

Downtown Plan  
2025



ADOPTED DECEMBER 9, 2014



# 2025 Downtown Plan



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# Table of Contents

## ■ Plan Overview

- 1.1 Background
- 1.2 Vision Statement
- 1.3 Boundaries
- 1.4 Public Engagement
- 1.5 2014 Market Assessment
- 1.6 2014 Parking Demand Analysis

## ■ Physical Framework

- 2.1 Activity Centers
- 2.2 Connections
- 2.3 Collective Framework
- 2.4 Development Site Opportunities

## ■ Action Plan

- 3.1 Action Plan Strategy
- 3.2 Core Values
- 3.3 Action Plan Construct
- 3.4 Economy
- 3.5 Environment
- 3.6 Experience

## ■ Implementation and Phasing

- 4.1 Implementation Strategy

## ■ Appendix

- 5.1 Survey Summary



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# Plan Overview

## 1.1 Background

The 2025 Downtown Plan builds upon more than 20 years of careful planning and policies that have guided the evolution of downtown Sioux Falls. The previous Downtown Plan was completed in 2002 and established a 2015 vision for downtown. The 2015 Downtown Plan introduced a variety of forward-thinking concepts including connecting to the Big Sioux River and Falls Park, strengthening arts, culture, and entertainment, and promoting job growth and economic development within the central business district (CBD). Since 2002, there has been significant progress to implement many of the Downtown Plan ideas, including:

- **Phillips to the Falls:** Converted a contaminated brownfield into an attractive pedestrian, bicycle, and vehicular connection from Falls Park to the CBD by expanding Phillips Avenue to the north. This project also stimulated private reinvestment and provided the opportunity for Falls Park West to develop.
- **Expansion of SculptureWalk:** An exciting exhibit of outdoor sculptures displayed year-round in downtown. The continued expansion is one of the reasons for downtown being the city's designated arts, culture, and entertainment district as more artists and visitors support the exhibit every year.
- **Removal of the River Ramp:** A parking structure that spanned the Big Sioux River was catalytic to continuing the efforts of river-oriented development in downtown. Private redevelopments on the parcels adjoining the river have partnered with the City to make seamless connections with the river greenway.
- **Phases I and II of the River Greenway Master Plan:** Provided a vision for activating the once overlooked Big Sioux River. The implementation of the Greenway & Riverfront Master Plan has opened the river to recreation and economic development. Phases I and II have created a vibrant visitor amenity and continued the citywide connection to downtown through the greenway trail system.



*The 2025 Downtown Plan included the following research and community engagement components:*

- *A robust community engagement process that included input from more than 300 downtown stakeholders through public meetings and 13 element-oriented work groups.*
- *An online survey that attracted downtown improvement ideas and priorities from 1,763 Sioux Falls area residents.*
- *A comprehensive market analysis prepared by the Denver-based firms of Progressive Urban Management Associates and ArLand Land Use Economics.*
- *A parking demand and site planning analysis completed by Walker Parking Consultants.*



In 2014, Sioux Falls could not have chosen a better time to update its Downtown Plan. Moving out of a national recession, a new investment cycle creates the context for refocusing the vision and the reframing of economic opportunities for downtown. Unlike previous plans, the winds of change are also distinctly in downtown's favor. National trends in demographics and lifestyles are supporting a movement of capital and people back into downtown business districts in communities large and small. These trends are shaping downtowns beyond one-dimensional employment centers into multifaceted neighborhoods—places where people young and old choose to live, dine, play, and work.

**While the market forces are favorable for downtown, the stakes for Sioux Falls are high.** Cities across the country are competing to attract young skilled labor, the raw material for today's economic growth, and a demographic group that is increasingly attracted by vital mixed-use urban centers. To maintain and build economic prosperity for the region, Sioux Falls will need to keep, attract, or lure back young highly skilled workers. Downtown is the one Sioux Falls submarket that can offer a vital mixed-use lifestyle to lure tomorrow's workforce.

**Downtown is emerging as a critical economic development amenity for the Sioux Falls region—just as important as its parks, schools, and basic infrastructure.** The 2025 Downtown Plan provides a game plan to help downtown capitalize on new market opportunities and help foster prosperity for the entire Sioux Falls region.

The following plan overview provides summaries from the research and community outreach processes, and the plan offers a suggested planning framework, actions, and implementation priorities to guide downtown's evolution for the next ten years and beyond.



## 1.2 Vision Statement: Downtown Sioux Falls 2025

By 2025, the community’s vision is that downtown Sioux Falls will have emerged as one of the most livable, prosperous, and vital central business districts of any Midwest American city.

The transformation of downtown has already started with a sprinkling of residential lofts and apartments concentrated near Falls Park. By 2025, the housing supply can triple to support a CBD population of more than 3,500 persons. Housing will be spread throughout downtown with new neighborhoods in the southern section of the CBD and within the former railyard to the east. These residents will provide a year-round, 24/7 vitality to downtown, supporting retail, restaurants, and a variety of service businesses, that will create a presence on the streets beyond the 9 a.m. to 5 p.m. working hours.

Residential development can be accelerated by deliberate improvements to make downtown more livable. Downtown streets will be designed as a complete street network. Bike lanes will fully connect downtown streets to the Big Sioux River, Falls Park, and the greenway trail system. A downtown bike share program can make it easy for residents and tourists to park once and then hop on a bike to Falls Park. Our goal for downtown in 2025 includes being among the top northern tier mid-sized markets for walkability and bikeability.





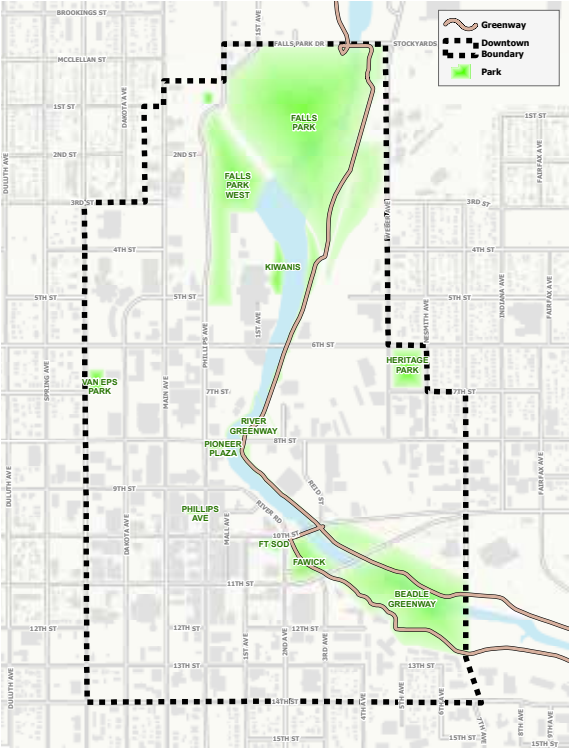
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Park spaces will be activated year-round, including a new ice skating rink and green spaces for organized recreation. Dog parks will provide an important amenity for residents. Seamless connections between downtown, the river, and the Falls can make downtown Sioux Falls one of the most unique and attractive CBD in the nation.

Arts, culture, and entertainment will continue to be a strength of downtown. Retail, dining, and entertainment venues will line Phillips Avenue and a second downtown entertainment center will evolve within the East Bank. The vitality of these two districts will help to activate storefronts on adjoining corridors and along the streets that connect them. Complementing programming from the Washington Pavilion, Orpheum Theater, and other key attractions will be a number of live music venues that showcase a variety of genres and attract all age groups.

All of these improvements will enhance downtown's position as a regional economic hub. The CBD will be known as a center for innovation. Attracted by the downtown lifestyle, small start-ups and young skilled workers will flock to the area. New coworking spaces and business incubators in offbeat warehouses can spin off larger businesses that move into the more conventional office buildings within the center of the CBD. Increasingly, businesses will relocate from other cities to downtown Sioux Falls driven by the ability to tap into an energetic, highly educated, and creative workforce.

### 1.3 Boundaries



**MAP 1. Downtown Boundaries**

The current official boundaries for the CBD are established by City ordinance. The boundaries extend from Falls Park Drive to 14th Street and from Minnesota Avenue to Franklin Avenue.

**Within downtown boundaries:**

- 484 acres of land.
- 101 acres of park area.
- 1.5 miles of river greenway trail.

An initial step taken by the Downtown Plan Advisory Committee was determining whether the official boundaries of

the CBD should expand over this planning cycle. Any revisions to the formal boundaries must be considered carefully as there are a variety of programs that apply to the present boundaries, and changing the boundary has numerous effects on the properties involved. During the previous planning period, the CBD boundaries were expanded.

After discussing the expansion of the boundaries, the Downtown Plan Advisory Committee recommended maintaining the existing boundaries during this planning cycle.



## 1.4 Public Engagement

The planning process throughout the development of the 2025 Downtown Plan was widely driven by community involvement. The following is a brief overview of the planning process:



- **Examine existing local plans:** A variety of existing and newly drafted plans were being completed simultaneously with the downtown plan process, including Sioux Falls Imagined, A Cultural Plan for a Vibrant and Prosperous City and the Sioux Falls Tomorrow Plan. Each of these plans were reviewed and incorporated into the recommendations of the 2025 Downtown Plan.

- **Advisory Committee:** One of the most important tasks was to recruit participants to partake in the planning process. A 13-member Mayor-appointed advisory committee was established and met throughout the entire planning process. This committee was made up of business owners and downtown advocates.

- **Citizen Work Groups:** Over 100 individuals volunteered to participate in 13 citizen work groups that focused on specific elements of downtown. These elements included:

- Arts and Entertainment
- Land Use
- Transit and Commuting
- Historic Preservation
- Tourism and Hospitality
- Health and Wellness
- Streets/Infrastructure/Traffic
- Economic Development
- Residential Living
- Design and Streetscape
- Public Safety
- Parking
- Parks and Recreation

The 13 citizen work groups recommended 57 goals and 229 implementation action steps related to the defined elements of downtown.

- **Explore and Define the Vision:** This task involved a collection of attitudes and opinions from community meetings and advisory committee and citizen work group discussions. The vision guided decisions when creating the goals and action steps for the downtown plan.



