

Methods and Strategies for the Revitalization of Uptown Hamel

MURP Capstone Paper

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Executive Summary

Medina's 2040 Comprehensive Plan identifies Uptown Hamel as an area for redevelopment. The City developed key objectives for this redevelopment and was interested in determining how the community vision aligns with these objectives. The main areas of focus were Uptown Hamel's building design, land use, and pedestrian accessibility. The recommendations for Uptown Hamel's revitalization suggest Medina work on creating a pedestrian connectivity plan; write design guidelines that create a cohesive feel in the area through limiting scale and suggested material use; and continue community engagement as they move forward with the process. We think it is important that the City invest in infrastructure including pedestrian connectivity, branding, and street accessories in order to create a gathering space that attracts future businesses and restaurants. To reach these recommendations, in-person and online community engagement activities were designed to understand the community vision and inform recommendations for future community engagement, design guidelines, and zoning code. Most of the participants were vocal in their desires for a more active and pedestrian-friendly Uptown Hamel. The participants also had a strong desire to maintain the historic feel of the area by ensuring the both building façades and color palettes are appropriate. There are many resources available to the City of Medina as they work towards attaining these goals and continuing to work with the community is their most valuable asset.

Methods and Strategies for the Revitalization of Uptown Hamel

Introduction

The City of Medina's 2040 Comprehensive Plan identifies Uptown Hamel as an area for redevelopment. The City hopes to create a space of civic pride through reinvestment in the area. The goal of our project was to help the City identify areas of focus for redesigning code and guidelines for the Uptown Hamel area in alignment with the community vision. The City is interested in community input on what the community stakeholders—residents, business owners, and property owners—would like to see for the area. Our team designed and executed a community engagement process to gain insight into the stakeholder vision for Uptown Hamel. We completed three open house engagement events, each consisting of three charrette activities. We supplemented those with an online engagement forum. We then compiled the preferences and feedback from participants and used it to identify major themes and trends. Analysis of these trends led to final recommendations for how Medina can move forward with Uptown Hamel's revitalization. The open house engagement data was also the foundation for a visual preference survey from which the City has received the raw results for analysis and interpretation.

Over 50 people engaged with the in-person and online engagement activities. We identified four main trends in participants' responses: restaurants, historic feel, parking, and height restrictions. At the center of these four areas is a desire for a pedestrian friendly Uptown Hamel. Data from each of the engagement activities showed that many participants feel as though Uptown Hamel is currently less active and less pedestrian friendly, specifically as a gathering space, than they would like. In addition to being a gathering space, the participants were vocal about maintaining and utilizing Uptown Hamel's historic roots.

The visual preference survey had over 250 responses. While the data has not been fully analyzed, the raw data shed light on specific design elements for Uptown Hamel. For nearly all the 11 design topics there were clear preferences from participants.

We recommend that the City of Medina continue to engage the community as the redevelopment moves forward. Specifically, they should engage the community iteratively to ensure the design guidelines represent the community's desires. Additionally, the City should engage with the four main trends—restaurants, parking, historic feel, and building height. Possible methods and tools available to the city include creating a pedestrian connectivity plan, looking into becoming a Certified Local Government and/or a Minnesota Main Street Community, executing a parking study, and creating a local brand for Uptown Hamel.

Project Background

Medina

Residential growth in Uptown Hamel was addressed somewhat unsuccessfully in the Medina 2010-2030 Comprehensive Plan. In the 2040 Comprehensive Plan, there is more focus on how the City can encourage both business and residential development. As more growth occurs in Medina, the City Council and staff want Uptown Hamel to become a unique place the community can take pride in. Discussions on this topic led to the creation of the new objectives in Medina's 2040 Comprehensive Plan. There is a historic element in Uptown Hamel that the City wants to emphasize for everyone to enjoy.

Uptown Hamel

Uptown Hamel was a thriving area in the late 1800s and early 1900s because of its proximity to the railroad and train depot. The area had a school, hotels, and a post office, which encouraged people to come and stay in Uptown Hamel. Hamel has always been a part of the City

of Medina, but the area has historically been known as Hamel after the Lange Hamel family, who donated the land for the train depot (Medina 2040 Comprehensive Plan, 2018). Now, as its population rises past 6,000, Medina's residents are eager to preserve its rural heritage. Figure 1 outlines the boundary of Uptown Hamel based on the zoning ordinances that the City has in place at the time of this project. Our project area is focused on the area that is zoned Uptown Hamel.

Over the past fifteen years, many new businesses and single-family homes have been built near Uptown Hamel. The City's development strategies—including a 2004 TIF (Tax Increment Financing) District—have helped the area surrounding Uptown Hamel (2018). Along Highway 55, commercial development at Clydesdale Marketplace and Hamel Station has brought economic vitality to the immediate area. The Enclave subdivision is a large development of single-family homes to the south.

Uptown Hamel itself, however, has not experienced similar growth. Despite the 2010-2030 Comprehensive Plan's assumption that high-density residential development would occur in Uptown Hamel, this type of development has not materialized. The 2040 Comprehensive Plan revises that assumption by providing "more flexibility for the density of commercial and residential development in the area" (2018, p. 7-2).



City of Medina Uptown Hamel Land Use Map

Legend

- Future Land Use**
- Rural Residential
 - Agricultural
 - Future Development Area
 - Low Density Residential
 - Medium Density Residential
 - High Density Residential
 - Mixed Residential
 - Uptown Hamel
 - Commercial
 - Business
 - Rural Commercial
 - Institutional
 - Private Recreational
 - Park, Recreational, and Open Space
 - Closed Sanitary Landfill



Map Created: April, 12th, 2019
Author: Uptown Hamel Capstone Group

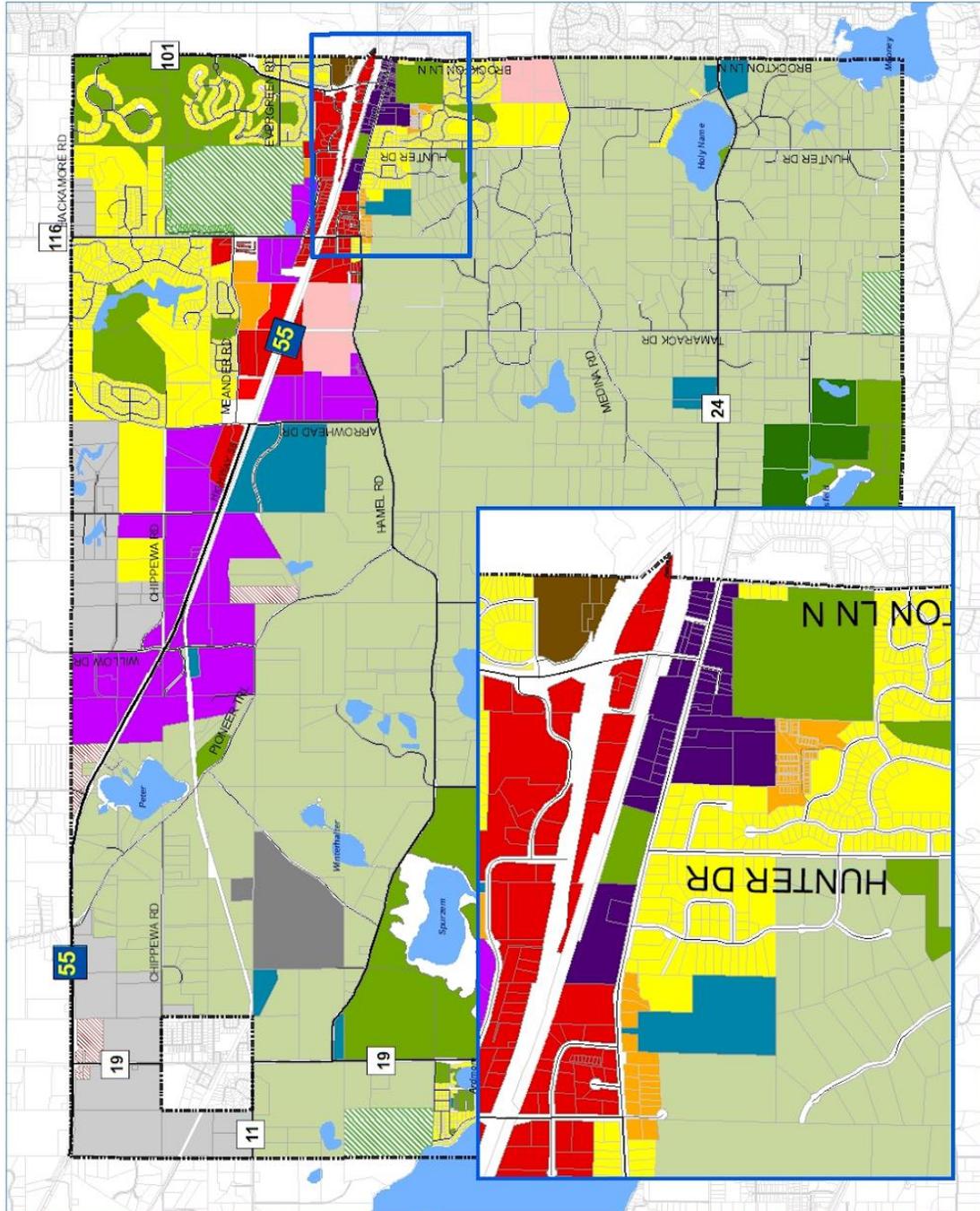


Figure 1. Land Use Map of Uptown Hamel.

The 2040 Plan calls for a mixed-use approach, encouraging both residential and commercial development. The hope, according to the Plan, “is that this flexibility will encourage increased redevelopment in the area” (2018, p. 7-2). There has been no formal community engagement on this matter up to this point, but working with the community is vital to envisioning and creating an Uptown Hamel that speaks to the community’s wants and desires.

Engagement Design

Community engagement is a cyclical and iterative process (Bryson, Quick, Slotterback, and Crosby, 2013). To successfully address the City of Medina’s concepts for the redevelopment of Uptown Hamel, as well as the constituents’, we utilized multiple community engagement techniques, strategies, and processes. Our goal for the revitalization project for Uptown Hamel was to offer engagement activities that were both high in inclusion as well as in participation (Quick and Feldman, 2011). Community inclusion creates both buy-in from stakeholders and opportunities to tap into a locally-rooted creativity source.

Stakeholder Analysis

A stakeholder analysis is needed in a project of this scale to determine who should be involved in the planning, development and implementation of Uptown Hamel project designs. Listed below are the potential stakeholders involved in this project. These stakeholders should all have a voice in the planning of Uptown Hamel. During our project, it was our goal to engage as many stakeholders as possible even if they were not on the list below.

- | | |
|----------------------|-------------------------------|
| 1. Business Owners | 2. Land Owners |
| 3. Youth | 4. Renters |
| 5. Workers | 6. Professional Organizations |
| 7. Elected Officials | 8. Non-Profits |

- | | |
|----------------------------|----------------------------|
| 9. School Representatives | 10. Business Organizations |
| 11. Environmentalists | 12. Disabled Community |
| 13. Neighborhood Groups | 14. Pedestrians/Bicyclists |
| 15. Emergency Services | 16. Seniors |
| 17. Heritage Organizations | 18. City Officials |

Before engaging any of the community, it is important to understand the relationships among stakeholders so that the engagement process runs efficiently. To this end, we conducted a stakeholder analysis using a framework created by Susskind and Thomas-Larmer (1999), analyzing core issues of safety, aesthetics, historic character, community vibrancy, and activity level. Some topics in this project are important to all of the stakeholders, while others only concerned a minority. However, these five issues were treated equally throughout the engagement and implementation process. Our community engagement activities were developed with these key stakeholder relationships in mind.

After a complete analysis (Appendix B), the issues that concerned the highest number of stakeholder groups were safety and activity level, while aesthetics, historic character and community vibrancy concerned a majority of the population. It is important for us to find common ground during the engagement process with the issues that concern all groups. Having the ability to talk with stakeholders about their main concerns is useful to get the best feedback. Since our community engagement events are open to everyone, it is important to understand the dynamics of these issues so the activities and discussions at our events are the most effective.

Process Design

Our community engagement open houses utilized an adult learning approach, with activities geared towards how adults think about their world. Within that approach, *accelerated*

learning provides an active learning engagement, an orchestrated multi-sensory learning environment, and a relaxed emotional state. *Coaching* involves having someone with specialized skills transfer them to someone without those skills through information sharing, modeling, practicing, and reflection. *Guided design* involves decision making and problem solving in small group settings guided by a facilitator. It promotes critical thinking and self-directed learning by addressing real-world problems. (Trivette, Dunst, Hamby, and O’Herin 2009, p. 2).

We hoped to engage participants in as many different learning methods as possible. They learned from one another by working on activities together, from us by asking us questions or being guided through activities, and from themselves through written reflection on their ideas. Our goal was to allow all participants to engage in ways that best suited their learning style but also pushed them to engage in new, unfamiliar ways to learn new things. To achieve this, we designed four engagement activities for the open houses—Dream Street, Vision Mapping, Preference Scales, and Comment Cards. There were an additional four online engagement activities—an Online Survey, Online Mapping, Public Comments via email, and a Visual Preference Survey. These provided a way to participate for those who could not attend the open houses.

Meetings were held on Saturday, March 2nd from 10am to noon, Wednesday, March 6th from 5pm to 7pm, and Monday, March 11th from 8am to 10am. Our intention was to set up meetings on different days of the week with each meeting taking place at a different time in order to best accommodate non-traditional working schedules and other possible conflicts.

Promotion for these events was done through the City of Medina’s website and the bi-monthly City newsletter. An additional mailer was sent to addresses immediately north of

Medina Road as far east as Hunter Drive, on each side of Hamel Road as far as the industrial park, and on Sioux Drive between Hamel Road and Highway 55.

Specific mailings were sent to the business owners in the area if they were not the property owners. Our first meeting on February 20th had to be cancelled due to a snowstorm and was rescheduled for Wednesday March 6th. We notified possible participants by posting it on the City website and posting a sign at the location of the meeting. It is possible that this cancellation affected overall attendance.

Activities

Dream Street. This activity was the most hypothetical. It was designed to be thought-provoking and problem-solving rather than specifically tied to the existing streetscape in Uptown Hamel. The Dream Street was a basic street and cross-street with streetscape icons on paper tiles that participants placed along the streets.

There were approximately thirty different tiles depicting things like big box retail, mixed-use structures, restaurants, green space, parking, cross walks, bike racks, and so on. There were several copies of each icon, and the street fit about 20 tiles in total. The exact placement of tiles on the street was less important than how participants engaged with the activity and how their thoughts about the street developed. Participants were able to think about what their ideal streetscape looked like, and then find the best way to arrange their idea in a few blocks. Photos of some of the completed streets are available in Appendix E. Participants were continually encouraged to view Dream Street as separate from Uptown Hamel, although many found it easier to think of the activity as a ‘blank slate’ of Uptown Hamel. Some participants were hesitant because they understood the activity to be ‘pro-redevelopment’ rather than a

hypothetical thinking exercise. These participants were encouraged to participate honestly, with this activity as well as the others.

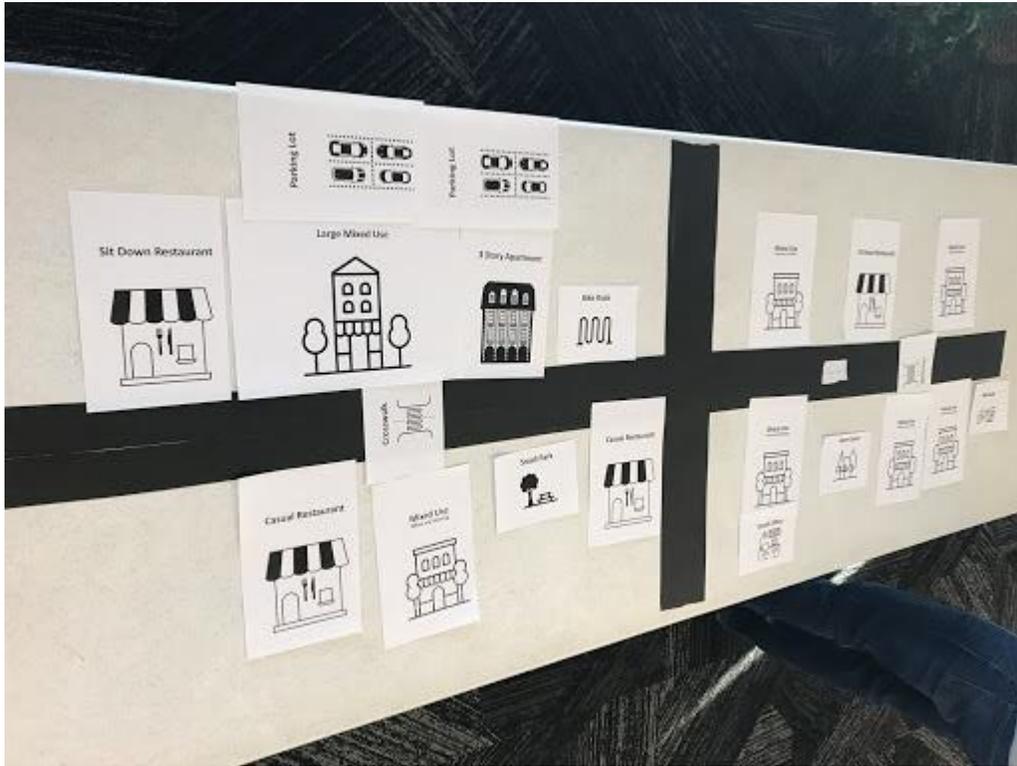


Figure 2. Dream Street Example with Parking Behind Buildings.

Vision Mapping. The idea behind the vision mapping was to allow people to think very specifically about what is in Uptown Hamel now, and what they would like to see there in the future. This activity provided an opportunity for people to think spatially about what they would like to see in Uptown Hamel.

For each of the three events, a large aerial map of Uptown Hamel was presented with color-coded dots participants could place on the map indicating what they would like to see in the area. The dots represented housing, parking, restaurants, businesses, green space, and mixed-use development. Each meeting had its own map. Photos of the vision maps are available in Appendix E.

Preference Scales. The preference scales activity was the only engagement tool designed to collect data in a way that could be displayed graphically. Each event had its own set of posters. By asking participants to indicate how they currently perceive Uptown Hamel and how they would like to see it in the future, our group received quantitative insight into participant trends. This activity was not focused on the specifics of what activities would take place or what types of businesses is desired in the area. The quantitative insights proved useful as we designed the visual preference survey at the conclusion of the open house events.

A series of six posters were presented allowing participants to indicate their current perception of and future hopes for Uptown Hamel. The posters had pairs of images designed to be in contrast: busy or sleepy, historic or modern, and so on. Participants had color-coded dots to place on a line between the images to show where they felt Hamel was currently (yellow dots) and where they would like to see it in the future (green dots). See Figure 3 for an example. Underneath each set of images was a space for participants to place post-it notes elaborating on their dot placement or giving specific ideas or thoughts. This activity addressed how participants wanted the area to look and feel, rather than what activities would take place there or what types of businesses would be drawn to the area. The topics, listed below, were derived from the 2040 Comprehensive Plan objectives (2040 Comprehensive Plan, 2018).

- Parking
- Design: Historic versus Modern
- Design: Visually Cohesive versus Uniform
- Activity Level
- Street Accessory Level
- Design: Single versus Multi Story



Figure 3. Sample Preference Scale.

The preference scales provided an overview of participants' general sentiments regarding each of the six categories. The results were compiled and graphed based on where the colored dots were placed along the scale.

Comment Cards. The comment card questions were meant both to work alongside the engagement activities and to act as a substitute if a participant did not feel comfortable with the participatory nature of the open house. These cards also allowed attendees to comment on the event itself. In two locations in the open house space, we laid out sheets with a single page of questions for participants to answer. We asked them for an overview of their current relationship with Uptown Hamel and their hopes for its redevelopment. Respondents offered both detailed and general suggestions for changes that they felt could improve the look and feel of Uptown Hamel. Comment card responses were compiled into a spreadsheet (Appendix F).

Online Survey and Mapping. The online survey was designed to gather information analogous to what we collected at the in-person engagement activities. This enabled people who couldn't attend the events to respond to similar queries. The survey asked participants to indicate their current perceptions, desires, and opinions about Uptown Hamel by ranking them on a scale of one (low/negative/not enough) to seven (high/positive/too much). It also provided space for written answers to supplemental questions. We also created a Google Maps spatial comment

forum allowing participants to provide comments based on a specific location in Uptown Hamel (Appendix F). This was meant to mimic the vision mapping activity that was done in person as closely as we could online. The data and comments from the online survey and mapping were compiled into an Excel document (Appendix F). The information was treated as companion data to the in-person activities.

