



RENAISSANCE ZONE

GOALS AND OBJECTIVES

The goals for the Renaissance Zone are consistent with the Central Business District URS Redevelopment Plan and will serve as the guidance for future Zone marketing campaigns. This section presents basic goals for improvement and redevelopment in the Renaissance Zone. The goals and objectives were derived from a vision survey, issues workshop and analysis phase of the planning process and were prioritized by the Renaissance Zone Advisory Committee. The following goals and objectives relate to various components of the downtown environment, including its role and function, economic development, overall form and physical arrangement, transportation, and design and appearance. The strategies provide the basic framework for the program and will guide all decisions related to the redevelopment of downtown.

- A. Re-establish the Renaissance Zone as the Center of Business Life, Government and Cultural Opportunity for Mandan.**
1. Maintain the Zone as a mixed-use area accommodating a wide range of retail, governmental, service and residential functions.
 2. Promote continued support for redevelopment activities in the Zone.
 3. Promote and advocate activities and programs that meet the needs of varied age, interest, and socioeconomic groups at all times of the day and night and throughout the year.
 4. Create a series of centrally located public open spaces in the Zone for cultural events and gathering spaces.
 5. Create an organized system of open spaces and linkages to provide a framework for the Zone.
 6. Locate major cultural facilities such as the library, theater and the like in the Zone.
- B. Promote the Renaissance Zone as the Preferred Location for Hotel, Class A Office Buildings, Specialty Retail, Government and Institutional Uses.**
1. Examine the possibility of providing incentives, such as attractive financing for new development. Public/private joint ventures and other unique approaches to redevelopment should be encouraged.
 2. Identify unique businesses, events, and other attractions that may be feasible in the zone.
 3. Encourage the location of governmental, financial institutions and other service functions in the Zone.

C. Maximize Accessibility of the Renaissance Zone from Throughout the Region and Provide Safe, Convenient, and Attractive Circulation Within the Zone.

1. Provide adequate and convenient on-and off-street parking for all uses within the Zone.
2. Provide adequate and convenient traffic circulation in and around the Zone without disadvantaging its role as a destination point.
3. Provide for safe, comfortable surface and second level pedestrian circulation within the Zone.
4. Create an identity for the Zone through consistent and complementary design practices.

D. Arrange Compatible Land Uses in Compact and Orderly Ways to Enhance the Functions of the Renaissance Zone.

1. Reinforce emerging entertainment, medical, office/service and retail districts with compatible land uses.
2. Concentrate redevelopment in the Zone.
3. New office and retail space should be concentrated around existing buildings.
4. Any new construction should include street level retail and off-street parking.
5. Encourage redevelopment of the upper levels of existing buildings as residential apartments and lofts and identify sites for multi-family residential.
6. Plan for the expansion of major institutional facilities in an orderly manner to minimize the impact on existing land uses.
7. Further explore the opportunity for second level pedestrian walkways.

E. Encourage a Zone That Upholds Mandan's Heritage as Well as Recognizes and Takes Advantage of its Pattern of Development.

1. Identify and prioritize those buildings that are historically significant and which are economically viable and worthy of preservation.
2. Develop strategies for public and private financing of improvements.
3. Identify potential developers and adaptive reuses for historically significant buildings.
4. Promote historic and unique buildings to potential tenants and tourists.
5. Encourage redevelopment that is at the same rhythm, scale, and mass as the existing buildings and circulation network in the Zone.

F. Achieve High Quality in the Design and Visual Appearance of the Renaissance Zone.

1. Create a Zone framework that establishes urban, architectural, site design and signage guidelines that reinforce the unique, positive aspects of Mandan's history and architecture.
2. Modify the city ordinances to reinforce design objectives and guidelines.
3. Utilize the following plans as the Framework from which to base redevelopment decisions:
 - i) URS Redevelopment Plan
 - ii) Comprehensive Plan
 - iii) Renaissance Zone Development Plan

4. Preserve the integrity of City architectural and open space landmarks including the Courthouse, Depot, Beanery, Library, and Fire Station.
5. Establish a cohesive system of streetscape treatments that reinforce a sense of human scale and balance between pedestrian and automobile space.
6. Encourage public art in the downtown streetscape and public spaces that contributes to Mandan's unique character and sense of place.