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• **Web-Based Survey:** One form of public engagement during the visioning phase of the 2025 Downtown Plan was to design, conduct, and analyze the results of a web-based survey. The overall goal of the survey was to obtain feedback on numerous downtown elements from individuals who live in Sioux Falls and the surrounding communities. The intended outcome was to determine the community members' perception related to the elements of downtown and to identify the missing elements of downtown that will lead to a much better quality of life in downtown Sioux Falls.

The community produced 1,763 responses to the web-based survey. A more detailed summary of the responses and a copy of the survey can be found in the appendix.

• **Establish Market Realty:** The City worked with Progressive Urban Management Associates and ArLand Land Use Economics to complete a market analysis for downtown Sioux Falls. The final product provides market realty for downtown Sioux Falls and acts as a tool for the retention and recruitment of businesses for downtown.

• **Establish Parking Needs:** The City worked with Walker Parking Consultants to complete a parking demand and site planning analysis for downtown Sioux Falls. The final product provides the current demand for parking and recommendations for the future parking needs of downtown.

• **Prepare Final Plan:** The final task included assembling a complete draft of the plan for review. Reviews were conducted by the Advisory Committee, the Downtown Sioux Falls Board, the Sioux Falls Planning Commission, and the City Council.

### **Outreach Summary**

*Overall, when compiled together, the community outreach process revealed the following priority improvements for downtown:*

- *New parks/green space/open space/dog park.*
- *Additional retail.*
- *Added entertainment and entertainment venues.*
- *Additional and easily accessible parking.*
- *Determine better options for the one-way streets.*
- *Ice rink and winter entertainment.*
- *Convenience/drug store for quick items.*



## 1.5 2014 Market Assessment

The 2025 Downtown Plan included a comprehensive market assessment prepared by the Denver-based firms of ArLand Land Use Economics and Progressive Urban Management Associates (P.U.M.A.). The market assessment compiled demographic information and looked at development potential in a variety of key segments, including residential, retail, and office. The study also includes a discussion of national trends that are shaping downtowns nationally and how Sioux Falls can benefit from these trends.



Key conclusions from the market assessment included an examination of residential, retail, and office space potential over the next 20 years:

- **Residential:** There is compelling evidence that Sioux Falls is benefiting from national trends that are supporting downtown housing. New projects are attracting empty nesters, young professionals, and medical employees at higher rental rates. The market assessment found that residential is downtown's most robust market opportunity in the next investment cycle with the potential to generate an *additional 1,900 to 3,200 units* over the next 20 years.



- **Retail:** Downtown retail has performed well in the last several years and currently the CBD accounts for about 8 percent of the city's total sales. Downtown is best positioned to build upon its niche for local independent, unique, and creative retail. Dining is also a segment that could add more concepts. If downtown continues to capture its regional share of retail, there is the potential to create an *additional 190,000 to 475,000 square feet of retail and/or restaurant space* over the next 20 years.





- **Office:** Assuming that downtown maintains its regional share of office space, there is the potential to **add another 1.0 to 1.6 million square feet of office space** through the next 20 years. There is also a niche opportunity to attract creative and innovative firms seeking a compact urban environment that appeals to young skilled workers.

The market assessment included data from a global trends analysis developed by P.U.M.A. and the University of Colorado. Key national trends that can benefit downtown Sioux Falls through the next investment cycle include:

- **Changing Workforce:** Both young skilled “millennials” and older “baby boomers” are favoring compact urban environments for living and working. Both of these demographic groups will fuel demand for downtown Sioux Falls residential, office, and retail space.
- **Shifts in Mobility:** Driven by generational preferences, alternatives to cars will be increasingly important for those that choose to live or work in downtown. Complete street concepts that accommodate bike and pedestrian movement will be increasingly important.



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- **Residential Renaissance:** Sioux Falls is poised to continue to benefit from a national trend supporting residential development in downtowns. Downtown Sioux Falls' proximity to the river and Falls creates an amenity package that is unique and a competitive advantage for building a new neighborhood.
- **Healthy Places:** The connection between health and the built environment is an emerging trend translating into more walking, biking, active recreation, fresh food, and community gardening. Given the importance of the medical sector to Sioux Falls' regional economy, an emphasis on healthy places could be a differentiator to add value to downtown.



### 1.6 2014 Parking Demand Analysis

As part of the 2025 Downtown Plan process, the City of Sioux Falls commissioned a parking demand and site planning analysis from Walker Parking Consultants. The intent of the analysis was to provide an independent evaluation of downtown parking conditions and provide future development options that help the City improve public parking access and support economic development initiatives within the downtown.

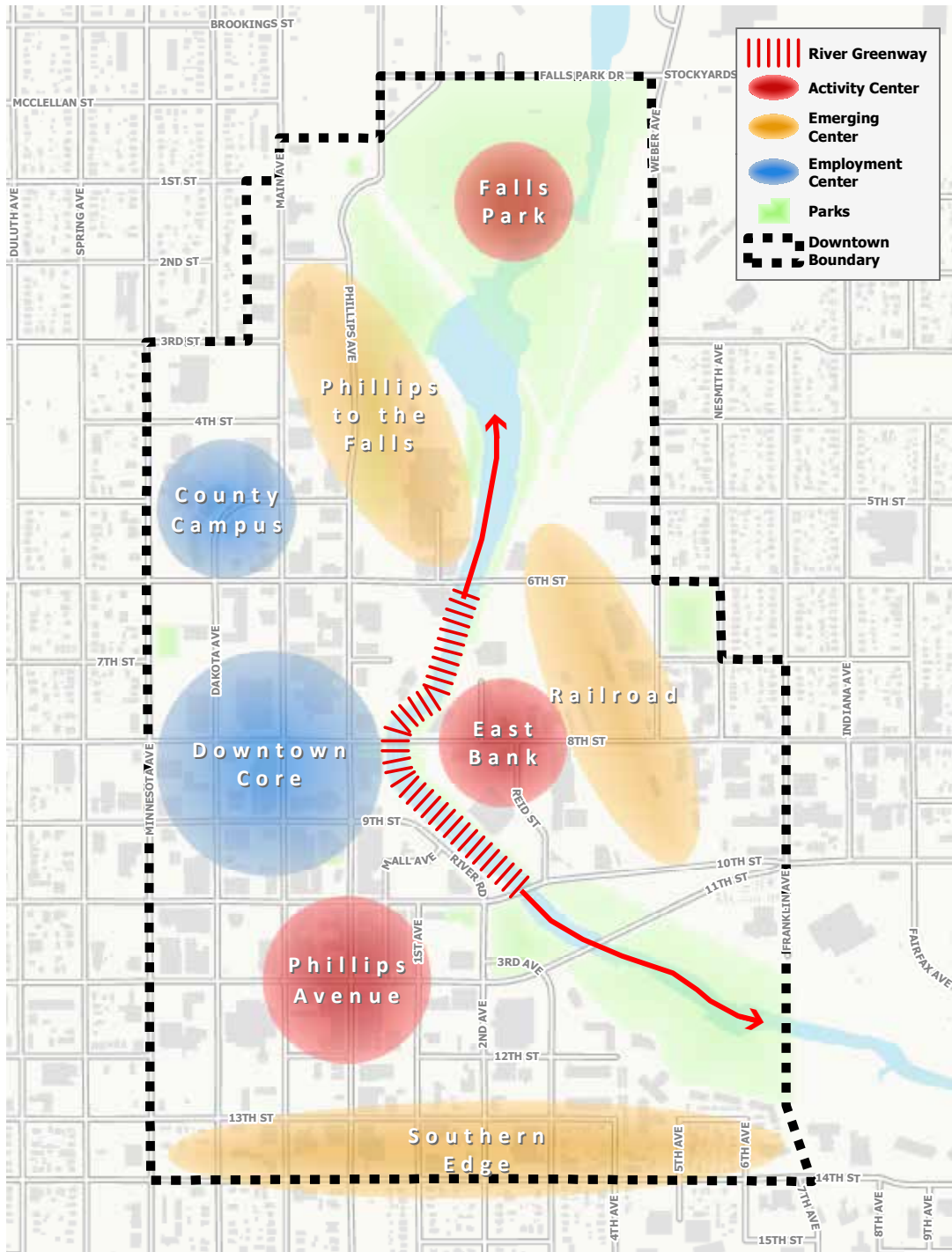
Key findings from the Walker parking analysis included:

- Off-street parking (lots and garages) is well-utilized with 76 to 84 percent of supply used during the peak weekday usage period of 10 a.m. to 1 p.m. On-street parking (meters) is much more available with 43 percent occupied during peak usage periods.
- Weeknights and evenings offer prime opportunities for activating more dining, entertainment, special events, and other activities with parking occupancy rates at less than 40 percent.
- In the short term, downtown Sioux Falls should focus on maximizing the use of its existing parking supply through parking management techniques that include marketing, downtown shuttles, parking apps that help people find available spaces, and maximize use of underutilized assets.
- Future demand, as estimated from development projections from the market analysis, will eventually exceed existing supply. The parking study identifies prime locations for future parking garages that will be convenient for drivers, maximize the value for existing businesses, and help attract future investment to downtown.



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## MAP 2. Activity Centers



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# Physical Framework

The physical framework aims to address the question of “where” to concentrate public and private investment over the next investment cycle. Investment resources are limited, and it will be advantageous for the City and its private partners to target improvements to areas that can be catalytic and leverage economic development.

The physical framework is built upon three major layers that together offer a road map for guiding new investment. These layers include:

- **Activity Centers:** Both existing and emerging districts and destinations within downtown that attract employees, visitors, and residents.
- **Connections:** Streets, bike lanes, and pathways that can connect the different activity centers and inspire movement within downtown by a variety of modes.
- **Development Opportunity Sites:** Key sites that are either underutilized or vacant that can enhance downtown’s overall economic vitality, fill important gaps between activity centers, and help enliven connections.

## 2.1 Activity Centers

For the 2025 Downtown Plan, “activity centers” are destinations and districts that attract a variety of user groups to downtown, including employees, customers, visitors, and residents. The plan recommends that future improvements and energy be concentrated on strengthening downtown’s areas of existing activity and then growing and connecting them over time. Downtown Sioux Falls’ activity centers include existing attractions, clusters of employment, and emerging destinations.