Public Comments via Email. Public comments that we received via email were all from stakeholders unable to attend the open houses. These emails were free form so stakeholders could provide any input that they desired in their own format. Nick Kieser's email was listed as the main contact throughout the Uptown Hamel project. The email was listed in the City newsletter when the Uptown Hamel project was explained, and the open houses were listed. The email was also on the City's website and was used in the specific mailings to property owners and businesses in Uptown Hamel. During the open houses and meetings with the Uptown Hamel business group, the email was given out to anyone who wanted to provide any other feedback. We received six emails in all—one from a business owner in Uptown Hamel, and five from nearby residents. They are reprinted in Appendix F.

Visual Preference Survey. The visual preference survey was designed to ascertain the community's specific design preferences. Whereas the open houses were designed to gain an understanding of the broad visions of Uptown Hamel, this survey was a more in-depth exploration of attitudes about visual aspects of the area. We also wanted to have a different type of community engagement that allowed for feedback that could easily be interpreted into design guidelines.

The survey was built using Qualtrics. The questions were informed by the results of our community engagement open house events. It was distributed to an email list gathered during the

open house events and linked to on Medina's official Facebook account. Participants were encouraged to share the survey link with other community members to increase participation. The survey was designed to take approximately ten minutes to complete. The Qualtrics link only allowed a device to access the survey one time, but the link was easy to distribute so stakeholders could share the link between each other. We kept the survey open for two weeks after all of our open houses.

Because of our time restraints, there was no analysis conducted of the data. The raw data is included in Appendix G. The topics covered are listed below:

- Building Height
- Parking
- Wayfinding Signage
- Set Backs
- Mixed Use Design
- Wall Material
- Façade
- Greenery
- Color Palette
- Awnings
- Lighting

Analysis

Methods

The community engagement analysis was predominantly qualitative, due to the nature of the activities. In order to understand the vision for Uptown Hamel, emphasis was placed on understanding participants' preferences through spoken and written narrative responses. Quantitative results were analyzed in Excel to produce graphs as a visual representation to accompany the narrative analysis.

Dream Street. A narrative analysis was written by the student who facilitated the activity for all three open house meetings. She documented how participants engaged with the activity and their primary ideas, rather than the exact placement of tiles on the street.

Vision Mapping. Trends from each map were visually assessed. The final written assessment considered conversations with participants during the events and how the dots were used by different participants.

Preference Scales. The location of dots on the scales was assigned a numerical value from one to six. This data was entered in an Excel spreadsheet and graphed. Trends were identified for participants' current perceptions and future desires.

Comment Cards. All the text from the comment cards was entered in an Excel spreadsheet and grouped based on questions. Key takeaways and themes were identified.

Online Survey. All the text from the comments was entered in an Excel spreadsheet and grouped based on questions. Key takeaways and themes were identified. The survey also generated quantitative results from the preference scale questions, which were entered in an Excel spreadsheet and graphed.

Online Mapping. The map was visually assessed.

Email Comments. All emails were read and summarized.

Visual Preference Survey. A formal analysis was not performed on the raw data. The survey program, Qualtrics, provides summary graphs for each question. These were used to gain a basic understanding of the data.

Outcomes and Findings

The majority of stakeholder who participated in the open houses lived or owned a business near or in Uptown Hamel (Figure 4). There were a few residents that came from the Enclave development and the Ridge View Circle/Elm Creek Drive neighborhood. There was also a small group of residents that were from the Holy Name Drive area and another from Fields of

Medina. Once resident came from the Medina Highlands neighborhoods, and one from the Villas of Medina. Thirty-five community members attended in all.

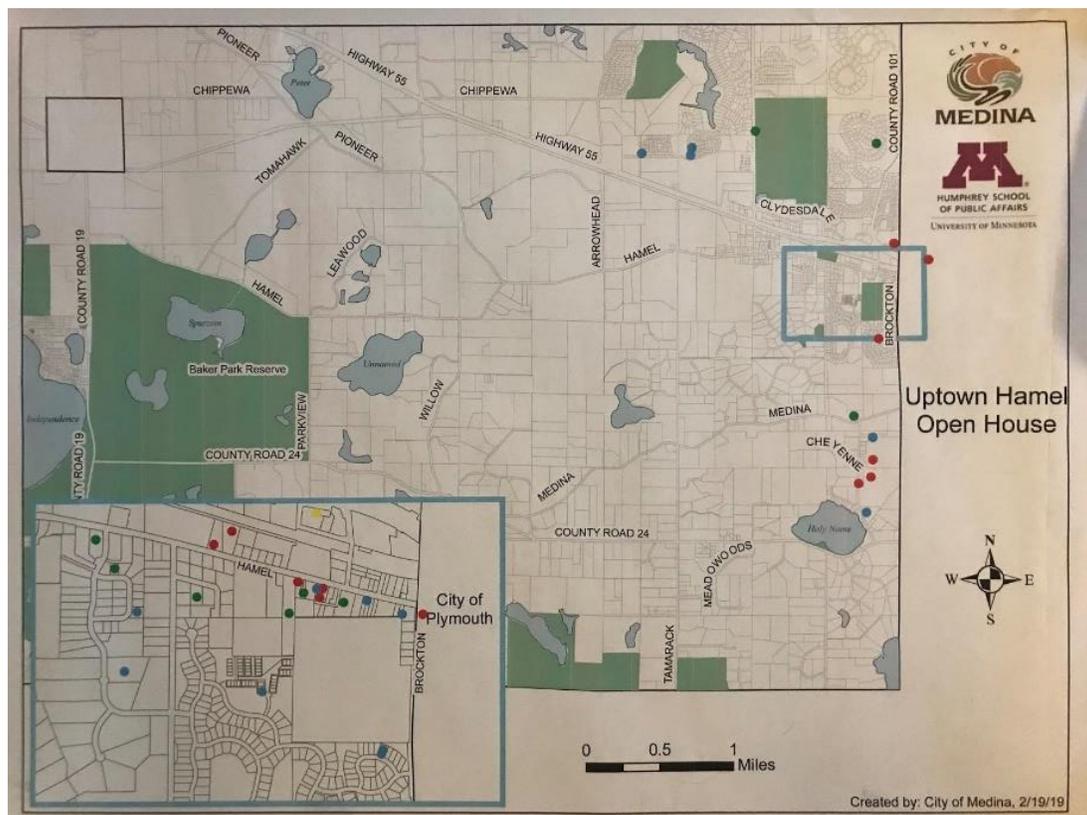


Figure 4. Map of where participants live or work.

Dream Street. Over the three engagement events, there were dozens of dream streets created. Although the activity was intended to be hypothetical, rather than a representation of Uptown Hamel, many of the comments and discussions were rooted in some aspects of Uptown Hamel as it stands today. The dream streets ranged from keeping everything the same in Uptown Hamel to a complete imaginary downtown street. Many participants placed a large number of street accessories—benches, bike racks, and so on—on the street, and paid particular attention to the crosswalks. People either placed crosswalks around the intersection or down the major street. The idea was either to make the intersection more pedestrian-friendly or to make the rest of the street more pedestrian-friendly.

Another common idea was to group gathering-place icons together. For example, some participants placed the park, bike rack, coffee shop/café, and casual restaurant all together. In some cases these areas were on the same side of the street, and in others they were across the street from each other. The rationales for these placements were specific. Most participants wanted to make sure that children didn't play too close to the street or have to cross the street at any time while in the area.

Consistently, participants used their icons to address parking, pedestrian accessibility, housing, and mixed-use development. Concern over the impact of development on traffic was constant throughout the activity. Participants generally seemed to want to maintain or decrease the level of traffic while making parking more convenient and having housing and mixed-use developments in sections of the dream street. Accessibility for pedestrians and bikers was also a consistent concern. Some participants placed crosswalks at the intersection in order to make them more visible to drivers, while others thought they would be best situated away from the intersection to make the area more walkable. Some even felt that crosswalks should be at both the intersection and the center of the street, in order to further increase pedestrian accessibility. An example can be seen in Figure 2. There are additional examples in Appendix F.

Participants were also very interested in placing mixed-use buildings along their dream street. Most wanted housing on top of restaurants or cafés, with a little office space mixed in. There were two major placements of the mixed-use icons. One group placed them randomly throughout the entire dream street. The other group placed the mixed-use icons in one section of the dream street to create an area to walk through and have other parts of the street serve another function, like a park.

Vision Mapping

Meeting 1: The dots on the map for this meeting show a focus on housing and restaurants in Uptown Hamel. Housing dots are mainly concentrated on the western part of Hamel Road, and restaurant dots are concentrated on the eastern part. Store dots are intermingled between the restaurant dots and are concentrated on the eastern part of Hamel Road. There were minimal mixed-use dots on this map, and they were mainly located further off the street on the eastern end of Hamel Road. Restaurants, housing, and store dots were all near the road. Some housing dots were located off Hamel Road, closer to Hamel Legion Park. There was one comment that desired an additional pond and more walking trails near Hamel Legion Park.

Meeting 2: The dots from the second event showed more of a mix of all the land uses. Open-space dots were placed on both ends of Hamel Road, but mainly on the eastern end. There was a robust mix of housing, store, and restaurant dots near Hamel Road. This suggests a desire for mixed-use development, even though the specific mixed-use dot was not used as much. This map suggests a desire to have more activity or development on the eastern end of Hamel Road. Parking dots were placed on the periphery of the Uptown Hamel district: near Brockton Lane, in the existing St. Anne Church parking lot, and near the railroad tracks on Sioux Drive. One comment wanted a unified roundabout at the intersection of Hamel Road and Sioux Drive. Another comment wanted to eliminate or restrict truck traffic along Hamel Road.

Meeting 3: The map from the third event had the most dots. Again, most of the dots were located on the eastern end of Hamel Road. Interestingly, many of the open-space dots were placed far off Hamel Road in places that already have existing trees or open space. The open space was located near the railroad tracks, and in and to the west of Hamel Legion Park. Housing dots were spread evenly along Hamel Road, but housing was the only type of dot placed on the

western part of Hamel Road. On the east end of Hamel Road, there was a mix of restaurants, housing, and store dots, with more restaurants than housing and stores. Parking dots were placed in two locations: near existing parking between Hamel Road and Hamel Legion Park, and at the intersection of Hamel Road and Sioux Drive.

Preference Scales. Participants in the activity felt that the current level of activity along Uptown Hamel is low, and they would like to see an increase in the future. Participants indicated that they would like to see more street accessories, such as streetscaping and greenery along the sidewalks, along with inviting, festive lighting. Participant consensus on façades was that they contribute to Uptown Hamel's historic character, which participants wanted to preserve. Sentiments regarding the availability of parking in the area were more ambiguous. Both the perceived current and preferred future amount of parking were evenly spread across the board. There was a concern that with more development, the demand for parking would exceed the current availability. Participants also reported that they see parking garages as one possible solution to this concern.

Participants recognized that Uptown Hamel is, at present, predominantly single-story, and most said they would like to see it become more multi-story in the future. Multi-story, as explained in the post-it comments, was generally defined as being either two or three stories. Most participants felt that the current design of Uptown Hamel is not cohesive. About half of the participants wanted to keep some aspect of the uniqueness and individuality of the buildings in Uptown Hamel, while the other half wanted a design plan that creates a more visually cohesive streetscape.

Comment Cards. Comment cards were only filled out by those who attended the in-person engagement events and were designed to mirror the activities. Unsurprisingly, responses

from in-person feedback, the online responses showed less emphasis on the historic nature of Uptown Hamel, and more on increased activity levels, gathering, and family-friendly activities.

Public Comments via Email. The emails focused on how Uptown Hamel could increase its economic viability and provide more amenities to the neighborhoods around the area. Stakeholders emphasized accessibility and connecting the area to the surrounding neighborhoods in all seasons and for all individuals. They also suggested specific restaurants or stores they felt would increase the number of visitors to the area. These stakeholders wanted a more vibrant community feel, which they felt would be accomplished with new development bringing more people to the area or more activities that people could attend. Safety was also a recurring theme in the email comments. The stakeholders wanted safer means of pedestrian travel, efforts towards safer through traffic along Hamel Road, and more effective parking.

Trends

After a comprehensive review of the community engagement data gathered both in person and online, we identified four consistent desires in participant responses: restaurants, maintaining the perceived historic feel, ensuring that parking is adequately suited to new development, and keeping building height at or below three stories. Building height was partly a proxy for enthusiasm for mixed-use development, and partly an indicator of appropriate land use. Overall, participants wanted Uptown Hamel to be a family-friendly gathering place which is visibly proud of its historic roots. It is important to state that these trends were identified based on what appeared to be the most important to the participants, but there is variation in the participants' desires regarding them. The following discussion identifies the desires of the majority while recognizing differing opinions.

Restaurants

There was a strong desire for a café in the downtown area. At the first event, one participant wrote on an icon for casual restaurant to specify it would be a coffee shop or bakery (Figure 6). This adjusted icon was consistently chosen by following participants. Participants also wanted to see one or two sit-down restaurants, but the desire seemed to be focused more on informal dining—having somewhere to grab a quick bite to eat or a drink and go to a baseball game or Hamel Legion Park.

Many participants in the open house events left written comments or mentioned during in-person activities that they would like to see more restaurants and cafés along Hamel Road. One participant suggested “[c]offee shop; Restaurant that is family-oriented; Flower shops; Occasional shops” when asked what they would like to see in Uptown Hamel on the comment cards. Another participant wanted “[b]reakfast lunch Restaurants, nail salon, ice cream stand, coffee, brewery/bar that is kid friendly ... order at counter burger/pizza place ... could come over after baseball games...” Many other comments reflect a similar sentiment, a desire for places to dine informally and engage with the community. There is a strong desire for these restaurants to help create an atmosphere for gathering in Uptown Hamel. Participants placed at least five restaurant dots on every vision map. There is also a concentration of restaurant dots on every map on the eastern side of the main intersection.

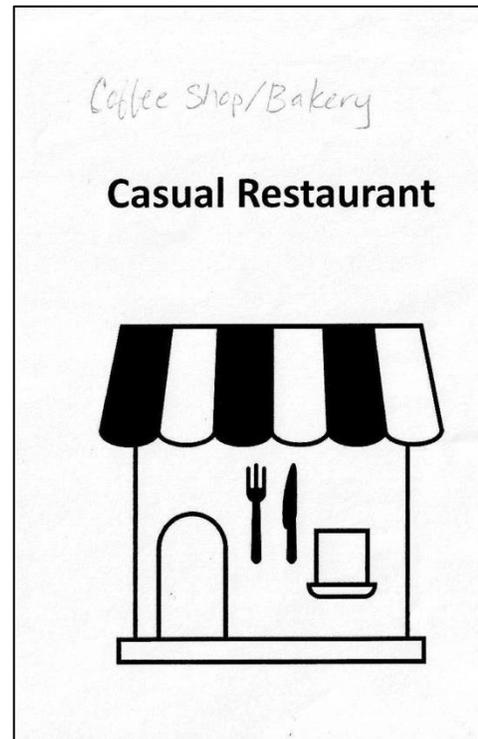


Figure 6. Dream street icon with “Coffee Shop/Bakery” added.

Historic Feel

Participants in our community engagement consistently identified the historic feeling of Uptown Hamel as an important asset. For example, one commented that they “think part of Uptown Hamel's charm is that it looks like a very quaint country Main Street.” Other participants thought an update was in order. “I love the historic feel to it but without anything modern added, it seems to lack that ‘pop’ that many small towns have. We have to move a bit with the times to stay relevant,” suggested one. By exploring historic preservation through the lens of economic development and downtown revitalization, we can better assess how this could be capitalized on in the redevelopment of Uptown Hamel.

This sentiment was also evident in the preference scale activity (Figure 8). Interestingly, online survey responses leaned more towards changing the current design (Figure 7). The online survey was taken by fewer participants; the difference in response may be due to a small sample size. Taken together, however, in-person and online responses suggest a preference for bolstering the historic feel with modern elements.

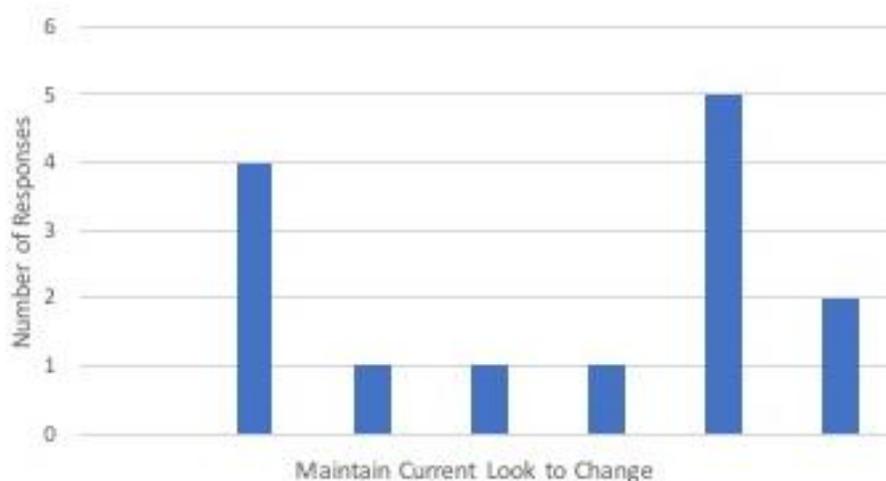


Figure 7. Looks: Maintain or Change. Online survey results about maintaining or changing the current look.

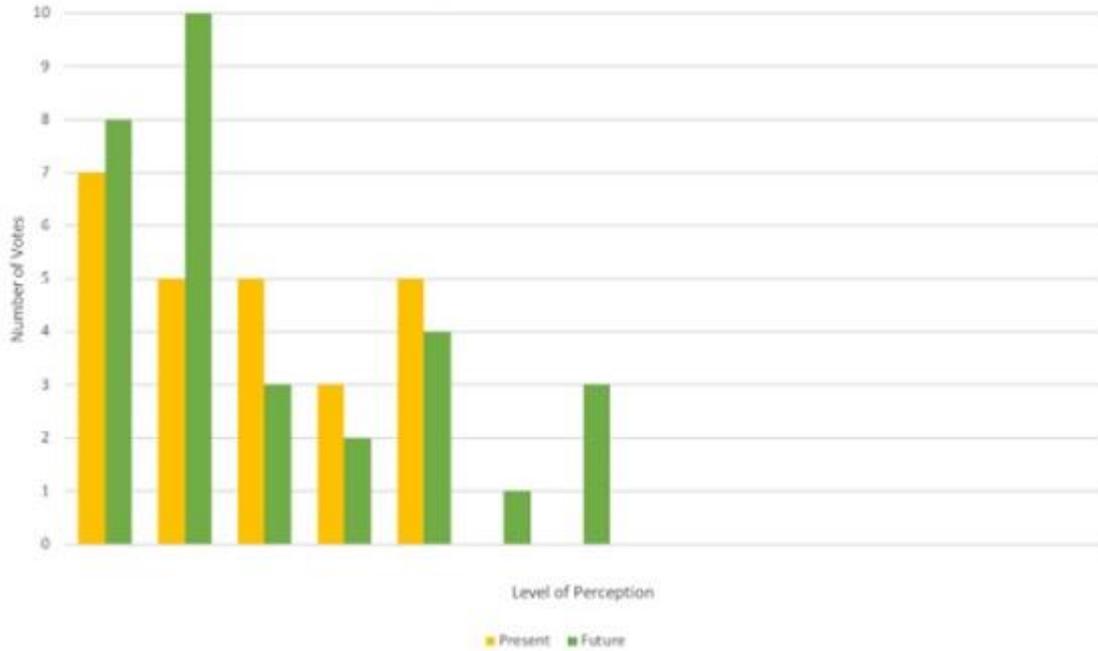


Figure 8. Design: Historic vs. Modern. Open house preference scale results for historic versus modern.

