

WISCONSIN AVENUE BUSINESS CORRIDOR PLAN

Agenda:

- Walking Tour
- Project Overview
- Elements of a Successful Corridor
- 'Hands On' Break-Out Session
- Group Discussion



WISCONSIN AVENUE BUSINESS CORRIDOR PLAN

Goal of the Plan:

Clearly outline what can be done to enhance this critical area of Peoria and make it a sought after business destination.

Plan will focus on the following elements:

1. Simple architectural recommendations.
2. Site improvements within the public R.O.W.
3. Site improvements outside the public R.O.W.
4. Potential 'branding' opportunities.
5. A straightforward implementation strategy.

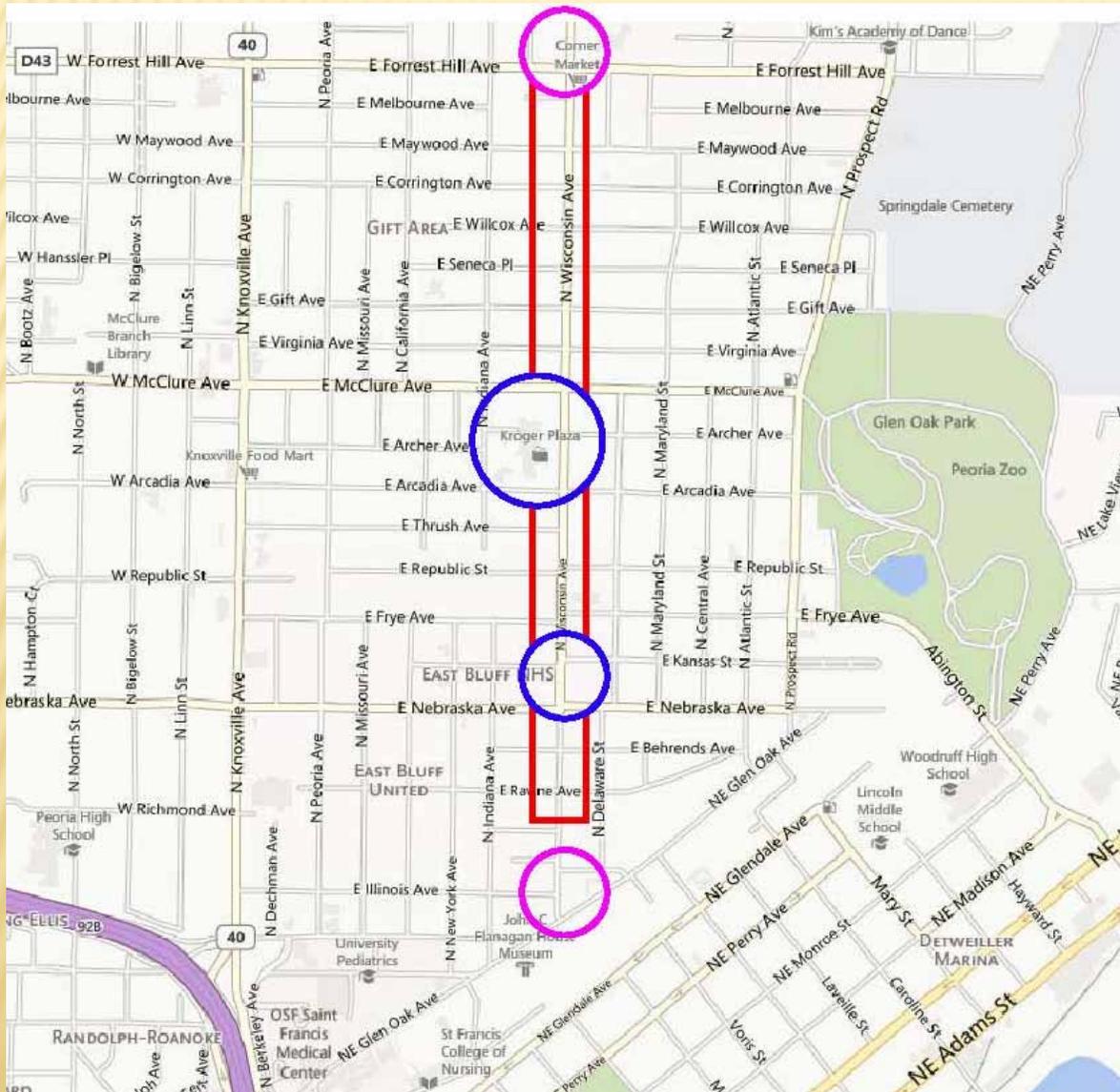
Public Outreach:

1. Business interviews
2. Stakeholder meeting – tonight's meeting



WISCONSIN AVENUE BUSINESS CORRIDOR PLAN

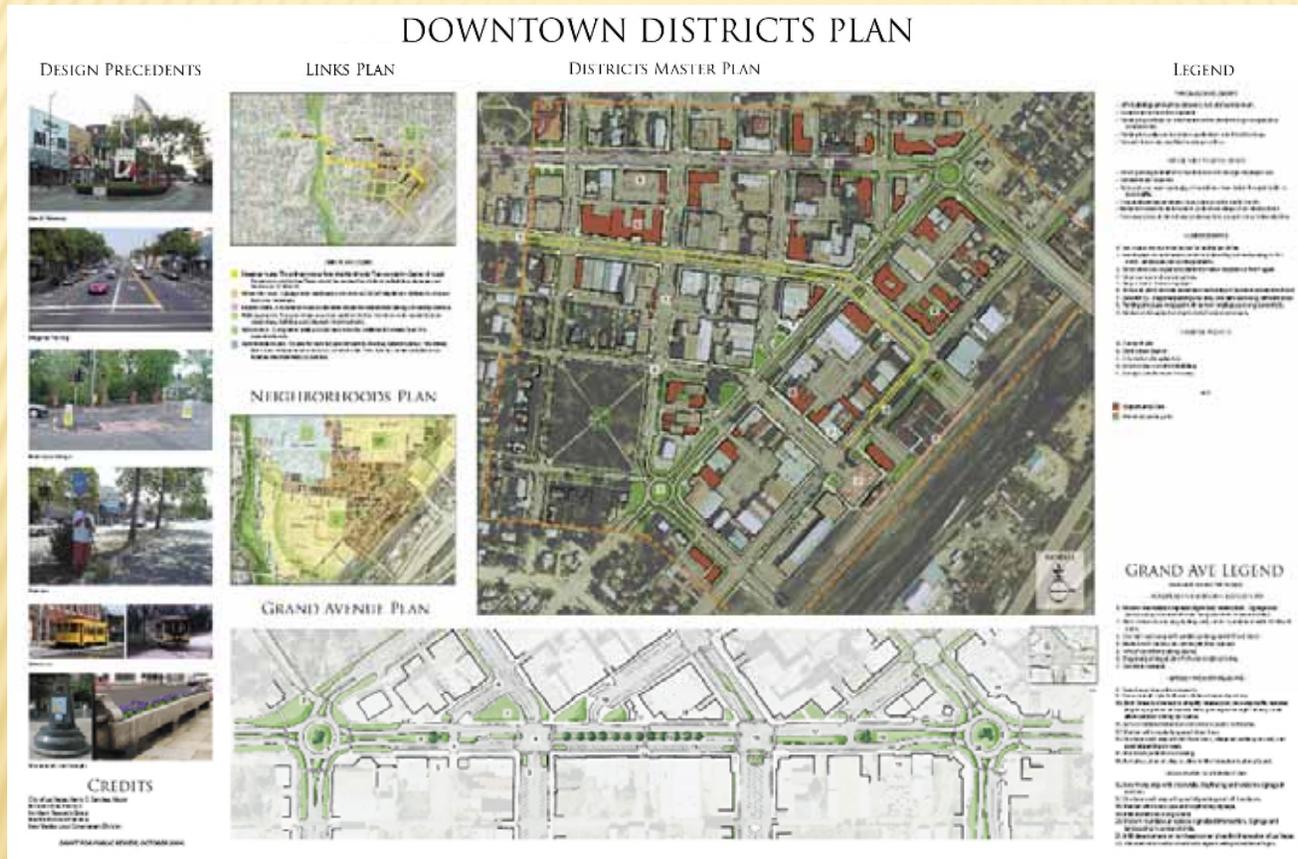
Study Area



WISCONSIN AVENUE BUSINESS CORRIDOR PLAN

Final Product:

"Poster Plan"



WISCONSIN AVENUE BUSINESS CORRIDOR PLAN

Public Outreach #1:

March 7, 2014 – Business Interviews



Journal Star
SATURDAY • MARCH 8, 2014 • \$1.25 pjstar.com

City takes a new look at East Bluff business needs

Family Dollar district manager Kathryn Hamilton, left, tells 3rd District Peoria City Councilman Tim Riggenschick, far right, architect Ed Barry from Farnsworth Group, center right, along with store manager Joe Vitale, center left, about the needs of the East Bluff business. City officials and outside consultants went on a walking tour Friday, meeting East Bluff business owners to discuss ways the city of Peoria can meet their concerns.