**Existing Activity Centers:** Downtown Sioux Falls has several primary activity centers that collectively generate thousands of visitors each year. These centers include:

- **Falls Park:** Located on the Big Sioux River, downtown has the luxury of having this natural feature, the city’s namesake, within its boundaries. While being a regional tourist attraction, this park also provides over 75 acres of recreational opportunity for the residents of Sioux Falls. Falls Park also differentiates downtown Sioux Falls from other cities of similar size throughout the United States. It is a critical natural amenity that is a key asset to help downtown reach its potential as a residential neighborhood and a location of choice for businesses and innovators.
- **Phillips Avenue:** To the west of the Big Sioux River, Phillips Avenue is a well-recognized premier dining, retail, and entertainment street. Phillips Avenue is the spine to a historic mixed-use area graced by a wonderful streetscape, SculptureWalk, and a diverse range of dining, retail, and entertainment options. It is a popular destination area, both for locals and visitors from throughout the region, and provides a strong visual identity for downtown. It is a critical amenity that, just like Falls Park, will help downtown reach its vibrant mixed-use potential envisioned by this plan.
- **River Greenway:** Positioned along the Big Sioux River, the river greenway provides a vital pedestrian and bicycle connection between Falls Park and the core of downtown. Following the vision from the 2004 Greenway & Riverfront Master Plan, the river greenway offers a refreshing escape and recreational amenity during all seasons. Similar to Falls Park, it differentiates Sioux Falls from other cities; and for the future, it is a critical amenity to lure both new residents and innovative businesses to locate in downtown.



*Phillips Avenue is the spine to a historic mixed-use area graced by a wonderful streetscape, SculptureWalk, and a diverse range of dining, retail, and entertainment options.*





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- **East Bank:** The East Bank area has begun to emerge over the last several years with innovative retail and business concepts moving into the area’s historic and industrial buildings. East Bank is the type of “edgy and gritty” urban area that is being favored by new innovative firms and sought after by millennials and empty nesters seeking housing alternatives to traditional single-family homes. Coupled with the development potential from the adjacent railyards, East Bank could become a sought-after area of change that accelerates the transformation of downtown into a more round-the-clock activity center.

**Employment Centers:** First and foremost, downtown is a center for jobs and commerce. Employment will remain the critical economic anchor for downtown through the next investment cycle, even if there is more visible change brought upon from the emerging residential sector. Downtown Sioux Falls has two major employment centers:

- **Downtown Core:** Sioux Falls, the largest city in the state, serves as the state’s business center. Downtown’s CBD remains a regional office center with more than 2.3 million square feet of office space. Downtown dominates in the finance, professional service, and government sectors and is competing favorably for the creative and innovative firms that are coveted in the post-recession economy. The majority of downtown’s office space is located within the core roughly bounded by the Big Sioux River, West Sixth Street, Minnesota Avenue, and West 12th Street.
- **County Campus:** The county campus, located north of the core, offers an extension of the area’s employment and economic stability.

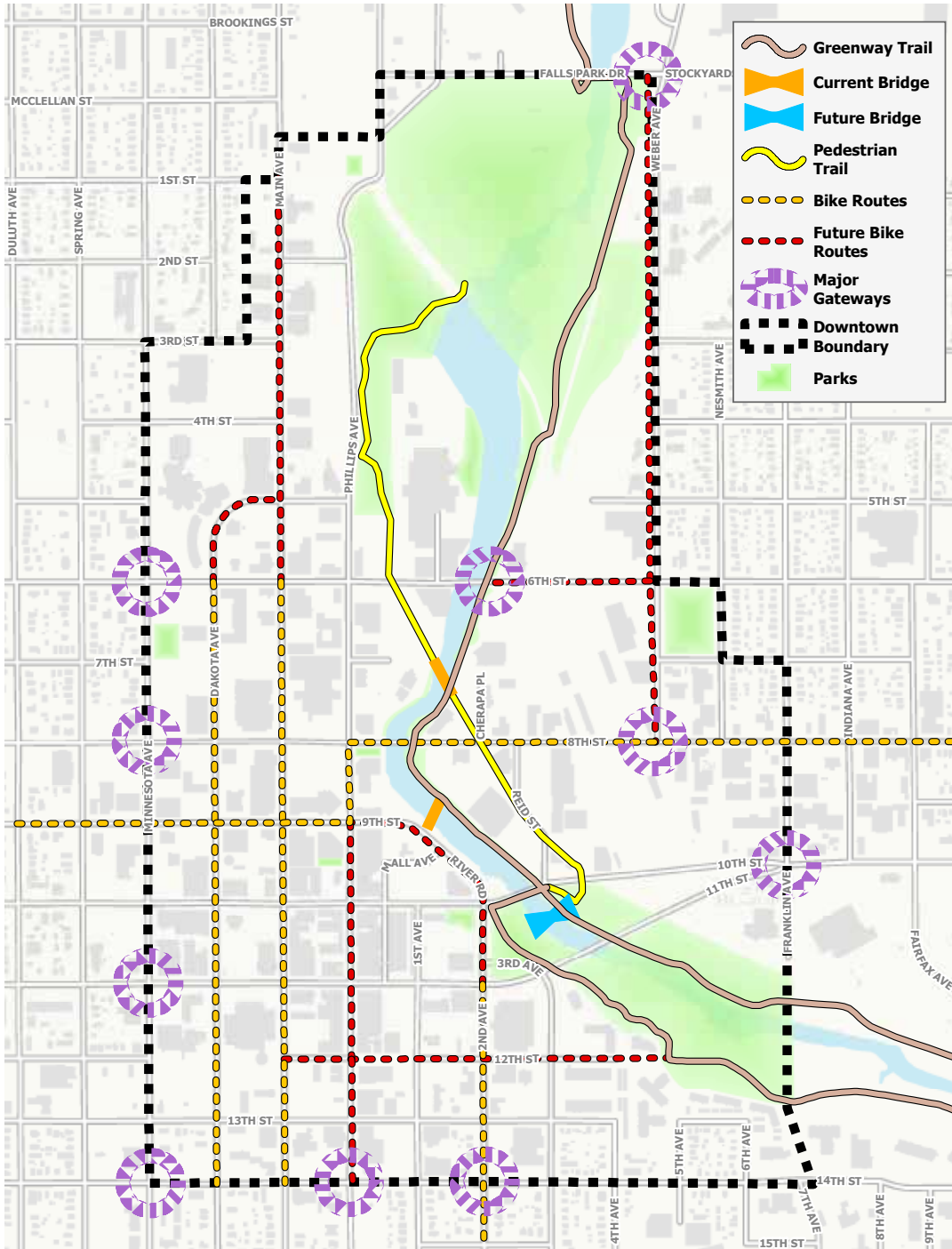


**Emerging Activity Centers:** In addition to the preceding activity centers, three additional distinct districts will add to downtown’s vitality over the next ten years:

- **Phillips to the Falls:** A new community is taking shape in the northern part of downtown, along Main and Phillips Avenues. New market rate apartments are capitalizing on the river greenway improvements, the future Falls Park west amenities, and the underlying demographic trends that are attracting new households to downtown. It is likely that residential demand will continue, creating a new neighborhood with potential for hundreds of new residents.
- **Railyard:** The ten acres of railyard in the East Bank and the future conversion of adjacent industrial properties offer an unprecedented opportunity for downtown growth within the next investment cycle. The City has a unique opportunity to master plan for this area to help guide the best mix of commercial, residential, and mixed-use development that will connect several of downtown’s activity centers and add to downtown’s long-term economic stability.
- **Southern Edge:** This area has the potential to emerge as another redevelopment area for residential development. With the adjacent neighborhoods to the south, the logical assessment would be to transition residential into the CBD.



### MAP 3. Connections





## 2.2 Connections

The connections layer of the physical framework identifies streets, bike lanes, and pathways that can connect the different activity centers and inspire movement within downtown by a variety of modes. The connections plan aims to enhance the overall walkability and bikeability of downtown, while maintaining efficient and easy circulation for vehicles.

Key connections within the plan include:

- **Big Sioux River:** The river is the central spine of the pedestrian and bicycle system envisioned for downtown. Not only is the river a desirable destination, it also provides access to the river greenway trail system that can be accessed by residents from throughout the city. Over the next ten years, the plan envisions the river continuing to evolve as a central amenity that adds to the quality of life and economic development of downtown.
- **Bicycle Routes:** There are two modes of bicycle transportation in and out of downtown: the greenway trail system (above) and on-street routes. The on-street routes consist of sharrows, which bicycles share the roadway with vehicles. As shown on Map 3, there are a number of future connections that are currently missing between the on-street routes within downtown and to the surrounding neighborhoods. Creating these connections will dramatically improve the accessibility for bicyclists to the activity centers of downtown. Within the action plan, a number of bicycle elements are called out to increase the use and safety of the current routes and future connections.
- **Pedestrian Routes:** As downtown continues to grow and become more densely populated, it becomes much more difficult for patrons of downtown businesses to park directly in front of the storefront. Safe and convenient access to pedestrian routes needs to be incorporated to encourage patrons to park and walk to their destination. Continuing to provide aesthetically pleasing streetscape elements along major pedestrian corridors can enhance the pedestrian experience.



