

Surviving and Thriving During Construction

Waverly, Iowa





It's Coming...





**When backhoes
and bulldozers
are coming to
your doorstep...**

**What can
you do?**



Start Here

Focus on Shared Goals

- Complete a quality project in a timely fashion
- Minimize disruptions to businesses
- Retain customers and businesses

Action Agenda

1. Logistics and Awareness
2. Parking and Pedestrians
3. Communications
4. Marketing & Publicity
5. Business & Building Owner Issues and Actions



Action Agenda

1. Logistics and Awareness



Scope Includes:

- Approximately \$12.5 million investment
- Road reconstruction
- Underground utilities reconstruction
- New curb, gutter, and sidewalks
- New lighting, street trees, plantings and furnishings





Stages 1, 2A and 2B

Stages 1, 2A and 2B involve the approaches to the bridge including the 1st Street intersections on each side. The area starts in the middle of the block between 1st and 2nd Streets East and West and stops at the bridge on each side and does not involve the bridge deck. These stages must be done first and must be done by June 30th, 2017.

Stage 1 involves utility work in the outside lanes and parking lanes. Traffic flows through the center two lanes. 2nd Street intersection is open but no left turns through 3rd Street.

Stages 2A and 2B involve work in the middle two lanes with the outside lanes being used for traffic. 2nd Street intersections are open but no left turns through 2nd Street. Third Street is open for left turns.



REROUTE Battle Creek



BUSINESSES OPEN
...AND TRANSFORMING.

CONSTRUCTION SCHEDULE

10/15/17 - Business operations will be disrupted due to construction activities on the street. Please plan accordingly. Business hours remain the same. We apologize for any inconvenience.

11/15/17 - Business operations will be disrupted due to construction activities on the street. Please plan accordingly. Business hours remain the same. We apologize for any inconvenience.

12/15/17 - Business operations will be disrupted due to construction activities on the street. Please plan accordingly. Business hours remain the same. We apologize for any inconvenience.

1/15/18 - Business operations will be disrupted due to construction activities on the street. Please plan accordingly. Business hours remain the same. We apologize for any inconvenience.

2/15/18 - Business operations will be disrupted due to construction activities on the street. Please plan accordingly. Business hours remain the same. We apologize for any inconvenience.

3/15/18 - Business operations will be disrupted due to construction activities on the street. Please plan accordingly. Business hours remain the same. We apologize for any inconvenience.

www.downtownbattlecreek.com

Communicate plans, schedules, staging, etc. to businesses and the community as decisions are finalized

RED WING BAY

MISSISSIPPI RIVER

Watch for events and activities intended to celebrate our downtown throughout the construction!

Main Street Open to Traffic



Parking Lots	Parking Hours Posted	# of Spaces	Walking Distance
Downtown Plaza Ramp (off W 4 th St)	Level B - 3 Hour Level C - 4 Hour Level D & E - 20 Hour	50 25 96	St. James Hotel - 5 Minutes
Mural Lot (corner of Plum & Third St)	3 Hour	53	Post Office - 4 Minutes
Legion Lot (corner of Potter & 4 th St)	20 Hour	51	Sheldon Theatre - 5 Minutes
LaGrange Ramp (off of Bush & Plum Streets)	Upper - 9 Hour Upper & Mid - 3 Hour Middle - 20 Hour Lower - 20 Hour	75 30 65 132	Library - 5 Minutes YMCA - 3 Minutes
Levee Rd Parking (by river)	None	17	Library - 4 Minutes
Studebaker Lot (off East & Main St)	Lower - 30 Minutes Lower - 20 Hour Upper - 30 Minutes Upper - 1 Hour Upper - 3 Hour Upper - 9 Hour	2 80 2 4 34 41	City Hall - 4 Minutes

- PARK
- THE DEPOT
- LIBRARY
- CITY HALL
- PUBLIC PARKING
- POST OFFICE
- 2015 Construction
- 2016 Construction

