Main Street: A Call for Investment

Bloomington & Normal, Illinois

Prepared for:

City of Bloomington

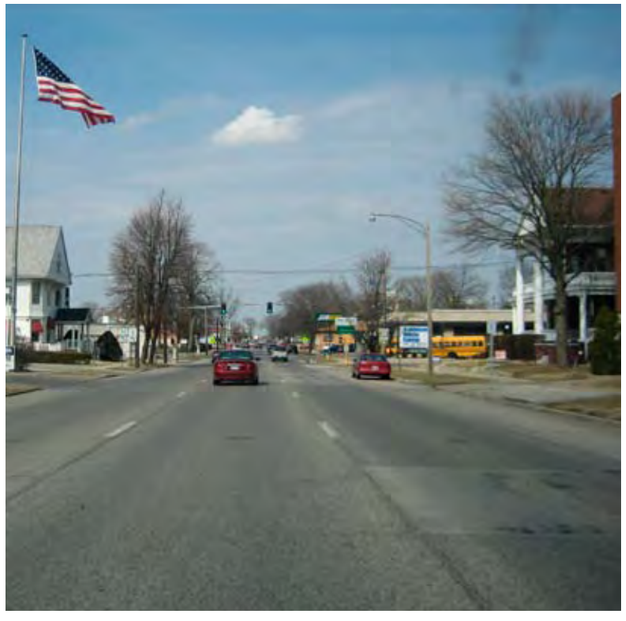
Town of Normal

Illinois State University (ISU)

Illinois Wesleyan University (IWU)

BroMenn Healthcare

FARR ASSOCIATES
Architecture | Planning | Preservation



Coordinating Organization:

McLean County Regional Planning Commission

Sponsoring Organizations:

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Town of Normal
Illinois State University
Illinois Wesleyan University
BroMenn Healthcare

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I. Overview

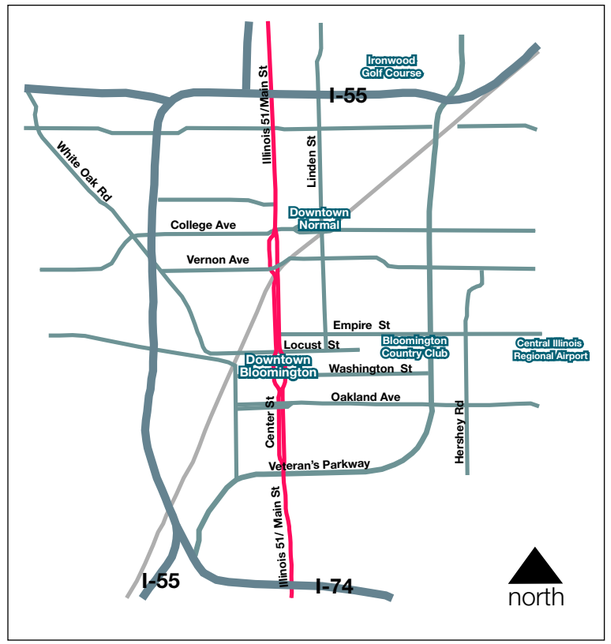
Introduction

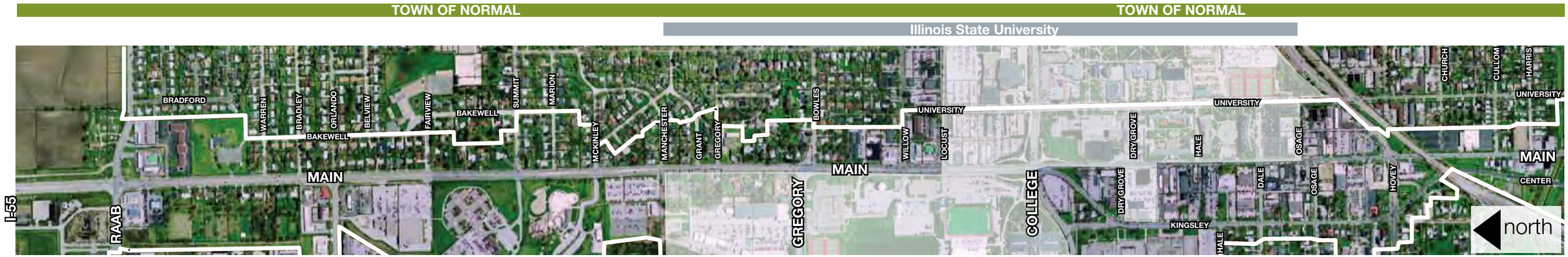
Main Street is the most underutilized and underleveraged asset in McLean County. While major legacy institutions of McLean County are located on the corridor, there is very little synergy from doing so, and very little coordination among the development plans of the institutions and municipalities. To draw attention to the neglected nature of this key asset, this study of the Main Street Corridor has been titled a call for investment. In this instance the term investment does not refer just to money. Main Street has experienced a sustained lack of attention, leadership, and political capital among other non-monetary investments.

Investments are also made over the short, medium and long terms. The findings and recommendations of this report are also organized along these lines. Short term there is a need to disseminate and debate the contents of this study once finalized. Over the medium term the report offers a comprehensive framework for the redesign of the public right of way. These designs will make it easy for visitors to navigate to the institutions along Main Street and reclaim the corridor for pedestrians and bicyclists. The report also recommends a revision of the development regulations that govern the corridor to bring them in alignment with the findings and recommendations of this report. Over the long term this report envisions a revitalized Main Street that offers a rich urban lifestyle to the increasing segment of the McLean County population that is drawn to urban living. We foresee innovative and coordinated public and private sector investments and partnerships to implement the vision.

Study Area

The Main Street Redevelopment Study addresses the space surrounding Main Street, also known as Illinois-51, a residential and commercial corridor that runs from the town of Normal, IL south through downtown Bloomington, IL. As the map below





suggests, this long stretch spans over two municipal bodies, includes a diverse mix of building types and land uses, while functioning as a major arterial for both communities. As a combined effort on the part of Illinois State University, Illinois Wesleyan University, the Town of Normal and the City of Bloomington, Illinois, and BroMenn Healthcare, this document crosses multiple institutional boundaries, revealing the commitment of those institutions to promoting the health of the community at large.

Historically, the length of the study area corridor served as a passage way to the west as a small piece of the extensive Route 66, although the corridor is currently designated as Illinois-51 (State Route). In recent years, interest has resurfaced in recognizing the corridor's past as Route 66 and the value it could serve as an attraction to the community.

Community

A significant portion of the analysis performed for the Main Street Redevelopment Study was a rewarding process of community engagement. The community process for the Main Street Redevelopment Study was broken into three types of meetings: a kick-off, workshop or charrette, and an open house. Meetings with representatives of the Main Street Commission and working group were also organized throughout the project process. These meetings are summarized below with detailed results in the appendix.

Main Street Commission

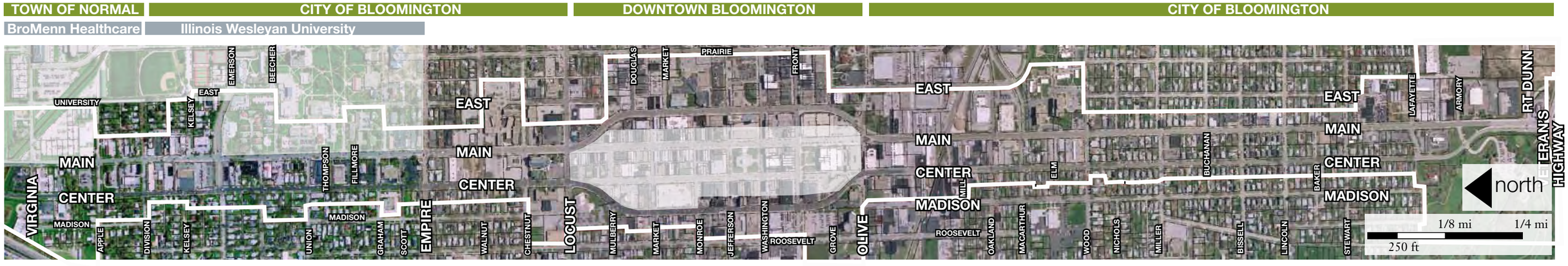
The Main Street Commission was comprised of leaders from the five funding institutions and included Mayor Steve Stockton, City of Bloomington; Mayor Chris Koos, Town of Normal, President Al Bowman, Illinois State University; President Dick Wilson, Illinois Wesleyan University; and President and CEO Roger Hunt, BroMenn Health Care. Meeting with the consultants at key times throughout the project, this group of leaders helped to guide the focus of the project.

Illinois Department of Transportation

While the commission has guided the development of this document and will implement its goals, it is important to note that close coordination will be required with the Illinois Department of Transportation (IDOT) for implementation as the corridor is a state route.

Main Street Working Group

A working group was created for the project and was also comprised of representatives of the five funding institutions. Meeting regularly throughout the project, this group served as a sound board and primary review committee for redevelopment plan document.



I. Overview

Community Process Summary

Community Meeting #1: Kick-Off Meeting

In late November 2006, an initial kick-off, community meeting was held at the Bloomington Cultural Center. Despite the winter season's first storm, over one hundred Bloomington and Normal residents attended. Upon entering the meeting hall, attendees used dots to mark on a map where they lived or worked within the Corridor. Besides at-large community residents, the meeting was well attended by representatives and staff of the five Main Street Commission entities.

Image Preference Survey (IPS)

The primary activity of the evening was the Image Preference Survey (IPS). The IPS focused on four areas: auto-oriented areas, campus areas (parcels on Main Street near BroMenn, ISU, and IWU), downtown Bloomington, and the residential neighborhoods south of downtown Bloomington. Within each of these four areas, attendees were asked to view and rate photographs that represented the potential types of development as appropriate or not. Once scored, the attendees discussed many of the photographs in details, discussing the pros and cons of the different development types.

Overall, participants favorably rated images of development that was more pedestrian friendly, with none to small front yard setbacks, entrances along the street, and a high level of transparency or windows on the front facade. In the auto-oriented areas, participants rated images positively that illustrated mixed-use development, pedestrian-friendly amenities, and greener streets. Participants rated mixed-use development and pedestrian-oriented streetscape positively for the campus areas. Participants discussed a willingness to develop buildings up to seven or eight stories in much of the campus areas, particularly the Illinois State Campus, as long as the buildings were appropriately designed along the street frontage. Parcels with curb cuts onto Main Street, large parking lots, and no landscaping scored the lowest in the campus areas.

Apartment and mixed-use buildings scored well in downtown, while buildings with blank facades and lots with parking lots, particularly unscreened or buffered parking lots, rated the lowest. In the residential neighborhoods south of downtown, a variety of multiple-family and single-family attached housing types rated well, as did streets with both on-street parking, bicycle lanes, and street trees. Most of the lowest rated images were of existing commercial development, and included auto-oriented signage and buildings, such as gas stations or car lots. The highest and lowest rated images in each category of the IPS are found in the Appendix.

Stakeholder Interviews

The consultant team conducted interviews regarding parking conditions with stakeholders representing each of the five key trip generators within the Main Street Corridor, which correspond to the five Main Street institutions. The stakeholder interviews were conducted to obtain a deeper insight into specific needs and issues, which frequently are not fully articulated in public settings, as well as qualitative issues which are not evident through utilization analysis. Interviews with the following stakeholders were conducted on Wednesday, November 29th at the McLean County Regional Planning Commission: Allen Swanson, City of Bloomington Engineering Department; Peggy Flynn, Downtown Bloomington Association; Melissa Ash, U.S. Cellular Coliseum; David Young, City of Bloomington Cultural District; Greg Koos, McLean County Museum of History; Michael Malone, McLean County Chamber of Commerce; Bob Nuckolls and Maggie Nelson, ISU; and Sonja Reece, McLean BroMenn Healthcare and Town of Normal
In addition, representatives from Illinois Wesleyan University, Northwest Neighborhood Association, and Dimmitt's Grove Neighborhood Association were invited to participate in the interviews, though these organizations did not attend.

Attendees of the first community meeting at the Bloomington Cultural Center. Over 100 residents participated in the Image Preference Survey and other activities conducted in late November 2006.

A standardized interview guide was approved by the McLean Regional Planning Commission (RPC) in advance and used for each interview. This guide provided a general outline with suggested questions, but with the intent of encouraging open-ended responses from the interviewee. Utilizing the interview guide, input received from each of the stakeholders has been documented in a consistent format and has been incorporated into the analysis of parking conditions.
A summary of the stakeholder interviews is found in the Appendix.

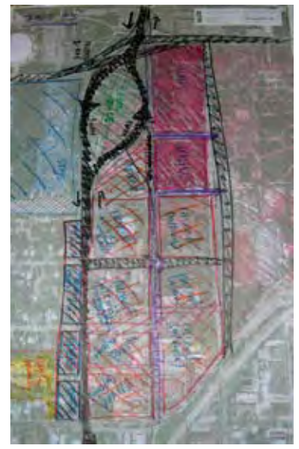
Community Meetings #2: Charrettes

In mid-January 2007, three workshop style meetings were held in three different locations along the Corridor. In order to receive specific information on key sites, each meeting focused on two different locations for a total of 6 sites examined through these activities. At each meeting participants worked in small groups to discuss and ultimately create redevelopment plans for their segment of the Corridor.

The plans that resulted from these three evenings were intended to represent full implementation of this project's goals and looked 20 years into the future. To guide the creation of the redevelopment plans, each table began by outlining a set of goals and action items. They also examined such issues as what existing development should remain after redevelopment of the Corridor is complete and what should not. Participants located proposed land uses and discussed concepts such as building height and location. They also discussed transportation issues, including the configuration of Main Street and the couplet; intersection improvements; pedestrian, bicycle, and transit improvements; and streetscape amenities. The results of these discussions were mapped, a few examples of which are located to the left, and presented to all the evening's participants.

The drawings developed at all of these meetings are found in the Appendix.

Participants attend the charrette focusing on two sites in Bloomington: downtown Bloomington and a neighborhood south of downtown.



In Normal, participants at this table suggest reconfiguration of the College and Main intersection and realignment of the couplet.

In the neighborhoods south of downtown Bloomington, this table recommends creating a focal point of the neighborhood at Lincoln and the couplet.

January 23, 2007 Charrette #1: Bloomington
Over sixty people attended the first night of the meetings, which were held at the Bloomington Police Department conference room.

Many common concepts were developed amongst the tables focusing on downtown Bloomington. Most groups created gateways at the north and south end of the couplet to announce one's presence in downtown. Frequently, these gateways were associated with green spaces or parks. Pedestrian amenities, such as improved streetscapes, and better crosswalks at intersections were also included in many plans. To add to the pedestrian atmosphere, vehicular parking was placed at the rear of a lot or internal to a building so that it was not visible from the couplet though still easily accessible.

In the neighborhood south of downtown, bicycle connections were a common theme. Lincoln was designated as the key street within this segment of the study area and improvements to it included bicycle and pedestrian connections to nearby parks and the Constitution Trail. Lincoln was also designated as a central area and plans included both intersection improvements and neighborhood commercial nearby. Existing single-family homes on the west side of the couplet were primarily preserved, as the character of the street on this side. The east side was primarily redeveloped from scattered auto-oriented uses to residential development, including multiple-family development.

January 24, 2007 Charrette #2: IWU and BroMenn
The second night of meetings had over eighty participants, about a dozen of which also attended the first night's meeting. IWU hosted this meeting in the Hansen Student Center.

The couplet adjacent to IWU (Emerson to Chestnut) was the focus of half the groups. A common theme was the preservation of Ridgewood and the neighborhoods on the west side of the couplet. Many groups redeveloped the Electrolux property, at the south end of this segment into a residential development for students or seniors. Empire Street and the couplet was designated a key intersection, as was Emerson and the couplet.

The couplet adjacent to BroMenn Healthcare (Virginia to Emerson) was the focus of the remaining participants on the second evening. Creating a more walkable Corridor was a key goal for many, and both bicycle and pedestrian improvement were included in the plan. Emerson and Virginia were illustrated as links to the Constitution Trail. Most scenarios redeveloped the hospital parking lots along Main Street and located parking at the rear of the facility and behind other proposed buildings.

January 25, 2007 Charrette #3: ISU
About one hundred participants attended the final night of meetings at the Bone Student Center on ISU's campus. The participants either examined Main Street north of College or the couplet south of College to Hovey.

Again, many common elements surfaced in the redevelopment plans. The segment north of College Avenue was treated as an entrance into the ISU campus. The Gregory and Main Street intersection was designated as a gateway, often with a student or welcome center nearby. The west side of Main Street, from University High School to College, was primarily slated for redevelopment, though the University athletic uses were not moved. Parking was shifted away from view of Main Street and more green space was added around the stadium. The College and Main intersection, where the couplet begins, was improved on several plans. These improvements included realigning the intersection and adding a roundabout traffic control device. Several tables also proposed a landscaped median down the center of Main Street, which was planned to continue north, beyond the evening's study area boundaries, to Raab or I-55.

Many tables that focused on the couplet south of College also included major improvements to the College intersection in their redevelopment plans. The inclusion of a park just south of the intersection was also a common plan element. University uses dominated the east side of the couplet and were often shown spreading to the center block, but in most cases the buildings were redeveloped with parking in the rear. The Hovey and Beaufort intersection and the area directly north of this intersection with the couplet was designated for mixed-use development.

Stakeholder Community Meetings
Three successive meetings were held in September 2007 to present the draft of the redevelopment plan to the different stakeholder groups involved. The meetings consisted of a PowerPoint presentation that was approximately one hour in length, followed by general questions and comments. The participants were then asked specific discussion questions to solicit information about particular elements of the plan.

September 25, 2007 Meeting #1: Bloomington
The first meeting, held at the Bloomington Police Department, yielded approximately 65 people. Much of the discussion centered around the funding aspect of the plan and how funding in the community should be spent. Many felt that funding should occur concurrently with other projects taking place in the Corridor. Response to the question of whether Main Street should transition from auto-orientation to mixed-use was positive. The audience was also unanimous that sustainable development and green building should be encouraged in the Corridor.

September 26, 2007 Meeting #2: IWU and BroMenn
The second meeting, held at IWU's Hansen Student Center, consisted of about 80 people. General questions included how property owners should formulate their own long-term plans given the Main Street Redevelopment Plan; the comment that small business owners should be included in the Redevelopment Plan and zoning codes as much as possible; and concern over the compatibility of student housing with the surrounding neighborhoods near IWU. Most audience members agreed that public investment should be made in the Main Street Corridor, and that zoning and building codes should incorporate sustainability principles, as long as the cost to property owners was nominal.

Open House.

September 27, 2007 Meeting #3: ISU
The final community meeting had almost fifty participants and was held at ISU's Bone Student Center. General discussion yielded several questions, including whether the market for mixed-use development actually exists as the plan states and that we should consider areas outside the Corridor in making plans. The point was also articulated that, since we are encouraging pedestrian orientation and mixed uses, we should incorporate lighting standards into the plan. There was some discussion as to whether green building should be a requirement for private developers, with the majority of meeting participants being in favor of doing so.

Public Open House
The final Main Street Redevelopment Plan was presented to an audience of about 32 at IWU's Hansen Student Center on October 29, 2007. A brief presentation was given to outline the recommendations of the plan, after which several Main Street Commission members voiced their support on major plan themes, such as form-based coding, BroMenn Village, bicycle infrastructure, intergovernmental coordination, and fixed-route transit. The members of the Main Street Commission and the consultant were available to discuss plan details and specific questions afterwards.

I. Overview

Implementation Summary Table

The redevelopment plans for the Main Street Corridor focus on improvements to the both the public right-of-way and to how the land adjacent to the right-of-way develops. To create the active, multi-modal Corridor that the public described in the initial community process requires changes to both areas. Focusing improvements only in the right-of-way or only on the adjacent land will not meet the goal and will result in efforts and capital being wasted.

Furthermore, a question that the Main Street Commission has debated concerns whether to apply sustainable development standards within just the Main Street study area or to seek to apply them citywide. In the words of one commissioner: "if it is good for Main Street, it is good enough for the community." Applying such standards within just the Main street corridor would involve relatively few projects and little administration. Administering the standards citywide would avoid potential regulatory conflicts and greatly magnify the benefits of a sustainable development approach.

The recommendations detailed in this document are summarized in the table to the right. The table includes a list of the recommendations or actions, where in the document they are detailed, the implementation leaders, and an estimated timeline for starting and completing the work.

Implementation Leaders

The implementation leaders are not necessarily the party or parties that are responsible for the completion of the work, but are those members of the Main Street Commission that should be the champion of the project or the party who initiates and/or manages the work. Other agencies and organizations will be involved in implementation, including the Illinois Department of Transportation (IDOT), McLean County Regional Planning Commission (RPC), and Bloomington-Normal Public Transit System.

Timeline

Each recommendation also includes an estimated timeline for beginning and completing the work and whether the item is a short term or long term goal. Several factors impact these estimates, including the possibility of piggy-backing work onto the process completed in this document, funding, and parties involved in implementation. Short term items are meant to achieve goals with very little funding required and easier construction. Long term items will require additional study and implementation will likely be expensive and more invasive initially.

Zoning

Using these factors, it is recommended that the first priority project be the completion of the development ordinances that will guide development along the Corridor. Zoning can serve as the teeth or enforcement mechanism behind a master plan. Zoning is also under that authority of the two municipalities and does not necessarily involve other agencies or organizations. Though it involves an expense, a new code is a value option; having regulations in place will make development along the Corridor easier for both the municipalities and the developers. It can also be completed within a relatively short and well defined timeline. It can be viewed as a quick success. Initiating the rewriting of the codes within 3-6 months of the completion of this project may also allow it to utilize the results of the community process, rather than requiring a whole new process.

Land Use

Completion of the new development codes, especially the development of a new zoning map or regulating plan and permitted use list will positively impact the development of appropriate development along the Corridor. Though needing a group effort on the part the other three major Main Street institutions (Illinois State University (ISU). BroMenn Healthcare, and Illinois Wesleyan University (IWU)), having the right codes in place will facilitate the successful completion of this item.

Parking

Improving the parking situation is another key project for the Corridor. This is partially tied to the zoning regulations and the street section improvements, but many of the recommendations associated with improving the parking situation focus on each of the Corridor's institutions. By shifting regulations related to parking and the overall view of parking availability along the Corridor can result in individual cost savings for the Main Street institutions and in additional land previously unavailable for development. The addition of on-street parking in key locations along the Corridor improves the right-of-way and can positively impact new development.

Right-of-way

Creating a more multi-modal Corridor is the second half of the puzzle. Many of the recommendations outlined in this document were designed to be relatively quick and cost effective measures that would greatly and easily improve Main Street. However, Main Street is a state route and is not under the sole jurisdiction of the municipalities. Therefore, any improvements to the right-of-way will require coordination and approval by IDOT. This coordination will take time, which is why the timeline for these improvements is longer than those for zoning and related issues. Knowing this, the municipalities should not delay in working with IDOT to initiate the simpler improvements (roadway striping) or obtain future funding for the larger improvements (landscaped median).

Promote Success

Planning, though a necessary step, is often criticized for being a slow process. It is important that the Main Street Commission keep the public information as additional work is completed or in the process of completion. This can be accomplished through additional public meetings, announcements at municipal meetings, and publication of information on the web.

	Recommendation	Page	Responsible Organization: City of Bloomington	Town of Normal	Illinois State University	Illinois Wesleyan University	BroMenn Healthcare	Projected Timeline: 2007	2008	2009	2010-2015
Development Regulations	Create New Zoning Regulations for the Corridor	36									
	Adopt this Redevelopment Plan	36	■	■	■	■	■	■	■		
	Procure Funding and Authorize Form-Based Code Development	37	■	■				■			
	Consider Extension of Building Moratorium	36	■	■				■	■		
	Prepare Form-Based Code	37	■	■				■	■		
	Adopt of Form-Based Code	37	■	■					■	■	
	Require High Performance Building	38									
	Require High Performance Building	38	■	■					■		
Street Design	Implement New Street Sections and Intersection Improvements	46									
	Incorporate this Plan into IDOT's Capital Improvements Plan	46	■	■					■	■	
	ReStripe Existing Pavement for Bicycle Lanes, On-Street Parking	46	■	■						■	
	Utilize High Performance Infrastructure	46	■	■						■	
	Develop Integrated Bike Plan for Bloomington and Normal	47	■	■					■	■	
	Conduct Preliminary Engineering for Improvements	52	■	■	■	■	■		■	■	
	Complete Final Engineering for Improvements	52	■	■	■	■	■				■
	Construct Roadway Improvements	52	■	■	■	■	■				■
	Conduct Study to Define Future Transportation Alignment	70	■	■	■	■	■			■	■
Diversity of Travel Modes	Improve Parking and Utilize TDM	58									
	Estabish a Car-sharing Program	58	■	■	■	■	■	■	■		
	Commission TDM Study	58	■	■	■	■	■		■		
	Provide Universal Transit Passes	59	■	■	■	■	■	■	■		
	Establish a Guaranteed Ride Home Program	59	■	■	■	■	■	■	■		
	Develop TDM Needs Analysis Test for Parking	59	■	■					■		
	Establish a TDM Ordinance	59	■	■					■	■	
	Require Parking Cash Out Programs	60	■	■	■	■	■		■		
	Improve Pedestrian Access and Circulation	64									
	Implement Wayfinding Signage	64	■	■	■	■	■	■	■		
	Coordinate Signage Master Plan for County	64	■	■	■	■	■		■		
	Increase Transit Opportunities	68									
	Reach Consensus on Regional Transit Priorities	68	■	■	■	■	■	■	■		
	Evaluate Potential Funding Sources for Transit in McLean County	68	■	■	■	■	■		■		
	Establish and Maintain Future Transit Easement along Corridor	69	■	■					■		
	Install Bus Shelters and Signage	69	■	■						■	
	Conduct Study of Potential Trolley/Streetcar and/or BRT	70	■	■	■	■	■			■	

Recommendations Timeline.

I. Overview

Illustrative Redevelopment Plans

The following illustrations detail some of the physical changes that can occur along the Corridor, if the recommendations in the document are implemented. Three segments along the Corridor are illustrated as they exist today and how they could appear in the future. The three segments, Main Street south of I-55, Kingsley Street (southbound couplet) near Kelsey Street, and Main Street (northbound couplet) just south of Empire Street, illustrate both land use and transportation improvements. The improvements applied in each of these three locations can be utilized throughout the Corridor.

Today: Main Street North of College & South of Lafayette

This illustration represents the Main Street Corridor segment from I-55 at the north end of the study area to the Main and College intersection, and the Main Street Corridor south of Lafayette St to the Veteran's Parkway. This segment has one right-of-way that accommodates both north- and southbound travel.

Main Street Right-of-Way

Main Street is a single right-of-way accommodating two-way travel in the northern 1/3 of the study area and again south of Lafayette Street at the southern-most end. This segment has two travel lanes in either direction and, more often than not, a continuous bi-directional turn lane. Between Raab and College, sidewalk exists on both side of the street, though at times it is narrow and has obstacles such as traffic control devices located within its path. Sidewalk intermittently occurs south of Lafayette.

Adjacent Development

Existing development between I-55 and College includes commercial, residential, and district uses such as Illinois State University (ISU) and McLean County government uses. The commercial development varies in size; but whether it is located near the highway or the ISU campus, it has the same auto-oriented characteristics: setback buildings, large parking lots in the front yards, multiple curb cuts and little to no landscaping. The residential development in this segment is mostly single-family homes in older established neighborhoods on the east side of the Corridor. Some multiple-family development exists closer to the ISU campus. Both McLean County government and ISU have large facilities developed in this segment. Like the commercial development, both treat Main Street only has a transportation route for patrons, employees and students traveling by automobile. Little to none of the buildings were developed to relate to Main Street other than for vehicular access.

South of Lafayette, a mix of public and private commercial businesses exist. A few are built with little to no set back, but they do not all open onto or can be accessed from the Main Street sidewalk. Directly adjacent to the Veterans Parkway is a large auto-oriented commercial development and a golf course. Despite being a gateway into Bloomington, there is nothing unique about the development of streetscape treatment to set it apart.

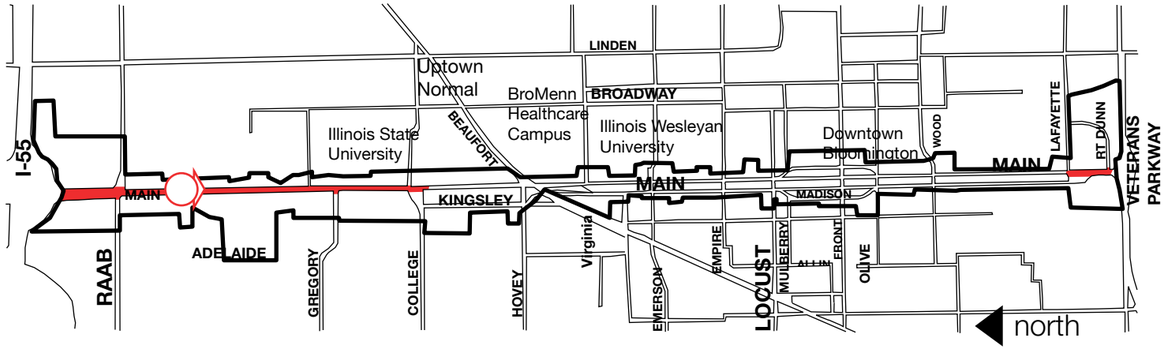
1 **Auto-Oriented Development**
Set-back buildings, large parking lots, and pole-mounted signs are typical for development along Main Street

2 **Crosswalk Treatment**
Despite connecting a neighborhood to convenience commercial, the crosswalk treatment is the standard, beginning to fade, white stripes.

3 **Pedestrian or Bicycle Amenities**
A sidewalk exists on both sides of the street between Raab and College, but occur only intermittently south of Lafayette. There is not designated bicycle infrastructure on the Corridor.

4 **Vehicular Travel Lanes**
Two wider-than-necessary travel lanes move traffic in either direction.

5 **Turn Lane**
This section of Main Street has a continuous, and frequently, bi-directional turn lane down the center of the right-of-way.



Main Street as it exists today south of the Main Street and Orlando Avenue intersection.

Future: Main Street North of College & South of Lafayette

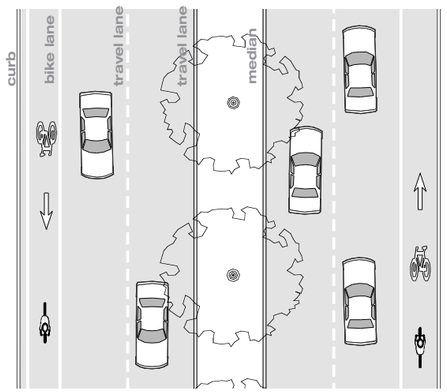
Proposed to occur between I-55 and College and south of Lafayette to Veterans Parkway, a landscaped median aesthetically improves the gateways into the Corridor and each municipality.

Main Street Right-of-Way

A landscape median is proposed to be located in the continuous turn lane. The median would have breaks at intersections and at limited other locations to allow for turning movements. Two travel lanes in each direction are preserved, but the lane widths are narrowed. A bicycle lane is also proposed to facilitate bicycle travel along the Corridor. At crosswalks, the pedestrian crossing zone is improved to be more prominent to approaching drivers. The median provides an area of pedestrian refuge for those who cannot cross the wide right-of-way in one light cycle.

Adjacent Development

The existing residential neighborhoods that exist north of Gregory to Raab on the east side of the street will remain in the future. The commercial and district uses (ISU and government) should be developed with a stronger relationship to Main Street, rather than set back behind large parking lots, lawns, or landscape berms. Near Raab and Lafayette, the highway-oriented commercial should be designed with its gateway location in-mind. This includes additional landscape screening of parking facilities, better signage, and some buildings constructed closer to Main Street.



Plan View of proposed landscaped median.

1 Better Auto-Oriented Development

Auto-oriented developed can be designed to relate to Main Street and provide access to those who opt not to travel by automobile. Out-lots built along the front property line is one option. Drive-through facilities should be located in the rear of the building with access from the parking lot or onto a secondary street, not Main Street.

2 Landscape Screening of Parking

Where parking facilities abut Main Street, they should be screened from view with decorative fencing and landscaping, including shade trees.

3 Bicycle Infrastructure

To facilitate desired bicycle travel along Main Street, a designated bicycle lane is added. At some intersections, the bicycle lane merges with the adjacent travel lane to create a shared lane through the intersection. Once streets are striped for bike use the bicyclist becomes an intended and permitted user of the roadway. The roadway must then be kept reasonably safe for bicycle traffic. A failure to do so results in liability to the municipality.

4 Landscaped Median

A landscaped median is proposed for the center of the Man Street right-of-way. Besides aesthetically improving the appearance of the Corridor, it has environmental benefits and can help control access on Main Street.

5 Vehicular Travel Lanes

Two travel lanes in either direction are maintained, but the lanes have been narrowed slightly to provide space for the bicycle lanes.

6 Pedestrian Refuge Area

At pedestrian crossings, the median provides an area of pedestrian refuge. At this intersection with a left-hand turn lane, the median narrows to 6' and projects into the crosswalk to provide space for strollers, bicycles, and people.

7 Turn Lane

A left-hand turn lane will occur at some intersections and breaks in the median. To accommodate the lane, the median narrows, and at intersections, the bicycle lane tapers into a shared vehicular-bicycle lane.

8 Crosswalk Treatment

Crosswalks should be improved with more defined pavement markings, including textured pavement or use of a different colored pavement besides the traditional white stripe outline.

Main Street as it could exist with the addition of a landscaped median and bicycle infrastructure.

Illustrative Redevelopment Plans

Today: Main Street South of College & North of Locust

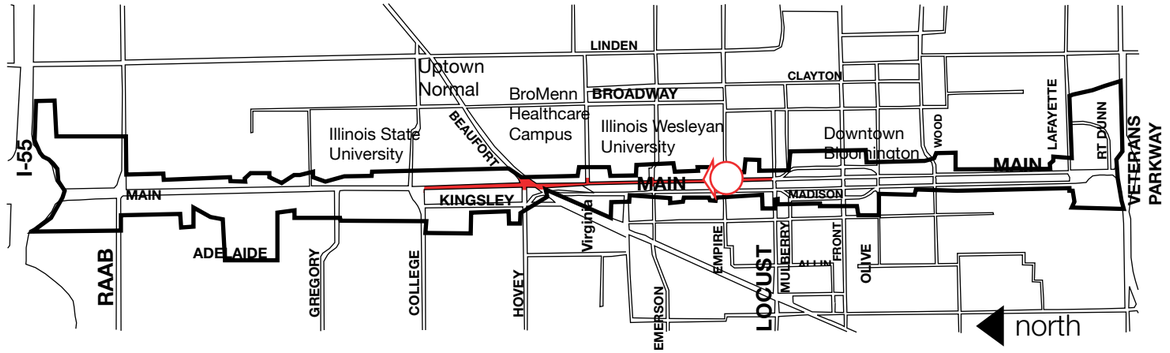
The northbound leg of the Main Street Couplet varies in width and treatment. This section represents the northbound couplet with the exception of the segment through downtown Bloomington.

Main Street Northbound Couplet Right-of-Way

The northbound couplet, outside of downtown Bloomington, varies between having 2 and 3 travel lanes of different widths. The transition between the 2 and 3 travel lanes occurs at Division Street, which is also the Normal-Bloomington boundary line. North of this area, 2 lanes of traffic occur and south of it, in Bloomington, there are 3 lanes. South of downtown, three northbound lanes exist, until close to downtown when it widens to four. On-street parking also occurs in two locations on the northbound couplet. The first is shown to the right in the area near Illinois Wesleyan University's campus. The second is a small stretch around Miller and Wood Streets south of downtown Bloomington.

Adjacent Development

The northbound couplet is primarily commercial in nature; residential occurs in very limited locations. ISU, IWU, and BroMenn Healthcare all of points of access from this leg of the couplet. Despite the existence of the campuses and the pedestrian traffic they generate, the commercial development along Main Street is not pedestrian friendly. It is characterized by multiple curb cuts and individual parking facilities for each lot. The northbound couplet south of downtown Bloomington is a mix of residential and strip style commercial, though residents stated a preference for a residential character.



1 **Intermittent On-Street Parking**
Between downtown and Emerson Street, on-street parking intermittently occurs between curb cuts.

2 **Crosswalk Treatment**
The northbound couplet passes through several key pedestrian areas (BroMenn, ISU, and IWU), but all the crosswalks are treated with the standard treatment.

3 **Intermittent Street Trees**
Some street trees were installed along stretches of the northbound couplet.

4 **Vacant or Underutilized Parcels**
Much of the development along the couplet, particularly the commercial development, is underutilized and is some cases vacant. This is the case around the corner of Empire and Main.

5 **Auto-Oriented Development**
The existing commercial development is typically single-use structures with over-sized parking lots and curb cuts.

6 **Travel Lanes**
The vehicular travel lanes are wider than necessary and, in Bloomington, there are more lanes than are needed given the capacity.

Intersection of Empire and Main Streets as it currently exists.

Future: Main Street South of College & North of Locust

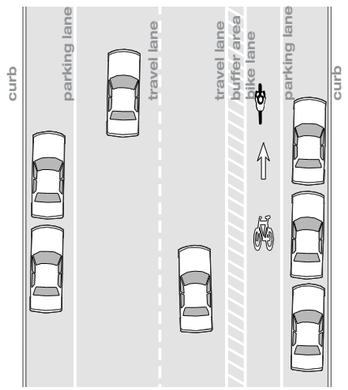
The east side or northbound leg of the Main Street Couplet is proposed to develop with small, pedestrian-oriented, active, mixed-use nodes, like the one illustrated here. To foster this type of environment, the Corridor is made more multi-modal to encourage other transportation modes.

Main Street Northbound Couplet Right-of-Way

Specifically, on-street parking and/or the bicycle infrastructure are proposed for the northbound leg of the couplet. In this illustration, the pavement width allows the installation of both on-street parking and a bicycle lane. The vehicular travel lanes are narrowed slightly and the number of lanes is reduced from three to two in certain locations.

Adjacent Development

Commercial and mixed-use buildings, if the recommendations in this document are implemented, will be developed differently than they have up until this point along the Corridor. Constructed along the street with parking in the rear, the new buildings will help create a more active, walkable environment on Main Street. Refer to pages 66 through 69 for more information.



Plan View of the northbound couplet between downtown Bloomington and Division.

1 Front Facade Treatment

New commercial and mixed-use buildings developed along the Corridor should include entrances on the front facade and storefront windows with ample transparency to provide a view into and out of the ground floor stores. Upper story windows allow for "eyes on the street" 24-hours a day, providing a safer and more active environment.

2 Pedestrian Amenities

Ample pedestrian space along the sidewalk is key to an active pedestrian area. In mixed-use commercial nodes, a grass parkway should be replaced with wider sidewalks and street trees. Crosswalks should also be improved to be more visible to passing motorists and cyclists.

3 Streetscape

To further improve the pedestrian amenities of an area, streetscape elements, such as street trees, planters, benches, and trash cans should be added.

4 Fewer Vehicular Travel Lanes

In the locations where three travel lanes occurred along the northbound couplet, one lane was removed to provide space for the bicycle and parking amenities.

5 Bicycle Left-Hand Turns

When possible the inner lane on the one-way couplet with the bicycle infrastructure is slightly wider than the typical travel lane to better accommodate bicycle left-hand turn movements.

6 On-Street Parking

On-street parking is consistently added to the street section. It provides easy parking for patrons of the future commercial and serves as a buffer between the faster moving traffic and the pedestrians on the sidewalk.

7 Mixed-Use Development

New retail and commercial development along the Corridor should be concentrated into active walkable nodes. Here, residential units are developed on the upper stories of commercial uses. The buildings are constructed with little to no setback and with the parking facilities in the rear or internal to the building.

8 Bicycle Infrastructure

A designated bicycle lane is included in the proposed street section. The designated facilities provide cyclist with a clear route along the Main Street Corridor and should serve to encourage more riders. Once streets are striped for bike use the bicyclist becomes an intended and permitted user of the roadway. The roadway must then be kept reasonably safe for bicycle traffic. A failure to do so results in liability to the municipality.

9 Crosswalk Treatment

To alert motorists and cyclists of pedestrians, crosswalks should be improved. The addition of signage at nonsignalized intersections is also beneficial.

Intersection of Empire and Main, if developed as part of a mixed-use commercial node along the Corridor.

I. Overview

Illustrative Redevelopment Plans

Today: Southbound Couplet at Kelsey Street

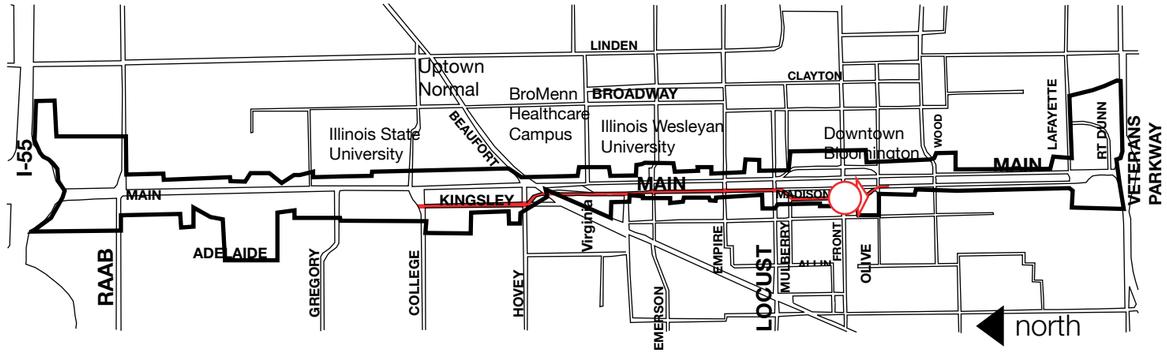
The southbound leg of the couplet is not referred to as Main Street, but is either Kingsley, Madison (in downtown Bloomington), or Center Streets. The illustration to the right is typical for the southbound couplet outside of Madison segment through downtown Bloomington.

Southbound Couplet Right-of-Way

Originally a two-way residential street, this southbound couplet is narrower than its northbound counterpart. It is consistently two lanes that vary only slightly in width, but are wider than are necessary. South of downtown Bloomington, it has a grass parkway and sidewalk with large, old street trees. North of downtown Bloomington, as is shown here, the street trees are intermittent, but both sides are improved with sidewalk with all but a few exceptions near the couplet's start at the College and Main intersection.

Adjacent Development

The southbound leg is primarily residential in nature, however, north of downtown, there are several commercial through-lots. In these situations, the back or rear of a commercial development that fronts Main Street or the northbound couplet, abuts the southbound leg. The result is an unattractive mix of parking lots, blank building facades, and trash receptacles on one side of the street and residential development on the other. In all but a few locations, the residential development is single-family or small-scale apartment buildings that resemble a single family home.



1 **Intermittent Street Trees**

Some street trees occur on the southbound couplet; most occur south of downtown and not on the same side as the power lines.

2 **Through-Lots**

The center block between the north- and southbound couplet legs is primarily commercial. Frequently, the development faces Main Street with its back or rear facing the residential development on the west side of the southbound leg.

3 **Rear Yards of Commercial Lots**

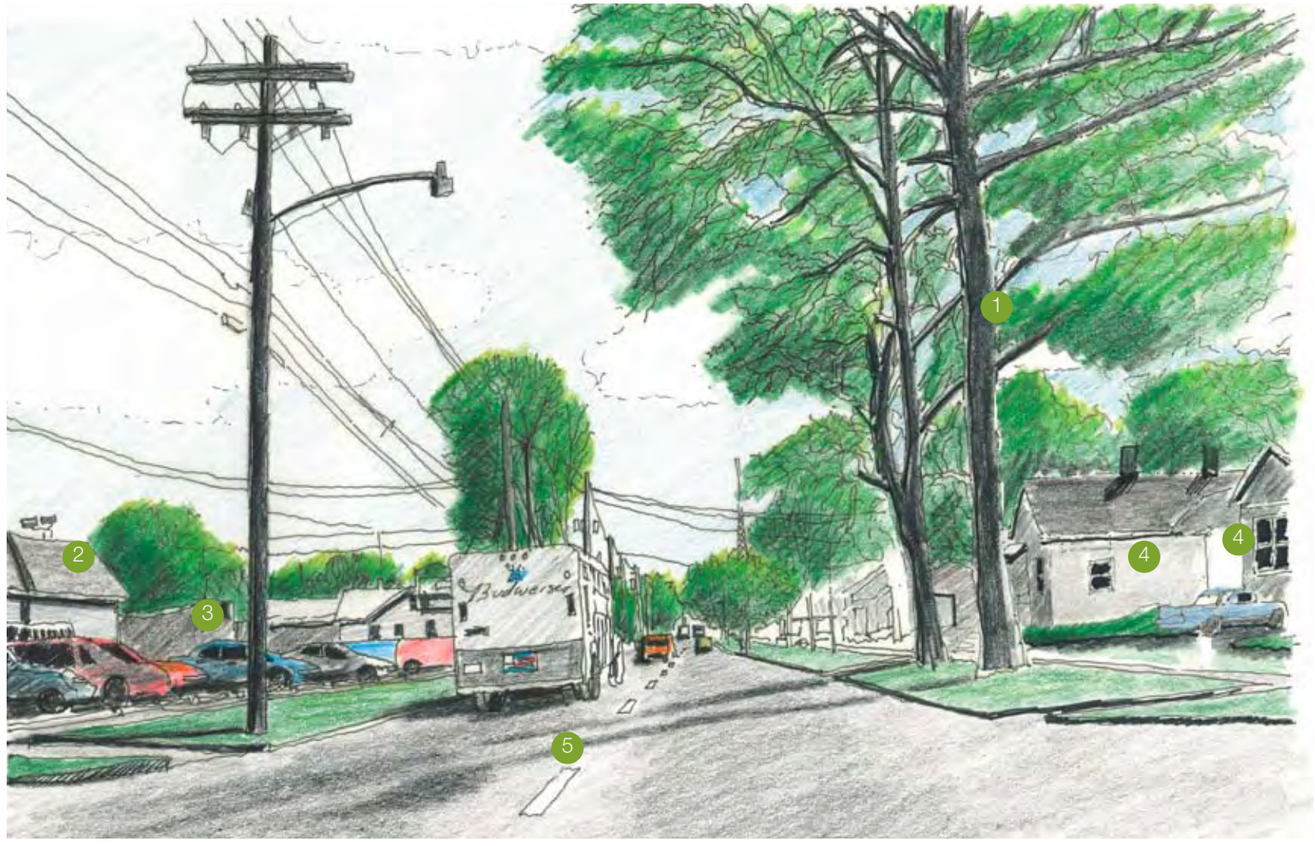
The rear yards of the commercial lots on the central block are typically not screened to diminish the appearance of parking lots or trash receptacles.

4 **Residential Development**

The west side of the southbound couplet north of downtown and both sides of the couplet south of downtown are development with residential uses.

5 **Travel Lanes**

Two travel lanes occur along the southbound segment. Each lane is 15'-16' in width, which is wider than necessary for travel lanes given the context of their location.

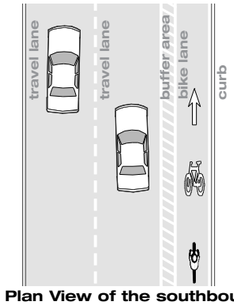


Southbound couplet near Kelsey Street as it exists today.

Future: Southbound Couplet at Kelsey Street
The southbound couplet is unlikely to experience drastic change. However, improvements to the roadway, better designed commercial development, and a mix of new residential building types will help to better preserve the residential character of the street.

Southbound Couplet Right-of-Way
The two southbound lanes are preserved, though the lane widths are adjusted. 11' is the typical travel lane width recommended in this document, with the exception of the left lanes on one-way streets with bicycle lanes. In this situation, when the pavement width allows, a slightly wider lane is recommended to accommodate bicycle left-hand turns. A small buffer area and a designated bicycle lane are recommended. The bicycle infrastructure and buffer are designed to make riders more comfortable with cycling next to fast moving automobiles. Where above-ground power lines exists, the municipalities should work with the utility companies and IDOT to install appropriately sized street trees. When the street is fully reconstructed, burying the power lines should be considered

Adjacent Development
The uses that occur along the southbound leg of the couplet are unlikely to drastically change. However, the overall appearance of the development would change with the zoning recommendations in this document. The commercial development along Main Street would be designed to put a better face on the southbound couplet, avoiding blank facades and unscreened parking facilities. Attached single-family residential development, single-family homes, and small-scale apartment buildings are appropriate on this leg of the couplet.



Plan View of the southbound couplet.

1 Streetscape
The appropriate treatment of the pedestrian realm (back of curb to the right-of-way/ property line) is a landscaped parkway and sidewalk. The parkway should be planted with grass and, ideally street trees. Where above-ground power lines exist, additional coordination with the utility companies will be required for the installation of street trees.

2 Crosswalk Treatment
To alert motorists and cyclists of pedestrians, crosswalks should be improved. The addition of signage at nonsignalized intersections is also beneficial.

3 Travel Lanes
The two southbound travel lanes are preserved, though they are narrowed slightly in width. When possible the inner lane on the one-way couplet with the bicycle infrastructure is slightly wider than the typical travel lane (11') to better accommodate bicycle left-hand turn movements.

4 Bicycle Infrastructure
A bicycle lane and buffer area are proposed along the length of the southbound couplet. The additional space provided in the striped buffer area, will provide cyclists with additional space and will assist to alert motorists to the existence of the bicycle lane. Once streets are striped for bike use the bicyclist becomes an intended and permitted user of the roadway. The roadway must then be kept reasonably safe for bicycle traffic. A failure to do so results in liability to the municipality.