*The connections plan aims to enhance the overall walkability and bikeability of downtown, while maintaining efficient and easy circulation for vehicles.*



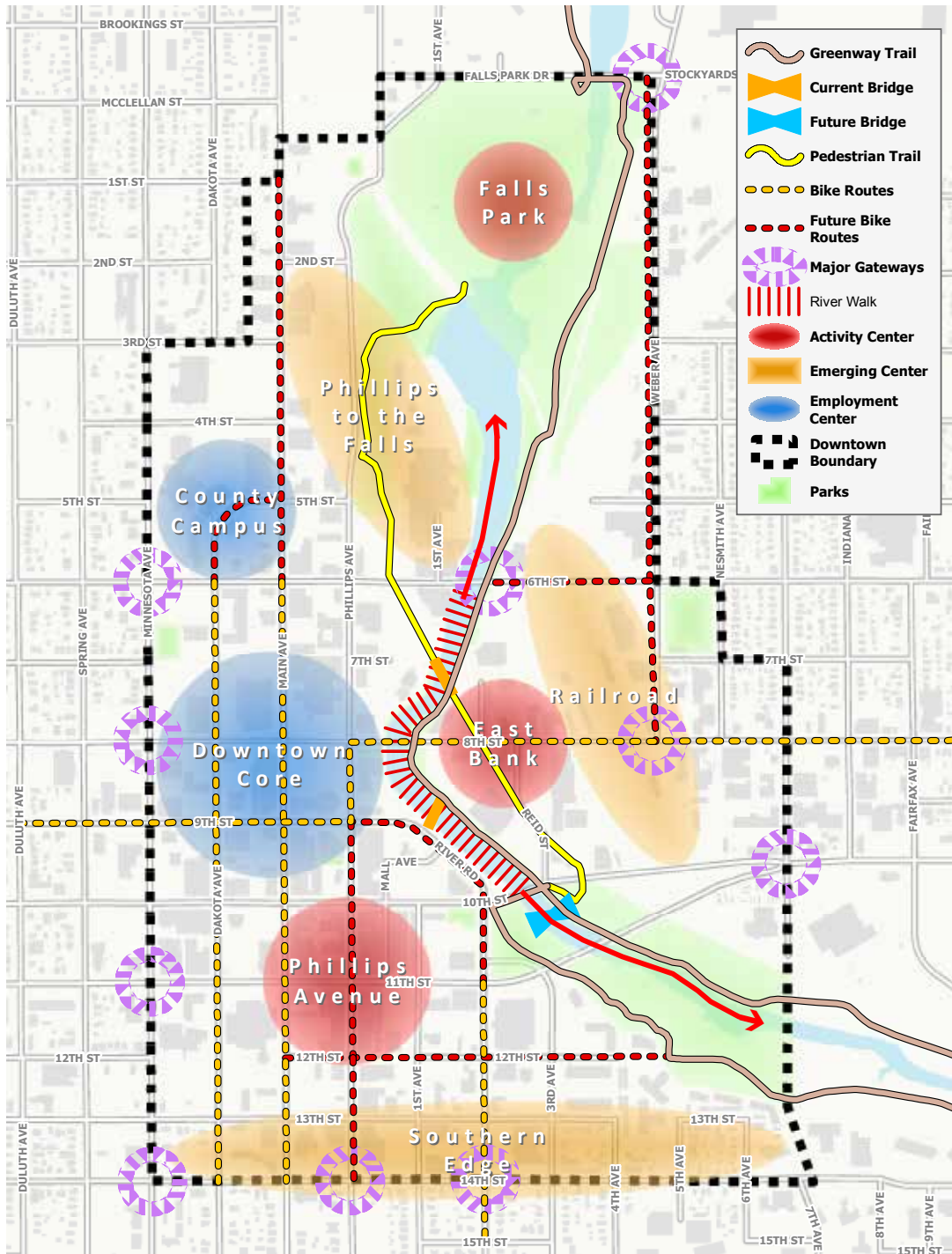


- **Road Network:** The road network within downtown provides sufficient capacity for the needs of day-to-day vehicular commuters. The action plan identifies certain one-way streets that supply more capacity than is needed as prime roadways to study and implement alternative configurations that promote a complete street network. Continued reinvestment in the road network is necessary to providing an attractive network for the future.

- **Gateways:** A number of key entry points into downtown offer an opportunity to create visual landmarks that can be associated with downtown. These gateways have been identified (Map 3) and can create a unique and pleasing sense of arrival for Sioux Falls citizens and visitors. The gateways may be any combination of monuments, sculptures, landscaping, and/or signage.



## MAP 4. Collective Framework





### 2.3 Collective Framework

The collective framework illustrates the activity centers and the connections needed to fortify the synergy between the centers downtown. No matter the mode of transportation, these centers depend on easily accessible connections to attract visitors and residents to the area. By providing these much needed connections, these activity centers can continue to thrive as a part of downtown.

This framework illustrates the need for future connections as more activity centers develop in different areas of downtown. This framework informs the decision makers where investments need to be prioritized based on the current and future activity drivers for downtown.

Connections also need to be beyond the downtown boundaries to establish connections to the surrounding neighborhoods of downtown.





## 2.4 Development Site Opportunities

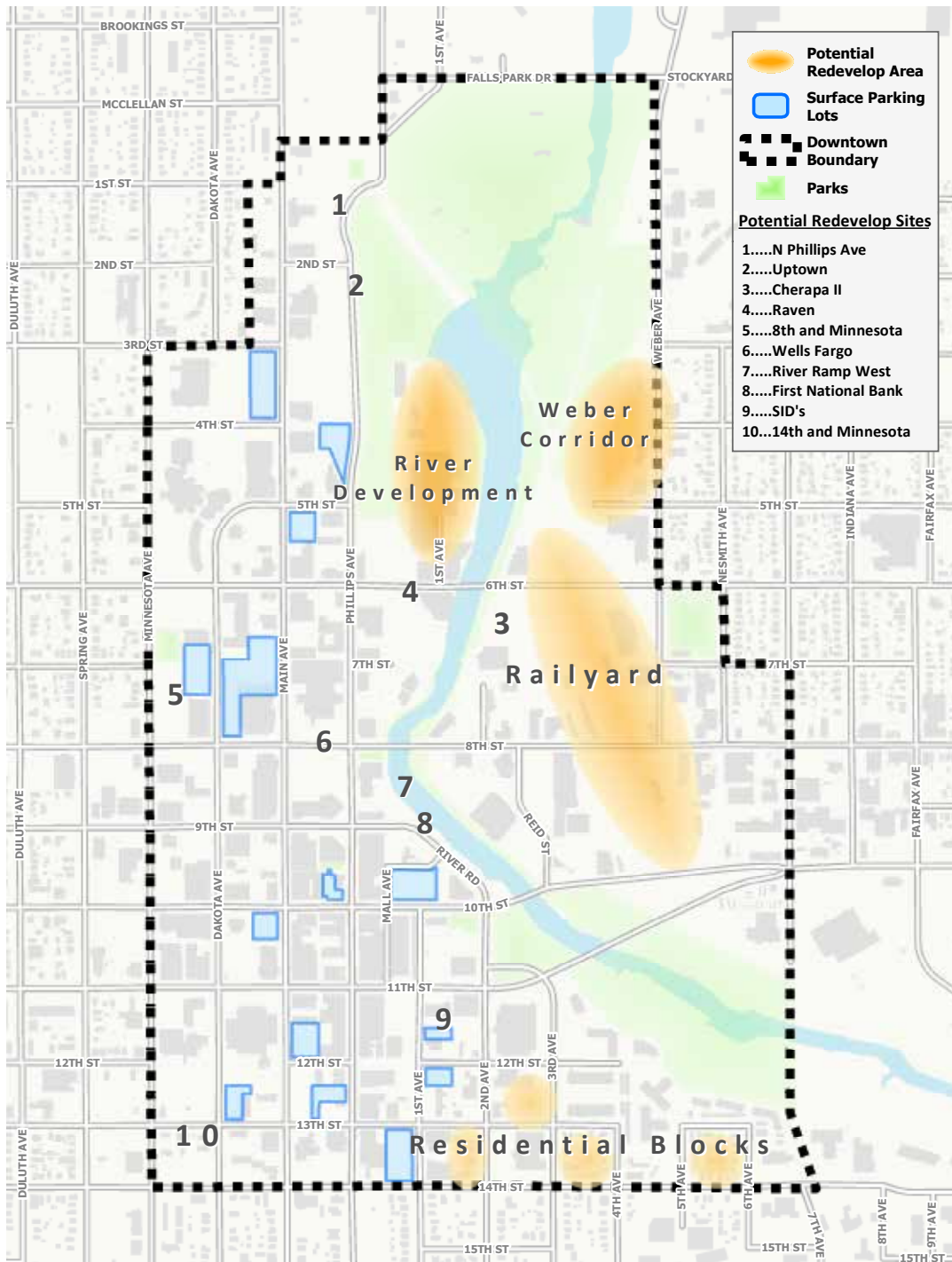
Numerous development site opportunities are spread throughout the existing boundaries of downtown and could strengthen downtown's economy. These sites offer a variety of levels of redevelopment from renovation of existing buildings, demolition, surface parking lots, and railyards. There are also opportunities for public and private partnerships on City-owned land as well as privately owned land that may qualify for the City's economic development programs (Tax Increment Financing, Reduced Taxation, Façade Easement, etc.).

**Redevelopment Sites:** Sites primed for potential redevelopment are shown on Map 5. These sites represent key assemblages within downtown and offer the potential to catalyze investment in surrounding areas. Many of these sites also help to fill connections or strengthen activity centers that are identified within the physical framework.

**Redevelopment Areas:** There are also four primary redevelopment areas positioned in downtown that will be catalytic to the future environment. Each area is made up of a number of acres of land and should be master planned as a whole before commencing with redevelopment.

- **Railyard**—This ten-acre area is currently an operating railyard that will provide an extraordinary opportunity to continue the momentum of the East Bank area.
- **River Development**—This area is approximately ten acres of industrial land surrounded by the amenities of Falls Park West, Kiwanis Park, and the Big Sioux River. It also offers an interesting connection to and perhaps extension of the railyard property located to the southeast.
- **Weber Corridor**—Located adjacent to the Weber Avenue corridor, this area is well-positioned between Falls Park and the future railyard development.
- **Residential Blocks**—Blocks of deteriorating single-family housing line the southern edge of downtown and could become prime areas for new, high-density developments.

## MAP 5. Potential Development Opportunities





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# Action Plan

## 3.1 Action Plan Strategy

Sioux Falls has the potential to create one of the most vibrant and distinctive downtowns of any mid-sized Midwest American city. Downtown Sioux Falls already has many of the essential ingredients for success, including its stature as the business center of South Dakota, a tradition of civic support for downtown, unique retail, dining, and cultural destinations that are already popular in the community, and a one-of-a-kind natural setting along the Big Sioux River and Falls Park. The 2025 Downtown Plan aims to capitalize on these unique dynamics and strategically direct the community's near-term investment into targeted improvements, amenities, and programs that enhance downtown's overall competitiveness and quality of life.

Balancing community aspirations (i.e., results of Downtown Plan community outreach) with market realities (i.e., results of Downtown Sioux Falls Market Assessment and global trends), downtown Sioux Falls has a five- to-ten year window to capitalize on this next cycle of investment. Demographic and lifestyle trends are making downtown a more desirable destination for living, dining, culture, and economic innovation. With the national economy improving, credit markets gaining confidence, and households regaining their sense of financial mobility, there is pent-up demand that will create both short- and mid-term opportunities for new investment.