Parking

Many comments suggested putting parking behind buildings in order to create a more cohesive and walkable downtown area. When participants preferred parking ramps to surface parking, they were very vocal, but they were not the majority. Most participants feel as though there is currently enough parking but are concerned that with their desire for more activity, parking may become an issue. One participant explained, “I think for the current businesses, etc. there is enough parking in Uptown Hamel. The church has their own lot to help them with their parking. I think Uptown Hamel should look to increase pedestrian traffic from the surrounding neighborhoods. The park also has enough parking (I have been there at very busy times and never struggled to park.)” This quote emphasizes that there is enough parking now, but that the area should be more pedestrian-friendly. Another participant describes the need for proactive planning this way: “Parking should be planned for each business, or block of businesses. Preferred to be behind the store fronts.” This participant expands on the idea: “Emphasize

gathering spaces, stores. Hide parking but need some street parking to create buzz on main street.” Some participants want a parking ramp, but that is not supported by how much parking participants seem to anticipate needing due to redevelopment. However, it is aligned with participants’ desire to have parking situated away from the main road. This desire was also seen in the vision mapping activity. The yellow dots, representing parking, were primarily placed on the edges of the Uptown Hamel area or behind the main street. The preference scale activity had conflicting results, largely due to confusing wording on the poster itself regarding the future desires. As a result, it is hard to interpret the future desires. However, there seems to be a general perception that there is currently enough parking in Uptown Hamel (Figure 9).

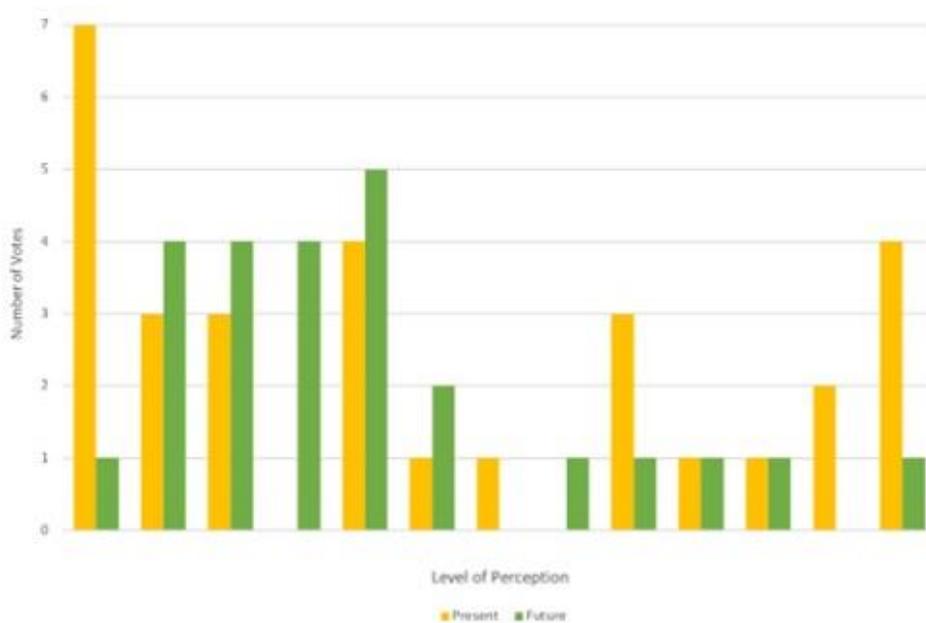


Figure 9. Parking: Enough vs. Not enough. Open house preference scale results for parking.

Height Restrictions

Building height came up throughout the in-person activities. In the dream street activity, most participants avoided icons that were large or appeared to be over three stories.

Conversations around the dream street and vision mapping activity frequently came back to building height, especially regarding mixed-use development. Many participants wanted clarification about whether “mixed use” could be done in a two-story building, or if it inherently meant a larger building. After clarification, most participants liked the idea of having two- or three-story buildings throughout the area.

Preference scales also showed that building heights are currently perceived to be low throughout the area, but that participants are open to higher building heights in the future. Comments that were left with the preference scales also showed a desire for a mixed profile of building heights, which reflects a desire for mixed-use development in the area.

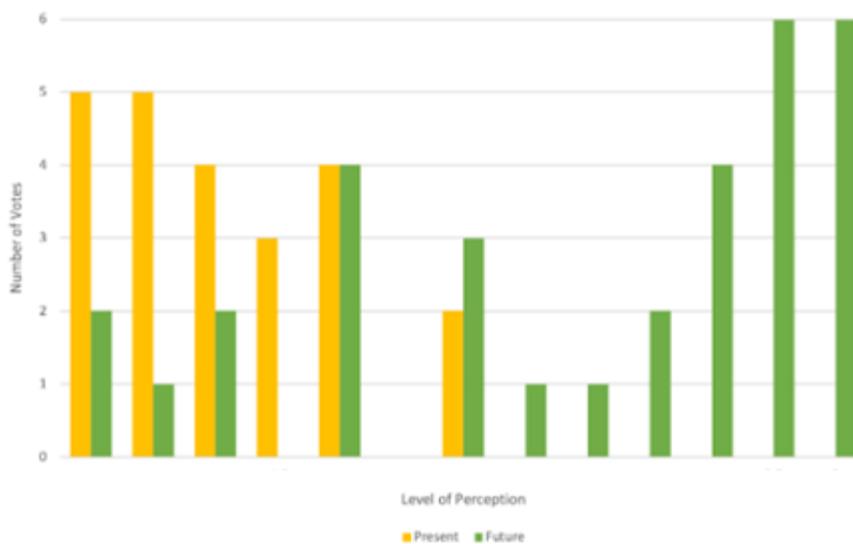


Figure 10. Design: Single vs. Multi Story. Open house preference scale results for single-story versus multi-story.

Discussion

The overarching theme tying our four data trends together is a desire for a pedestrian-friendly Uptown Hamel. All of them—restaurants, historic feel, parking, and building height—are evidence of the desire to have a pedestrian-friendly gathering space throughout the area. Other interests that emerged during the community engagement, like the desire for more street

accessories (Figures 11), are further supporting evidence of this vision. The following discussion expands on the importance of each trend and explains how it contributes to the overarching theme of a pedestrian-friendly area. We also address the idea of creating a cohesive feel in an area. By this we mean creating an area with a distinct identity that is sustained throughout the area, as opposed to an area that is repetitive, identical, and uniform.

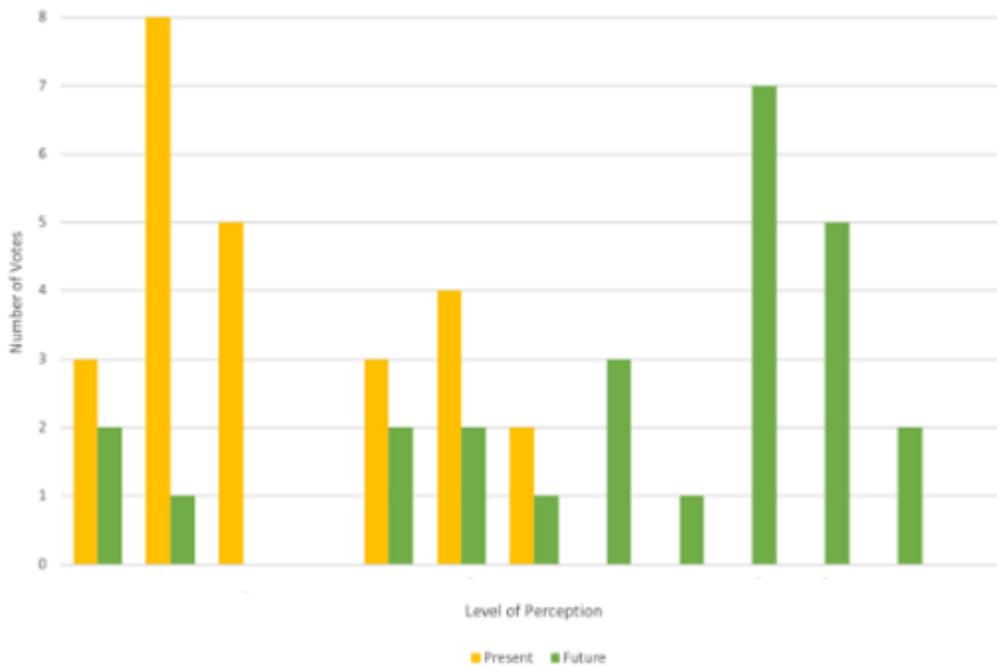


Figure 11. Street Accessories: Few vs. Many. Open house preference scale results for street accessories.

Restaurants

The presence of restaurants and cafés has been shown to bring people to an area and to increase the amount of time spent by individuals in that area. Additionally, more frequently, restaurants are functioning as the initial draw for consumers to visit a shopping center or business district (Edelson, 2006). This is important for Uptown Hamel because as shopping experiences continue to shift to online platforms and home deliveries, local restaurants provide a unique service that continues to bring customers into the physical dining room. Lin, Pearson, and Cai (2011) view restaurants as a branding opportunity for the surrounding community,

identifying opportunities for the online world to interact with the physical one. As “destination restaurants” become increasingly popular with the rise of social media, these restaurants also double as brand ambassadors for the community. Having a strong brand identity can help distinguish the area from competitors and build customer loyalty in the long run. Two or three locally-run and locally-supported restaurants or cafés in Uptown Hamel would help create a cohesive feel, bolster local pride, and allow for the creation of gathering spaces along the corridor.

It is important to understand the necessary components for creating a “convivial” place, like that which is desired by the participants. Rodriguez and Simon (2015) use the term “convivial” to describe places that are lively, friendly, and allow for human interaction among diverse groups. Some of the works that Rodriguez and Simon draw from blame a lack of conviviality for urban spaces that lack human interaction, activity in the streets, and a loss of social capital. Conviviality aims to draw individuals to the physical space while providing a place to do so. These spaces are often be public or semi-public places, such as restaurants, coffee shops, or plazas, where people can gather and stay for as little or as long as they want. Being able to connect with others helps create a sense of place, safety, and enjoyment for everyday life (Blackson, 2012). Currently, Uptown Hamel has few areas that can be described as convivial. The addition of restaurants and cafés, with public space such as benches or tables, will help create these spaces in Uptown Hamel.

A study conducted in 2014 reiterates the importance of restaurants and cafés in drawing community members to an area. In this study, conducted by Grunwell and Ha (2014) for a small town in North Carolina, survey respondents (town visitors and nearby university students and faculty) consistently responded that their top reason for visiting the town was for restaurants and

specialty food stores. When asked what they would like to see more of in this small town, the responses included more ethnic restaurant and food options. These findings suggest that the opening of the desired restaurants will bring more community members to Uptown Hamel and bolster its conviviality.

Historic Feel

Historic preservation has been identified as a supporting strategy to downtown revitalization and economic development (Ryberg-Webster & Kinahan, 2014). For Ryberg-Webster and Kinahan, place matters in economic and community development in relation to historic preservation. “Recent literature on building local competitive advantage through unique built environments, attracting the ‘creative class’ through urban amenities, livable neighborhoods and a strong sense of place, and capitalizing on neighborhood assets to drive community development has reinvigorated the idea that place matters” (p. 127). They quote an article saying “the authenticity historic buildings represent is marketable in an environment that all too often features routinized and formulaic development” (p. 127). Capitalizing on a community’s historic resources puts that community at an advantage due to the uniqueness of those offerings.

“Historic resources are important to resilient communities because they are places of memory and stability even in the face of... change” (Appler & Rumbach, 2016, p. 92). By protecting historic resources, communities preserve a shared identity and reinforce social capital (2016). Historic preservation can encompass several things beyond direct preservation. It can include adaptive reuse—where a property is redeveloped for a new economically viable need—or design guidelines to help an area retain historic character (Ryberg-Webster & Kinahan, 2014).

Adaptive use can spawn economic development by finding economically viable new uses for old properties and creating additional revitalization activities in surrounding properties

(Wojno, 1991). Wojno advocates for planners to capitalize on the connection between economic development and revitalization. Planners can reduce the burden of redevelopment on investors by reducing regulations for adaptive reuse projects, allowing them to not be held to the same standards as new developments.

Uptown Hamel has many options for maintaining its historic feel. There are planning, social, and design methods for achieving this goal. Additionally, these goals can be directly aligned to the revitalization and even help bolster it. Preservationists have worked with cities to ensure that zoning ordinances, comprehensive plans, design review, and other planning efforts help retain historic character, showing that the field is moving toward more flexibility (Ryberg-Webster & Kinahan, 2014). Ryberg-Webster & Kinahan source many studies done showing that historic preservation increases property values and has the potential for “catalytic spillover effects” contributing to the revitalization of adjacent properties.

Main street revival in a smaller urban area can hinge on small scale, targeted responses like creating an unusual attraction (for example, a carousel), introducing a farmer’s market, or adopting a theme for the street (Filion, Hoernig, Bunting, & Sands, 2004). In Filion, Hoernig, Bunting, and Sands’ study of successful small-metro Central Business Districts (CBD), they were able to identify these key areas of highest importance: active, street-oriented retail space; cultural activities (such as art galleries or live entertainment); concentrations of jobs; and a pedestrian-friendly environment with busy sidewalks. Additional areas of importance were green space, civic events, and a wide variety of land uses to encourage activity throughout the day. Beyond the types of retail or individual activities, the study stressed the importance of using design to maximize “pedestrian-based synergy between downtown activities” (2004, p. 332).

Filion, Hoernig, Bunting, and Sands identify six categories of measures used by successful small-metro CBDs that may be appropriate for Uptown Hamel. The first is using incentives to provide public-sector financial support to private investments such as tax increment financing, loan guarantees, and other incentive funding. The second addresses creating identifiable streetscapes through urban furniture, façade improvement programs, and public art. The third involves placement of public buildings and convention centers in the area. The fourth is addressing pedestrian issues through parking management—using traffic calming measures, creating pedestrian malls, creating municipally run parking, or possibly banning parking altogether. The fifth is preserving natural amenities and creating pedestrian corridors to these areas. The sixth includes marketing and event programming to increase the visibility of the area.

Parking

A growing body of work that began with the publication of Donald Shoup's *The High Cost of Free Parking* in 2005 points to cities having a chronic excess of parking, much of it underpriced. Shoup argues that this is generally the result of municipal planning and zoning decisions made in order to maximize convenience and efficiency for cars (Shoup, 2005). Due to the car-centric nature of these decisions, cities and towns looking to revitalize and re-imagine themselves have faced problems developing infill, redeveloping existing urban spaces, and creating pedestrian- and bike-friendly places. While many cities have come to understand the seemingly counterintuitive logic of Shoup's (2005) arguments about parking, there are still many others who have not. As such, implementation has come in fits and starts. In addition, downtown business owners often fear negative economic impacts without ample free parking. However, research shows that exactly the opposite is likely to happen.

Another common concern is that an influx of new people, whether residents or customers attracted to new business development, will cause parking issues in an urban area. In response, municipalities have historically imposed parking minimums on development. LeRoy (2017) notes the negative effects on this assumption has on urban areas—increased real estate prices, more cars, and a “degraded built environment” (p.3). He argues for the elimination of parking minimums, and cites case studies in Champaign, Illinois, Fayetteville, Arkansas, and Buffalo, New York, where the problems he describes have been ameliorated.

This research implies that the Uptown Hamel community participants are wise in thinking that parking should be moved away from the main street in order to create a pedestrian-focused area. It also emphasizes that while historically, planning has been very auto-friendly with respect to parking, it also has the power to be the opposite. Uptown Hamel can embed the desires of the communities into zoning code and parking requirements in order to achieve the desired balance of car- and pedestrian-friendliness.

Many older downtowns, like Uptown Hamel, have become surrounded by suburban areas. Even if the immediate downtown zone is bike- and pedestrian-friendly, most people will arrive there by car. Providing an appropriate level of parking is critical to these downtowns’ success, while too much will be detrimental to their vitality. Vehicle accommodation is important, as it is still an auto-oriented world, but that need not be the downtown death sentence it has been in the past.

Height Restrictions

In the context of a downtown, subdivision, or other distinct district, building heights combine with massing, proportion, and scale to create visual coherence (Gorski, 2009). Height is perhaps the simplest to understand. New development shouldn’t be out of proportion to existing

structures. When older or historic properties exist next to new development, these visual concepts help create a sense of place that encompasses both. Participants agree that new developments should reflect the general look and feel of current buildings. One participant explained that they “[l]ove single or 2 stories. Avoid 3+ stories. Keep small town feel.” This quote accurately depicts the sentiment of many participants that the new developments should ‘keep the small-town feel.’ A majority of the comments, however, stated that three stories was an acceptable height for development. The desire for three-story buildings is aligned with a desire for mixed-use development. As another participant noted, “[t]he mixed-use profile allows for street level access to businesses while providing housing on 1 or 2 levels above. No more than 3 floors in total.” Participants felt as though three stories provides enough new development to increase the activity level of the area while maintaining the small-town feel. The three-story limit is also aligned with desires to limit, or at least control, the amount of new traffic that increased development might bring.

Building height limitations also impact public safety, health, and planning. From a public safety standpoint, height restrictions have been used to ensure that buildings can be adequately protected by a municipality’s firefighting equipment. From a public health standpoint, they ensure that light and air are not blocked. Planners can use height restrictions to encourage cohesiveness and “small-town feel.” Setting maximums on building height, however, is only one part of that equation. In order to create a feeling of cohesion and community, planning best practices call for a variety of building heights, with only some at the maximum. The flexibility that the new Comprehensive Plan affords the Planning Commission and City Council should allow for a well-curated mix of building heights beneath the three-story restriction.

Recommendations

Most of the recommendations that follow align with the 2040 Comprehensive Plan objectives for Uptown Hamel. They are also mindful of the overarching context of pedestrian accessibility, which is common to all four of the participant response trends.

Engagement

We recommend is continuing to engage stakeholders on the possible changes in Uptown Hamel. This can be accomplished by utilizing the City's existing social media outlets, but we also recommend they begin reaching out on additional social media outlets. Medina could create a Twitter, or Instagram, or utilize local Nextdoor community pages. The City could also consider creating a separate Uptown Hamel social media presence, now or as activity levels begin to increase.

Using direct email to contact stakeholders was very successful for this project and produced the highest amount of participation. We suggest the City begin a direct email list to keep in touch with constituents concerned about specific projects and generate participation in this way as well.

Along with these digital forms of engagement, Medina should find ways to engage with the community directly through events and activities. The City can begin by having a presence at existing events in or near Uptown Hamel like the Hamel Rodeo or Freeze Your Buns Run, or at baseball tournaments in Hamel Legion Park. By providing impromptu situations for engagement, the City gains access to stakeholders they might otherwise miss. It also shows the City is willing and able to come to people where they already are. The City can also create new events in Uptown Hamel, like a farmer's market or other family-focused events, that will help bring

pedestrian activity to the area, engage different stakeholders, and expand the stakeholder group the City can reach as Uptown Hamel continues to change.

We recommend that the City develop an Uptown Hamel brand. This brand will act as a physical manifestation of the pride the community has for the area. It will also help bring together the continued engagement around Uptown Hamel by making the events easily identifiable. Additionally, creating the brand is a great engagement opportunity for the community. The brand can also be utilized for wayfinding and signage throughout the area to create an “Uptown Hamel feel” and highlight the historic features.

Trend Recommendations

Each of the trend-specific recommendations below achieves a specific goal within the process of revisioning Uptown Hamel. The recommendations act together to promote the pedestrian-friendly gathering place so enthusiastically outlined at our community engagement events and online.

Restaurants. One way to encourage restaurants to open a brick and mortar store in Uptown Hamel is to encourage and provide a space for food trucks. If the city code allows for food trucks in Uptown Hamel, and the trucks have a space to set up near local activities, they may see the hole in the market that has been described by so many participants. The first barrier to entry is city code. We recommend that it be reviewed to ensure that food trucks are expressly allowed within certain areas of Uptown Hamel. Second, identifying a location for the food trucks to set up will be key to attracting the trucks. Since Uptown Hamel is not currently a destination area, perhaps the best way to begin the truck program would be in conjunction with the youth baseball program at Hamel Legion Park or at a public event on Hamel Road.

Parking. Parking should be studied in more detail in the Uptown Hamel area. It will be important to understand the parking needs in Uptown Hamel when new developments come into the area. Uptown Hamel is unique from other areas in Medina, so it is difficult to determine parking needs without direct analysis. Thoughtfully conceived parking areas that do not inhibit pedestrian connectivity or traffic flows will be important here. Ideally, stakeholders would like to see parking away from Hamel Road. When new developments go through the approval process, Medina should encourage pedestrian connections that will help improve the existing infrastructure. In the new ordinances for Uptown Hamel, flexibility will be key to balancing the amount of parking required for new development with the area's pedestrian needs. New developments should be encouraged to propose innovative and creative ways to manage parking and pedestrian needs in the area.

Height and Historic Feel. Creating design guidelines for the area will help manage both the height and massing of developments and the overall historic feel. The best opportunity for Medina to apply new design guidelines to developments is when those developments go through the approval process with the Planning Commission and the City Council. The Council and Planning Commission can review new developments to ensure that the height stays at or below three stories. Since the historic feel was an important aspect for many stakeholders in Uptown Hamel, new developments should go through a flexible and comprehensive design plan review. This will allow for more community input at public hearings and help ensure the design and characteristics of new developments complement the community vision of Uptown Hamel. Open Council and Commission meetings let the public speak directly with the developer and describe their goals for Uptown Hamel. This will lead to development that better represents the community's vision of Uptown Hamel.