For Information Visit:

www.red-wing.org/mainevent.html
www.republican-eagle.com
www.kwng.com

@CityofRedWingMinnesota

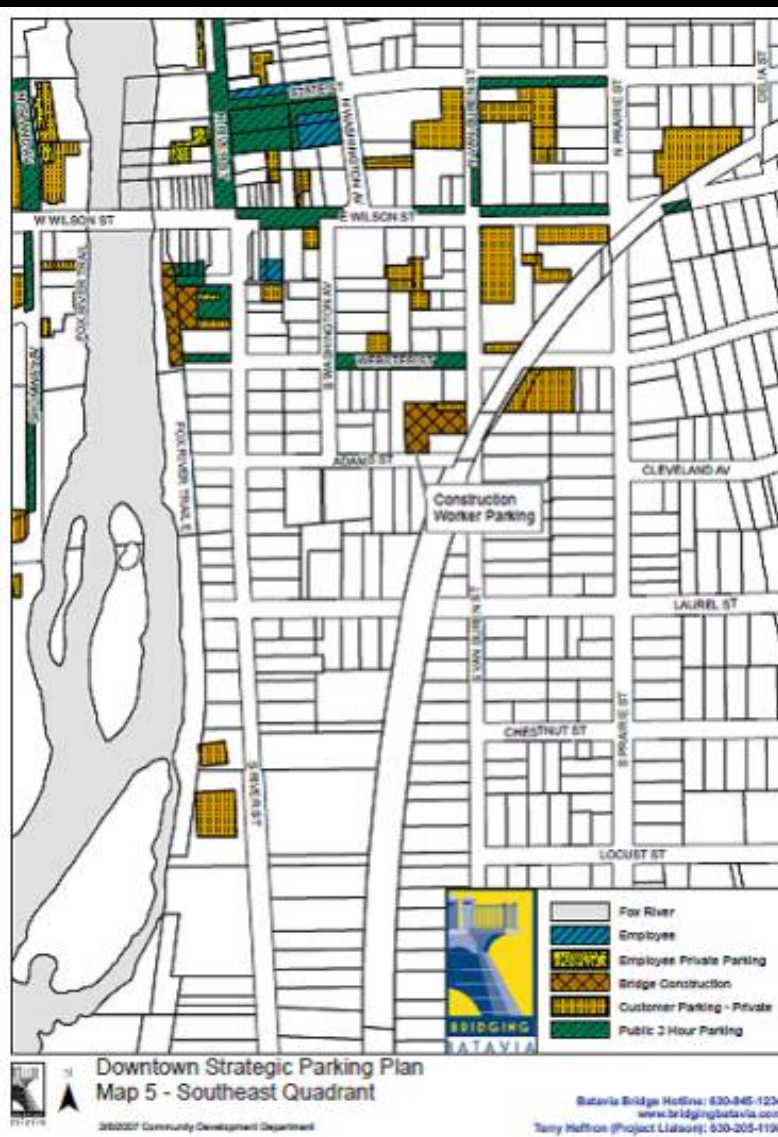
www.facebook.com/CityofRedWingMinnesota

HIGHWAY 61/MAIN STREET RECONSTRUCTION



Action Agenda

2. Parking and Pedestrians



- Promote "Good Business" practices and "Customer First" parking policies
- Identify and map
 - Customer parking
 - Employee and resident parking
 - Temporary lots/spaces
 - Contractor parking



- Create and distribute parking map to downtown businesses
- Enhance and maintain parking areas and pedestrian pathways
- Use pedestrian-oriented signage to direct pedestrian flow
- Encourage business owners to keep storefronts illuminated









Action Agenda

3. Communications



High-Touch Communications System Components

- Downtown Block Captains
- "Construction Coffees"
- Designated project point person and/or hotline





- **Communications system tools and resources**
 - **Media coverage**
 - **Website, photo album and social media applications**
 - **Text alerts and updates**
 - **Email bulletins & updates**
 - **Block Captains flyers**
 - **Public presentations/updates**



[SHARE](#) [PRINT](#) [A](#) [A](#)

TH 61 RECONSTRUCTION (OLD WEST MAIN TO POTTER STREETS)