The action plan lays out quick win (i.e., next 18 months), near-term (i.e., next 18 months to 5 years), and long-term (i.e., beyond 5 years) priorities and policies for the City and its civic partners to maximize this opportunity.

In the quick win and near-term, a variety of modest improvements, plans, and economic development initiatives are recommended to strengthen downtown's fundamentals. These near-term improvements are viewed as setting the stage for mixed-use infill development that is likely to continue to occur. Given that much of downtown's historic building stock has already been redeveloped, this next cycle of development will present the market opportunity to fill gaps and development sites with new construction and investment.

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*Demographic and lifestyle trends are making downtown a more desirable destination for living, dining, culture, and economic innovation.*

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## 3.2 Core Values

The action plan is guided by a set of core values that embody goals for the future of the center city. The core values summarize the vision, aspirations, and market potential for downtown Sioux Falls that were revealed through the 2025 Downtown Plan process. They can be used to test ideas for improvements, investment, and policies that affect downtown and become guiding principles for the action items and priorities of the plan.

### Core Values for Downtown Sioux Falls

#### Vibrant

A downtown that is active throughout the day and evening, a neighborhood for urban-style living, and a center for innovation, job growth, and economic development.

#### Connected

Safe and easy to get around, downtown is a collection of districts, attractions, and recreational amenities that are seamlessly quilted together.

#### Diverse

Socially and economically inclusive—providing a variety of job opportunities, housing types, and price points.

#### Compact

Downtown is a mixed-use environment, offering walkable and bikeable access between jobs, housing, retail, dining, recreation, and entertainment.

#### Inviting

Downtown is welcoming to visitors and offers a variety of public spaces, events, and activities that are accessible to all Sioux Falls residents.

#### Quality

A downtown that focuses on having the best environment, entertainment, and development within.



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### 3.3 Action Plan Construct

The community outreach process from the 2025 Downtown Plan, including the 13 element-oriented citizen work groups and 1,763 responses to the online survey, initially created an ambitious menu of ideas for improving downtown that included 57 goals and 229 implementation actions. To create the action plan, the energy and vision from the community was merged with the market opportunities revealed by the market assessment. This merger of community aspirations and market opportunity is distilled into an action plan construct that is guided by three clusters of programming and improvements (i.e., economy, environment, and experience) to guide the implementation of 13 goals and 58 actions.

- **Economy:** Initiatives to attract jobs, new businesses, and investment to downtown Sioux Falls.
- **Environment:** Initiatives to improve the public atmosphere and the built environment of downtown Sioux Falls.
- **Experience:** Initiatives to activate, celebrate, and maintain downtown Sioux Falls.

| <b>ECONOMY</b><br><i>Initiatives to attract jobs, new businesses, and investment to downtown Sioux Falls.</i>    | <b>ENVIRONMENT</b><br><i>Initiatives to improve the public atmosphere and the built environment of downtown Sioux Falls.</i> | <b>EXPERIENCE</b><br><i>Initiatives to activate, celebrate, and maintain downtown Sioux Falls.</i> |
|--|--|--|
| 1. Stimulate economic growth through strategic use of public resources and attracting private sector investment. | 1. Improve mobility and infrastructure for all modes of transportation to and within downtown.                               | 1. Create a visitor-friendly atmosphere with attractions and events during all four seasons.       |
| 2. Increase the residential base and encourage a greater diversity of living options.                            | 2. Protect and encourage historic preservation.  | 2. Expand recreational opportunities through new and enhanced parks.                               |
| 3. Promote and market downtown as a great place to live, work, and play.   | 3. Develop design standards that enhance the aesthetic appeal of downtown.   | 3. Be the region's hub for arts, culture, and entertainment.                                       |
| 4. Maintain and manage an effective public parking system.   | 4. Improve connections and wayfinding to and within downtown.  | 4. Promote active living, health, and wellness in downtown.  |
|  | 5. Ensure that downtown continues to be attractive, clean, and safe.   |  |



### 3.4 Economy

#### EC 1 ACTION STEPS

**EC 1.1** Utilize tax abatement, tax increment financing, the business improvement district, and façade easement programs and determine where increased funding is needed.

**EC 1.2** Identify potential development sites and utilize the Sioux Falls Downtown Market Study to master plan for various land uses.

**EC 1.3** Identify surface parking lots for potential redevelopment sites.



#### EC 1: STIMULATE ECONOMIC GROWTH THROUGH STRATEGIC USE OF PUBLIC RESOURCES AND ATTRACTING PRIVATE SECTOR INVESTMENT

**Why It's Important:** Downtown is first and foremost a center for jobs and commerce. Job growth will rely on the continued influx of businesses that occupy office, retail, light industrial, and mixed-use buildings. To ensure that downtown can sustain economic growth for the next ten years, the City of Sioux Falls will work with both public and private sector partners to find creative solutions to design, finance, and construct high-quality development throughout the 2025 Downtown Plan study area. City support will be focused on projects that provide exceptional opportunities to leverage diverse resources and catalyze new investment.





## EC 2: INCREASE THE RESIDENTIAL BASE AND ENCOURAGE A GREATER DIVERSITY OF LIVING OPTIONS

**Why It's Important:** The most immediate market opportunity for downtown is to continue to grow its residential base. Trends in demographics and lifestyles are favorable for downtown living. Downtown residential will have the added benefit of helping to attract young skilled employees that can strengthen the regional economy and sharpen Sioux Falls' competitive edge. Market rate housing should continue to be encouraged and, over time, the City will help to ensure that downtown offers a wide variety of housing choices to a variety of demographic and income groups.

### EC 2 ACTION STEPS

**EC 2.1** Utilize the Downtown Design Standards to encourage integration of mixed-use into developments.

**EC 2.2** Identify site opportunities for residential development.

**EC 2.3** Utilize the Downtown Market Study to establish a benchmark for residential demand.

## EC 3: PROMOTE AND MARKET DOWNTOWN AS A GREAT PLACE TO LIVE, WORK, AND PLAY

**Why It's Important:** Promoting investment opportunities is a key activity to helping to guide economic development for downtown. A proactive approach to marketing downtown can help existing businesses to prosper and grow, and help to create an environment where new businesses and investment are attracted to the area.

### EC 3 ACTION STEPS

**EC 3.1** Promote the collaboration of multiple organizations (Downtown Sioux Falls, Sioux Falls Chamber of Commerce, Convention & Visitors Bureau, Forward Sioux Falls, and the City).

**EC 3.2** Develop a method to display events and activities in a consistent manner.

**EC 3.3** Utilize the Downtown Market Study to promote the area as a great place to live, work, and play to potential tenants and businesses.



COURTESY OF THE WASHINGTON PAVILION





## EC 4: MAINTAIN AND MANAGE AN EFFECTIVE PUBLIC PARKING SYSTEM

**Why It's Important:** Parking is an essential part of the downtown infrastructure that supports the area's long-term economic development. While the 2025 Downtown Plan emphasizes a more walkable and bikeable downtown, the reality is that most employees and visitors will continue to access the area by cars. Parking strategies should aim to meet demand in a smart and efficient manner, making the most of on-street parking and building any new off-street ramps in areas that can catalyze new investment.



### EC 4 ACTION STEPS

**EC 4.1** Apply the Downtown Parking Demand and Site Planning Analysis to develop public and private parking strategies.

**EC 4.2** Use public parking system as an economic development tool for new development.

**EC 4.3** Construct a mixed-use parking ramp to accommodate current and future parking demand.

**EC 4.4** Inventory current bicycle parking within downtown, and incorporate parking options as demand increases.



### 3.5 Environment

#### EN 1: IMPROVE MOBILITY AND INFRASTRUCTURE FOR ALL MODES OF TRANSPORTATION TO AND WITHIN DOWNTOWN

**Why It's Important:** National demographic and lifestyle trends find that Americans are placing increasing value on places that offer a variety of ways to get around—walking, biking, transit, and automobiles. Making downtown more walkable and bikeable will make it more attractive as a residential neighborhood and will appeal to young skilled workers that are needed in the regional economy. Improving access and mobility in and out of downtown will help to connect the CBD to its surrounding neighborhoods and beyond.



#### EN 1 ACTION STEPS

**EN 1.1** Expand downtown trolley for year-round service with extended hours.

**EN 1.2** Encourage policies and programs that increase transit ridership, carpooling, car sharing, bicycling, bicycle sharing, and renewable energy vehicles.

**EN 1.3** Complete a walk audit for downtown to prioritize the infrastructure needs for pedestrians and bikes.

**EN 1.4** Work with the railroad companies to implement a quiet zone in downtown to minimize rail noise.

**EN 1.5** Develop bicycle/pedestrian connections between the trail system and surrounding neighborhoods to downtown.

**EN 1.6** Research alternatives to enhance pedestrian paths along one-way streets such as Main Avenue and Dakota Avenue (Main Avenue Road Diet).

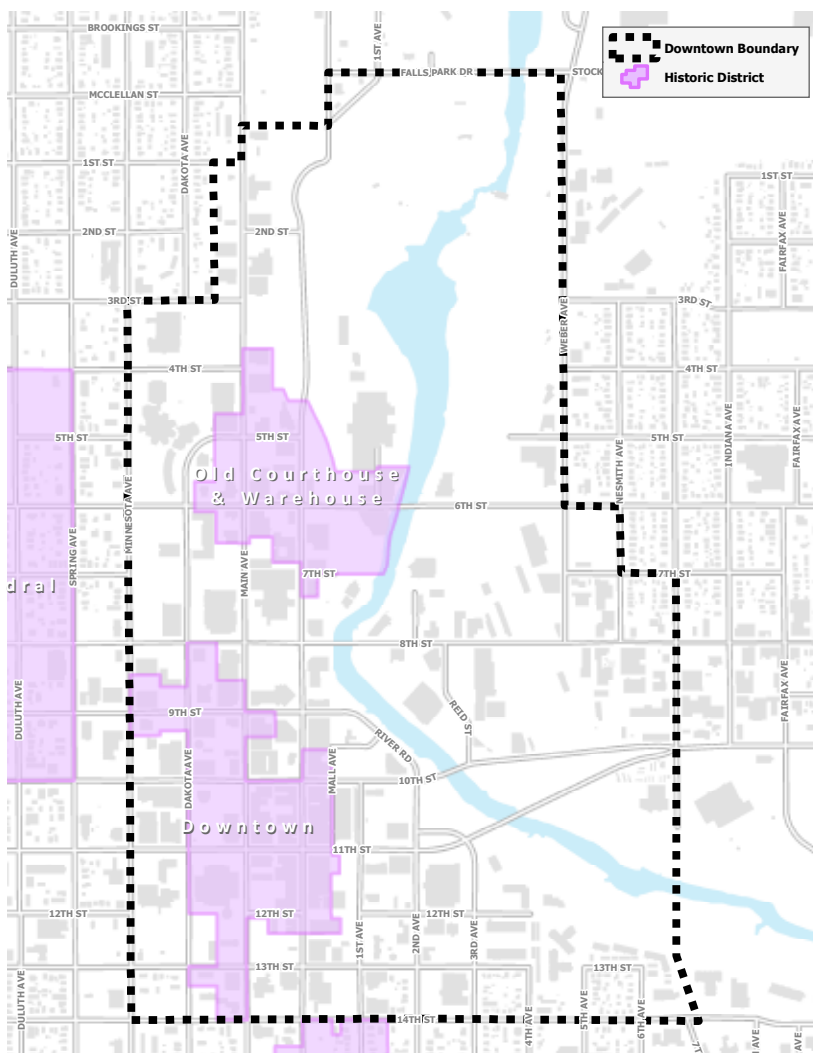
**EN 1.7** Increase capital funding to support the growing needs of the downtown infrastructure.

