



MAIN STREET PROGRAM  
A City and Chamber Partnership

# MAIN STREET

## DOWNTOWN DESIGN GUIDE

## REFERENCE MANUAL



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# Helpful Tips

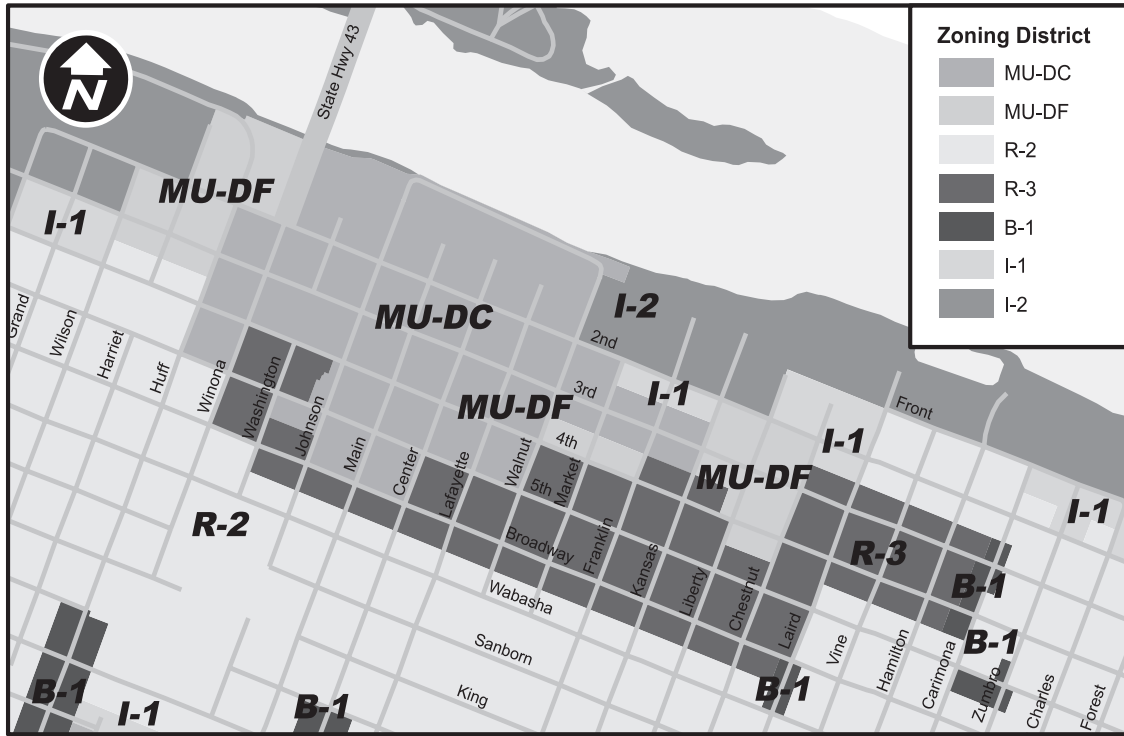
- Always Repair First, Replace Second.
- Note the difference between code requirements and design suggestions.
- Find more information in Historic District Design Guidelines. Terms are defined in the glossary.
- Know what resources are available – grants, tax cuts, and other assistance may be available.
- Ask questions! Save time and money by getting it right the first time. This guide lists a number of contacts and resources.
- Remember that regular maintenance is a critical piece of building updates.
- For information on snow and trash removal, events, and other information, visit [mainstreet.com](http://mainstreet.com) “Resources” page.

## Contact

Emily Kurash Casey  
Main Street Program Manager  
[ekurash@winonachamber.com](mailto:ekurash@winonachamber.com)  
(507) 452-2272  
[winonamainstreet.com](http://winonamainstreet.com)



# Zoning Map



District	Designation	Principal Uses
MU-DC	Mixed Use Downtown Core District	Mixed Use Commercial and Residential; Offices; Retail Shops; Restaurants; Hotels; Bars; Art Galleries
MU-DF	Mixed Use Downtown Fringe District	Mixed Use Commercial and Residential; Multi-Family Residential; Drive-in Restaurants; Auto Sales
R-2	Medium Density Residence District	1-4 Family Dwellings; Townhouses with 5+ Attached Dwelling Units in Select Locations; Tourist Homes; Assisted Living Facilities; Home Occupations
R-3	Multi-Family Residence District	Multi-Family Dwellings; Apartments; Clinics; Tourist Homes; Clubs/Meeting Facilities
B-1	Neighborhood Business District	Neighborhood Commercial; Minor Auto Repair; Restaurants
I-1	Light Industrial District	Entirely Indoor Industrial Facilities; Commercial Uses; No Dwellings
I-2	Heavy Industrial District	Indoor and Outdoor Industrial Facilities; Commercial Uses; No Dwellings