The results and preliminary analysis from the Visual Preference Survey (Appendix G) can be used to create the design guidelines for Uptown Hamel. Both the State Historic Preservation Office (SHPO) and the Minnesota Main Street program provide resources and support for establishing design guidelines in different ways. The SHPO provides grant funding for Certified Local Governments for the creation of design guidelines, while Minnesota Main Street provides access to materials and networks that will support a community in creating design guidelines.

Medina should consider starting a Heritage Preservation Commission to begin the process of becoming a Certified Local Government. It opens doors to additional funding sources, tax credits for developers, and resources that could assist in historic area revitalization. It will also provide required oversight to developments that take place under the HPC's jurisdiction. While Uptown Hamel might not be the right fit for a historic district designation, the community's connection to its history is a sign that preserving that history when and where possible would be of value.

Medina should also consider becoming a Network Community with the Minnesota Main Street program. Becoming a Network Community has a small annual fee (\$250) and provides the City with access to quarterly conferences that cover topics that may be of interest to the Uptown Hamel revitalization initiative. The program has been very successful in many communities and may be a good fit for Medina. Becoming a Main Street Community requires community support, of which it is evident that Medina has a lot. Exploring the possibilities as a Network Community would allow Medina to see if this is the right program for their community.

Implementation Tools

Pedestrian Connectivity Plan

Establishing a connectivity plan will allow Medina to create a more cohesive environment for pedestrian activity in the Uptown Hamel area. The plan can consist of any areas the City feels would improve this overall goal, such as designing a complete sidewalk system, installing street amenities, implementing traffic calming measures, and utilizing wayfinding signage. By investing in a long-term plan to create a pleasing pedestrian environment, Medina can leverage that plan to encourage local businesses and property owners to support the plan.

In 2014, Mankato established a “Front Street Connectivity Plan” (2014) that could serve as a useful guide to Medina. It is focused on a distinct area of their town, has overarching implementation goals, and provides specific actions, timeline, and cost outlines. It discusses the idea of encouraging local businesses to engage in co-op parking to decrease the space used for lots. It lists ideas for creating a more aesthetically-pleasing environment, including a table of tree species that can thrive when planted along streets. Wayfinding signage is a large part of the implementation plan, acknowledging that is complex to implement signage for all entrances into an area. This would likely be less of a concern for Medina as Uptown Hamel is smaller in size and wayfinding implementation would likely not have as many phases.

The plan also includes what they call the “Great Streets Best Practices Guide Book” that identifies twelve places around the world that have created lively, pedestrian-focused environments. The Guide Book lays out street and sidewalk configuration, overall layout, land use and development, and amenities for each of the study areas. They each approach the topic of pedestrian connectivity in different ways that work for their individual communities—as Medina would be doing as well.

Parking Study and Local Examples

A parking study would allow the City of Medina to fully understand the current use of the available parking. This will help inform how parking should be shifted during redevelopment and speak to the quantity that should be required of developers. Performing the parking studies at peak and low levels of activity within Uptown Hamel will also help determine the quantity of parking needed as activity increases.

Throughout Minnesota, dozens of cities have addressed parking dilemmas as their downtowns have grown—or grown back. Many solutions involve providing parking in blocks just off or behind the main business or historic district, much as our community engagement participants suggested for Uptown Hamel. This approach has been used effectively in the 50th and France area of Edina, where large garages hide parking and enable the density that powers this bustling shopping village (“50th and France,” 2019). The City of Red Wing has invested in three ramps away from its historic district (“City of Red Wing,” 2019). Of course, this kind of parking is expensive—on average, \$24,000 per space (Litman, 2009) compared to the cheaper alternative of surface lots. Smaller cities like Excelsior have used surface lots to create parking opportunities off the main street, enhancing the experience of pedestrians on the main street (“Excelsior Minnesota,” n.d.).

Certified Local Governments

Certified Local Governments (CLGs) are a nationwide tool for historic preservation. To become a CLG, a city, county, or township must apply to their State Historic Preservation Office (SHPO). To be considered eligible, they must first have a qualifying heritage preservation ordinance and a commission (also known as an HPC) (“Minnesota State Historic Preservation Office,” n.d.). Part of the HPC’s job in overseeing the work of the preservation ordinance is

designation of properties and building permit reviews. Minnesota's SHPO provides a sample ordinance that local governments can use to meet the requirements for application.

CLGs are required to maintain a qualified HPC, maintain a system for identifying historic properties, enforce appropriate legislation for the designation and protection of historic properties, provide for public participation in the local preservation program, play an expanded role in nominating properties to the National Register, and perform other agreed-upon functions delegated by the SHPO. CLGs are eligible for additional grant funding for projects including historic resource surveys, building reuse studies, design guidelines for property owners, and public education. In 2019, around \$95,000 was available in grant funding for CLGs ("Minnesota State Historic Preservation Office," n.d.). Of the 56 municipalities with HPCs in Minnesota, only 14 are not also CLGs ("Minnesota State Historic Preservation Office," n.d.). CLGs that may be of interest include Excelsior, Lanesboro, Hastings, Red Wing, and Litchfield.

Minnesota Main Street

Minnesota Main Street is a Main Street America Coordinating program run by the Preservation Alliance of Minnesota ("Minnesota Main Street," n.d.). The goal is to provide partner communities with training, tools, information, and networking to reinvigorate their commercial districts (Minnesota Main Street, 2018). The program is most effective in communities where residents have a strong "emotional, social, and civic connection" and are motivated to make a difference. Minnesota Main Street provides quarterly workshops, held in one of the Designated Main Street Communities, that cover different topics related to main street revitalization. The workshops require a small registration fee but are open to all and can be a good way to determine if the program is a good fit for a community ("Minnesota Main Street," n.d.).

Minnesota Main Street has a proven track record of helping communities revitalize their downtowns. In 2017, for every \$1 spent to run a local Main Street program, \$23.77 was reinvested into the community. They boast a yearly contribution of \$13 million in financial investment, 123 property improvements, 32 new businesses, 229 new jobs, and over 5,000 hours of volunteer time (Minnesota Main Street, 2018). They offer multiple levels of partnership, Network Communities and Designated Main Street Communities. The Network level is focused on providing access to resources and networking opportunities for communities that have an interest in revitalization but may not have the capacity to meet Designated status yet. Designated Main Street Communities have multiple levels: Affiliate Communities and Accredited Communities. Affiliate Communities include Small City Affiliates and Big City Affiliates, a distinction based entirely on population size (Big Cities are over 5,000 in population, Small Cities are under). Affiliate Communities have demonstrated their commitment to the comprehensive revitalization of their downtowns and are continuing major efforts towards revitalization. Accredited Communities have achieved distinction in their efforts and outcomes. They are held to a series of accreditation standards in order to achieve this level (Minnesota Main Street, 2018).

Since program success is highly determined by community involvement, Minnesota Main Street stresses the importance of the community understanding the program. Communities often take one to two years learning about Minnesota Main Street and working with the program. There is no application deadline, applications are accepted on a rolling basis, and annual fees vary depending on level. Initial entry into the Network Communities is \$250 yearly while Big City Affiliates have an annual fee of \$2,500. Affiliates have larger commitments to make as a community (establishing a Main Street Steering Committee, for one), but in return they gain

access to more services. For instance, they gain the ability to apply for funding, design services and training, and strategic planning assistance (Minnesota Main Street, 2018).

Through Minnesota Main Street, communities also gain access to a new pilot program called Artists on Main Street. Artists on Main Street is working in partnership with Springboard for the Arts to explore how creative placemaking can influence main street development and address challenges faced by main street communities today. They hold workshops on creative placemaking, and their pilot year projects can be seen in Faribault, Mankato, and Winona (“Minnesota Main Street,” n.d.).

Conclusion

Medina’s community has shown great interest in the revitalization of Uptown Hamel. The trends that emerged from our engagement activities and online platforms outlined a vision of a more pedestrian-friendly and inviting corridor. By creating design guidelines and codes for the area that reflect these visions, Medina can confidently move forward with the process of redevelopment. Medina should also continue engaging with the community by using diverse methods of outreach as it moves forward with this process. Creating new opportunities for community involvement in and interaction with Uptown Hamel will build a sense of ownership and long-term sustainability.

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Appendices

Appendix A

Comprehensive Plan 2040 Objectives for Uptown Hamel

The Uptown Hamel land use allows for a mix of residential and commercial uses to create a vibrant, walkable, and attractive place; a place to shop, work and live.

Objectives:

1. Allow a mix of residential and commercial uses to co-exist on adjacent parcels as well as within the same structure or on the same parcel. Uptown Hamel is intended to provide flexibility in terms of residential and commercial uses. As a result, it is difficult to project future uses in the area, but it is estimated that approximately 40% of the land will be utilized for residential purposes, 40% for commercial uses, and 20% for office uses.
2. Consider alternatives for meeting parking requirements including parking in the rear of buildings, shared parking, on-street, underground, or ramp parking.
3. Use building standards that enhance and maintain the small town heritage and traditional small-town look including brick facades, traditional street lighting, and overhangs over the sidewalk, boardwalks, and the like. Establishment of design guidelines to support this objective.
4. Involve residents, businesses, community groups and other stakeholders in the planning of these areas.
5. Create master plans for mixed-use areas to ensure integration of uses and responsiveness to adjacent land uses.
6. Establish design criteria for platting and developing site plans which will be compatible with surrounding physical features, existing land uses and the preservation of ecologically significant natural resources.
7. Encourage underground or structured parking through flexibility to standards, including increased residential density up to 20 units per acre.
8. Emphasize resident and pedestrian safety.
9. Require utilities to be placed underground wherever possible for reasons of aesthetic enhancement and safety.
10. Regulate noise, illumination, and odors as needed to maintain public health and safety.

Appendix B
Stakeholder Analysis

Table 1: Issues of Significant Concern to Stakeholders					
	Safety	Aesthetic	Historic Character	Community Vibrance	Activity Level
Business Owners	X	X			X
Youth	X			X	X
Elected Officials	X	X	X	X	X
School Representatives	X				X
Environmentalists	X				X
Neighborhood Groups		X	X	X	X
Emergency Services	X				X
Heritage Organizations		X	X		
Land Owners	X	X	X	X	X
Renters	X	X		X	X
Professional Organizations		X		X	X
Non-Profits	X	X	X	X	X
Business Organizations	X	X	X	X	X
Disabled Community	X				X
Pedestrians/ Bicyclists	X				X
Seniors	X	X	X	X	X
Workers	X				X
City Officials	X	X	X	X	X

Appendix C Templates

Comment Cards

Uptown Hamel Comments

1. How often do you come to Uptown Hamel? What might bring you to the area more?
2. What would you like to see happen with Uptown Hamel in the future?
3. What characteristics of Uptown Hamel are important to you? Do you want to be cohesive or diverse?
Modern or historic?
4. Do you want to see more activity in the area? If so, what type of activity?
5. What kinds of businesses/restaurants would you like to see in Uptown Hamel?
6. Is parking an area of concern when coming to Uptown Hamel? Would it be an area of concern if the area was more active?
7. Is there anything else you want to share? How can we improve this engagement event in the future?

5. Please comment on the current level of activity and desired level of activity in Uptown Hamel. *

6. How would you like Uptown Hamel to look? *

Mark only one oval.

	1	2	3	4	5	6	7	
How it is now	<input type="radio"/>	Different						

7. Describe how you would like Uptown Hamel to look. *

8. Is there enough parking in Uptown Hamel? *

Mark only one oval.

	1	2	3	4	5	6	7	
Not enough	<input type="radio"/>	Plenty						

9. Where is there too much/little parking? *

10. What would you like to see more of in Uptown Hamel? (ie. more restaurants, sidewalks, etc) *

11. **Any overall feedback for the event? How can we improve these events to best capture your input? ***

12. **What are your preferred methods of contact to provide input in the future? (ie. survey, events, email, etc) ***

13. **What neighborhood in Medina or surrounding city do you live in?**

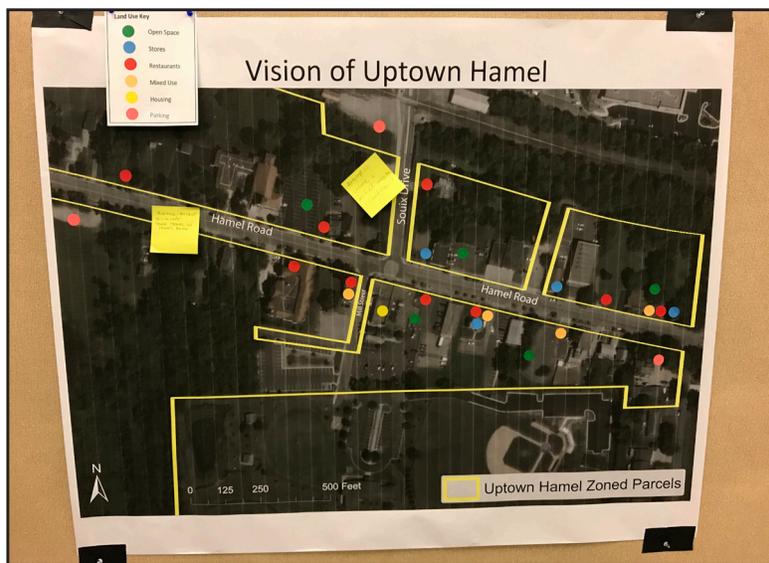
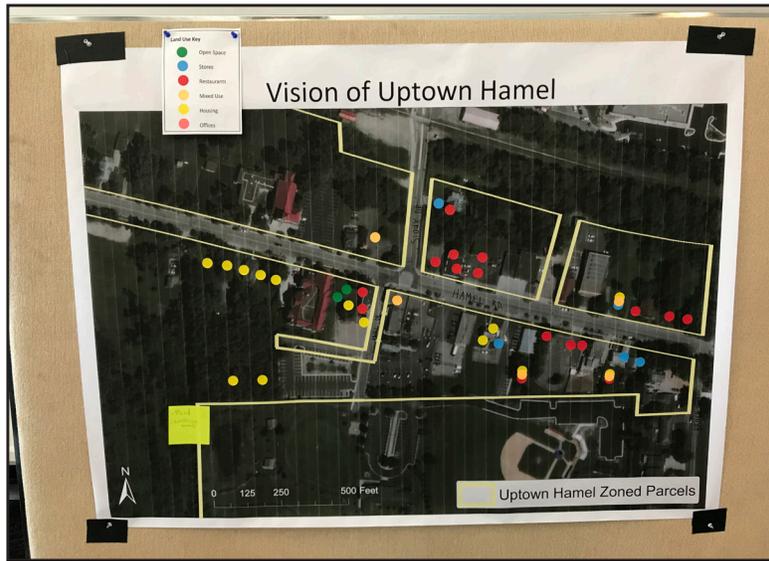
14. **If you would like to receive updates and notices for future engagement opportunities, please leave your email address.**

Appendix D Complete Email List

stangfam2014@gmail.com
robinson.kelsey@gmail.com
bob@rundigital.net
ericabob@gmail.com
katieshoemt@gmail.com
jcasey@weg.net
davidshubbe@aol.com
tmcskipper@gmail.com
tbozer@yahoo.com
ddesclawziers@gmail.com
peter.galzki@medinamn.gov
tsharp2972@aol.com
jendav028@yahoo.com
andybell2022@gmail.com
krathke1@aol.com
Jenniferumphrey@gmail.com
mhbartkowski@gmail.com
andybell2022@gmail.com
peter.galzki@medinamn.gov

filestea@yahoo.com
Landrotv@hotmail.com
Dhelmey@gmail.com
alexandra.theon@gmail.com
jmschwar@mtu.edu
drbrendafortin@fortinchiropractic.com
jcasey@weg.net
connie@fortinconsulting.com
IndigoHomeandInteriors@gmail.com
tdykhoff@a-p.com
rmfortin4@gmail.com
gavinsalsbery@yahoo.com
nikerina@me.com
buzzellamassage.sarah@gmail.com
larry.hoglund@biworldwide.com
kdragisich@fsboh.com
scott.johnson@medinamn.gov
MOmann@fsboh.com
RTraut@fsboh.com

Land Use Map



Scale Activity

Activity Level

What do you think it's most? (Yellow dot)
How would you like it to be? (Green dot)

Low High

Please place Post-it comments here

Three purple Post-it notes are placed below the scale.

Street Accessories

What do you think it's most? (Yellow dot)
How would you like it to be? (Green dot)

Few Many

Please place Post-it comments here

Four yellow Post-it notes are placed below the scale.

Parking

Is there enough?

What do you think it's most? (Yellow dot)
How would you like it to be? (Green dot)

Enough Not Enough

Please place Post-it comments here

Two orange Post-it notes are placed below the scale.

Design

Visually Cohesive vs. Non-Uniform

What do you think it's most? (Yellow dot)
How would you like it to be? (Green dot)

Cohesive Non-Uniform

Please place Post-it comments here

Two blue Post-it notes are placed below the scale.

Design

Single vs. Multi Story

What do you think it's most? (Yellow dot)
How would you like it to be? (Green dot)

Single Multi Story

Please place Post-it comments here

Five pink Post-it notes are placed below the scale.

Design

Historic vs. Modern

What do you think it's most? (Yellow dot)
How would you like it to be? (Green dot)

