

**SPECIAL JOINT  
CITY COUNCIL & EDAP BOARD MEETING  
CITY HALL COUNCIL CHAMBERS  
TUESDAY, MARCH 19, 2019  
5:30 P.M. ~ TOUR  
7:00 P.M. ~ MEETING**

**AGENDA**

- I. CALL TO ORDER
- II. NEW BUSINESS
- III. OLD BUSINESS
  - A. Downtown Revitalization & Redevelopment (page 1)
    - 1. Start Up, Gather & Review Background Information
- IV. INFORMATIONAL
- V. ADJOURN

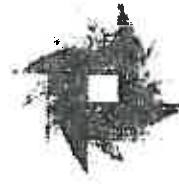
The agenda has been prepared to provide information regarding an upcoming meeting of the Paynesville City Council. This document does not claim to be complete and is subject to change.

**BARRIER FREE:** All Paynesville City Council meetings are accessible to the handicapped. Attempts will be made to accommodate any other individual need for special services. Please contact City Hall at (320) 243-3714 early so that the necessary arrangements can be made.



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Economic  
Development  
Services, Inc.

## MEMORANDUM

**Date:** October 4, 2018  
**To:** Renee Eckerly, City Administrator/Economic Development Director  
City of Paynesville  
**From:** Chuck DeWolf, Bolton & Menk  
Jane Kansier, Bolton & Menk  
Janna King, Economic Development Services, Inc.  
**Subject:** Paynesville Downtown Revitalization and Redevelopment

### Background

The City of Paynesville is interested in revitalizing downtown Paynesville. The City recently received two reports that include information relevant to this request.

The "First Impression Report" developed by CEDA provides a summary of demographic, employment and other city data. This report is an overview of the city and can provide some helpful insights for community leaders, prospective employers and residents.

Essential Decisions, Inc. (EDI) was hired by the Paynesville Downtown Redevelopment Task Force to do a Phase I Feasibility Report to identify the market potential for senior housing in Paynesville. The resulting report provides an in-depth analysis on the need for senior housing, by both type and income level, in the City. The financial assumptions are a high-level estimate of the costs and financial needs for the senior housing project. In May 2017, the group also conducted a charrette with Paynesville city officials and invited community members to develop design ideas for downtown redevelopment. Based on our review, additional analysis is needed to move the project toward implementation.

### Next Steps

The recent discussions have created some excitement about the possibility of revitalization and potential redevelopment in downtown Paynesville. With the upcoming downtown street reconstruction scheduled for 2023, the timing is right to explore potential revitalization and redevelopment, and options for moving the project forward.

Moving this project from an idea to construction can be divided into four phases. The first phase, discussed in detail below, is the Conditions and Issues Assessment, which will build on the previous work by EDI and CEDA and provide a sound foundation for planning. The consulting team's scope of work includes the following elements.

1. Start up, gather and review background information
  - a. Update business and property owner information including maps, contact information, assessed values, code issues, other.
  - b. Analyze state sales tax trends and other economic data for Paynesville and other area communities to begin identifying the current economic niche of downtown Paynesville.

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- c. Meet with city staff to tour downtown and discuss project logistics and approaches to engagement of stakeholders, including business and property owners, city, EDA for Phase 1.
- d. Identify potential resources and contributions from the Stearns County HRA.

**Estimated Fee for Task 1: \$5,490**

**2. Explore conditions and issues**

- a. Drive neighboring communities to better understand Paynesville's niche within the region.
- b. Interview members of the Paynesville Downtown Revitalization Task Force to gather additional insights about property owners, redevelopment costs, opportunities and barriers identified by the group.
- c. Survey business owners and interview 4-5 key businesses to enhance understanding of economic niche for downtown; challenges, opportunities, etc.
- d. Interview property owners to identify property owner challenges, interests, concerns and hopes, and to enhance understanding of the economics of redevelopment and identify a strategic niche for downtown Paynesville (e.g. mix of businesses, community activities, housing).
- e. Tour vacant properties (city staff, consultants, possibly small stakeholder group) to better understand opportunities and challenges, and to understand the hopes, fears, goals and constraints of property owners with vacancies.
- f. Identify catalyst properties or opportunities and big picture revitalization or redevelopment alternatives.
- g. Identify physical changes anticipated in the public realm (e.g., streets, streetscape, stormwater).

**Estimated Fee for Task 2: \$6,920**

**3. Summarize conditions and issues assessment and determine next steps**

- a. Summarize findings and share with city staff and stakeholder group.
- b. Develop priorities and approach for Phase 2 planning, including engagement based on Phase 1 findings.

**Estimated Fee for Task 3: \$4,690**

The findings in Phase 1 will enable the city to effectively shape the next phase of the project, including a focus on alternatives and potential catalyst projects, key parties that need to be engaged, and additional research that may be needed to support planning and decision-making.

We expect Phase 2, Planning and Analysis, would involve a more complete public engagement process and exploration of revitalization alternatives, guided by the findings in Phase 1. A Phase 3 Revitalization Plan would involve the development of concept plans and financing/funding strategies. Phase 4, Implementation, would include final design, engineering, and construction. Each of these phases will be scoped in more detail as the project moves forward and the City will have the opportunity to provide significant guidance for each phase.

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**This information is intended to provide you with an idea of the overall process, with detail on the first steps in creating a downtown revitalization strategy for Paynesville. Thank you for the opportunity. We look forward to the opportunity to discuss this with you further and refine as needed.**