PHOTO COURTESY OF FARNSWORTH GROUP



Tour identifies sidewalk repairs, bus stop location among concerns for corridor

BY KIM WILSON
OF THE JOURNAL STAR

PEORIA — Move a bus stop. Repair some sidewalks. Perhaps create a bicycle lane.

Business proprietors along Wisconsin Avenue on the East Bluff had no shortage of suggestions for city officials and others who toured the area Friday.

"Let's face it: We're all a little sensitive about the AMI's situation," 3rd District Councilman Tim Riggenschick said about the recent closing of a South Peoria grocery. "We want to engage these business owners before there's a crisis."

"We talk a lot about business retention. The dialogue I've had with these business owners so far has shown me incredible value and perhaps missed opportunities we've had in the past by not engaging them."

Riggenschick, city planner Shannon Tschir and representatives of the Farnsworth Group engineering and architectural firm engaged banks, groceries and restaurants, among other places. They spotted an aging, but vibrant stretch of Wisconsin, between Forrest Hill and Glen Oak avenues.

At some point in the near future, that span might have a new look, too — at least in its infrastructure. And perhaps in the number and quality of its merchants.

"The city sees this as a historically important business corridor," said Jeff Martin, a Farnsworth landscape architectural manager. "What can we do to enhance it and make sure it stays that way?"

Joe Vitale had a suggestion about something he can see, sort of, from the front door of his business.

A more prominent position for a bus stop now located at Wisconsin and Arcadia avenues would better serve patrons of the adjacent Wisconsin Plaza Shopping Center, the tourists concurred. Among plans

PHOTO BY TERRY, PAGE 16



WISCONSIN AVENUE BUSINESS CORRIDOR PLAN

Public Outreach #1 – What we heard:

1. Need for more restaurant options (including diverse options).
2. Ice cream stand / coffee shop needed.
3. Outdoor market for events (farmer's market, bike resale, etc.)
4. Space for kids to play.
5. 50%+ of customers ride bus or walk to businesses.
6. Current bus stop at Kroger Plaza poorly located.
7. Resurface Kroger Plaza parking lot.
8. Better lighting needed throughout corridor.
9. Bike lanes along Wisconsin Avenue.
10. Enhanced landscaping.
11. Wider sidewalks.
12. Traffic calming - slow down cars.
13. More litter bins throughout corridor.
14. Banners to promote events and 'brand' the neighborhood.
15. Improve existing facades.
16. Improve appearance of windows on various buildings.



ELEMENTS OF A SUCCESSFUL BUSINESS CORRIDOR



- Attractive Building Facades
- Clusters of Retail Activity
- Visibility Into Businesses
- Signage Opportunities
- Consistent and Visible Store Hours
- 'Branding' Elements
- Gathering Spaces
- Public Art
- Bicycle and Pedestrian Features
- Appropriate Landscaping



