



CITY OF MONTICELLO
DEVELOPMENT SERVICES DEPARTMENT
505 Walnut Street, Suite 1
Monticello, MN 55362
Phone: (763) 295-2711 Fax: (753) 295-4404

Small Area Study – Downtown, Monticello

Downtown Monticello developed as a place for residents and visitors to come together for commerce and recreation. Located in the historic area of the city and along the Mississippi River, our downtown is a unique neighborhood at the heart of Monticello. The downtown area has also been a central focus of planning efforts to recapture its vibrancy as a place for all people to enjoy its amenities.

In 2010, the City of Monticello completed a guide to redeveloping downtown called the “Embracing Downtown Plan”. The plan considered land use, transportation and market realities for the area considered to be “Downtown Monticello,” extending from Interstate I-94 at its southern boundary to the Mississippi River in the north, and generally from Cedar Street on the east to Maple Street on the west.

Since the adoption of the Embracing Downtown Plan, changes in the downtown marketplace have impacted the desire and ability to implement the land use part of the Embracing Downtown Plan as it was originally intended. In particular, the core downtown area requires a new perspective in terms of land uses most likely to be developed and successful.

The City of Monticello Economic Development Authority (EDA) recently authorized a small area study of the core downtown area. The study is designed to:

- Give revised land use direction to the core of downtown while supporting the overall direction of 2010 Embracing Monticello
- Offer a fresh look at the current market conditions, how they have changed since 2010, and what the popular trends are.
- Celebrate, strengthen and leverage the authenticity of Downtown Monticello, its unique position in the region, and its existing amenities.
- Create a usable plan that’s easy to read and exists in multiple formats.
- Inspire investment with a planning process that focuses on practical solutions and existing market potential.

The EDA is working with the Cuningham Group to accomplish this through a revised land use plan for the core downtown area.

An essential part of the study’s planning process is a steering committee with ten representatives from City of Monticello commissions, the Monticello Chamber of Commerce, and interested citizens. Several public engagement sessions will also be held for residents and visitors to provide their thoughts and visions for the downtown. The steering committee and public engagement sessions will help guide the direction and evolution of the plan from start to completion, an anticipated timeline of February – June 2017.

If you are interested in staying updated with the progress of the small area study or have any questions, please contact Jacob Thunander at jacob.thunander@ci.monticello.mn.us.