5 Parking Lot Perimeter Screening
When parking lots are located adjacent to a public right-of-way, whether it is the Main Street couplet or a side street, it should be screened with landscaping and fencing to minimize the negative impact of the lot of the appearance of the Corridor.

6 Rear Facade Treatment
When a commercial or civic building fronts both the north- and southbound legs of the couplet, it is important that some of the front facade elements that make it pedestrian-friendly are continued to the rear facade. This includes a rear entrance, transparent windows (though less transparency would be required than on the front facade), and appropriately scaled signage.

7 Land Use
The majority of the southbound couplet, outside of downtown, is residential in nature. Where commercial or civic uses occur, they should be designed to be compatible with the existing residential character of the street.

Southbound couplet with a designated bicycle lane and better screened commercial development in the central block of the couplet.

II. Existing Conditions

Existing View of the Corridor

Zoning Analysis

Land Use Analysis

Existing Street Sections

Capacity and Access Analysis

Existing Intersection Analysis

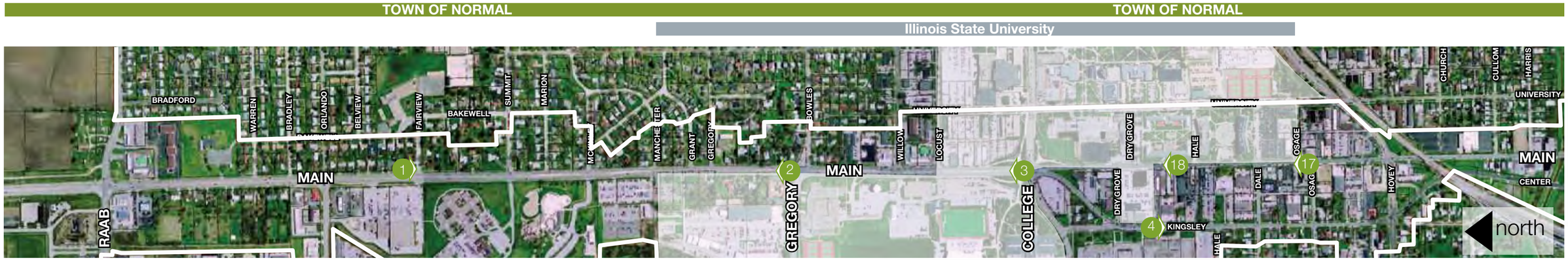
Existing Public Parking Analysis

PedZone^{SM} Analysis

Existing Alternative Mode Analysis

II. Existing Conditions

Existing View of Corridor



Existing Corridor

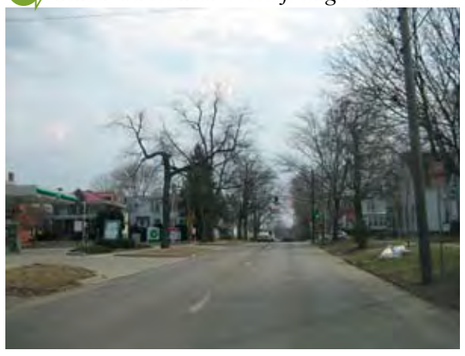
The photographs on these pages illustrate the appearance of the Corridor from the perspective of a motorist and a pedestrian. While they focus on the existing condition of the Corridor's right-of-way, it is easy to see how land use and development impact the overall impression of the Corridor. This section of the document carefully examines the existing conditions of the Corridor, including land use and zoning issues and the configuration, use, and capacity of the Main Street Corridor as a travel route.

1 *Main Street near Fairview facing south*

2 *Main Street near Gregory/Bowles facing north*

3 *Main Street near College facing north*

9 *Center Street near Wood facing south*



10 *Main Street near Stewart facing north*

11 *Main Street near Buchanan facing north*

12 *Main Street near Olive facing north*

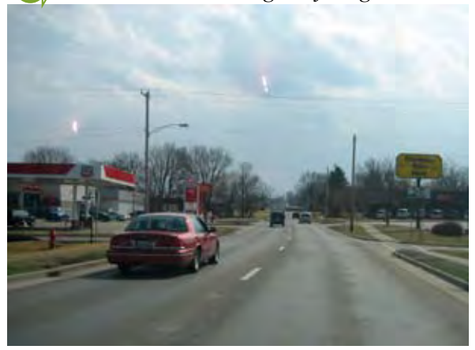
13 *Main Street at Front facing north*

TOWN OF NORMAL | CITY OF BLOOMINGTON | DOWNTOWN BLOOMINGTON | CITY OF BLOOMINGTON

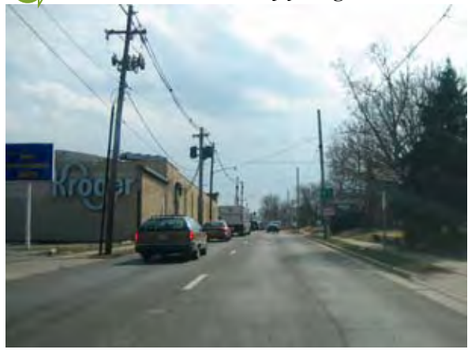
BroMenn Healthcare | Illinois Wesleyan University

4 *Kingsley Street near Dry Grove facing south*

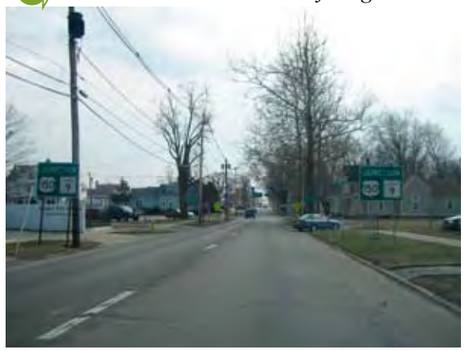
5 *Center Street near Virginia facing south*



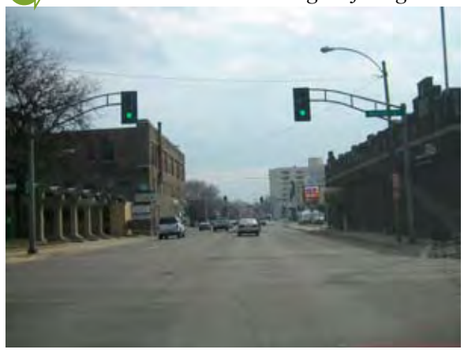
6 *Center Street near Kelsey facing south*



7 *Center Street near Graham facing south*

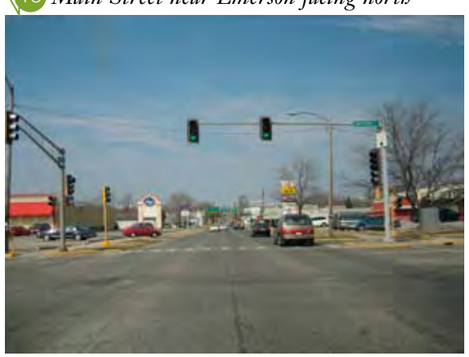


8 *Madison Street near Washington facing south*



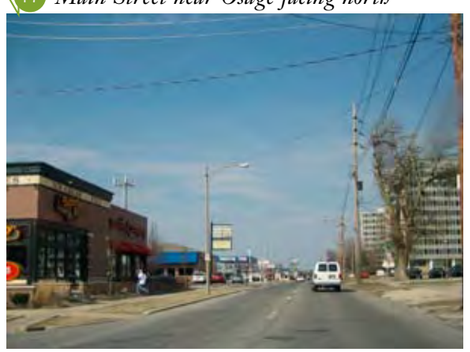
14 *Main Street near Empire facing north*

15 *Main Street near Emerson facing north*

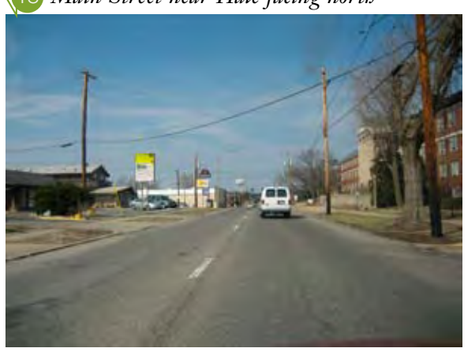


16 *Main Street near Apple facing north*

17 *Main Street near Osage facing north*



18 *Main Street near Hale facing north*



Main Street Corridor Zoning

The Main Street Corridor is the primary street that connects the twin cities of Normal to the north and Bloomington to the south.

Two Sets of Regulations

Though the Corridor functions as a singular entity, it is subject to the rules of three jurisdictions: IDOT controls the right-of-way, and the adjacent development is regulated by either Normal or Bloomington depending on the location. As of this year, the Town of Normal is commended for having put forth the effort by recreating their zoning map to match that of Bloomington. Thus, the two zoning maps are similar in appearance and use designation, yet still differ in the regulations behind the mapped zoning districts. Comprehensive redevelopment of the Corridor to meet the communities' vision will be complicated with the current dual set of codes and their enforcement.

Zoning Both Sides of the Street

Each municipality has zoned its segment of the corridor separately, but similarly. Especially in the location of the couplet, this zoning is typically not consistent on both sides of each street segment. The zoning inside the couplet is different from the zoning on the parcels on the outside edge of the couplet. As a general rule, zoning parcels on either side of a street to match is preferable because it creates a district of uses and further defines the public space of the street. Portions of the west couplet, especially along Kingsley Street where the lots between the couplet are not thru lots, provide an opportunity to address this issue. Rezoning those lots on the east side of Kingsley Street residential will establish a district of uses along Kingsley Street, enabling a more legible corridor. Additionally, this issue should be studied further in order to determine which parcels could be most effective in furthering this issue while also having the lowest impact on existing structures and residents.

Auto-Oriented Commercial Development

There is another key similarity between the two municipalities current view of the Corridor: auto-oriented commercial development. Both municipalities use commercial designations designed for development with a level high vehicular access, despite the Corridor's location on what was historic Route 66 and its proximity to established neighborhoods and the downtown commercial districts.

Neither set of bulk regulations or uses associated with these districts promote the Corridor as walkable or accessible by a transportation mode, other than an automobile. In fact, each municipality does not use their neighborhood scale shopping district along the corridor. The development that occurs along the heart of the Main Street Corridor follows the same regulations as commercial development near the Interstate, despite the difference in the context of these locations. This development pattern is mirrored in the development of the three major education and health care institutions.

Town of Normal Zoning Regulations

Within Normal, there are numerous zoning designations used along the Main Street Corridor, ranging from single-family residential to regional-scaled commercial to special public use districts. The following is a brief summary of the more frequently used districts within the study area.

Residential Districts

Several residential classification are utilized along the Corridor. The majority of the land zoned residential is designated one of the single-family residential districts permitted in Normal, specifically R-1A and R-1B. These districts are both low density residential districts (not the lowest density residential district) that primarily promote the development of buildings containing one dwelling unit. These primarily exist on the east side of Main Street.

S-1 University and S-2 Public Lands/Institutions Districts

These two districts allow for the development of community assets such as universities or colleges, theatres, auditoriums, schools, and other civic uses. These districts allow for a high level of flexibility in the development of land with these designations, including no minimum setbacks or height maximums. Illinois State University (ISU) land is designated S-1. As is illustrated to the right, ISU has a significant amount of property along the Corridor and within the study area.

C-3 Community/Regional Shopping District

Designed to offer commercial uses at a community or region-wide scale, this designation requires at least ten acres of land and is developed with buildings setback from all property lines. Designed to be accessed by automobiles, a wide range of commercial uses are permitted, but residential units, on ground or upper stories, are not permitted. Despite this description, this district is only designated in one location and it is not along the Interstate. The C-3 development is comprised of only three parcels and at the start of the project was half vacant. ISU plans to utilize the vacant portion as a student and welcome center.

B-1 General Business District

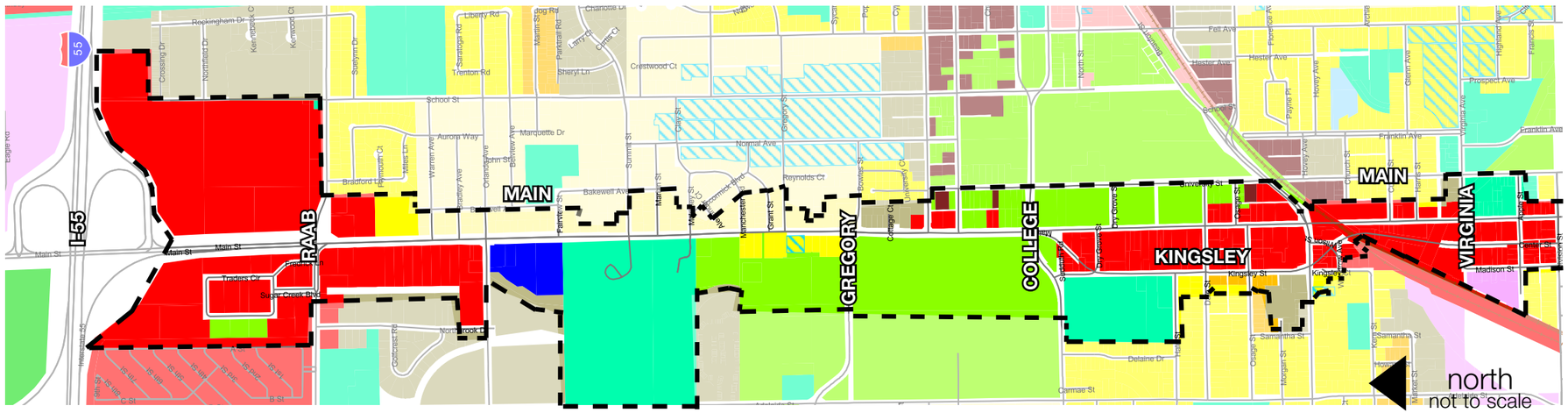
This is the most frequently used commercial district in the Normal section of the Corridor. It is designated both along the Interstate at the north end of the Corridor and along the ISU campus. B-1 allows for the largest range of commercial uses and, unlike C-3, permits residential uses on

Key

- Street Centerlines
- Railroad
- S-3 - Historic District

Town of Normal Parcel Zoning

- A - Agriculture
- B-1 - Genral Business District
- B-2 - Central Business District
- C-1 - Office District
- C-2 - Neighborhood Shopping District
- C-3 - Community / Regional Shopping District
- M-1 - Restricted Manufacturing District
- M-2 - General Manufacturing District
- R-1A - Single Family Residence District
- R-1B - Single Family Residence District
- R-2 - Mixed Residence District
- R-3A - Medium Density Multi-Family Residence District
- R-3B - High Density Multi-Family Residence District
- S-1 - University District
- S-2 - Public Lands and Institutions District
- Main Street Corridor Boundary



Town of Normal Zoning Map: 2006

the upper floors. The allowance of upper story units is a real positive feature of the district, but it is not utilized by many developers. Buildings in this district are constructed with a large setback from the front property line and parking lots in the front yards, which are characteristics not commonly associated with mixed-use development.

Parking Requirements
Overall, the parking requirements tend to be high, for both residential and commercial. A mapped Parking Impact Zone overlaps with the study area of this project. This zone was created to facilitate an increase in the quantity of parking required through a relaxation in such standards as the location (yard and setback) for parking on a parcel and an increase in the number of spaces provided for certain uses.

City of Bloomington Zoning Regulations
The vast majority of land within the Bloomington segment of the Main Street Corridor is zoned commercial. Two primary commercial districts are utilized, B-3 Central Business District for the downtown and surrounding areas and B-1 Highway Business District along the Corridor north and south of the downtown. The result is a large quantity of commercially designated land, potentially more than can realistically be developed given current market demand (refer to the Appendix for more information of the results of the market studies completed for this project) and little opportunity for neighborhood-scaled or mixed-use development outside of downtown Bloomington.

Residential Districts
Small sections of the Corridor are zoned for residential uses in the Bloomington segment. These primarily occur along the west or southbound leg of the Main Street couplet. The most frequently mapped residential districts used are R-1C High Density Single-Family District and R-2 Mixed Residence District. R-1C allows for both smaller lot single-family residential development and two-family dwellings; it is found at the north and south ends of the study area within Bloomington. R-2 allows for both single-family and multiple-family dwelling units. R-2 is mapped directly north and south of downtown, where higher density residential development is likely to occur.

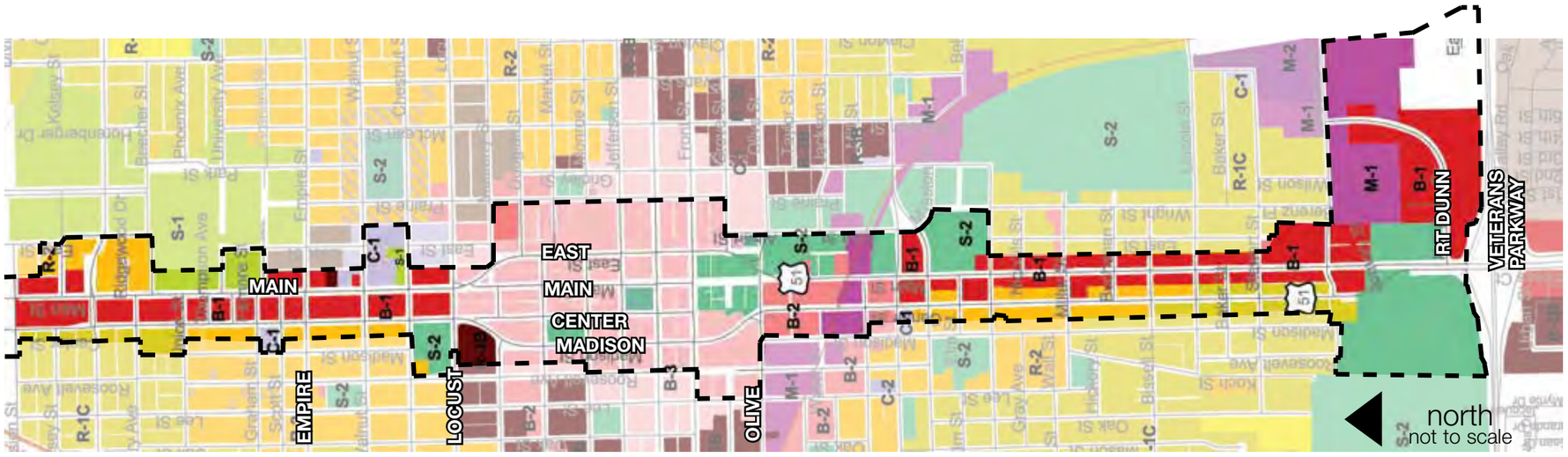
S-1 University/S-2 Public Lands and Institutions Districts
Similar to Normal, the S-1 and S-2 districts allow for a variety of educational, civic, government, and infrastructure uses. They also have very flexible standards for development and are utilized throughout the downtown for local and county government facilities and for IWU's campus.

B-3 Central Business District
The Main Street Corridor couplet runs along the outer edge of downtown Bloomington. The entire downtown is zoned B-3 Central Business District, which allows for a variety of commercial and office uses and residential uses on upper stories. This zoning designation extends east and west of downtown and the boundaries of this project.

B-1 Highway Business District
The primary zoning district along the Corridor is B-1. The B-1 district is described as requiring a high level of access and is generally located adjacent to highway interchanges and intersection areas, though it is mapped linearly along the Main Street Corridor. B-1 allows for a wide range of commercial uses. Two-family dwellings are permitted and both single-family and multi-family development requires a special use.

Parking Requirements
As with the requirements in Normal, Bloomington's parking requirements tend to also be higher than necessary. For example, a multiple-family residential building, regardless of the number of bedrooms, must provide 2 parking spaces per unit. No credit or consideration is given to neighborhood retail compared to auto-oriented, highway retail. This can make development of neighborhood or walkable commercial difficult due to existing parcel size. High parking requirements also lead to an unnecessary quantity of paved surfaces, exacerbating the urban heat island effect and any problems with stormwater management.

Recommendations for Improving the Use of Zoning Tools
Chapter III Land Use and Zoning Recommendations: Create New Zoning Regulations for the Corridor
See page 36



City of Bloomington Zoning Map

II. Existing Conditions

Land Use Analysis

Nearly 30 percent of the land of the combined cities is used for low to medium density residential, while public and semi-public land, such as public and government buildings, parks and trails, makes up 22 percent. Streets and railroads make up 19 percent of the land, while commercial uses total 14 percent and industrial uses, 7 percent. Of the two cities' combined total of 27,100 acres, 10 percent are either vacant or used for agriculture. Table 1, Table 2, and Table 3 provide a breakdown of total land use for Bloomington and Normal combined and land uses for each municipality separately.

Differences Between Normal & Bloomington

The town and city contain similar land use breakdowns in most respects, with a few exceptions. A higher percentage of Bloomington's land is comprised of residential uses as opposed to Normal's, while Normal contains 10 percent more public and semi-public land than Bloomington, mostly attributable to the large Illinois State University campus. A higher percentage of Normal's land is vacant or agricultural as well – 13 percent in Normal versus 7.6 percent in Bloomington. Although Bloomington has more people and land than Normal, development in Normal is more compact, as evidenced by the number of acres available per 100 people. In Normal's residential areas, there are 5.8 acres of developed land per 100 persons, while in Bloomington this number stands at 7.5 acres. Uses by parcel around Main Street in Normal reflect a mix of low-density residential and commercial, with a large chunk devoted to semi-public and public land representing ISU. The Corridor in Bloomington also consists mostly of commercial and low-density residential.

Growth

Overall, the recent rate of growth in Normal surpasses rates in comparable Midwestern towns of the same size, mainly as a result of the increased residential density over the past 10 years. The older neighborhoods surrounding the Main Street Corridor contain small blocks, a positive pedestrian atmosphere, and mixed-uses, whereas newer subdivisions contain more segregated uses. Outside of the Main Street area, Normal's development to the east and north consists of single-family homes, while concentrations of industrial and commercial sit to the west, north, and east of the town's center. Growth in Bloomington is comparable to similar sized cities, with most new developments consisting of large single-family homes, commercial, and office occurring east and southwest of the city's historic core. Bloomington's traditional downtown contains a mix of small and mid-sized homes and commercial lots. Similar to Normal, the older downtown in Bloomington contains mixed-uses and is fairly pedestrian friendly.

Figure 1 presents the relative population densities and key employment centers within the study area. As seen in the

Existing Land Use City of Bloomington & Town of Normal		
Land Use	**Acres**	**Percent of Total Area**
Total Residential	7,734	28.50%
Public & Semi-Public (including parks, trails, golf courses)	5,845	21.60%
Streets & Railroad Right of Way	5,125	18.90%
Commercial	3,826	14.10%
Vacant or Agricultural	2,655	9.80%
Industrial	1,916	7.10%
Total Area	**27,101**	**100.00%**

Sources: *City of Bloomington Comprehensive Plan*, Appendix A, page 102, and *Town of Normal Comprehensive Plan*, Appendix A, page 92

Table 1: Land Use in Bloomington-Normal.

Existing Land Use - City of Bloomington		
Land Use	**Acres**	**Percent of Total Area**
Total Residential	5,009	31.20%
Low to Medium Density	*4,242*	*26.40%*
High Density	*767*	*4.80%*
Streets, Alleys & Railroads	3,193	19.90%
Public & Semi-Public (including parks)	2,776	17.30%
Commercial	2,629	16.40%
Industrial	1,249	7.80%
Vacant or Agricultural	1,223	7.60%
Total Area	**16,079**	**100.00%**

Source: *City of Bloomington Comprehensive Plan*, Appendix A, page 102.

Table 2: Land Use in Bloomington.

Existing Land Use - Town of Normal		
Land Use	**Acres**	**Percent of Total Area**
Public & Semi-Public (including parks, trails & golf courses)	3,069	27.80%
Total Residential	2,725	24.70%
Residential - 1 to 6 Units	*2,281*	*20.70%*
Residential - 6+ Units	*444*	*4.00%*
Streets & Railroad Right of Way	1,932	17.50%
Vacant or Agricultural	1,432	13.00%
Commercial	1,200	10.90%
Industrial	667	6.00%
Total Area	**11,025**	**100.00%**

Source: *Town of Normal Comprehensive Plan*, Appendix A, page 92

Table 3: Land Use in Normal.

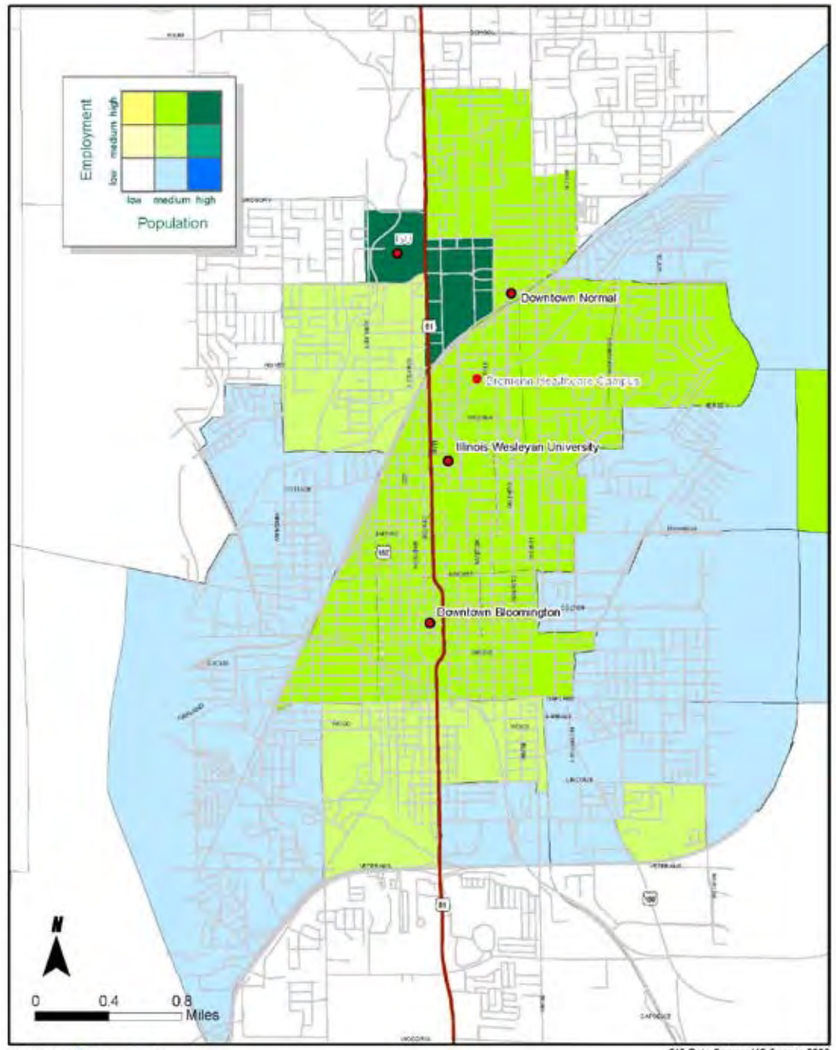


Figure 1: Population and Employment Density.

figure, most of the study area around the Main Street Corridor (Route 51) contains either medium density population and employment or higher density employment and medium density population. Density peaks at ISU, with high employment and population – enrollment at ISU is over 20,000. Medium density population and low employment characterize the areas outside of the downtown and Main Street Corridor.

Population

Over the long term, population in the combined Bloomington-Normal municipalities is projected to increase to more than 150,000. Normal is projected to grow from 45,386 in 2000 to 62,300 in 2025, and Bloomington's from 64,808 to 92,500. In terms of land use, Table 4 and Table 5 present the anticipated build out to 2025.

2025 Land Use. Town of Bloomington				
Land Use	**Acres of Land 2025**	**Change from Existing**	**Percent of Total Area**	**Percent Change from Existing**
Total Residential	8,270	3,261	40%	65%
Low to Medium Density	*7,145*	2,903	34%	68%
High Density	*1,125*	358	5%	47%
Streets, Alleys & Railroads	4,315	1,122	21%	35%
Public & Semi-Public (including parks)	3,996	1,220	19%	44%
Commercial	3,117	488	15%	19%
Industrial	2,201	952	11%	76%
Total Area	**20,778**	**5,921**	**100%**	

Source: *City of Bloomington Comprehensive Plan*, Appendix B, page 109.

Table 4: Bloomington Land Use, 2025.

2025 Land Use. Town of Normal				
Land Use	**Acres of Land 2025**	**Change from Existing**	**Percent of Total Area**	**Percent Change from Existing**
Public & Semi-Public (including parks, trails & golf courses)	3,783	714	26%	23%
Total Residential	5,213	2,488	35%	91%
Residential - 1 to 6 Units	*4,743*	*2,462*	*32%*	*108%*
Residential - 6+ Units	*470*	*26*	*3%*	*6%*
Streets & Railroad Right of Way	2,832	900	19%	47%
Commercial	1,400	200	9%	17%
Industrial	1,558	891	11%	134%
Total Area	**14,786**	**5,193**	**100%**	**47%**

Source: *Town of Normal Comprehensive Plan*, Appendix B, page 99

Table 5: Normal Land Use, 2025.

Development

As is evident from the tables, both municipalities are anticipated to continue growing, with each developing more than 5,000 additional acres of land by 2025. Most new development in Bloomington is projected to be devoted to suburban residential uses, with a small amount of infill development expected. The proportion of commercial and industrial uses will remain similar to existing conditions. The result of Bloomington's focus on residential development could help provide benefits common to larger populations. Like Bloomington, Normal will also focus development efforts on residential uses to meet housing demand. Yet Normal will experience especially high growth in the industrial sector. The high demand for office and industrial space in Normal is the result of its many prime locations along highways like I-39, I-55, and Veterans Parkway.

Figure 2 presents a close-up view of projected land uses along the Main Street Corridor. The local commercial uses represent stores and outlets aimed toward the local community, whereas regional commercial markets toward a broader market. Areas of local retail concentrate in Bloomington and Normal's downtowns, as would be expected, with "big box" regional retailers outside the municipal center.

Recommendations for Land Use:
Chapter III Land Use & Zoning Recommendations: Encourage Appropriate Development.
See page 40

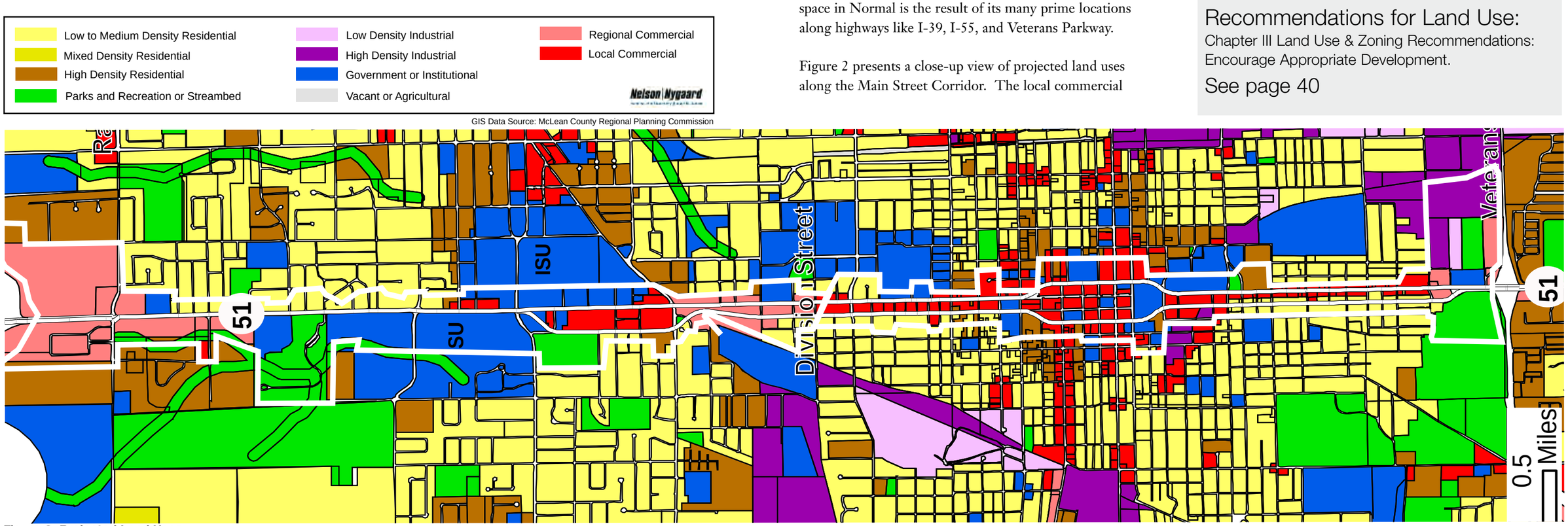
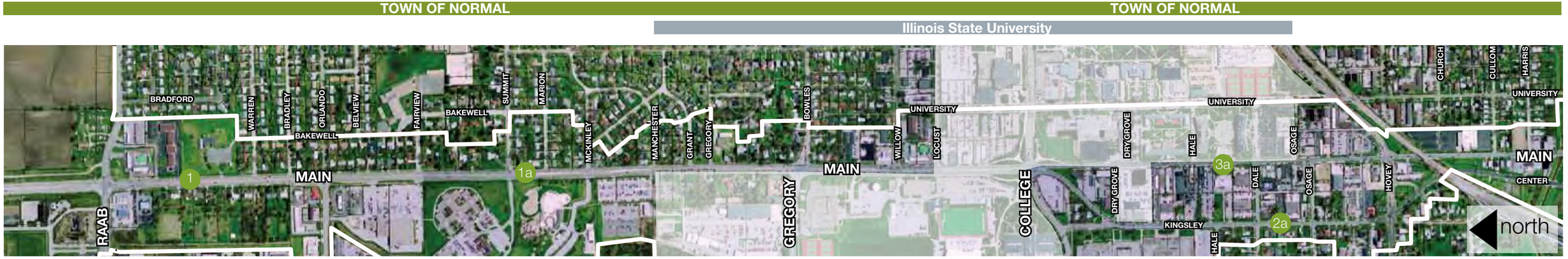


Figure 2: Projected Land Uses.

II. Existing Conditions

Existing Street Sections



Within the study area, Main Street's width, lane configuration, and amenities shift depending on its road type (single right-of-way or couplet) and depending on the type of development that has occurred adjacent to it. These illustrations detail the most common configurations that occur. The sections of the couplet are views looking either northbound (denoted with the letter "n") or southbound (denoted with the letter "s").

Single Right-of-Way 1 - 1a

From I-55, the north end of the study area, to College, Main Street is a single right-of-way for both north- and southbound traffic. The right-of-way in this segment is the widest that occurs within the study area. It is typically characterized by two lanes of traffic in either direction and a continuous bi-directional turn lane. The pedestrian realm, the space from the back of the curb to the edge of the right-of-way line ranges in width, but the significant amount of the space along this segment is devoted to the four travel lanes (minimum of 13' in width) and bi-directional turn lane. There is no on-street parking in this segment.

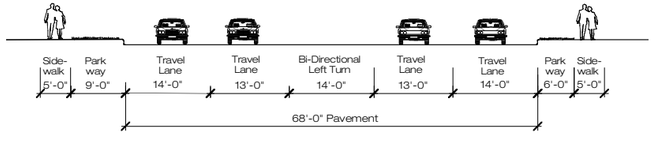
Couplet 2 - 4

Main Street splits into two rights-of-way, one northbound and one southbound at its intersection with College. It remains a couplet until the southern end of the study area, where it merges in its approach to Veterans Parkway. As a one-way couplet, the right-of-way varies in width and configuration. The name of the west side of the couplet, the southbound right-of-way, also varies from Kingsley (College to Hovey) to Center (Hovey to Locust) to Madison (in downtown Bloomington from Locust to Olive) to Center again (Olive to it merges back into one right-of-way south of Lafayette). The general alignment of the lanes remains constant except in downtown Bloomington, where it shifts to the outside edge of downtown, encircling the core central business district. Typically the couplet rights-of-way are separated by one block; in downtown Bloomington this distance increases to three blocks. On-street parking only occurs intermittently and can be found on the east or northbound leg of the couplet near IWU and in some locations south of downtown.

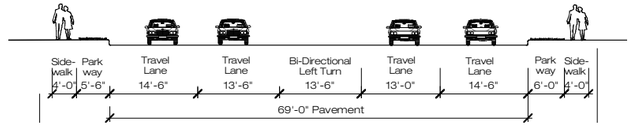
West or Southbound Couplet

The west couplet, with its name changes, is typically a residential street with the exception of downtown Bloomington (sections 4n and 4s). In most locations it is not improved with street trees, but does have a parkway of various widths and a sidewalk of four to five feet. Street trees are more consistently found south of downtown in the residential neighborhood known as South Hill. The two southbound travel lanes of this residential street vary in width from twelve to sixteen feet. In downtown Bloomington (sections 4n & 4s), the street has four travel lanes ranging in width between nine and twelve feet. Typically, the right-of-way is about sixty-six feet, however, narrower locations exist (section 2b).

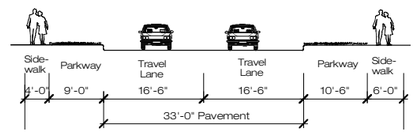
1 Main Street



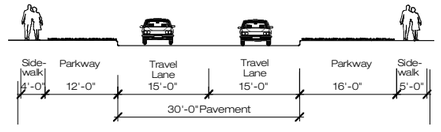
1a Main Street



3a Main Street



2a Kingsley



East or Northbound Couplet

The east couplet primarily serves commercial or district uses, such as BroMenn or the Universities. With the exception of downtown Bloomington, the right-of-way has two or three northbound lanes with on-street parking occurring only near IWU between Emerson and Ridgewood (section 3c). Typically the east couplet has between sixty and sixty-six feet of right-of-way. It has not been updated with street trees or other much other street furniture, even in the downtown.

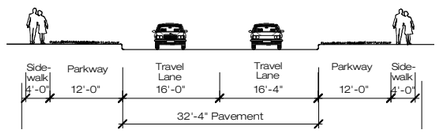
II. Existing Conditions

Existing Street Sections

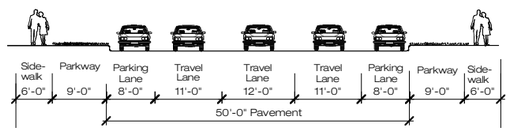
TOWN OF NORMAL | CITY OF BLOOMINGTON | DOWNTOWN BLOOMINGTON | CITY OF BLOOMINGTON

BroMenn Healthcare | Illinois Wesleyan University

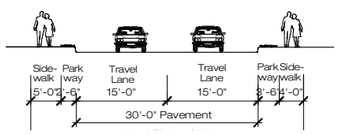
3b Main Street



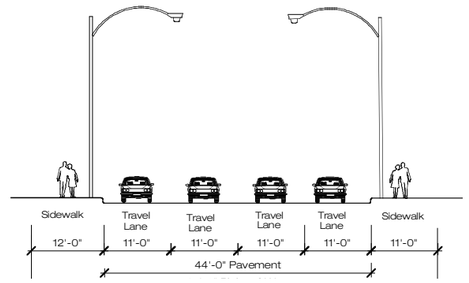
3c Main Street



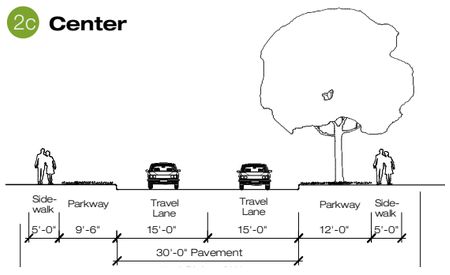
2b Kingsley/ Center



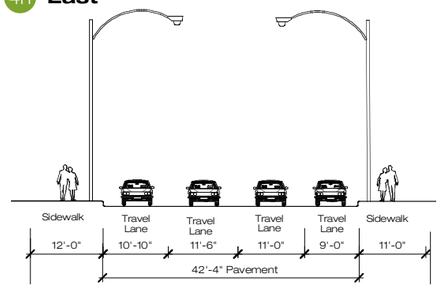
3d Main Street



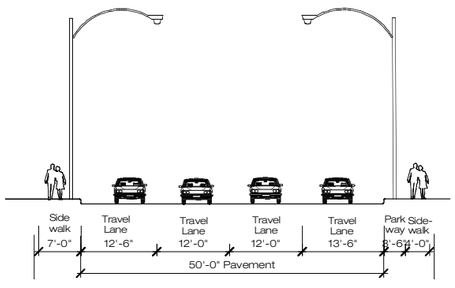
2c Center



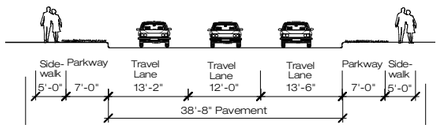
4n East



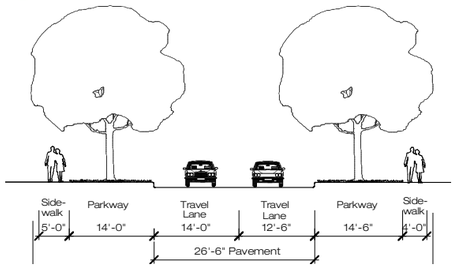
4s Madison



3e Main Street



2d Center



Recommendations for Improvements to Right-of-Ways:
Chapter IV Mobility Recommendations:
Design and Implement New Street Sections
See page 48

II. Existing Conditions

Capacity and Access Analysis

Capacity Analysis

We can break the Main Street Corridor into 10 different segments based primarily on cross section. The Level of Service (LOS) rating of each segment has been analyzed using the Highway Capacity Manual's Travel Time Studies for Determining LOS on Urban Streets (HCM2000, Chapter 15, Appendix B). Operating LOS is a means of rating average travel speed for through vehicle along an urban street. While a goal of the Main Street Redevelopment Study is not to escalate vehicle speed through the Corridor, this analysis does indicate which segments of the Corridor experience the fewest delays.

Analysis of the segment types are identified in Table 6 below. All segments along the Corridor operate at a LOS of C or better, indicating that current traffic volumes do not necessarily warrant improvements such as wider lanes or additional travel or turn lanes. Of note, the planning analysis procedure is a tool for estimating the LOS of street segments. A more detailed analysis can be conducted with specific peak-hour counts throughout the Corridor.

LOS A describes a free-flow operation where vehicles are completely unimpeded in their ability to maneuver within the traffic stream.

LOS B describes good traffic flow at average travel speeds.

LOS C describes average operations. Illinois Department of Transportation (IDOT) policy recommends that urban street design meet a LOS criteria of "C" or better.

LOS D approaches a range where increases in traffic flow can cause significant delays.

LOS E describes a condition where delays and average travel speeds are 1/3 of the free-flow speed.

LOS F is characterized by extremely low speeds and significant intersection congestion.

Access Analysis

Existing access along the Main Street Corridor does not currently exhibit a recognizable adherence to any management plan serving the interest of either safety or the long-term integrity of arterial function. The number of curb cuts in the commercial areas do not demonstrate any pattern or standard with respect to width or frequency, which would promote the orderly control of vehicular movement. As such, ingress and egress derogates capacity of the Main Street Corridor and increases the likelihood of multi-modal conflicts. Numerous curb cuts to a single facility, access drives in excess of a State standard maximum 35' width, and access points within 30 feet of adjacent street returns can be found throughout the Corridor.

Existing Intersections

Two types of intersections exist along the Main Street Corridor: signalized intersections and two-way stop-controlled intersections, the latter typified by stop signs on the minor or east-west legs of the intersections. A majority of the Main Street Corridor carries existing vehicular traffic through a one-way couplet between College Avenue in Normal to the north and Veteran's Parkway in Bloomington to the south.

Historical Configuration

Northbound Main Street in a majority of the couplet area represents the original Main Street which previously facilitated both northbound and southbound traffic. As such, the pavement exhibits a wider cross section than its separated southbound counterpart. For this reason many of the northbound intersections contain additional lanes and separate left and right turn-lanes not necessarily warranted by current vehicular volumes. These intersections also abut a more developed commercial area as this was the primary north-south arterial through Normal and Bloomington.

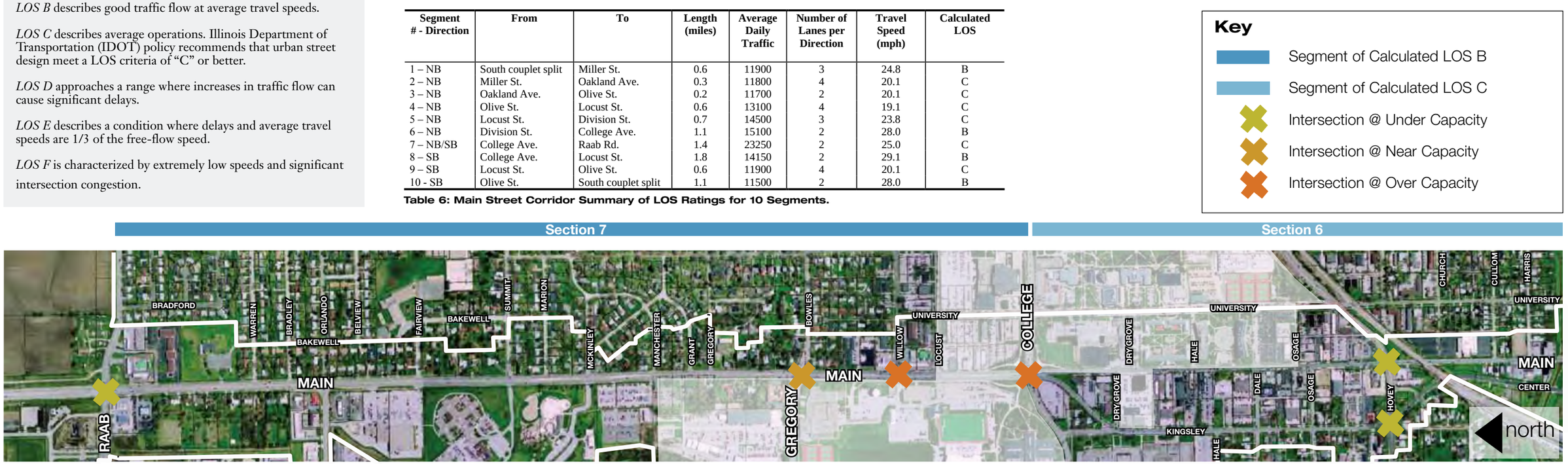
Counter to the northbound intersections, many of the southbound intersections, specifically those south of downtown Bloomington, exist in residential areas. They do not exhibit the additional left and right turn-lanes found in the northbound direction. As a result, these intersections are smaller in scale.

Turn Lanes: Left-Turn Lanes

Typically, left turn-lanes are added to signalized intersections to facilitate a significant number of left-turning vehicles.

Segment # - Direction	From	To	Length (miles)	Average Daily Traffic	Number of Lanes per Direction	Travel Speed (mph)	Calculated LOS
1 – NB	South couplet split	Miller St.	0.6	11900	3	24.8	B
2 – NB	Miller St.	Oakland Ave.	0.3	11800	4	20.1	C
3 – NB	Oakland Ave.	Olive St.	0.2	11700	2	20.1	C
4 – NB	Olive St.	Locust St.	0.6	13100	4	19.1	C
5 – NB	Locust St.	Division St.	0.7	14500	3	23.8	C
6 – NB	Division St.	College Ave.	1.1	15100	2	28.0	B
7 – NB/SB	College Ave.	Raab Rd.	1.4	23250	2	25.0	C
8 – SB	College Ave.	Locust St.	1.8	14150	2	29.1	B
9 – SB	Locust St.	Olive St.	0.6	11900	4	20.1	C
10 - SB	Olive St.	South couplet split	1.1	11500	2	28.0	B

Table 6: Main Street Corridor Summary of LOS Ratings for 10 Segments.



Main Street Corridor was divided into 10 segments based primarily on cross section to complete an LOS rating.

Many municipalities incorporate left turn-lanes into any signalized intersection improvement as a matter of safety. FHWA studies suggest that if left-hand vehicle crashes are occurring they can be reduced by as much as 30% by incorporating left turn-lanes where they do not already exist.

Turn Lanes: Right-Turn Lanes

Right turn lanes are generally proposed where a heavy right turning volume exist. Many times a channelized island, or "pork chop" is added to clearly separate the right-turning movement from the adjacent through-lane, and to place signal equipment (usually a near-right signal) within the drivers cone of vision. Channelizing islands are used most frequently at skewed intersections as in the photo of the Main and Olive Streets intersection south of downtown Bloomington.

Pedestrian and Bicycle Movement: Right-turn arrows indicate a protected movement for the right-turning vehicle. This protected movement tends to be misunderstood by the pedestrian and bicyclist, resulting in a potential multi-modal conflict.

Intersection Capacity

Looking at the operation of the intersections through the Highway Capacity Manual's Estimation Method for Signalized Intersections (HCM2000, Chapter 10, Appendix A), we can estimate capacity of the various signalized intersections. Table 7 identifies critical volume/capacity ratio (XCM) and its relation to overall intersection capacity.

Short of peak-hour counts for each signalized intersection within the project Corridor, assumptions are made based upon Average Daily Traffic (ADT) for the number of vehicles during the peak-hour in addition to left and right turn percentages. Based upon this information, table 8 identifies the capacity of many of the signalized intersections within the study Corridor.

Review of the analysis for the existing signalized intersections reveals worse capacity conditions for the two-way segment than for the one-way couplet. Those signalized intersections on Main Street that are over capacity are College Avenue and Willow Street. Both these intersections are located in the ISU campus area and provide key points of access to the athletic facilities.

Existing conditions at the Main and College intersection are unique as the intersection sits atop a pedestrian underpass. This pedestrian structure complicates the issue of adding additional lanes to improve capacity.

