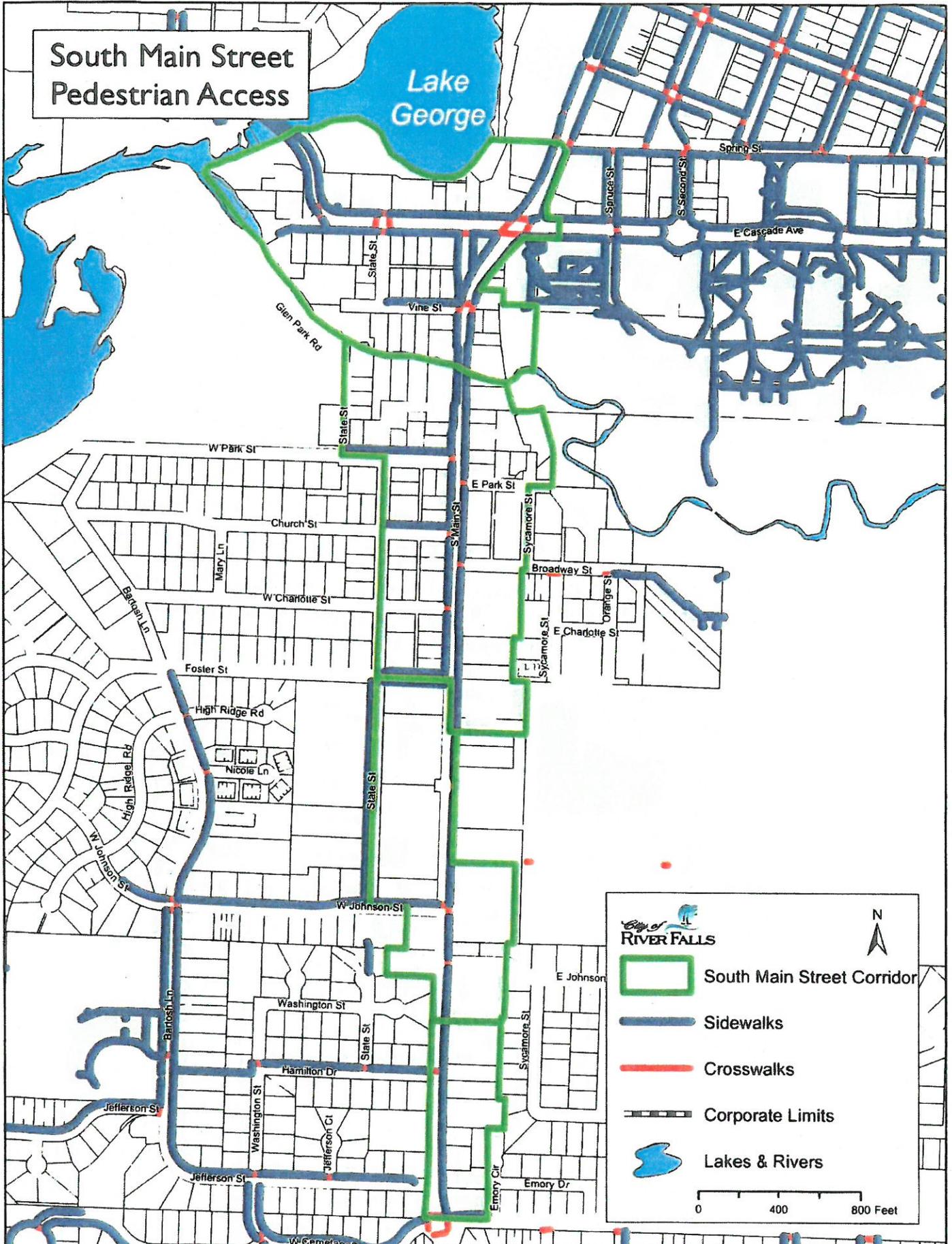


South Main Street Flood Plain



South Main Street Pedestrian Access

Lake George



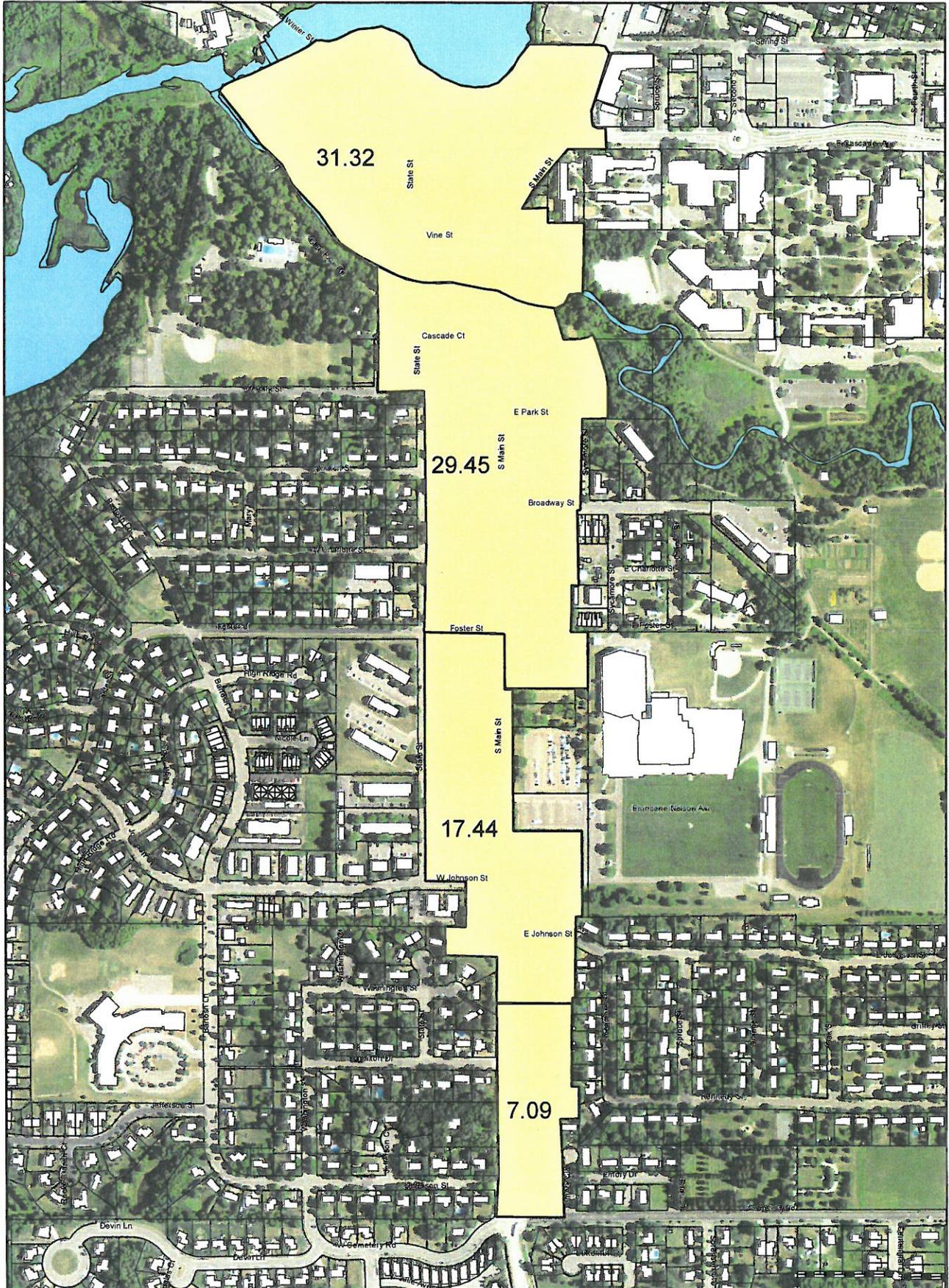
City of RIVER FALLS

Legend:

- South Main Street Corridor
- Sidewalks
- Crosswalks
- Corporate Limits
- Lakes & Rivers

0 400 800 Feet

South Main Street Corridor Draft



Sub Area 1.

Sub Area 1 has a point of beginning at the intersection of the centerline of Spring Street and the east right of way line of South Main Street. It proceeds west 350 feet crossing South Main Street and follows the north property line of 405 S. Main Street, 421 N. Main Street and Outlot 1 of CSM V13 P54 (City of River Falls) until it intersects with the ordinary high water mark of Lake George. It then proceeds in a southwesterly direction along the ordinary high water mark of Lake George and the south shoreline of the Kinnickinnic River until it intersects with the South Fork of the Kinnickinnic River. It then proceeds in a southeasterly direction along the centerline of the South Fork of the Kinnickinnic River approximately 2000 feet. At this point it proceeds north approximately 300 feet to the southeast corner of 62 E. Cascade (Johnson Hall). It then proceeds west 165 feet to the southwest corner of 62 E. Cascade, thence north approximately 221 feet along the west boundary of 62. East Cascade until it intersects the east right of way line of S. Main Street, thence north 150 feet to the south right of way line of E. Cascade Avenue, thence east 100 feet, thence north 100 feet to the north right of way line of E. Cascade Avenue, thence north along the west right of way of S. Main Street 390 feet to the point of beginning, containing 31.43 acres more or less.