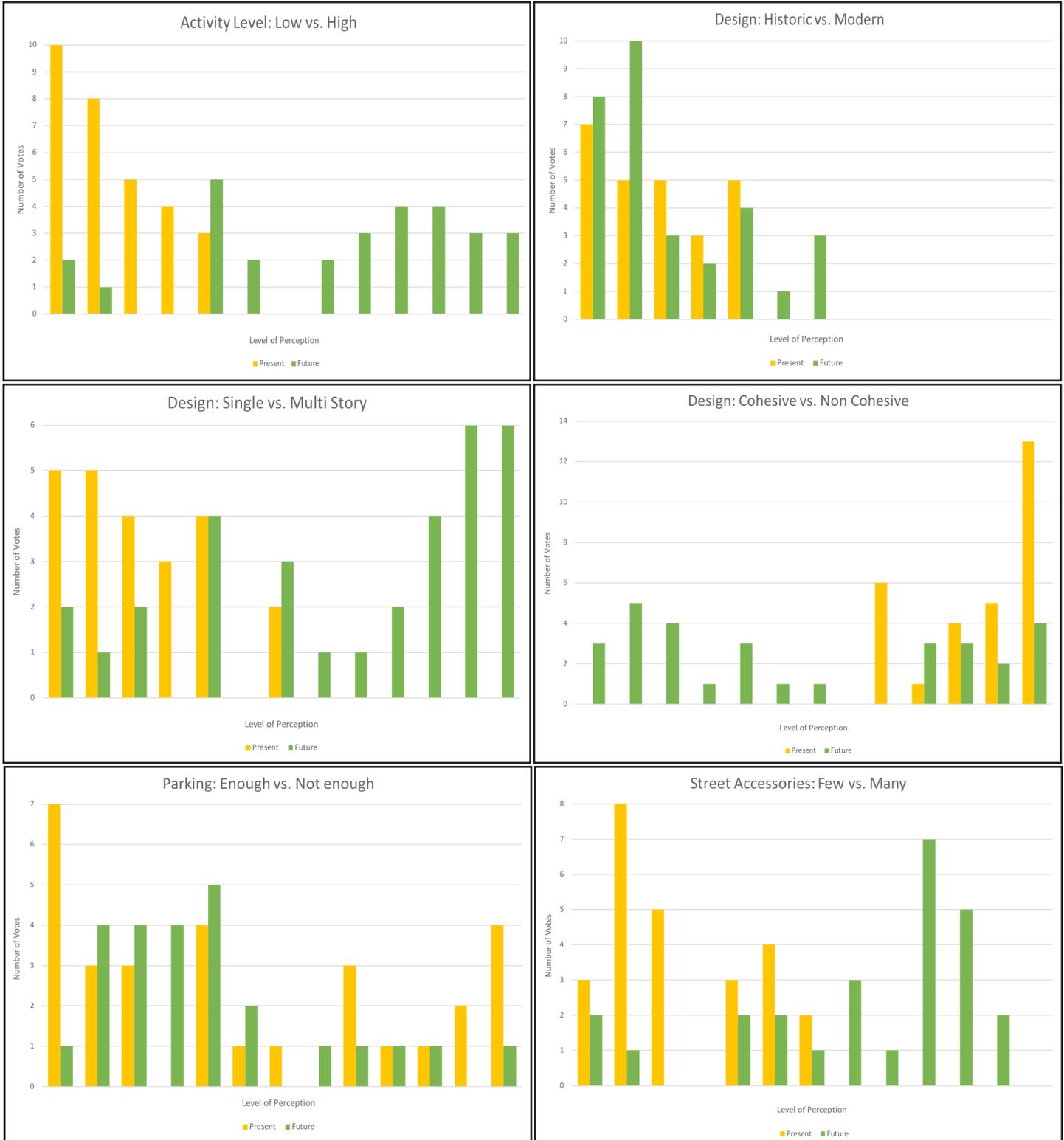
Historic Modern

Please place Post-it comments here

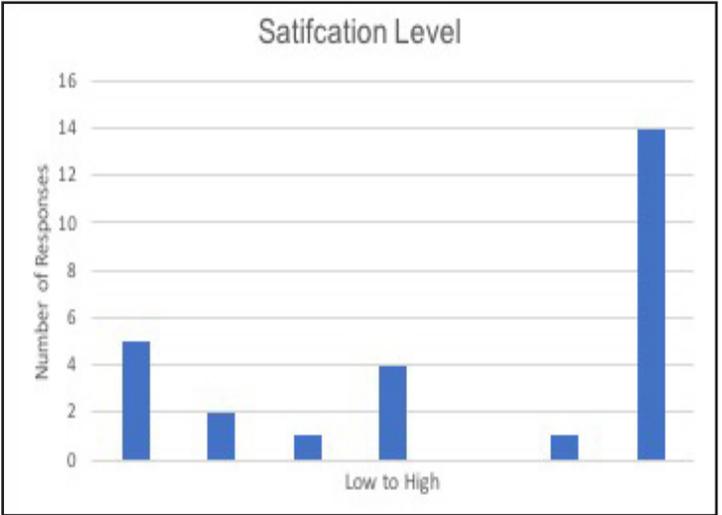
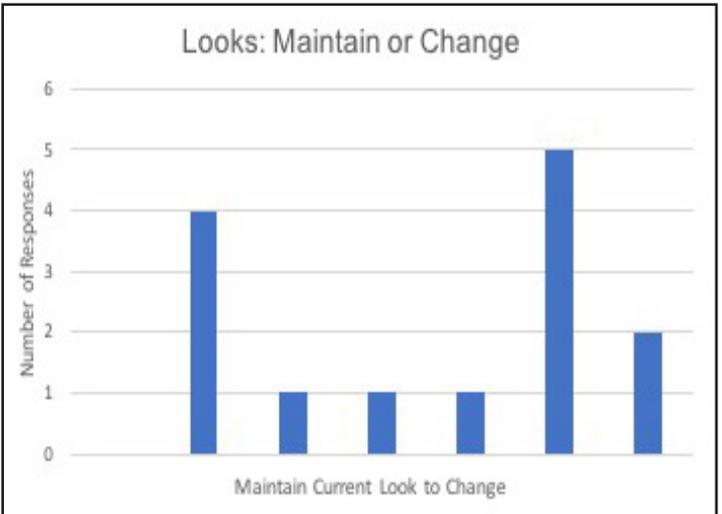
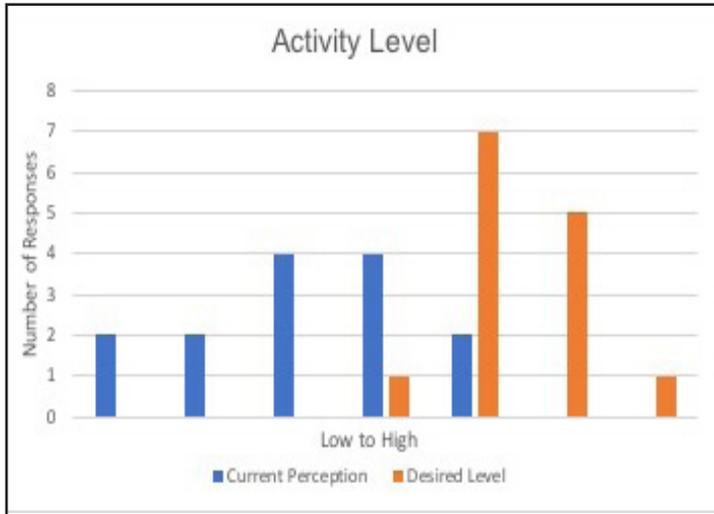
Four yellow Post-it notes are placed below the scale.

Appendix F Results

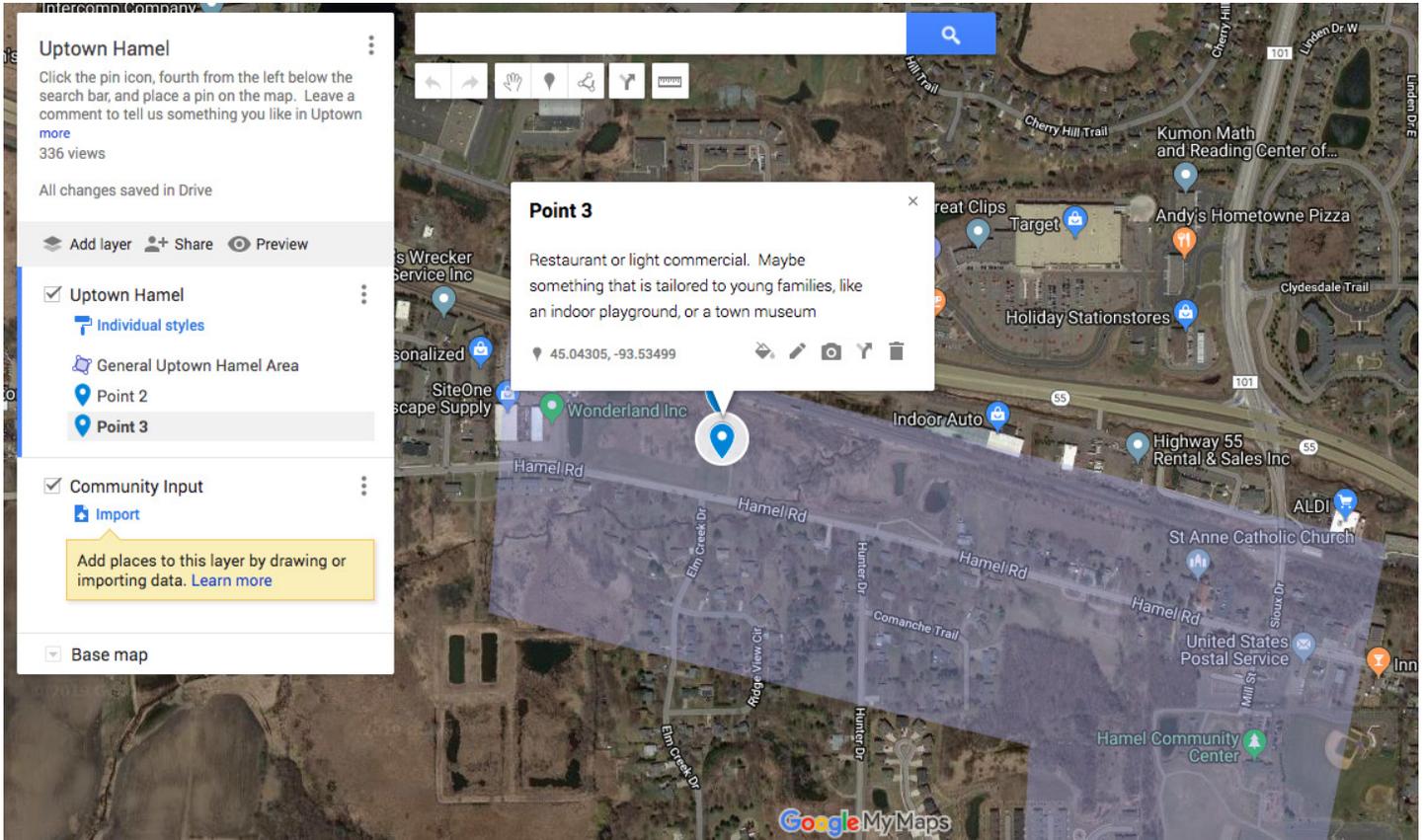
In-Person Event Figures



Online Graphs



Google Maps Comment Online Activity



Email Comments

“Hello Scott -- I’ll be out of town during March, so won’t be able to attend the Revitalization meetings. I work at Art 2 Heart and have a suggestion: can the city please plow the sidewalks in the Uptown area? The retail businesses -- as well as the customers -- would really appreciate this!

Currently, we shovel snow off our own area, of course. But the Post Office and other non-retail businesses don’t shovel off their walks. This inhibits foot traffic all winter.

Thanks!”

.....

“I hope your Uptown meeting was successful!
I had a comment about the public parking and didn’t want to do it while Terri and Brad Lein were there. I think a parking ramp would be perfect, eventually, located at the municipal lot behind the giant apartment building and Cloe’s attic.
Not only does the City already own the property, but it would be a wonderful addition to the Community Building. Our lot is constantly being encroached upon with the baseball, t-ball, sliding, skating...you name it! There really isn’t enough spots for our own clients when it’s a big event. The bank allows overflow parking when they are not open for business, but eventually, this will get to be a bigger and bigger problem. Who knows...maybe the HCB will put on an addition someday!
Thank you,”

.....

“I think there was an open to the public planning meeting that was canceled because of a snow storm and I am not sure if there was one rescheduled. One of the ideas I wanted to bring to the open house session was a suggestion regarding distracted driving due to cell usage. I mostly hear about proposed new regulations and laws, but I don’t ever hear about cities taking actions to provide ways to facilitate better cell phone usage. My suggestion would be that the city of Medina work towards creating designated and signed communications areas specifically designed as pull off areas for drivers to use their phones. These Com-spots could be widened approaches on rural roads and possibly multi-use areas like parking lots in our cities. In our current society we now live with cameras and heightened awareness of things that look suspicious, so anyone who pulls over in a driveway to is scrutinized. This can make drivers hesitant pull over to use phones or social communications. There are also some areas where roads are narrow with no shoulders so it isn’t safe. My hope would be that by providing Com-spots we could encourage better phone usage, and have a safer city. I think a driver going down a road seeing a sign for a designated Com-spot in short distance would likely wait to view a text or make a call. I don’t think this concept would be to costly and could be phased in or out based on public reactions.”

.....

“I live in the Enclave neighborhood in Medina. I am unable to attend the open houses for the revitalization of uptown Hamel, but am looking forward to see what becomes of the area! One thing that I have noticed are that the sidewalks are not stroller friendly. The pavers make for a very bumpy ride for my little ones and when I have tried to walk in the area I have ended up walking on the street. There are so many sidewalks/paths leading to uptown Hamel and it would be great if it were more walk-able for families.”

Hello, I recently received the mailing and visited the city web site about the Uptown Hamel Project. I don't think I will be able to make any of the upcoming open houses but I wanted to share some thoughts.

First, I think it's a good idea to get some input and make some changes to Uptown Hamel. We were one of the first homes built in the Enclave development and we love the neighborhood and park and the location overall. However, after being here for almost 7 years, there are some opportunities for improvement. There are hundreds of new homes within walking distance of the downtown area and it doesn't have much of value for any of us. There are too many antique shops and too little else and most of those buildings are very old and look out of date. Inn Kahoots is a funny old bar but not really a welcoming gathering place. We could use a coffee shop/wine bar - there is one in Excelsior that would fit very well with the demographic here now. That Hamel Brewery would have been great by the way so use that space for something new. We love the little restaurant down the hill called Oak Eatery, it would have been great to have that on Main Street as it's not really walkable to get down that hill from our neighborhoods. A similar little development to that building that Oak Eatery is in would be great up on Main Street. The other thing that would be great to have are some festivals like the Edina Art Fair or James J Hill days in Wayzata - close the street and get some food trucks and artisans in there. The Rodeo event could be leveraged more to bring in some people to the downtown area rather than just some bands at Inn Kahoots. Finally, there are a lot of young kids in the new neighborhoods and there will be many more when the development on Brockton gets done so focus on that demographic, maybe an ice cream or yogurt shop or something like that.

Anyway, I'm just brainstorming but wanted to share my thoughts.

.....
I'm writing in response to the Uptown Hamel Open House notice we received in the mail today. Life is busy so rather than attending one of the open houses I'm emailing with my thoughts.

My wife and I and our four young children moved into the Enclave neighborhood just south of Hamel a year and a half ago. We've enjoyed 10 or 15 minute walks to the Oak Eatery, Mass at St. Anne's, InnKahoots with neighbors, the sledding hill and playground in the park, and a massage or two at Buzzellas. We think enhancing uptown Hamel is a great idea! Here are some ideas:

- 1) Give BIG incentives to persuade Honey & Mackie's Ice Cream shop from Plymouth (between the new Hyvee and a Holiday gas station) to relocate. There's nothing special about their current location and a great ice cream shop like theirs is the PERFECT thing for a place like uptown Hamel - almost everyone likes great ice cream and people will drive out of their way to get it.
- 2) Give incentives for InnKahoots to add a large nice outdoor patio seating area.
- 3) Persuade a pizza joint to move. Latuff's would be the best but it's probably too far away currently so maybe 3121, although their pizza isn't that good.
- 4) Whatever happened to the craft brewery?
- 5) No more antique knick knack shops please.
- 6) My 10 year old son would like a baseball card shop.
- 7) Rock Elm?
- 8) A large movie screen for outdoor movies in the park in the summer? One of our neighbors in the Enclave has equipment and puts on family movie nights in the community pool in the summer. They are well attended.

Thanks for your consideration. Again, we love the idea of enhancing uptown Hamel.

Comment Card Results

Individual	How often do you come to Uptown Hamel? What might bring you to the area more?	What would you like to see happen in Uptown Hamel in the future?	What characteristics of Uptown Hamel are important to you?
1	Drive thru; Go to Post Office; Used to have business there; Possibly have on there again	Be more like downtown Excelsior; How they rejuvenated Excelsior	Accessible; Better known; Cleaned up
2	Every day, I work here.	Multi-story; residential/commercial	Both cohesive and diverse; historic facades; modern interiors
3	Every day! I own a small business here.	I would like to see the historic buildings remaining and in working order with the addition of attractions to bring people into our hub.	I love the historic feel to it but without anything modern added, it seems to lack that "pop" that many small towns have. We have to move a bit with the times to stay relevant.
4	Five days per week, if I lived here.	Sustainable development. Designed low impact to Elm Creek.	Preserve small town heritage, but in a way that allows more modern use of the space (Hamel, not Medina).
5	Daily	Hub of suburban/rural activity	Diverse; Historic
6	Restaurants; Art fairs; Baseball tournaments; gathering spaces; store fronts/clothes; Gifts	Restaurants; Art fairs; Baseball tournaments; gathering spaces; store fronts/clothes; Gifts	Need to be a good mix of cohesive and diverse, modern and historic
7	I walk to Uptown for exercise; Bank; Post office; Church; Ball games	Develop the church property!!	Keep and preserve old buildings
8	One per month. Events; Street fairs; Concert venue	To become a destination spot for shopping, entertainment, dining and gathering	Cohesive and historic
9	Every day	Restaurants; Keep the park; Better lights; Keep small town	Historic, small town
10	Often	Senior housing; Multi-family housing linked to park/trail system	Historic with unique shops/restaurants
11	Once per week; Restaurants	Family-friendly establishments	Small town, historic feel
12	Visit Hamel Park on weekends with kids (age 8 and 6); Live very close by so drive through daily	Revitalize with more gathering spots for families; Walk to breakfast; Coffee shop; Lunch/drinks with friends; Similar to Wayzata and Excelsior	N/A
13	3-4 times per week; Restaurants	Small shops; Restaurants	Diverse; Historic
14	Few times a year; seeking family-friendly activities/events/shops	Become a destination for daytime and evening entertainment	Very little other than convenience of the post office and enjoyment of Inn Kahoots
15	Frequently. I drive through the area every day, shop at the antique stores, and go to Inn Kahoots every once in a while. We need more dining options.	Developed into an office/retail/restaurant area with a rustic feel. Farmers State Bank is a great example of theme.	Cohesive and historic. Lots of residents pride themselves living in an area with a small-town feel so close to the big city. I would like to keep that feel as the area develops.
16	Been resident of Argent Parc (?) for 12 years	Limited growth; Retain small town historic feel	Historic; Mixed use; Quiet; More diverse than cohesive; preserve green space; Limit housing
17	Always; Live immediately adjacent	Nothing - keep small, accessible, not over-crowded	Historic, quaint
18	Twice per week	Keep small town feel	Small town; Nature; Walking; Community; Park land
19	Not very often as I do not live very close but have family in the area, so occasionally pass by the area. The microbrewery idea would have been nice to bring people here.	Some old buildings need refurbishing; Mixed use (shop/office lower with apartment on top) buildings would bring more people into the area; Keep character of small town	Historic is where Hamel's roots are, so need to keep that feel. Unless there is a plan to tear it all down and start over, which is unlikely, it makes sense that a diverse building scheme is the future. More interesting too!
20	N/A	More store fronts with housing above; Coffee shop; Restaurants	Historic; Small town

Do you want to see more activity in the area? What type?	What kinds of businesses/restaurants would you like to see in Uptown Hamel?	Is parking and area of concern? Would it be an area of concern if the area was more active?	Is there anything else you want to share? How can we improve this event in the future?
Yes; stores (small business), boutiques, restaurants, coffee shops; preferably not all chains	Things that attract locals to stay here for food, drink, shopping, beauty, hanging out	It's fine now, but will need to improve with more businesses.	More communication on it
Yes, more businesses and community events	Coffee shops; Craft/quilt shop	Not right now, but during events like Hamel Holiday and the Rodeo Parade it is definitely busier	Make a way to connect all the parking lots on the south side of Hamel with connections to Hamel Road both more east and west
Non-noisy daytime activities - art fairs, crafts, FARMER'S MARKETS, kids activities, fitness events, small food businesses such as ice cream, coffee, and pastries!	People like food and beverages! Coffee shop; Soups and salads; Donut shop/bakery; Ice cream; Burger specialty; Brewery/microbrewery; Wine bar/bistro; Pizza	I don't see it as a current issue, but could be. There is vacant space that could easily be parking lots.	Because our business relies on a quiet neighborhood, too much commotion directly near our business could hurt us. While I do not see that as an issue due to location, it is something I think about for our clients.
Shops; Restaurants; Housing above or mixed in; Businesses; No more antiques - something that appeals to more people	Small business; Restaurants; Shops; Locally owned and operated. No target, McDonalds, Menards, etc.	Parking ok today. Should have more in future. Think multi-level parking, not sprawl.	Green space integrated into development; Storm water management to protect Elm Creek. Keep "Hamel" identification, not "Medina" identification.
Yes - food, services, businesses	No fast food; No big box	Currently no; Yes when businesses grow, expand	N/A
Yes - Restaurants; Art fairs; Baseball tournaments; gathering spaces; store fronts/clothes; Gifts	Restaurants; Stores; Salons; Clothing; Gifts	Not now - could be if we get more traffic	Need more communication via social media on these types of meetings
More ball tournaments; Park socials	No chain restaurants	No - Parking ramps bottom of Sioux; Ball park parking	Improve street lighting; Too low
Concert venues and street fairs	Barbershop; Dining; Boutique; Mens and womens diversity in business	Parking garage	Bring the owners of the properties together and collaborate with a vision plan, goals, initiatives
Community events on Hamel Road; Involve business and history	Coffee; Lunch; Sandwich shop	Yes - more parking in the back	Better street lights; Banner on light polls; Sidewalk improve in walking; Get rid of box in front of the historic library
Should be draws to the city/Hamel with restaurants, shops, unique shops	Coffee shop; Restaurant that is family-oriented; Flower shops; Occasional stops	No	The city needs to work with existing property owners; Businesses to plan/discuss future. Work with - not tell or dictate
N/A	Unique bars/restaurants; Activity center - indoor playground, curling center	Yes and yes	N/A
More activity - few commercially-zoned areas; Should be a destination for neighborhood first	Breakfast; Coffee shops; Ice cream/treat; Lunch/Diner; Brewery - ok for kids	No concern for me - we would ride bikes or walk	N/A
Slightly more	Restaurants	N/A	N/A
Yes - Casual; family-friendly places (i.e. parks, shops)	Coffee and donut shop; Ice cream shop; Wine bar; Casual dining; Fitness studio	Yes - I wouldn't be able to walk from my home, I'd need to find parking	I had only heard about it third-hand. Try to get the word out better. Could have posted an article in Local Ties? I'll post on our neighborhood's Facebook page for the next one.
Retail/restaurant/office space would maximize activity. Keep parking away from the heart to allow for pedestrian access and to keep traffic lower.	Brew pubs; Family-owned restaurants; Small business and retail; Similar to existing but expanding on what's already here.	Absolutely. The mix of traffic and pedestrians will play a key role in the functionality of the area. Parking should be kept out of the heart of the development. Possibly located on the Saint Anne's auxiliary church parking site.	N/A
Casual restaurant; Coffee shop	Casual restaurants; Small capacity; Oak eatery size max	Limit development so additional parking is not required; No parking ramp	Event well thought out/laid out; Many opportunities to express opinions; Limit/restrict truck traffic on Hamel Road/Main Street
No	No more	Yes - already not sufficient parking when ballfields in use	N/A
No	N/A	Of course	N/A
Some more activity is desirable, especially as more people move into the area (and if there are mixed use buildings located right in Hamel) these people will have need and desire to do business and recreate in their local neighborhood.	Would love to see a microbrewery! At minimum sidewalk cafes/coffee shops	Parking isn't an issue now, but it could become an issue if the area had more people living here and visiting shops, etc... obviously.	Would like to see more special signage or cool lighting to attract attention to Uptown from Highway 55. Since there is this interest in developing Uptown Hamel into something special - I hope that the city supports the individual landowners and business to continue this growth.
N/A	Small restaurants; Unique restaurants; Not big chain restaurant	Yes - parking concern; More of a concern	Town hall meetings; Involve community; This was a great event to get everyone thinking