**EN 1.8** Utilize the Downtown Streetscape Plan to identify maintenance and enhancement opportunities.

## EN 2: PROTECT AND ENCOURAGE HISTORIC PRESERVATION

**Why It's Important:** Sioux Falls has a rich history that makes it different from any other American city. Much of this history is embodied within downtown's older buildings and the connection to the city's unique setting along the Big Sioux River and adjacency to the Falls. Historic preservation creates a value premium in both development potential and in establishing an authentic sense of place. It also offers a living history of Sioux Falls that can be shared and enjoyed by many generations into the future.

### MAP 6. Downtown Historic Districts



### EN 2 ACTION STEPS

**EN 2.1** Maintain and enhance within the downtown character.

**EN 2.2** Update and maintain an inventory of historical structures that are potential projects for rehabilitation.

**EN 2.3** Utilize façade easement and historic tax credit programs to assist in the preservation of historic assets.

**EN 2.4** Utilize technology, historic markers, tours, and celebrations to educate visitors and citizens about the history of downtown and the importance of preservation.

**EN 2.5** Utilize new design standards for existing and new development to promote aesthetically pleasing and harmonious development while preserving the historical integrity of the structures and the area.





## EN 3: DEVELOP DESIGN STANDARDS THAT ENHANCE THE AESTHETIC APPEAL OF DOWNTOWN

### EN 3 ACTION STEPS

**EN 3.1** Support a public discussion regarding design standards and the long-term vision of the built environment for downtown.

**EN 3.2** Update design standards for visual continuity of the downtown. Incorporate a menu of materials for exterior use.

**EN 3.3** Create a Downtown Design Advisory Board to review all exterior projects. Upon approval, issue a Design Approval Certificate (DAC) prior to issuance of a building permit.

**Why It's Important:** While downtown can accommodate a variety of uses and building types, standards are needed to make sure that the built environment is inviting, attractive, and intuitive for visitors to use. Design standards will be increasingly important as there is market pressure to construct new buildings to ensure that they complement the overall downtown experience.



## EN 4: IMPROVE CONNECTIONS AND WAYFINDING TO AND WITHIN DOWNTOWN

**Why It's Important:** Downtown has a number of vibrant destinations and emerging districts; however, there are gaps between them that can be forbidding to a visitor. Making downtown intuitive through wayfinding and other signage and identifying priority corridors for streetscape improvements can help to connect destinations and strengthen downtown's overall appeal.



### EN 4 ACTION STEPS

**EN 4.1** Develop a comprehensive and attractive wayfinding system to assist in directing users of all transportation modes to destinations and transportation facilities (e.g., parking ramps).

**EN 4.2** Implement interactive maps/kiosks, phone app, street wrapping, and publications to support wayfinding strategies.

**EN 4.3** Design and develop downtown gateways to identify key entry points.

**EN 4.4** Implement the Minnesota Avenue and Weber Avenue Corridor Plans.



## EN 5: ENSURE THAT DOWNTOWN CONTINUES TO BE ATTRACTIVE, CLEAN, AND SAFE

**Why It's Important:** A clean and safe downtown is foundational to its economic success. Downtown Sioux Falls currently excels in this area, but as the area develops and new businesses and residents move in, downtown stakeholders must remain vigilant in efforts to take care of the basics—safe streets, clean sidewalks, well-maintained landscaping, and an attractive public realm.



### EN 5 ACTION STEPS

**EN 5.1** Establish a Neighborhood Watch Program for downtown residents and businesses.

**EN 5.2** Provide a visible police presence downtown by utilizing bike and foot patrols and providing office space for police and resource officers downtown.

**EN 5.3** Identify areas downtown that need lighting improvements and safer pedestrian pathways for a crime-free downtown.

**EN 5.4** Initiate an "Ambassador Program" within the downtown area. Ambassadors will serve as a point of contact for visitors, provide a feeling of safety for downtown employees, and as another set of eyes/ears for environmental conditions and possible criminal activity.

**EN 5.5** Initiate the program "Give Real Change" where parking meters are available for citizens to drop spare change to assist those in need.

### 3.6 Experience

#### EX 1: CREATE A VISITOR-FRIENDLY ATMOSPHERE WITH ATTRACTIONS AND EVENTS DURING ALL FOUR SEASONS

**Why It's Important:** Special events can help to activate downtown and attract visitors that can support retail, restaurants, and other commerce. Year-round event programming and activities can add measurably to the overall vitality of downtown. Many northern and Midwest cities have been successful in celebrating in all seasons, including winter.



#### EX 1 ACTION STEPS

**EX 1.1** Develop and market for winter-themed events and programs to encourage the public to get outside during the winter months.

**EX 1.2** Utilize the Downtown Streetscape Plan to coordinate maintenance and sustain vibrancy through downtown's streetscape elements.

**EX 1.3** Continue efforts to expand and enhance access to the riverfront.

**EX 1.4** Construct a public focal point within downtown such as a market square.

## EX 2 ACTION STEPS

**EX 2.1** Establish new phases for the river greenway and implement the Falls Park West Master Plan.

**EX 2.2** Develop pet-friendly facilities to accommodate the growing population of downtown residents with pets.

**EX 2.3** Establish private partnerships to create enhancement opportunities along the river greenway.

**EX 2.4** Utilize the Capital Improvements Program to update and enhance downtown parks and plazas.

**EX 2.5** Study feasibility for developing new public facilities.

## EX 2: EXPAND RECREATIONAL OPPORTUNITIES THROUGH NEW AND ENHANCED PARKS

**Why It's Important:** Downtown is evolving from a one-dimensional 9 a.m. to 5 p.m. business center to a round-the-clock neighborhood. To help encourage more mixed-use and residential development, downtown has existing parks, trails, and unique natural amenities that can be better connected and activated. The Big Sioux River and adjacent green spaces offer the opportunity to become a central amenity and spine for the emergent downtown neighborhood.



COURTESY OF RESTROFFER DESIGN





## EX 3: BE THE REGION'S HUB FOR ARTS, CULTURE, AND ENTERTAINMENT

**Why It's Important:** Downtown is currently acknowledged as the arts, culture, and entertainment hub of the Sioux Falls region. Arts and culture is an important differentiator that can translate into economic development for downtown. Downtown should build upon this niche by both strengthening existing cultural assets and attracting new complementary businesses and cultural concepts.



COURTESY OF THE ORPHEUM THEATER



COURTESY OF THE WASHINGTON PAVILION

### EX 3 ACTION STEPS

**EX 3.1** Develop indoor entertainment facilities for winter utilization (e.g., art gallery, bowling alley, midsize performance venue, indoor water park, and sports facility).

**EX 3.2** Promote tactical urbanism that seeks cost-effective and creative ways to reimagine public spaces in the downtown area (e.g., parklets, small spaces serving as extensions of the sidewalk to provide amenities and green space).

**EX 3.3** Inventory public buildings and spaces to create place-making opportunities (e.g., art alleyways, parking lot/ramp art, arts and entertainment along the river greenway, and public art murals).

**EX 3.4** Expand SculptureWalk to include the river greenway and additional downtown streets.

**EX 3.5** Incorporate the recommendations of Sioux Falls Imagined, A Cultural Plan for a Vibrant and Prosperous City.

#### **EX 4 ACTION STEPS**

**EX 4.1** Collaborate with the Live Well Sioux Falls Food Policy Council to complete a community nutrition assessment.

**EX 4.2** Partner with downtown restaurants to promote and include healthy food options.

**EX 4.3** Implement recommendations of the Sioux Falls Sustainability Plan.

**EX 4.4** Integrate well-being into existing and future downtown events/activities.

**EX 4.5** Market and promote wellness attributes in downtown through collaboration with local wellness-driven organizations and/or initiatives.

**EX 4.6** Conduct ongoing evaluation and monitoring of wellness needs and assets in downtown.



#### **EX 4: PROMOTE ACTIVE LIVING, HEALTH, AND WELLNESS IN DOWNTOWN**

**Why It's Important:** Active living and healthy lifestyles are emerging trends throughout America. Downtown Sioux Falls has a unique opportunity to be a regional leader in this area. Anchored with extraordinary natural recreational assets, in close proximity to major hospital and health centers, and in the geographic center of a vast agricultural region, downtown Sioux Falls can use active living and health as a distinct advantage. Health can be embodied into public realm improvements with trails, parks and bikes, and in private commerce through healthy foods, farm-to-table concepts, and other complementary businesses.

Promotion of a healthy physical environment through improvements to the water quality for the Big Sioux River will further enhance downtown's natural amenity.





# Implementation and Phasing

The implementation strategy gives Sioux Falls the road map to realize the 2025 Plan's recommendations for downtown. It establishes a suitable time frame to implement each action item within the plan. This implementation strategy builds a framework for strategic investment and provides quick win, near-term, and long-term action items that City decision makers can execute in a tactical way. Many action items are spread throughout this time frame as they are actions that are currently being utilized or ongoing in nature.