ATTRACTIVE BUILDING FACADES



Before



After



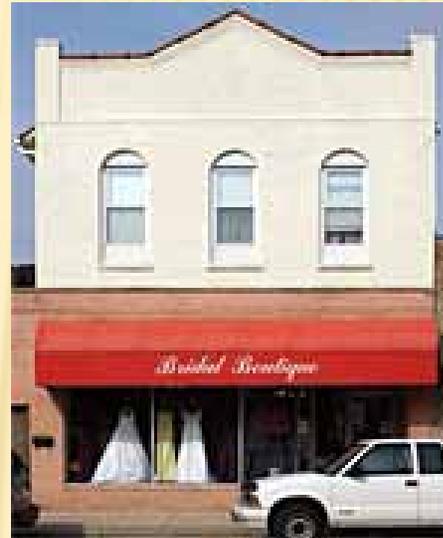
ATTRACTIVE BUILDING FACADES



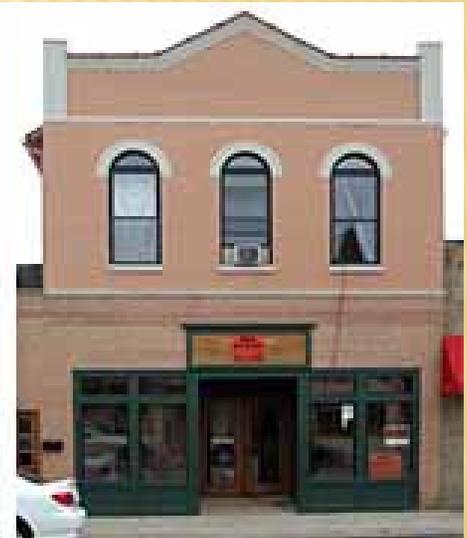
Before



After



Before



After



REUSE OF HOMES FOR BUSINESSES



CLUSTERS OF RETAIL ACTIVITY



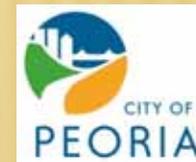
VISIBILITY INTO BUSINESSES



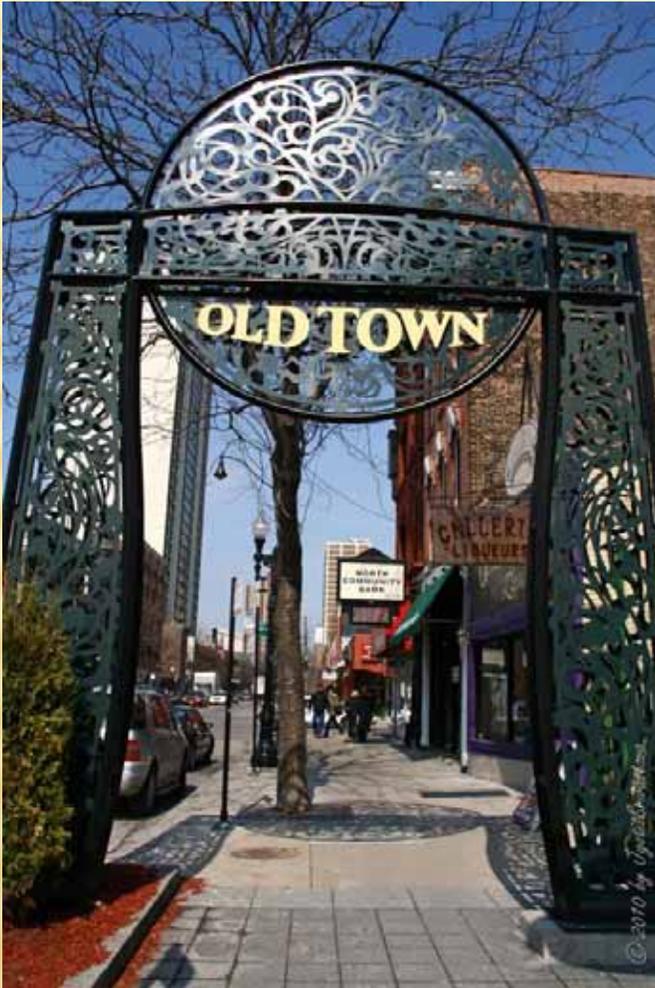
Good Visibility into Businesses



Limited Visibility into Business



SIGNAGE



Pedestrian Gateway Signs



Unified Street Signage



Hanging Storefront Signs



STREET SIGNAGE



Illuminated Street Signs



Historic Trim on Signs



Fabric Banners



Punched Metal Street Banners on Historic Fixtures



DISTRICT ENTRANCE SIGNAGE



CONSISTENT AND VISIBLE STORE HOURS



BRANDING ELEMENTS



Metal Street Banners
at Key Intersections



District Logos



Incorporation of Logos
Into Site Amenities



Paving Inlays



GATHERING SPACES



Sidewalk Café



Signature Bus Stop



Ice Cream Stand



Civic 'Splash Pad'



Farmer's Market



PUBLIC ART

Artistic Bike Racks



PUBLIC ART



Murals on
Boarded Windows



PUBLIC ART



Artistic Bus Shelters



PUBLIC ART



Artistic Utility Boxes



Utility Pole Opportunities



Fire Hydrant Art



BICYCLE AND PEDESTRIAN FEATURES

Shared Use Lane



Congested Sidewalk and Undefined Bicycle Lane



Traffic Calming
(‘Bump Outs’ and Raised Intersection)



APPROPRIATE LANDSCAPING



Seating Area Near Sidewalk / Bus Stop



Limited Screening of Cars / Narrow Sidewalk



Screening of Cars While not Blocking Views to Businesses



APPROPRIATE LANDSCAPING



Hanging Baskets on Street Lights



Planters at Intersections



Former Parkway Trees on Wisconsin Avenue



WISCONSIN AVENUE BUSINESS CORRIDOR PLAN



Step 1: What could be done?