Sub Area 2.

Sub Area 2 has a point of beginning at the intersection of State and Foster Street. It proceeds north along the centerline of State Street to the intersection of State and W. Park Street. It then proceeds west along the centerline of W. Park Street to the intersection of W. Park and State Street. It then proceeds north along the east boundary of Glen Park until it intersects with the South Fork River. It then proceeds east along the boundary of sub area 1 approximately 800 feet to the southeast corner of sub area 1. It then proceeds south along the east property boundaries of 636 S. Main Street, 650 Sycamore Street, 664 Sycamore Street and 237 Broadway Street, thence west along the south right of way E. Park Street approximately 30 feet, thence east approximately 110 feet to the intersection of E. Park Street and Sycamore Street, thence south along the centerline of Sycamore Street approximately 393 feet to the centerline of Broadway Street, thence west 20 feet along the centerline of Broadway Street, thence south along the east property boundaries property boundaries of 808 S. Main Street, 914 S. Main Street, 922 S. Main Street, 930 S. Main Street and 1018 South Main Street, thence 250 west along the south property line of 1018 S. Main Street , thence west 39 feet to the centerline of South Main Street, thence north approximately 250 feet along the centerline of S. Main Street, thence west approximately 400 feet to the point of beginning, (Intersection of State Street and Foster Street), containing 29.58 acres more or less.

Sub Area 3.

Sub Area 3 has a point of beginning at the intersection of State and Foster Street. It proceeds south along the centerline of State Street 1,130 feet to the intersection of State Street and W. Johnson Street, thence it proceeds east along the centerline of W. Johnson Street 178 feet, thence south to the northwest corner of 122 W. Johnson Street, thence west 90 feet to the northwest corner of 1221 S. Main Street, thence south 210 feet along the west right of way line of South Main Street, thence 75 feet east to the southwest corner of 1300 South Main Street, thence east 264 feet to the southeast corner of 1300 South Main Street, thence north 20 feet, thence east 17 feet to the east boundary line of 1300 South Main Street, thence north 232 feet to the northeast corner of 1300 S. Main Street, thence north 66 feet to the southwest corner of 95 E. Johnson Street. Thence north 66 feet to the northwest corner of 95 E. Johnson Street, thence east 31 feet to the southeast corner of 1200 south Main Street, thence 387 feet to the northeast corner of 1200 South Main Street, thence west 313 feet along the north property line of 1200 South Main Street to the east right of way line of South Main Street, thence north 643 feet to the southwest corner of 1018 S. Main Street, thence west 39 feet to the centerline of South Main Street, thence north approximately 250 feet along the centerline of S. Main Street, thence west approximately 400 feet to the point of beginning, (Intersection of State Street and Foster Street), containing 17.48 acres more or less.

Sub Area 4.

Sub Area 4 has a point of beginning at the south east corner of 1300 S. Main Street. It proceeds south along the east property line of 1340 and 1350 S. Main Street 164 feet to the Southeast corner of 1350 S. Main Street, thence east 30 feet along the north property line of 1360 S. Main Street to the northeast corner of 1360 S. Main street, thence south along the east boundary of 1360 South Main Street 144 feet to the southeast corner of 1360 S. Main Street, thence west 80 feet along the south boundary of 1360 S. Main Street to the northwest corner of 1428-1430 Emory Circle, thence south 225 feet along the west property line of 1428-1430 Emory Circle to the west right of way line of Emory Circle, thence south 277 feet along the west right of way line to the southeast corner of 1147 S. Main Street, thence south 30 feet to the centerline of Cemetery Road, thence west 355 feet to the west right of way line of S. Main Street. Thence 780 feet north along the west right of way line of S. Main Street, thence 75 feet east to the southwest corner of 1300 South Main Street, thence east 264 feet to the point of beginning (southeast corner of 1300 South Main Street), containing 7.18 acres more or less.