ENGINEERING DEPARTMENT

- Engineering Services
- Current and Ongoing Projects
- Engineering Permits, Applications and Fees
- Standards & Specifications



The City of Red Wing in cooperation with the Minnesota Department of Transportation (MnDOT) has initiated the Highway 61 (Main Street) Project focused on developing a plan for the reconstruction of State Highway 61 between Old West Main Street and Potter Street in downtown Red Wing. MnDOT awarded the City Municipal Agreement funding to repair the roadway surface of this section of Highway 61 in 2015/2016. The City then obtained additional funding through MnDOT's Corridor Investment Management Strategies program to expand the scope of the pavement reconstruction project to also include improvements to safety, streetscape, pedestrian movements and utilities.

About the Project

The US Highway 61/Main Street Project includes the reconstruction of US Highway 61 between Old West Main Street and Potter Street in downtown Red Wing. The Project includes replacing utilities, reconstructing the roadway corridor, enhancing multiple methods of travel and incorporating key streetscaping elements. The Project also includes:

- Full pavement reconstruction and utilities replacement
- Roadway reconfigured to encourage traffic "calming" and improve safety
- Improved decorative and efficient roadway and pedestrian lighting
- Improved Americans with Disabilities Act (ADA) pedestrian facilities
- The project will be constructed May-August 2015 and May-August 2016

Access During Construction:

The City of Red Wing and its project partners are committed to minimizing the impacts of the US 61/Main Street project on businesses, residents and visitors to Red Wing. Our work with the Contractor will ensure that business and residential accesses are maintained at all times and proper lines of communication are in place to inform all stakeholders of project updates. Access during the project includes:

- Installing temporary business and directional signs
- Installing temporary driveway locations
- Installing temporary ramps where sidewalk has been removed and doing sidewalk construction in phases
- Using alleys for access and deliveries
- Installing temporary signals at key intersections
- Maintaining access to parking ramps

Main Event Committee

"The Main Event" Committee is a collaborative committee of area businesses, organizations, community and government leaders that are assisting the City of Red Wing to help mitigate the disruptive effects of the Main Street Reconstruction Project by providing constant and effective communication about the project, as well as educational and promotional assistance to the affected businesses.

THANK YOU TO OUR PARTNERS!

- City of Red Wing
- Goodhue County
- Jones Family Foundation
- Live Healthy Red Wing
- Main Event Committee
- MnDOT
- Red Wing Area Chamber of Commerce
- Red Wing Area Fund
- Red Wing Downtown Main Street
- Red Wing Housing & Redevelopment Authority
- Red Wing Ignite
- Red Wing Port Authority
- Red Wing Shoe Foundation
- Red Wing Visitors & Convention Bureau
- Red Wing YMCA
- St. James Hotel
- Uffda Shop

Construction Team:



CORY BIENFANG – Bolton & Menk Project Engineer
Contact: corybi@bolton-menk.com or 507.995.2936



AARON WARFORD – Bolton & Menk Project Manager
Contact: aaronwa@bolton-menk.com or 651.503.5700



JAY OWENS – Red Wing City Engineer
Contact: jay.owens@ci.red-wing.mn.us or 651.764.3336



JOSH HRABEC – Bolton & Menk Construction Inspector
Contact: joshhr@bolton-menk.com or 612.965.2473

Construction Communication:

The City of Red Wing Staff, with assistance from Bolton & Menk, will be leading all outreach and communication efforts during construction. Staff will be available to answer questions during construction and will provide updates on upcoming work to affected property/business owners. Construction Staff will be on-site to resolve problems as they arise and available via cell phone or email at any time for additional assistance. In addition, communication about the project includes:

- Weekly public meetings with the Contractor and City of Red Wing Staff (Tuesdays at Noon at City Council Chambers)
- City of Red Wing and Main Event Committee will provide local information and business support during construction via emails, updates, websites and newsletters
- Media articles
- Anyone interested in receiving periodic emails on the project can send an email request to hw61_reconstruction@ci.red-wing.mn.us.