Online Survey Response Results

Individual	Currently, how satisfied are you with Uptown Hamel?	Why are you dis/satisfied with Uptown Hamel? What draws you to Uptown Hamel or what keeps you from coming?	How active is Uptown Hamel?	How active would you like Uptown Hamel to be?	Please comment on the current level of activity and desired level of activity in Uptown Hamel.	How would you like Uptown Hamel to look?	Describe how you would like Uptown Hamel to look.	Is there enough parking in Uptown Hamel?	Where is there too much/little parking?
1	5	I rarely go to the retail businesses in Uptown Hamel, primarily because I am retired and don't need to purchase any antiques or household decorations. I am a customer of Buzzella Massage and the State Farm office.	2	5	I would like it if there was a gathering place like a coffee shop or meeting place. There are no community education programs in Medina. I currently participate in Plymouth.	2	I like the vintage atmosphere. It is cute and quaint.	6	If the proposed use for 500 Hamel Road is multi family housing there is no room for parking.
2	3	Are you talking about the post office that is poorly run? The shops selling old items freshly painted? I would like a coffee shop.	3	6	Not a lot going on.	6	Like Excelsior.	7	There's parking on the street, by bank and community center.
3	7	I like the cute local little shops	5	5	I like the quiet little small town feel	2	Like a cute quaint country town	5	A little bit not enough but it's ok. Most of us have the choice to walk to summer events
4	5	Uptown Hamel is quaint and cute. I think it could have a cafe/restaurant that would provide an alternative to Inn Kahoots (a total dive bar) as well as shops that are not reclaimed antiques. Uptown Hamel is very walkable for my family and we enjoy it's current size and density.	4	4	Uptown Hamel gets a lot of vehicle traffic because of the many new neighborhoods surrounding Uptown Hamel. I think the park also draws a lot of traffic. (The main intersection in front of the bank is always busy!) It would be nice if there was more pedestrian traffic but I think there would need to be greater variety of shops or a cafe/coffee shop or something to bring more pedestrian traffic. If multi-unit housing was built at 500 Hamel Road this would DRAMATICALLY increase the vehicle traffic on Hamel Road and would be detrimental to the overall vibe of Uptown Hamel.	4	I think some of the building facades could be updated and freshened up. I think part of Uptown Hamel's charm is that it looks like a very quaint country Main Street.	4	I think for the current businesses, etc. there is enough parking in Uptown Hamel. The catholic church has their own lot to help them with their parking. I think Uptown Hamel should look to increase pedestrian traffic from the surrounding neighborhoods. The park also has enough parking (I have been there at very busy times and never struggled to park.)
5	2	The proposed multi unit property on 500 Hamel road. It was my belief the the Uptown Hamel redevelopment was going to focus on small business, restaurants, coffee shops, etc. More high density residential property is NOT what is needed	3	5	It would be nice to have another restaurant in uptown Hamel, or a brewy.	6	It would be nice to have another restaurant in uptown Hamel, or a brewy.	5	n/a
6	3	Extending sidewalks to cover uptown hamel as per your diagram	5	5	More businesses catered to retail/dining	5	Don't care	5	Don't Care
7	4	Not any reason to go to uptown Hamel. How often do you need to shop a 2nd hand store? That is probably a twice-a-year visit. Food/bar would be a draw - but probably not realistic given no visibility from hwy 55.	4	5	It is sleepy, but that is fine. It is very walkable, which is good.	2	Inn Kahoots could step it up a bit. But the other store/building fronts look good.	5	Plenty of parking for what everyday needs; but very limited when the sport fields are in use. Need to re-thin the parking lot by the ball fields; would have been smart to make that a drive-thru that connects between Brockton & Hamel Road. The parking behind the post office for the large baseball field is totally underutilized. Need to better connect that via a drive or walk-way.
8	5	Not a lot of dining options, and a lot of antique stores	4	5	Again, with more dining options, there would be a slight increase in activity	2	Very historical, but with more commercial development	5	With more commercial development, there will start to be less parking everywhere
9	5	I love the feel of up Town would like to see more commercial little shops like at Excelsior maybe little restaurant or coffee shop or arts and craft	4	6	I like the feel of uptown just hoping it will expand with more little shops or coffee house or little restaurant	3	I like the artsy look that it has	6	I think it is fine for know
10	2	There is not a sidewalk connecting my neighborhood to Uptown Hamel.	3	5	The traffic level is high due to all the new housing.	7	More retail and more food and beverage options. Coffee shop or foodie restaurant.	7	Keep it pedestrian friendly to service all the new housing developments
11	1	No retail, restaurants, art etc	1	6	Medium	7	More downtown Main Street USA feel	5	Na
12	2	No compelling reason to visit - want to tie the park to the city with options to eat, reasons to walk, etc	2	6	Wish was a gathering place for the community - place to walk to and connect with neighbors and eat/drink	6	More connected and reason to walk the area	5	Parking fine but would require more if activity increased
13	2	I would like to see a comprehensive approach to building a main street that is the heart of old world heritage meets modern day life. Its a destination for families to come and enjoy old community favorites (ice cream, coffee dining options and multi family homes that can walk down the streets to meet the neighbors.	3	7	Create a destination that is inviting and family oriented. Ice cream, coffee, hardware, food	6	Old world mainstreet meets modern attractions	6	Just right with the community center behind
14	2	There isn't anything that draws me to the area for entertainment. I've only occasionally gone to Inn Kahoots.	1	6	I'd like it to feel like a cute, bustling Main Street.	6	I'm envisioning people strolling the wide sidewalks with their families along side people sitting on patios sipping coffee and eating pastries.	3	I've not had a problem with parking, however if the area becomes more active the parking will need to substantially increase.

What are your preferred methods of contact to provide input in the future? (ie. survey, events, email, etc)	What neighborhood in Medina or surrounding city do you live in?	Any overall feedback for the event? How can we improve these events to best capture your input?	What would you like to see more of in Uptown Hamel? (ie. more restaurants, sidewalks, etc)
Survey is fine, or email	Lutz second edition	I am not attending an event but am submitting feedback as noted in the previous question re the proposed use of 500 Hamel Road. What I would NOT like to see is multi family residential at 500 Hamel Road. Given the proximity to the rail road tracks the only type of residential to succeed would be low income (people will not pay high rents to live along the tracks and occupancy will only be maintained at low rents for people who can't afford any better). Any rental property there would affect the property values of the surrounding houses on Elm Creek and Ridgeview. 500 Hamel Road is best suited for commercial use.	What I would NOT like to see is multi family residential at 500 Hamel Road. Given the proximity to the rail road tracks the only type of residential to succeed would be low income (people will not pay high rents to live along the tracks and occupancy will only be maintained at low rents for people who can't afford any better). Any rental property there would affect the property values of the surrounding houses on Elm Creek and Ridgeview. 500 Hamel Road is best suited for commercial use.
Email.	Elm Creek Drive	Tell people about them.	Coffee shop. Something to walk to. A destination.
Email and surveys	Elm creek drive. We don't have a fancy name	What event?	Restaurants a bakery would be awesome
Survey or email	Elm Creek	I am very concerned about the proposed development at 500 Hamel Road. It is pretty removed from Uptown Hamel proper (despite being zoned as part of Uptown Hamel) and the proposed land use of multi unit residential housing up to potentially 4 stories high would be visually jarring and out of alignment with the surrounding development (industrial, single family homes, and lower density town homes.) Part of the appeal of Medina/Uptown Hamel is that it still retains that rural/country feel and adding higher density housing would be damaging to that appeal. I am also concerned about the proximity of this proposed housing to a very active railroad (safety for residents, especially children, comes to mind.) The increase in traffic on an already busy road and the increase of traffic through my own neighborhood of people trying to "cut through" would not be ideal. Since this property is pretty removed from Uptown Hamel proper, access to public green space for residents of this property would be pretty limited. Finally, as I mentioned above, this property is on top of an active railroad - - what type of residences would be built here? Who would want to live that close to a railroad track? Would this ultimately lower values of surrounding properties if a property is developed that fails to attract residents or falls into disrepair? I think commercial like the UrbanEve/Oak Eatery center would be better suited to this property or a couple single family homes.	More restaurants! A coffee shop that also serves ice cream would benefit from the park traffic and surrounding neighborhoods. A brewpub would do well also.
email	Elm Creek/Hamel	n/a	Restaurant and/or brewy
Don't care	Elm Creek	Restaurants/Sidewalks
email; survey; Not - you should have asked how long people have lived in Medina. My guess is that responses will be very different based on length of time in the community.	Elm Creek	na - don't participate	dining would be good; but we have been saying that for 20+ years, so how realistic is that.
Survey	Elm Creek Lutz Addition	Multiple ways for residents to submit feedback (i.e. electronic, mailers, etc.)	Restaurants, concrete sidewalks instead of pavers, City banners and/or plants on light poles, more seating near green space, historical monument sign with town information
Email, survey	Eden Prairie	Not shire what you mean	Restaurant boutique shops
Survey	Elm Creek	Na	Restaurant, boutique
Email	Enclave Medina	Na	Restaurants. Art gallery. Resi condos and townhouses
Event and email	Enclave	Love this project - let's make this happen!!!	Breakfast lunch Restaurants, nail salon, ice cream stand, coffee, brewery/bar that is kid friendly ...- order at counter burger/pizza place .. could come over after baseball games Library for kids Green space with benches to sit Beautiful flowers up and down the street!
Email, events	Plymouth	NA	Restaurants and shops
Although email is most convenient, I prefer phone calls to discuss opinions.	Fields of Medina	Make it convenient for the community. As a working parent my only option to attend the open house was a weekday evening so I had to leave my husband at home with our kids. An ideal scenario is to schedule time to be at a neighborhood park. That way families can have their kids inning around while talking with you.	Overall, I'm envisioning a reimagined Hamel Main Street. Specifically, wide sidewalks, parks, restaurants, BREWERY!, coffee shop. Also consider 'going green'. It would be great to see solar panels, and other energy sustainability features. Lastly, consider how to change people's perception of Hamel. Maybe change the name of the street to 'Main Street'?

Which building height do you prefer?

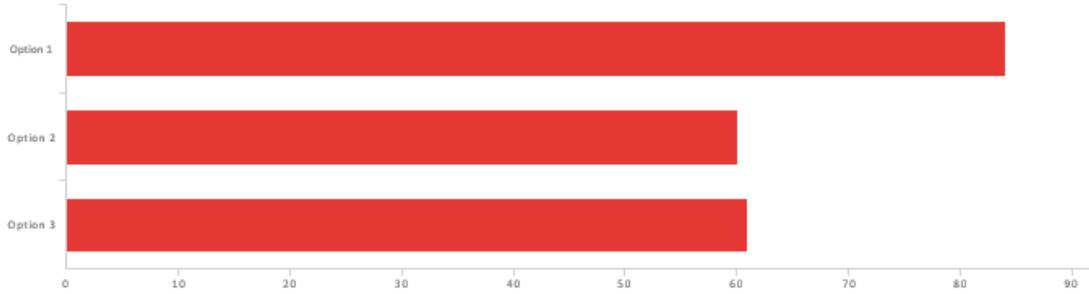
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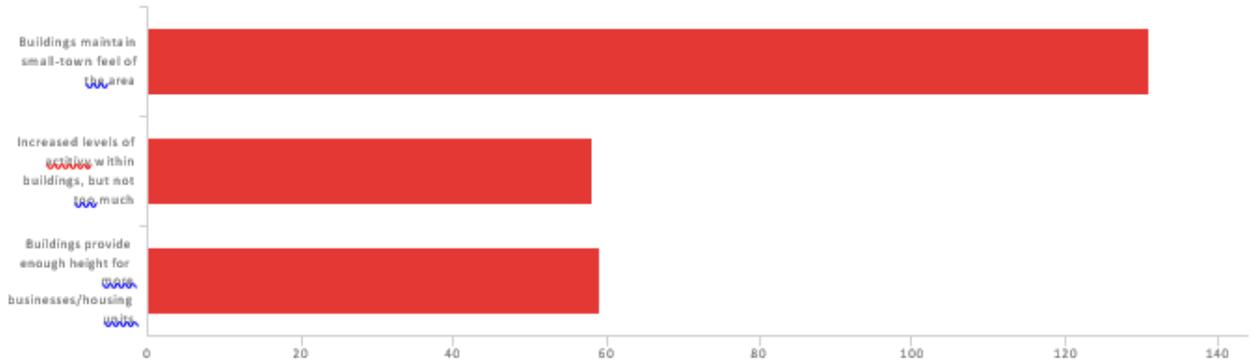
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#	Field	Minimum	Maximum	Mean	Std. Deviation	Variance	Count
1	Which do you prefer?	1.00	4.00	2.19	1.25	1.57	205

#	Field	Choice Count
1	Option 1	40.98% 84
2	Option 2	29.27% 60
3	Option 3	29.76% 61
		205

Which of these influenced your preference? (Choose all that apply)



#	Field	Choice Count
1	Buildings maintain small-town feel of the area	52.82% 131
2	Increased levels of activity within buildings, but not too much	23.39% 58
3	Buildings provide enough height for more businesses/housing units	23.79% 59
		248

Which look do you prefer?

1.



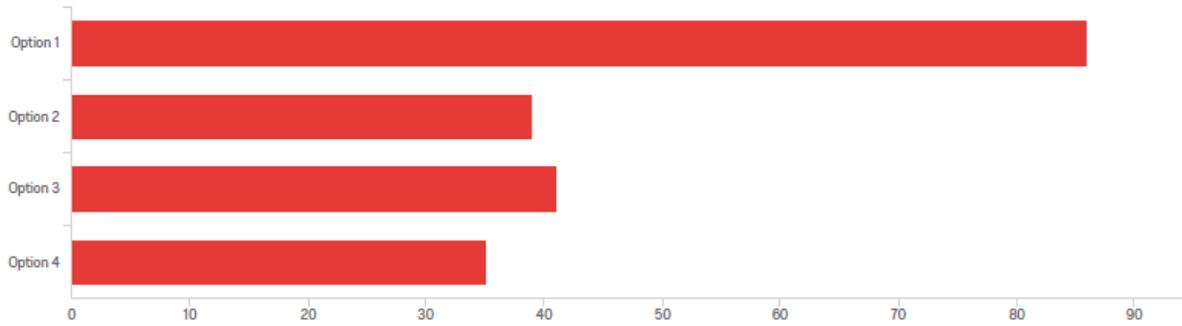
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3.



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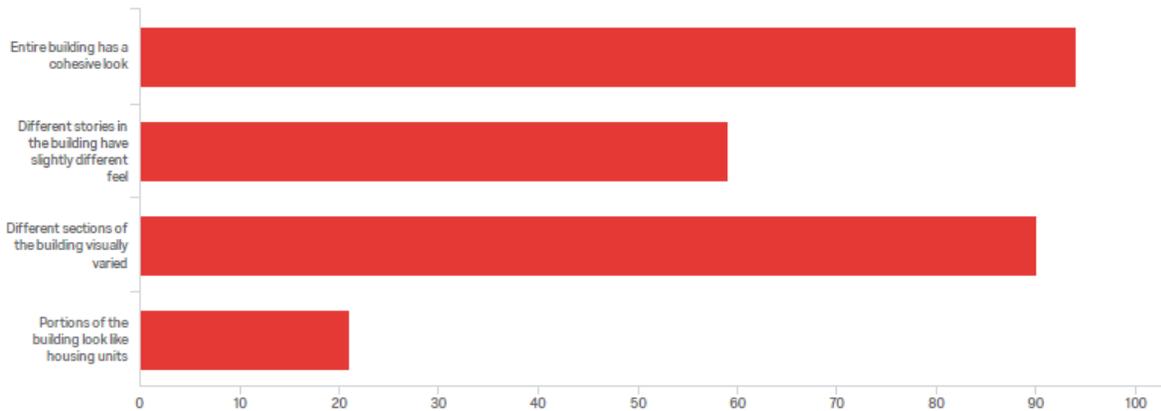


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Which do you prefer?	1.00	5.00	2.50	1.60	2.56	201

#	Field	Choice Count
1	Option 1	42.79% 86
2	Option 2	19.40% 39
3	Option 3	20.40% 41
4	Option 4	17.41% 35

201

Which of these influenced your preference? (Choose all that apply)



#	Field	Choice Count
1	Entire building has a cohesive look	35.61% 94
2	Different stories in the building have slightly different feel	22.35% 59
3	Different sections of the building visually varied	34.09% 90
4	Portions of the building look like housing units	7.95% 21

264

Which facade do you prefer?

1.



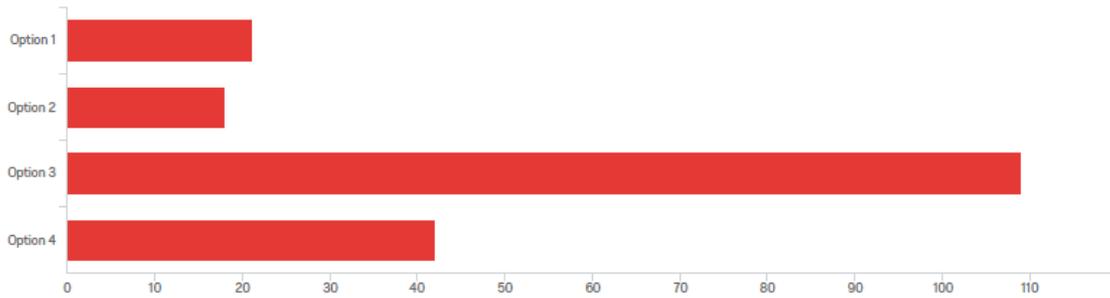
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3.



4.

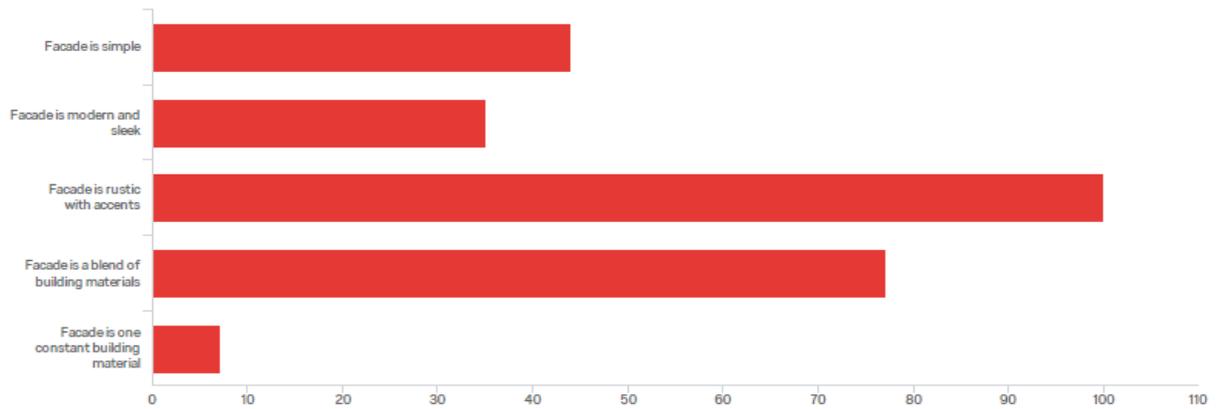


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Which do you prefer?	1.00	5.00	3.70	1.23	1.50	190

#	Field	Choice Count
1	Option 1	11.05% 21
2	Option 2	9.47% 18
3	Option 3	57.37% 109
4	Option 4	22.11% 42

190

Which of these influenced your preference? (Choose all that apply)



#	Field	Choice Count
1	Facade is simple	16.73% 44
2	Facade is modern and sleek	13.31% 35
3	Facade is rustic with accents	38.02% 100
4	Facade is a blend of building materials	29.28% 77
5	Facade is one constant building material	2.66% 7
		263

Which parking option do you prefer?

