



more than a place, it's home.

**NORWOOD YOUNG AMERICA JOINT MEETING of the
City Council, Economic Development Commission, Planning Commission,
Parks & Recreation Commission, NYA Area Chamber of Commerce and
Willkommen Heritage & Preservation Society
Wednesday, January 12, 2022**

6:00 p.m.

City Hall Council Chambers, 310 Elm Street West

AGENDA

1. Call to Order
2. Adoption of Agenda
3. Approve Minutes of January 8, 2020 Meeting
4. Business
 - A. Review status of Downtown Redevelopment Implementation Plan
 - B. Discuss 2021-2026 NYA Strategic Plan
 - C. Discuss new ideas/concerns/projects for NYA community
5. Adjournment

Next Joint Meeting: Wed, April 13, 2022 6:00pm City Hall

“Building on its heritage and high quality of life, Norwood Young America
Will work collaboratively with its residents and engage our youth to shape
A strong and diverse economy and quality neighborhoods through
Planned, economical and sustainable growth. The continued preservation
Of the City’s natural resources, open spaces, recreational opportunities
And city services make Norwood Young America a place to call home.”

Norwood Young America

**NORWOOD YOUNG AMERICA JOINT MEETING Minutes of the
Norwood Young America City Council, Norwood Young America Economic Development Commission,
Norwood Young America Planning Commission, Norwood Young America Parks & Recreation
Commission and NYA Area Chamber of Commerce
Wednesday, January 8, 2020 - 6:30 p.m.
City Hall Council Chambers, 310 Elm Street West, NYA MN 55368**

1. Call to Order

Mayor Lagergren called the Joint Meeting of the City Council, EDC, Planning Commission, Parks & Recreation Commission and Chamber of Commerce to order at 6:33pm.

Council Members in attendance: Carol Lagergren, Charlie Storms, Craig Heher, Mike McPadden

Planning Commission members in attendance: Mike Eggers

EDC members in attendance: Tonya Noeldner, Sarah Molnau, Jason Winter

Parks & Recreation members in attendance: none

Chamber of Commerce members in attendance: Kaarin Foede

Heritage Center members in attendance: LaVonne Kroells

Staff members in attendance: Steve Helget, City Administrator, Karen Hallquist, Economic Development Marketing Director

Others Present: Julie Wigfield, Perry Forst

2. Adoption of Agenda

Motion: Storms/Heher to adopt the agenda as written. Vote 4-0. Motion passed.

3. Business

A. Vision of the Downtown Redevelopment Plan: The vision of the city of Norwood Young America is to build upon the history of the two downtown areas, by enhancing the unique characteristics and architectural features of the buildings, resulting in vibrant small-town downtowns with commercial, residential and governmental uses.

a. Review Focus Areas (see attached)

i. 2020 Commission Goals - (Planning Commission (PC), Economic Development Commission (EDC), Parks & Recreation Commission (P&RC), Willkommen Heritage Center (WHC) These areas are currently being worked on if not otherwise marked:

- Focus on the history of the downtowns and buildings
 - Short-term: Inventory history of buildings and share with property owners – WHC
 - Elm Street properties are finished. Goal is to complete Main Street buildings for Stiftungsfest.
- Adopt design guidelines which build on the German, Danish and Scandinavian character
 - Short-term: Adopt design guidelines
 - Heher confirmed the City Council adopted guidelines in March 2019.
- Aesthetics are important – maintain public and private infrastructure
 - Short-term: Add benches to Historic Downtown YA and Norwood – P&RC
 - P&RC is continuing to work on the trail/sidewalk plan in 2020.
 - Short-term: Add fence or hedge to Municipal Park Lot – EDC
 - Staff is acquiring bids for landscaping changes in parking lot.
 - Short-term: Review enforcement procedures for nuisance violations – PC
 - Helget confirmed timeline for enforcement of nuisance violation is 14 days.
 - Long-term: Add additional decorative streetlights in Historic Downtown YA – EDC
 - Xcel Energy outdoor lighting coordinator is to have a bid to the city by the end of the month.
 - Long-term: Add missing trees to Historic Downtown YA and Norwood – P&RC