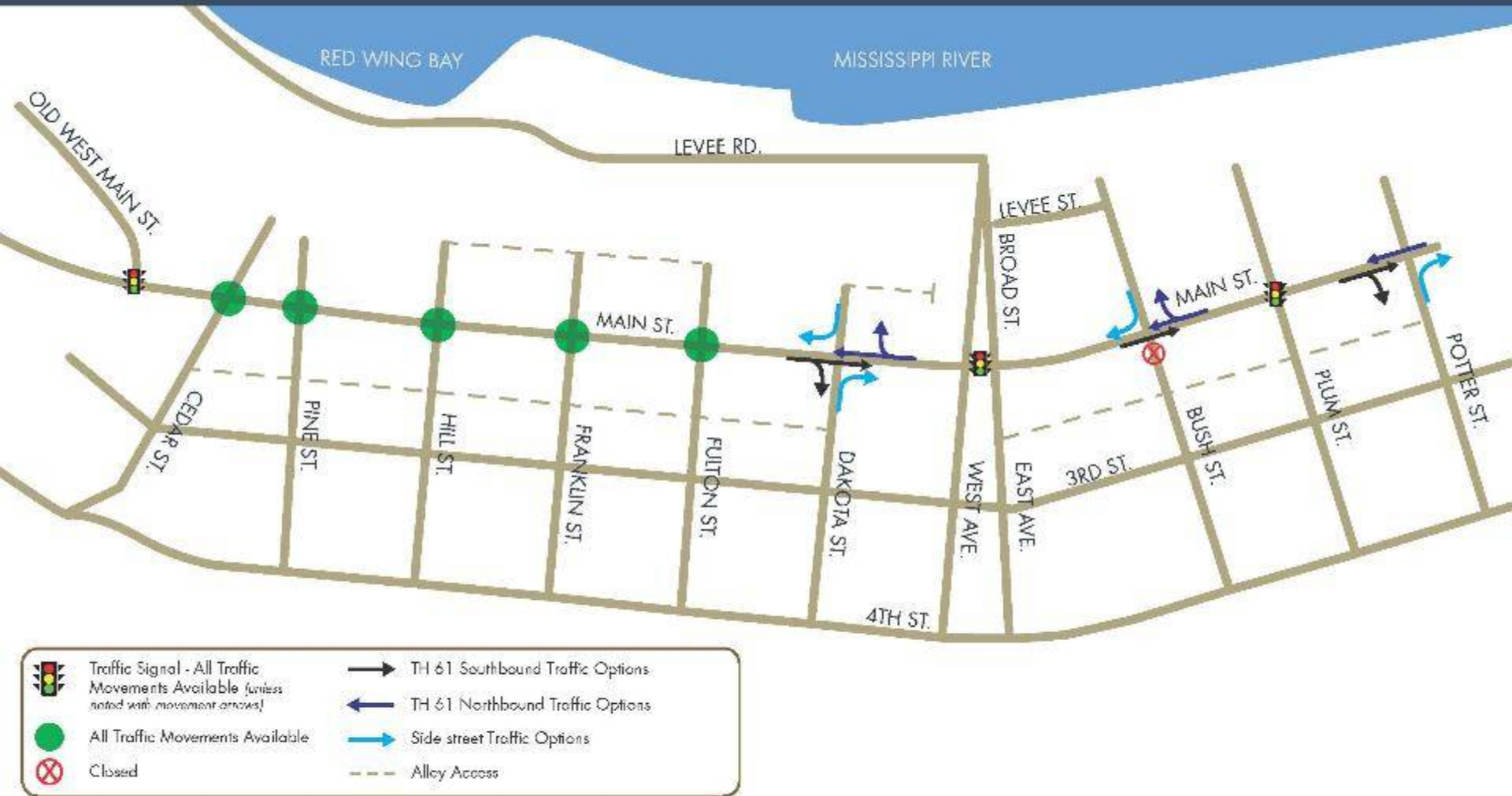
**Downtown
is Open
for Business!**

HIGHWAY 61/MAIN STREET RECONSTRUCTION

Construction Communication

Our Vision

"Establish downtown Red Wing as a premier riverfront destination by creating vibrant gathering places, attractive housing options, thriving commerce, and strong linkages that celebrate the experience and foster sustainability."