1.



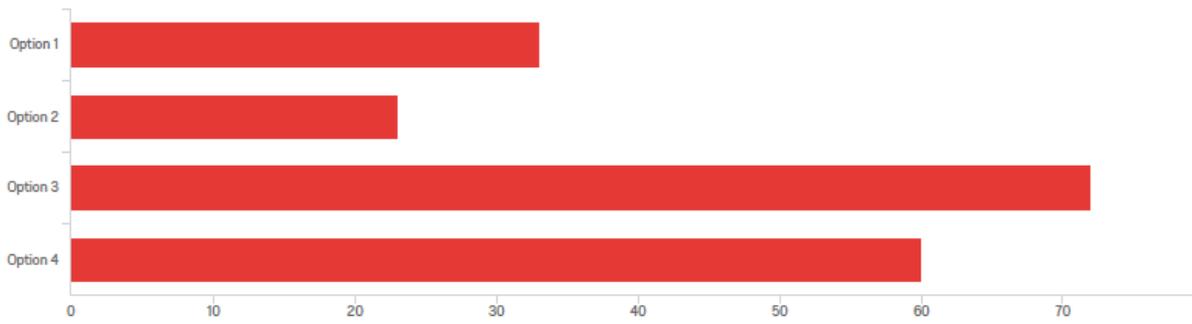
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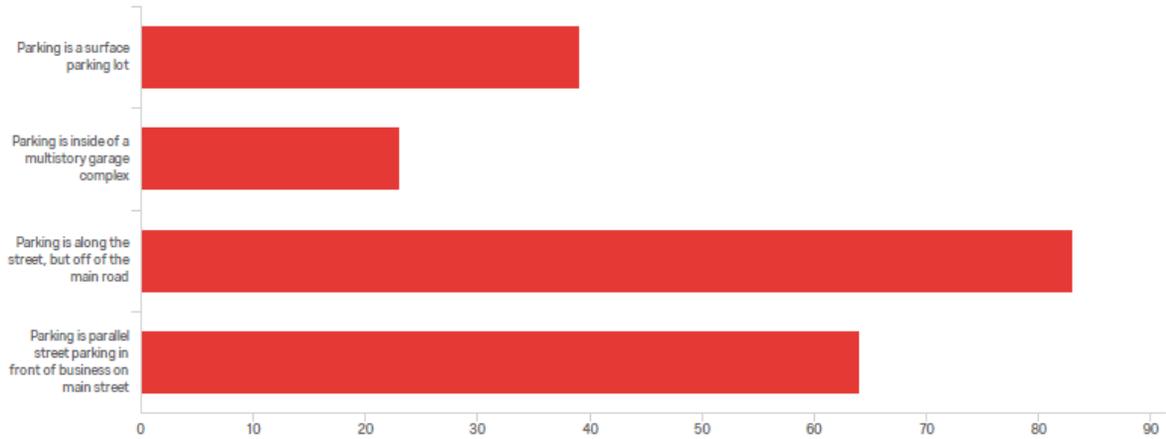


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Which do you prefer?	1.00	5.00	3.55	1.48	2.18	188

#	Field	Choice Count
1	Option 1	17.55% 33
2	Option 2	12.23% 23
3	Option 3	38.30% 72
4	Option 4	31.91% 60

188

Which of these influenced your preference? (Choose all that apply)



#	Field	Choice Count
1	Parking is a surface parking lot	18.66% 39
2	Parking is inside of a multistory garage complex	11.00% 23
3	Parking is along the street, but off of the main road	39.71% 83
4	Parking is parallel street parking in front of business on main street	30.62% 64

209

What setback from the street do you prefer?

1.



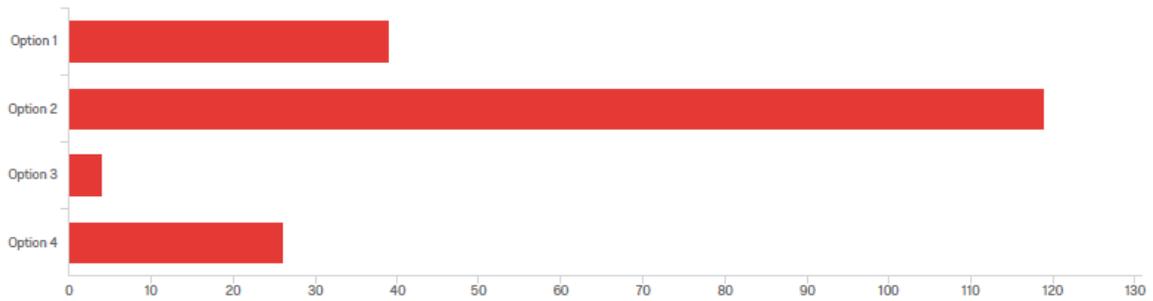
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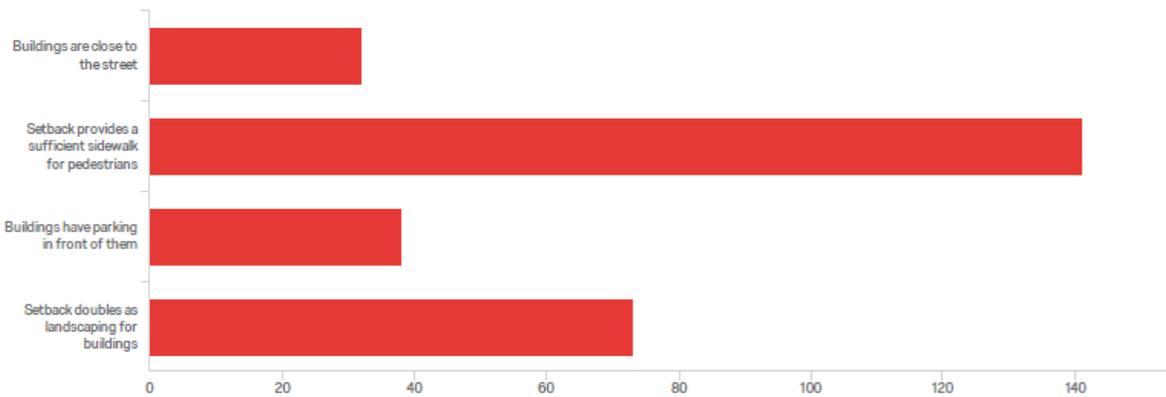


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Which do you prefer?	1.00	5.00	2.25	1.21	1.47	188

#	Field	Choice Count
1	Option 1	20.74% 39
2	Option 2	63.30% 119
3	Option 3	2.13% 4
4	Option 4	13.83% 26

188

Which of these influenced your preference? (Choose all that apply)



#	Field	Choice Count
1	Buildings are close to the street	11.27% 32
2	Setback provides a sufficient sidewalk for pedestrians	49.65% 141
3	Buildings have parking in front of them	13.38% 38
4	Setback doubles as landscaping for buildings	25.70% 73

284

Which landscaping do you prefer?

1.



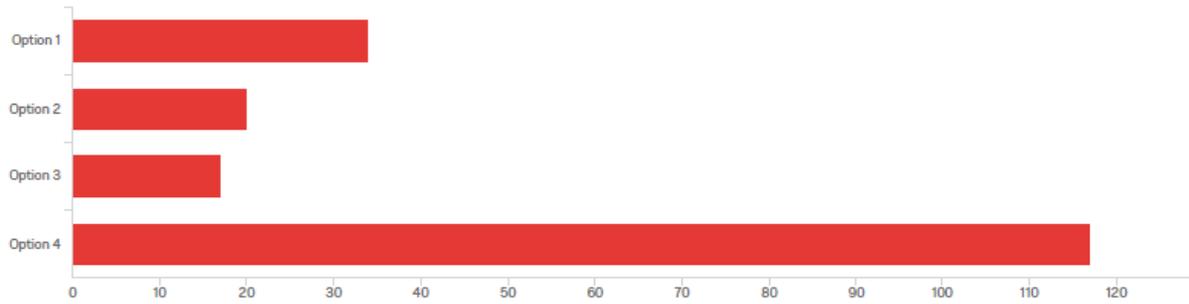
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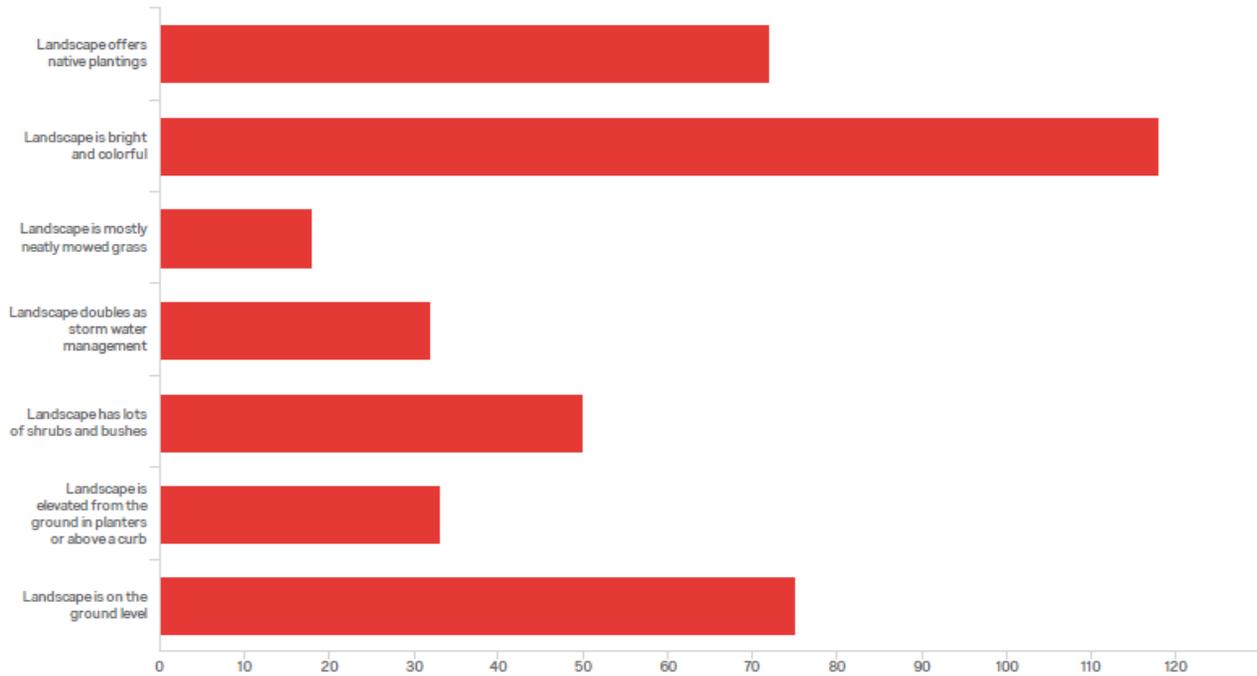


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Which do you prefer?	1.00	5.00	3.87	1.63	2.66	188

#	Field	Choice Count
1	Option 1	18.09% 34
2	Option 2	10.64% 20
3	Option 3	9.04% 17
4	Option 4	62.23% 117

188

Which of these influenced your preference? (Choose all that apply)



#	Field	Choice Count
1	Landscape offers native plantings	18.09% 72
2	Landscape is bright and colorful	29.65% 118
3	Landscape is mostly neatly mowed grass	4.52% 18
4	Landscape doubles as storm water management	8.04% 32
5	Landscape has lots of shrubs and bushes	12.56% 50
6	Landscape is elevated from the ground in planters or above a curb	8.29% 33
7	Landscape is on the ground level	18.84% 75
		398

Which awning do you prefer?

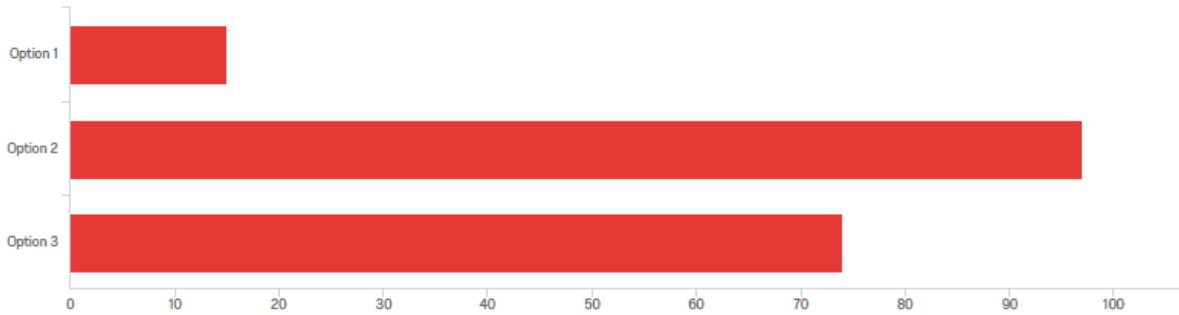
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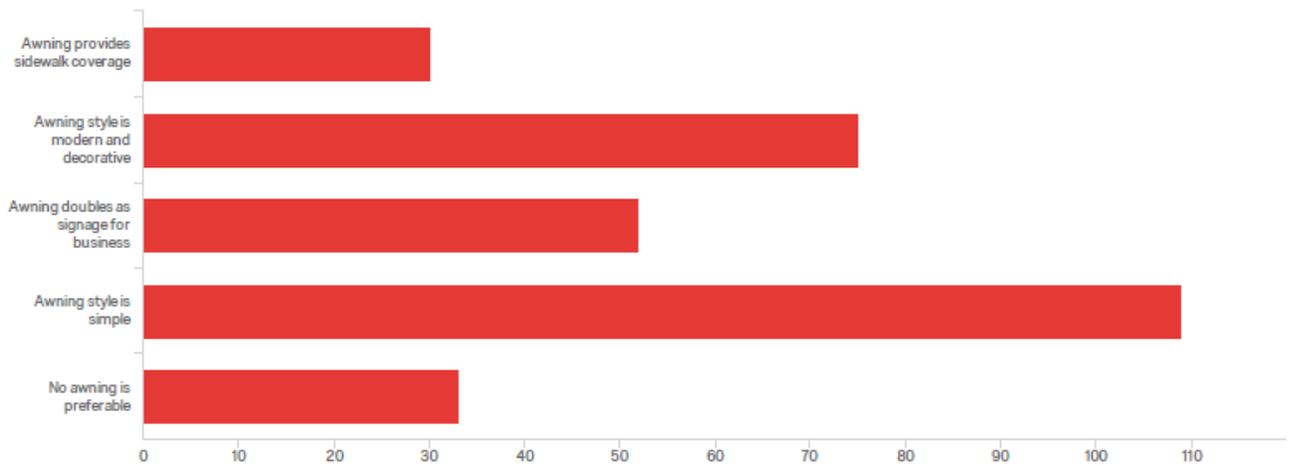
3.



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Which do you prefer?	1.00	3.00	2.32	0.61	0.38	186

#	Field	Choice Count
1	Option 1	8.06% 15
2	Option 2	52.15% 97
3	Option 3	39.78% 74
		186

Which of these influenced your preference? (Choose all that apply)



#	Field	Choice Count
1	Awning provides sidewalk coverage	10.03% 30
2	Awning style is modern and decorative	25.08% 75
3	Awning doubles as signage for business	17.39% 52
4	Awning style is simple	36.45% 109
5	No awning is preferable	11.04% 33
		299

Which lighting do you prefer?

1.



2.

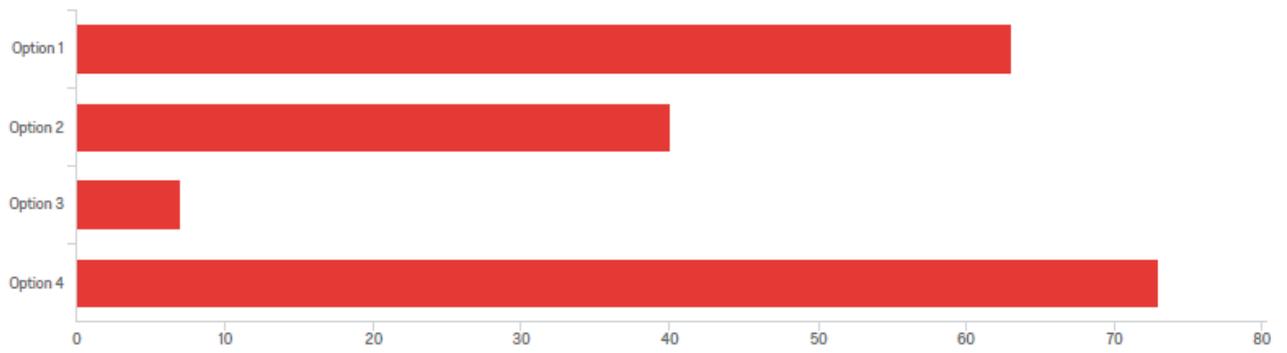


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4.

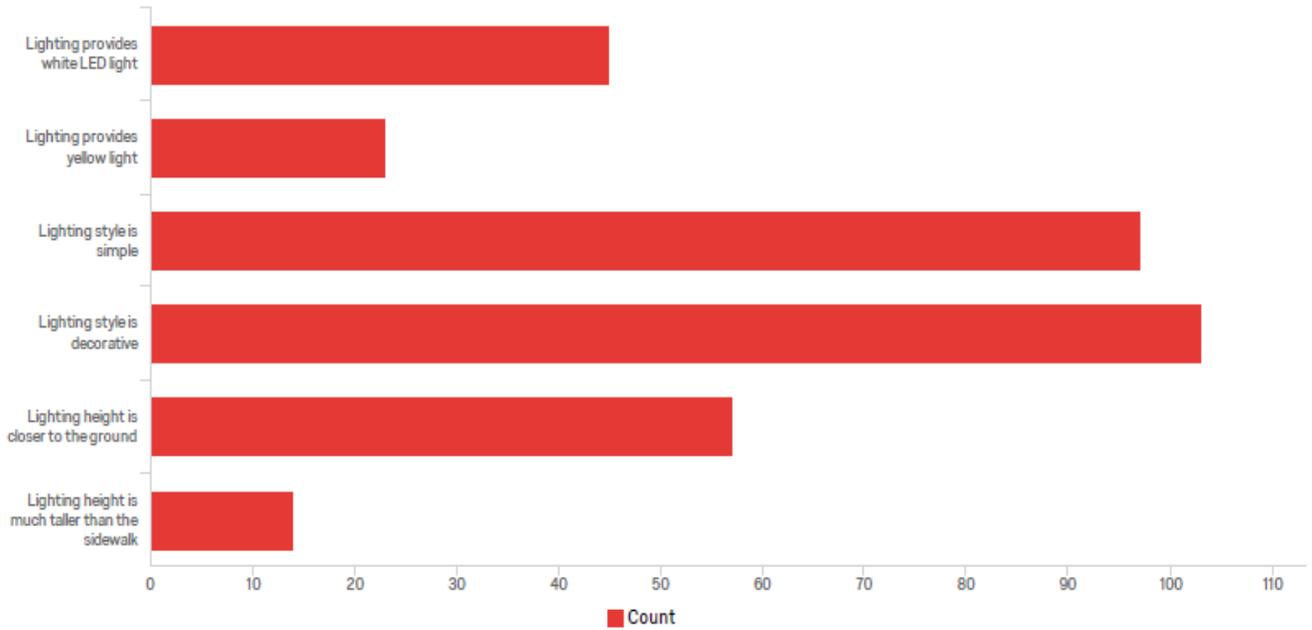




#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Which streetscape do you prefer?	1.00	5.00	2.89	1.78	3.18	183

#	Field	Choice Count
1	Option 1	34.43% 63
2	Option 2	21.86% 40
3	Option 3	3.83% 7
4	Option 4	39.89% 73
		183

Which of these influenced your preference? (Choose all that apply)



#	Field	Choice Count
3	Lighting style is simple	28.61% 97
4	Lighting style is decorative	30.38% 103
2	Lighting provides yellow light	6.78% 23
1	Lighting provides white LED light	13.27% 45
6	Lighting height is much taller than the sidewalk	4.13% 14
5	Lighting height is closer to the ground	16.81% 57

339

Which wayfinding signage do you prefer?