- P&RC is working with city public service staff on tree replacement and maintenance responsibility. Discussion on the visual connectivity of the two downtowns with potential of planter containers, waste receptacles and benches.
- Expand sidewalks and trails and commercial district connectivity
 - Short-term: Work with MnDOT on wayfinding signage changes & additions – EDC
 - EDC staff is continuing to work with MnDOT, especially with Hwy 212 construction starting this summer.
 - Long-term: Identify gaps in connectivity with existing trails and sidewalks – P&RC
 - P&RC will continue to work on the trail/sidewalk plan in 2020.
- Develop a sense of space for community gatherings & events to bring people downtown –
 - Short-term: Plan Downtown Air Fair and/or Music – Springfest – done!
- Provide financial incentives to encourage redevelopment
 - Short-term: Pursue Small Cities Development Grant – EDC
 - Applications are currently available. Deadline for grant is Sept 2022. EDC is currently looking at using the Revolving Loan Fund to create a Market Enrichment Grant Program that will offer the same benefits of the Small Cities Grant to businesses in any of the C-2, C-3 and B-1 Business Districts.
- Preserve the commercial character of main levels of downtown buildings
 - Short-term: Contact building owners regarding window displays – done!
- Expand commercial business opportunities by target marketing complimentary uses
 - Short-term: Gather business input on potential financial incentives – EDC
 - EDC will be sending out a survey to local businesses.
- b. Review other opportunities
 - i. Mural –

Hallquist attended a Community Engagement seminar in Bloomington which shared info on “Goodspace Murals” and their concept of more community involvement with the mural project. She will do more research and bring back to the February meeting. Staff had also contacted the City of Belle Plaine and City of LeSueur to find out the process of their community murals. Both of these communities hired contractor Lana Beck to complete the project.

ii. Holiday Décor

There has been great feedback from the community about the new holiday décor. Xcel Energy outdoor lighting coordinator confirmed with staff that the city is able to put décor on their light poles. The décor can be added to each year.

iii. Pop Up Sales

Hallquist has met with two local homebased business owner who are both interested in the concept of a pop up sale. The next step would be to talk with vacant building owners on utilizing their space. The Springfest committee is hoping to be able to have some of their featured vendors in a select few of vacant buildings.

iv. Old Town

Storms reported the Parks & Recreation Commission is planning on the repair of the buildings in fall of 2020. The Commission is also seeking the contact information for local organizations to be able to call on them for future projects.

v. Historic Walking Tour

Kroells and Hallquist have met to discuss the possibility of applying for a Partnership Program Grant through the Minnesota Historical Society to assist in paying for a consultant to compile the historical information about the buildings in the two historic downtowns. This information can then be digitized and used for virtual walking tours along with easier access for brochures and paper materials.

vi. Drone Video Tour

Winters suggested contacting the City of Jordan to inquire who they hired for their video. OrangeBall Creative will be sending a proposal plus staff contacted two other video companies. OrangeBall suggested waiting until fall of 2020 when construction and underpass is completed.

c. Discuss the process of starting a business in NYA

Lagergren asked for discussion on the process and potential hurdles of new businesses coming to NYA and how the City as a whole, can improve.

- i. First Contact – comments/suggestions/perceptions/hurdles
 - Follow up email or phone call must be done and in a timely manner
 - Find opportunities when there are concerns shared

- New businesses scared off with too many questions
 - Clear and consistent message – eliminate conversations of “you can’t” but instead a message of “how can we make this work.”
 - Language of options – not roadblocks
 - Language staff uses must be positive “Not what you say, but how you say it.”
 - Need to show interest
- ii. Location – comments/suggestions/perceptions/hurdles
- Lots of paperwork
 - Everything feels like a slow process
 - CUP process, applications and fees are cumbersome. Fees are not high, however, can be for a small business.
 - There seems to be so many requirements for CUPs and IUPs. Seems like owners are asking for permission to run their businesses.
 - The current industrial park covenant seems to limit future expansion
 - Better communication with the industrial park businesses with potential new businesses coming in
 - Is NYA comparable to other cities in their CUP and IUP requests?
 - NYA requires too many “extras”
 - Rights of the individual, rights of the neighbors, rights of the community
 - Specificity required before they are ready
 - So many steps required before opening a business
 - Labeling and use questions (primary & accessory)
 - Is the building inspector aware of city codes?
 - There needs to be city presence of support
 - Review city code as it could be restricting new businesses
- iii. Finance
- Better understanding of Open to Business and available resources to all

4. Adjournment – Meeting was adjourned at 7:40pm

Motion: Storms/McPadden to adjourn. Vote 4-0. Motion passed.