MAIN STREET TRAFFIC IMPACTS

Week of 3/14/2016





Red Wing City Government

Like This Page · May 26, 2015 ·

Dealing with the reconstruction of highway 61 is challenging - especially for business owners along that route, however, we are grateful for the replacement of this ancient infrastructure.

Like Comment Share



40 people like this.

Chronological

4 shares

5 comments



Rachel Lifto Douglas Nielson. 😊

Like · Reply · May 26, 2015 at 9:43am



Ian Biron I never noticed how low the curb line was between old west and east/west ave until i saw how many layers of street were below the asphalt.

Like · Reply · May 26, 2015 at 11:53am · Edited



Jason Van Campen So do the businesses on Main Street get hit with an assessment like residential streets do?

Like · Reply · May 26, 2015 at 5:16pm



Red Wing City Government Great question, Jason. The answer is from our Director of Engineering. They are getting assessed just like every other reconstruction project. They are being assessed for street reconstruction, sewer service replacements, and water service replacements. [See More](#)



Write a comment...





Downtown Main Street Red Wing 😊 feeling excited.

11 hrs · 🌐

Red Wing is open for business! Parking is available, check this video at minute 4:00 for details. If you are a business with questions or concerns on the construction, contact the folks listed at the #MainEvent <http://www.red-wing.org/mainevent.html>

We can't wait to see this completed. Since they are a full month AHEAD of schedule, we should see the beautiful new streetscape sometime in August!!



Highway 61 (Main Street) Construction Project – Stage 2

Red Wing City Engineer Jay Owens talks with Tom Hughes about the 2nd stage of the Highway 61 (Main Street) Construction Project.

[YOUTUBE.COM](https://www.youtube.com)



2 Comments 3 Shares

Action Agenda

4. Marketing and Promotion

*What will “fun” look
like in Waverly?*





Red Wing is Open For Business!



**Hard Hat
Thursdays
Start May 5!
#Downtown
#MainEvent**

Members - Friday
9 am to 4 pm

VIEWING
Room

Members - Friday
9 am to 4 pm

Bella Casa
DESIGN STUDIO



477 MAIN STREET
RED WING, MN 55068
612-388-8327
BELLACASADENWELL.COM

- FULL INTERIOR DESIGN SERVICE
- SPECIALIZING IN KITCHEN & BATH RENOVATION
- CABINETS & COUNTERTOPS
- UPHOLSTERY AND CUSTOM DRAPERY
- WINDOW TREATMENTS
- CERAMIC TILE AND STONE
- FURNITURE
- ACCESSORIES



CAUTION

Public viewing times are as follows:
Monday-Friday
9 am to 4 pm

FREE
PARKING
DURING
ROAD
CONSTRUCTION



Courtesy of the
Bella Girls

Decor • Interior Design Services

Furniture • Accessories





Develop a theme and/or character for campaign marketing & promo

GROWING

TOGETHER.

COMING SOON: AN EVEN BETTER DOWNTOWN



pittsburgh²⁵⁰
Imagine what you can do here.



Port Authority
connecting people to PA

COMING SOON:
AN EVEN BETTER
DOWNTOWN



CHEER

FOR YOUR CONSTRUCTION WORKER.

pittsburgh²⁵⁰



Port Authority

COMING SOON: AN EVEN BETTER DOWNTOWN



COMING SOON: AN EVEN BETTER DOWNTOWN

EVOLVE

WITH US.

pittsburgh²⁵⁰



Port Authority

COMING SOON: AN EVEN BETTER DOWNTOWN



REFRESHING

DEVELOPMENTS.

pittsburgh²⁵⁰



Port Authority



Elect the next mayor of "Digtown!"

Visit [/DecaturDowntown](#)

It's where you can...
shop, eat, with cash!

There's a way to get cash into a drawing for **\$100 cash!**

Make a donation to the ACTIVE CONSTRUCTION ZONE and get in on the next drawing for **\$100 cash!**

Go downtown, find the Mayor of January Digtown Mayor, **Ronnie Moore**. Take a picture of yourself with the mayor. Go to [www.decaturdowntown.org](#) Upload the photo to get entered into a **MONTHLY DRAWING FOR \$100 cash!**

Decatur | Digs DOWNTOWN!

