

(see above) or incorporated into a site plan review process. Design guidelines are included as an Appendix to this report.

Streetscape Improvements. Continue to implement streetscape improvements throughout the downtown, with priority given to those blocks that provide connections to the riverfront and support the greatest concentration of pedestrian-oriented uses. Streetscape improvements will require more detailed design, but should include:

- Wayfinding signage with a consistent historic appearance that leads pedestrians and motorists to downtown landmarks (discussed in more detail below).
- Street trees and other landscaped green space that will attract future downtown residents and provide gathering spaces.
- Decorative lighting and a coordinated palette of street furniture – benches, trash receptacles, bike racks, etc. – with consistent design, materials and colors.
- Decorative brick paving in the “boulevard” area of downtown sidewalks and within crosswalks. Preservation of existing brick streets.
- Treatment of alleys as pedestrian ways, with decorative paving and gateway elements.
- Screening of surface parking with decorative fencing or walls and landscape material. Both public and privately-owned parking lots should be screened. Figure 10 illustrates this approach as applied to an existing surface parking lot and the adjacent street.

Streetscape improvements should be consistent, and should be linked to the character and function of each street. That is, treatments of a wide arterial street such as Broadway will differ from treatment of the shorter north-south streets that lead to the riverfront. Figure 11 illustrates a proposed hierarchy of streetscape improvements and other landscape and design treatment, in combination with the major development opportunity sites. Streets are defined as:

- Primary streets, receiving the highest level of pedestrian improvements: Third Street and Washington Street, which is shown continuing as a pedestrian route through the Courthouse complex and extending to the WSU campus.

Figure 10: Parking Lot Landscaping and Streetscape Concept



Examples of streetscaping and alley treatment, Milwaukee.



Typical 'family' of wayfinding signs and banners.

- Secondary streets, receiving a somewhat simpler treatment: the north-south streets from Johnson to Walnut, as well as Liberty Street and the segment of Third Street east of the primary retail core. The north-south streets should be signed to indicate river access.

The graphic also shows existing truck routes (Second Street and the Highway 43 alignment of Main, Fourth and Winona streets); these should be designated for special treatment.

In addition to the design of streetscape improvements, creation of sign standards and façade improvement guidelines for downtown businesses, both within and outside of local historic districts, will complement and strengthen the public streetscape investment. (See Design Guidelines in Appendix.)

Wayfinding Signage. “Wayfinding” is a term used to describe how people use spatial and environmental information to find their way through the built environment. It includes not only signage but spatial cues from the arrangement of buildings, defined pathways, views, and other environmental cues. In terms of signage, wayfinding signs can be described as a ‘family’ or ‘palette’ of signs that lead visitors to and through districts or particular attractions. In Winona’s case, some signs already point to downtown and other attractions, but are not designed to enhance the city’s image. Once within the downtown or along the riverfront trail, signs should also be used to identify particular civic, cultural or recreational attractions and facilities, including parking lots, parks, buildings and river access points. The system also extends to the design of banners used within the streetscape. Figure 11 indicates potential locations of wayfinding signs.



Pedestrian-scale signs in Milwaukee identify points of interest and districts.