A. Architectural Recommendations

(Facade Improvements, Restoration Opportunities, etc.)

1. _____
2. _____
3. _____
4. _____
5. _____

B. Site Improvements within R.O.W.

(Lighting, Traffic Calming, Landscaping, Site Amenities, etc.)

1. _____
2. _____
3. _____
4. _____
5. _____

C. Potential 'Branding' Opportunities

(Logos, Signs, Types, etc.)

1. _____
2. _____
3. _____
4. _____
5. _____

D. Site Improvements outside of R.O.W.

(Parking Lots, Landscaping, etc.)

1. _____
2. _____
3. _____
4. _____
5. _____

Step 2: When should it be done?

E. Action Items to Achieve in 2015 (Easiest)

1. _____
2. _____
3. _____
4. _____
5. _____

F. Action Items to Achieve in 2016 (More Difficult)

1. _____
2. _____
3. _____
4. _____
5. _____

G. Action Items to Achieve in 2017-2020 (Most Difficult)

1. _____
2. _____
3. _____
4. _____
5. _____

Step 3: How can you help?

1. _____
2. _____
3. _____
4. _____
5. _____



Neighborhood Design Workshop - Sheet 1

April 29, 2014



Kroger Plaza
Enlargement



Southern Retail Core
Enlargement



Neighborhood Design Workshop - Sheet 2

April 29, 2014



Your turn!



WISCONSIN AVENUE BUSINESS CORRIDOR PLAN

What's Next:

- Public outreach data incorporated into the final Wisconsin Avenue Business Corridor Plan
- Presentation to City of Peoria City Council and Neighborhood – August 2014
- Implementation of Action Items



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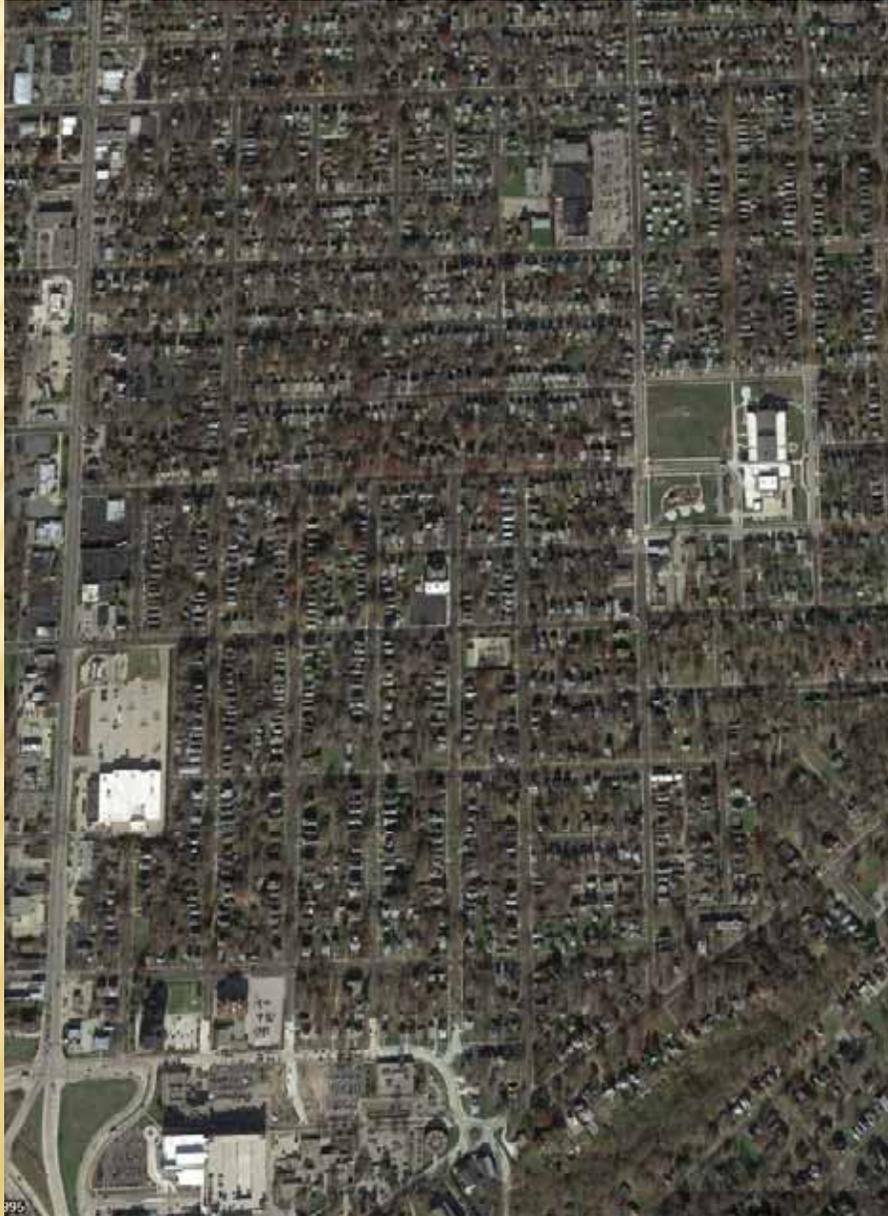
*Thank You for
Participating!!*