Next Joint Meeting: Wed, April 8, 2020 6:30pm City Hall

Respectfully Submitted,

Carol Lagergren, Mayor

Karen Hallquist, Economic Development Marketing Director



NYA STRATEGIC PLAN

2021-2026



Norwood Young America VISION 2026

Visioning looks into the foreseeable future and imagines what is possible.

Building a Thriving Community



In 2026, NYA has
Infrastructure which
Supports Expansion
and Reflects
Community Pride



In 2026, NYA
has Housing
Opportunities for
all



In 2026, NYA
has Healthy
Outdoor
Activities for All

Creating Business Opportunities



In 2026 NYA has an
Attractive
Commercial
Gateway



In 2026, NYA has
Thriving Historic
Downtowns



In 2026, NYA has
an Economically
Stable Community
Through Industry



more than a place, it's home.

Building a Thriving Community

This strategic direction is designed to continue to build upon what has made the community a place to build a home, experience life, and build a business. This is done through creating housing opportunities, ensuring water resources and other infrastructure needs are met, and creating outdoor recreation that meet the needs of the whole community.



First Year Actions

1. Review orderly annexation plan (work session) (Steve) Completed by Aug 2021
2. Keep contact with elected representatives for expansion of 212 (Mayor) -ongoing
3. Developers recruited and agreements drafted (Karen/Steve) Completed by Dec 2021
4. New well drilling project scoped (Tony) Completed by Mar, 2022
5. Splash pad is scoped (Parks) Completed by June 2022
6. Outlot A is scoped for Dog Park and Water Access (Storms) Completed by Dec 2022

Two-Year Results

1. Hwy 212 is started
2. Dog Park is Open
3. Lake Access established (outlot A)
4. New Housing Development is open and lots are being sold
5. Location established for a new well
6. More land is scheduled for annexation
7. Splash Pad is open

Creating Business Opportunities



WILLKOMMEN TO

Norwood Young America

more than a place. it's home.

- **Beautiful Parks**
- **Welcoming Neighborhoods**
- **Available Sites for New Businesses**

Creating Business Opportunities

NYA is positioned to grow substantially now through the next couple of decades. It is hoped the 'small-town' feel and high quality of life will be part of all the new commercial and industrial development that will want to thrive in the City. The high quality of life has made the community an attractive place to make a home. The City's Historic Downtown, industrial lots, and commercial growth will ensure the economic vitality of the community.



First Year Imperatives

1. Clear and quick communication that is ongoing and positive (Karen) - ongoing
2. Industrial park 2—scoping study with options (location, layout, size, cost) (Steve and Karen) Completed by Dec 2021
3. Economic Dev Summit/Workshop to establish objectives for business dev (parameters for incentives (Karen/Steve) Completed by Dec 2021
4. BRE (business retention and expansion) plan for all businesses (Karen) Completed by Dec 2021
5. Scope Downtown streetscape completion (lights, trees, sidewalks, etc.) (Karen) Completed by Nov 2021

Two Year Results

1. Strip mall on east side of town is full
2. Second industrial park is open with (B-1 zoning)
3. First industrial park is full
4. Downtown Streetscape is done
5. Economic Development Parameters are established and being used
 - Defined Economic Development Packages (tool-kit and parameters set)
 - Objectives for business development established
 - Business ranking system established for staff action (Red—Discourage, Yellow—Caution, Green—Encourage)



Implementation Plan

Downtown Redevelopment Plan—Norwood Young America



Implementation Plan

Goals identified as part of the Redevelopment Plan include both short-term and long-term projects. Short-term projects could take place in the next 2-3 years. Long-term projects may take 5-10 years to implement. The joint committee may begin work on both short-term and long-term projects, but recognizing that long-term projects will take longer to implement and may require approval from other jurisdictions. Following are action items to guide the implementation of the Downtown Redevelopment Plan. It is recommended regular meetings be held to follow-up on the status of these items and adjust as deemed appropriate by the groups.