This implementation strategy is intended as a guide, rather than a controlling mechanism, because downtown is a dynamic, urban environment and part of a larger whole.



*This merger of community aspirations and market opportunity is distilled into an action plan construct that is guided by three clusters of programming and improvements (i.e., economy, environment, and experience) to guide the implementation of 13 goals and 58 actions.*

- *Economy: Initiatives to attract jobs, new businesses, and investment to downtown Sioux Falls.*
- *Environment: Initiatives to improve the public atmosphere and the built environment of downtown Sioux Falls.*
- *Experience: Initiatives to activate, celebrate, and maintain downtown Sioux Falls.*



## 4.1 Implementation Strategy

### Quick Wins (within 18 months)

| ECONOMY   | ENVIRONMENT   | EXPERIENCE  |
|---|---|---|
| Identify potential development sites and utilize the Sioux Falls Downtown Market Study to master plan for various land uses.        | Complete a walk audit for downtown to prioritize the infrastructure needs for pedestrians and bikes.  | Promote tactical urbanism that seeks cost-effective and creative ways to reimagine public spaces in the downtown area (e.g., parklets). |
| Identify surface parking lots for potential redevelopment sites.  | Establish a Neighborhood Watch Program for downtown residents and businesses.   | Integrate well-being into existing and future downtown Sioux Falls events/activities.   |
| Utilize the Downtown Market Study to establish a benchmark for residential demand.  | Update and maintain an inventory of historical structures that are potential projects for rehabilitation.   | Study feasibility for developing new public facilities.   |
| Utilize the Downtown Market Study to promote the area as a great place to live, work, and play to potential tenants and businesses. | Support a public discussion regarding design standards and the long-term vision of the built environment for downtown.                              | Develop pet-friendly facilities to accommodate the growing population of downtown residents with pets.                                  |
| Apply the Downtown Parking Demand and Site Planning Analysis to develop public and private parking strategies.                      | Research alternatives to enhance pedestrian paths along one-way streets such as Main Avenue and Dakota Avenue (Main Avenue Road Diet).              |   |
| Inventory current bicycle parking within downtown, and incorporate parking options as demand increases.                             | Provide a visible police presence downtown by utilizing bike and foot patrols and providing office space for police and resource officers downtown. |   |
|   | Initiate the program "Give Real Change" where parking meters are available for citizens to drop spare change to assist those in need.               |   |
|   | Identify areas downtown that need lighting improvements and safer pedestrian pathways for a crime-free downtown.                                    |   |



### Near-Term (18 months to 5 years)

| ECONOMY   | ENVIRONMENT  | EXPERIENCE   |
|---|--|--|
| Utilize the Downtown Design Standards to encourage integration of mixed-use into developments.  | Expand downtown trolley for year-round service with extended hours.  | Collaborate with the Live Well Sioux Falls Food Policy Council to complete a community nutrition assessment.   |
| Promote the collaboration of multiple organizations (Downtown Sioux Falls, Sioux Falls Chamber of Commerce, Convention & Visitors Bureau, Forward Sioux Falls, and the City). | Work with the railroad companies to implement a quiet zone in downtown to minimize rail noise.   | Utilize the Downtown Streetscape Plan to coordinate maintenance and sustain vibrancy through downtown’s streetscape elements.  |
| Develop a method to display events and activities in a consistent manner.   | Develop bicycle/pedestrian connections between the trail system and surrounding neighborhoods to downtown.   | Expand SculptureWalk to include the river greenway and additional downtown streets.  |
| Construct a mixed-use parking ramp to accommodate current and future parking demand.  | Increase capital funding to support the growing needs of the downtown infrastructure.  | Partner with downtown restaurants to promote and include healthy food options.   |
|   | Utilize technology, historic markers, tours, and celebrations to educate visitors and citizens about the history of downtown and the importance of preservation.                                     | Develop and market for winter-themed events and programs to encourage the public to get outside during the winter months.  |
|   | Utilize new design standards for existing and new development to promote aesthetically pleasing and harmonious development while preserving the historical integrity of the structures and the area. | Inventory public buildings and spaces to create place-making opportunities e.g., art alleyways, parking lot/ramp art, arts and entertainment along the river greenway, and public art murals). |
|   | Update design standards for visual continuity of the downtown. Incorporate a menu of materials for exterior use.   | Establish new phases for the river greenway and implement the Falls Park West Master Plan.   |

**Near-Term (18 months to 5 years), continued**

| ECONOMY | ENVIRONMENT   | EXPERIENCE  |
|---------|---|---|
|         | <p>Create a Downtown Design Advisory Board to review all exterior projects. Upon approval, issue a Design Approval Certificate (DAC) prior to issuance of a building permit.</p>  | <p>Establish private partnerships to create enhancement opportunities along the river greenway.</p> |
|         | <p>Implement interactive maps/kiosks, phone app, street wrapping, and publications to support wayfinding strategies.</p>  |   |
|         | <p>Utilize the Downtown Streetscape Plan to identify maintenance and enhancement opportunities.</p>   |   |
|         | <p>Initiate an “Ambassador Program” within the downtown area. Ambassadors will provide a feeling of safety for downtown workers, serve as a point of contact for visitors, and as another set of eyes/ears for environmental conditions and possible criminal activity.</p> |   |





**Long-Term (Beyond 5 years)**

| <b>ECONOMY</b>   | <b>ENVIRONMENT</b>   | <b>EXPERIENCE</b>   |
|--|--|---|
| Utilize tax abatement, tax increment financing, the business improvement district, and façade easement programs and determine where increased funding is needed. | Encourage policies and programs that increase transit ridership, carpooling, car sharing, bicycling, bicycle sharing, and renewable energy vehicles.                                   | Develop indoor entertainment facilities for winter utilization (e.g., art gallery, bowling alley, midsize performance venue, indoor water park, and sports facility). |
| Identify site opportunities for residential development.   | Implement the Minnesota Avenue and Weber Avenue Corridor Plans.  | Construct a public focal point within downtown such as a market square.   |
| Use public parking system as an economic development tool for new development.   | Design and develop downtown gateways to identify key entry points.   | Implement recommendations of the Sioux Falls Sustainability Plan.   |
|  | Develop a comprehensive and attractive wayfinding system to assist in directing users of all transportation modes to destinations and transportation facilities (e.g., parking ramps). | Incorporate the recommendations of Sioux Falls Imagined, A Cultural Plan for a Vibrant and Prosperous City.   |
|  | Maintain and enhance within the downtown character.  | Continue efforts to expand and enhance access to the riverfront.  |
|  | Utilize façade easement and historic tax credit programs to assist in the preservation of historic assets.   | Utilize the Capital Improvements Program to update and enhance downtown parks and plazas.   |
|  |  | Conduct ongoing evaluation and monitoring of wellness needs and assets in downtown Sioux Falls.   |
|  |  | Market and promote wellness attributes in downtown through collaboration with local wellness-driven organizations and/or initiatives.                                 |



# Appendix

One form of public engagement during the visioning phase of the 2025 Downtown Plan was to design, conduct, and analyze the results of a web-based survey. The overall goal of the survey was to obtain feedback on numerous downtown elements from individuals who live in Sioux Falls and the surrounding communities. The intended outcome was to determine the community members' perceptions related to the elements of downtown and to identify the preferred vision for growth that will lead to a much better quality of life in downtown Sioux Falls.

The survey link was posted on the 2025 Downtown Plan project website. To assist with the distribution of the survey, the City contracted with Click Rain, Inc. to run a monthlong ad campaign through the social media site, Facebook. **A total of 1,763 responses were collected.**

Participation in the survey was completely voluntary and no questions required an answer.

A synthesis of the survey results follows.



## APPENDIX INFORMATION

*The following documents are integral to the recommendations and implementation strategies outlined in this plan:*

- **Community Survey Results**
- **Word Clouds | Click Rain, Inc.**

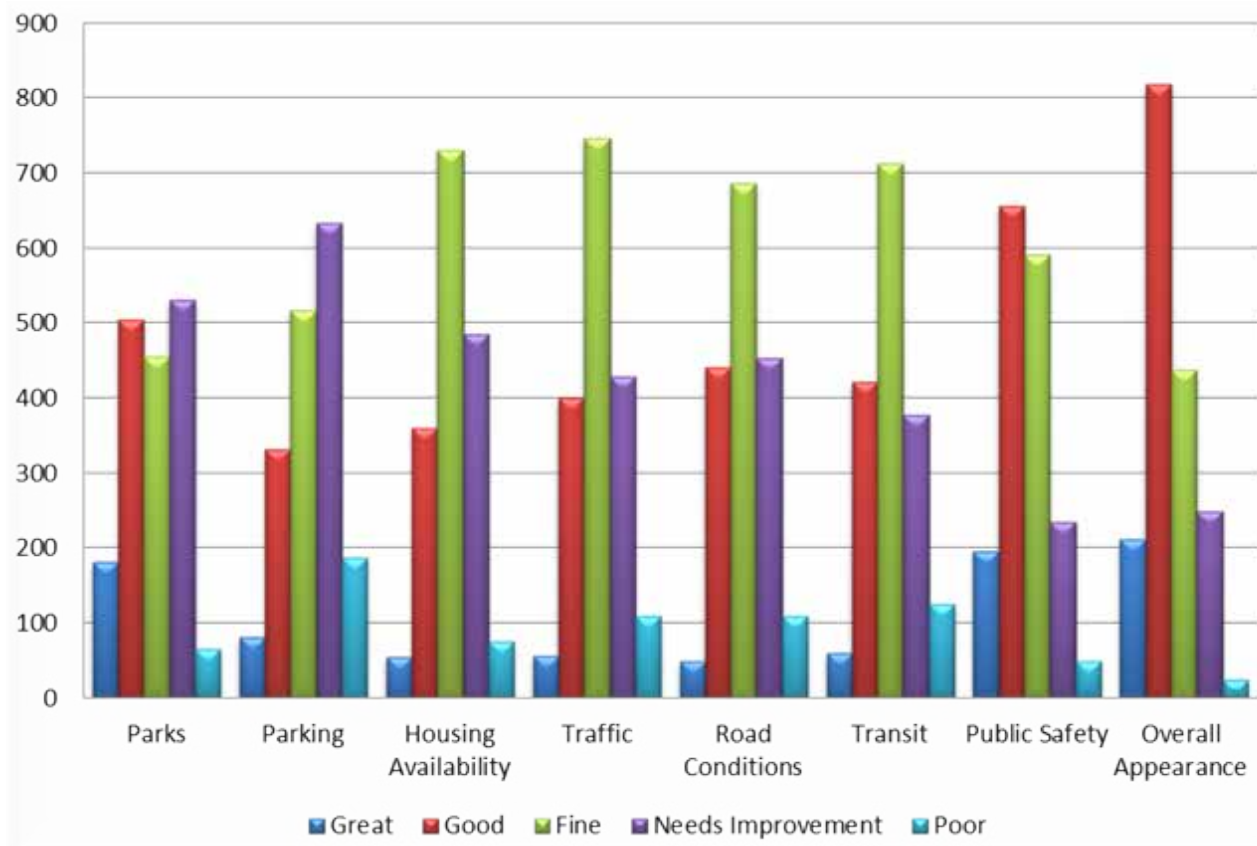
*The following documents were developed during the 2025 Downtown Plan process and are intended both to support the Plan's recommendations as well as serve as stand-alone documents that further develop ideas and recommendations outlined in this plan:*