Critical v/c Ratio (X_{CM})	Relationship to Capacity
$X_{CM} \leq 0.85$	Under capacity
> 0.85 – 0.95	Near capacity
> 0.95 – 1.00	At capacity
$X_{CM} > 1.00$	Over capacity

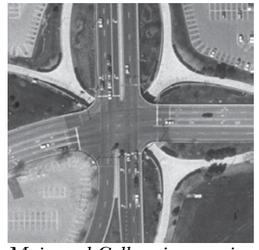
Table 7: Critical Traffic Volume/Capacity Ratio.

In summary, the Main Street Corridor can be separated into two areas: the one-way couplet south of College Avenue, and the two-way operation north of College Avenue. As identified in the chart, intersections south of College Avenue operate under capacity. As a result, opportunities for enhancements promoting other modal types within the corridor can be incorporated, assuming they do not significantly compromise vehicular capacity. North of College Avenue, however, the existing intersections operate at or over capacity. Improvements to these intersections should not only address multi-modal enhancements, but should also work to improve operation of the intersection from a vehicular capacity perspective.

Intersection with IL 51	X_{CM}	Relationship to Capacity
Raab Rd.	0.68	Under capacity
Gregory St.	0.89	Near capacity
Willow St.	1.05	Over capacity
College Ave.	1.16	Over capacity
Beaufort St. (Northbound)	0.85	Under capacity
Hovey St. (Southbound)	0.76	Under capacity
Emerson St. (NB)	0.52	Under capacity
Emerson St. (SB)	0.72	Under capacity
Empire St. (NB)	0.50	Under capacity
Empire St. (SB)	0.76	Under capacity
Locust St. (NB)	0.42	Under capacity
Locust St. (SB)	0.52	Under capacity
Washington St. (NB)	0.72	Under capacity
Washington St. (SB)	0.58	Under capacity
Oakland Ave. (NB)	0.58	Under capacity
Oakland Ave. (SB)	0.64	Under capacity

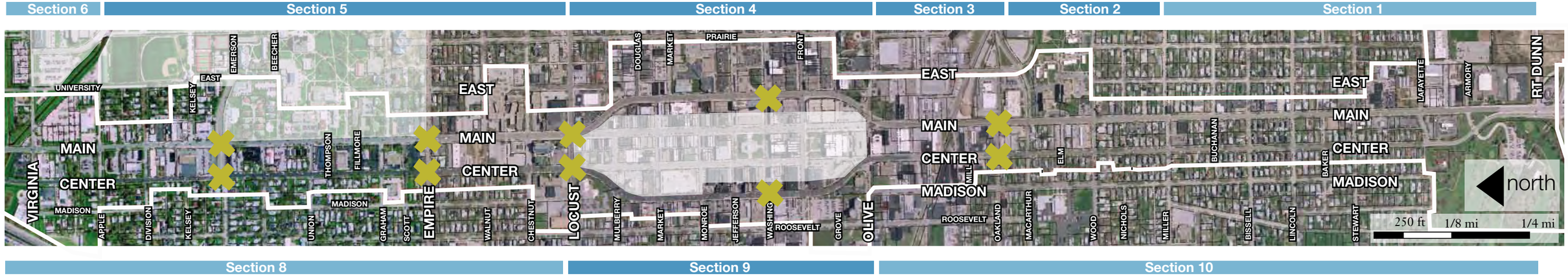
Table 8: Capacity Analysis of Existing Intersections with the Corridor Study Area.

Main and Olive Streets Intersection has designated turn and through lanes.



Main and College intersection is currently serving volumes over its built capacity. Due to the pedestrian underpasses, improvements to the intersection will need to be innovative.

Recommendations for Improvements to Intersections:
Chapter IV Mobility Recommendations: Intersection Improvements
See page 52



II. Existing Conditions

Existing Public Parking Analysis

This section documents and analyzes existing public parking conditions within direct proximity to the four major trip generators (study areas) based on the following boundaries. Due to the length of the Corridor and significant gaps between the four major trip generators, evaluation of overall parking conditions is not useful to determine parking trends. Instead, the analysis assesses the capacity of the existing supply to meet current and future demand levels within each trip generator area.

The four major trip generators correspond to the five institutions on the Main Street Commission and excludes Uptown Normal: the City of Bloomington, Illinois Wesleyan University (IWU), Illinois State University (ISU), and BroMenn Healthcare.

Downtown Bloomington: Figure 3 outlines the downtown Bloomington parking study Area. The core zone was bounded by Roosevelt Avenue to the west and Prairie Street to the east.

Illinois Wesleyan University: Figure 3 outlines the IWU parking study Area. The core zone was bounded by Main Street and South University Street to the west and Fell Avenue to the east.

BroMenn Healthcare Campus: The area of study was bounded by Virginia Avenue/Creek to the south, Church Street (extended) to the north, Center Street to the west, and Linden Street and Broadway Avenue to the east. The core zone was bounded by University Street to the west, Fell Avenue to the east, and Virginia Avenue to the north.

Illinois State University: The area of study was bounded by Hovey Avenue and Beaufort Street to the south, Manchester Street (extended) to the north, Samantha Street, Delaine Street, Adelaide Lane to the west, and Fell Avenue and Normal Street to the east. The first core zone was bounded by Main Street to the west, Fell Avenue to the east, and Locust Street to the north. The second core zone was bounded by College Avenue to the south, Manchester Street (extended) to the north, and Main Street to the east. The first five minute walking zone was bounded by Hovey Avenue to the south, College Avenue to the north, Samantha Street/Delaine Street to the west, and Main Street to the east. The second five minute walking zone was bounded by Locust Street to the south, Manchester Street (extended) to the north, Main Street to the west, and Fell Avenue and Normal Street to the east.

The following details the results of the parking study completed to assess the existing capacity of supply to meet existing demand with the four trip generator areas.

Summary of Analysis

As presented below, public parking throughout the four study areas is generally available, even during the highest demand (peak) periods. The parking inventory did not exceed the 85% threshold in any of the four areas. This excess capacity has been established by the municipalities' zoning codes, which establish minimum parking requirements which are not based on demand. Therefore, the amount of parking provided is significantly more than is needed, resulting in land within the Corridor dedicated to vacant parking instead of remaining available for more active land uses.

Since all of the areas during all time periods registered overall utilization with available capacity, expansion of the off-street parking inventory is not recommended. Instead, implementation of Transportation Demand Management (TDM) programs are recommended to maintain availability capacity and maximize the efficiency of the area's complete transportation network. This will also allow underutilized parking facilities to be redeveloped as active land uses, dedicated to personal activities, instead of vehicular storage. Finally, as these surface lots redevelop, on-street parking should be expanded to provide teaser parking for retail, slow traffic at key locations, and provide a buffer zone between traffic and pedestrians.

Key Terms

5-Minute Walk Zone: The distance a typical pedestrian could walk within five minutes. This is used to determine the length of the parking analysis study area, as people generally will not walk more than five minutes for a parking space.

Capacity for Growth: The ability for existing supply levels to accommodate additional demand.

Core Zone: The area immediately surrounding the key land uses in the four parking study areas.

Inventory Sub-Set: The inventory of on- or off-street spaces as isolated from the overall inventory.

Parking Study Area: The geographic area in which travelers will use parking spaces when journeying to specific locations.

Peak Period: Times of high parking demand. For this study, the focus is on times of high parking demand within a typical week (Weekday Midday, Weekday Evening; and Weekend Midday).

Occupancy Rate: The number of parking spaces filled with a parked vehicle divided by the total number of parking spaces analyzed.

Optimum Occupancy: In general, occupancies of about 85 percent for on-street spaces, and 85-90 percent for off-street spaces, offer the best value for commercial districts.

Data Collection: All data was collected through direct field observation surveys conducted in October and November of 2006. Existing parking conditions were documented for the following three key time periods: Weekday Midday (between 10AM and 2PM); Weekday Evening (between 6PM and 8PM); and Weekend Midday (between 11AM and 3PM).

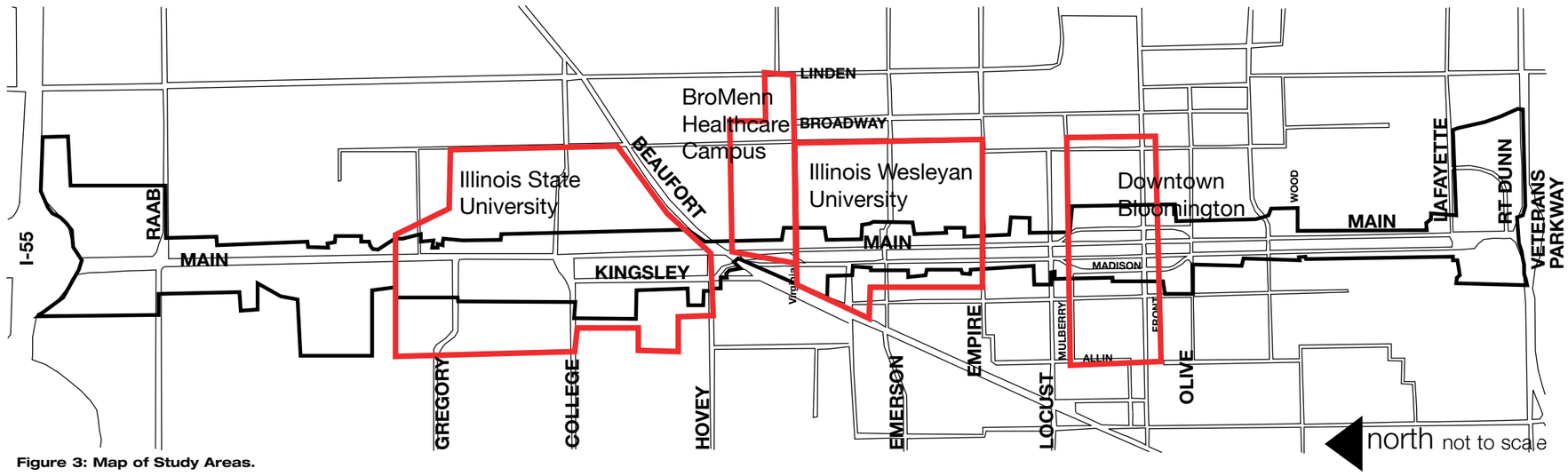


Figure 3: Map of Study Areas.

Downtown Bloomington

Table 9 presents a summary of the existing inventory of public parking spaces within the core area of Downtown Bloomington.

Parking Activity: Table 10 summarizes the levels of parking activity recorded via direct surveys during three key peak parking periods, as outlined above. Of the three, the weekday midday period generates the highest level of parking demand.

Occupancy Rates: Table 11 presents the occupancy rates within the existing inventory generated by this parking activity. As shown, the overall inventory fails to reach 50 percent occupancy during any of the surveyed time periods. The highest occupancies occur among on-street spaces, which average just about 50 percent occupancy, and reach as high as 60 percent occupancy during weekday evenings. During evening periods, the popularity of these spaces increases as use of off-street spaces declines sharply. While both types of space carry a cost during the midday period, only off-street spaces retain their cost into the evening hours. 1,550 public parking spaces, consisting of 732 on-street, and just over 800 off-street, spaces. The number of vehicles parked within the overall inventory, as well as on- and off-street inventories specifically, is detailed in Table 13. This indicates that the weekend midday period generates the highest level of parking demand.

Occupancy Rates: Table 14 presents the occupancy rates generated by this parking activity.

Bloomington Parking Inventory			
Downtown Bloomington	On-Street	Off-Street	All
Spaces	608	816	1,424

Table 9: Inventory of Publicly Available Parking.

Bloomington Parking Activity			
Vehicles Parked	On-Street	Off-Street	All
Weekday Midday	328	326	654
Weekday Evening	365	162	527
Weekend Midday	221	83	304
Average	305	190	495
Weekday Midday	328	326	654

Table 10: Parked Vehicles.

Bloomington Occupancy Rates			
Occupancy Rates	On-Street	Off-Street	All
Weekday Midday	53.90%	40.00%	45.90%
Weekday Evening	60.00%	19.90%	37.00%
Weekend Midday	36.30%	10.20%	21.30%
Average	50.10%	23.30%	34.80%

Table 11: Occupancy Rates.

Illinois Wesleyan University

Table 12 presents a summary of the public parking inventory within the core commercial area for the campus of Illinois Wesleyan University.

Parking Activity: Within this area there are approximately

Wesleyan Univ. Parking Inventory			
Illinois Wesleyan University	On-Street	Off-Street	All
Spaces	732	824	1556

Table 12: Inventory of Publicly Available Parking.

Wesleyan Univ. Parked Vehicles			
Vehicles Parked	On-Street	Off-Street	All
Weekday Midday	314	372	686
Weekday Evening	294	258	552
Weekend Midday	423	400	823
Average	344	343	687

Table 13: Parked Vehicles.

Wesleyan Univ. Occupancy Rates			
Occupancy Rates	On-Street	Off-Street	All
Weekday Midday	42.90%	45.10%	44.10%
Weekday Evening	40.20%	31.30%	35.50%
Weekend Midday	57.80%	48.50%	52.90%
Average	46.90%	41.70%	44.20%

Table 14: Occupancy Rates.

BroMenn Healthcare Campus

The BroMenn Healthcare Campus contains no non-accessory off-street parking. The public space inventory is therefore limited to the area's 117 on-street spaces (see Table 15).

Parking Activity: This limited capacity however appears ample, even during peak periods. Table 16 outlines the number of vehicles parked in this area at these times. The greatest demand appears to be during the weekday midday period, when 29 vehicles were parked during the project survey.

Occupancy Rates: Table 17 summarizes the occupancy levels that these parking patterns represent at each time period. Again the peak utilization period appears to be the weekday midday period, yet; even then, occupancy of the 117 on-street spaces barely reaches 25 percent. This number is significantly revealing, as on-site parking at the BroMenn campus is reportedly highly utilized during peak hours. Since the on-street parking inventory is not highly utilized, employees and visitors at BroMenn appear to staying on-site.

BroMenn Parking Inventory			
Bromenn Healthcare	On-Street	Off-Street	All
Spaces	117	0	117

Table 15: Inventory of Publicly Available Parking.

BroMenn Parked Vehicles			
Vehicles Parked	On-Street	Off-Street	All
Weekday Midday	29	0	29
Weekday Evening	12	0	12
Weekend Midday	16	0	16
Average	19	0	19

Table 16: Parked Vehicles.

BroMenn Occupancy Rates			
Occupancy Rates	On-Street	Off-Street	All
Weekday Midday	24.80%	N/A	24.80%
Weekday Evening	10.30%	N/A	10.30%
Weekend Midday	13.70%	N/A	13.70%
Average	16.20%	N/A	16.20%

Table 17: Occupancy Rates.

Illinois State University

Table 18 summarizes the inventory of public parking spaces serving the commercial core of the Illinois State University campus area. 239 on-street spaces and 673 off-street spaces combine to provide a total supply of just over 900 public parking spaces in the area.

Parking Activity: Table 19 summarizes the levels of parking activity recorded during key peak demand periods. Of the three, the weekday midday period generates the highest level of parking demand, although the weekday evening drop-off (47 fewer vehicles) is fairly modest, especially among off-street facilities.

Occupancy Rates: Table 20 presents this parking activity as levels of occupancy. As indicated, occupancy fails to rise above 45 percent within the overall inventory, and rises above 50 percent only among on-street spaces during the weekday midday period. This indicates a very modest level of utilization overall, even during peak periods.

ISU Parking Inventory			
Illinois State University	On-Street	Off-Street	All
Spaces	239	673	912

Table 18: Inventory of Publicly Available Parking.

ISU Parked Vehicles			
Vehicles Parked	On-Street	Off-Street	All
Weekday Midday	147	257	404
Weekday Evening	102	255	357
Weekend Midday	82	115	197
Average	110	209	319

Table 19: Parked Vehicles.

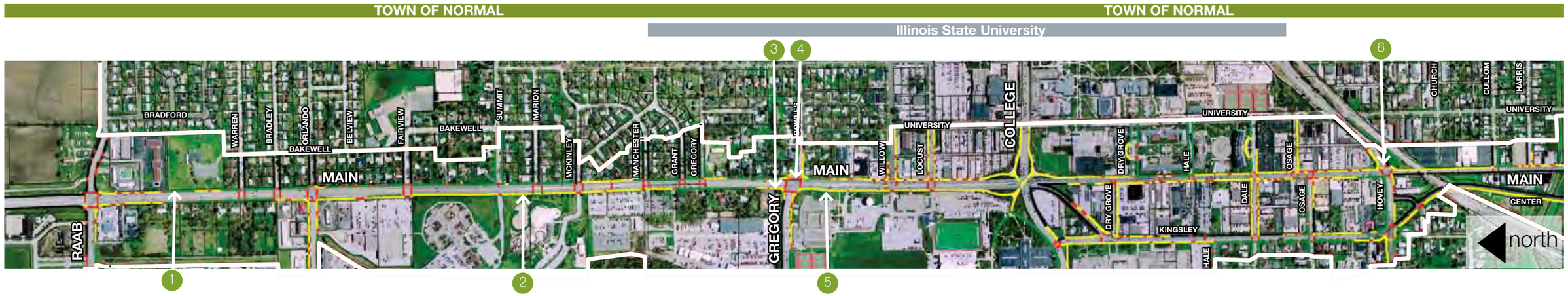
ISU Occupancy Rates			
Occupancy Rates	On-Street	Off-Street	All
Weekday Midday	61.50%	38.20%	44.30%
Weekday Evening	42.70%	37.90%	39.10%
Weekend Midday	34.30%	17.10%	21.60%
Average	46.20%	31.10%	35.00%

Table 20: Occupancy Rates.

Recommendations for Parking:
Chapter IV Mobility Recommendations:
Improve Public Parking on and Along the Corridor
See page 54

II. Existing Conditions

PedZoneSM Analysis



A PedZoneSM Analysis was completed for the Main Street Corridor to review the existence of pedestrian pathways, as well as their quality. This analysis examined the pedestrian pathways and designated them as one of three categories: green, yellow, or red. Black was used to designate the lack of designated pedestrian pathways where one should occur. There are approximately seventeen miles of pedestrian pathways along the Main Street Corridor.

Green Zones: A designation of green signifies that the pathway is both safe and rewarding, in other words that a pedestrian would not only feel comfortable walking on the pathway, but also want to walk there because the adjacent development provides interest or serves as a draw. Typically green pathways have a landscaped parkway or on-street parking spaces that serve as buffers between slower moving pedestrians and faster moving vehicles. The adjacent land uses have transparent facades and entrances on the front.

Yellow Zones: Yellow defines pedestrian pathways that are safe, but either uninteresting or not comfortable for the pedestrian. These pathways are characterized by a lack of on-street parking or a landscaped parkway to buffer pedestrians from the vehicular travel lanes. Adjacent to the pathway, the development is either set back from the front property line, is lacking an entrance from the sidewalk, or has a blank facade. Locating parking lots adjacent to the pedestrian pathway is another common characteristic of the yellow designation.

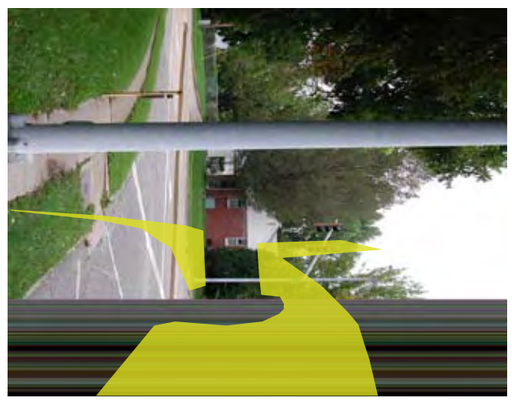
Red Zones: Red pathways are those that are shared by pedestrians and vehicles. These include curb cuts and crosswalks. Red pathways should be reduced to the minimum necessary. This can be accomplished through the use of alleys, side streets, and shared driveways to limit the number of curb cuts. Crosswalks should be clearly developed to create the shortest crossing distances for pedestrians and should be combined with medians when appropriate to create areas for pedestrian refuge or safe zones if a pedestrian cannot cross in one traffic light cycle.

Green: Few Areas Are Adjacent to Residential

Approximately 24% of the pedestrian pathways are designated green. This translates to about four of the seventeen miles of pedestrian pathways; the remaining pathways are rated yellow (safe, but uncomfortable or uninteresting) or red (areas of pedestrian and vehicular conflict). However, the percentage is a little misleading. First, the existing green pathways are not evenly distributed along the Corridor, but are concentrated on the residential segments, particularly the west side or southbound right-of-way. The pathways through commercial, university, and hospital uses are primarily yellow and red. These conditions

1 *Greenish Pathways. Though designated green, the parkway in this residential area should be enhanced with street trees. Driveways to the residences interrupt the green pathway.*

2 *Yellow Pathways. The narrow strip of grass is not wide enough to make pedestrians feel completely comfortable. Also, the adjacent land use is set back and does not relate to the street.*



3 *Yellow Pathways. The narrow sidewalk with obstructions does not create a comfortable or rewarding pathway.*

4 *Red Pathways. Crosswalks should be situated for the convenience of the pedestrian, creating the shortest and safest route across the street.*

can serve as an obstacle to improving pedestrian activity along the Corridor.

Second, many of the green pathways along the Main Street Corridor would be more accurately represented as a yellowish green. On-street parking, which can serve as a buffer between vehicles and pedestrians, rarely occurs on the Corridor. Also, most of the parkways are narrow and landscaped with only grass, trees are only found in the residential neighborhoods south of downtown.

Yellow: Is Most Common Zone

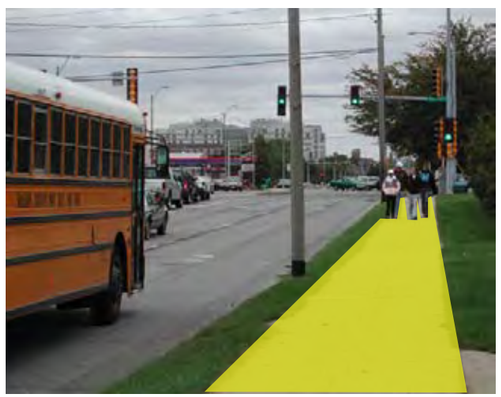
Yellow is the most frequent designation along the Main Street Corridor. Many of these pathways are illustrated below and they typically are associated with commercial and district uses (university or hospital), where pedestrian traffic could be high. The recommendations outlined in this document are aimed at shifting these yellow pathways to be more rewarding and interesting.

Red: Too Many Curb Cuts

There are two primary causes for the quantity of red pathways along the Corridor. The primary reason for the significant quantity of red pathways are the number and size of curb cuts along the Corridor. Curb cuts interrupt pedestrian pathways and create areas of potential conflict between the two modes of transportation. On the Main Street Corridor, each parcel and use seems to have its own curb cut, and frequently more than one. Alleys, which can serve as access points for vehicles, only occur intermittently and side streets are not prioritized for access.

The second cause of red pathways relates to the condition and location of the crosswalks. Where crosswalks are marked, the paint is badly fading. More often than not, the crosswalks are located so that they are convenient for those traveling through the intersection in an automobile and not those traveling by foot. These crossings are complicated with small islands for traffic control devices and designated right-hand turn lanes that are too small to accommodate more than one pedestrian seeking refuge as they cross an intersection. This is illustrated in two of the photographs below.

Recommendations for Improvements to Pedestrian Zones:
Chapter IV Mobility Recommendations:
Improve Pedestrian Access & Circulation
See page 64



5 *Yellow Pathways. The narrow landscape parkway is not a sufficient buffer for a comfortable pedestrian pathway.*

6 *Red Pathways. Crosswalks are necessary for the flow of pedestrian traffic, however, they should be designed in such as a way as to minimize their length.*

7 *Yellow Pathways. This pathway in downtown Bloomington is located directly at the back of the curb, sandwich between turning vehicles and parked vehicles.*

8 *Green Pathways. This residential area south of downtown has a large landscaped parkway and is adjacent to buildings with windows and entrances on the front facade.*

II. Existing Conditions

Existing Alternative Mode Analysis: Transit & Bicycles

Travel throughout the Main Street Corridor is currently dominated by private autos. According to the 2005 U.S. Census, 80% of residents from Bloomington and Normal drove alone to work, while less than 2% commuted by transit. Alternative modes, including transit, walking, and bicycling, can offer travelers within the Main Street Corridor an alternative to driving a single-occupancy vehicle. While the Corridor currently offers some transit services, additional options can provide incentive for changes to travel patterns, resulting in improved mobility throughout the Corridor.

Categroy	McLean County, Illinois	% of Total
Total:	79,370	
Car, truck, or van:	71,136	89.6%
Drove alone	63,293	
Carpooled	7,843	
Public transportation:	871	1.1%
Bus or trolley bus	756	
Puerto Rico)	0	
Subway or elevated	21	
Railroad	2	
Ferryboat	0	
Taxicab	92	
Motorcycle	54	0.1%
Bicycle	296	0.4%
Walked	4,166	5.2%
Other means	308	0.4%
Worked at home	2,539	3.2%

Table 21: McLean County Means of Transportation to Work for Workers 16 and Over.
Source: U.S. Census Bureau, Census 2000

This section summarizes the existing transit conditions, an analysis of modes which could best be incorporated into the existing transit, and conceptual planning of recommended improvements to maximize mobility through the study area.

Trolley/ Streetcar

An electrified trolley line connecting the downtowns of Bloomington and Normal was installed in 1888 and removed in 1928. While the trolley was removed long ago, this transit facility was a strong force in shaping the built form of today's Main Street corridor. Three examples stand out. The trolley tracks ran in the median of Clinton Boulevard, and along Franklin and Fell Avenues. When the precursor to BroMenn was founded in 1894, it fronted the trolley line, allowing a large segment of the population to reach the facility by transit. When State Farm Insurance was founded in downtown Bloomington in 1922, its employees were able to access their facility via transit. Finally, at the turn of the 20th Century downtown Normal earned the nickname "Dingtown." The name, presumably coined by sophisticates from Bloomington, came from the noise the trolley bell made as the trains turned around in downtown Normal.

Amtrak Service at Normal

Direction	Route	Time	Train #
Southbound	Lincoln	9:14 AM	301
	Ann Rutledge	11:39 AM	303
	Texas Eagle	4:19 PM	21
	Lincoln	7:29 PM	305
	Lincoln	9:14 PM	307
Northbound	Lincoln	7:31 AM	300
	Lincoln	9:41 AM	302
	Texas Eagle	11:42 AM	22
	Ann Rutledge	5:56 PM	304
	Lincoln	8:26 PM	306

Table 22: Daily Amtrak Service at Normal, IL.

Amtrak

Three rail routes serve the Amtrak station located at 100 E. Parkinson Street in Normal: the Illinois Service, Missouri Service, and Texas Eagle. Five northbound and five southbound trains stop daily at the station. The Ann Rutledge travels from Chicago to Kansas City, MO and the Lincoln from Chicago to Street Louis, MO, while the Texas Eagle travels from Chicago to San Antonio. Table 22 presents the station's daily timetable.

Bicycle Network

While the Main Street Corridor currently has no designated on-street bicycle infrastructure, some portions of Main Street do meet minimum width requirements for motorized transportation in addition to providing room for a bicycle lane, though no signage exists to alert motorists or bicyclists of this possibility. Generally, 14' of lane width is desired for a shared lane, one that can be simultaneously used by motorists and bicyclists. Referring to the existing street sections outlined in Existing Street Sections in this Chapter, the following five do not provide at least 14' of width between the curb and the end of the right lane: 2d, 3d, 3e, 4n, and 4s. This translates into almost two-thirds of the corridor without sufficient width to adequately serve bicyclists.

Bicycle storage facilities in the Corridor are also limited. Bicycle racks are located sporadically throughout the study area, however bicycles are most frequently seen locked to other street furniture.

While physical bicycle infrastructure is not yet prevalent throughout the Corridor, the Comprehensive Plans for both Bloomington and Normal do highlight the value of this mode and the McLean County Regional Planning Commission has also completed the Bloomington-Normal Bicycle-Pedestrian Plan encouraging expansion of this mode.

Local Transit Services

The Bloomington-Normal Public Transit System (B-NPTS) operates most of the transit service in the two-city region, including fixed route lines and special services for ADA eligible riders. B-NPTS also collaborates with Illinois State University to transport students to and from campus. University shuttles include the RedBird Express Campus Shuttle; NiteRide, which runs from 7 PM to 9 PM; and Late NiteRide from 9 PM to 1 AM. B-NPTS operates a late night service open to all riders called After Hours. ISU and B-NPTS also offer Universal Access, which allows all ISU staff, students, and faculty with valid ID to ride the B-NPTS fixed routes for free. Table 23 presents the existing transit services operating within the Corridor, including span (operating hours per day), headways (minutes between trips), and key destinations served by each route. Figure 4 graphically presents the existing transit services. Figure 5 on

Main Street Corridor Existing Transit Services

Route #	Name	Span	Headways (frequency in minutes) Peak	Evening	Saturday	Destinations	Notes
A	Green Route (Bloomington-Normal)	14.5/6	30	30	30	Bromenn, IWU, D.T. Bloomington, Normal	During ISU school year, bus runs Thurs/Fri until 12:55 AM and Sat/Sun until 2:25 AM
A	Green Route (Normal to Heartland)	14/6	30	30	30	D.T. Bloomington, Heartland College, Lincoln College, College Station	
B	Red Route (Bloomington to Alexander)	14/6	60	60	60	D.T. Bloomington, Alexander Estates	
B	Red Route (Normal to Co. Nursing home)	14/6	60	60	60	D.T. Normal, County nursing Home, Tri-Towers	
B	Red Route (Bloomington-Normal)	13/6	60	60	60	D.T. Bloomington, Eastland, College Hills, St Joseph Medical Center, Kmart, D.T. Normal	
C	Purple Route (Bloomington-Emerson & Lee)	15/6	60	60	60	D.T. Bloomington, Gailey Eye Clinic, Phoenix Towers	
C	Purple Route	13/6	60	60	60	D.T. Bloomington, Eastland, College Hills, Lincoln Towers, Lakewood Plaza, St. Joseph Medical Center	
D	Pink Route	14/6	60	60	60	D.T. Normal, Wal-Mart, Kroger, College Hills	
E	Blue Route (Bloomington-Normal)	14/6	60	60	60	D.T. Bloomington, D.T. Normal, Amtrak	
E	Blue Route (Bloomington to Southgate)	14/6	60	60	60	D.T. Bloomington, Lincoln Towers, Dairy Queen, Hilltop Trailer Park	
F	Brown Route	14/6	60	60	60	D.T. Bloomington, Eastland, College Hills, Kmart, Lakewood Plaza, Market Square, IWU, BHS, GTE	
G	Yellow Route (Bloomington to Alexander)	15/6	60	60	60	D.T. Bloominton, Alexander Estates	
G	Yellow Route (Bloomington-Normal)	14/6	60	60	60	D.T. Bloomington, St. Joseph Medical Center, eastland, College Hills, D.T. Normal	
G	Yellow Route (Normal to Tri-Towers)	14/6	60	60	60	D.T. Normal, Tri-Towers	
H	Orange Route (Bloomington-Normal)	14/6	60	60	60	D.T. Bloomington, Eastland, D.T. Normal, Lincoln	
H	Orange Route (Normal to Lincoln Square)	14/6	60	60	60	D.T. Normal, Lincoln Square	
I	Lime Route	14/6	60	60	60	D.T. Bloomington, Wal-Mart, Factory Stores, D.T. Normal	
Red Bird Express	Blue Route	11.75/5	15	15	15	Tri-Towers, Performing Arts Center, Watterson Towers	
Red Bird Express	Red Route	11.5/5	20	20	20	College Station, Watterson Towers, ISU Recreation Center	
NiteRide	Blue Route (Bone SC to Parking Transportation)	2/6	NA	30	30	Bone Student Center, Tri-Towers, Parking & Trans	7-9 PM
NiteRide	Blue Route (Bone SC to Fell and Vernon)	2/6	NA	30	30	Bone Student Center, Watterson Towers, Fell & Vernon	7-9 PM
NiteRide	Red Route (Bone SC to Traders Circle)	4/7	NA	30	30	Bone Student Center, Walgreen/Lincoln Towers,	Mon-Sata 9 PM-1AM, Sunday 7 PM-1 AM
NiteRide	Red Route (Bone SC to College Hills)	4/7	NA	30	30	Bone SC, Watterson Towers, College Hills	Sunday 7 PM-1 AM

Table 23: Main Street Corridor Existing Transit Services.

page 34 provides annual ridership on each route. The routes and ridership are also described below.

B-NPTS

B-NPTS operates nine fixed routes named by color and letter (for example, Yellow (G) Route), nearly all of which cross or run along Main Street/Route 51. Buses run Monday through Saturday, with no Sunday service. Adults pay $.75 per ride, while seniors and the disabled pay $.35. An unlimited ride monthly pass costs $22.00, and children five and under ride for free. In Fiscal Year 2006, ridership on fixed routes totaled 814,382, while the paratransit service logged 15,673 riders.

Green (A) Route runs on or parallel to Main Street every 30 minutes, running between Bloomington and Normal's downtowns and picking up passengers at IWU and BroMenn Life Center. Another branch of Green (A) Route travels north from Normal to Heartland College. Both routes operate 14 hours per day.

Red (B) Route contains three segments: first the bus runs from downtown Bloomington west to Alexander Estates and loops around. After stopping back in Bloomington, the bus continues to downtown Normal, passing by Eastland, College Hills, Street Joseph Medical Center, and K-Mart, and crossing Main Street at Washington Street. Once at Normal, the third leg of the trip involves circling up to the County Nursing Home, Tri-Towers, and ISU, then the bus heads back to Bloomington. All three segments run every 60 minutes for approximately 14 hours per day.

One subroute of the Purple (C) Route runs northbound along the Main Street Corridor from Bloomington to the Gailey Eye Clinic and Phoenix Towers, 15 hours per day. The second subroute travels parallel to the Corridor and turns east to Eastland, College Hills, Lincoln Towers, Lakewood Plaza, and Street Joseph Medical Center 13 hours per day. Purple (C) Route runs every 60 minutes.

Pink (D) Route's closest interaction with Route 51 is its start and end point in downtown Normal, three blocks east of Main Street. This service connects Normal to Wal-Mart, Kroger, and College Hills Mall, running every 60 minutes, 14 hours per day, six days per week.

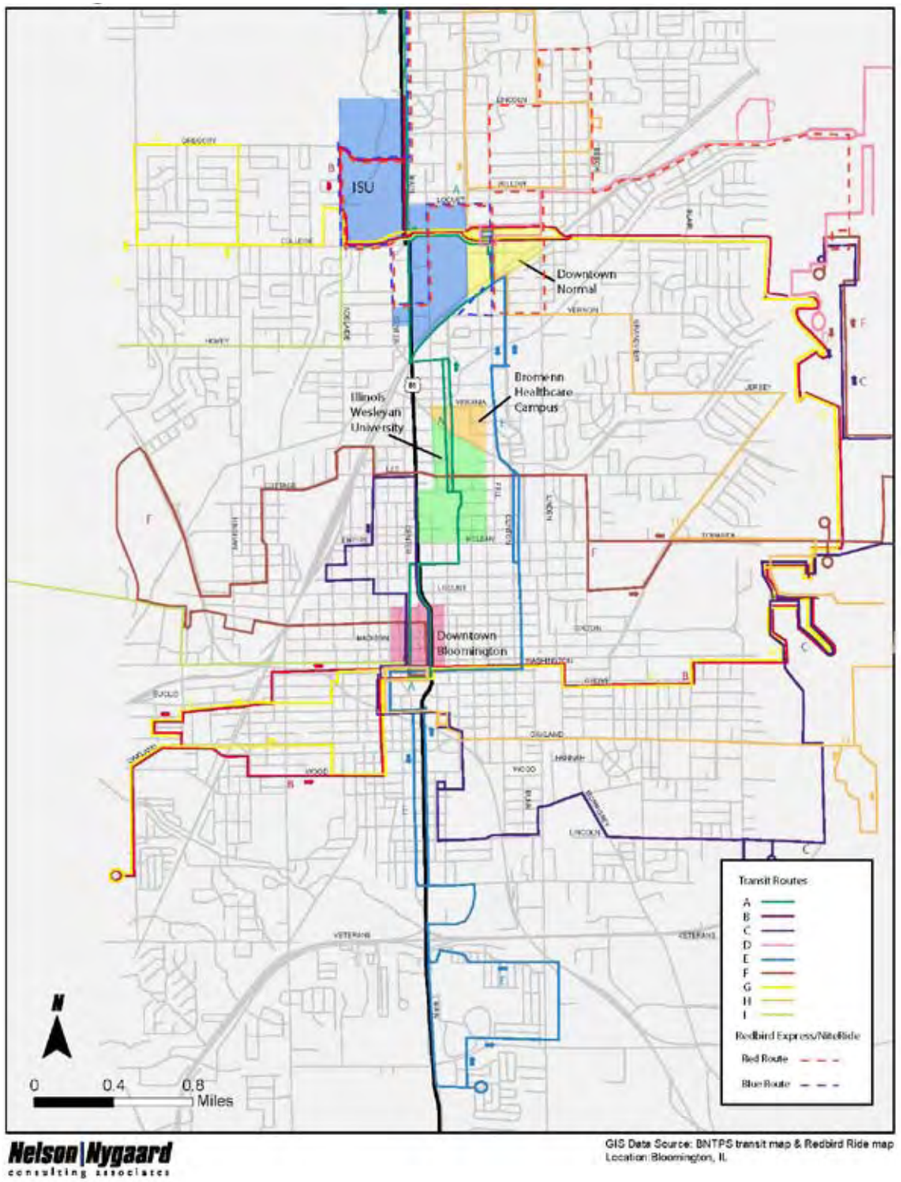


Figure 4: Main Street Corridor Existing Transit Services.

One portion of Blue (E) Route connects Bloomington and Normal, with a stop at the Amtrak station. The other segment runs from Bloomington to Southgate on Main Street, passing by Lincoln Towers, Dairy Queen, and ending at the Hilltop Trailer Park. Blue (E) Route runs on the hour, 14 hours per day.

The Brown (F) Route also runs 14 hours per day. This hourly route connects Bloomington with Eastland, K-Mart, Lakewood Plaza, Market Square, Illinois Wesleyan University, BroMenn, and ends at College Hills Mall. The bus route crosses over Route 51 as it travels along Emerson Street.

The Yellow (G) Route follows the Red (B) Route fairly closely. One section of Yellow runs from Bloomington to Alexander Estates while another runs on Washington Street and across Route 51 Corridor to downtown Normal, passing by Street Joseph Medical Center, Eastland, and College Hills Mall. The third Yellow (G) subroute differs from the Red (B) Route, traveling from Normal west on College Avenue, crossing Main Street, and over to Parkside Junior High School. The route runs hourly, approximately 14 hours per day.

Beginning in Bloomington, the Orange (H) Route, crosses the Corridor on Olive Street and north to Normal, stopping at Eastland along the way. From Normal, Orange (H) subroute runs parallel to the Corridor and takes riders up to Lincoln Square. Running 14 hours per day, the bus runs on the hour.

The Lime (I) route travels from Bloomington to Normal, with stops at Wal-Mart and the former Factory Stores, which are currently Crossroads Center. It operates 14 hours per day.

Recommendations for Transit:
Chapter IV Mobility Recommendations:
Increase Transit Opportunities
See page 68

II. Existing Conditions

Existing Alternative Mode Analysis

The last route, the Teal (J), has just began operation as of August 31st, 2007. The Teal (J) operates 15 hours per day serving College Hill Mall, Eastland Mall, and Bloomington's Airport.

In general, the buses run from around 6 AM to 8 PM or 7 AM to 9 PM. Beginning in September 2003, B-NPTS started an After Hours program, a curb-to-curb shared ride running from 9:30 PM to 1 AM. Like the fixed route system, After Hours operates Monday through Saturday. Riders must call one day in advance to schedule a pickup and drop-off, which must be within Bloomington-Normal city limits. Fares are $1.50 each way for ADA eligible riders and $3 for the general public. Riders who do not show up for their reservation are ineligible to ride until the missed fare has been paid. People who no-show three times in six months are barred from service for 180 days. In Fiscal Year 2006, 2,504 people rode After Hours.

Illinois State University
ISU, in conjunction with B-NPTS, runs several shuttle services circulating students around, to, and from campus. These services are free of charge to ISU students and faculty with valid ID.

RedBird NiteRide
Beginning in August 2002, the University began the Red Bird NiteRide program. One loop of the blue route, running from 7 PM to 9 PM six days per week, picks up at Bone Student Center headed for student parking every 30 minutes. The other loop runs from the student center to Watterson Towers and ends at Fell and Vernon. Routes are staggered so that a bus leaves the student center every 15 minutes. The red route operates from 9 PM to 1 AM Monday through Saturday and 7 PM to 1 AM on Sunday. Leg 1 of the red route starts at Bone Student Center and passes Tri-Towers, Walgreens, and turns around at Traders Circle. Leg 2 goes from the student center to Watterson Towers and College Hills. Both operate every 30 minutes. NiteRide does not operate in June and July, and during Fiscal Year 2006, the bus served 50,286 riders.

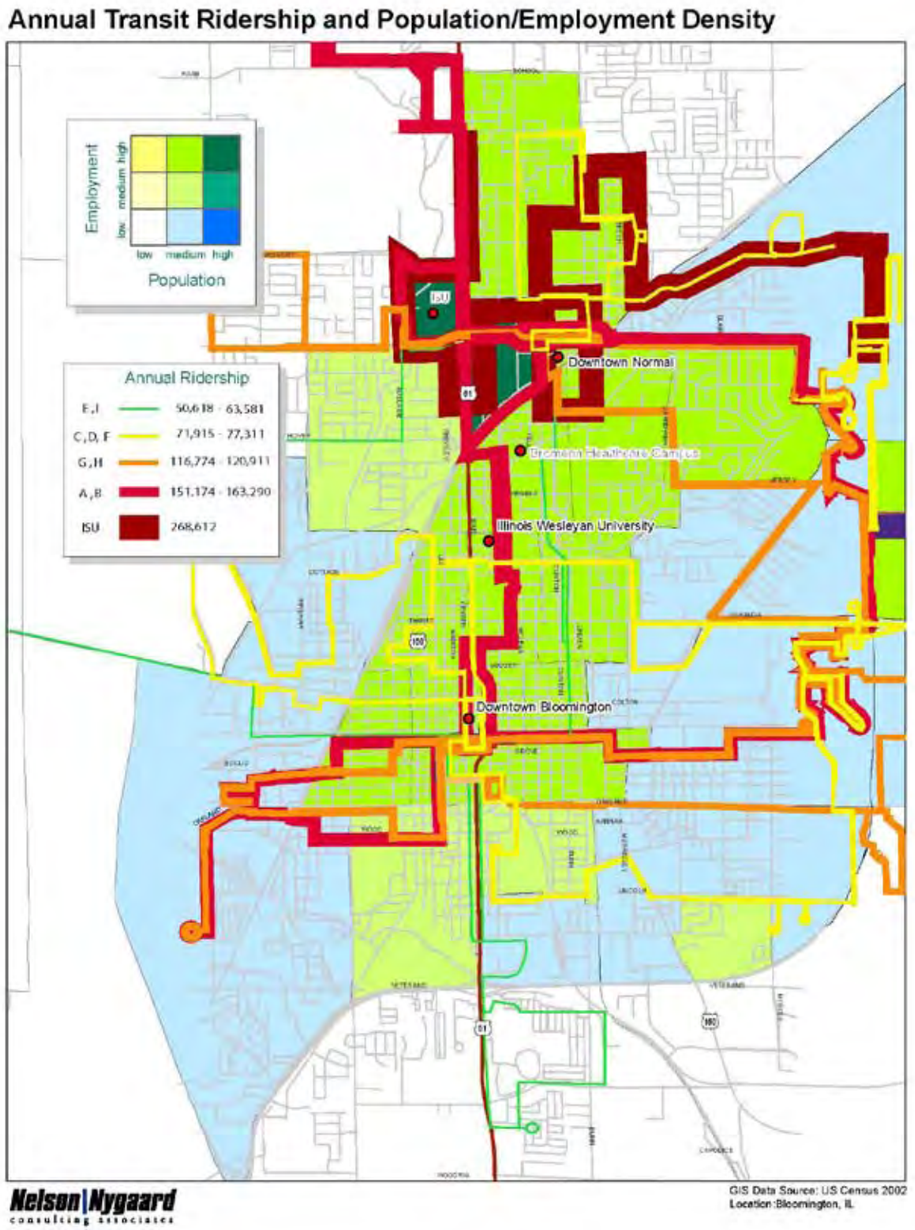


Figure 5: Population and Employment Density with Existing Transit Ridership.

NiteRide circulates students among the ISU campus. Late NightRide, on the other hand, transports students between downtown Bloomington and downtown Normal. It runs from 9 PM to 1 AM on Thursday and from 9 PM to 2:30 AM on Friday and Saturday. This shuttle service operates every 30 minutes and only has three stops: North Street and Fell Avenue in Normal, Front Street and Downtown in Bloomington, and Atkins and Colby at ISU. Late NiteRide is a part of the Universal Access program begun in August 2003, which grants ISU ID-holding students and faculty free access to the B-NPTS fixed route transit system. During Fiscal Year 2006, 274,318 people used the program.

RedBird Express
The RedBird Express, begun in August 2004, runs five days per week, approximately 11 ½ hours per day. The blue route operates every 15 minutes and leaves from Tri-Towers, running past the Performing Arts Center and Watterson Towers as well. Students can pick up the red route at College Station and get to destinations such as Watterson Towers, ISU Recreation Center, and Office of Parking Services and Transportation. The red route runs every 20 minutes.

III. Zoning & Land Use Recommendations

Create New Zoning Regulations for the Corridor

Encourage Appropriate Development

III. Zoning & Land Use Recommendations

Create New Zoning Regulations for the Corridor

This document makes recommendations to create a more active, multi-modal Corridor. This is accomplished through improvements within the right-of-way and to how adjacent property develops; the following focuses on the latter. One of the key methods to implementation of this goal is through zoning. Zoning provides the standards and legal motivation by which the vision in any master plan can become reality.

Develop One Code for the Main Street Corridor

Zoning and development along the Main Street Corridor is under the jurisdiction of two entities, the Town of Normal and the City of Bloomington. As is evident from the existing zoning maps and districts of each city (refer to Chapter II Existing Conditions), there is currently no cohesion or cooperation between the standards. In order for this document to be successfully implemented, Normal and Bloomington will have to work together to create and approve one set of code language for the Corridor.

New zoning regulations for the Main Street Corridor must go beyond updated bulk standards dictating building construction and parking lot layout. The existing set of permitted uses for the Corridor will need to be examined to ensure that the appropriate set of uses are permitted in the right locations. Parking and access requirements should be revised to be appropriate for the needs of the Corridor. Landscape screening of parking lots and adjacent uses should also be reexamined in order to aesthetically and sustainably improve the Corridor.

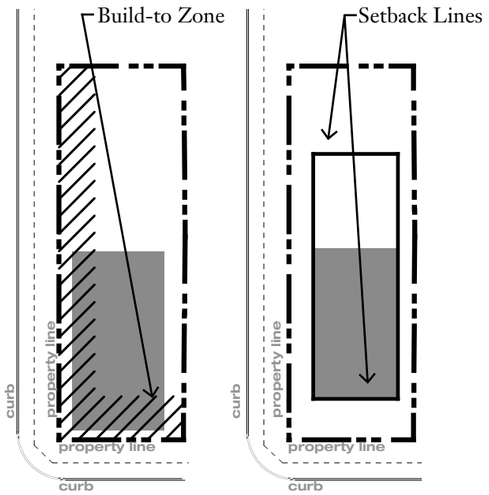


Figure 1: Build-to zones denote the minimum and maximum distances a building can be placed from a property line. The facade of a building must be located within this area. On the other hand, a setback line dictates the minimum distance a building may be constructed from a property line, meaning the building may be located anywhere beyond this line.

Extend Moratorium To Allow Development of a Form-Based Code

The City of Bloomington & Town of Normal should consider extending the existing building moratorium. During the development of this document, a moratorium was placed on new development within the Corridor study area. The moratorium was flexible, potentially allowing development to proceed if reviewed and recommended by the consultant team and the Main Street Commission.

The municipalities must now decide how best to manage development proposals during 2008 after the moratorium ends in December 2007. In this section, a recommendation is made to develop a form-based code for the entire corridor. Development of the code will take approximately ten months to complete and adoption may take anywhere from 2 to 3 months, but possibly longer. Without development controls in place while the new zoning code is being developed, development inappropriate for the corridor could result. Therefore, consideration should be given to extending the building moratorium.

Use Form-Based Coding

To create the active, pedestrian-friendly, aesthetically pleasing, multi-modal Corridor desired by the residents of Normal and Bloomington, the Main Street Corridor code should place a greater emphasis on building form as it relates to Main Street and the couplet. This type of code, known as a form-based code, focuses on the ultimate form of the building, while still regulating use and zoning management. The goal of this type of coding is to reconnect buildings with the adjacent public spaces, such as streets and open spaces. This relationship is the second half of the puzzle to creating a pedestrian-friendly Corridor, which requires improvements to both the right-of-way (public space) and adjacent development (private and public space) so that they can work

Examples of different types of buildings that rated well in the Image Preference Survey. These can help form the basis of the building type standards in a form-based code for the Main Street Corridor.

together to define Main Street.