Short-term Projects

Category	Project	Responsible Party	Action Items
Design /Aesthetics	Adopt Design Guidelines	EDC/Planning Commission/ City Council	<ol style="list-style-type: none"> 1. EDC and Planning Commission Recommendation to adopt the Design Guidelines, as recommended as a part of the Redevelopment Plan – Done 2. City Council adoption of Design Guidelines – Done 3. Education of Guidelines to building and business owners – Constant
Historic Designation	Inventory Buildings	Willkommen Center/City	<ol style="list-style-type: none"> 1. Use Property Template to inventory information about buildings – Constant 2. Share information with building owners – Constant
Vacant Spaces	Window Displays	EDC/Chamber Planning Commission/ City Council	<ol style="list-style-type: none"> 1. Contact building owners (vacant and storage) about window displays – Done 2. Work with Willkommen Center and School District to create historic window displays – In Progress 3. Review current sign ordinances which regulate the percent of front commercial windows which may be covered, and address plastic window coverings in commercial store fronts. – Done
Maintenance	Add Benches	Parks/Public Works	<ol style="list-style-type: none"> 1. Inventory existing benches – Done 2. Determine location for new benches – Done 3. Order benches – Done And revitalized the Bench Program 4. Place benches in identified locations – Done!



Implementation Plan

Downtown Redevelopment Plan—Norwood Young America

Short-term Projects

Maintenance	Add Fence or Hedge to Municipal Parking Lot	City/Public Works	1. Determine best solution (fence or hedge) – Done 2. Install fence or hedges at the front perimeter of vacant parcels, as identified in the Design Guidelines to create a clearly defined street frontage and pedestrian walkway – Done
Maintenance	Review Enforcement Procedure	Planning Commission/City Council	1. Determine if timeframe for compliance should be shortened – Done 2. Amend ordinance (if needed) – Done
Financial Incentives	Business Input	EDC/Chamber	3. Review outdoor storage ordinances including parking of trailers. – Done 1. Host a joint meeting with the Chamber to gain greater input from businesses on financial incentives – Done via survey 2. Continue to pursue a Small Cities Development Grant – Done and in progress
Tourism and Events	Downtown Arts Fair/Music	EDC/Chamber	1. Meet with members of Arts Consortium of Carver County regarding festival in western Carver County – Done! Springfest Artisan Fair 2. Reach out to local artists and dance theatres about interest – Done
Connectivity	Wayfinding Signage	Parks	1. Work with MNDOT staff on signage changes and additions – Done 2. Work with MNDOT to have signage installed – Done
Maintenance	Street Trees	City/Public Works	1. Identify locations of where trees were removed – Done 2. Determine if trees can be replaced in those locations – In progress 3. Have concrete removed and soil remediated – In progress 4. Plant trees - TBD
Maintenance	Maintenance/Aesthetics	EDC/City Council	1. Identify and work with local organizations, such as Boy Scouts, National Honor Society, etc. to assist with projects in the downtown. – Constant



Implementation Plan

Downtown Redevelopment Plan—Norwood Young America

Long-term Projects

Category	Project	Responsible Party	Next Steps
Maintenance	Decorative Streetlights	City	<ol style="list-style-type: none"> 1. Identify locations for additional decorative streetlights in Historic Downtown Young America – <i>in progress</i> 2. Obtain costs for streetlights – <i>in progress</i> 3. Include in subsequent year budget - <i>Done</i> 4. Have lights installed - <i>TBD</i>
Connectivity	Trails/Sidewalk	City	<ol style="list-style-type: none"> 1. Identify gaps in connectivity between existing trails and sidewalks - <i>Done</i> 2. Budget for new trails or sidewalks in subsequent years – <i>in progress</i> 3. Research application for DNR Local Connections grant to help offset costs – <i>in progress</i> 4. Explore applications to the MN Department of Natural Resources (DNR) for Local Trail Connections Grants, and coordinate with the installation of the Hwy 212 underpass. See: <i>in progress</i> 5. https://www.dnr.state.mn.us/grants/recreation/trails_local.html

