

60 Main Street Development Status: July 2019

Long before it was a movie theater, office building and a parking lot for 104 cars, the “Latsch Block” was part of Winona’s urban landscape housing much of John Latsch’s business and warehouse operations. The Latsch buildings, once covering the entire city block, were removed in the early 1970’s. Since acquiring the property, the City has earmarked the site for redevelopment opportunities.

The City’s 2007 Comprehensive Plan identified the parcel as a site for mixed use type development which could include housing and commercial/retail along with some type of parking component.

After a stalled development proposal in 2017/18, the Port Authority has elected to undertake a study to determine if a hotel development would be feasible at the site. The study, slated for completion in the fall of 2019, will help to determine the future development of the site. If the study concludes that a hotel development is indeed feasible at 60 Main, look for the Port Authority to solicit proposals for a hotel/commercial/housing development of the site. If a developer is identified for the site, the Port would be required to seek public input on any proposed transfer of property ownership. If it is determined a hotel development will not work on the site at this time, Port staff will look to Port and City leadership for direction.

It has been determined there will be some level of environmental clean-up necessary prior to a development taking place. Given the type of development proposed on the site, the site could certainly be eligible for clean-up funding.

When the Opportunity Winona Initiative was launched, the Port made a commitment to “bring new growth to an energized Downtown Winona”. To date we have made great strides. A smart, well thought out development on the 60 Main site could be yet another giant step forward.