A form-based code will regulate the development along the Main Street Corridor with a series of building type standards. Created from the results of the image preference survey (see the summary of the public process in the Appendix) and additional public input, these building types provide specific details to guide construction and rehabilitation along the Corridor. Refer to the sample pages from a form-base code below. Building types typically will regulate building siting on a lot, location of parking, building height, and facade elements.

Regulate Building Siting
Form-based codes typically use a build-to zone to locate buildings along the right-of-way, as opposed to the traditional setback line. Build-to zones provide an area or zone in which the facade of a building must be placed. The build-to zone's range provides some flexibility to a developer in locating the building while also providing a level of certainty to the municipality and adjacent property owners on where the building will be located. Build-to zones may require a setback, but will also provide a maximum setback, such as a required build-to zone between 5' and 15' from the front property line. A setback on the other hand, simply draws a line and states that the building must be located behind this line without dictating how far behind the line is acceptable. The use and specific requirements of the build-to zone will be studied for each segment of the corridor during the development of a form based code and are illustrated in figure 1 on the previous page.

Control Parking Lot Location
Related to building siting is the location of parking facilities on a lot. In the image preference survey, photographs of parking lots along the right-of-way located in front of the building rated poorly. The proposed code, which should include a variety of commercial building types from main street-like buildings to ones that are more auto-oriented, should locate parking in the rear of a lot or the side yard to minimize both its visual impact on the corridor and the impact of driveways and curb cuts on circulation along the Corridor.

Provide Minimum and Maximum Height Requirements
Conventional codes, including the existing codes for Normal and Bloomington stipulate a maximum building height in stories and/or feet. The Main Street Corridor code should not only provide a maximum height, but also a minimum height. Setting a minimum height in stories encourages the development of mixed-use buildings, allowing for residential or office uses on the upper stories. Currently, Normal allows residential units on the upper stories of building constructed in their B-1 commercial district, but without a minimum height requirement of greater than one-story, mixed-use buildings are not guaranteed to occur. The height standard, which would vary along the Corridor, can also ensure that buildings are constructed in appropriate proportions with the street and adjacent development.

Include Key Facade Element Requirements
The form-based code at a minimum will regulate the location of a building's entrance, the basic treatment of the ground story of the front facade, minimum level of transparency of the front facade, and the treatment of the cap or top of the building. The location of the entrance is regulated to ensure that it is located to serve both those traveling by vehicle and those traveling by foot, transit, or bicycle. The level of facade transparency would also be regulated to ensure that a minimum transparency level is designed; this level will depend on the type of building. Regulations relating to the treatment of the ground story and the cap of a building help to provide cohesion within a block, while offering the developer a variety of choices, such as porch, stoop, or storefront for the ground story and flat, pitched, flat with an overhang, and turrets or towers for the cap type.

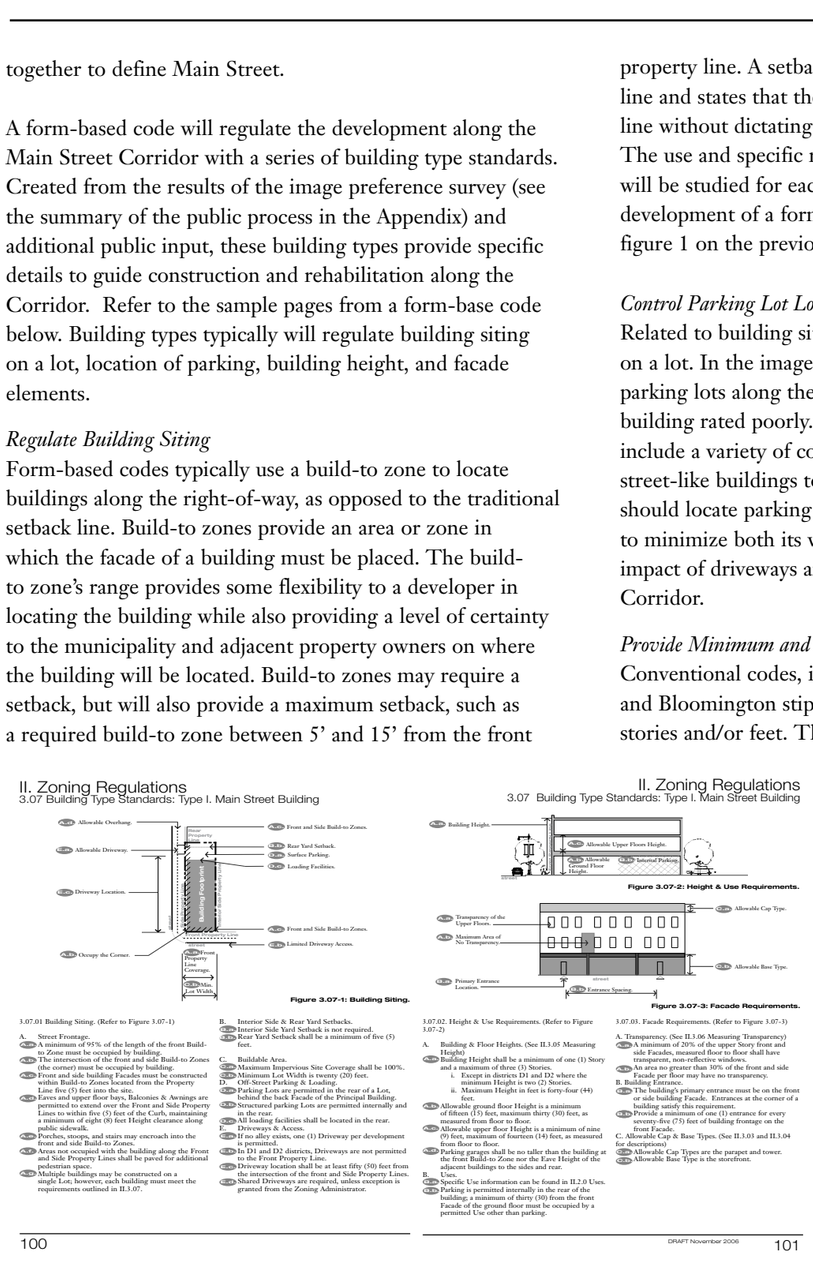

II. Zoning Regulations
3.07 Building Type Standards: Type I. Main Street Building

Figure 3.07-1: Building Siting.

3.07.01 Building Siting. (Refer to Figure 3.07-1)

A. Street Frontage.
A.1 A minimum of 95% of the length of the front Build-to Zone must be occupied by building.
A.2 The intersection of the front and side Build-to Zones (the corner) must be occupied by building.
A.3 Front and side building Facades must be constructed within Build-to Zones located from the Property Line five (5) feet into the site.
A.4 Eaves and upper floor bays, Balconies & Awnings are permitted to extend over the Front and Side Property Lines to within five (5) feet of the Curb, maintaining a minimum of eight (8) feet Height clearance along public sidewalk.
A.5 Porches, stoops, and stairs may encroach into the front and side Build-to Zones.
A.6 Areas not occupied with the building along the Front and Side Property Lines shall be paved for additional pedestrian space.
A.7 Multiple buildings may be constructed on a single Lot; however, each building must meet the requirements outlined in II.3.07.

B. Interior Side & Rear Yard Setbacks.
B.1 Interior Side Yard Setback is not required.
B.2 Rear Yard Setback shall be a minimum of five (5) feet.

C. Buildable Area.
C.1 Maximum Impervious Site Coverage shall be 100%.
C.2 Minimum Lot Width is twenty (20) feet.
D. Off-Street Parking & Loading.
D.1 Parking Lots are permitted in the rear of a Lot, behind the back Facade of the Principal Building.
D.2 Structured parking Lots are permitted internally and in the rear.
D.3 All loading facilities shall be located in the rear.
E. Driveways & Access.
E.1 If no alley exists, one (1) Driveway per development is permitted.
E.2 In D1 and D2 districts, Driveways are not permitted to the Front Property Line.
E.3 Driveway location shall be at least fifty (50) feet from the intersection of the front and Side Property Lines.
E.4 Shared Driveways are required, unless exception is granted from the Zoning Administrator.

II. Zoning Regulations
3.07 Building Type Standards: Type I. Main Street Building

Figure 3.07-2: Height & Use Requirements.

Figure 3.07-3: Facade Requirements.

3.07.02. Height & Use Requirements. (Refer to Figure 3.07-2)

A. Building & Floor Heights. (See II.3.05 Measuring Height)
A.1 Building Height shall be a minimum of one (1) Story and a maximum of three (3) Stories.
i. Except in districts D1 and D2 where the minimum Height is two (2) Stories.
ii. Maximum Height in feet is forty-four (44) feet.
A.2 Allowable ground floor Height is a minimum of fifteen (15) feet, maximum thirty (30) feet, as measured from floor to floor.
A.3 Allowable upper floor Height is a minimum of nine (9) feet, maximum of fourteen (14) feet, as measured from floor to floor.
A.4 Parking garages shall be no taller than the building at the front Build-to Zone nor the Eave Height of the adjacent buildings to the sides and rear.
B. Uses.
B.1 Specific Use information can be found in II.2.0 Uses.
B.2 Parking is permitted internally in the rear of the building; a minimum of thirty (30) from the front Facade of the ground floor must be occupied by a permitted Use other than parking.

3.07.03. Facade Requirements. (Refer to Figure 3.07-3)

A. Transparency. (See II.3.06 Measuring Transparency)
A.1a A minimum of 20% of the upper Story front and side Facades, measured floor to floor shall have transparent, non-reflective windows.
A.1b An area no greater than 30% of the front and side Facade per floor may have no transparency.
B. Building Entrance.
B.1a The building's primary entrance must be on the front or side building Facade. Entrances at the corner of a building satisfy this requirement.
B.1b Provide a minimum of one (1) entrance for every seventy-five (75) feet of building frontage on the front Facade.
C. Allowable Cap & Base Types. (See II.3.03 and II.3.04 for descriptions)
C.1a Allowable Cap Types are the parapet and tower.
C.1b Allowable Base Type is the storefront.

Sample pages from a form-based code. A variety of details are provided, including build-to zone, impervious coverage, facade transparency, entrance location, and height. Each building type is described in great detail in a form-based code to provide clear requirements.


Buildings constructed within a small build-to zone along the front property line and on-street parking within the public right-of-way define the pedestrian realm. The street trees and pavers are both aesthetically pleasing and provide an environmental benefit.

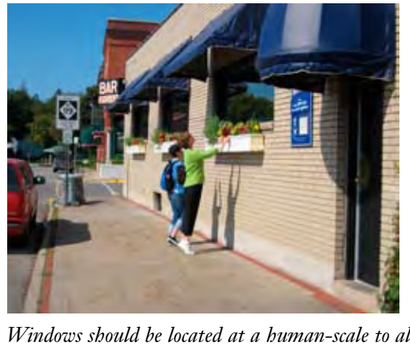
Include Sustainable Urbanism Principles

The Main Street Corridor code should also include regulations that encourage green or sustainable development. Inclusion of sustainable urbanism in the code can take many forms and can impact construction of a building, building siting on a lot, and the development that occurs in the right-of-way. At a minimum, the new code should include standards to improve the management of stormwater and reduce the urban heat island effect through maximum site coverage, interior and perimeter parking lot landscaping, use of alternative pavement surfaces, and lighting standards that reduce glare and make outdoor lighting more efficient. Currently, the Town of Normal's development ordinances already address various issues revolving around sustainability, which provides substance upon which to expand and revise.

As it relates to urban design and building siting, sustainable urbanism elements in the code should include the facade treatments previously discussed; the utilization of a build-to zone rather than a setback; locating parking in the rear of a lot; and shifting vehicular access to side streets, alleys, and shared driveways when possible. These requirements help to make an area more pedestrian, bicycle, and transit-friendly and encourage the use of these alternative transportation methods.

Sustainable urbanist principles can also be incorporated into the right-of-way and streetscape design. Those rights-of-way impacted by the proposed code should include street trees, pervious pavers or alternative pavement materials and configurations in the pedestrian realm or in the parking


One facet of a sustainable urbanist code is better lighting standards that prevent excessive lighting, glare, and light trespass through the development of standards based on the context and type of development within an area.



Windows should be located at a human-scale to allow passers-by to see in and those inside to see out. This creates interest along the pedestrian pathway, making it a more attractive route to a pedestrian.

lanes, and more pedestrian and bicycle amenities.

Sustainable development is often implemented by providing incentives to encourage early adopters to comply with a leadership standard. These standards might include green building criteria such as the US Green Building Council's LEED (Leadership in Energy and Environmental Design) program, or the US Environmental Protection Agency's Energy Star program for buildings. The LEED Neighborhood Development criteria which sets forth sustainability criteria for entire land uses and master planned communities, currently in its pilot program, could either be encouraged or inform new development controls.

Require High Performance Buildings

The Main Street Corridor project has unearthed strong community interest in the idea of introducing energy efficient and green building performance requirements into the building code. During successive evenings of public hearings the consultants tested this question during the question and answer period. Each successive audience offered no resistance and only enthusiastic support for the idea of requiring green buildings requirements at some level. The final consensus settled on requiring energy and other resource conserving upgrades that could demonstrate a 4 to 7 year payback. We recommend that a follow up focus group be convened or study be performed to determine specific opportunities for increasing building code requirements in this arena.

Consider Distinct Districts

Along the Main Street corridor there are a number of districts with distinctive architectural character that merit unique development controls. These include Ridgeway Terrace, downtown Bloomington, and the campuses of Illinois State University and Illinois Wesleyan University.

Revise Use Lists

Despite the emphasis on form, appropriately locating uses within the districts along the Corridor is also important. Unlike a traditional laundry list of every possible permitted use, form-based codes frequently apply more general use categories and only call out specific uses if they require special or additional treatment, such as a special use permit or other design requirements. The existing use categories should be reviewed and revised through a code update process. Uses should reflect the different needs of the institutions along the Corridor and help promote a logical pattern of growth, rather than allowing anything to occur in any location. The regulating plan maps not only the building type regulations, but also the uses.

Appropriately Map Building Types & Uses

The zoning map for form-based codes is known as a regulating plan. This map illustrates the location of the zoning districts, each district permitting one or more building types. This map also illustrates the relationship between the building types and the public spaces of the streets and open space types. If this zoning work is undertaken quickly after the completion of this redevelopment study, the regulating plan can rely on this project's visioning and master planning work.

Unlike a traditional zoning map, the designation of districts in a regulating plan is done after careful consideration of a block or group of parcels. Conventional zoning typically maps designations generally over large areas, which may or may not take into account the pattern or context of development at a micro-scale. For example, all of downtown Bloomington has the same zoning designation, despite the fact that the downtown core differs in scale and use than the outer edge of the downtown along the couplet.

The findings of this report will shape the new zoning map for the Corridor, particularly the findings of the market reports as they relate to retail development along the Corridor. Large sections of the Corridor are zoned commercially today, however, the market can only support a fixed level of retail at a given time and the type of commercial being developed does not match with the long range vision. The regulating plan will map retail in appropriate locations based on the findings of the market reports and sustainable urbanist principles to promote the right type of development in the right location. Refer to page 40 for information on more specific land use recommendations for the Corridor.

Revise Parking Lot Landscaping Requirements

In most situations, parking facilities should be located internally within a building or in the rear yard. When located in the front, corner, or side yards, parking lots create a gap in development, create locations of potential vehicle and pedestrian conflict, and negatively impact the appearance of an area. Since this cannot always be avoided, all new development within the Corridor study area should be subject to perimeter landscape screening along rights-of-ways and interior parking lot landscaping requirements.

Landscape Screening Along the Right-of-Way

To minimize the negative impact of a parking lot adjacent to the right-of-way (except an alley), parking lots should be screened with a landscaped buffer. This buffer area does not have to be wide, if it is done well. It is recommended that the buffer include shade trees, shrubs, and a decorative fence. Buffer widths, determined by the municipalities, should recognize that the development along the Corridor is urban in nature and is on existing, typically small parcels. If the parcel size allows a wider buffer, then this area can also be used to capture and filter the site's stormwater run-off.

Interior Parking Lot Landscaping

Interior lot landscaping provides both an aesthetic benefit by visually breaking up a large paved expanse of cars and environmental benefits related to the urban heat island effect and stormwater management. The urban head island effect can be minimized through the shading of pavement by trees planted throughout a lot. The trees can be planted in medians that can also serve to better manage a site's stormwater run-off through bio-swales and areas of pervious surface.

Review & Revise Parking Requirements

The Main Street Corridor code should include an updated section on parking requirements. These requirements should be studied as development occurs, and appropriate action should reflect the needs as they become relevant. The new requirements should reflect Main Street's location within the communities, the scale of development likely to occur, and the users of the development. Overall, the parking requirements in the existing Normal and Bloomington codes are high. This will become even more apparent as this report is implemented and Main Street becomes more of a multi-modal corridor.

Include Parking Reductions and Credits in Zoning Ordinance

Besides reviewing and, where appropriate, reducing the parking space requirements for development along the Corridor, the new code should also encourage a reduction in the overall number of spaces constructed through shared or cooperative parking agreements, credits for on-street parking, and an in-lieu fee system. Besides reducing development costs, reducing the overall quantity of parking development along the Corridor will in turn reduce the quantity of impervious surface.

Interior parking lot landscaping can serve an environmental function, like this bio-swale.

Parking lots should be located in the rear of a lot, but when located along a right-of-way they should be landscaped with a buffer that includes both a decorative fence and plants.

The code should include a reduction in the number of spaces provided in a lot based on the number of non-residential users.

The use of alternative pavement materials in a parking lot can be a condition to providing more parking than what is required by code.

The availability of on-street parking should be counted towards a business' fulfilment of providing the required number of off-street spaces.

Shared and Cooperative Parking Agreements
When multiple uses share one parking facility, each user should not be required to provide the same amount of parking as if they were not sharing facilities. A reduction, based on the number of non-residential users should be included in the code. A reduction, of greater quantity, should also be provided when off-peak, non-residential users share parking facilities. For example, if a business that has its peak hours in the evenings or on weekends shares parking facilities with a law office or some other weekday, business-hour user, a significant reduction in the required parking should be permitted.

On-Street Parking Credit
A credit should exist in the code that accounts for on-street parking spaces within a given distance of a use. For example, if a retail shop needs to provide 10 spaces based on the requirements of the code, they could receive a credit of 2 spaces because of adjacent on-street parking. The credit allows the business to have access to 10 parking spaces, but only develop 8 off-street and take advantage of the fact that patrons will also use on-street parking when available.

Limit or Condition Maximum Amount of Parking Provided
Appropriate parking requirements, reductions, and credits will only achieve so much. There will always be some users that believe to be successful they need to maximize the quantity of parking provided on their parcel. The new code should place conditions or limits on the maximum quantity of parking a user may supply. A limit would simply prevent a user from providing more than what the code requires or more than a certain percentage over what is required by law. Another alternative that provides the developer some flexibility while minimizing the negative side effects of excessive parking is to place conditions on providing more parking than what is required by the code. These conditions can include, but are not limited to, a wider perimeter landscaped buffer, inclusion of alternative pavement materials within the parking lot, more stringent interior parking lot landscaping requirements, and yard location requirements.

Review & Revise Signage Requirements

Revising a sign ordinance will require careful review of both the types of signs permitted (pole mounted, monument, hanging, etc.) and the quantity of signage each parcel (number of signs or square footage) is permitted to install. Signage plays an important role in the overall appearance of a structure or a site. The Image Preference Survey (IPS) conducted at the beginning of the project included some signage photography, which provided general preferences for signage. When the zoning regulations for the Corridor are revised, sign preferences will need to be further discussed.

Phase-out Conventional Auto-Oriented Signage
Revised ordinances should focus on new types of signage that are appropriate for auto-oriented development. Signage in the auto-oriented areas should encourage monument signs, rather than the conventional, very tall pole-mounted signs. Monument signs can be read by both motorists and those traveling by foot or bicycle, are typically designed at a more appropriate scale for the development, and are more aesthetically appealing. This is especially important as the gateways into the Corridor from the north and south are both auto-oriented. Along the heart of the Corridor, auto-oriented pole-mounted signs should also be prohibited. New signage should be in proportion to the size of the building developed and should be designed in context with the area. Existing pole-mounted signage should be amortized over a 10 year period.

Permit a Variety of Sign Types in Each District
To provide a developer or business owner flexibility in their signage choices, a variety of options should be permitted in all districts. Signage does not need to be identical along the Corridor to promote the identity or community vision. Flat or band mounted, hanging, long and thin blade, window, marquees, and monument signs, among others, should be promoted along the Corridor with different size and quantity requirements based on the district in which the sign is being developed. Several of these types are illustrated to the right.

A variety of signage types should be detailed in the Main Street Corridor zoning regulations. These include (clockwise from upper left) awning sign and window signs, monument sign, small-scale pole mounted sign, flat or wall sign, and blade or hanging signs.

III. Zoning & Land Use Recommendations

Encourage Appropriate Development

In-depth residential and retail market studies were completed as part of this process. The results of these studies are summarized in this section as they relate to encouraging appropriate land uses, development types, and locations along the Main Street Corridor. Complete summaries of market analyses are in the Appendix and the full reports can be accessed from the McLean Regional Planning Commission.

Living On Main Street

The residential market study completed as part of this project discussed the potential market for new housing on the Main Street Corridor. The capture of the potential market depends on the development of the right types of housing units in the right locations.

There are several advantages to living on the Main Street Corridor. Several mid-size to large employees are located along the Corridor, including BroMenn Healthcare, Illinois State University (ISU) , Illinois Wesleyan University (IWU), and McLean County. Besides employment, the Corridor offers opportunities to students and those wanting to live in close proximity to either downtown Bloomington or Normal, both which offer shopping and cultural activities. The Corridor has several transportation benefits, regardless of the desired mode of travel. It has easy access to Interstates 55 and 74 for those traveling out of the area. There is transit service along and across the Corridor for those traveling without driving a personal vehicle. Finally, as the recommendations in this plan are implemented, the Corridor will continue to grow as an active pedestrian and bicycle route with mixed-use nodes to serve the neighborhoods in and around the major institutions (Normal, ISU, BroMenn, IWU, and Bloomington). These assets make the Corridor especially attractive to singles, young couples, and empty-nesters.

Retail On Main Street

A retail market analysis was also completed for the Corridor. It found that the majority of the existing retail uses can be classified as eating and drinking establishments or convenience uses (food and drug stores). This type of use suggests that the retail does not draw patrons from the region, but from the adjacent neighborhoods and businesses. The retail analysis performed focused on five areas of the Corridor: ISU, BroMenn, IWU, downtown Bloomington, and the area directly south of downtown Bloomington. There is opportunity for retail growth, but, like the potential for residential growth, it is limited by location and development types.

Develop Appropriate Housing Types

The most appropriate housing types for the Corridor are multi-family units, rental or for-sale, and single-family attached or rowhouse building types. The multiple-family units could be developed in new structures or in rehabilitated structures along the Corridor. Where the market supports, these units should be linked with retail or commercial uses on the ground story. First floor parking, interior to the building, is also appropriate, but only if it is behind a lobby or commercial use along the front facade. Interior parking should not be visible in the ground story, front facade. The recommended zoning revisions would provide details for building types, with and without residential uses on the first floor, to guide this type of development along the Corridor.

The attached single-family building type or rowhouse can serve as a transition from the more dense nodes of development along the Corridor to the existing lower density, single-family detached neighborhoods. The building type is not the suburban attached unit with a garage on the front facade. It has a more urban feel with a small front yard and parking in the rear accessed from a common driveway or alley. Again, development of this building type would be guided by the standards outlined in the recommended new zoning code's building type standards.

Appropriately Locate New Housing Units

At present, the most desirable locations for new housing development within the study area are downtown Bloomington and sites within walking distance of BroMenn, ISU, and IWU. Downtown Bloomington offers potential residents a range of cultural and civic activities and access to unique and everyday retail and services. State Farm has some offices located in downtown Bloomington and combined with the county and local government facilities, it also offers access to employment opportunities. Though still redeveloping, downtown Bloomington offers a pedestrian-oriented environment attractive to those seeking multiple-family units, particularly in rehabilitated buildings.

Sites near the hospital and universities are also desirable locations for residential growth. These sites, however, must be chosen thoughtfully, as the pedestrian connection to the hospital or campus must be a safe, comfortable route. If it is unpleasant or perceived as unsafe, the benefit to having housing within walking distance of the institution is lost. Sites adjacent to existing auto-oriented development also make an area less desirable. Housing units may be combined with first floor retail, commercial, or office uses.

Preserve the Southbound Couplet's Character

Kingsley and Center Streets, the southbound leg of the Main Street couplet between College Avenue and Lafayette, are primarily residential in nature, with the exception of the segment through downtown Bloomington. The neighborhoods lining the southbound leg are primarily single-family, but also include some small-scale multiple-family buildings along the couplet. As the Corridor redevelops, the commercial development should be concentrated along Main Street or the northbound leg of the couplet and downtown Bloomington, keeping the southbound leg as primarily residential.

The challenge to this pattern of development is the narrowness of the center block separating the north- and southbound legs of the couplet, known as Center or Kingsley depending on its location. The narrow block depth has created a situation where several of the lots developed commercially along Main Street are through-lots with their back doors, trash receptacles, and parking lots facing the southbound leg and the residential neighborhoods. As new development occurs, site and building design precautions can be taken to minimize the negative impact this may have, including perimeter landscape screening, internal parking, appropriate signage, and approachable building facades. Refer to the illustrative redevelopment plans on page 10 of Chapter I. The updated zoning code for the Corridor will include many of these site and building design elements.

Concentrate Retail Development to Create Active, Walkable Nodes

Despite the quantity of existing commercial property (developed, under-developed, or vacant), only a limited amount of additional retail uses can be supported in any given area along the Corridor. To make the most of this potential, retail should be concentrated whenever possible to create active nodes and combined with residential development to create mixed-use development.

Illinois State University Area: Approximately 55,000 sf of Retail Market Available

As previously discussed in Chapter II Existing Conditions, the land around ISU that is not designated for university or university related uses (S-1 District) is almost completely zoned for commercial uses. This over-abundance of commercial zoning is one reason that many parcels with this designation are vacant or under-utilized. Additionally, ISU is within walking distance to the retail in downtown Normal, which further impacts the potential for additional retail development on the Corridor near campus.

The retail market analysis found that approximately 55,000 square feet of additional retail could potentially be supported in the ISU area, if it were well located and designed. In order to be successful, development will require the assemblage of enough parcels to create a well designed development with parking in the rear or inside the building. The northbound segment of the couplet and Main Street, between Hovey and Gregory, make up the potential location for this additional retail. Given the vast underutilization of sites, the area between Hovey and Dale is key within the ISU campus area.

BroMenn Healthcare: Develop BroMenn Village as a Gateway

BroMenn is also in close proximity to downtown Normal and its retail core. The potential demand for additional retail development near BroMenn is reduced by this proximity to downtown Normal and to the retail development near ISU to the north and IWU to the south. As it currently stands, coupled with the existing cafeteria, cafe, and gift shop within the hospital campus, the potential for new short-term retail development in the area is limited to perhaps a family restaurant. The existing cafeteria and gift shop could, however, be repositioned to the corridor to market itself to a population outside the hospital.

Multiple-family units, for-sale or rent, in new or rehabbed buildings, and single-family attached units such as these are appropriate housing types for development along the Main Street Corridor. Additional images can be found on page 36 and in the Appendix (IPS results).

Northwest corner of Main, Hovey, and Beaufort at the south end of the ISU campus area.

BroMenn's main entrance at Virginia and Main Streets.

III. Zoning & Land Use Recommendations

Encourage Appropriate Development

Longer term, the commercial potential of the development sites adjacent to BroMenn are more interconnected with the institution's own redevelopment plans than any of the other identified redevelopment sites along the corridor. The feasibility of the retail aspects of BroMenn Village, an ambitious mixed-use vision combining neighborhood retail, restaurants and medically-related office space, relies to a great extent on capturing convenience stops generated by its own office and medical uses. Assessing the demand for office and medical uses are outside the purview of this study, so this report is not in a position to comment on the viability of those office uses. Should new medically-related office space be developed along BroMenn's frontage along Main Street, it is likely to be able to support convenience retail and restaurants.

This cluster of retail uses could aggregate to create a concentrated node of activity adjacent to and associated with BroMenn. Any new retail development should be clustered around the primary entrance into BroMenn Healthcare, located at Virginia and Main. This location was also desired by many charrette participants as the gateway to BroMenn Hospital. This development, plus any additional hospital related service or office uses and residential units, should be developed along Main Street where surface parking lots currently exist. This would create an aesthetically pleasing and active gateway into the campus. The redevelopment of BroMenn's frontage is also reflected in BroMenn's campus master plan created in 2004. The redevelopment of the cluster of auto-oriented businesses located adjacent to BroMenn in the Main Street Corridor will require concerted long term dedication.

Illinois Wesleyan University Area: Approximately 10-15,000 sf of Retail Market Available

This IWU area already has quite a bit of retail development, more so than what currently exists in and around the larger ISU campus. An existing Kroger and Walgreen stores make up the majority of this space. With this existing quantity of retail, an additional 10,000 to 15,000 square feet could reasonably be supported in the near future.

The corner of Main and Empire is a good location for the potential retail development. First, this area already has many pedestrian-friendly characteristics, including some mature street trees; existing, attractive buildings oriented to the street; and some on-street parking. Second, existing parking and under-utilized lots provide redevelopment locations. The retail analysis refers to the IWU area as possessing Village-like characteristics. Redevelopment near the Main and Empire Streets intersection could serve as the "Village Center", serving the adjacent neighborhoods and students with walkable, convenience uses. This retail development should be coupled with residential units on the upper stories to provide housing units within walking distance of campus. Mixed-use development will require a change in the existing permitted list of uses for the zoning district in this area through the zoning code update.

The intersections at Empire and Emerson with Main were also noted as key intersections during the charrette activities early in the process. The existing pedestrian-friendly atmosphere of IWU can be capitalized upon and enhanced with development near Empire, more so than the larger, more auto-oriented intersection of Emerson and Main.

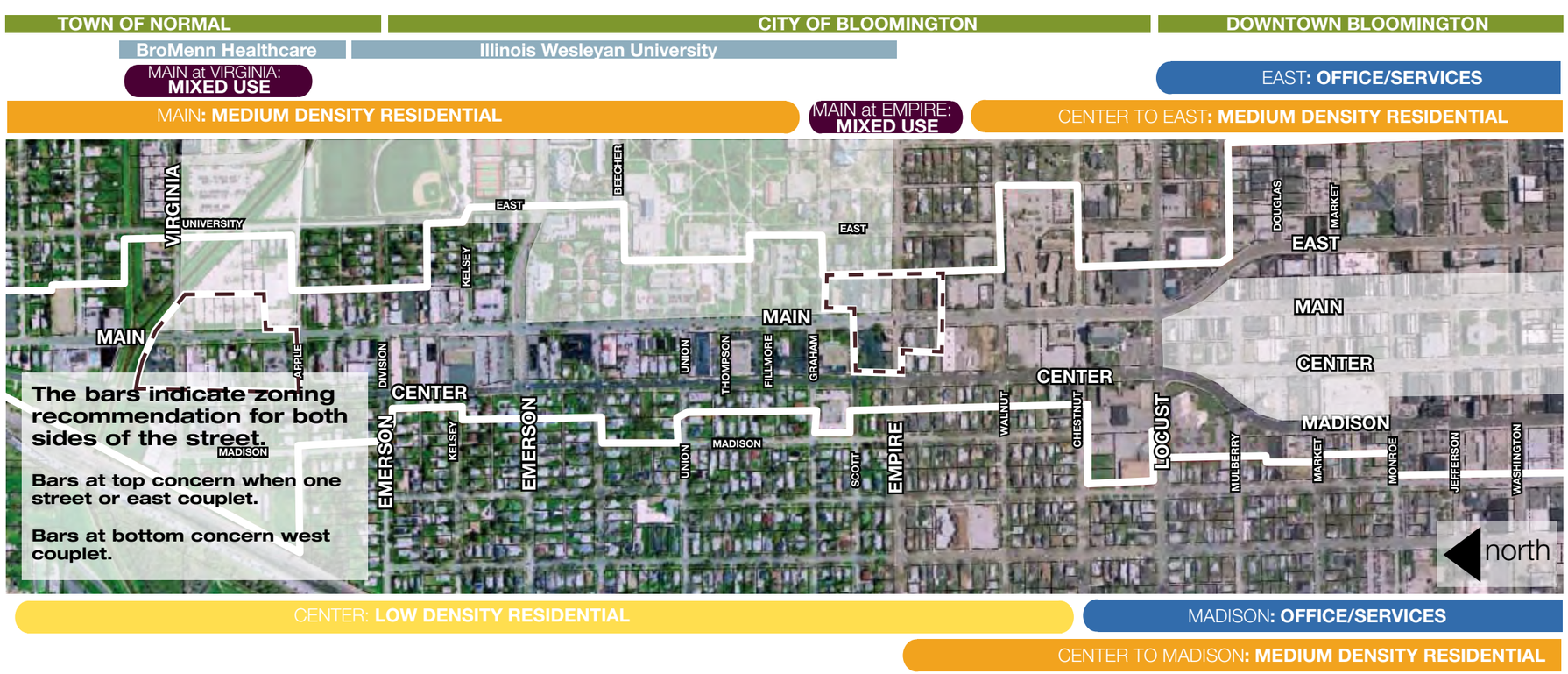
Downtown Bloomington

Downtown Bloomington already has an active retail corridor that combines with the cultural and civic uses to create a mixed-use central business district. It is fast becoming more active and more pedestrian-friendly with additional residential and mixed-use development occurring. While a downtown retail analysis was not performed, the Corridor analysis shows that it is likely that new retail development could be supported in downtown Bloomington. However, this development should not be located along the couplet (Madison and East Streets), but in the core downtown (Center and Main Streets).

Retail development along the couplet could dilute the core node. Commercial uses, such as service or office, and residential uses are appropriate for development along the couplet as it frames downtown Bloomington. To ensure that the core is not diluted, new zoning regulations for the Corridor will have to reflect this recommendation. The list of permitted uses allowed throughout the downtown will need to be revised to concentrate retail development in the core and permit other types of commercial and offices uses and residential uses, but not retail, along the couplet.

South Downtown Bloomington Neighborhoods

As discussed early in this document, the south downtown neighborhood is primarily a residential area. However, the northbound leg of the couplet has a large amount of under-utilized or vacant commercially zoned parcels that gives the area an appearance of "strip" commercial. In the community



process, participants voiced a desire to preserve and restore the area's residential character. Given its location between downtown and development near Veterans Parkway to the south, little to no additional retail is likely to be supported in the area.

To preserve and restore the area's residential character, existing commercial uses should be concentrated to create a more active node that is easily accessible to those living within the neighborhood. A cluster of existing commercial businesses, though not pedestrian-oriented or residential in character, exists just south of downtown, north of Wood Street. In the charrette process, Lincoln was also designated a key intersection, primarily due to its connections to Constitution Trail to the east and Miller Park to the west. The potential pedestrian and bicycle activity along Lincoln make it an appropriate location for a potential node. To achieve the concentration of retail development, the area's zoning designations and list of permitted uses will have to be revised through a zoning code update.

Promote Active Nodes with Building Design

Like the potential residential development along the Corridor, it is important that retail development is appropriately designed. To promote other modes of transportation than the automobile and to aesthetically improve the appearance of the Corridor, new retail development must occur differently than it has historically occurred. In most locations, the retail development should be located in the ground floor(s) with other commercial or residential uses located on upper stories. Constructed within a build-to zone close to the front property line, new development should occur in buildings that help define the street and the mixed-use node in which it is located. Again a mixed-use building type with development standards would be included in the recommended new zoning code for the Corridor.

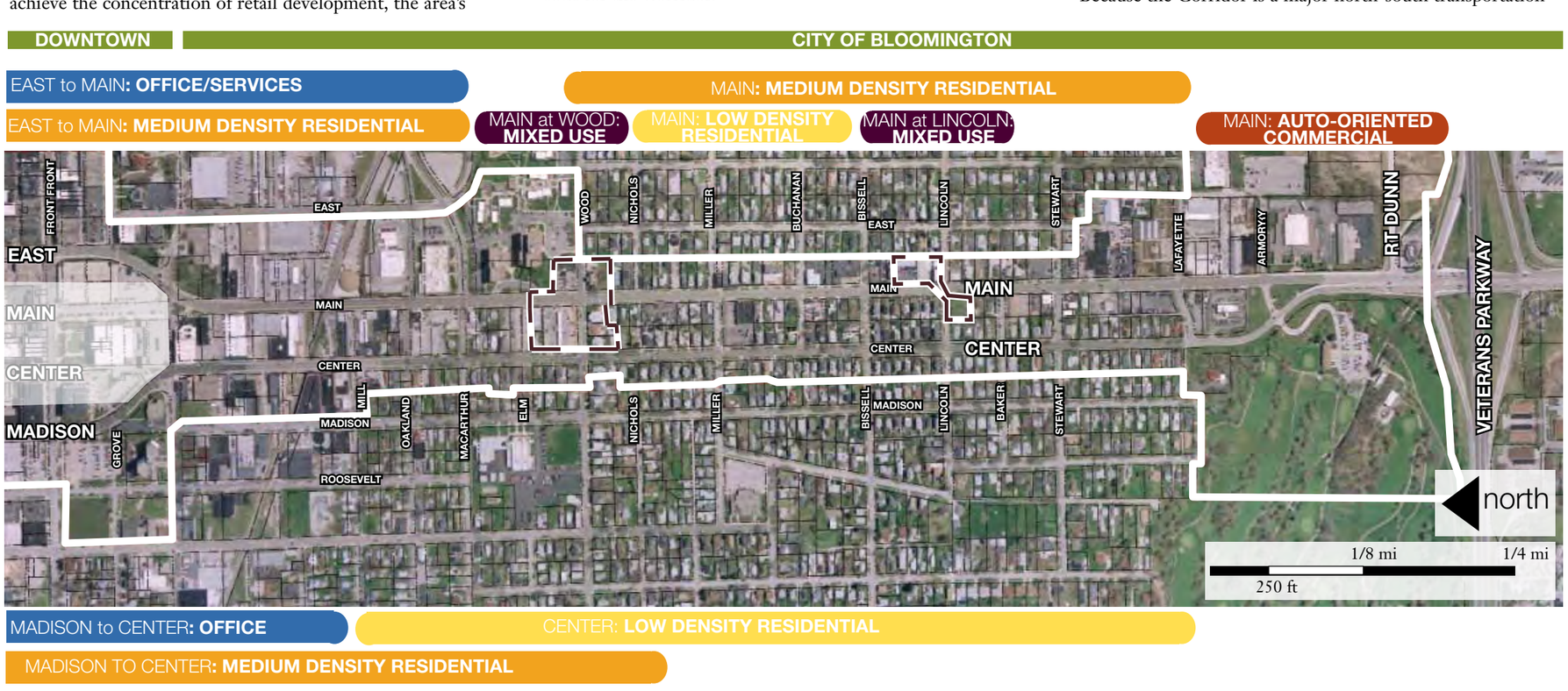
In the neighborhoods south of downtown Bloomington, traditional mixed-use, storefront buildings are also appropriate, but so is a building type that more closely resembles a single-family home than a traditional, mixed-use building with a storefront. A hybrid of a traditional commercial and residential building, this building type allows small-scale commercial uses to easily be integrated into a neighborhood with a strong residential character. It is developed within a built-to zone set back a little from the front property line, like the adjacent residential structures and can be used with mixed-use buildings or on its own.

Construct Better Auto-Oriented Buildings

The Main Street Corridor is a diverse corridor. Not all of the development that occurs along Main Street will be concentrated nodes of walkable, small scale development or have single-family attached rowhouses lining the sidewalk. Because the Corridor is a major north-south transportation route and links to the area expressways, segments are attractive to and appropriate for larger-scale, auto-oriented development that attracts patrons from outside of the immediately surrounding neighborhoods. The areas around Raab and I-55 in Normal and around Lafayette and Veterans Parkway in Bloomington are two locations where this type of development has and is occurring. Despite their differences, it is possible for both auto-oriented and pedestrian-scaled development to be designed and constructed to cohesively define the overall vision and character of the Corridor.

Auto-oriented development should be constructed within a build-to zone near, but not necessarily one directly adjacent to, the front property line like the mixed-use or main street building types. The entire front property line does not need to be covered with building, only a minimum portion of the site's building(s) must be constructed within this zone. Buildings built within the build-to zone should still have a minimum level of transparency and a front entrance. Buildings constructed along the front and corner side property lines can help convert an existing conventional, auto-oriented, strip center to one that fits with the desired character of the Corridor, as is illustrated in the photo to the right.

Improved regulations for this type of development are especially important as the north and south gateways to the Corridor and both the Town of Normal and City of Bloomington are adjacent to I-55 and Veterans Parkway.



A building that is a hybrid of a traditional storefront and a single-family structure is a good building type for small scale commercial development within a residential neighborhood like that south of downtown Bloomington.

Separate buildings built on the corner such as this one, with transparent windows and entrances at the sidewalk, can help improve the appearance of set back auto-oriented development.

III. Zoning & Land Use Recommendations

Encourage Appropriate Development

The appearance of these areas will help to shape a visitor's first impression. This style of development is a compromise between conventional auto-oriented development with the parking lot in front and the building at the rear and the pedestrian-oriented development with the building along the front property line. This is shown in the Illustrative Redevelopment Plans on page 10. Regulations for a better auto-oriented building type should be included in the revised zoning code for the Corridor.

Consider Gateway Parcels When Developing

There are several gateways along the Corridor. First, as mentioned above, the parcels at the north and south end of the study area near the highways serve as the gateways for the Corridor and each municipality. As such, the type and style of development that occurs here should reflect its status and set a tone for the Corridor. Streetscape enhancements should also be considered in these areas, including banner signs announcing ones arrival on Main Street and in Normal or Bloomington and wayfinding signs to the various institutions and key sites in and around the Corridor.

The second set of gateways are the entrances to the institutions along the Corridor. Frequently discussed in the charrette workshops by participants, each of the five institutions on or adjacent to the Corridor should present its "best face" to the Corridor and not treat it as a back door or secondary entrance. Gateways to these institutions can be marked with key buildings and/or signage and landscaping.

Normal

Unlike the other institutions, Normal City Hall is not located directly on the Corridor. However, the exit of I-55 for Route 51/Main Street Corridor is a gateway into the Town. A landscape median and banners have been installed in this location, but can be expanded upon. The development that occurs on private property in this area should also reflect the quality and vision that Normal has created for itself. Standards in any revised zoning regulations for the area should take this into account. Clear wayfinding signage directing visitors to downtown Normal should be installed along the Corridor at strategic locations, such as near the Hovey, Beaufort, and Main intersection and the College and Main intersection. Further, efforts should be made to direct visitors to the other institutions using signage and way finding infrastructure.

Illinois State University

Charrette participants designated the Gregory/Bowles intersection as a northern gateway to ISU's campus, which currently has not clearly defined its start point along the Main Street Corridor. From the south, the Hovey, Beaufort, and couplet intersection is a logical place to announce campus. Again, private development at these locations is as important as signage. It should help to set the tone for the campus and be attractive and intriguing to visitors and potential students.

BroMenn Healthcare

BroMenn has begun to develop its key entrance to the Corridor with signage and landscaping improvements at Virginia and Main Streets. As BroMenn continues to redevelop its campus, new buildings should be brought to the street to enhance its presence on the Corridor. Wayfinding signage would also be appropriate to direct those traveling southbound on the Corridor couplet to the hospital facilities. Refer to page 64 for more information on types of wayfinding signs.

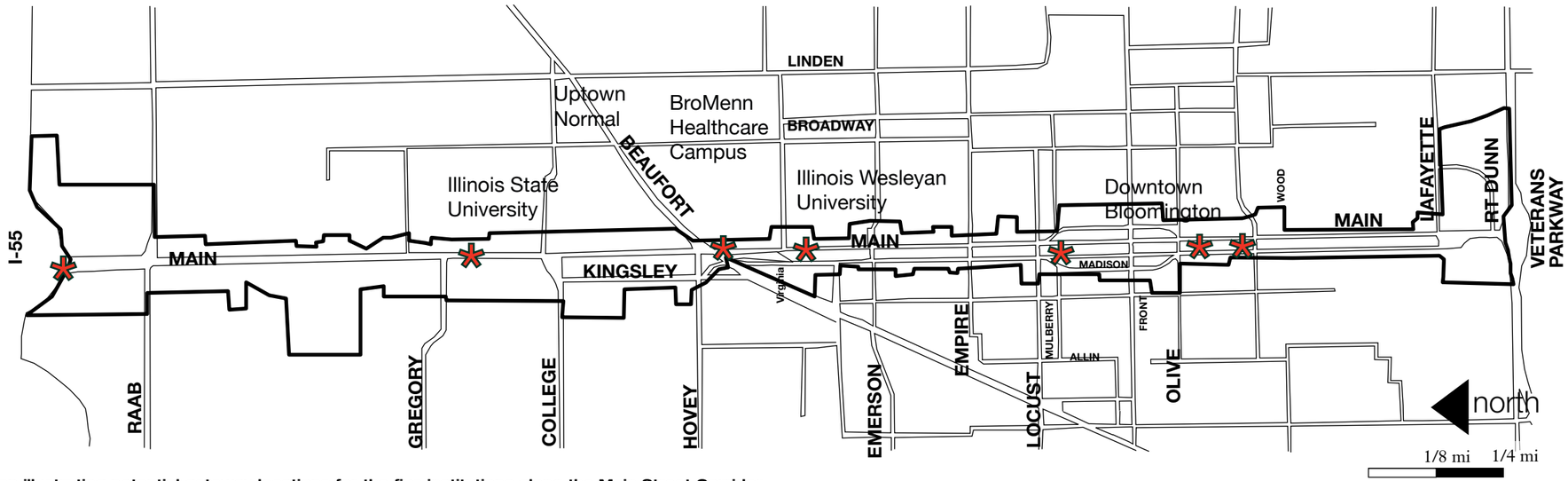
Illinois Wesleyan University

IWU has brick monuments at one of its entrances onto Main Street, but this feature is not carried to its other two entrances. IWU's campus has a historic, quaint feel to it and any additional gateway elements should reflect this style. Because of its location on the couplet, wayfinding signage along the southbound leg should be installed to assist visitors in locating the campus

Bloomington

The intersections of Locust and the couplet and Olive and the couplet mark the north and south boundaries of downtown. It is at these locations that many participants of the charrettes designated gateways with signage, open space, and better building development. Consistent signage can be carried throughout the downtown by incorporating it into streetscape improvements. Like Normal, the area at the southern end of the study area, near Veterans Parkway, serves as a gateway to the City of Bloomington. Though auto-oriented, the development that occurs here should also reflect the character and vision of Bloomington.

Examples of different types of gateway features.



Map illustrating potential gateway locations for the five institutions along the Main Street Corridor.

IV. Mobility Recommendations

Implement Multi-Modal Pavement Sections

Accommodate Bicycles on the Corridor

Design and Implement New Street Sections

Intersection Improvements

Improve Public Parking On and Along the Corridor

Transportation Demand Management

Improve Pedestrian Access and Circulation

Increase Transit Opportunities

Promote Transit as an Alternative Mode

IV. Mobility Recommendations

Implement Multi-Modal Pavement Sections

The primary goal for Main Street is to make it a more multi-modal corridor, which means making it more accessible to modes of transportation other than the private automobile. The following recommendations outlined below work to achieve this goal. In creating these recommendations, we considered the following modes of travel:

1. **Respect the Auto-Orientation of the Corridor.**
The automobile is likely to remain the primary mode of transportation along the Main Street Corridor for the near future. None of the recommendations inhibit vehicular movement, but, instead, they seek to improve Main Street to allow other modes to travel more comfortably alongside automobiles.

2. **Larger Vehicles will Continue to Use the Corridor.**
Despite the need to accommodate pedestrians and bicycles on the corridor, both buses and some trucks, particularly delivery vehicles, travel the route. The corridor must continue to accommodate these larger vehicles, while maintaining a comfort level between them and pedestrians and bicyclists.

3. **Bicycles are an Important Mode of Travel in the Area**.
Throughout the community process phase of the project, residents stated a desire for bicycle amenities on Main Street. Refer to Page 47 for recommendations for Bicycle Accommodations.

4. **Pedestrian-Orientation is a Goal for Development along the Corridor.**
In order for pedestrian-friendly, more active mixed-use nodes to occur along the Corridor and to accommodate increases in transit activity, particularly near the universities, the recommendations needed to shift Main Street from being a barrier or obstacle for walking to an accessible, enjoyable route.

5. **Fixed Transit is Possible for the Future.**
Increasing transit activity along the corridor should be a goal for all involved in the development of the corridor. Increased density and pedestrian-orientation will help support more transit. Refer to Page 68 for recommendations for a future street/trolley along the corridor.

Short Term Investment: Pavement Re-Striping

Understanding that improvements to a right-of-way can be expensive and even cost prohibitive, these recommendations focus on changes that can be made without moving the curbs. In most cases, these changes only involve re-striping the roadway and signage. This allows some improvements to be complete sooner rather than later.

Narrow Vehicular Travel Lanes to 11' Wide

The vehicular travel lanes vary in width along the Corridor. In some locations, the travel lanes are 16' in width, a dimension that is significantly wider than what is necessary. 11' is the standard travel lane width recommended in this document. This width reflects the Corridor's vehicular traffic, speed, its designation as a bus route, and its use by trucks. Most trucks remain on the highways that ring Normal and Bloomington; only about 5% of the Corridor's traffic is comprised of trucks.