- **Sioux Falls Downtown Market Study | Progressive Urban Management Associates and ArLand Land Use Economics.**
- **Downtown Parking Demand and Site Planning Analysis | Walker Parking Consultants.**

## 5.1 Survey Summary

**Question 1 (Matrix of Choices, One Answer per Category):**  
*How do you rate the quality of each of the following components in downtown Sioux Falls?*

The intent of Question 1 was to determine the respondents' perceptions of the current quality of each element in downtown Sioux Falls. The respondents were able to rate each of the elements on a scale from great to poor.

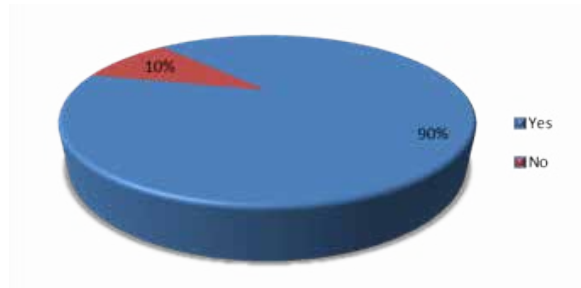


The results show that Housing Availability, Traffic, Road Conditions, and Transit had a majority of their votes fall in the "Needs Improvement," "Fine," and "Good" ratings, with the "Fine" rating having the most votes in all of those elements. Public Safety and Overall Appearance both received the most votes in the "Good" and "Great" ratings, with a majority of their votes being displayed in the "Good" rating. Parks and Parking both had a majority of their votes in the "Needs Improvement" rating, and Parking received the highest number of votes as the element in the poorest condition.

Questions 2-4 of the survey were to capture an image of where participants lived, reasons for coming downtown, and how often they visit to determine if there are any biases that may affect the results.

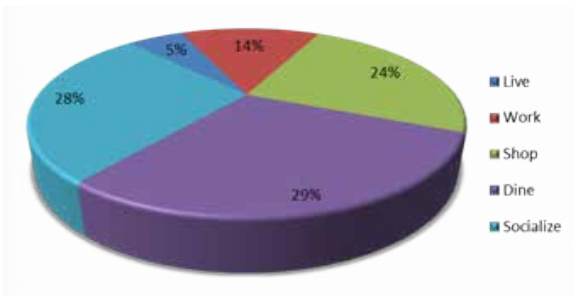
Of the 1,763 responses to the online survey, 90% were completed by residents of Sioux Falls, while the other 10% were filled out by community members outside the city's boundaries.

### Do you live in Sioux Falls?

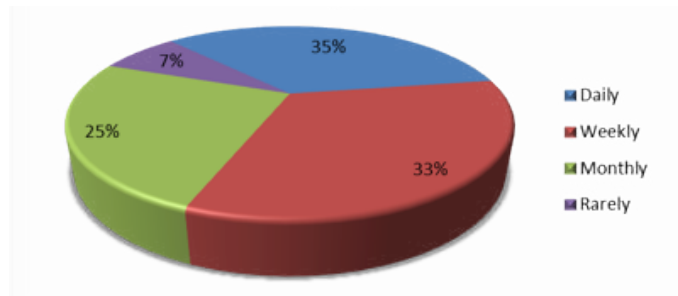


Questions regarding why and how often do community members visit downtown were also asked. This helps to further understand what draws individuals to downtown and at what rate do they visit the area. The percentages are displayed in the charts below.

### Do you \_\_ in downtown Sioux Falls?

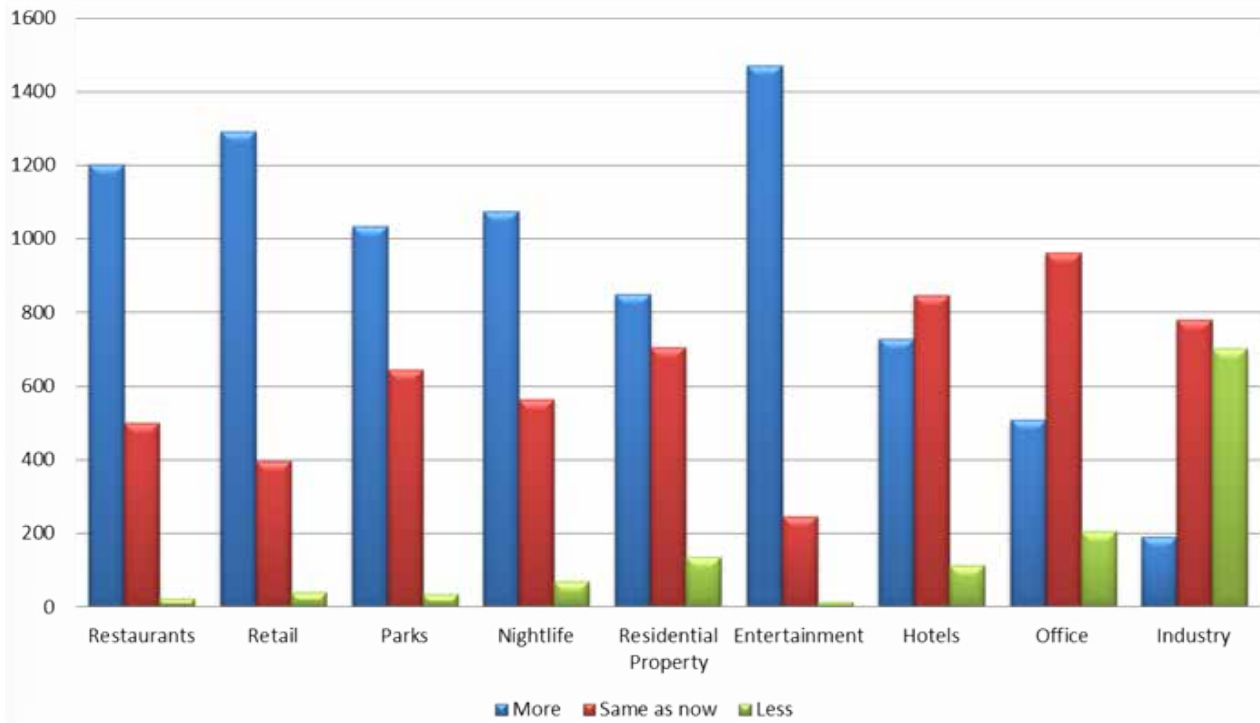


### How often do you visit downtown Sioux Falls?



**Question 5 (Matrix of Choices, One Answer per Category):**  
**Which of the following types of development would you like to see increase or decrease in downtown?**

The intent of Question 5 was to find out the respondents' level of preference toward more specific types of development. The respondents were able to answer each of the following questions by indicating whether they would like to see "More," "Same as now," or "Less" of each type of development.



As the chart shows, Hotels, Office, and Industry received the highest level of votes for "Same as now," while Industry had the most votes for "Less" than any other type of development. All other types of development received a majority of their votes in the "More" rating, with Entertainment receiving the most votes in that rating.



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**Question 7 (Open Ended):**  
***What is missing in downtown Sioux Falls?***  
***(1,011 Responses)***

The answers for Question 7 varied from a large entertainment venue to safety. When it comes to a large entertainment venue, the citizens felt there's a need for something to attract people downtown. They believe an entertainment venue that can host a variety of events such as live music or even private events would improve the atmosphere of downtown. It would allow people to attend an event and then enjoy the downtown nightlife afterwards. Furthermore, they feel that a movie theater would be another great attraction. Multiple individuals indicated that reopening the State Theater would be a huge step in the right direction.

Family-friendly activities were another prevalent theme. People feel that there are a large amount of bars and upscale restaurants, but nothing to cater toward a young family. A few suggestions included a kid-friendly park, an ice skating rink, an arcade, and a bowling alley. A large amount of citizens also indicated that the Canaries baseball stadium would be a great destination for downtown and would be both adult- and kid-friendly. In short, citizens feel that downtown Sioux Falls has a lot of positive developments but is lacking a large, central attraction.

To complement a large, central attraction, citizens also indicated amenities that support the growing residential population are needed. A convenience and/or drug store topped the list. Right now, community members see a lack of ability to get the everyday necessities in downtown. Common suggestions included Trader Joes and Whole Foods.

Citizens also feel that a dog park is necessary. Right now, residents have no place to take their pets to use the restroom. This results in an unsanitary and unattractive downtown area. The amount of residents with dogs is on the rise and a dog park is a necessary addition to downtown.

The other major theme throughout the survey had more to do with the feel of downtown. Citizens expressed their concern regarding the lack of safety, diversity, walkability, and community. Safety was a major concern regarding transients panhandling, the lack of lighting, and pedestrian safety. People indicated that they are sometimes intimidated by panhandlers asking for money, especially when they are alone. Some suggestions included an increase in police presence and possibly moving homeless facilities out of downtown. They also indicated an increase in lighting would be helpful, especially in alleys and parking ramps.



Diversity in regard to entertainment, residential, retail, and restaurants was another prevalent theme. Individuals would like more family-friendly and adult entertainment options. They would like affordable housing (not low income) and upscale housing along with upscale dining and restaurants a young family could enjoy. They feel that if we can increase the diversity, create a safe area, build a central entertainment venue, and build residential amenities, we can create a downtown community with vibrant energy.









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