Thursday November 3rd - 7th

KICK-OFF EVENT at the Memphis Room

Open March, April and May. Hours: 11:00 AM - 11:00 PM. Digging for cash. Donations to the ACTIVE CONSTRUCTION ZONE. \$100 cash prize. \$100 cash prize. \$100 cash prize.

Vote now for the next mayor of "Digtown!"



Visit [f /DecaturDowntown](#)



**Decatur Digs
Downtown!**

**Use the
Links
Below**

*to nominate and
elect the next mayor
of Digtown!*

A graphic with a yellow background and a large orange arrow pointing downwards. At the top, a shovel is positioned over a sign that reads "Decatur Digs Downtown!". Below the sign is a small red shovel icon. The text "Use the Links Below" is written in a bold, stylized font. At the bottom, a large orange arrow points downwards, with the text "to nominate and elect the next mayor of Digtown!" written inside it.







DeLeon Jewelers

Like This Page · April 23 · 🌐

Look who's in the building!

👍 Like 💬 Comment ➦ Share

👍 😄 9

2 shares



Write a comment...







Come in! SALINE
IS OPEN

--PAVE IT FORWARD--



Visit Saline

Like This Page · May 12 ·

The Pave It Forward Raffle organized by Saline Main Street and the Saline Area Chamber of Commerce is underway. Shoppers have an opportunity to win \$250 each month in June, July, September and October, \$500 in August, and \$1,000 at the Grand Prize Drawing in December. The Pave It Forward campaign works like this: shoppers collect their receipts from participating businesses and redeem them for raffle tickets at one of three redemption centers –Hartman Insurance Company, Saline Main Street, and the Saline Area Chamber of Commerce.

For every \$10 spent, shoppers will be given one ticket that will be entered into the drawing for the monthly drawings. Receipts must be redeemed for tickets by 5:00 pm on the first Wednesday of each month. Drawings are scheduled on the first Thursday of each month at 7:00 PM at Leather Bucket Alley on S. Ann Arbor Street in Downtown Saline.



Write a comment...





Come in! SALINE IS OPEN
--PAVE IT FORWARD--
Join Us! Shop Local Saline!





EXIT

Join Us!
Shop Local
Saline!

Come to SALINE
IS OPEN

PAVE IT FORWARD























Be a star at "A Night at the Oscar's" on Sunday February 20th at First Street Playhouse and don't forget to buy your bridge band for great discounts at participating Batsville businesses
www.firststreetplayhouse.com

February

**Start
Your Bulldozers!**

Quick-hit Construction Theme Activities, Events & Novelties

- "Lil Diggers" coloring books and contests, photo opps, etc.
- Social media-driven "Digger's Picks" weekly business specials



Quick-hit Construction Theme Activities, Events & Novelties

- "Lil' Diggers" Lunch Bucket Brigade parade
- Touch-a-Truck
- Yard Sale
- Sand sculptures
- Dust-buster car washes







Action Agenda

5. Business & Building Owner Issues and Actions



Building & Business Owners

Hints & Tips

- Review insurance policies**
- Perform inspection of basement and foundation**
- Retain plumber to examine plumbing system in advance**
- Elevate stock, equipment, etc. in areas susceptible to seepage**



- Identify and protect unique building elements
- Create a pre-construction photo and/or video record of conditions
- Identify and enhance alternate accesses, where practical and appropriate
- Help to maintain (and “Clean Sweep”) pedestrian passageways



- Attend project update meetings and stay in the information loop
- Share information with customers & clients
- Support and partner in cross-marketing, cross-promotion and collaborative marketing opportunities
- Tap new markets

Moving Forward...

- Don't wait!
- Get involved. Stay involved.
- Focus on priorities and mutual goals.
- Plan your work; Work your plan.
- Remember, it's an improvement and investment.



Surviving and Thriving During Construction

Waverly, Iowa