Reduce the Number of Travel Lanes

Depending on the location along the Main Street Corridor, two to four vehicular travel lanes may occur, the number of lanes are not always tied to volume and capacity rates. Through our analysis and study, it was determined in a few locations that more travel lanes were provided than were necessary. In these locations, we have proposed to reduce the number of vehicular lanes so that vehicular traffic is still comfortably accommodated, but to allow additional room for other amenities such as bicycle lanes or on-street parking.

Create Space for On-Street Parking

Reducing the travel lanes provides existing pavement available for accommodating bicycles and additional on-street parking. Refer to Page 54 for a discussion on increasing on-street parking in appropriate locations.

Review Posted Speed Limits

By keeping speeds low, one improves safety, especially for pedestrians. The NHTSA in their Literature Review on Vehicle Travel Speeds and Pedestrian Injuries (DOT HS 809 021) indicates that the risk of fatality to a pedestrian is directly related to the vehicle speed. In short, by keeping vehicle speeds low, fatality risk to pedestrians is low.

The current speed limit varies between 30 and 40 miles per hour (mph) along the Corridor. Once the initial improvements outlined in this document are implemented, we recommend that the existing speed limits be studied to increase pedestrian and bicycle safety, especially along certain segments of the corridor. If studies warrant, pedestrian-oriented areas at the universities and mixed-use nodes should be reduced to 30 mph at minimum and 25mph if feasible.

Utilize High Performance Infrastructure

High performance infrastructure is an emerging practice in which infrastructure elements perform better or multiple tasks. Examples include concrete paving containing flyash (a waste product that increases strength), full cut off street lighting, and streets that filter their own storm water. We recommend that these opportunities be implemented when possible.

Longer Term Investment: Median Construction

Develop Landscaped Median

A landscaped median is recommended for installation where the Main Street Corridor is a single, wide right-of-way. In the community process, several participants suggested the addition of a landscaped median to the Corridor north of College. This type of improvement provides multiple benefits.

- First, a landscaped median aesthetically enhances the Corridor.
- Second, the landscaped median can improve air quality and reduce ambient temperatures.
- Third, at intersections the median can provide a spot of refuge for a pedestrian unable to cross the street in one signal cycle.
- Finally, such a median divides the north- and southbound travel lanes allowing access at limited designated locations.

Landscaped median soften wider streets and provide refuge islands for crossing pedestrians.

The design and installation of a landscaped median carries a greater expense than restriping the Corridor, making this a longer term improvement goal. Despite its cost, it will have positive overall impact on the Corridor. The municipalities and the McLean Regional Planning Commission will have to work closely with IDOT to place this project on a priority funding schedule.

Utilize Access Management

Access management refers to a coordinated strategy to reduce and consolidate the number of driveways that access land uses off a given transportation facility. The proposal to introduce median planters along different portions of the Main Street corridor raises the need to address access management. This is especially true at the north end of the corridor in Normal where individual single-family homes, and some businesses, have their sole vehicular access off Main Street. A detailed analysis of where a median planter is viable from a traffic engineering perspective is beyond the scope of this study. So too is an evaluation of how the installation of medians might affect access to these properties. We anticipate that should this project go forward into an engineering design phase, that the design engineers would be tasked with a comprehensive solution that addresses the concerns of all parties.

Implementation Coordination

It is important to note that the Main Street Corridor is under the jurisdiction of the Illinois Department of Transportation (IDOT) and is located within two municipalities, Normal and Bloomington. Implementation of these recommendations will take a coordinated effort between these bodies. Throughout the development of these recommendations, the consultant team and the Main Street Commission worked to keep IDOT informed of the project's progress. This included IDOT attendance at the community meetings and an open dialogue during the writing and revising of this document and its recommendations.

Provide a Continuous Bikeway

Throughout the community process, participants repeatedly stated a desire for a bicycle route along Main Street that would connect residents to downtown and link students and employees to Illinois State University (ISU), Illinois Wesleyan University (IWU), and BroMenn Healthcare.

A designated bicycle lane or a shared travel lane (a wider than typical travel lane designed to accommodate simultaneous use by both automobiles and bicycles) is recommended for installation throughout the entire Corridor. Besides the changes to the pavement striping, signage will need to be added to alert motorists to the bicycle infrastructure, particularly if they shift or merge with a travel lane. Once streets are striped for bike use the bicyclist becomes an intended and permitted user of the roadway. The roadway must then be kept reasonably safe for bicycle traffic. A failure to do so results in liability to the municipality.

Buffer Area

Since the initial improvements recommended here do not require moving the curbs, in many instances additional space was available after designating the travel, parking, and bicycle lanes. This space, ranging between 2' to 4', was placed in a buffer area located between the bicycle lane and the vehicular travel lane. This area provides addition space for bicyclists and may increase their level of comfort. This type of buffer has been applied throughout the country, including in New York.

Accommodate Bicycle Turns with Wider Lanes

The recommended street sections for the one way couplet include bicycle infrastructure on the right-hand side of the roadway. To better accommodate the turning movements some cyclists will take, the couplet's innermost travel lane is widened slightly when possible. This exception to the 11' typical lane provides some additional room for when a cyclist must share a travel lane to make a left-hand turn. Ideally, the space provided is 13' to 14', but working within the confines of the existing curb locations, 13' is frequently provided. When segment of the Corridor is completely reconstructed, 13' to 14' should be provided in the applicable locations.

Develop and Expand Bicycle Network

The addition of bicycle infrastructure on the Main Street Corridor provides an important part of the Normal-Bloomington bicycle network. Additional designated routes are planned or should be added to the list of future improvements to complete connections. Such streets as Raab, Virginia, Emerson, Empire, Lincoln, and Lafayette provide links to the popular Constitution Trail that runs in the former rail right-of-way to the east of the Corridor and to other bicycle routes and community amenities.

Sign the Routes

Signage should coordinated between the municipalities, the universities, and the hospital and installed to ensure that bicyclists know the possible routes they might take. Also, some signage should display mapping of the entire system to begin to educate bicyclists of the possibilities.

Improve Bicycle Infrastructure

Improving infrastructure for bicyclists can reduce vehicle trips by making an alternative to driving more attractive. Cities and universities can improve conditions for cyclists by investing in a network of bicycle lanes and paths, as well as bicycle storage facilities in public venues. Cities can also require developers to provide bicycle storage as a condition of project approval. Several bicycle amenities are recommended for the Main Street Corridor, refer to Design and Implement New Street Sections in this Chapter for more information.

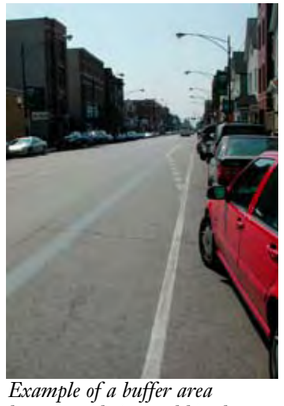
Other bicycle facilities might include the following:

- Residential Development: Secure, well-lit, visible, indoor ground-floor or below-grade bicycle parking for residents, as well as secure bicycle parking for guests.
- New non-residential development: Secure well-lit, visible, indoor ground-floor or below-grade bicycle parking for employees, ground-floor or below-grade commuter change room with showers and lockers; secure bicycle parking for visitors; prohibit building restrictions on bringing bicycles into buildings.

Developers can best promote bicycle commuting by providing bike parking at a rate that accommodates a 10% mode share for the building. General guidelines for bicycle parking requirements, as established by the American Planning Association in its "Bicycle Facility Planning Report" include:

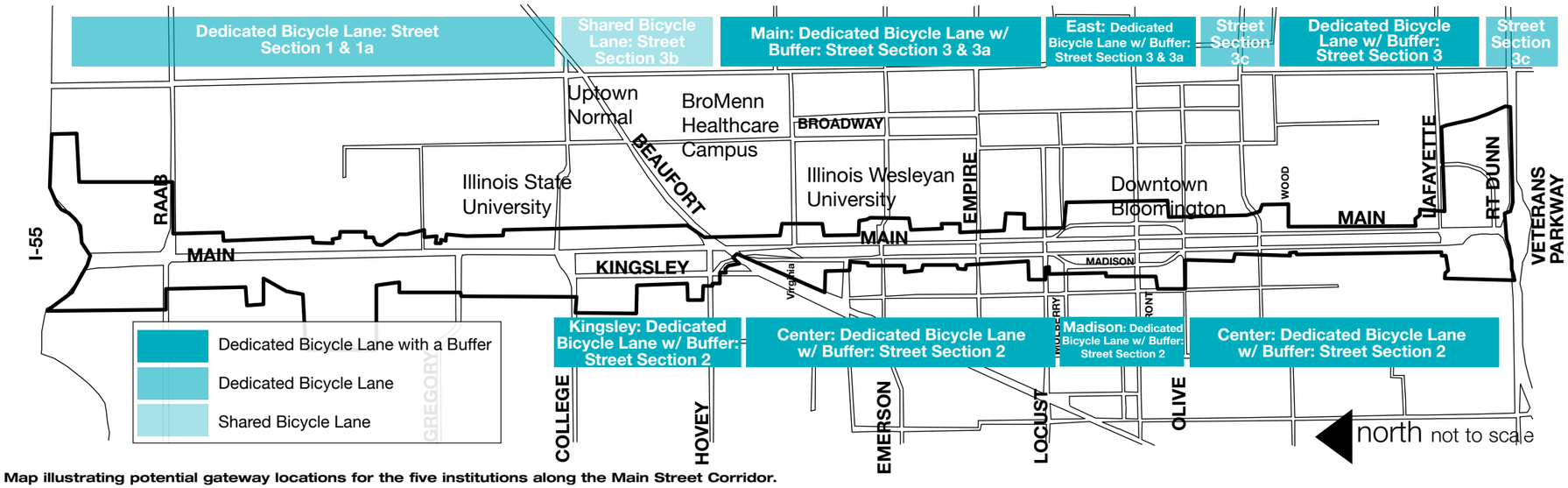
- Office and government buildings should provide 10% of the number of automobile spaces.
- Movie theaters, restaurants, and many other uses are recommended to provide 5-10% of the number of automobile spaces.

Shared travel lanes should be appropriately designated with pavement markings. Photo courtesy of Nelson/Nygaard.



Example of a buffer area between a designated bicycle lane and a vehicular travel lane along State Route 1 (Halsted Street) in Chicago.

A shared lane is marked with the "sharrow" symbol of a bicycle and two chevrons. Photo courtesy of Nelson/Nygaard.



Map illustrating potential gateway locations for the five institutions along the Main Street Corridor.

IV. Mobility Recommendations

Design and Implement New Street Sections

The following recommendations relate specifically to the sections illustrated on pages 50 and 51. The numbers listed relate the specific section drawing and are used to locate the recommended location for implementation on a Corridor map.

1 Improve Main Street with a Landscaped Median

1a As stated above the installation of a landscaped median can provide several benefits. Where the Main Street Corridor is a single right-of-way, north of College and south of Lafayette, this type of improvement is recommended. The landscape median can be located where the continuous bi-directional turn lane current occurs. The landscape median would vary in width, but typically would be approximately 14'. It is possible for the median to be wider, for example north of Raab and south of Lafayette.

The median should be landscaped with shade trees, among other low maintenance vegetation. The space within it would also provide an ideal location for the addition of banners or other identity elements. The median would limit the vehicular movements across the Corridor. To allow for turning movements, the median would break at controlled intersections and in other locations. This is illustrated in section 1a, which details the narrowing of the median and the creation of a shared bicycle and travel lane to allow space for a left-hand turn lane.

Create a Pedestrian Refuge at Intersections

At intersections, a median can provide space for pedestrians who are unable to cross the street in one light cycle. At crossings, the median is not landscaped, but is finished with a hard surface to provide a platform for pedestrians, baby strollers, or bicycles. At intersections with turn lanes, the median is reduced in width to accommodate the turn lane, however, the reduced width should be at least 6' to allow an appropriate area of refuge within the crosswalk. Refer to the Mobility Plan on page 45 for more information.

Capitalize on Green Opportunities

A landscape median can positively impact the area's environment. A landscaped median reduces the amount of paving within the right-of-way. This has an impact on the heat reflected from the pavement and the amount of stormwater runoff generated. The landscaped area will absorb some of the rain that falls onto the right-of-way resulting in less runoff and could be utilized to handle some of the stormwater runoff from the adjacent pavement. Through proper grading of the travel lanes and slotted curbs or french drains along the median, runoff can be directed into the landscaped area and away from the storm sewers.

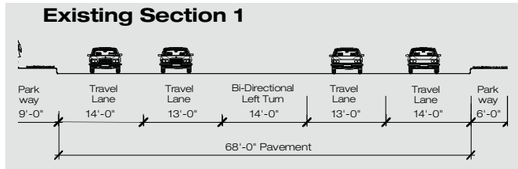
Make Additional Improvements When Fully Reconstructed

To accommodate both a narrow median at intersections for pedestrians and the left-hand turn lane required at some intersections, the designated bicycle lane is merged with the outside travel lane to create a shared lane. Additional signage and striping are recommended through the intersection (see section and plan view 1a) to alert motorists to the continuation of the bicycle infrastructure, however, a designated lane is the ideal scenario. When the existing curbs and street are reconstructed, designers should work to preserve the designated bicycle lane through the intersection.

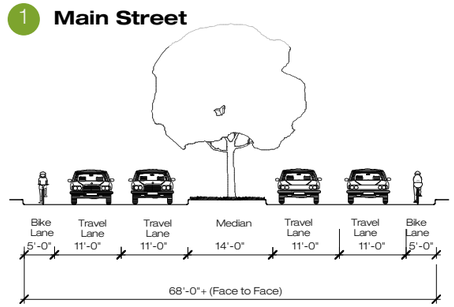
Alternative Street Section

As a potential alternative to on-street bicycle lanes, IDOT recommends studying the option of off-street bicycle

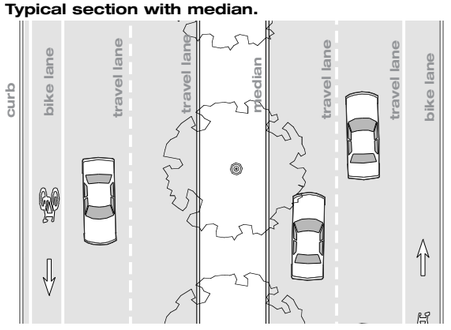
Existing Section 1



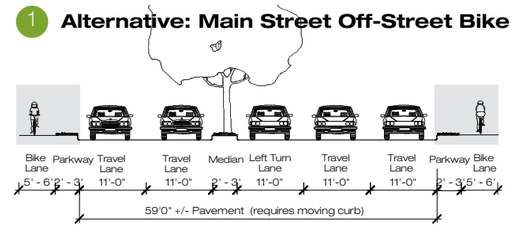
1 Main Street



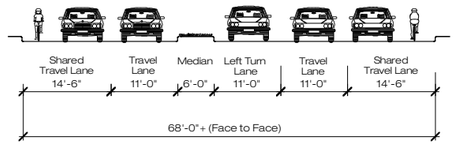
Typical section with median.



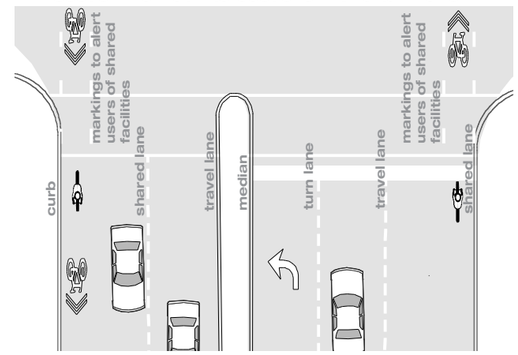
1 Alternative: Main Street Off-Street Bike Lane

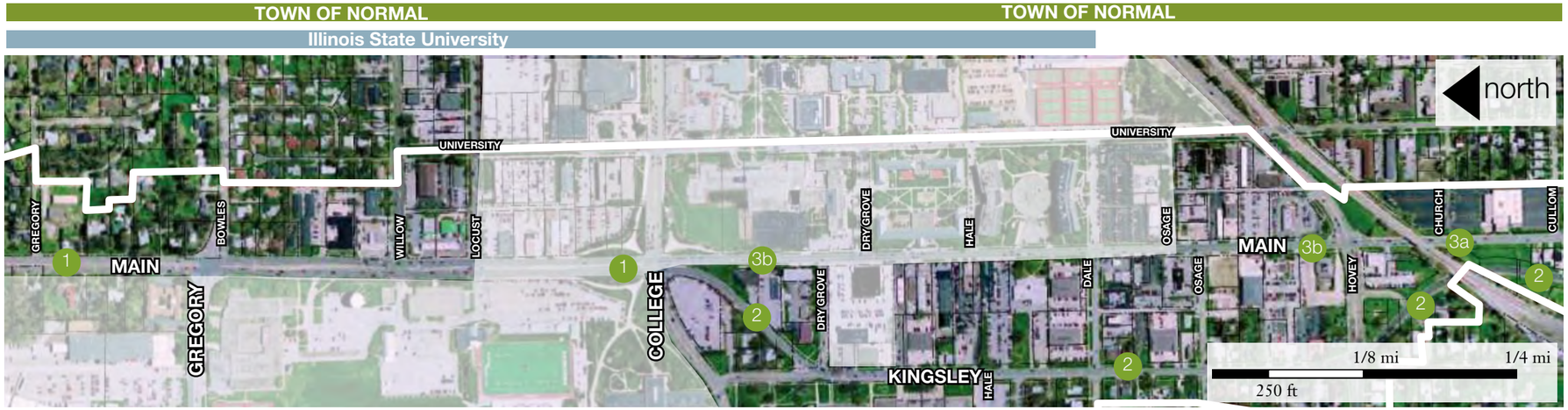


1a Main Street



Section view at intersections with a turn lane.





accommodations. On the extreme ends of the corridor, Alternative 1 illustrates incorporation of an off-street bike trail adjacent to the sidewalk. Unlike all of the recommendations for street re-configuration in this document, however, this alternative requires moving the existing curbs to provide additional area for bicycles beyond the curb. This alternative would add additional expense and take more time.

2 Preserve Residential Character of Kingsley/ Center Streets (southbound couplet)

The southbound leg of the couplet was initially a two-way, residential street. It remains primarily residential, with the exception of the segment through downtown Bloomington. To preserve the character of Kingsley/ Center Street, the two existing vehicular travel lanes remain, however, they are narrowed to the typical 11' lanes recommended on the Corridor.

Install Bicycle Facilities

A bicycle lane is added along the west side of the street allowing easy access to and from the adjacent neighborhoods. A narrow buffer zone exists between the bicycle lane and the vehicular travel lane. The existing pavement varies between 30' and 32'; when the width allows, the additional footage should be added to the eastern travel lane. This space helps to accommodate a bicyclist making left-hand turns. When the street is fully reconstructed, designers should work to obtain the additional foot or two from the pedestrian realm to provide the slightly wider lane.

Install Street Trees in the Pedestrian Realm

Street trees should be added in the parkway along this segment. A grass parkway and street trees can help preserve the residential feel of the street. Where above-ground power lines occur, Normal and Bloomington should work with the utility company(s) and IDOT to install appropriately sized trees to prevent interference with the wires. When this segment is fully reconstructed, burying the power lines should be studied. Though potentially an expensive endeavor, it will improve the appearance of the Corridor and help preserve its character.

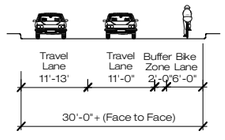
3 Improve Main Street (northbound couplet) with Future Adjacent Development In Mind

This report recommends a different style of development along the northbound couplet than what has occurred in the past. The mixed-use, more pedestrian-oriented development recommended, particularly around ISU, BroMenn, and IWU, needs to be supported by the adjacent roadway. The recommended changes for the northbound couplet create a street more amenable to this type of land use and development style.

North of downtown Bloomington, the northbound couplet has three lanes through the Bloomington segment (along IWU) and two lanes through Normal (along ISU and BroMenn); this is illustrated in the photographs below. It is recommended that both segments have two

Existing Section 2a

2 **Kingsley/ Center**



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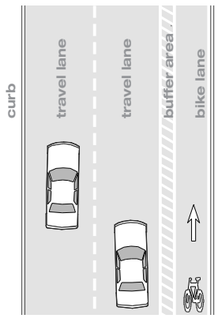
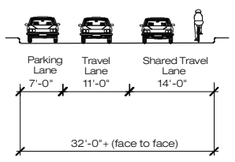
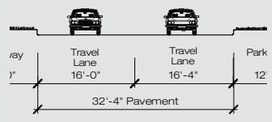


Existing Section 3a

3a



Existing Section 3b



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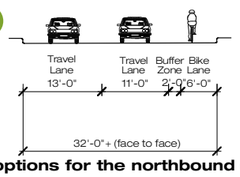


Section options for the northbound couplet north of downtown.

Existing view of the northbound couplet between Miller and Wood Streets, south of downtown Bloomington.

View of the existing northbound couplet north of downtown in Bloomington. This section has three lanes of traffic and on-street parking

View of the existing northbound couplet north of downtown in Normal. This section has two lanes of traffic.

Existing view of Center Street, the southbound leg of the couplet, south of downtown Bloomington, near Stewart Street.

IV. Mobility Recommendations

Design and Implement New Street Sections

travel lanes of 11'. At its widest, downtown Bloomington to Division Street, there is sufficient room for a bicycle lane, buffer area, and on-street parking. On-street parking already occurs intermittently through this segment.

North of Division Street to College Avenue in Normal, the existing pavement width is not as wide. Working within the confines of the existing curbs, there is not sufficient space for the addition of both a bicycle lane and on-street parking, though inclusion of either is a positive change to the thoroughfare. Below is a discussion of the section options for this segment of the northbound couplet, their benefits, drawbacks, and where each is recommended.

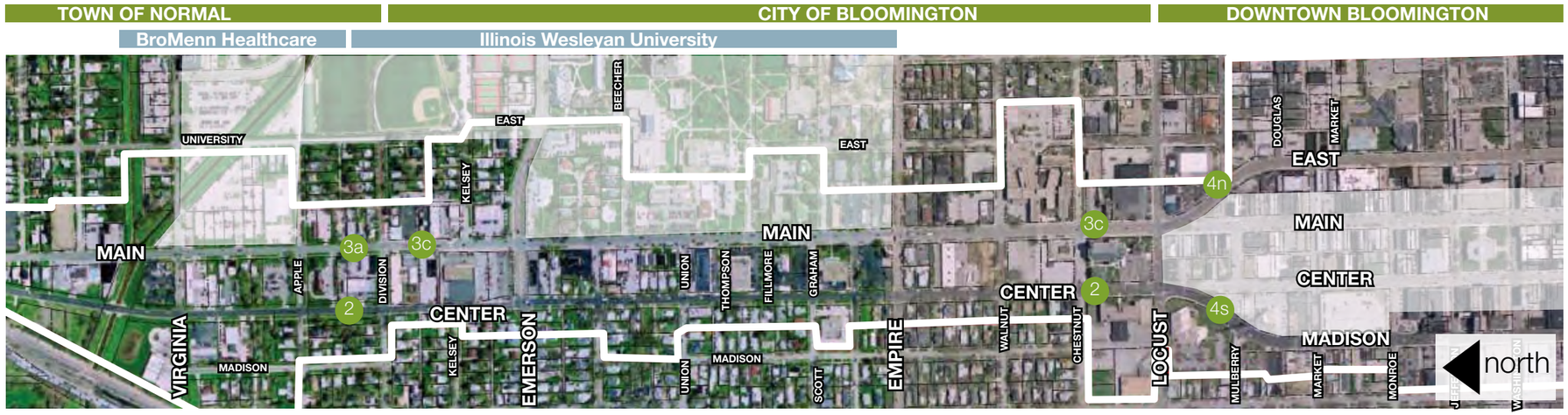
3a *Option 1: On-street Parking and Shared Bicycle Lane*
Option 1 provides for one lane of on-street parking along the inner block of the couplet. Because both on-street parking and a designated bicycle cannot be achieved with the current pavement width, the designated bicycle lane is replaced with a shared lane. The shared lane is signed with both by pavement markings and roadway signs. It is wider than a normal travel lane to accommodate both modes of transportation simultaneously.

While still providing for bicycle infrastructure on Main Street, a shared lane is less optimal than a designated lane. This must be weighed with the benefit of providing a lane of on-street parking. The northbound couplet, especially north of Hovey Avenue along ISU's campus has and is expected to increase its amount of pedestrian-oriented retail uses. This combined with the redevelopment of existing parcels with building types more appropriate for an active pedestrian-oriented area, make on-street parking an asset. We recommend that this section be applied between Hovey and College Avenues. As this segment is fully reconstructed, a designated bike lane would ideally be provided rather than a shared lane, only an additional 2' would be required to achieve this benefit.

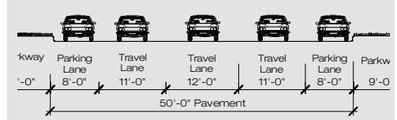
3b *Option 2: Designated Bicycle Lane*
The first option is for a street section with two northbound travel lanes, a bicycle lane, and buffer area. Like in previous sections, the inner travel lane (west lane for the northbound couplet) is slightly wider than typical width of 11' to accommodate bicycle left-hand turning movements.

This section allows for the continuation of a designated bicycle lane, but it is done at the expense of on-street parking. Access to on-street parking can really benefit a mixed-use commercial node. In examining the application of this option, there are two choices. First, this section could be applied to the entire segment between Division Street and College Avenue (adjacent to BroMenn and ISU). Or, it can be applied only from Division Street to Hovey Avenue where less retail is expected to occur in the near future and ample on-street parking adjacent to the Corridor exists (Refer to Chapter II Existing Conditions: Existing Parking Analysis). We recommend the latter of the two applications. This continues the designated bicycle route to Hovey Avenue. When this segment is fully reconstructed, it is recommended that on-street parking be studied for inclusion in this area, particularly as BroMenn redevelops its campus frontage.

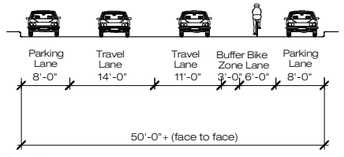
3d 3e *South of Downtown Bloomington*
South of downtown Bloomington, the northbound couplet also has three lanes, which increases to



Existing Section 3c



3c Main Street



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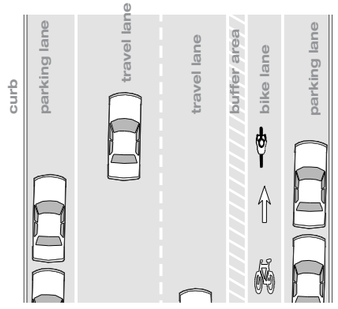
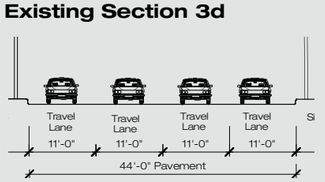
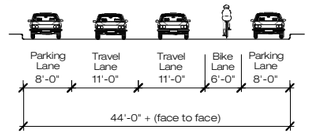


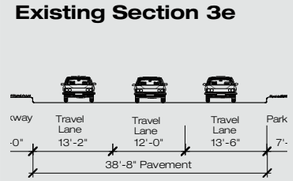
Existing Section 3d



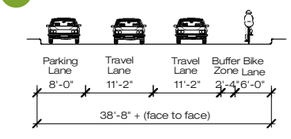
3d Main Street



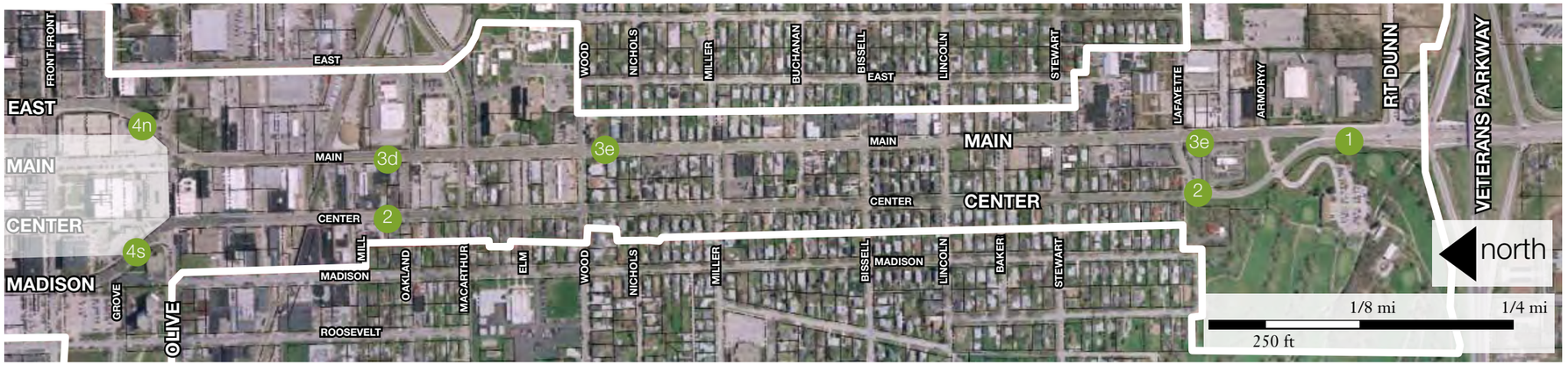
Existing Section 3e



3e Main Street



Sections 3d & 3e for the northbound couplet south of downtown.



four as it approaches downtown. The pavement varies in width; two sections are illustrated to handle this difference. First, at its widest points, the section is similar to that recommended for the segment directly north of downtown Bloomington. It has two vehicular travel lanes, two lanes of on-street parking, and a bicycle lane. There is no buffer area in this section. Second, at its narrowest, one lane of on-street parking is removed and a narrow bicycle buffer area is included.

The addition of the parking and bicycle facilities south of downtown help to diminish the too wide and too fast appearance or perception of the couplet through an area that desires to be residential in nature. The bicycle lane on Main Street serves as a good link to the existing and proposed bicycle network, as both Lincoln and Lafayette Streets provide connections to the Constitution Trail and area parks.

4 Remove the Couplet as a Barrier to Accessing Downtown

The Main Street Couplet through downtown provides important access to City's downtown assets, including the Coliseum, Cultural Center, and other amenities. The access it provides is focused on those traveling by automobile from the north and south. With four travel lanes in either direction, the couplet provides more capacity than is needed or used. It rings the downtown, making access across it, especially if not traveling in an automobile, difficult to impossible. The recommendations in this document work to improve access along (redesigned street section and intersection improvements) and across (pedestrian and intersection improvements) the couplet.

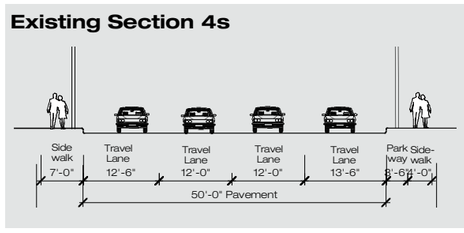
Reduce Number of Travel Lanes

The Average Daily Traffic (ADT) for the southbound lane is slightly under the threshold for three lanes of traffic according to IDOT's design manual. The northbound lane is slightly over the threshold for requiring three vehicular lanes. Four lanes of vehicular traffic are not warranted through downtown Bloomington. The recommended cross section for the north- and southbound couplet through downtown Bloomington reduces the number of lanes from 4 to 3 in either direction.

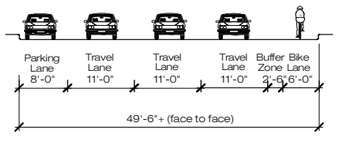
Include Bicycle and Parking Amenities

The downtown was a key destination for those wishing to bike along the Corridor, according to the community process conducted at the beginning of the project. Accordingly, a designated bicycle lane and buffer area are also added to both the north- and southbound leg of the Corridor. The northbound leg is slightly wider from face of curb to face of curb; here one parking lane was also added. The on-street parking is located on the west side of the couplet, closest to the core downtown. When fully reconstructed, designers should examine the possibility of providing on-street parking on both segments though pedestrian movements in the downtown are critical and should not be compromised to achieve on-street parking here, as retail should be concentrated in the core and not on the couplet.

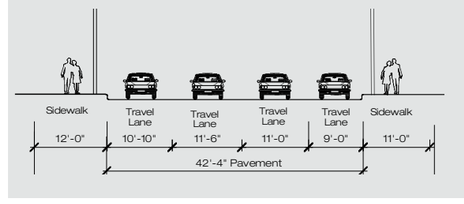
Existing Section 4s



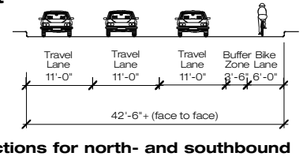
4s Madison



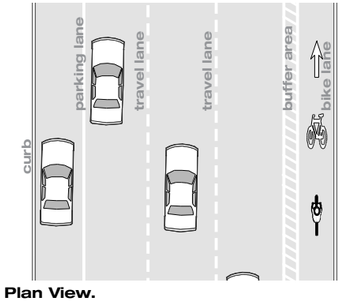
Existing Section 4n



4n East



Sections for north- and southbound couplet in downtown.



Plan View.

Downtown Couplet by the Numbers

Existing Average Daily Traffic (ADT) numbers are 13,100 northbound and 11,900 southbound for the couplet segments between Locust and Olive Streets in downtown Bloomington. Assuming 10% of the ADT, the Design Hour Volumes (DHV) are respectively 1,310 and 1,190. A review of IDOT's Bureau of Design and Environment's Policy Manual indicates in Chapter 46, Figure 48-6B (Geometric Design Criteria for Suburban/Urban One-Way Arterials) recommends a three-lane cross section for DHV's between 1,300 and 1,850.

IV. Mobility Recommendations

Intersection Improvements

In conjunction with the recommended street sections identified in Section III of this report, the promotion of a multi-modal corridor becomes concentrated at the intersection locations. Intersections become a point of potential conflict for all modal types. The recommendations of Section III have an impact on the operation of the intersections, particularly with respect to the amount of delay vehicles experience as they travel through the intersections. Delay is increased by narrower travel lanes, by reduction in the number of lanes approaching the intersection, and by the addition of adjacent on-street parking. All these features reduce travel speed. As we make recommendations for intersection improvements, the emphasis is on pedestrian safety, as pedestrian conflicts tend to result in greater personal injury than vehicular conflicts.

IDOT's standard engineering practice is to design transportation facilities to meet projected vehicular traffic demands twenty years into the future. Since this corridor study did not model future growth scenarios, IDOT asked that an annual traffic growth be built into the evaluation of the facilities. Current IDOT calculations do not take into account trip reductions that may result from initiatives called for in this study aimed at reducing automobile dependence—clustering land uses, improving transit and bicycle facilities, and travel demand management (TDM). To compensate for this blind spot in current traffic modeling practice, the growth rate was arbitrarily set by IDOT at 1% compounded annually for twenty years (28% growth) for most of the corridor and 2% compounded annually for twenty years (68% growth) at the extreme north and south ends of the corridor.

Recommendations

To this end, we recommend the following along the US 51 corridor where practical. The example intersection improvements diagrammed on page 53 incorporate the following features.

Remove Turn-Lanes Along the One-Way Couplet

Many of the right and left turn-lanes along the one-way couplet can be found in the northbound lanes. North and south of downtown Bloomington, Main Street used to be a two-way, four-lane highway. When the couplet was created in the early 1970s, the additional width for a northbound-only Main Street was converted into turn-lanes. These turn-lanes were not necessarily warranted by the number of turning vehicles. We recommend removing these turn-lanes from intersections on the couplet. Removing these turn-lanes significantly reduce the exposure for pedestrians to vehicles. The removal of a right and left turn-lane at a single intersection shortens the length of a pedestrian crossing 22 to 24 feet. Assuming a pedestrian travel speed of four feet per second, this reduces crossing time by approximately 6 seconds.

We do not recommend removing turn-lanes north of College Avenue as these turn-lanes are most likely warranted by volumes.

Create On-Street Parking and Extend Curb at Intersections

On-street parking adds to vehicle delay at intersections because parking maneuvers block traffic. Slowing down traffic is viewed as a benefit to pedestrians and bicyclists. Parallel parking also adds the opportunity to provide curb extensions at intersection radii where parking does exist. Curb extensions reduce a pedestrian's exposure to a vehicle by shortening the path across the pavement. They increase safety by improving the pedestrian's visibility, and provide opportunity for streetscape amenities.

Intersection with IL 51	X_{CM}	Relationship to Capacity	Estimated Existing Volume Increase to Reach Capacity
Raab Rd.	0.68	Under Capacity	50%
Gregory St.	0.89	Near Capacity	20%
Willow St.	1.05	Over Capacity	N/A
College Ave.	1.16	Over Capacity	N/A
Beaufort St. (Northbound)	0.85	Under Capacity	20%
Hovey St. (Southbound)	0.76	Under Capacity	30%
Emerson St. (NB)	0.77	Under Capacity	30%
Emerson St. (SB)	0.72	Under Capacity	40%
Empire St. (NB)	0.69	Under Capacity	50%
Empire St. (SB)	0.76	Under Capacity	30%
Locust St. (NB)	0.53	Under Capacity	60%+
Locust St. (SB)	0.70	Under Capacity	40%
Washington St. (NB)	0.81	Under Capacity	30%
Washington St. (SB)	0.65	Under Capacity	60%
Oakland Ave. (NB)	0.63	Under Capacity	60%
Oakland Ave. (SB)	0.64	Under Capacity	60%

Table 1: Capacity analysis for existing intersections.

Corners

Tight turning radii at corners shorten crosswalk distances and decrease vehicle speeds and the severity of pedestrian injury, as discussed above. From a safety point of view, having the crosswalk adjacent to the roadway will keep those afoot in the field of vision of drivers. Curb extensions should be explored at all corners where there is on-street parking.

Where slip lanes and/or wide turning radii are present, efforts should be made to minimize the negative effects on pedestrian travelers (page 19). One technique is the 300 degree slip lane, which processes the same amount of traffic, albeit at slower speeds. Drivers have better visibility of both oncoming traffic and pedestrians, and the crosswalk is better aligned with the sidewalks. We recommend this technique at all slip lanes along the corridor, especially along the corridor at Gregory/Bowles, Hovey/Beaufort, Locust, and Olive.

Place Stop Bars 10' from Crosswalk

Stop lines should be included at all controlled intersections, regardless of whether a crosswalk is present or not. A typical stop line is set back from the crosswalk four feet; however, we believe that this distance is insufficient. Research conducted by Retting and Van Houten and summarized in Safety Benefits of Advance Stop Lines at Signalized Intersections: Results of a Field Evaluation (ITE Journal, September 2000) suggests that placing the stop line between five and 20 feet from the crosswalk results in:

-Fewer vehicles stopped in the crosswalk,
-Reduced vehicle-pedestrian conflicts,
-Reduced vehicle-bicycle conflicts,
-Reduced right-turn-on-red crashes,
-Opportunities for pedestrians to cross perpendicular to traffic (if the crosswalk is askew), and
-Opportunities for cyclists to queue ahead of waiting vehicles at signals.

Based on this information we recommend stop bars be placed 10 feet from the crosswalk and perpendicular to the travel lane.

Critical v/c Ratio (X_{CM})	Relationship to Capacity
$X_{CM} \leq 0.85$	Under capacity
$> 0.85 – 0.95$	Near capacity
$> 0.95 – 1.00$	At capacity
$X_{CM} > 1.00$	Over capacity

Table 2: Critical volume/capacity ratio and relation to overall intersection capacity.

Eliminate Right Turns on Red

While the benefits of right turn on red (RTOR) for motorists and overall traffic flow is apparent, the disadvantages for cyclists and pedestrians (especially those with limited vision) are often not.

In the simplest terms, allowing RTOR effectively turns the red light into a yield sign as many drivers either will not stop will make a rolling stop at best. Even when drivers do stop, they inch over into the space used by cyclists and block the crosswalk in hopes of finding a gap in traffic. Often drivers check to the left for approaching traffic, and fail to pay attention to people walking from the driver's right side. Additionally, having vehicles constantly turning is most problematic for visually impaired pedestrians, as they rely on engine noise to judge when and where to cross the street.

Many college campuses are eliminating the RTOR due to the high number of pedestrians exposed to the right turning vehicle. We recommend that RTOR be eliminated or restricted within the Main Street corridor.

Capacity Analysis

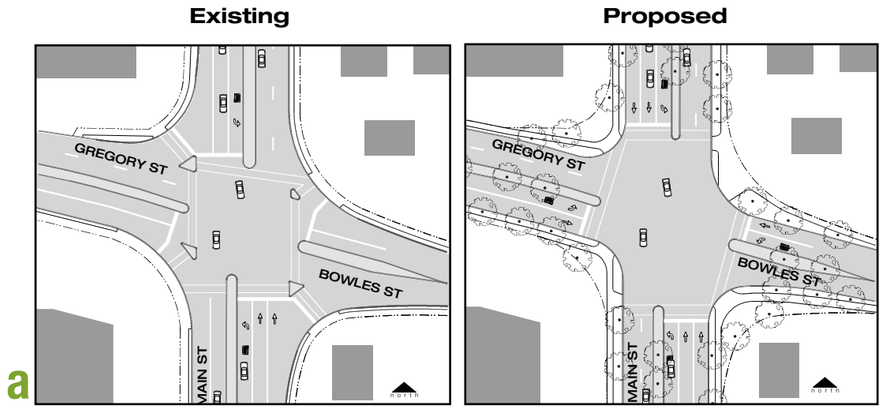
As stated in Section II for Existing Intersection Analysis and Capacity, looking at the operation of the intersections through the Highway Capacity Manual's Estimation Method for Signalized Intersections (HCM2000, Chapter 10, Appendix A) we can estimate capacity of the various signalized intersections. Table 2 to the left identifies critical volume/capacity ratio (XCM) and its relation to overall intersection capacity.

The removal of turn-lanes and the addition of parallel parking has a noticeable influence on the capacity of individual intersections along Main Street. Table 1 to the left identifies critical volume/capacity ratios, the operation's relation to capacity, and the estimated increase in traffic volumes until the intersection reaches capacity. The volumes used for this analysis are current ADT volumes.

A review of the information on this chart indicates that, while volume/capacity ratios have increased resultant of geometric changes identified in this section, the intersections still operate under capacity. Furthermore, the intersections located within the one-way couple could take on a 40% increase in volume (average) before reaching capacity.

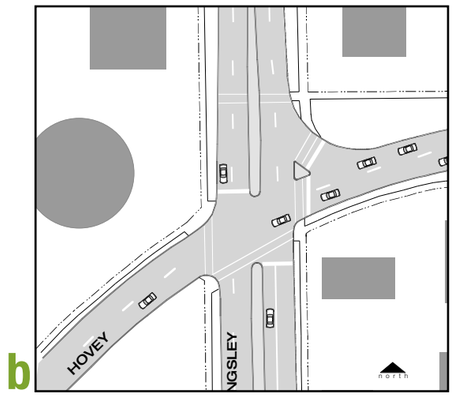
The diagrams to the right identify the couplet's intersection with Gregory Street, Beaufort Street, Hovey Street, and Washington Street (northbound and southbound). These intersections do not represent all signalized intersections; however, they do represent application of the recommended street sections at various signalized intersection locations. In the interest of keeping construction costs at a minimum, we have attempted contain these improvements within the existing face of curb.

Yellow areas of drawings designate bicycle lanes.

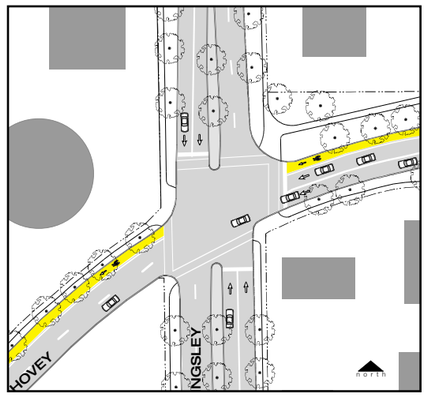


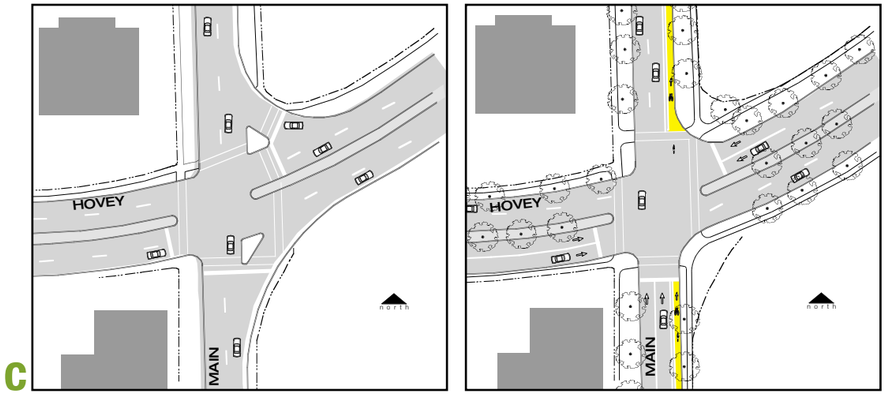
Intersection: Gregory & Bowles at Main Street

Location of Intersection Improvements Along the Corridor

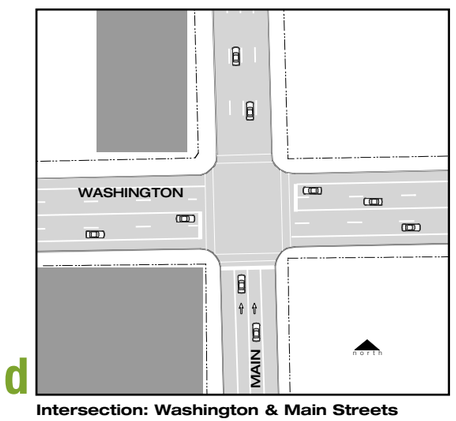


Intersection: Kingsley & Hovey Streets

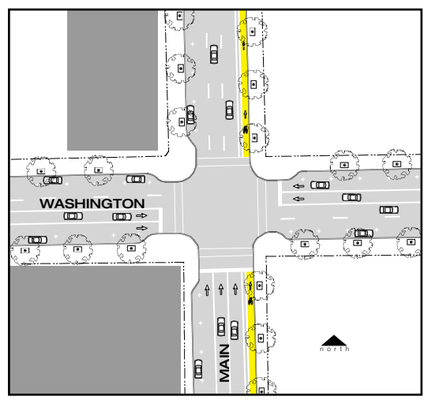


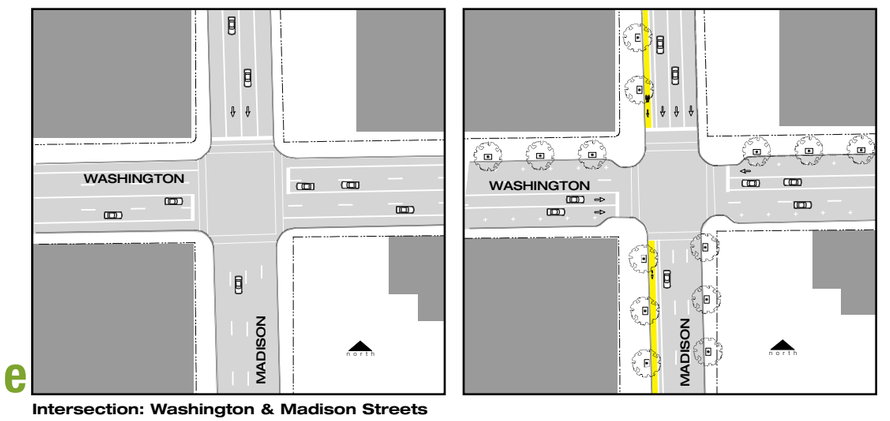


Intersection: Hovey & Beaufort at Main Street



Intersection: Washington & Main Streets





Intersection: Washington & Madison Streets

IV. Mobility Recommendations

Improve Public Parking On and Along the Corridor

Based on the existing public parking conditions (refer to Chapter II Existing Conditions: Existing Parking Analysis), the following section utilizes the availability of surplus public parking to project the capacity for growth in each study area.

Downtown Bloomington

The occupancy rates of Downtown Bloomington leave ample capacity for growth in public parking demand. Table 6 identifies the total excess parking capacity documented during each of the three surveys.

On average, an additional 700 vehicles could be accommodated within the existing inventory, while preserving a 15 percent availability rate. Even during existing peak demand periods (weekday middays), an additional 556 vehicles could be accommodated, 189 among curb spaces and 368 more at off-street locations.

Table 5 presents the growth rate in parking demand that would produce the levels of increased parking activity outlined in Table 4.

As shown, the existing inventory and inventory sub-sets (on- and off-street inventories), each can accommodate significant levels of growth in parking demand. At most times the existing inventory could accommodate growth well over 100 percent.

Bloomington Capacity for Growth

Capacity for Growth (Spaces)	On-Street	Off-Street	All
Weekday Midday	280	490	770
Weekday Evening	243	654	897
Weekend Midday	387	733	1120
Average	303.3	625.7	929

Table 3: Capacity for Growth.

Bloomington Capacity for Comfortable Growth

Capacity for Comfortable Growth (Spaces)	On-Street	Off-Street	All
Weekday Midday	189	368	556
Weekday Evening	152	532	683
Weekend Midday	296	611	906
Average	212	503	715

Table 4: Capacity for Growth to Optimum Occupancy.

And during the weekly peak conditions experienced during the weekday midday period, growth of around 85 percent could be accommodated between on-street and off-street supplies. Even on-street supplies could accommodate a minimum of 42 percent growth at peak times, while maintaining desirable availability levels.