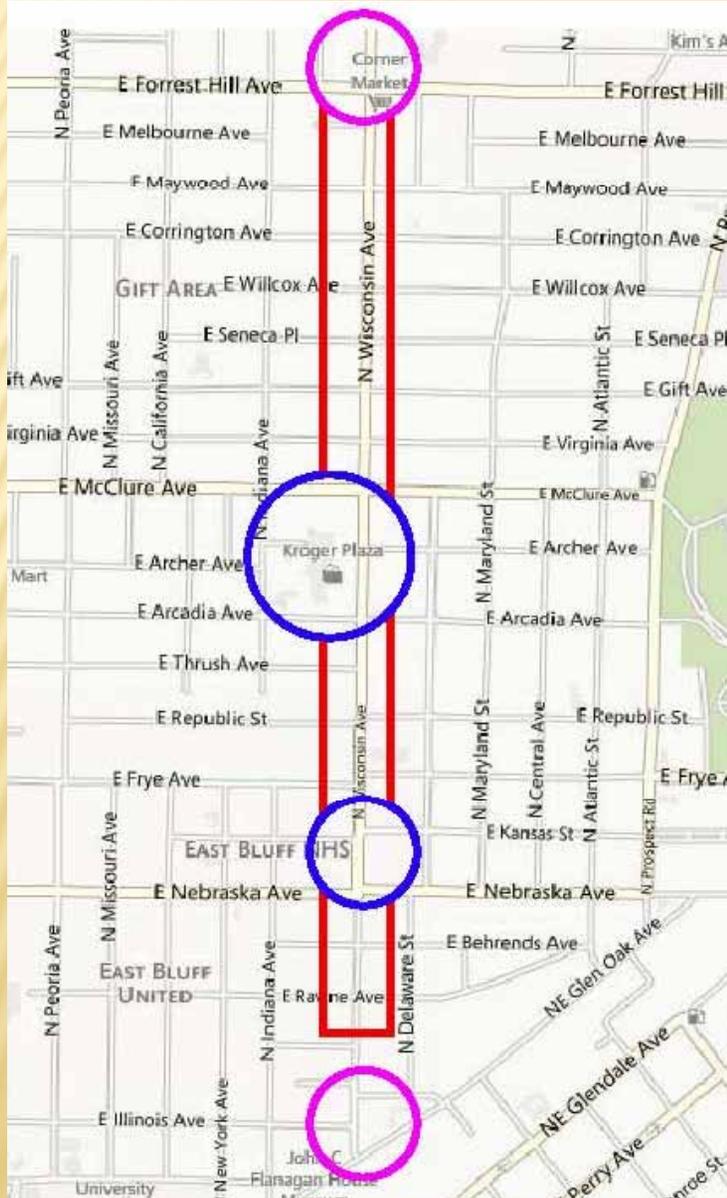




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Brainstorming Session:

1. Neighborhood Issues
2. Neighborhood Opportunities
3. Desired Businesses to Recruit
4. Improvements to Existing Businesses
5. Streetscape Improvements
6. 'Branding' Opportunities
7. Implementation
 - 2015
 - 2016
 - 2017-2020