- **Find the zoning map online:** [cityofwinona.com](http://cityofwinona.com) > Planning & Zoning Page
- **Historic Design Guidelines:** [cityofwinona.com](http://cityofwinona.com) > Boards & Commissions > Heritage Preservation Commission > Downloadable PDF
- **Unified Development Code:** [cityofwinona.com](http://cityofwinona.com) > Planning & Zoning > Unified Development Code > Downloadable PDF

# Windows

- Repair & Restore before replacing.  
mnpreservation.org offers regular classes on windows repair.
- It's possible to return buildings to original features by replacing windows that have been bricked over or changed.
- Confirm that the type of windows you plan to use are acceptable per the Design Code.

## Find more information in:

Unified Devel. Code – Page 95; 43.03.62

Historic Design Guidelines – Page 24



Replacing bricks with original window placement

## Contact

Luke Sims  
Assistant City Planner  
lsims@ci.winona.mn.us  
(507) 457-8250  
cityofwinona.com

Emily Kurash Casey  
Main Street Program Manager  
ekurash@winonachamber.com  
(507) 452-2272  
winonamainstreet.com



# Doors

- Repair & Restore before replacing (If possible).
- Make sure your doors and entrances are ADA Compliant, or list an alternate option, such as an alley entrance.
- Confirm that the type of doors you plan to use are acceptable per the Design Code.

## Find more information in:

Historic Design Guidelines – Page 25



Original door and new door installed that fits guidelines

## Contact

Luke Sims  
Assistant City Planner  
lsims@ci.winona.mn.us  
(507) 457-8250  
cityofwinona.com

Emily Kurash Casey  
Main Street Program Manager  
ekurash@winonachamber.com  
(507) 452-2272  
winonamainstreet.com



# Façades

- Know which materials are designated appropriate for façade repair, restoration, and replacement.
- Consider awnings as an option on your building to add color and character.
- Façade update design assistance is available to one Main Street business each year. Contact Emily for information.

## Find more information in:

Unified Devel. Code – Page 93; 43.03.61

The Historic Design Guidelines offer many ideas and how to apply development codes in all sections.

## Contact

Luke Sims  
Assistant City Planner  
lsims@ci.winona.mn.us  
(507) 457-8250  
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ekurash@winonachamber.com  
(507) 452-2272  
winonamainstreet.com



Updated example: Awning addition



Updated example: Corner repair, windows added, materials replaced on wall

# Lights

- Note what kind of light is acceptable in your zoning area.
- Backlit signs are not allowed downtown.

## Find more information in:

Unified Devel. Code – Page 90; 43.03.51

Historic Design Guidelines – Page 29

## Contact

Luke Sims  
Assistant City Planner  
lsims@ci.winona.mn.us  
(507) 457-8250  
cityofwinona.com

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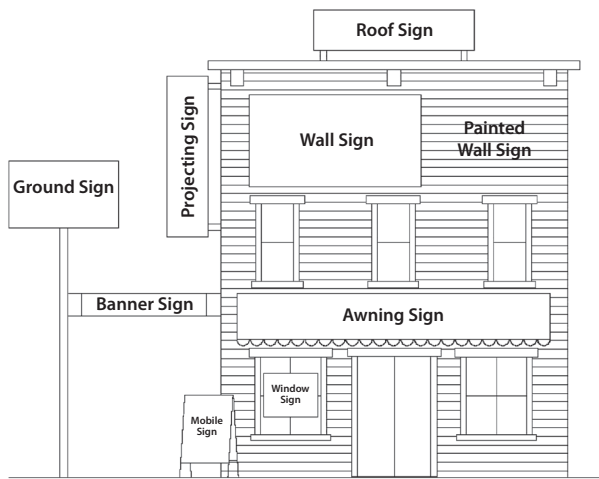


Updated example: Light fixtures addition



# Signs

- Note what kind of signage is acceptable in your zoning area.
- Consider signs that add to the charm and historic interest of your building.
- Sign design assistance is available to one Main Street business each year. Contact Emily for information.