The market analysis projected the potential for approximately 30,000 square feet of retail growth for the Downtown Bloomington sub-area. Based on the Institute of Transportation Engineer's Parking Generation (Third Edition), peak hour parking demand for this development

Bloomington Growth Rates to Comfortable Capacity

Growth Rates	On-Street	Off-Street	All
Weekday Midday	57.60%	112.80%	85.10%
Weekday Evening	41.60%	328.10%	129.70%
Weekend Midday	133.80%	735.70%	298.20%
Average	77.70%	392.20%	171.00%

Table 5: Growth Rates to Optimum Capacity.

Downtown Bloomington Projected Parking Figures

Potential Retail Growth (sq. ft.)	Peak Parking Supply Ratio / 1000 sq. ft.*	ITE Projected Peak Hour Parking Demand	Capacity for Growth (Parking spaces)				Excess Parking Capacity
			Peak parking period	On-Street	Off-Street	All	
30,500	19.5	594.75	Weekday Midday	280	490	770	175

Table 6: Projected Parking Demand and Supply Tables.

would translate into 595 parking spaces. With 770 existing parking spaces available in the peak hour, this sub-area could accommodate the additional demand without needing additional inventory.

Illinois Wesleyan University

The overall public parking inventory in the Illinois Wesleyan University Study Area fails to reach 50 percent occupancy during any of the surveyed time periods, and no sub-set within the inventory averages 50 percent or more during these peak conditions. Within the sub-set inventories, the highest occupancies occur among on-street spaces, which average almost 47 percent occupancy, and reach as high as 58 percent occupancy on weekend middays.

These occupancy rates leave ample capacity for growth in parking demand. Table 10 identifies the excess parking capacity documented during each of the three surveys. Even during the weekend midday peak period, over 300 additional vehicles could be accommodated on-street.

Reaching 85 percent occupancy within the existing inventory would also require a significant increase in parking demand.

Wesleyan Univ. Capacity for Growth

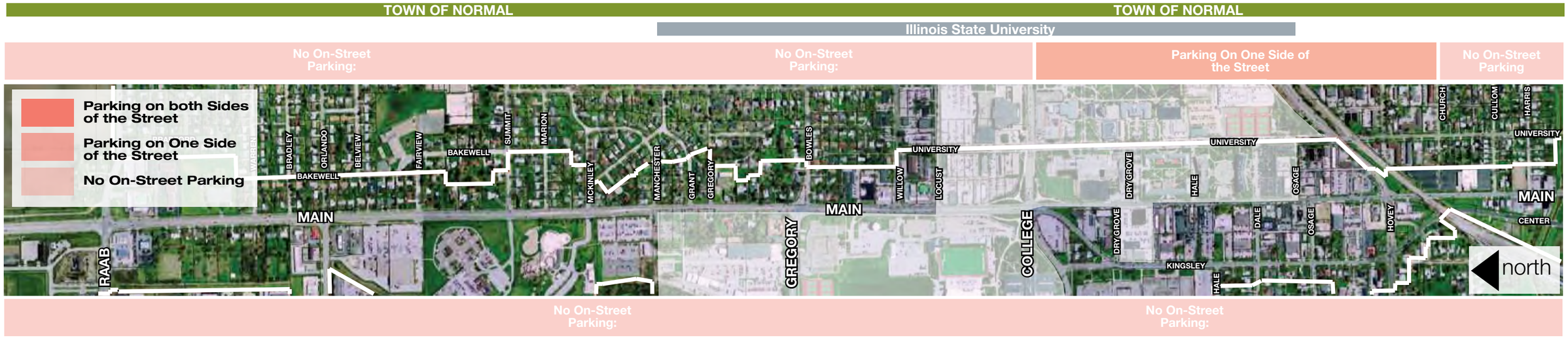
Capacity for Growth (Spaces)	On-Street	Off-Street	All
Weekday Midday	418	452	870
Weekday Evening	438	566	1004
Weekend Midday	309	424	733
Average	388	480	869

Table 7: Capacity for Growth.

Wesleyan Univ. Capacity for Comfortable Growth

Capacity for Comfortable Growth (Spaces)	On-Street	Off-Street	All
Weekday Midday	308	328	637
Weekday Evening	328	442	771
Weekend Midday	199	300	500
Average	279	357	636

Table 8: Capacity for Growth to Optimum Occupancy.



Wesleyan Univ. Growth Rates to Comfortable Capacity			
Growth Rates	On-Street	Off-Street	All
Weekday Midday	98.20%	88.30%	92.80%
Weekday Evening	111.60%	171.50%	139.60%
Weekend Midday	47.10%	75.10%	60.70%
Average	85.60%	111.60%	97.70%

Table 9: Growth Rates to Optimum Occupancy.

Illinois Wesleyan Univ. Projected Parking Figures								
Potential Retail Growth (sq. ft.)	Peak Parking Supply Ratio / 1000 sq. ft.*	ITE Projected Peak Hour Parking Demand	Capacity for Growth (Parking spaces)				Excess Parking Capacity
			Peak parking period	On-Street	Off-Street	All	
10,000	6.7	67.00	Weekday Midday	418	452	870	803

Table 10: Projected Parking Demand and Supply Tables.

Table 20, on page 57, summarizes the amount of new vehicles that could be accommodated while maintaining this standard threshold of parking efficiency.

On average, over 600 new vehicles could be accommodated within existing supplies, while about 500 new vehicles could be accommodated comfortably even during the weekend peak.

Table 9 above identifies the level of growth rates that would be needed to produce the amount of parking activity outlined in Table 20.

As shown, the existing inventory can accommodate growth rates that would about double the number of vehicles parking in the IWU area. Even among on-street spaces, a 47 percent increase in weekend demand could be accommodated, without creating a significant perception of public parking shortages.

The market analysis projected the potential for approximately 10,000 square feet of retail growth for the Illinois Wesleyan University Study Area. Based on the Institute of Transportation Engineer's Parking Generation (Third Edition), peak hour parking demand for this development would translate into 67 parking spaces. With 870 existing parking spaces available in the peak hour, this sub-area could accommodate the additional demand without needing additional inventory.

BroMenn Healthcare Campus

Table 12 represents the overall capacity for accommodating future parking growth in the BroMenn Campus Study Area. At each time period a significant number of additional vehicles can be accommodated. On average nearly 100 more vehicles could park along existing on-street spaces in this area.

Even under such circumstances of low utilization however, it is useful to limit measures of growth that existing supplies can accommodate, based on an expectation of optimal utilization rates. Table 20 represents the capacity of the existing inventory to accommodate additional vehicles up to 85 percent utilization levels. The retail market analysis projected potential for little new retail growth around BroMenn until their presence on Main Street is strengthened and new hospital, non-retail commercial, and residential uses are developed. No additional public parking would be required, until this growth occurs.

As shown, an 85 percent occupancy target still leaves ample capacity for parking growth. On average, 80 additional vehicles could be accommodated, while leaving 15 percent of spaces open to maintain general availability. As shown in Table 13, this represents an almost 500 percent increase in current levels of public parking activity.

Even at times of highest existing demand, growth of about 250 percent could be accommodated comfortably.

BroMenn Capacity for Growth			
Capacity for Growth (Spaces)	On-Street	Off-Street	All
Weekday Midday	88	0	88
Weekday Evening	105	0	105
Weekend Midday	101	0	101
Average	98	0	98

Table 11: Capacity for Growth.

BroMenn Capacity for Comfortable Growth			
Capacity for Comfortable Growth (Spaces)	On-Street	Off-Street	All
Weekday Midday	70	0	70
Weekday Evening	87	0	87
Weekend Midday	83	0	83
Average	80	0	80

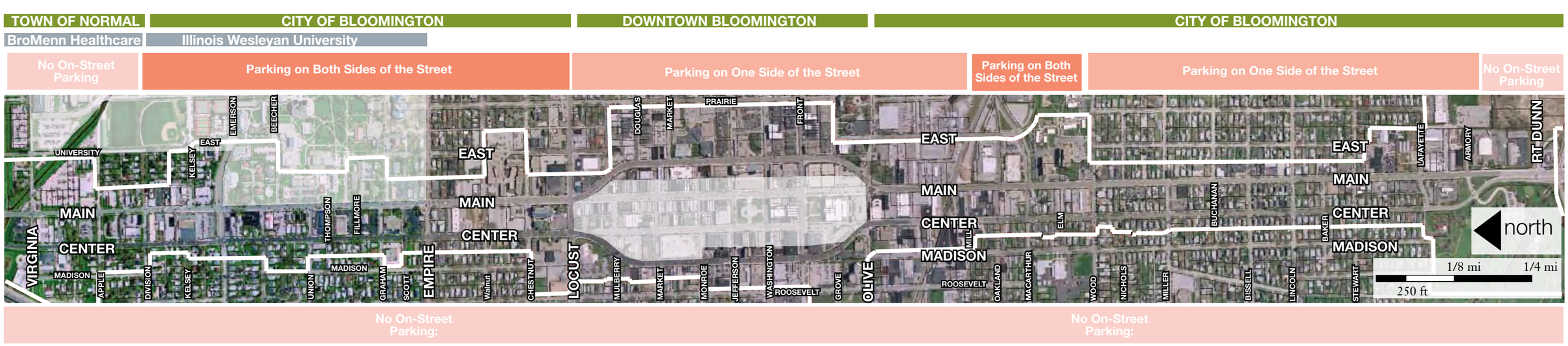
Table 12: Capacity for Growth to Optimum Occupancy.

BroMenn Growth Rates to Comfortable Capacity			
Growth Rates	On-Street	Off-Street	All
Weekday Midday	242.90%	N/A	242.90%
Weekday Evening	728.80%	N/A	728.80%
Weekend Midday	521.60%	N/A	521.60%
Average	497.70%	N/A	497.70%

Table 13: Growth Rates to Optimum Occupancy.

BroMenn Hospital Projected Parking Figures							
Potential Retail Growth (sq. ft.)	Peak Parking Supply Ratio / 1000 sq. ft.*	ITE Projected Peak Hour Parking Demand	Capacity for Growth (Parking spaces)				Excess Parking Capacity
			Peak parking period	On-Street	Off-Street	All	
0	--	0.00	Weekday Midday	88	0	88	88

Table 14: Projected Parking Demand and Supply Tables.



IV. Mobility Recommendations

Improve Public Parking On and Along the Corridor

Illinois State University

Table 18 translates the utilization rates for the Illinois State University Study Area into levels of excess capacity. At each observed time period, ample capacity exists for additional parking activity. At most times the level of capacity is well over 100 on-street spaces, and over 400 off-street spaces.

Table 20 presents the level of parking demand growth that could be accommodated while preserving 15 percent availability rates during peak times.

Table 17 represents this feasible growth measure in terms of growth rates, based on existing parking activity. As indicated, the existing inventory can accommodate significant rates of parking growth, while preserving availability. Even under existing peak conditions (weekday middays), an increase of up to 38 percent in on-street parking activity would still leave enough spaces for parking opportunities to "feel" available.

The market analysis projected the potential for approximately 55,500 square feet of retail growth for the Illinois State University Study Area. Based on the Institute of Transportation Engineer's Parking Generation (Third Edition), peak hour parking demand for this development would translate into 369 parking spaces. With 508 existing parking spaces available in the peak hour, this sub-area could accommodate the additional demand without needing additional inventory.

ISU Capacity for Growth

Capacity for Growth (Spaces)	On-Street	Off-Street	All
Weekday Midday	92	416	508
Weekday Evening	137	418	555
Weekend Midday	157	558	715
Average	128	464	592

Table 15: Capacity for Growth.

ISU Capacity for Comfortable Growth

Capacity for Comfortable Growth (Spaces)	On-Street	Off-Street	All
Weekday Midday	56	315	371
Weekday Evening	101	317	418
Weekend Midday	121	457	578
Average	93	363	456

Table 16: Capacity for Growth to Optimum Occupancy.

ISU Growth Rates to Comfortable Capacity

Growth Rates	On-Street	Off-Street	All
Weekday Midday	38.20%	122.60%	91.90%
Weekday Evening	99.20%	124.30%	117.10%
Weekend Midday	147.70%	397.40%	293.50%
Average	95.00%	214.80%	167.50%

Table 17: Growth Rates to Optimum Occupancy.

Illinois State Univ. Projected Parking Figures

Potential Retail Growth (sq. ft.)	Peak Parking Supply Ratio / 1000 sq. ft.*	ITE Projected Peak Hour Parking Demand	Capacity for Growth (Parking spaces)				
			Peak parking period	On-Street	Off-Street	All	Excess Parking Capacity
55,000	6.7	368.50	Weekday Midday	92	416	508	139.5

Table 18: Projected Parking Demand and Supply Tables.

None of the four inventories examined above appear to be constrained at any time period. While outside the study area, the Town of Normal municipal parking lot across the tracks from downtown remains empty on the weekends and could serve as a public parking lot for overflow. Table 19 presents a comparison of utilization rates among the four inventories. As shown, no other inventory, or sub-set of an inventory, experienced rates higher than 62 percent during any of the peak periods surveyed.

These inventories can be expected to support fairly high rates of economic expansion within these four regional economic centers. Without any supply expansion, these inventories can support growth and still maintain a sense of availability. Table 20 shows a summary of rates of growth that can be accommodated within each inventory while maintaining a 15 percent rate of availability.

Mobility Recommendations

Both the Main Street Commission and the public who attended the design workshops discussed how in the future Main Street could and should be redeveloped as a walkable, bikable, transit-served mixed-use corridor. However, there are very real challenges for the institutions along that corridor in making a mobility transition to include walking, biking, transit, and rideshare.

Perhaps the most challenging aspect of such a shift regards the ongoing investments that institutions have planned to maintain and enhance the ability of their constituents to access their facilities, namely parking facilities. Together the five sponsoring institution own and maintain thousands of surface and structured parking spaces. They also anticipate the need to build or replace thousand(s) of decked parking spaces in the years to come at a cost of tens of millions, perhaps as high as fifty million, dollars. With few exceptions, no source of funding has been identified to build these facilities, though the expectation is that the funds can be raised.

Informally it appears that the cost of parking over the next ten years is the same order of magnitude cost as a fixed-alignment bus or trolley, a long-term plan endorsed by the Commission. Like the future planned parking, the Commission feels it cannot afford to build a fixed-route transit facility. This leaves the Main Street institutions with a "catch twenty-two": If Main Street had already made the transition to a mixed-use corridor, it could reduce some or all of the parking investments currently planned. If there were a way to promptly put transit in place that could reduce or avoid the need for the parking, there might be a way to reduce costs for the institutions. Brainstorming on this eventual transition from investments in parking to investments in transit is ongoing.

Minimize Requirements for the Provision of Off-Street Parking

As indicated above, most areas within the Corridor are well-positioned to accommodate parking demand growth. Economic expansion plans need not therefore include expansion of the public parking inventory, and should in fact look to minimize or eliminate requirements for on-site accessory parking. This can help preserve the integrity of the pedestrian network by minimizing the number of new curb cuts introduced within the district, while encouraging development by reducing the cost of meeting parking requirements.

One particular area of opportunity is for growth in evening demand. The drop-off in demand during evening hours is fairly significant in each of the four areas, leaving ample capacity within the off-street inventory. This is typical of areas with concentrated employment, as commuters often favor off-street facilities offering long-term parking opportunities. As these users leave, excess capacity remains to support new uses that would attract visitors in the evening hours.

Employ Parking Management Strategies to Alleviate Negative Perception of Parking Availability

While this report did not study each institution's private off-street parking, it did study the availability of public parking, both on and off-street. The study concluded that ample public parking was available throughout the week along the corridor. Despite this, there is a common perception that parking is scarce at the institutions. Like much of America, the population of McLean County has come to expect abundant free parking located as close as possible to their final destination. Based on this perception the authors of this report believe that parking that fails to meet the triple test of free, abundant, and close is disregarded by the public explaining the widely shared but mistaken public perception that parking along Main Street is scarce.

Within the inventories studied above, there is no shortage of public parking. This might easily create an unnecessarily negative perception of public parking availability, especially among infrequent visitors. Parking management strategies could be implemented under these conditions to spread utilization more evenly across the on-street inventory, and maintain availability, even on the most in-demand blocks. Such an effort can make finding a desirable space in this area feel easy, encouraging more repeat trips to local destinations.

Such demand management strategies should include the presentation of information on parking alternatives (wayfinding): identifying nearby off-street facilities offering ready availability. Making parking a matter of informed choosing between options, rather than a desperate lunge for the first available spot reduces the parker's anxiety and increases the likelihood that they will return on additional trips in the future.

Area	Utilization within the Study Area								
	Weekday Midday			Weekday Evening			Weekend Midday		
	On-Street	Off-Street	Both	On-Street	Off-Street	Both	On-Street	Off-Street	Both
Downtown Bloomington	53.90%	40.00%	45.90%	60.00%	19.90%	37.00%	36.30%	10.20%	21.30%
Illinois Wesleyan University	42.90%	45.10%	44.10%	40.20%	31.30%	35.50%	57.80%	48.50%	52.90%
Bromenn Healthcare Campus	24.80%	N/A	24.80%	10.30%	N/A	10.30%	13.70%	N/A	13.70%
Illinois State University	61.50%	38.20%	44.30%	42.70%	37.90%	39.10%	34.30%	17.10%	21.60%

Table 19: Utilization Within Study Area.

Area	Capacity to Growth to 85% Occupancy								
	Weekday Midday			Weekday Evening			Weekend Midday		
	On-Street	Off-Street	Both	On-Street	Off-Street	Both	On-Street	Off-Street	Both
Downtown Bloomington	58%	113%	85%	42%	328%	130%	134%	736%	298%
Illinois Wesleyan University	98%	88%	93%	112%	171%	140%	47%	75%	61%
Bromenn Healthcare Campus	243%	N/A	243%	729%	N/A	729%	522%	N/A	522%
Illinois State University	38%	123%	92%	99%	124%	117%	148%	397%	294%

Table 20: Capacity for Growth to 85 Percent Occupancy.

Better Manage Demand for Parking

Within each study area, it will be important to consider basic elements of transportation demand management that can avoid future constraints within each inventory, without necessarily incurring the many costs of expanding parking supplies. Avoiding expansions of off-street parking in particular will be a key economic development strategy for these districts.

Regulate On-Street Parking Appropriately

The most likely source of future parking constraint is on-street parking at times when meter rates are not in effect (i.e., evenings). It is important to maintain a sense of availability among on-street spaces at all times within commercial districts. Therefore, whenever parking demand reduces availability much below 15 percent, meter rates should be used to preserve a more effective level of availability. Pricing on-street spaces should also be coupled with pricing strategies that make available off-street spaces more appealing. The result is the more effective utilization of the complete parking inventory.

In many ways, on-street spaces are the front door of any commercial district's parking supply. For most visitors, an inability to find a space on the street means that parking is "hard to find." This can occur despite wide availability at nearby off-street facilities. Creating on-street availability while advertising alternative parking options will be a key management strategy for these areas as parking demand grows with economic expansion.

Manage Demand to Maximize Return on Investment

Adding parking spaces is expensive in ways that go beyond direct fiscal expense. Adding to the off-street inventory within small, urban commercial districts introduces extra curb cuts along the sidewalk network. Each of these curb cuts presents a point of conflict between pedestrian and vehicle traffic and degrades the sense of walkability between nearby destinations.

Thoughtful design can minimize the impact of adding new parking facilities, but this adds to an already expensive proposition. It is therefore of primary importance to use innovative and effective demand management strategies to spread demand as evenly as possible across the existing inventory, and to minimize the introduction of new off-street accessory and public parking supplies.

Focus Expansion, When Necessary, on Public, Not Private Facilities

When supply expansion becomes necessary, this should be accomplished through an expansion of public, rather than private accessory parking to the extent feasible. Establishing an in-lieu fee program, in which developers can fund a public parking supply rather than build on-site to meet parking requirements, is one highly recommendable step toward this objective (refer to Create New Zoning Regulations for the Corridor in Chapter II for more information). Centralized, shared supplies of parking that serve many district destinations help:

- Reduce the impact of parking searches and intra-district trips on local traffic;
- Enhance the perception of the district as a cohesive commercial center, offering numerous destinations within walking distance of each other;
- Preserve area walkability and increase the comfort level of public spaces; and
- Allow for compact forms of redevelopment that distinguish these districts from the ubiquitous forms of suburban shopping centers.

While parking utilization is not currently a critical condition, Bloomington's downtown is an appropriate location for implementation of in-lieu fee programs today. This would allow the communities to plan and manage for the parking demand generated by future development, before conditions deteriorate.

Parking Management

As Main Street transitions from an auto-dependent corridor to a mixed-use corridor over the next few years, investments in expanding parking capacity should be discouraged. However, there are a number of specific types of parking projects that may be exceptions to this policy, including: 1) replacement of existing facilities at the end of their useful life; 2) acute health care facilities where time of travel should not be compromised; and 3) facilities such as hotels that may serve as the gateway to draw people to the corridor from outside the community. In addition, any new parking facilities should be designed to be shared-use and serve multiple facilities, ideally adjacent to any proposed transit alignment.

IV. Mobility Recommendations

Transportation Demand Management: Introduction

Transportation Demand Management (TDM) consists of a set of specific strategies that influence travel behavior by mode, frequency, time, route, or trip length in order to manage the existing demand for scarce parking and roadway capacity, and utilize the complete transportation network to reduce long-term demand for parking. It gives people incentives to choose alternatives to driving alone by making those alternatives more attractive and convenient. The following three principles were formulated to guide development of TDM policies for the Main Street Corridor:

- Maintain and improve quality of life and economic vitality by encouraging trips using a balanced usage of many modes of travel within the corridor.
- Provide both information and incentives for the use of alternatives to single-occupancy-vehicle and peak-hour travel.
- Support TDM services as the region becomes more fully built-out, and travel into and through the Corridor continues to grow.

Strategies

The strategies presented in this section offer the Main Street Corridor institutions the opportunity to maintain an efficient transportation system during future growth. The strategies included here emphasize those incentives that make alternatives to driving more attractive, rather than penalizing drivers.

Manage Parking

A key set of TDM strategies are those related to managing the supply of parking. The price and availability of parking are important factors in any individual's choice of travel mode. A full discussion of ways to manage parking is included in the section on Parking Recommendations, Page 53. Parking is also discussed at the end of this section, relating parking management to the municipalities, the universities, and the hospital.

Encourage Ride Sharing

Drive-alone trips can be greatly reduced by organizing a ridematching service to help motorists identify potential driving companions. Ridematching encompasses both carpooling and vanpooling. Many online ridematching services already exist, allowing potential users to enter information about their trips – including origin and destination, time of day, days of the week, etc. – into a system that can pair them with other travelers who have similar requirements. This can be done both for residents who commute to the same destination or for employees at Corridor businesses and institutions who live elsewhere.

Commuters are likely to choose carpooling over driving alone for the significant cost savings. Savings from such a program are considerable as illustrated in Figure 1.

Establish a Car-sharing Program

Car-sharing is a hassle-free way to rent cars by the hour. Rather than being concentrated at a central location like a rental car company, car-sharing cars are dispersed throughout an urban area at convenient de-centralized locations, such as residential or commercial developments, civic buildings, or central parking facilities. Car-share operators use telephone and Internet-based reservation systems that are completely self-service. Members are charged hourly and sometimes mileage-based fees and receive a single bill at the end of the month for all their usage. Special membership plans offer discounts for businesses and organizations to enable easy access for all employees, which can augment or replace fleet cars or use of personal vehicles for work trips. Currently, over 30 car-sharing organizations operate in North America in 36 metropolitan areas, including Chicago, and University towns, such as Ann Arbor, Michigan. As of this writing, there are two national car-sharing operators (Flexcar and ZipCar) and a Chicago based company (iGO).

Car-sharing has proven successful in reducing both household vehicle ownership and the percentage of employees who drive alone to work because of the need to have a car for errands during the workday. For residents, car-sharing reduces the need to own a vehicle, particularly a second or third car. Recent surveys have shown that 50% of car-share members are able to give up a vehicle after joining and that 70% of members are able to avoid buying a car by joining a car-share program.

Car-sharing can greatly reduce both the number and length of vehicle trips because the variable cost of each trip is much higher. Unlike owning a car, where around 80% of the costs are sunk costs and therefore not perceived on a trip-by-trip basis, car-sharing makes almost all costs of driving visible for every trip. Car-sharing operators charge for miles driven and/or time used and these costs include all the costs

Benefits of Transportation Demand Management

TDM Benefits Individuals

TDM services can help residents and workers discover or make better use of the many transportation options available. Assistance in finding and using these resources carries valuable lifestyle and economic benefits. For those who do not or cannot drive, travel options can provide them with the mobility needed to hold a job, go to the doctor, shop, and otherwise lead a fulfilling lifestyle. For others, travel options can relieve the stress, time, or cost of a commute, or allow them to make more productive use of their travel time. The monetary savings in fuel, vehicle wear and tear, or owning fewer vehicles in the household can amount to thousands of dollars per year.

Moreover, the health benefits can be priceless: public transportation is many times safer than the private automobile, and recent studies by the National Institutes of Health show that the simple exercises of walking or bicycling, whether to one's destination or to catch public transit, greatly reduces obesity and the risk of heart disease and a myriad of other illnesses. In sum, TDM can be the introduction to an improved quality of life on many levels.

TDM Benefits Businesses

TDM programs help employees access the work site more efficiently, cheaply and quickly, with resultant benefits to both the employees and to the company. By managing or lessening the number of vehicles accessing and parking at the work site, TDM can save companies thousands, even millions of dollars in parking costs. They can also provide even more important, though less visible, business advantages by virtue of TDM's benefits to employees.

The benefits to individual employees, as described above, can also accrue to the company in the form of less stressed, more satisfied, and productive workers, easier recruitment, an expanded labor pool, expanded service hours, improved morale, better retention of employees, and less tardiness and absenteeism due to traffic, stress, or health issues. TDM options also offer a means of adding to a company's benefits plan at relatively small cost. One national study, Quantifying the Business Benefits of TDM , documented the value of such TDM benefits at 1.6 to 3.2 times the original investment.

TDM Benefits the Community

The combined benefits of TDM to individuals and to companies also aggregate to benefit the community and McLean County as a whole. Less traffic, improved access, greater mobility, and many choices in travel modes add up to an enhanced quality of life for the region's citizens, workers, and visitors. Less vehicular traffic also means less air pollution, and less contribution to water pollution through urban storm water runoff. As congestion continues to grow in other parts of the region, the Corridor has the potential to be well-poised for the future through implementing policies, supporting many transportation options, and encouraging a citizen culture that appreciates non-auto-oriented travel.

TDM is Cost Effective

One of TDM's advantages is that it is more cost effective and environmentally sustainable than providing additional transportation infrastructure such as adding highway capacity by building additional lane miles. Another advantage is that TDM results in a quantifiable, cost-effective benefit to the community. In one investigation of the cost effectiveness of community-based programs that promote travel behavior change, the Victoria, Australia Department of Infrastructure found that such programs can be highly-effective in increasing use of public transit, as well as use of other alternatives to the private car. The Victoria study concluded that marketing-based TDM programs have resulted in financial benefits of $3.09 to $4.70 for every dollar invested in the program.

iGo car-sharing program provides dedicated parking facilities, online account management, and insurance.

of owning and maintaining that vehicle. Study results vary considerably in the magnitude of change that car-sharing makes in vehicle trips, but all studies have shown a decline in vehicle miles traveled by car-sharing members .

Car-sharing can also allow public agencies to reduce the size of their vehicle fleets. Agencies frequently maintain a fleet large enough to serve their base load and use a car-sharing provider for extra vehicles, rather than paying to maintain a fleet large enough to serve occasional peaks in demand. Flexcar reports typical savings of 25% to 60% for public agencies that replace all or some of their fleet with car-sharing vehicles. For example, the National Highway Traffic Safety Administration Pacific Northwest Region opted to use Flexcar and got rid of a $350 per month fleet car and its $175 parking space. As a result, the agency saved over $1,300 (84% of the former cost of owning a car) in 3 months.

Establish a Guaranteed Ride Home Program

One of the key reasons why employees are reluctant to try new ways of getting to work is the worry that they may have an unforeseen circumstance that derail their alternative transportation plans, e.g. they have to stay at work beyond transit service hours or their carpool partner has to leave early for an emergency. Guaranteed Ride Home (GRH) programs address these oft-stated fears by offering emergency taxi rides home to employees when they are unable to return home using their standard arrangement. This can be an especially important support for transit commuting where service spans are limited. It provides a level of certainty that allows people to comfortably try alternative ways of getting to and from work.

GRH programs support all other TDM measures. A recent Nelson\Nygaard study evaluating the effectiveness of a regional GRH program in Alameda, CA found that 95% of program participants felt that the GRH program did encourage alternative mode use. Another study found that 15-25% of program enrollees would otherwise drive to work if the GRH program did not exist. GRH programs are used very rarely and are a good investment in encouraging the use of transit and carpooling programs. A study evaluating 21 programs with available data found that general program costs range from $1.50 (urban areas) to $4.50 (suburban rural) per commuter per year.

Provide Universal Transit Passes

In recent years, growing numbers of transit agencies have teamed with universities, employers, or residential neighborhoods to provide universal transit passes. These passes typically provide unlimited rides on local or regional transit providers for low monthly fees, often absorbed entirely by the employer, school, or developers. The principle of employee and residential universal transit passes is similar to that of group insurance plans – transit agencies can offer deep bulk discounts when selling passes to a large group, with universal enrollment, on the basis that not all those offered the pass will actually use them regularly. Annual per-employee fees are generally between 1% and 17% of the retail price for an equivalent annual transit pass. Universal transit passes are often an extremely effective means to reduce the number of car trips in an area, as shown in Table 22.

Illinois State University offers universal transit passes to all students, faculty, and staff. The University also provides a free campus shuttle, called the RedBird Express. Illinois Wesleyan University does not currently offer a universal transit pass.

Invest in Transit

Bloomington-Normal Public Transportation System (B-NPTS) currently provides the region with nine lines of fixed-route bus service, as well as paratransit services for qualified residents. To reduce dependence on single occupancy vehicle travel, further investments in transit are a key strategy. If Bloomington and Normal employ the demand management techniques recommended elsewhere, such as Universal transit passes and parking cash-out programs, the area will experience increased demand for an excellent transit network that can better compete with driving. Transit service can be expanded and improved in several ways, such as by improving frequency, reliability, travel time, hours of operation, and service and comfort. Also refer to the section Promote Transit as an Alternative Mode in this Chapter.

Improve Bicycle Infrastructure

Improving infrastructure for bicyclists can reduce vehicle trips by making an alternative to driving more attractive. Cities and universities can improve conditions for cyclists by investing in a network of bicycle lanes and paths, as well as bicycle storage facilities in public venues. Cities can also require developers to provide bicycle storage as a condition of project approval. Several bicycle amenities are recommended for the Main Street Corridor (Refer to Accommodate Bicycles on the Corridor in this Chapter).

Establish a TDM Ordinance

Localities such as Bloomington and Normal have the option to establish an ordinance to implement a TDM program. An ordinance gives the locality the leverage to compel employers to do their part to control traffic. Ultimately this will benefit all stakeholders by ensuring that the Main Street Corridor can grow while remaining vital and competitive. One use of such an ordinance is to require developers and employers to implement some of the strategies described above. Strategies that could be mandated through such an ordinance might include parking cash-out, universal transit passes, and bicycle infrastructure requirements. Localities may also use an ordinance to cap vehicle trips from some new developments. As the TDM program grows and matures, the McLean County Regional Planning Commission (RPC) should monitor the effectiveness of these programs, and encourage expansion of those that are successful.

Estimated Commuting Costs

Round Trip Miles	Drive Alone	3-Rider Car Pool	10-Rider Van Pool
30	$193	$64	$31
40	$257	$86	$37
50	$321	$107	$43
60	$386	$129	$50
70	$450	$150	$56
80	$514	$171	$63

Source: Ridesharing: Car and Van Pooling, March 2006, http://www.vtpi.org/tdm/tdm34.htm

Table 21: Estimated Monthly Commuting Costs.

Effects of Universal Transit Pass Introduction

Location	Drive to work		Transit to work	
Municipalities	Before	After	Before	After
Santa Clara (VTA)	76%	60%	11%	27%
Bellevue, Washington	81%	57%	13%	18%
Ann Arbor, Michigan	N/A	-4%	20%	25%
Downtown Boulder, Colorado	56%	36%	15%	34%
Universities	Before	After	Before	After
UCLA (faculty and staff)	46%	42%	8%	13%
Univ. of Washington, Seattle	33%	24%	21%	36%
Univ. of British Colombia	68%	57%	26%	38%
Univ. of Wisconsin, Milwaukee	54%	41%	12%	26%
Colorado Univ. Boulder (students)	43%	33%	4%	7%

Table 22: Effects of Universal Transit Pass Introduction.

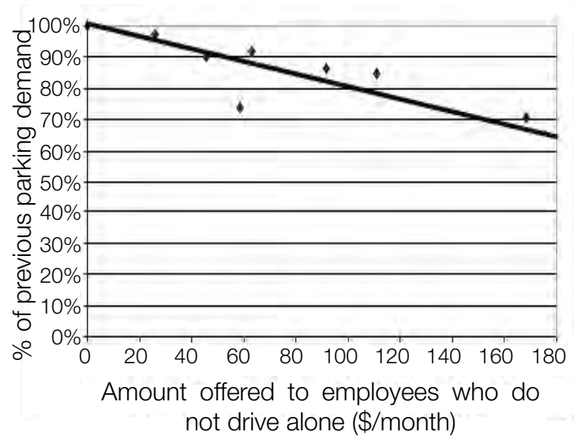


Figure 1: Parking Cash Out Graph.

IV. Mobility Recommendations

Transportation Demand Management: City of Bloomington

Economic growth in Downtown Bloomington depends on its competitive advantage as a compact and walkable destination with cultural, shopping, and entertainment uses. As noted in the Corridor's recent retail market analysis: "Bloomington-Normal has experienced growth in the past several years at a rate exceeding that of the state, which has afforded it opportunities for new retail establishments to meet consumer demand. However, like many communities, most retail expenditures are happening at the periphery at large suburban shopping centers. Downtown Bloomington and Uptown Normal offer an alternative and have attracted independent retailers and restaurants offering an assortment of merchandise and food." Transportation Demand Management (TDM) policies, with particular attention to parking management can maintain and enhance this advantage.

Remove Minimum Parking Requirements, Plan for Public and Shared Parking

Currently the City of Bloomington requires new residential land uses to provide one off-street parking space per single family dwelling unit, and two off street spaces for every unit in a multi-family development. Most store and office uses require one off-street parking space for every 250 square feet of gross floor area, and eating and drinking establishments require one space for every 75 square feet.

If new developments are not required to build more parking, they will generate less auto traffic and less parking demand, without reducing the total number of person trips. Traffic generation will be reduced by about half of the difference between the amount of parking that a new development actually builds and the amount that it would have built given standard parking requirements.

Future parking development should be managed in a way that creates a centralized, shared parking supply that serves a number of different uses. Parking built in this way can be managed as a public utility, just like streets and sewers, with public parking provided in strategically placed shared lots and garages. This approach generates more pedestrian activity, and reduces the impacts of parking facilities on the built environment. It also requires less parking to be built overall, because the peak parking demand generated by different disparate uses can be absorbed by the shared parking as different times of day.

Downtown Bloomington has room to accommodate significant additional parking demand without adding new parking supply. The existing surplus creates the opportunity to encourage new development without burdening developers with the need to build more parking. Eliminating parking requirements would also promote the adaptive reuse of older buildings in the downtown area by permitting development of buildings without available accessory parking.

The City could either eliminate parking requirements entirely, or choose to replace minimum parking requirements with an in-lieu fee that allows developers to choose to pay instead of building off-street parking. The fee should be set to be slightly less expensive than the cost to build new parking, to provide developers with an incentive to utilize this alternative. The City could use this fee to acquire or develop off-street parking facilities should expansion of the shared parking supply become necessary in the future. The City of Santa Monica, for example, charges an annual fee of $1.50 per square foot of new development on all new space instead of requiring on-site parking. It uses these fees to fund shared parking facilities that make possible a district where shoppers can park once and walk between a variety of destinations in the downtown shopping and entertainment areas. Eliminating the need for each new commercial or residential development to provide its own parking while (if necessary) expanding the supply of shared parking, will allow for a more efficient use of space. This would allow Downtown Bloomington to grow, while further encouraging its vibrant, walkable feel.

Require Unbundling of Parking Costs

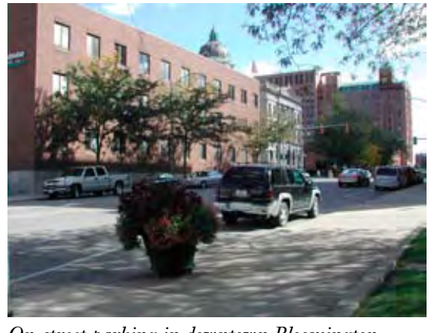
Bloomington should require property owners in the downtown area, both commercial and residential, to charge their tenants for parking as a distinct line-item. This will give downtown employers and residents the choice to maintain a parking space, instead of including the cost in the monthly rent. The result would be the same monthly cost for anyone seeking a parking space as they currently pay, but a cost savings for anyone who does not need that space. This also allows developers to provide fewer spaces, as the number of spaces provided will be calibrated to the number needed. This also would help provide more affordable housing, as residents can reduce their rent by not using and therefore not paying for a parking space.

If parking costs are unbundled and the market demands the construction of less parking than would have otherwise been built, Bloomington can expect less traffic to be generated. As described above, traffic generation will be reduced by about half of the difference between the amount of parking that a new development actually builds and the amount that it would have built given standard parking requirements.

Price Curb Parking Appropriately

Studies have shown that in congested downtown areas, cruising for parking can account for up to 30% of traffic. Pricing curb parking to ensure about 15 percent of all spaces are always available can eliminate most of this traffic.

Currently, parking charges are not in place for on-street parking spaces in downtown Bloomington. Parking occupancy rates average 50%. Bloomington should monitor parking occupancy for on-street parking for each block, and



On-street parking in downtown Bloomington.

be prepared to price each block's parking accordingly when occupancy begins to regularly exceed 85%. This will ensure that drivers cruising for parking do not add to downtown congestion. It will also put customers first, ensuring that convenient on-street parking spaces are not filled by employees who may be willing to park in slightly less convenient spots, taking up customer parking.

Establish Downtown Parking Benefit Districts and Residential Permit Parking Districts

Parking meter revenue, parking fines, and in–lieu fees can all be used to benefit the downtown shopping areas from which these monies are collected. Successful Downtown TDM efforts in Old Pasadena, CA, for example, included establishing a Parking Benefit District. This program, which was supported by local merchants, is used to fund services such as marketing, mounted police patrols, daily street sweeping, and steam cleaning of sidewalks. Many of these services are provided through the Business Improvement District, and have enabled higher parking charges while drawing in new customers. The complementary Residential Permit Parking District offered protection to nearby neighborhoods, so that commercial parkers would not seek to avoid meter charges by parking on residential streets.

Bloomington should establish a parking benefit district for the downtown area. Uses of funds should be established in consultation with the Downtown Bloomington Merchants Association. If future economic growth generates enough new parking demand that there is a substantial possibility for "spillover" parking, Bloomington should consider establishing Residential Parking Benefit Districts in nearby residential areas. In this case, visitors would be permitted to park in residential areas if they pay market price for parking. Revenue would be returned to neighborhood improvement. One area that may require the protection of residential parking permits is the area immediately south of Downtown, which includes a mix of commercial and residential uses.

Require Parking Cash-Outs

Currently, employers provide free parking for their employees. The result is that employees have no reason to use alternative modes, and the number of parking spaces needed for each business is equal to at least the number of employees. To provide equitable transportation benefits, businesses should be required to offer employees a choice: a free parking space or the cash value of not needing to provide that parking space (with the agreement that the employee will not drive).

Parking along Route 51 in Bloomington.

Provide Universal Transit Passes

The Downtown Bloomington Merchants Association could provide a valuable benefit to their employees while reducing congestion and freeing up parking for customers. The B-NPTS has already established a Universal Transit pass for Illinois State University, which purchases a pass for all students at a bulk, discount rate. The Association could negotiate a pass based on similar terms, thereby providing B-NPTS with a higher revenue stream than that received by the few employees who had purchased individual passes, while also allowing B-NPTS to provide more focused and cost effective service.

Research indicates that providing high quality transit service can reduce vehicular trip generation in new development by up to 15%. Downtown Bloomington is currently served by B-NPTS. Providing free transit passes can increase the benefits of transit service by up to 25%.

Ensure Adequate Bicycle Infrastructure

A transportation demand management program that includes bicycle parking and shower facilities, as well as the car-sharing, guaranteed ride home, and ride sharing programs can together reduce auto trip generation rates by up to 2%.

Bloomington's dense downtown area, just 2 miles from Illinois State University and one mile from Illinois Wesleyan University, has great potential to expand trips made by bicycle. The city should ensure that there is a safe, well maintained network of bicycle lanes on the roads connecting the downtown to the two universities to Constitution trail and to Main Street. In addition, the city should ensure that sufficient bicycle parking is available in the downtown area. As described in the previous section, the city can add these facilities to existing parking garages and on the street, as well as requiring new residential development to add secure bicycle parking to new commercial and residential development. Developers can best promote bicycle commuting by providing one bike parking space for every ten automobile spaces. Public bicycle infrastructure could be partially funded out of parking revenue or parking in-lieu fees.

Establish TDM Association for the Region

Efforts to promote Car-sharing, Guaranteed Ride Home, and Ridesharing programs as described above should be administered jointly for the entire community, including Bloomington, BroMenn, and the universities. One way to accomplish this would be to establish a Transportation Demand Management Association for the region. This entity could accept contributions from the municipalities, as well as membership dues from businesses. Parking spaces should be made available for car-sharing in off-street parking lots in each of the target main-street areas. Together with bicycle infrastructure, these programs can help reduce auto traffic by about 2%.

Establish Residential Parking Benefit Districts

When institutions or private developments implement parking charges, nearby residential districts will need protections so that commuters do not "spill over." These entities should work with the Town of Normal and City of Bloomington to ensure that Residential Parking Benefit Districts are implemented in the surrounding residential areas adjacent to the new development.

Unbundling Case Study: Rincon Hill, San Francisco

In two recent major amendments to the Planning Code for San Francisco, the City has required that the cost of parking be unbundled from the cost of housing for both renters and home buyers. The public purpose served by this requirement, the City feels, is the prevention of a harmful subsidy program. The common practice of requiring the purchase or rental of a parking space with housing (that is, "bundling" together the purchase of a parking space with the purchase of a condominium, or the rental of a parking space with the rental of an apartment) results in higher motor vehicle ownership and a greater number of automobile trips per unit of housing, along with less affordable housing. In turn, greater motor vehicle ownership, the City finds, requires the construction of additional parking garages, which commonly results in worsened urban design and deadened streetscapes. Increased numbers of motor vehicle trips worsen existing traffic congestion and other ills, such as air, water and noise pollution. Finally, bundling the cost of parking together with the cost of housing and making parking a forced purchase even for those who cannot afford an automobile, results in less affordable housing, particularly for low income residents, while the provision of more affordable housing is a key goal of the City.

Rincon Hill Area Plan, San Francisco

On August 2, 2005, the Board of Supervisors of San Francisco approved Planning Code amendments for Rincon Hill, a new mixed-use residential neighborhood adjacent to the downtown. Included in the amendments to the code were requirements for all parking to be underground, standards for residential parking up to a maximum of 1 space per 2 units "by right", no minimum parking requirements, required bicycle parking, car-share spaces, and the requirement that the cost of parking be unbundled from the cost of housing for both renters and home buyers (City and County of San Francisco, Planning Department, Rincon Hill Plan.

IV. Mobility Recommendations

Transportation Demand Management: Illinois State University & Illinois Wesleyan University

Transportation Demand Management (TDM) strategies can help universities achieve a cost-effective transportation system for students, faculty, and staff; permit desired growth in facilities; support relationships with the community; and improve quality of life by promoting a compact, walkable campus. TDM also saves both valuable campus space and the expense that comes with road widening and parking construction. It can be far more cost effective to provide incentives to reduce driving, using strategies ranging from subsidizing transit costs to simply paying students and staff not to drive, than paying the costs associated with providing free or underpriced parking.

Stanford University, beginning in 1989, was able to obtain a General Use permit from the City of Palo Alto that allowed it to increase the size of its campus facilities by 2 million square feet (20%), as long as it did not add any additional automobile trips. In committing to this policy, Stanford was able to resolve community fears about traffic, and avoided having to build expensive parking structures. Stanford's drive-alone rates for campus employees have steadily dropped, and stood at 58% in 2005. Stanford's General Use permit was renewed in 2000, allowing for an additional 4.8 million square feet of development with no net new auto trips.

Both large public universities like Illinois State and small private universities like Illinois Wesleyan have realized great benefits from TDM practices. The universities and the community at large also stand to benefit from managing transportation demand on the portions of the Main Street Corridor adjacent to the two Universities. While the universities must manage transportation on their own campus, the adjacent Main Street areas are the responsibility of the City of Bloomington and the Town of Normal.

Charge Students for Parking and Provide Parking Cash-out for University Employees

Illinois Wesleyan students, faculty, and staff can currently obtain permits to park on campus free of charge. There are designated lots for faculty and staff, for students, and for visitors. To provide equitable transportation benefits, the university should offer employees a choice: a free parking space or the cash value of not needing to provide that parking space (with the guarantee that the employee will not drive). Stanford University, for example, pays $216 per year to commuters who do not drive.

The University should also begin charging students for parking facilities. Currently, 75% percent of students live on campus, and 70% of these student own cars. A parking fee would encourage students to use alternative transportation modes. So as to not unduly burden students with new charges, the Universities should use the proceeds from parking charges to fund alternative transportation programs.

Illinois State currently charges for parking permits. See table 23 for details of the fees. The University should offer to pay a partial cash-out benefit to faculty who choose not to purchase a parking permit, to further encourage alternative commute options.

Establish Universal Transit for Illinois Wesleyan Students, Faculty, and Staff

Universal transit passes typically provide unlimited rides on local or regional transit providers for low monthly fees, often absorbed entirely by the employer, school, or developers. The principle of employee and residential universal transit passes is similar to that of group insurance plans – transit agencies can offer deep bulk discounts when selling passes to a large group (per-person fees range from 1 to 17% of the retail price), with universal enrollment, on the basis that not all those offered the pass will actually use them regularly. Both universities are currently served by B-NPTS (refer to Existing Conditions: Alternative Mode Analysis for details). In coordination with B-NPTS, Illinois State University runs several shuttle services, including RedBird Express and NiteRide. These are free to students and faculty. Illinois State provides a universal transit pass for students and faculty, in addition to its system of campus shuttles.

ISU Permit Parking Sign.

Providing free transit passes can increase the benefits of transit service by up to 25%. Illinois Wesleyan should implement a universal transit pass based on similar terms as Illinois State. Both universities should consider expanding the terms of their universal transit pass programs to include employees of the businesses on their sections of the Main Street Corridor. This may require coordination through an external organization (see discussion of Transportation Management Association, on previous pages).

Ensure Adequate Bicycle Facilities on the University Campuses

Generally, a TDM program that includes bicycle parking and shower facilities, as well as car-sharing, guaranteed ride home, and ride sharing programs can together reduce auto trip generation rates by up to 2%. However, universities are particularly suited to reducing parking demand and traffic by encouraging bicycle use. At the University of California at Davis, 38% of commute trips are made by bike. UC-Davis's bicycle program includes licensing and registration of bicycles, extensive bike parking, bike lanes and paths, and towel and locker facilities. The University of Colorado, Boulder provides a "Bike Station" with bicycle registration and free bike maintenance, interest-free loans for bike purchase, and free bike rentals for students and staff, as well as a network of bike trails. Twenty-one percent of UC Boulder students commute by bike.

Both universities should ensure a safe, well maintained network of bicycle paths through their campuses, as well as connections to the Constitution Trail and the Main Street Corridor, on which bicycle infrastructure is recommended in this document. It would also benefit the Corridor adjacent to both universities to ensure sufficient bicycle parking.

Establish Car-sharing, Guaranteed Ride Home, and Ridesharing Programs

Efforts to promote car-sharing, Guaranteed Ride Home, and Ridesharing programs as described above should be administered jointly for the entire community, including Bloomington, Normal, BroMenn, and the universities. One way to accomplish this would be to establish a Transportation Management organization at the universities with membership from neighboring businesses.

Car-sharing is a hassle-free way to rent cars by the hour and has proven successful in reducing both household vehicle ownership and the percentage of employees who drive alone to work. Both universities should provide space for car-sharing vehicles on their respective campuses. These vehicles would reduce student's incentive to keep a car by giving them opportunity to access a vehicle for errands such as grocery shopping, while saving the expense of car ownership.


Parking along Route 51 near IWU

type	*cost per year*
Reserved spaces	$331
Faculty/staff surface permits	$88
Student commuter permits	$73
Student storage permits	$76 - $235
Park-and-ride lots	$21
Visitor Parking Permit	$2.50 (per day)

Table 23: ISU Parking Fees.

Medical campuses face unique challenges in managing transportation demand. Traditionally, they are highly cost conscious, particularly on the operating budget side. They are 24-hour operations, with complex and changing shifts as well as non-traditional peak hours. They need to be competitive in terms of attracting patients, staff, and physicians, all of whom have different expectations about parking and access. However, like other large employers and public facilities, hospital complexes can save valuable space and cost by providing employees, patients, and visitors with incentives to use transportation modes other than driving alone. Employee-focused TDM programs also tend to be seen by employees as a valuable benefit, and can work as a recruitment tool. They can save employees money and improve morale.