1.



2.

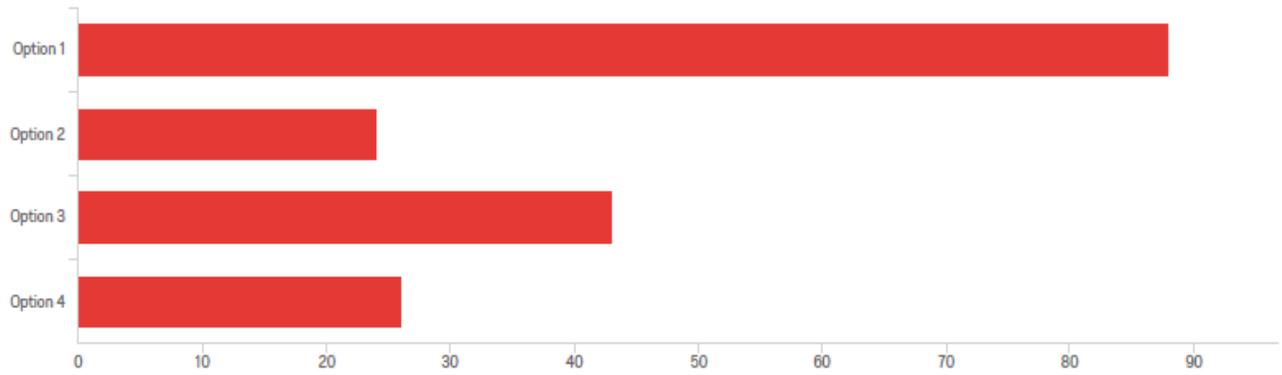


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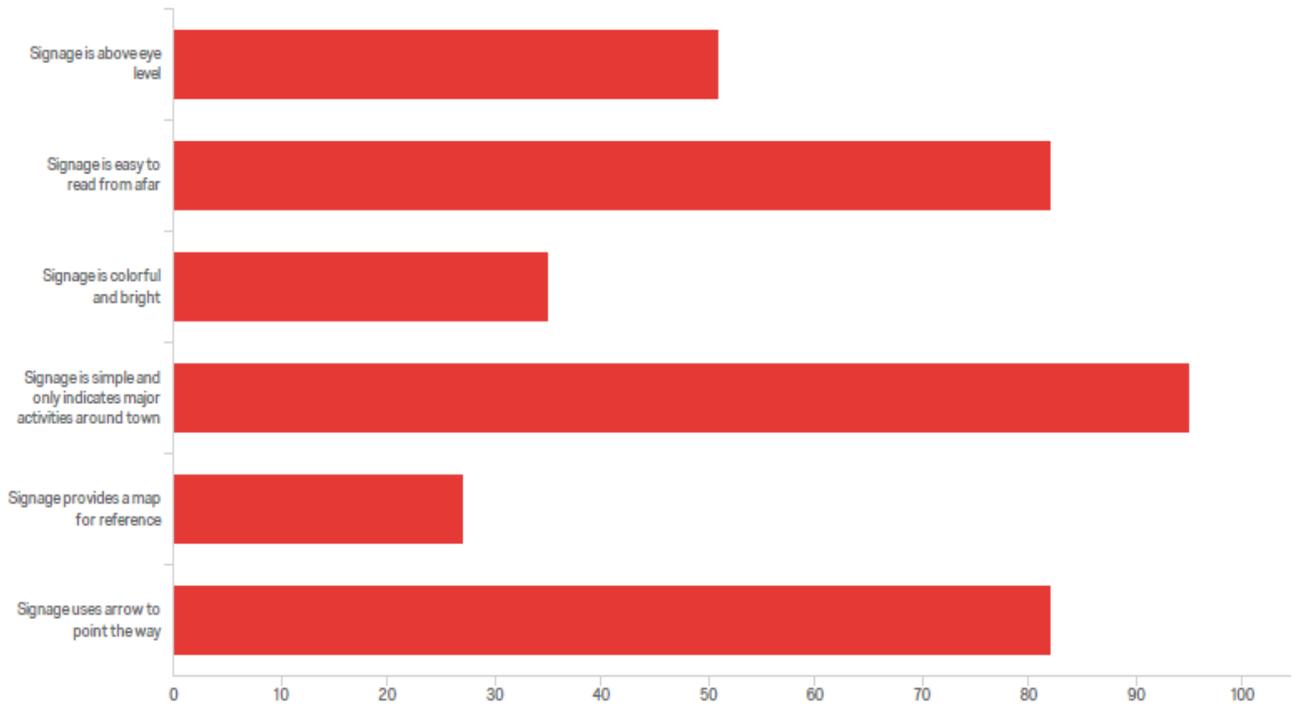


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Which do you prefer?	1.00	5.00	2.42	1.60	2.55	181

#	Field	Choice Count
1	Option 1	48.62% 88
2	Option 2	13.26% 24
3	Option 3	23.76% 43
4	Option 4	14.36% 26

181

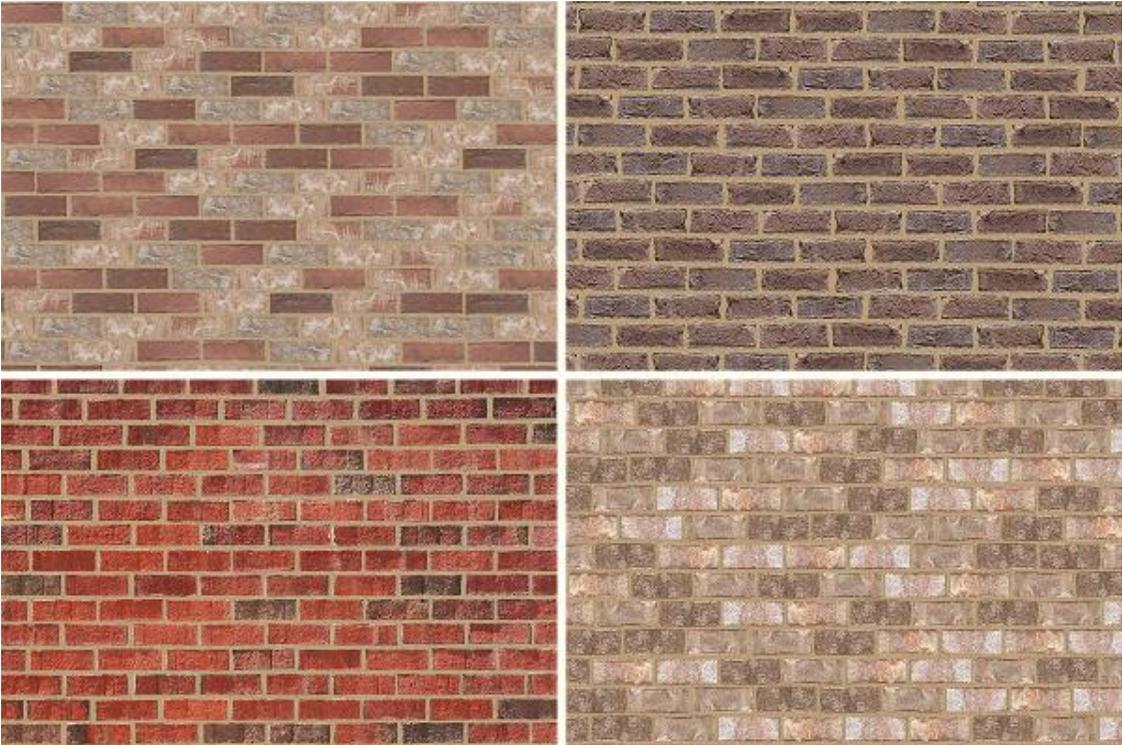
Which of these influenced your preference? (Choose all that apply)



#	Field	Choice Count
1	Signage is above eye level	13.71% 51
2	Signage is easy to read from afar	22.04% 82
3	Signage is colorful and bright	9.41% 35
4	Signage is simple and only indicates major activities around town	25.54% 95
5	Signage provides a map for reference	7.26% 27
6	Signage uses arrow to point the way	22.04% 82

Which material do you prefer?

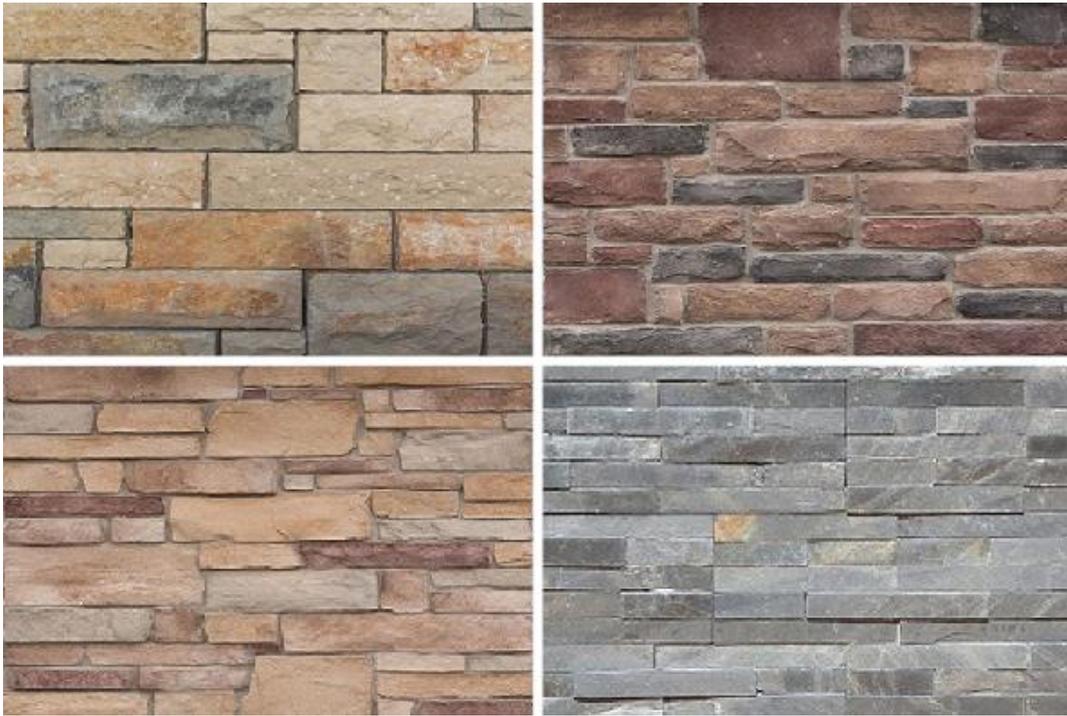
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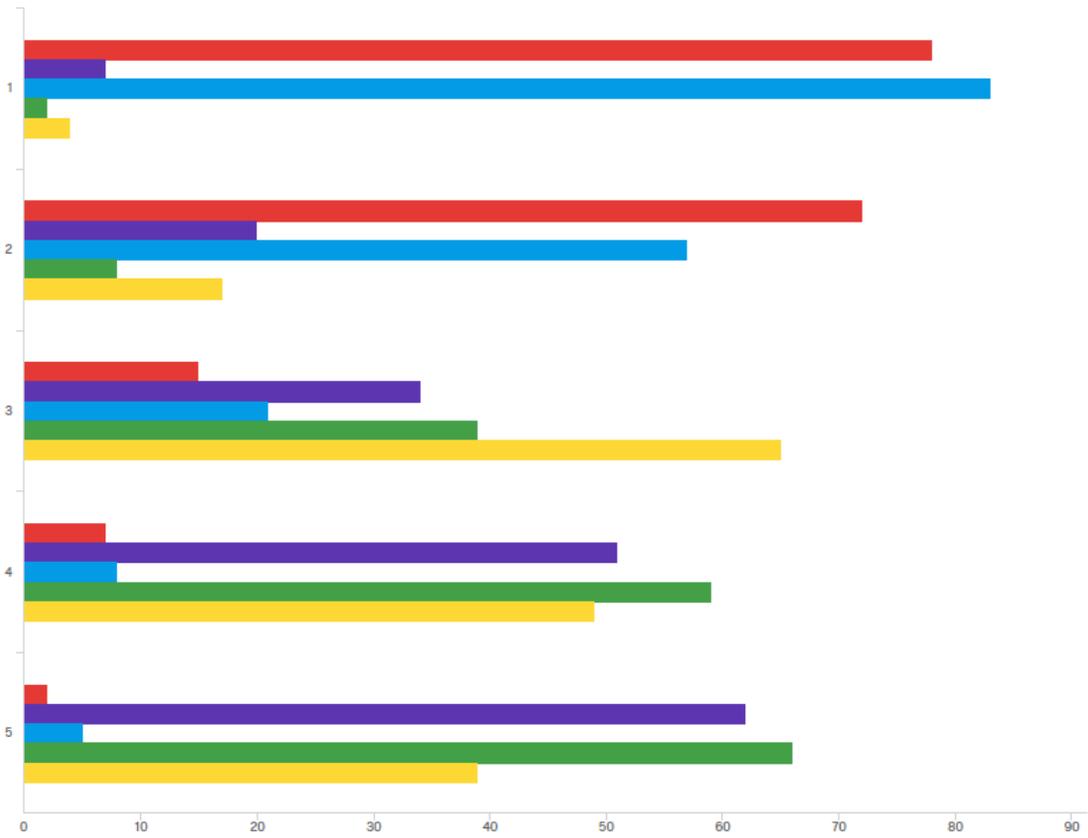
3.



4.



5.



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Brick	1.00	5.00	1.75	0.86	0.74	174
2	Metal	1.00	5.00	3.81	1.16	1.34	174
3	Stone	1.00	5.00	1.82	1.00	1.01	174
4	Stucco	1.00	5.00	4.03	0.94	0.89	174
5	Wood	1.00	5.00	3.59	1.01	1.02	174

#	Field	1	2	3	4	5	Total
1	Brick	44.83% 78	41.38% 72	8.62% 15	4.02% 7	1.15% 2	174
2	Metal	4.02% 7	11.49% 20	19.54% 34	29.31% 51	35.63% 62	174
3	Stone	47.70% 83	32.76% 57	12.07% 21	4.60% 8	2.87% 5	174
4	Stucco	1.15% 2	4.60% 8	22.41% 39	33.91% 59	37.93% 66	174
5	Wood	2.30% 4	9.77% 17	37.36% 65	28.16% 49	22.41% 39	174

Which color palette do you prefer?

1.



2.



3.



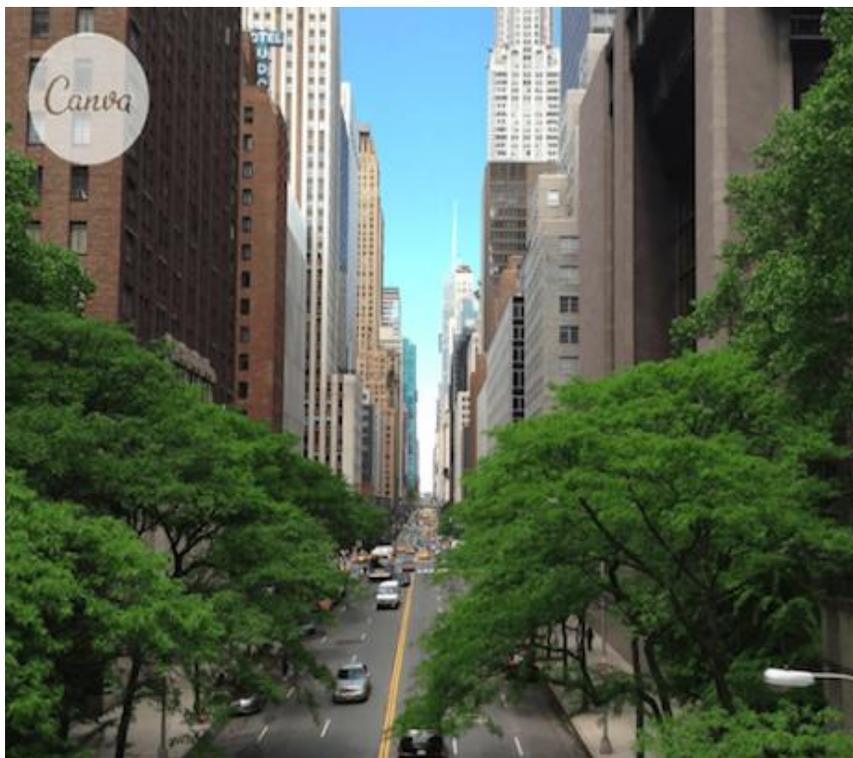
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avocado

#F5BE41
yellow
pepper

#31A9B8
aqua blue

#CF3721
tomato

4.

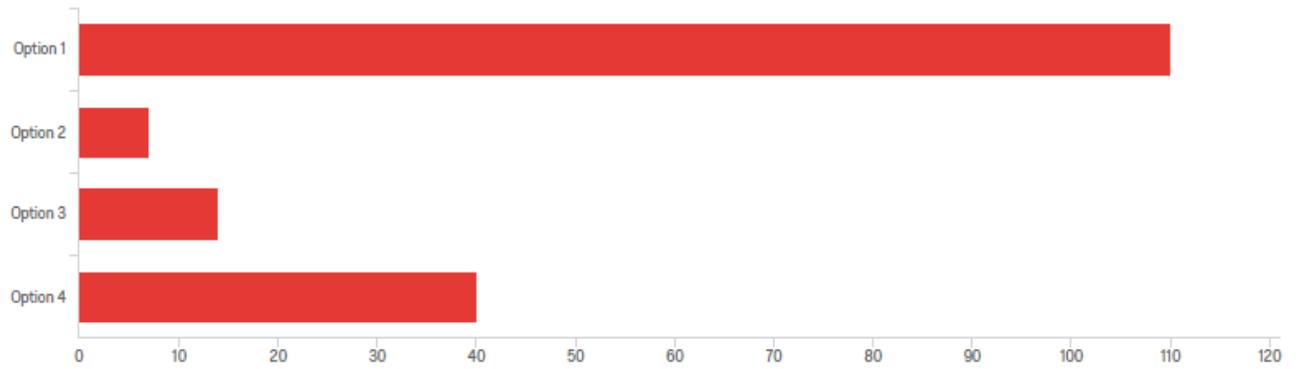


#506D2F
leaves

#2A2922
bark

#F3EBDD
marble

#7D5642
brownstone

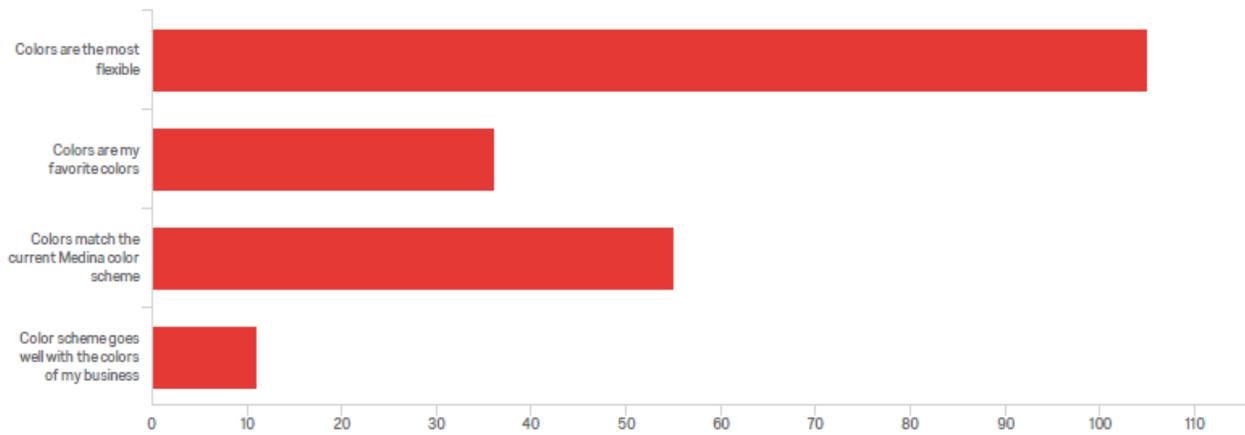


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Which do you prefer?	1.00	4.00	1.91	1.29	1.65	171

#	Field	Choice Count
1	Option 1	64.33% 110
2	Option 2	4.09% 7
3	Option 3	8.19% 14
4	Option 4	23.39% 40

171

Which of these influenced your preference? (Choose all that apply)



#	Field	Choice Count
1	Colors are the most flexible	50.72% 105
2	Colors are my favorite colors	17.39% 36
3	Colors match the current Medina color scheme	26.57% 55
4	Color scheme goes well with the colors of my business	5.31% 11