## Find more information in:

Unified Devel. Code – Page 131;43.05.13

Sandwich board info:  
Unified Devel. Code – Page 135-136

Historic Design Guidelines – Page 29-30

## Contact

Emily Kurash Casey  
Main Street Program Manager  
ekurash@winonachamber.com  
(507) 452-2272  
winonamainstreet.com



Updated example: Painted sign



Updated example: Mounted sign

# Parking

- Parking requirements vary per use of building.
- Any parking lot area should follow landscape code requirements.
- Use clear signage in parking lots.

## Find more information in:

Unified Devel. Code – Page 82;43.02.21

## Contact

Luke Sims  
Assistant City Planner  
lsims@ci.winona.mn.us  
(507) 457-8250  
cityofwinona.com

Emily Kurash Casey  
Main Street Program Manager  
ekurash@winonachamber.com  
(507) 452-2272  
winonamainstreet.com



Updated example: Use of landscaping



# ADA Compliance

It is important to be familiar with ADA codes to have a space that is accessible for everyone. However some changes are simply not possible to make in historic buildings. It is important to make the effort of having your building as accessible as possible.

## Contact

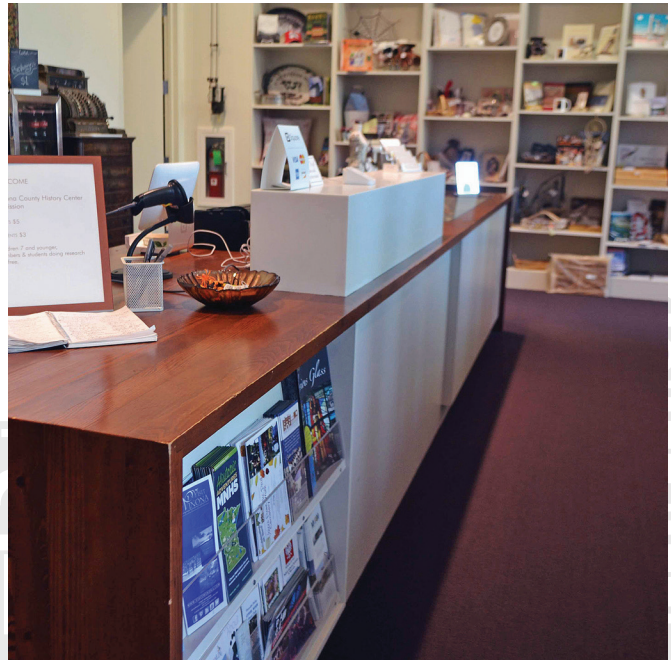
Emily Kurash Casey  
Main Street Program Manager  
ekurash@winonachamber.com  
(507) 452-2272  
winonamainstreet.com

Greg Karow  
Building Official  
gkarow@ci.winona.mn.us  
(507) 457-8231  
cityofwinona.com

Minnesota Council on Disability  
121 7th Pl E #107  
St Paul, MN 55101  
(651) 361-7800  
disability.state.mn.us



Updated example: Entrance has no steps and proper width



Updated example: Checkout counter has multiple heights



# Checklist

## **Are parking requirements of your space met?**

Luke Sims  
Assistant City Planner  
lsims@ci.winona.mn.us  
507-457-8250

## **Are permits required for your project?**

Greg Karow  
Building Official  
gkarow@ci.winona.mn.us  
507-457-8231

## **Is this project subject to review by the HPC?**

Luke Sims  
Assistant City Planner  
lsims@ci.winona.mn.us  
507-457-8250

## **Is this proposed use of space compliant with zoning?**

Carlos Espinosa  
City Planner  
cespinosa@ci.winona.mn.us  
507-457-8250

## **Does your signage meet the requirements?**

Luke Sims  
Assistant City Planner  
lsims@ci.winona.mn.us  
507-457-825

## **Does your lighting meet the requirements?**

Luke Sims  
Assistant City Planner  
lsims@ci.winona.mn.us  
507-457-825

## **Does your façade plan meet the requirements? (Windows, doors, awnings, etc.)**

Luke Sims  
Assistant City Planner  
lsims@ci.winona.mn.us  
507-457-8250

## **Are financing and funding options available for your plan?**

Myron White  
Development Coordinator  
mwhite@ci.winona.mn.us  
507-457-8250

## **For assistance and resource options contact :**

Emily Kurash Casey  
Main Street Program Manager  
ekurash@winonachamber.com  
(507) 452-2272  
winonamainstreet.com