The BroMenn Regional Medical Center employs 1,540 people and serves 45,000 annual patient days. It currently provides parking free of charge to patients, visitors, and employees. While the public parking supply surrounding the campus is not highly utilized, the on-site parking is reportedly highly utilized. BroMenn could benefit from a Transportation Demand Management Program, particularly one focused on managing employee parking demand. Lower employee parking utilization could enable the medical center to devote more of the existing parking supply to patients and visitors, or to expand facilities without adding costly new parking structures.

Provide Parking Cash Out Benefit for Employees

Medical Center employees currently receive free parking on site. The result is that these employees have no reason to use alternative modes. To reduce drive-alone rates, the medical center should offer employees a choice: a free parking space or the cash value of not needing to provide that parking space (with the guarantee that the employee will not drive). A Nelson\Nygaard review of parking cash-out programs in areas served by varying levels of transit service found that, on average, a $67 per month employee parking cash-out benefit lead to a 27% decrease in parking demand. Coupled with a free transit pass (described below), employees would then have significant monetary incentive to choose an alternative commute option.

Parking along Route 51 with in BroMenn Healthcare.

During the hours that parking is highly utilized, the Medical Center should also consider charging visitors for parking. Parking charges will provide an incentive for visitors to use alternative modes, while decreasing the overall amount of parking that the medical center must provide. Revenue from visitor parking charges should be used to fund other TDM programs.

Provide Universal Transit Pass for BroMenn Employees

Universal transit passes typically provide unlimited rides on local or regional transit providers for low monthly fees, often absorbed entirely by the employer, school, or developers. The principle of employee universal transit passes is similar to that of group insurance plans – transit agencies can offer deep bulk discounts when selling passes to a large group (per-person fees range from 1 to 17% of the retail price), with universal enrollment, on the basis that not all those offered the pass will actually use them regularly.

The medical campus area is currently served 14 hours per day by B-NPTS's Green (A) and Brown (F) Lines. By providing free transit passes to employees, the medical center could offer a valuable benefit while reducing the amount of parking that must be made available to employees. The B-NPTS has already established a universal transit pass for Illinois State University, which purchases a pass for all students at a bulk, discount rate. The Medical Center could negotiate a pass based on similar terms, thereby providing B-NPTS with a higher revenue stream than fewer employees had purchased individual passes, and allowing it to provide more focused, and therefore, more cost effective service. Research indicates that providing high quality transit service can reduce vehicular trip generation in new development by up to 15%. Providing free transit passes can increase the benefits of transit service by up to 25%.

Establish Car-sharing, Guaranteed Ride Home, and Ridesharing Programs

Efforts to promote Car-sharing, Guaranteed Ride Home, and Ridesharing programs as described above should be administered jointly for the entire community. If the region decides to delay the creation of a shared Transportation Demand Management Association, the medical center should consider adding a transportation coordinator and transportation resource facility of its own.

Parking for Car-Sharing & Ride-sharing

The medical center should also make priority parking spaces available for carpools and vanpools. It should begin with 25 such spaces, and be prepared to expand on an "as needed" basis. Additionally, the medical center should ensure that there are spaces available for car-sharing vehicles on the medical center site. By providing on-site car-sharing vehicles, employees can choose to commute by bus or in a carpool, but still have a vehicle available to them during the day.

One of the key reasons why employees are reluctant to try new ways of getting to work is the worry that they may have an unforeseen circumstance that derail their alternative transportation plans. Guaranteed Ride Home (GRH) programs address these oft-stated fears by offering emergency taxi rides home to employees when they are unable to return home using their standard arrangement. GRH programs support all other TDM measures. A recent Nelson\Nygaard study evaluating the effectiveness of a regional GRH program in Alameda, California found that 95% of program participants felt that the GRH program did encourage alternative mode use. GRH programs are used very rarely and are a good investment in encouraging the use of transit and carpooling programs.

Improve On-Site Bicycle Facilities

The medical center should provide combined bicycle racks and lockers to accommodate bicycle commuters. An appropriate ratio of car parking spaces to bicycle spaces is 10:1. The medical center should also provide shower and changing facilities for bicycle commuters.

Surplus of Parking

There is a surplus of parking in the area of Main Street adjacent to the BroMenn Healthcare complex. While there is no public off-street parking and just 117 on-street spaces, these spaces are not more than 25% occupied at any time of day. The area can accommodate new development without providing more parking. BroMenn should consider coordinating and sharing existing off-street parking with new developments in the area to reduce the need for additional parking.

IV. Mobility Recommendations

Improve Pedestrian Access & Circulation

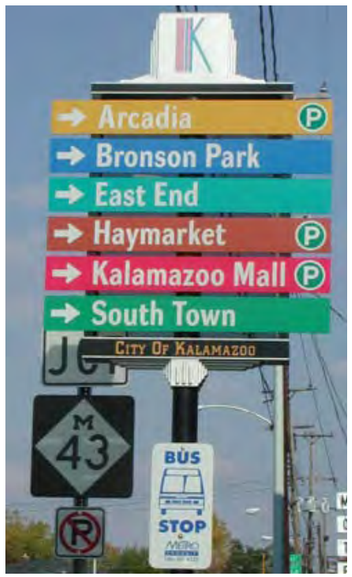
Main streets in America can be described as "streets that once united, now divide." The main street was historically the street on which the community came together and built its fortunes. It was the place to trade, to discuss, and to meet. The automobile changed all that; main streets became thoroughfares with travel lanes, signals, speed, and the goal of free-flowing traffic. Segments of the Route 51/Main Street Corridor served as the "main street", a location of commerce and social gatherings. Overtime, as the automobile became our dominate mode of transportation, the alternative transportation mode amenities, including both transit and pedestrian amenities, were eroded. The Corridor became a vehicular route between and through Normal and Bloomington and little else.

The pedestrian environment is critical to the ultimate health and future vision of an active, multi-modal Main Street Corridor. First, every resident, employee, and visitor to the Corridor could potentially travel as a pedestrian during a given journey, even if it is only for a short distance. Second, the Universities, Hospital, and downtown Bloomington currently generate and will continue to generate non-automobile traffic in and around their campuses or boundaries. To ensure that the existing pedestrian traffic has safe and enjoyable routes to follow and to encourage others to travel by foot, we recommend the following improvements to the pedestrian realm and Corridor

Design and Install Coordinated Wayfinding Signs

As previously discussed, given the location of two municipalities and three major institutions along or adjacent to the Corridor, coordinated, comprehensive wayfinding signage is recommended. This type of signage should be located throughout the Corridor, especially on the couplet when an institution may occur on one leg and not the other.

The Main Street Commission should hire and oversee a consultant to develop and implement a coordinated system of signage. This is not a small task and requires close coordination with IDOT, McLean County, the two municipalities, and the three institutions. Care should be taken to ensure that drivers traveling on the corridor are not given mixed signals about the need to operate their vehicles at moderate speeds. The installation of generic interstate signage, sized to be read at highway speeds, could undermine other traffic calming cues.



Wayfinding signage along the Corridor should be coordinated to meet the needs of all Corridor stakeholders and provide continuity. Wayfinding signs should direct motorist, bicyclist, and pedestrians. Bottom photo courtesy of Nelson\Nygaard.

The signage should be multi-modal in its focus and not directly solely at only pedestrians or only motorists. Secondly, the signage should be cohesively designed and be a joint effort between municipalities and major institutions. Five different sets of wayfinding signs are not recommended. It should provide information on accessing key facilities recreational, civic, and private and give the approximate distance to that facility. Finally, the signage should be oriented to all modes of transportation, automobiles, bicyclists, and pedestrians. To the left are several good examples of wayfinding signs.

Additionally, the Town of Normal has already engaged the services of a consultant to develop wayfinding signage for Uptown Normal. This work can serve as a prototype for developing signage for special neighborhoods or districts within the corridor. Other subareas should include the other four sponsoring organizations, and any other distinctive districts or neighborhoods such as GAP or South Hill in Bloomington or NAME in Normal.

Improve the Pedestrian Realm

Within a right-of-way, the pedestrian realm is the area from the back of the curb to the property line. The sidewalk and any pedestrian amenities are located within the pedestrian realm. To improve the pedestrian journey along the Main Street Corridor, several improvements are recommended, including continuous sidewalks of appropriate width, landscape buffer between vehicles and pedestrians, and the installation of streetscape enhancements.

Install Sidewalks the Entire Length of the Corridor

A continuous sidewalk should exist the length of the Main Street Corridor. Currently gaps in the pedestrian network exist; specifically gaps in the network occur north of Raab; Raab east of the Corridor; the residential streets leading to the Corridor (between Raab and Gregory); couplet immediately south of College; couplet, especially the southbound leg, south of Hovey and the railroad viaduct; and south of Lafayette. In Chapter II Existing Conditions: PedZone[SM] Analysis, these gaps are denoted with a black lines on the Corridor map. The most critical of these gaps occur on the couplet south of College within the ISU campus area and south of Hovey around the BroMenn Hospital campus. In many cases, pedestrians are walking these routes and creating their own pathways where official sidewalks to not occur. This is often referred to as a "desire line" or "goat path" and is a clear indication that improvements are necessary.

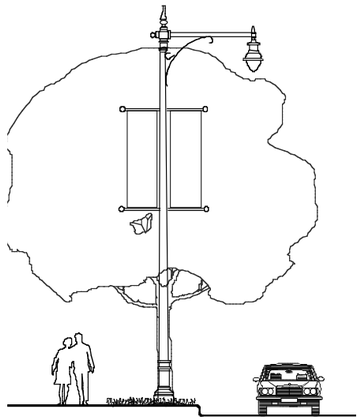
Sidewalks in active commercial or civic area should be at least 6' in width.

Develop and Maintain Sidewalks Appropriately

Equally as important to having sidewalks is having sidewalks that are of appropriate width and condition. In commercial and high traffic areas, sidewalks should be a minimum of 6' in width. In residential areas, a minimum sidewalk width of 5' is appropriate. Existing sidewalks should be maintained in good condition to prevent accidents and make travel easy, both on and adjacent to the Corridor. Annul funds should be available to repair damaged sidewalks and programs like a shared cost or 50-50 resident/business and municipality should be advertised and utilized to improvement locations where full funding is not available. Finally, pedestrian pathways must be obstacle free. Mailboxes, newspaper boxes, utilities, and traffic control devices should not be located in the sidewalk or at least should not be located in the primary portion of the pathway to ensure compliance with the American Disabilities Act (ADA) and a more enjoyable, comfortable journey for pedestrians.

Maintain A Buffer Between the Sidewalk and the Vehicular Lanes

Beyond the space reserved for the sidewalk, the pedestrian realm should be improved with landscaping and other pedestrian amenities. This can include a landscaped area or grass parkway. Sidewalks should not be located directly adjacent to the curb. Where this is the case, the sidewalk should be shifted towards the property line to create space for a landscape buffer. A buffer between the faster moving vehicular traffic and the slower moving foot-traffic can greatly improve the level of comfort experienced by pedestrians.

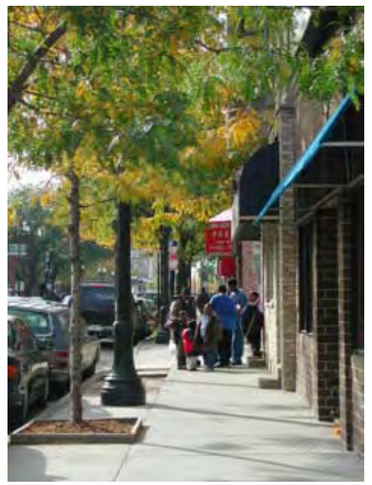


Sectional view of a preferred pedestrian realm.

A sidewalk improved with pavers, street trees, planters, benches, and other streetscape elements.

In residential areas this buffer may include grass and street trees. In high pedestrian traffic areas, such as in downtown Bloomington or other key pedestrian nodes, it may include street trees or planters. In these latter locations, pavers or pavement may cover the entire pedestrian realm and is combined with street trees in grates or planters with other vegetation.

Street trees can be expensive to install. New development along the Corridor should be responsible for the installation of street trees along its frontage. The municipalities are likely responsible for installation where development or redevelopment has already occurred. In locations where above ground utilities exist, such as Kingsley Street, the southbound couplet between College and Hovey Avenues, coordination will be required with the utility companies. In these locations, less tall tree species are recommended for installation.



Example of a preferred pedestrian realm.

Develop Plan for Streetscape Installation

Streetscape enhancement such as benches, trash receptacles, bicycle parking, lighting, and banners improve the aesthetic appearance, create a more rewarding pedestrian journey promote travel via other transportation modes than an automobile, and can promote an area's unique identity. It is recommended that a comprehensive streetscape and identity plan be created for the Main Street Corridor.

Design Streetscape Improvements: Because the Corridor has sections of residential, civic, and commercial development, not every segment would receive the same streetscape treatment. The residential and more auto-oriented commercial development areas would likely be improved with a landscaped parkway that includes grass, street trees, and improved lighting. In more heavily traveled areas, such as the couplet through downtown Bloomington and more dense modes around the Universities and Hospital campuses, more

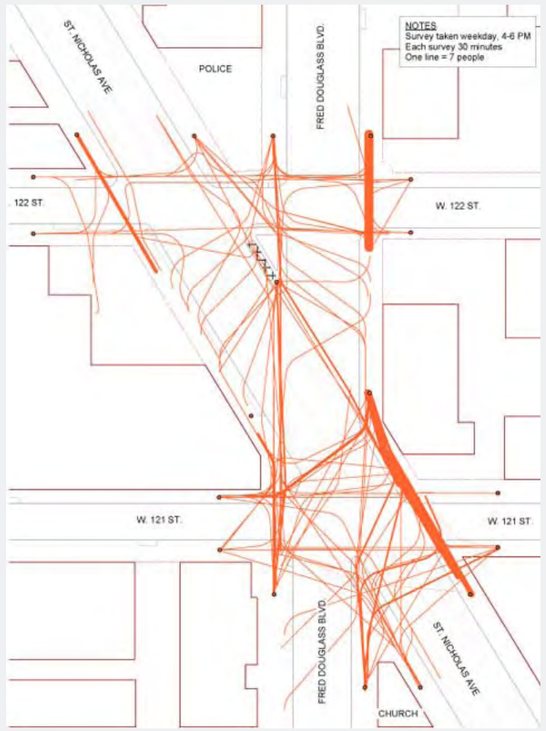
The existing location of the sidewalk and cross-walks are highlighted in blue where the couplet (Kingsley - southbound and Main - northbound) intersect with Hovey Avenue.

amenities would be recommended. Here the pedestrian realm could be improved with a wider sidewalk area of pavement or pavers with improved lighting and street trees in grates or with landscaped planters. Trash receptacles, benches, informational kiosks, and bicycle racks should be considered in the streetscape plans for these areas.

Create an Identity for the Corridor: Though the Corridor spans more than one municipality and institution, a comprehensive Corridor identity should be designed. This identity can be displayed on banners attached to improved light poles. The banners could be displayed in conjunction with a banner or other graphic identifying the municipality or adjacent institution. Identity elements can be woven into other amenities, including benches and wayfinding signs.

Sample Tracking Survey

In this tracking survey, each orange line represents 7 pedestrians. Thicker lines represent more people crossing the street. The survey revealed that many people cross in crosswalks, but others tended to cross the street perpendicularly, regardless of the crosswalk. It was used to justify curb extensions, additional crosswalks, and increased signal timing. Courtesy of Nelson | Nygaard



Create Safer Street Crossings

The PedZone[sm] Analysis in Chapter II Existing Conditions illustrates areas of pedestrian and vehicular conflict in red. These occur in two locations at driveway or curb cuts and when the pedestrian pathway crosses a street. Though areas of potential conflict, street crossings must not serve as obstacles, perceived or real, along a pedestrian network. To facilitate pedestrian travel along and across the Main Street Corridor, the following improvements and studies are recommended.

Commercial Streetscape

Clearly denoted crosswalks.

Roadway Type (Number of Travel Lanes and Median Type)	Vehicle ADT ≤ 9,000			Vehicle ADT >9000 to 12,000			Vehicle ADT >12,000 - 15,000			Vehicle ADT > 15,000		
	Speed Limit**											
	≤ 30 mi/h	35 mi/h	40 mi/h	≤ 30 mi/h	35 mi/h	40 mi/h	≤ 30 mi/h	35 mi/h	40 mi/h	≤ 30 mi/h	35 mi/h	40 mi/h
2 Lanes	C	C	P	C	C	P	C	C	N	C	P	N
3 Lanes	C	C	P	C	P	P	P	P	N	P	N	N
Multi-Lane (4 or More Lanes) With Raised Median***	C	C	P	C	P	N	P	P	N	N	N	N
Multi-Lane (4 or More Lanes) Without Raised Median	C	P	N	P	P	N	N	N	N	N	N	N

2001 Study by the USDOT-FHWA on crosswalk treatment based on ADT, speed, and number and treatment of lanes.

NOTES:

- These guidelines do not apply to school crossings.
- A 2-way center turn lane is not considered a median.
- Adding crosswalks along WILL NOT make crossing as far?, nor will they necessarily result in more vehicles stopping for pedestrians.
- Where the speed limit exceeds 40 mph marked crosswalks alone should not be used at unsignalized locations.

KEY

C - Candidate for marked crosswalks.

P - Possible increase in pedestrian crash risk may occur if crosswalks are added without other pedestrian facility enhancements

N - Marked crosswalks along are insufficient, since pedestrian crash risk my be increased due to providing marked crosswalks alone. Consider other treatments, such as traffic-calming treatments, traffic signals with pedestrian signals where warranted, or other substantial crossing improvements to improve crossing safety for pedestrians.

Align Crosswalks with the Travel Path of Pedestrians

Crosswalks should serve as continuations of a pedestrian pathway and should be located in alignment with the sidewalk. While some concessions can be made to roadway geometry, pedestrian should not be led out of their way in order to cross a street. In a many locations along the Corridor, the crossings are not located for the convenience of those using them, but for vehicular flow, for example the pedestrian crossing of the couplet at Hovey, which are highlighted in blue below. The general rule for crosswalks is that they should be on all legs of an intersection, be as short as possible, be well marked, and when available, make use of refuge islands and medians.

Basic Crosswalk Treatment

A crosswalk must be clearly marked so it is obvious to approaching motorists and bicyclists. This can be accomplished in several ways. At all intersections, pavement markings should be utilized to clearly mark the crosswalk. Regularly maintained white stripes should always be used and can be combined with different pavement treatments to maximize visibility. A frequently used pavement treatment is stamped concrete. Both stripping and pavement treatments should be at a minimum utilized at the signalized intersections surrounding high pedestrian areas. This includes the Corridor near both Universities, BroMenn, and downtown Bloomington. It can also be used at intersection noted during the community process has having high levels of pedestrian movement, such as the intersection of Lincoln and Main Streets. Additional treatments are recommended in certain locations, as detailed below.

Locate Crossings Where they will be Utilized

Crosswalk facilities must be placed where they will be used in order to be effective. There are two ways to ensure this: better site design and tracking surveys to ensure crossings are located to accommodate pedestrians, not as a by-product of the vehicle traffic network.

Complete Site Design with Pedestrians In-Mind

In laying out buildings and walkways, one can direct people to safe, direct, and logical crossing locations. For example, the walkways at the intersection of Main Street and College Avenue lead to the underpass and buildings, ensuring their use. Other locations probably see more people crossing mid-block. On Main Street between Gregory and Willow there are walkways which terminate directly at the street, suggesting that people use the bi-directional, continuous left-hand turn lane as a pedestrian refuge. Developing buildings along the front property line with entrances on the front facades, as is recommended on page 42 of Chapter III will help facilitate this.

Conduct Tracking Surveys in Key Locations

Tracking surveys document where people cross the street, revealing desire lines and obstacles. For this type of survey, observers trace on a map exactly where people cross the street (or walk across a plaza or yard) from various starting points. The information is then overlaid on a single map and similar lines are combined to create a pattern. Refer to the gray box to the left of the page for a sample tracking

survey and results. It is recommended that tracking surveys be completed in key locations along the Corridor, including near the Universities and downtown Bloomington. These surveys can inform the roadway improvements, such as the proposed median north of College, future locations of mid-block crossings, and streetscape improvements.

Appropriately Locate Mid-Block Crossings
Currently, a couple of mid-block crossings exist along the Corridor, including on Kingsley near the junior high school and near the Fairview Family Aquatic Center. As the Main Street Corridor is improved these locations and other should be reexamined. Mid-block locations should be guided by tracking surveys and national studies completed on crossings at uncontrolled intersections. A 2001 study entitled "Safety Effects of Marked vs. Unmarked Crosswalks at Uncontrolled Locations" by the United States Department of Transportation (US DOT) Federal Highway Administration (FHWA) is an example of the guidance available to ensure that mid-block crossings are located appropriately.

The results of the 2001 study in the table on the previous page guide the level of crossing facilities needed (simple crosswalk or more). These results were applied to two locations on the Corridor, near Dale Street and near the Fairview Family Aquatic Facility, where a mid-block crossing currently exists. On Main Street near Dale, along the ISU campus, walkways on the east side of the street lead to facilities on the west. Given the speed, volume, and lane configuration, this location would be a candidate for a marked crosswalk.

Median extends through the crosswalk, providing sufficient space for pedestrians with strollers. Photo courtesy of Nelson\|Nygaard.

At the Fairview Family Aquatic Center, where a break in the median to allowing left-hand turns into the facility is likely, a pedestrian crossing could be located on the north side of the break and vehicular left-turn. In that the entrance to the facility is located on Main Street which will have four lanes across, a raised median, and over 15,000 vehicles per day, if a crossing facility is maintained mid-block, it will need to be more robust than white striped lines. This crossing would require a left-turn and pedestrian signal or a pedestrian activated signal, which remains dark unless pushed.

Use Medians as Points of Pedestrian Refuge
As previously discussed, medians used as points of refuge for pedestrians should be at least 6' wide, though 8' is preferred. A 6' wide space within a median easily accommodates a pedestrian with a bicycle or a child's stroller. The refuge should extend through the sidewalk and should not be cut

High-intensity Activated crossWalk (HAWK) signal is dark unless activated by a pedestrian. Photo courtesy of Nelson\|Nygaard.

back for vehicular turning movements, which increases driver turning speeds, but endangers people waiting on the refuge. Refer to the photo below and the proposed landscaped median detailed in the Recommended Street Sections in this Chapter.

Forge Link between the Pedestrian Realm and Adjacent Development
As previously discussed in the PedZone℠ Analysis in Chapter II, there is a relationship between the pedestrian realm and the development that occurs adjacent to it. To create an active, healthy pedestrian Corridor, both realms must work together, not against each other. A safe and comfortable sidewalk against vacant lots or parking lots is not a rewarding pedestrian environment and will not attract additional pedestrians. The converse is also true. The recommendations in this document focus on improving both the public spaces within the rights-of-way and the development that occurs adjacent to it.

Limit Driveways to Minimize Interruptions of Pedestrian Pathways
Better site design of development adjacent to Main Street should also include a consideration of curb cut location and width. In the PedZone℠ Analysis in Chapter II, curb cuts are the second area of potential vehicular-pedestrian conflict, noted in red on the Corridor map. Use of side streets and alleys for access is recommended, as are shared driveways to limit the number of potential conflicts between pedestrians and motorists. The design of curb cuts is also important, the width of driveways should be limited as should the turning radii where the driveway meets the pavement.

In consolidating and redesigning driveways, one needs to be careful not to create an environment where drivers fail to yield to pedestrians. Traditional driveways ramp up from the roadway to the sidewalk level, typically 6" high. Certain access management guidelines call for shallower driveway slopes, so that vehicles may exit the roadway faster. For example, the Rochester, NY metropolitan planning organization (MPO) calls for driveways on major arterials to have a slope of 3% to 5%. Along the Main Street Corridor the distance between curb and sidewalk is as little as 3 1/2'. At 3%, the driveway would ramp up to only 1 1/4" high, quite less than the typical 6" high sidewalk. As a result, the sidewalk would have to ramp down to meet the driveway, creating an undulating walking surface.

Similarly, driveways are often widened and radii increased to permit faster turns. Yet faster turns lead to more severe injuries when crashes do happen. Furthermore, research has shown that drivers turn into driveways at about the same speed, regardless of driveway configuration. It is our observation that many new driveways resemble mini-intersections, rather than the point at which drivers are legally required to yield to people on the sidewalk. In creating a high-quality pedestrian environment, intrusions into the sidewalk area should be kept to a minimum and be minimally disruptive. We recommend that sidewalks continue level across driveways and that driveways have a maximum 10-15' radius and 25' width. This will allow simultaneous exit and entry by passenger vehicles. Where only one vehicle is expected in the driveway at a time, we recommend the width be limited to no more than 20' in width. Residential curb cuts should be no wider than 15'.

Driveway takes precedence over sidewalk. Photo courtesy of Nelson\|Nygaard.

IV. Mobility Recommendations

Increase Transit Opportunities: Short Term Recommendations

So far, increasing pedestrian and bicyclists comfort and access to the corridor has been discussed extensively throughout this document. While these two alternatives to driving will reduce shorter vehicular trips, increasing transit options will assist in reducing the number of longer trips and will provide alternative modes of access for a wider segment of the population to the two downtowns, the universities, and the hospital.

Viability of Transit in McLean County

The vast majority of residents of McLean County are dependent on automobiles to meet their daily mobility needs. While auto dependence is a widespread phenomenon in the United States, it seems to be the dominant lifestyle pattern in McLean County. Citizens seem to experience some discomfort with this aspect of the popular culture of McLean County, with many citizens characterizing their dependence as choice with phrases like "we love our cars."

Amidst this car-oriented culture, Bloomington-Normal Public Transit System (B-NPTS) does offer transit service within the corporate limits of the City and Town of Bloomington and Normal. The B-NPTS bus system coverage is substantial within the town and city portion of the county, while SHOW Bus provides transit access to the rural portions. The vast majority of the buses are scheduled to run at 30 minute or 60 minute headways, a level of service associated with public transit as a mobility choice of last resort. National ridership studies indicate that people with mobility choices begin to view public transit as a viable alternative when headways are 15 minutes or less. It is significantly noteworthy that the very successful Redbird bus system offered by Illinois State University runs its service at these more frequent 15 minute headways.

Viability of Transit in Main Street Corridor

While development density along a transit corridor does not assure transit ridership, its existence is a precondition of ridership. Most transit trips start as walking trips. Densely developed mixed-use corridors that link a variety of institutions and destinations are the most viable sites for transit service.

In McLean County, the Main Street corridor represents the most auspicious opportunity to provide an enhanced level of transit service in McLean County. (A transit alignment connecting Main Street to State Farm and the Central Illinois Regional Airport would also link key regional institutions, but is very spread out with little development density to support walking to transit.) In the short term, we recommend enhanced bus service in the corridor as a sensible upgrade to the service that currently exists. However, long term, fixed alignment transit service—trolley, streetcar, or light rail—may be a more appropriate method of both serving existing and generating transit demand. Communities across the country are of course drawn to fixed alignment transit facilities to better serve transit riders, but more and more are attracted to streetcars and trolleys to induce more and better quality development and investment.

The Appendix includes an initial screening analysis of several alternative modes of transportation. Each mode was evaluated based on supply, demand, and costs associated with the mode to determine the following recommendations.

Development Requirements

In order to increase transit opportunities along the corridor and throughout the communities, two key goals discussed throughout this report must be achieved:

The corridor must experience an increase in density and jobs.

In order to increase the level of transit, both in terms of frequencies and spas, a significant increase in the number of dwelling units and jobs will be needed. Concentrating any future increases along Main Street will help support future transit.

The corridor must become more pedestrian-oriented.

All transit riders are pedestrians at some point in their trip. Ensuring that the corridor will support walking to and from transit stops will allow easier access to transit.

Short-Term Recommendations

Need for Consensus on Regional Transit Priorities

Because the Main Street Corridor encompasses portions of both Bloomington and Normal, many of the issues raised by the study are regional in nature. It is beyond the scope of this report to address issues and policies remote from the corridor itself. However, in order to establish the solid foundation of support necessary for implementing the Main Street recommendations, certain regional issues should be formally discussed and resolved. As relating to transit in particular, two specific unresolved policy issues have the potential to threaten this plan's implementation: 1) permanent funding for regional transit and 2) consistent regional priorities in government-funded transit infrastructure. The following paragraphs highlight some of the key issues that require regional consensus in order for Main Street to go forward.

Transit Authority with Reliable Funding

The current approach to transit funding in McLean County could be described as "pass the hat transit." While both Bloomington and Normal fund transit out of general revenues, this funding approach is not ever likely to provide the coverage or frequency of transit service necessary to achieve the Main Street vision. For this reason, we recommend that the Main Street Commission set in motion a coordinated campaign of lectures, surveys, studies, charrettes, and other steps as necessary to determine the best method and level of secure transit funding for the county.

Transportation and Land Use Integration (Need for More Corridors)

In the same way that bike lanes spill over into the broader community, so does the concept of integrating land use and transportation. In order for Main Street to function as the county's premier public transit corridor, there must be other modes of travel available aside from automobiles. Clearly a transit network is necessary to support Main Street. However, public transit is most viable running in corridors of sufficient density. There is an opportunity to identify east-west corridors that can be planned along the lines of Main Street Master Plan. The LEED Neighborhood Development (LEED-ND) standard may be a useful tool for achieving this.

Regional Transit Service

The Main Street Corridor study has revealed the extent and limits of public transportation service in McLean County. This report recommends that the Main Street Commission see that a study be undertaken to evaluate the potential to implement transit service in McLean County. This study would focus on better integration of existing transit systems and identify opportunities for both service expansion and operating and contracting efficiencies.

On-Street Bus Services

Since on-street bus service already exists within the study area, improvement to this mode is an attractive option for a number of reasons. First, operators are familiar with the area's market, and residents are familiar with the service. Secondly, established maintenance facilities already exist, providing a core infrastructure upon which to build and offering a significant cost savings.

Study Expansion of the Existing On-Street Bus Network

There are three basic options for expanding the existing on-street bus network: adding new geographic coverage; increasing frequencies and spans along existing routes; and re-routing or consolidating existing service to better reach areas of demand.

Bus travelling along Route 51

Bus stop with wide sidewalks and street trees.

The ability to capture significantly more trips would correlate with coverage of high density locations which are currently not served, providing service at times with sufficient demand which are currently not served, and/or maximizing the efficiency of the existing services to more effectively move them through the Corridor.

Increase Existing Service Frequency
Existing service spans and frequencies do not vary significantly among the routes which serve the study area. Currently, most service operates 14 to 15 hours per weekday, with either 30 or 60 minute headways. The routes directly serving Main Street (Green A and Red B) offer a combined service of 3 buses per hour. These routes serve the highest number of riders, aside from the ISU routes. Refer to Chapter II Existing Conditions: Existing Alternative Mode Analysis for details on all existing bus routes.

Increasing the temporal coverage along this existing route can be a very effective way of putting a user-friendly "face" on transit, and attracting at least a medium ridership demand. Providing sufficient service so that riders no longer need to know the schedule, but know that a bus will arrive within 10 minutes, is anticipated to significantly shift travel demand to on-street bus service. Coupling increased frequency with capital improvements, including bus pullouts and queue jumpers to provide transit priority at intersections, could significantly increase public perception and use of on-street bus services.

The areas with the densest concentrations of population and employment are served by the routes with the highest ridership. This implies that additional routes or significant modifications to the routings are not needed in the study area.

Interim Step Toward Fixed-Route Transit
As an interim step toward future fixed route transit in the Main Street corridor, lanes can be delineated as being shared by buses and cars and serve as a fixed route for a rubber tired bus. To further assure the permanence of the alignment, high quality bus shelters can be installed along the route.

Bus Complements

An often over-looked aspect of transit service is the quality of its physical appearance in the community. This includes physical improvements at bus stops, such as a shelter, bench, and signage.

Study the Installation of Bus Complements: Bus Shelter
A clean, well-lit, informative bus stop with shelters and seating greatly improves the image of the transit serving a community. Bus complements make taking the bus a comfortable experience, while proper maintenance tells people that transit makes up an important part of the neighborhood. Protection from the weather is especially important for bus riders, since they must wait outside. Stops must be easy to find and use; adequate pedestrian accessibility to and enhanced passenger amenities at transit stops and stations are critical to attracting people to use transit. All stops should have the following elements:

- A level concrete pad, consisting of a 20 feet by 6 feet clear zone at each stop, unobstructed by street furniture, landscaping, or signage;
- Reliable pedestrian access with clear sidewalks providing direct access to the bus loading area;
- Adequate lighting;
- Bench;
- Trash receptacle; and
- Route, schedule, and system information.

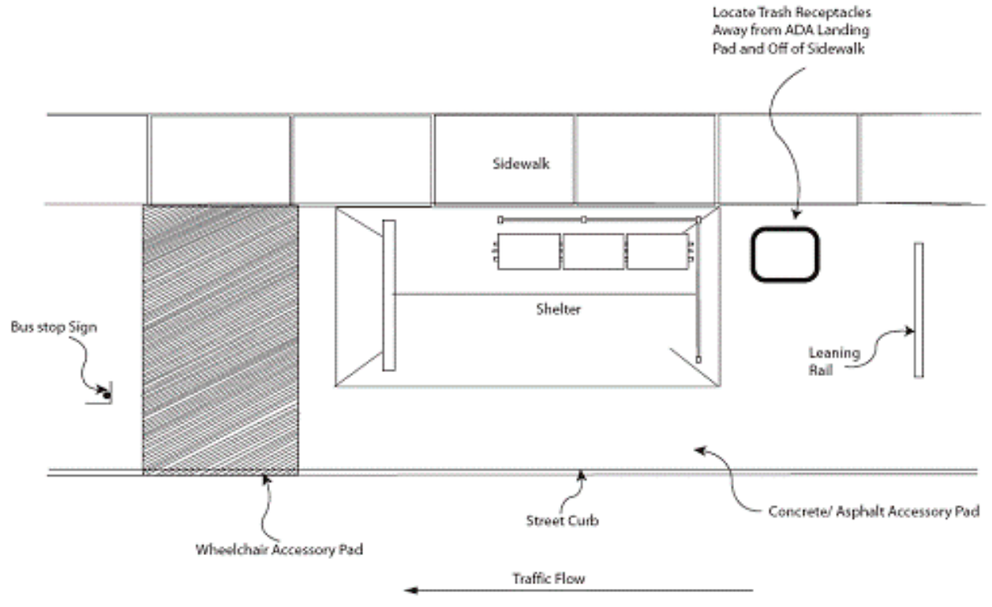
In addition, high ridership stops (100 passengers per day or more) should also contain real time travel information and a bicycle rack.

Study the Installation of Bus Complements: Safety Measures at Stops
Stops also require safety measures; people will not wait at a bus stop where they feel vulnerable. Safety and security requires transit operators to provide for a predominantly controlled environment, so riders perceive the agency is protecting them. In addition, it also requires emergency planning for when uncontrolled events occur, so that responses are planned and procedures are in place to answer unforeseen incidents. These preparations provide riders with both an actual and perceived safe environment, addressing public concerns that limit the effectiveness of the transit system. Providing a safe and secure environment requires a combination of design features, response plans, evaluation of public perception, and coordination between the multiple transit services and levels of government. All bus stops should be well-lit and provide clear sight lines with no "blind spots." Placement of stops in view of active uses is recommended. Stations and stops should be accompanied by clearly marked crosswalks and traffic control devices, to provide a safe, controlled roadway crossing.

Study the Installation of Bus Complements: Ridership Information
Another complement is the ease and availability of off-site provision of information. In order to attract new riders, information on schedules, frequencies, and spans needs to be promoted outside the service infrastructure. An example would be to place a web-link on the websites of key area trip-generators that re-directs viewers to the transit provider's website.

One key disadvantage of the existing bus routes that serve the study area is a consistent lack of visual infrastructure, with very few shelters or bus stop signs, and no information regarding schedule. For a person who does not currently utilize the service, finding out where and when the buses run is perceived as a very difficult task. Without bus stops or signage, it is impossible for new riders to make rationale trip-making decisions. Without comfort in a reliable system, riders have no reason to utilize the transit system.

Bus complements, in the form of weather-protected bus shelters, signage denoting bus stop locations and offering specific schedules, and marketing to notify the public of the service, offer the opportunity to capture new riders who want to use transit. These elements are anticipated to provide a positive perception of a well planned on-street bus service, therefore increasing demand at a Low cost. Therefore, considered in conjunction with improvements to the on-street bus service option, these elements are also recommended for further evaluation.



Prototypical bus stop configuration.

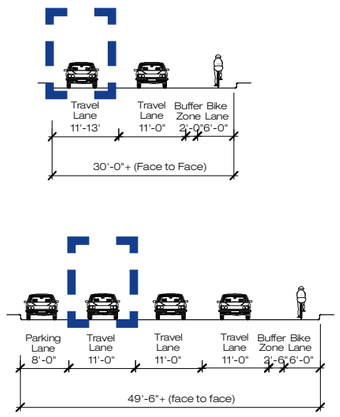
IV. Mobility Recommendations

Promote Transit as an Alternative Mode: Long Term

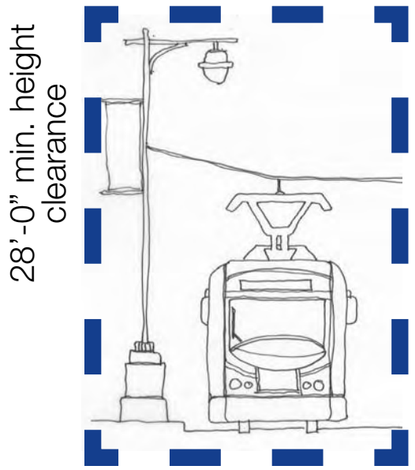
Little Rock, Arkansas Trolley

Kenosha Trolley

Height clearance will be needed at the existing rail underpass.



A fixed rail system can share a travel lane. The key is maintaining the appropriate easement for the length of the proposed route.



Estimated height clearance for streetcar/trolley. An easement should be established throughout the proposed route to maintain this easement for future trolley.

Long-Term Recommendations

Growing Popularity of Trolleys and Streetcars

Nationwide, trolleys and streetcars are making a comeback. Midsized urban areas, many of them only slightly larger in population than McLean County, are building new trolley and streetcar lines. The US Department of Transportation's New Starts program for funding light rail lines nationally is oversubscribed and has a more than ten year waiting list. The cities of Salt Lake City, Sacramento and Little Rock, Arkansas (population 204,370) , to name a few, have all built projects in recent years. The recently created Small Starts program is designed to extend a similar opportunity to smaller communities. This program is similarly oversubscribed or, as many argue, underfunded.

Two approaches are worth mentioning. Kenosha was able to install streetcar service along its waterfront for roughly $3,000,000 by buying and refurbishing historic streetcars. Portland Oregon saved millions of dollars on the cost of its Pearl Street Trolley by avoiding the expensive technical requirements that are required by the New Starts funding. The Portland Trolley model of non-federal bond financing and use of sleek, stainless steel, European-styled trolley cars is being copied in other cities.

Study Fixed Alignment Transit for the Corridor

Both institutional and elected leaders are relied on to act in the long-term best interests of a community. As it is impossible to predict the future, leaders must draw conclusions based on local, national and international trends. The auto-dependent McLean County lifestyle likely still has a few years left in it. However the human and economic cost of assuring a steady supply of oil and the threat of climate change resulting from burning fossil fuels has leapt to the top of the national dialogue. Meanwhile epidemics of obesity and diabetes, resulting from the physically inactive lifestyle associated with auto-dependence, threaten to shorten average life spans by up to five years. The excessive land consumption, per capita imperviousness, loss of community and other well-documented harms resulting from a sprawl pattern of development are also factors.

Based on these various considerations, the authors of this report recommend that the leaders of the five sponsoring institutions take the necessary steps to prepare their community for a future vastly different from the present. In the context of the Main Street Corridor, this involves planning for a fixed alignment transit service. This has three specific aspects:

1. Assuring that an identified alignment remains publicly owned with adequate width and height clearance. (It is worth noting that the historic alignment of the Bloomington-Normal Trolley cannot be reused as BroMenn built its campus over that right-of-way.)
2. Educating itself and the general public about the benefits and costs of such an alternative. This likely involves inviting expert speakers and traveling to Portland Oregon to see the Portland trolley and its ability to leverage private sector investment and to learn first hand about the LUTRAQ project that created the Portland MAX light rail system.
3. Initiating a follow-on in-depth study to evaluate preferred alignments, the costs of various technologies, the funding mechanisms to pay for it, and the predicted private sector development likely to result.

Option: Bus Rapid Transit

Bus Rapid Transit (BRT) refers generally to the provision of exclusive bus rights-of-way, priority treatments, and enhanced bus stops or stations to improve capacity and reliability. BRT is intended to address the delays associated with local bus operations in mixed traffic with curb bus stops.

While BRT may be a viable option for the future on the corridor, the advantages of BRT lie in its dedicated lane. The corridor currently does not have the capacity to allow for a dedicated lane for BRT. BRT also works well for longer distances. In this case, the transit system serves as a circulator route between the downtowns and institutions. A fixed rail system works well for circulator routes. Finally, the distinction of a trolley or fixed rail system, along with the historic significance of the trolley in the area, will provide a small draw that may increase ridership over BRT.

V. Appendices

Community Process

Alternative Modes Analysis

Retail Market Assessment

Residential Market Position Analysis

V. Appendix

Community Process: Image Preference Survey

Highest and Lowest Rated Images in the Auto-Oriented Areas

1R: 2.65 *Like median.*

13R: 2.36

15L: 2.32 *Nice landscape, ok building.*

10L: 2.19

8R: 2.04 *Wide sidewalk, landscape.*

Highest rated images in the auto-oriented areas.

4R: -3.02 *Tacky, loud, busy, overwhelming & cluttered.*

2R: -2.65 *No character, could be better.*

7L: -2.49 *Flat, asphalt, & needs landscape.*

16R: -2.43

Lowest rated images in the auto-oriented areas.

Highest and Lowest Rated Images in the Campus Areas

32L: 3.97 *Nice & excellent.*

38R: 3.3 *Yes.*

39L: 3.02 *Yes.*

33R: 2.97 *Nice building & landscape.*

45L: 2.74

41R: 2.68

Highest rated images in the campus areas.

40R: -3.55 *Built to street contains a good use, but don't like it.*

20L: -2.9 *No.*

44L: -2.89 *Fence too high.*

28L: -2.62 *No.*

22L: -2.61

40L: -2.57

Lowest rated images in the campus areas.

Highest and Lowest Rated Images for Downtown Bloomington.

53L: 3.84

60L: 3.53

65L: 3.51 *Yes.*

61R: 3.18

64R: 2.98

52R: 2.91 *Like bench & shelter.*

Highest rated images for Downtown Bloomington.

58R: -3.21

50R: -2.8 *No, back of building.*

55R: -2.78 *No, unsafe, & scary.*

56L: -2.45

49L: -2.32

55L: -2.24

Lowest rated images for Downtown Bloomington.

Highest and Lowest Rated Images in the Residential Neighborhoods.

66R: 2.83 *Yes, good idea, & appropriate*

75L: 2.72 *Ok.*

79R: 2.59 *Yes.*

78R: 2.55 *Nice character.*

76L: 2.55

71R: 2.45 *Nice character.*

Highest rated images for residential neighborhoods.

72L: -3.77 *Inappropriate location.*

75R: -3.2 *Bad sign.*

81L: -2.84 *Use & appearance bad.*

67L: -2.8 *Bleak, few windows.*

74L: -2.73

76R: -2.36 *No.*

Lowest rated images for residential neighborhoods.

V. Appendix

Community Process: Stakeholder Interview Summaries

Interviewee: Allen Swanson
Affiliation/Agency: City of Bloomington Engineering Dept.
Date and Time of Interview: November 29, 2006, 9:00 AM

1. How are parking conditions perceived in your immediate area? During what times/days is parking more or less available?

The City receives very few complaints about parking in the corridor. The 300 and 400 blocks of North Main Street have issues during weekdays, but generally there is sufficient parking to meet demand. The exception is during big events at the Coliseum on weekdays, when parkers are new to town and there is insufficient information. The North End (Cultural District) has higher utilization on evenings and weekends, but supply is sufficient.

The other issue is the one-way couplet, which prohibits drivers from circling back for an available space (takes too long to drive around).

2. What are the most common trip types in your immediate area (work, school, errands, recreation)? These are for both in-bound and out-bound.

Trips vary greatly be period. Weekdays generate work trips, evenings, and weekends are restaurants, bars, and coliseum events.

3. By what mode are these trips primarily made?

Auto.

4. Are there any reasonable alternatives to driving for these trips?

Bus (Redbird Shuttle) operates very well bringing students to restaurants and bars.

5. Are there any trips that could be accommodated through modes other than driving?

Bus could handle more people, but it's currently not accepted as a viable mode unless you don't own a car.

6. Are there are any locations which could share their parking inventories? (Nearby each other with complimentary or non-competing uses.)

Many commercial developments have on-site parking supplies which are underutilized. These could be shared during operating hours or opened up to the public during off-hours.

7. Additional Comments:

The parking duration regulations do not match the land uses. They should be reviewed, so that 1_-2 hour parking is in place on of all commercial streets (i.e., Front Street and Douglas Street).

Existing 3-hour parking around the Old Courthouse is not being used.

Fines for parking too long are minimal (maybe only $10), which does not provide a disincentive to follow the regulation. The result is local employees illegally parking long-term (or moving their cars every 90 minutes) and using spaces which should be provided to shoppers, because it's cheaper than paying for a permit in the garage.

The number of permits available in the garages should be reviewed to make sure oversell is at the right level.

The only two significant problem locations for vehicle crashes are Washington Street at Route 51 northbound and southbound.

The Cultural District would like a pedestrian crossing at Route 51 at Mulberry Street. Warrant analyses have concluded it's not needed. An overpass is being considered, but the cost may be prohibitive.

Interviewee: Peggy Flynn, Downtown Bloomington Association; Melissa Ash, U.S. Cellular Coliseum; David Young, City of Bloomington Cultural District; Greg Koos, McLean County Museum of History
Date and Time of Interview: November 29, 2006, 11:00 AM

1. How are parking conditions perceived in your immediate area? During what times/days is parking more or less available?

Parking capacity is currently not an issue, though finding the available parking leaves drivers with the impression that it's not available. However, with the anticipated growth in downtown retail in the next few years, parking may become tight. Daytime events at the Coliseum may also become an issue, but the Coliseum has had no parking complaints yet. Certain private lot owners have started charging $5 for parking during weeknight and weekend Coliseum events.

2. What are the most common trip types in your immediate area (work, school, errands, recreation)? These are for both in-bound and out-bound.

Trips vary greatly be period. Weekdays generate work trips, evenings, and weekends are restaurants, bars, and coliseum events.

3. By what mode are these trips primarily made?

Auto.

4. Are there any reasonable alternatives to driving for these trips?

Bus (Redbird Shuttle) operates very well bringing students to restaurants and bars.

5. Are there any trips that could be accommodated through modes other than driving?

A) Expanded bus service (or a trolley) with information that is more easily accessible, but it must also be re-branded to appeal to choice riders and operate from noon to midnight. Currently, the Coliseum's shuttles to the Downtown State Farm lots are nearly empty.

B) Bike racks with both north/south and east/west trails.

C) Taxis do well during weeknight and weekend evening periods.

6. Are there are any locations which could share their parking inventories? (Nearby each other with complimentary or non-competing uses.)

Private parking is very underutilized, with many opportunities for sharing. One idea is to tax non-shared parking at a higher rate that active land uses, to provide incentives for redevelopment or an additional cost for not maximizing its usage. A parking brokerage could also help better utilize and publicize the parking inventory.

7. Additional Comments:

The Market Street Parking Deck is at the end of its lifespan and is visually unappealing. This site should be redeveloped with ground floor commercial and additional levels of parking above.

Downtown needs to focus on providing street-level amenities including:
- Lighting;
- Benches;
- Consistent wayfinding signage;
- Trees;
- Crosswalks;
- Artwork; and
- Bike racks.

Downtown should be planned as a Park Once District, where customers park in a structure and walk or ride a bus or trolley around town.

Parking fees are reasonable, if implemented with a comprehensive Parking Management Plan including:
- Revenue dedicated to the area;
- Parking brokerage to maximize use of existing inventory;
- Technology improvements so people can pay-as-they-go with credit card and not worry about each 90-minute period;
- Graduated parking ticket rates;
- Detailed information campaign so parkers know where to park and how to use the technology.

Downtown Bloomington Association will provide a resolution supporting a Parking Management Plan including charging

fees for on-street parking. The Coliseum is also supportive of this concept. The Museum is worried about how their older visitors would be able to use the modern technology. The Cultural District does not believe it would affect them, because parking is readily available.

Interviewee: Michael Malone
Affiliation/Agency: McLean County Chamber of Commerce
Date and Time of Interview: November 29, 2006, 1:15 PM

1. How are parking conditions perceived in your immediate area? During what times/days is parking more or less available?

There is plenty of parking available within the core, even with Coliseum events. The bigger issue is signage to help people find it, which must be consistent through the length of the corridor with unified color and lettering. They also need a general education campaign explaining it's ok to park a little away from your destination (and it's no farther than one parks at the mall).

2. What are the most common trip types in your immediate area (work, school, errands, recreation)? These are for both in-bound and out-bound.

Trips vary greatly be period. Weekdays generate work trips, evenings, and weekends are restaurants, bars, and coliseum events.

3. By what mode are these trips primarily made?

Auto.

4. Are there any reasonable alternatives to driving for these trips?

Bus (Redbird Shuttle) operates very well bringing students to restaurants and bars.

5. Are there any trips that could be accommodated through modes other than driving?

The bus system is already works well, but it needs to be expanded. There must be two circulator routes which just operate north/south on Main Street and east/west on Market Street and Washington Street (to Wal-Mart). It should operate from 6:00AM to Midnight, seven days per week.

6. Are there are any locations which could share their parking inventories? (Nearby each other with complimentary or non-competing uses.)

Shared parking already occurs on an informal basis in both Bloomington and Normal. This could be more formally encouraged.

7. Additional Comments:

Garages are a detriment. They are either located in areas where people don't want to be (that's why the land is available) or are taking up valuable land better suited to more active uses. They also increase the tax burden, mostly paid by businesses.

On-street meters could work, especially if the intention is to increase turnover of spaces. He recommends starting with a limited pilot project.

Follow-up: Forward information on most recent meter technology.

Interviewee: Bob Nuckolls and Maggie Nelson
Affiliation/Agency: Illinois State University
Date and Time of Interview: November 29, 2006, 3:30 PM

1. How are parking conditions perceived in your immediate area? During what times/days is parking more or less available?

Parking is at capacity across most of campus and highly used on Main Street. Commuters have the most difficulty parking, as they're arriving at the peak hours (Monday and Wednesday between 9 AM and 2 PM and the busiest times). While there are usually wait-lists for parking permits at the beginning of the school year, the lists are usually cleared by second semester.

2. What are the most common trip types in your immediate area (work, school, errands, recreation)? These are for both in-bound and out-bound.

School trips by students and work trips by faculty, and staff.

3. By what mode are these trips primarily made?

Auto.

4. Are there any reasonable alternatives to driving for these trips?

The bus system is well used by students, both across campus at to downtown Bloomington.

5. Are there any trips that could be accommodated through modes other than driving?

Bus could handle more people, but cars will always be the dominant mode.

6. Are there are any locations which could share their parking inventories? (Nearby each other with complimentary or non-competing uses.)

No.

7. Additional Comments:

ISU is currently constructing a new 400 space surface parking lot at Traders Center and is planning a 400+ space structure at the south end of campus (building F35).

ISU offers students a universal transit pass.

ISU will not consider limiting parking permits (i.e., for freshmen).

Interviewee: Sonja Reece
Affiliation/Agency: BroMenn Healthcare & Town of Normal
Date and Time of Interview: November 29, 2006, 4:00 PM

1. How are parking conditions perceived in your immediate area? During what times/days is parking more or less available?

Most BroMenn parkers park on-site. No one parks along Main Street or west due to the distance to buildings. Local residents frequently complain about employees parking on the street to the east of the hospital. A Residential Permit Parking program has been considered and is supported by the residential community; the Police Department has concerns about how it could be effectively enforced.

2. What are the most common trip types in your immediate area (work, school, errands, recreation)? These are for both in-bound and out-bound.

Trips are to the medical campus.

3. By what mode are these trips primarily made?

Auto.

4. Are there any reasonable alternatives to driving for these trips?

There is a bus route which serves the BroMenn campus, but it is not a preferred mode.

5. Are there any trips that could be accommodated through modes other than driving?

The bus system could handle additional trips, but scheduling to meet the shift changes has hindered its ability to serve employees.

6. Are there are any locations which could share their parking inventories? (Nearby each other with complimentary or non-competing uses.)

The BroMenn campus shares parking between the hospital and medical office building.

7. Additional Comments:

BroMenn is planning to build BroMenn Village along the east side of Main Street, including medical offices, out-patient services, labs, and x-ray.

Transportation Demand Management programs have not been considered by BroMenn as demand for parking has been met, but BroMenn will consider TDM as part of this study.

V. Appendix

Community Process: Charrette - Downtown Bloomington

ACTIVITY 1: Map Existing Conditions on Site Aerial

In the allotted time, directly on the site aerial, please locate the Existing & Surrounding Land Uses, Existing Circulation, Fixed Assets, and Redevelopment Sites as follows. These activities focus on the area within the dark blue dashed line.

Existing & Surrounding Land Uses – What land uses occur on and around the Corridor?

Locate the following and use the colors listed to solidly color each parcel.

- Civic buildings – City Hall, libraries, schools, government offices, religious facilities, etc (blue)
- Parks (green)
- Existing residential neighborhoods (yellow)
- Existing commercial development (red)
- Existing industrial development (brown)
- Existing parking garages or surface lots (gray)

Existing Circulation – How is downtown Bloomington currently accessed?

Identify existing vehicular, pedestrian, and bicycle routes with thick or thin dashed lines on the aerial. Prioritize the routes as major (most heavily used) or minor (local traffic).

- Vehicular pathways – use arrows to illustrate direction of the streets
  - Thick dashed gray line for major routes
  - Thin dashed gray line for minor routes
  - Notes: What are the primary east-west routes? Where does on-street parking occur?
- Pedestrian pathways
  - Thick dashed red line for major routes
  - Thin dashed red line for minor routes
- Bicycle pathways (dashed purple lines)
- Bus lines (dashed blue line with solid dots to denote stops)
- Difficult intersections (dashed circle using the colors above depending on if problem relates to vehicles, pedestrians, bicycles, or transit)

Existing Circulation – How are key sites currently accessed?

Consider two of the following situations or create one of your own. Illustrate, using an orange line, how one would travel from one location to other. Note any issues or comments about this journey, including by what mode(s) of transportation (car, walking, bicycle, or bus) were used on the notepaper provided.

- A County employee (Washington & East) plans to attend a play at the Cultural Center (East & Mulberry) immediately after work.
- A resident living near Market & Lee is meeting a friend for dinner at Rosie's (Front between Main & East).
- A resident living near Jefferson & Gridley attending an event at the Coliseum.
- Other (use notepaper to detail if other sites are selected)

Fixed Assets – What buildings & features should remain through the redevelopment of the Corridor?

Identify the buildings, features, or neighborhoods that should remain intact through the Main Street redevelopment process and outline each in black. When completing these exercises, consider it a long-range (20-year) process, but keep in mind that it is comprised of short- and mid-range achievements.

Redevelopment Sites – What lots will or should redevelop through this process?

Continuing to draw directly on the site aerial, identify the following by drawing diagonal lines on the appropriate parcels with the designated colors below.

- Parking (surface lots or garages) or Vacant Lots (black diagonal lines)
- Buildings or parcels that should be redeveloped because: (hatch brown lines)
  - they have been vacant for a while.
  - they are not pedestrian friendly (curb cuts, large setbacks, windowless, etc.).
  - they do not fit with the character of the area.
  - the quality of construction is inappropriate.
  - the buildings are deteriorated or at the end of their lifespan.
  - the lots are under-developed (the building footprint is too small, the height is too low).

ACTIVITY 2: Redevelopment Vision

Redevelopment Vision – What words will describe the couplet through downtown Bloomington in 20-years?

Use the notepaper provided to record your descriptions.

- Select 5-10 words that describe the Corridor through downtown today.
- Select 5-10 descriptive words that you believe will describe the Corridor in 20-years. Form at least 5 of these into action phrases that will serve as guiding principles as you create the redevelopment plans. For example - if the descriptive word is "walkable" the action phrase can be "create a pedestrian-oriented area."

ACTIVITY 3: Map Proposed Land Uses on Trace Overlay #1

Proposed Land Uses – How will the following uses develop along the Corridor?

Cover the aerial map used in Activities 1 and 2 with one piece of trace paper. Use the tape provided to secure it to your base aerial.

Using the information from the previous activities, locate the following uses solidly coloring, unless otherwise noted, each parcel, along the couplet. At the end of this activity, all parcels must be designated with a use. Label such details as proposed building heights or specific uses to the side. If you table decides a use is inappropriate, please note why.

- Commercial-Office (diagonal red lines)
  - Consider which buildings could have residential on the upper stories.
- Residential-Multi-family (solid orange)
  - Overlap with commercial uses to show mixed-use buildings.
- Civic Uses (solid blue)
- Open Space (solid green)
  - Open spaces should be located to serve those within 1/4 mile or 1,320'.

ACTIVITY 4: Map Proposed Circulation and Physical Improvements on Trace Overlay #2

Use a second piece of trace paper and lay it on top of your previous work, secure it to the previous layers with tape.

Proposed Circulation – How should the downtown be accessed?

Identify proposed vehicular, pedestrian, and bicycle routes with solid lines on the aerial, using arrows to illustrate direction of the streets.

- Proposed vehicular pathways (gray lines)
- Proposed pedestrian pathways (red line)
- Proposed bicycle pathways (purple lines)
- Proposed bus lines (blue line with solid dots at stops)

Physical Improvements

Map the following using the designated symbol or color. Please use the outer edge of the maps for notes or labels that describe your improvements. If your table decides one or all of these are not appropriate, please note why.

- Locations for gateway features (solid orange circle).
  - Gateways can be for the Corridor, neighborhood, or institution.
- Vehicular intersections that need revision (dashed black circle around the intersection). Label any details of these revisions to the side.
  - Revisions can include quantity of lanes, location of lanes, medians or boulevards, crosswalks, better pedestrian access, etc.
  - Note: what are the key intersections with east-west access?
- Bicycle Access
  - Map locations that should have bicycle access (purple star).
  - Note: does your proposed bicycle circulation plan access this site?
- Areas in need of streetscape enhancements (green line).
  - These can include, but are not limited to, wider sidewalks, street paving improvements, street trees, landscape medians, sidewalk planters, benches, and trash receptacles.
  - Note: which streets are in most need of these enhancements?

Selected Results: Activity #2 Redevelopment Vision

The following are some of the results from the visioning exercise in Activity #2.

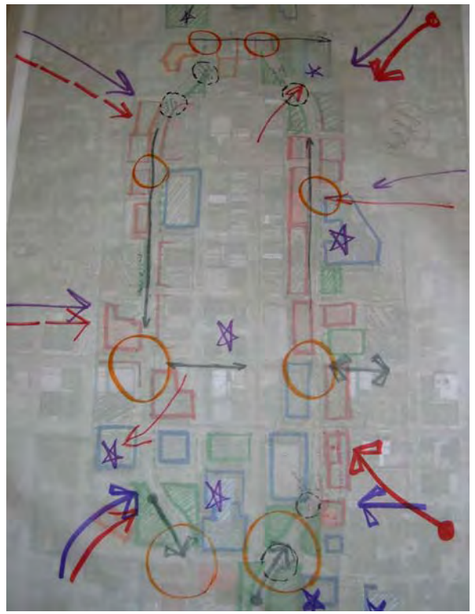
Descriptions of Downtown Bloomington Today

- Barren
- Power poles and lines – unsightly
- Pass-through
- Uninviting
- Unkempt
- Too many zoning variances
- Bleak
- Unattractive
- Chaotic

Descriptions of Downtown Bloomington in 20 Years

- Vibrant, welcoming
- Greener: plants, flowers, greenway
- Greener: sustainable
- Good access to Miller Park
- Buried power lines
- Independent businesses with residences above
- Welcome center at south end
- Businesses and residences oriented to streets
- All parking lots removed
- Safe
- Well-lit
- Walkable and bicycle friendly
- 24/7 activity
- Connected

Redevelopment plan for the couplet in downtown Bloomington that includes additional open space at the north and south entrances into downtown.



Redevelopment plan illustrating proposed circulation and physical improvements in downtown.

A view of the northern quarter of downtown Bloomington. It also includes the addition of green space near the cultural center and where the radio tower is currently location. Parking is illustrated behind buildings so it is less visible from the street.

V. Appendix

Community Process: Charrette - Residential Neighborhood South of Downtown Bloomington

ACTIVITY 1: Map Existing Conditions on Site Aerial

In the allotted time, directly on the site aerial, please locate the Existing & Surrounding Land Uses, Existing Circulation, Fixed Assets, and Redevelopment Sites as follows:

Existing & Surrounding Land Uses – What land uses occur on and around the Corridor?
Locate the following by using the colors listed to solidly color each parcel.

- Civic buildings – City Hall, libraries, schools, military facilities (blue)
- Parks (green)
- Existing residential neighborhoods (yellow)
- Existing commercial development (red)
- Existing industrial development (brown)

Existing Circulation – How is this area currently accessed?
Identify existing vehicular, pedestrian, and bicycle routes with thick or thin dashed lines on the aerial. Prioritize the routes as major (2-3 most heavily used) or minor (local traffic).

- Vehicular pathways – use arrows to illustrate direction of the streets
  - Thick dashed gray line for major routes
  - Thin dashed gray line for minor routes
  - Note: where does on-street parking occur?
- Pedestrian pathways
  - Thick dashed red line for major routes
  - Thin dashed red line for minor routes
- Bicycle pathways (dashed purple lines)
- Bus lines (dashed blue line with solid dots at stops)
- Problem intersections (dashed circle using the colors above depending on if problem relates to vehicles, pedestrians, bicycles, or transit).

Fixed Assets – What buildings & features should remain through redevelopment?
Identify the buildings, features, or neighborhoods that should remain intact through the Main Street redevelopment process and outline each in black. When completing these exercises, consider it a long-range (20-year) process, but keep in mind that it is comprised of short- and mid-range achievements.

Redevelopment Sites – What lots will or should redevelopment through this process?
Continuing to draw directly on the site aerial, identify the following by drawing diagonal lines on the appropriate parcels with the designated colors.

- Parking or Vacant Lots (black diagonal lines)
- Buildings or parcels that should be redeveloped because: (hatch brown lines)
  - they have been vacant for a while.
  - they are not pedestrian friendly (curb cuts, large setbacks, windowless, etc.).
  - they do not fit with the character of the area.
  - the quality of construction is inappropriate.
  - the buildings are deteriorated or at the end of their lifespan.
  - the lots are under-developed (the building footprint is too small, the height is too low).

ACTIVITY 2: Redevelopment Vision

Redevelopment Vision – What words will describe the Corridor in 20-years?

- Select 5-10 words that describe the Corridor through downtown today.
- Select 5-10 descriptive words that you believe will describe the Corridor in 20-years. Form at least 5 of these into action phrases that will serve as guiding principles as you create the redevelopment plans. For example - if the descriptive word is “walkable” then the action phrase can be “create a pedestrian-oriented area.”

ACTIVITY 3: Map Proposed Land Uses on Trace Overlay #1

Proposed Land Uses – How will the following uses develop along the Corridor?
Cover the aerial map used in Activities 1 and 2 with one piece of trace paper and secure it to the base aerial with the tape provided.

Using the information from the previous activities (what should stay, what can be redeveloped, circulation patterns, & redevelopment vision), locate the following by solidly coloring, unless otherwise noted, each parcel. At the end of this activity, all parcels must be designated with a use. Label such details as proposed building heights or specific uses to the side. If you table decides a use is inappropriate, please note why.

- Neighborhood Commercial Center (hatch red lines)
  - Must be concentrated at one intersection.
  - Given the likely market for commercial in this neighborhood and the existence of commercial to the north (downtown) and south (near highway), no more than four lots may be given this designation.
  - Note: Requires good visibility and access. Will primarily serve those neighborhood residents living within 1/4 mile or 1,320’.
- Single-Family (attached or detached) Residential (solid yellow)
  - No minimum or maximum quantity required.
- Multiple-Family Residential (solid orange)
  - Overlap with neighborhood commercial to show mixed-use buildings.
  - Must designate a minimum of five lots as this designation.
- Open Space (solid green)
  - Note: Each dwelling in the area is ideally located within 1/4 mile or 1,320’ of an open space (existing or proposed).
  - Open spaces should be accessible to the public.

ACTIVITY 4: Map Proposed Circulation and Physical Improvements on Trace Overlay #2

Use a second piece of trace paper and lay it on top of your previous work; secure it to the previous layers with tape.

Proposed Circulation – How should this area be accessed?
Identify proposed vehicular, pedestrian, and bicycle routes with solid lines, using arrows to illustrate direction of the streets.

- Proposed vehicular pathways (gray lines)
- Proposed pedestrian pathways (red line)
- Proposed bicycle pathways (purple lines)
- Proposed bus lines (blue line with solid dots at stops)
- Label proposed locations for on-street parking

Physical Improvements
Map the following using the designated symbol or color. Please use the outer edge of the maps for notes or labels that describe your improvements. If your table decides one or all of these are not appropriate, please note why.

- Locations for gateway features (solid orange circle).
  - Gateways can be for the Corridor or a neighborhood.
- Vehicular intersections that need revision (dashed black circle around the intersection). Label any details of these revisions to the side.
  - Revisions can include quantity of lanes, location or direction of lanes, medians or boulevards, and amenities for modes other than the vehicle.
- Bicycle Access
  - Map locations that should have bicycle access (purple star).
  - Note: does your proposed vehicular circulation plan access this site?
- Areas in need of streetscape enhancements (solid green line).
  - These can include, but are not limited to, wider sidewalks, street paving improvements, street trees, sidewalk planters, benches, trash receptacles, and landscape medians.
  - Note: which streets are in most need of these enhancements?

Selected Results: Activity #2 Redevelopment Vision

The following are some of the results from the visioning exercise in Activity #2.

Descriptions of the Residential Neighborhoods South of Downtown Today

- Shabby
- Used car lots
- Not pedestrian-friendly
- Busy streets
- Good, old houses
- Dismal
- Lack of planning; mish-mash of development
- No on-street parking
- Decaying
- Unplanned
- Inaccessible
- Low value
- Lagging commercial

Descriptions of the Residential Neighborhoods South of Downtown in 20 Years

- Stable
- Clean
- Established
- Green
- Mixed-use
- Welcoming, inviting
- Gateway into Bloomington
- Neighborly
- On-street parking

This redevelopment plan calls for the addition of multiple-family development along the northbound or west side of the couplet with mixed-use development facing the proposed central park.

This table also proposed a central open space, but here it would function as a roundabout with mixed-use development facing it. Like many of the plans this one also includes bicycle and pedestrian connections on Lincoln.

Just south of Wood Street, this table realigned the couplet to create two way streets. At the point of realignment, they propose a central park.

V. Appendix

Community Process: Charrette - Couplet Adjacent to IWU

ACTIVITY 1: Map Existing Conditions on Site Aerial

In the allotted time, directly on the site aerial, please locate the Surrounding & Existing Land Uses, Existing Circulation, Fixed Assets, and Redevelopment Sites as follows:

Existing & Surrounding Land Uses – What land uses occur on and around the Corridor?
Locate the following and use the colors listed to solidly color each parcel.

- Civic buildings – City Hall, libraries, schools, military facilities (blue)
- Hospital or University Buildings (pink)
- Parks (green)
- Existing residential neighborhoods (yellow)
- Existing commercial development (red)
- Existing industrial development (brown)
- Parking garages or lots (gray)

Existing Circulation – How is this area currently accessed?
Identify existing vehicular, pedestrian, and bicycle routes with thick or thin dashed lines on the aerial. Prioritize the routes as major (2-3 most heavily used) or minor (local traffic).

- Vehicular pathways – use arrows to illustrate direction of the streets
    - Thick dashed gray line for major routes
    - Thin dashed gray line for minor routes
    - Notes: what are the primary east-west routes?
    - Where does on-street parking occur?
- Pedestrian pathways
    - Thick dashed red line for major routes
    - Thin dashed red line for minor routes
- Bicycle pathways (dashed purple lines)
- Bus lines (dashed blue line with solid dots at stops)
- Difficult intersections (dashed circle using the colors above depending on if problem relates to vehicles, pedestrians, bicycles, or transit).

Fixed Assets – What buildings & features should remain through the redevelopment of the Corridor?
Identify the buildings, features, or neighborhoods that should remain intact through the Main Street redevelopment process and outline each in black. When completing these exercises, consider it a long-range (20-year) process, but keep in mind that it is comprised of short- and mid-range achievements.

Redevelopment Sites – What lots will or should redevelopment through this process?
Continuing to draw directly on the site aerial, identify the following by drawing diagonal lines on the appropriate parcels with the designated colors below.
- Parking or Vacant Lots (black diagonal lines)
- Buildings or parcels that should be redeveloped because: (hatch brown lines)
    - they have been vacant for a while.
    - they are not pedestrian friendly (curb cuts, large setbacks, windowless, etc.).
    - they do not fit with the character of the area.
    - the quality of construction is inappropriate.
    - the buildings are deteriorated or at the end of their lifespan.
    - the lots are under-developed (the building footprint is too small, the height is too low).

ACTIVITY 2: Redevelopment Vision

Redevelopment Vision – What words will describe the Corridor in 20-years?
- Select 5-10 words that describe the Corridor through downtown today.
- Select 5-10 descriptive words that you believe will describe the Corridor in 20-years. Form at least 5 of these into action phrases that will serve as guiding principles as you create the redevelopment plans. For example - if the descriptive word is walkable then “create a pedestrian-oriented area.”

ACTIVITY 3: Map Proposed Land Uses on Trace Overlay #1

Proposed Land Uses – How will the following uses develop along the Corridor?
Cover the aerial map used in Activities 1 and 2 with one piece of trace paper and secure it to the base aerial using the tape provided.

Using the information from the previous activities, locate the following uses solidly coloring, unless otherwise noted, each parcel. At the end of this activity, all parcels within the study area must be designated with a use. Label such details as proposed building heights or specific uses to the side. If you table decides a use is inappropriate, please note why.

- Neighborhood Retail & Service Center (hatch red lines)
    - Must be concentrated in one location.
    - Given the likely market for commercial in this segment, a minimum of one and a maximum of two complete blocks (one block, both faces or sides of street) may be located.
    - Note: Will primarily serve those living and working within about a 1/4 mile or 1,320’.
    - Note: Consider where your segment’s employment center is location and how the commercial will be accessed (car, pedestrian, bike, or bus).
    - Does on-street parking exist to serve these businesses? Should it exist in this location?
- Commercial-Office (red diagonal lines)
- University Facilities (pink)
- Single-Family (attached or detached) Residential (yellow)
- Multiple-Family Residential (orange)
    - Overlap with neighborhood commercial to show mixed-use buildings.
- Civic Uses (blue)

ACTIVITY 4: Map Physical Improvements on Trace Overlay #2

Use a second piece of trace paper and lay it on top of your previous work and secure it to the previous layers with tape.

Proposed Circulation – How should this area be accessed?
Identify proposed vehicular, pedestrian, and bicycle routes with solid lines, using arrows to illustrate direction of the streets.

- Proposed vehicular pathways (gray lines)
- Proposed pedestrian pathways (red line)
- Proposed bicycle pathways (purple lines)
- Proposed bus lines (blue line with circles/dots at stops)
- Locate proposed locations for on-street parking.

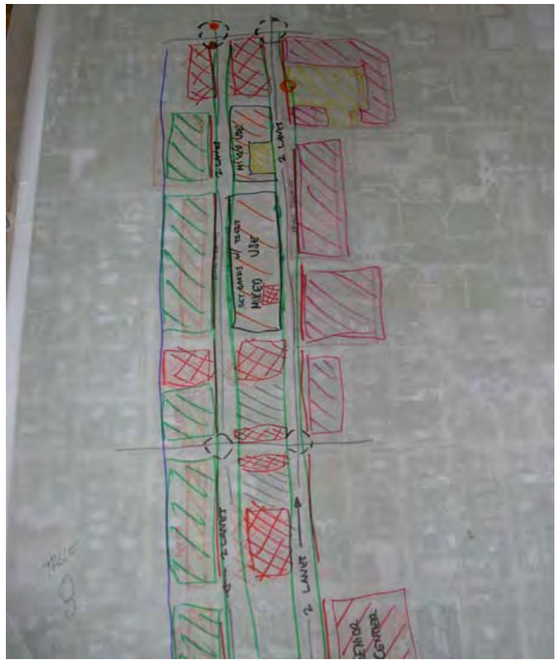
Physical Improvements
Map the following using the designated symbol or color. Please use the outer edge of the maps for notes or labels that describe your improvements. If your table decides one or all of these are not appropriate, please note why.
- Locations for gateway features (solid orange circle).
    - Gateways can be for the Corridor, neighborhood, or institution.
- Vehicular intersections that need revision (dashed black circle around the intersection). Label any details of these revisions to the side.
    - Revisions can include quantity of lanes, location or directions of lanes, medians or boulevards, crosswalks, etc.
- Bicycle Access
    - Map locations that should have bicycle access (purple star).
    - Note: does your proposed bicycle circulation plan access this site?
- Areas in need of streetscape enhancements (green line).
    - These can include, but are not limited to, wider sidewalks, street paving improvements, street trees, landscape medians, sidewalk planters, benches, and trash receptacles.
    - Note: which streets are in most need of these enhancements?

Selected Results: Activity #2 Redevelopment Vision

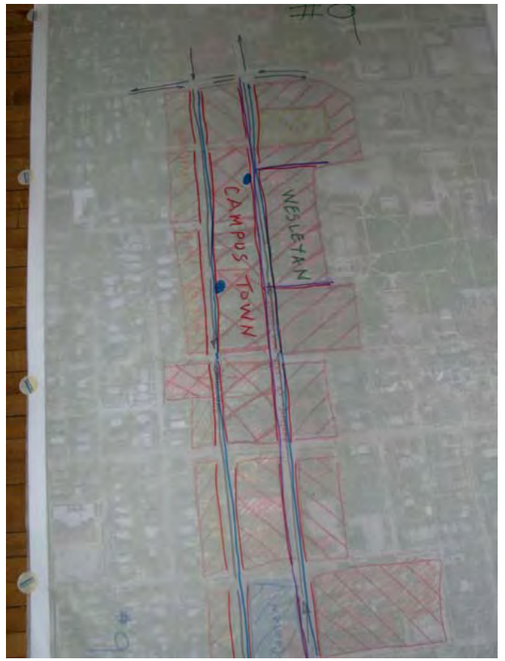
The following are some of the results from the visioning exercise in Activity #2.

Descriptions of the Couplet Adjacent to IWU Today
- Hodge-Podge, mish-mash
- Disjointed
- Convoluted, confused
- Concrete
- Ugly
- Barren
- Inconsistent
- Drag strip
- Bleak
- Partially attractive
- Unappealing
- Uninviting
- Run-down, deteriorating
- Drab
- No amenities for students

Descriptions of the Couplet Adjacent to IWU in 20 Years
- Walkable, pedestrian-oriented
- Re-paved
- Mixed-use
- Green
- Bicycle-friendly
- Attractive
- Quaint
- Storefronts
- Broad sidewalks
- Green
- Collegiate
- Better transit connections
- Modern



This table prioritized the intersections of the couplet with Emerson and Empire as both needing physical improvements and being good locations for mixed-use development.



Preserving Ridgewood was a common plan element. This table also created a mixed-use "campus town" near Wesleyan and proposed the redevelopment of the Electrolux site.

The addition of multiple-family housing and a large, centrally located park were elements of this table's redevelopment plans.

V. Appendix

Community Process: Charrette - Couplet Adjacent to BroMenn HealthCare

ACTIVITY 1: Map Existing Conditions on Site Aerial

In the allotted time, directly on the site aerial, please locate the Surrounding & Existing Land Uses, Existing Circulation, Fixed Assets, and Redevelopment Sites as follows:

Existing & Surrounding Land Uses – What land uses occur on and around the Corridor?
Locate the following and use the colors listed to solidly color each parcel.

- Civic buildings – City Hall, libraries, schools, military facilities (blue)
- Hospital or University Buildings (pink)
- Parks (green)
- Existing residential neighborhoods (yellow)
- Existing commercial development (red)
- Existing industrial development (brown)
- Parking garages or lots (gray)

Existing Circulation – How is this area currently accessed?
Identify existing vehicular, pedestrian, and bicycle routes with thick or thin dashed lines on the aerial. Prioritize the routes as major (2-3 most heavily used) or minor (local traffic).

- Vehicular pathways – use arrows to illustrate direction of the streets
  - Thick dashed gray line for major routes
  - Thin dashed gray line for minor routes
  - Notes: what are the primary east-west routes?
  - Where does on-street parking occur?
- Pedestrian pathways
  - Thick dashed red line for major routes
  - Thin dashed red line for minor routes
- Bicycle pathways (dashed purple lines)
- Bus lines (dashed blue line with solid dots at stops)
- Difficult intersections (dashed circle using the colors above depending on if problem relates to vehicles, pedestrians, bicycles, or transit).

Fixed Assets – What buildings & features should remain through the redevelopment of the Corridor?
Identify the buildings, features, or neighborhoods that should remain intact through the Main Street redevelopment process and outline each in black. When completing these exercises, consider it a long-range (20-year) process, but keep in mind that it is comprised of short- and mid-range achievements.

Redevelopment Sites – What lots will or should redevelopment through this process?
Continuing to draw directly on the site aerial, identify the following by drawing diagonal lines on the appropriate parcels with the designated colors below.

- Parking or Vacant Lots (black diagonal lines)
- Buildings or parcels that should be redeveloped because: (hatch brown lines)
  - they have been vacant for a while.
  - they are not pedestrian friendly (curb cuts, large setbacks, windowless, etc.).
  - they do not fit with the character of the area.
  - the quality of construction is inappropriate.
  - the buildings are deteriorated or at the end of their lifespan.
  - the lots are under-developed (the building footprint is too small, the height is too low).

ACTIVITY 2: Redevelopment Vision

Redevelopment Vision – What words will describe the Corridor in 20-years?

- Select 5-10 words that describe the Corridor through downtown today.
- Select 5-10 descriptive words that you believe will describe the Corridor in 20-years. Form at least 5 of these into action phrases that will serve as guiding principles as you create the redevelopment plans. For example - if the descriptive word is walkable then the action phrase can be “create a pedestrian-oriented area.”

ACTIVITY 3: Map Proposed Land Uses on Trace Overlay #1

Proposed Land Uses – How will the following uses develop along the Corridor?
Cover the aerial map used in Activities 1 and 2 with one piece of trace paper and secure it to the base aerial using the tape provided.

Using the information from the previous activities, locate the following uses solidly coloring, unless otherwise noted, each parcel. At the end of this activity, all parcels must be designated with a use. Label such details as proposed building heights or specific uses to the side. If you table decides a use is inappropriate, please note why.

- Commercial - Neighborhood Retail & Service Center (hatch red lines)
  - Must be concentrated in one location.
  - Given the likely market for retail & services in this neighborhood, a maximum of one complete block (one block, both faces or sides of street) maybe located.
  - Note: Will primarily serve those living and working within about a 1/4 mile or 1,320’.
  - Note: Consider where your segment’s employment center is location and how the commercial will be accessed (car, pedestrian, bike, or bus).
  - Does on-street parking exist to serve these businesses? Should it exist in this location?
- Commercial – Office (red diagonal lines)
- Hospital Facilities (pink)
- Single-Family (attached or detached) Residential (yellow)
- Multiple-Family Residential (orange)
  - Overlap with neighborhood commercial to show mixed-use buildings.
  - At least four lots must be given this designation (not including mixed-use buildings).
- Civic Use (blue)

ACTIVITY 4: Map Physical Improvements on Trace Overlay #2

Use a second piece of trace paper and lay it on top of your previous work, securing to the previous layers it with the tape provided.

Proposed Circulation – How should this area be accessed?
Identify proposed vehicular, pedestrian, and bicycle routes with solid, using arrows to illustrate direction of the streets.

- Proposed vehicular pathways (gray lines)
- Proposed pedestrian pathways (red line)
- Proposed bicycle pathways (purple lines)
- Proposed bus lines (blue line with solid dots at stops)
- Locate proposed locations for on-street parking.

Physical Improvements
Map the following using the designated symbol or color. Please use the outer edge of the maps for notes or labels that describe your improvements. If your table decides one or all of these are not appropriate, please note why.

- Locations for gateway features (solid orange circle).
  - Gateways can be for the Corridor, neighborhood, or institution.
- Vehicular intersections that need revision (dashed black circle around the intersection). Label any details of these revisions to the side.
  - Revisions can include quantity of lanes, location or directions of lanes, medians or boulevards, crosswalks, etc.
- Bicycle Access
  - Map locations that should have bicycle access (purple star).
  - Note: does your proposed bicycle circulation plan access this site?
- Areas in need of streetscape enhancements (green line).
  - These can include, but are not limited to, wider sidewalks, street paving improvements, street trees, landscape medians, sidewalk planters, benches, and trash receptacles.
  - Note: which streets are in most need of these enhancements?

Selected Results: Activity #2 Redevelopment Vision

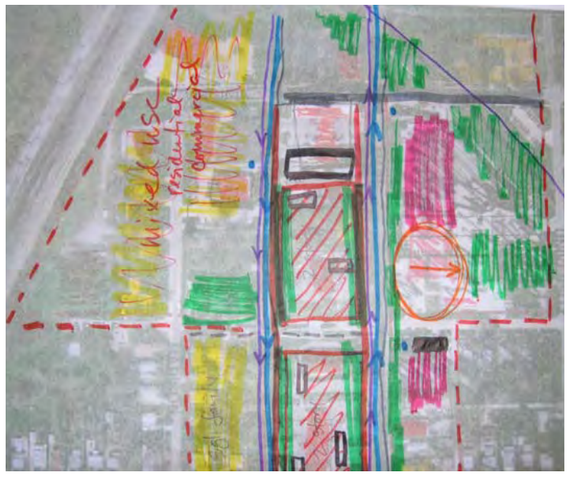
The following are some of the results from the visioning exercise in Activity #2.

Descriptions of the Couplet Adjacent to BroMenn Today
- Hodge-podge
- Confusing
- Auto-oriented
- Ugly
- Repetitive
- Vital businesses
- Shabby, unattractive
- Dismal
- Inappropriate
- Lacking green space
- Need of TLC
- Pedestrian-hostile
- Commercial

Descriptions of the Couplet Adjacent to BroMenn in 20 Years
- Revitalized
- Mixed-use
- Green
- Attractive
- Pedestrian-friendly, walkable
- Inviting
- Slower, safer traffic flow
- Well landscaped
- Well-lit, safe
- Consistent signing

Redevelopment of BroMenn's parking lots along the couplet was a common plan element, as the was the addition of multiple-family housing south of BroMenn and just north of Emerson.

This table created a large park at the entrance to BroMenn where parking currently exists. Additional parking is located off Main Street.



Virginia is the primary entrance into the hospital according to many redevelopment plans, including this one. Here hospital buildings were developed along Main Street and additional green space added.

V. Appendix

Community Process: Charrette - Main Street Adjacent to ISU North of College

ACTIVITY 1: Map Existing Conditions on Site Aerial

In the allotted time, directly on the site aerial, please locate the Existing & Surrounding Land Uses, Existing Circulation, Fixed Assets, and Redevelopment Sites as follows:

Existing & Surrounding Land Uses – What land uses occur on and around the site?
Locate the following and use the colors listed to solidly color each parcel.

- Civic buildings – City Hall, libraries, schools, military facilities, etc (blue)
- University Buildings (pink)
- Parks (green)
- Existing residential neighborhoods (yellow)
- Existing commercial development (red)
- Existing industrial development (brown)
- Parking lots or garages (gray)

Existing Circulation – How is this area currently accessed?
Identify existing vehicular, pedestrian, and bicycle routes with thick or thin dashed lines on the aerial. Prioritize the routes as major (2-3 most heavily used) or minor (local traffic).

- Vehicular pathways – use arrows to illustrate direction of the streets
  - Thick dashed gray line for major routes
  - Thin dashed gray line for minor routes
  - Notes: what are the primary east-west routes? Where does on-street parking occur?
- Pedestrian pathways
  - Thick dashed red line for major routes
  - Thin dashed red line for minor routes
- Bicycle pathways (dashed purple lines)
- Bus lines (dashed blue line with solid dots at stops)
- Difficult intersections (dashed circle using the colors above depending on if problem relates to vehicles, pedestrians, bicycles, or transit).

Fixed Assets – What buildings & features should remain through the redevelopment of the Corridor?
Identify the buildings, features, or neighborhoods that should remain intact through the Main Street redevelopment process and outline each in black. When completing these exercises, consider it a long-range (20-year) process, but keep in mind that it is comprised of short- and mid-range achievements.

Redevelopment Sites – What lots will or should redevelop through this process?
Continuing to draw directly on the site aerial, identify the following by drawing diagonal lines on the appropriate parcels with the designated colors below.

- Parking or Vacant Lots (black diagonal lines)
- Buildings or parcels that should be redeveloped because: (hatch brown lines)
  - they have been vacant for a while.
  - they are not pedestrian friendly (curb cuts, large setbacks, windowless, etc.).
  - they do not fit with the character of the area.
  - the quality of construction is inappropriate.
  - the buildings are deteriorated or at the end of their lifespan.
  - the lots are under-developed (the building footprint is too small, the height is too low).

ACTIVITY 2: Redevelopment Vision

Redevelopment Vision – What words will describe the Corridor in 20-years?
Use the notepaper provided to record your descriptions.

- Select 5-10 words that describe your segment of the Corridor today?
- Select 5-10 descriptive words that you believe will describe the Corridor in 20-years. Form at least 5 of these into action phrases that will serve as guiding principles as you create the redevelopment plans. For example - if the descriptive word is “walkable” then the action phrase may be “create a pedestrian-oriented area.”

ACTIVITY 3: Map Proposed Land Uses on Trace Overlay #1

Proposed Land Uses – How will the following uses develop along the Corridor?
Cover the aerial map used in Activities 1 and 2 with one piece of trace paper and secure it to the base aerial with the tape provided.

Using the information from the previous activities (what should stay, what can be redeveloped, circulation patterns, & redevelopment vision), locate the following uses solidly coloring, unless otherwise noted, each parcel. At the end of this activity, all parcels must be designated with a use. Label such details as proposed building heights or specific uses to the side. If your table decides a use is inappropriate, please note why.

- Commercial Neighborhood Retail & Service Center (hatch red lines)
  - Must be concentrated in one location.
  - Given the likely market for commercial in this neighborhood, a maximum of three parcels may be given this designation.
  - Note: Will primarily serve those within 1/4 mile or 1,320’.
  - Note: Consider how the commercial will be accessed (car, pedestrian, bike, or bus) and by whom (students, staff, or area residents).
  - Does on-street parking exist to serve these businesses?
- Residential (Multi-family and single-family attached) (orange)
  - Overlap with neighborhood commercial to show mixed-use buildings.
- University Facilities (pink)
- Civic Uses (blue)

ACTIVITY 4: Map Physical Improvements on Trace Overlay #2

Use a second piece of trace paper and lay it on top of your previous work, securing it to the previous layers with the tape provided.

Proposed Circulation – How should this area be accessed?
Identify proposed vehicular, pedestrian, and bicycle routes with solid lines on the aerial, using arrows to illustrate direction of the streets.

- Proposed vehicular pathways (gray lines)
- Proposed pedestrian pathways (red line)
- Proposed bicycle pathways (purple lines)
- Proposed bus lines (blue line with solid dots at stops)
- Label proposed locations of on-street parking.

Physical Improvements
Map the following using the designated symbol or color. Please use the outer edge of the maps for notes or labels that describe your improvements. If your table decides something is not appropriate for this location, please note why.

- Locations for gateway features (solid orange circle).
  - Gateways can be for the Corridor, neighborhood, or institution.
- Vehicular intersections that need revision (dashed black circle around the intersection). Label any details of these revisions to the side.
  - Revisions can include quantity of lanes, location of lanes, medians or boulevards, crosswalks, better pedestrian access, etc.
- Bicycle Access
  - Map locations that should have bicycle access (purple star).
  - Note: does your proposed bicycle circulation plan access this site?
- Areas in need of streetscape enhancements (green line).
  - These can include, but are not limited to, wider sidewalks, street paving improvements, street trees, landscape medians, sidewalk planters, benches, and trash receptacles.
  - Note: which streets are in most need of these enhancements?

Selected Results: Activity #2 Redevelopment Vision

The following are some of the results from the visioning exercise in Activity #2.

Descriptions of Main Street Between Gregory and College Today

- Traffic congestion
- No landscaping
- Pedestrian-hostile
- Trashy concrete median
- Too much pavement
- Poor access
- Congested
- Cold, unwelcoming
- Hodge-podge
- Grey
- Industrial or institutional in appearance
- Visually unappealing

Descriptions of Main Street Between Gregory and College in 20 Years

- Landscaped
- Pedestrian-oriented
- Gateway to University
- Welcoming
- Compact
- Clear signage
- Collegiate
- Landscape parking
- Neighborhood businesses

Common elements for the redevelopment plans of Main Street between Gregory and College, are redevelopment of the structures on the west side of the street (not necessarily the uses), improvements to the College Main intersection, and the addition of streetscape.

The Gregory and Main Streets intersection was viewed as the gateway to the ISU campus and many tables proposed improvements to the development at this intersection, including locating the welcome center in this location.

On the east side of Main Street, many tables proposed new mixed-use development.

V. Appendix

Community Process: Charrette - Couplet Adjacent to ISU South of College

ACTIVITY 1: Map Existing Conditions on Site Aerial

In the allotted time, directly on the site aerial, please locate the Existing & Surrounding Land Uses, Existing Circulation, Fixed Assets, and Redevelopment Sites as follows:

Existing & Surrounding Land Uses – What land uses occur on and around the site?
Locate the following and use the colors listed to solidly color each parcel.

- Civic buildings – City Hall, libraries, schools, military facilities, etc (blue)
- University Buildings (pink)
- Parks (green)
- Existing residential neighborhoods (yellow)
- Existing commercial development (red)
- Existing industrial development (brown)
- Parking lots or garages (gray)

Existing Circulation – How is this area currently accessed?
Identify existing vehicular, pedestrian, and bicycle routes with thick or thin dashed lines on the aerial. Prioritize the routes as major (2-3 most heavily used) or minor (local traffic).

- Vehicular pathways – use arrows to illustrate direction of the streets
  - Thick dashed gray line for major routes
  - Thin dashed gray line for minor routes
  - Notes: what are the primary east-west routes?
  - Where does on-street parking occur?
- Pedestrian pathways
  - Thick dashed red line for major routes
  - Thin dashed red line for minor routes
- Bicycle pathways (dashed purple lines)
- Bus lines (dashed blue line with solid dots at stops)
- Difficult intersections (dashed circle using the colors above depending on if problem relates to vehicles, pedestrians, bicycles, or transit).

Fixed Assets – What buildings & features should remain through the redevelopment of the Corridor?
Identify the buildings, features, or neighborhoods that should remain intact through the Main Street redevelopment process and outline each in black. When completing these exercises, consider it a long-range (20-year) process, but keep in mind that it is comprised of short- and mid-range achievements.

Redevelopment Sites – What lots will or should redevelop through this process?
Continuing to draw directly on the site aerial, identify the following by drawing diagonal lines on the appropriate parcels with the designated colors below.

- Parking or Vacant Lots (black diagonal lines)
- Buildings or parcels that should be redeveloped because: (hatch brown lines)
  - they have been vacant for a while.
  - they are not pedestrian friendly (curb cuts, large setbacks, windowless, etc.).
  - they do not fit with the character of the area.
  - the quality of construction is inappropriate.
  - the buildings are deteriorated or at the end of their lifespan.
  - the lots are under-developed (the building footprint is too small, the height is too low).

ACTIVITY 2: Redevelopment Vision

Redevelopment Vision – What words will describe the Corridor in 20-years?
Use the notepaper provided to record your descriptions.

- Select 5-10 words that describe your segment of the Corridor today?
- Select 5-10 descriptive words that you believe will describe the Corridor in 20-years. Form at least 5 of these into action phrases that will serve as guiding principles as you create the redevelopment plans. For example - if the descriptive word is “walkable” then the action statement can be “create a pedestrian-oriented area.”

ACTIVITY 3: Map Proposed Land Uses on Trace Overlay #1

Proposed Land Uses – How will the following uses develop along the Corridor?
Cover the aerial map used in Activities 1 and 2 with one piece of trace paper and secure it to the base with the tape provided.

Using the information from the previous activities (what should stay, what can be redeveloped, circulation patterns, & redevelopment vision), locate the following uses solidly coloring, unless otherwise noted, each parcel. At the end of this activity, all parcels must be designated with a use. Label such details as proposed building heights or specific uses to the side. If you table decides a use is inappropriate, please note why.

- Neighborhood Commercial Center (hatch red lines)
  - Must be concentrated in one location.
  - Given the likely market for commercial in this neighborhood, a minimum of one and a maximum of two and a half complete blocks (a complete block is one block, both faces or sides of the street) may be designated.
  - Note: Will primarily serve those within 1/4 mile or 1,320’.
  - Consider how the commercial will be accessed (car, pedestrian, bike, or bus) and by whom (students, staff, or area residents).
  - Does on-street parking exist to serve these businesses?
- Residential (Multi-family and single-family attached) (orange)
- University Facilities (pink)
- Civic Uses (blue)

ACTIVITY 4: Map Physical Improvements on Trace Overlay #2

Use a second piece of trace paper and lay it on top of your previous work, securing it to the previous layers with tape.

Proposed Circulation – How should this area be accessed?
Identify proposed vehicular, pedestrian, and bicycle routes with solid lines on the aerial, using arrows to illustrate direction of the streets.

- Proposed vehicular pathways (gray lines)
- Proposed pedestrian pathways (red line)
- Proposed bicycle pathways (purple lines)
- Proposed bus lines (blue line with circles/dots at stops)
- Label proposed locations of on-street parking.

Physical Improvements
Map the following using the designated symbol or color. Please use the outer edge of the maps for notes or labels that describe your improvements. If your table decides something is not appropriate for this location, please note why.

- Locations for gateway features (solid orange circle).
  - Gateways can be for the Corridor, neighborhood, or institution.
- Vehicular intersections that need revision (dashed black circle around the intersection). Label any details of these revisions to the side.
  - Revisions can include quantity of lanes, location of lanes, medians or boulevards, crosswalks, better pedestrian access, etc.
- Bicycle Access
  - Map locations that should have bicycle access (purple star).
  - Note: does your proposed bicycle circulation plan access this site?
- Areas in need of streetscape enhancements (green line).
  - These can include, but are not limited to, wider sidewalks, street paving improvements, street trees, landscape medians, sidewalk planters, benches, and trash receptacles.
  - Note: which streets are in most need of these enhancements?

Selected Results: Activity #2 Redevelopment Vision

The following are some of the results from the visioning exercise in Activity #2.

Descriptions of Main Street Between College and Hovey Today

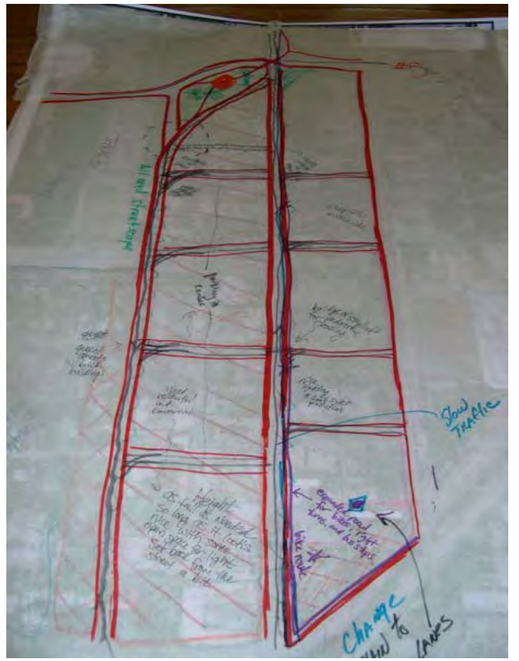
- Cluttered
- Out of date
- High traffic
- Poor maintenance, run down
- Unsafe
- Pedestrian/bicycle-hostile
- Unattractive
- Congested
- Chaotic
- Doesn't meet needs of student population
- Industrial appearance
- Mish-mash, disjointed
- Under utilized
- Old
- Junky appearance
- Concrete
- Confusing, jumbled
- Dangerous

Descriptions of to Main Street Between College and Hovey in 20 Years

- Elegance
- Prestigious
- Updated
- Collegiate
- Pedestrian-friendly
- Cohesive, planned
- Gateway to campus
- Lush (private property and streetscape)
- Safe
- Active
- Denser
- Dignified
- Dynamic

This table proposed a realignment of the College and Main intersection and closed the east (northbound) leg of the couplet.

This table also realigned the College and Main intersection to create more developable land to its south. Here they have proposed a large park and mixed-use development, preserving the junior high on the west and the university uses on the east.



This table's plan preserved the College and Main intersection, but added a large green space to its south.

V. Appendix

Alternative Transportation Modes Analysis

So far, increasing pedestrian and bicyclist's comfort and access to the corridor has been discussed extensively. While these two alternatives to vehicular To reduce the need for increased automobile useage, alternative transportation modes other than those

This section describes the initial screening analysis of alternative modes to identify options that best satisfy the goal of reducing vehicular volumes staying within the Main Street Corridor. Each mode was qualitatively analyzed for fatal flaws, key advantages, and disadvantages, based on the criteria presented in Table 1, and specifically for the benefits provided for trips within the Corridor.

Each mode was evaluated to determine which ones best address existing deficiencies in the alternative mode network by providing appropriate capacity at reasonable costs. This is defined as modes that provide a supply, demand, and cost at equivalent measures (i.e., high supply for high demand could justify a high cost; however, low supply which does not meet a high demand would not justify a high cost). The mode(s) which were deemed to best address the study's needs are recommended for conceptual-level planning.

The following modes and elements were evaluated as part of this analysis:

Criteria Evaluation		
Criteria	**Measure**	**Rationale**
Ridership capacity	High	Supply
	Medium	
	Low	
Population/employment densities	High	Demand
	Medium	
	Low	
Order-of-magnitude cost estimates	High	Cost
	Medium	
	Low	

Table 1: Evaluation of Criteria for Alternatives Analysis.

- Commuter Rail;
- Light Rail Transit (LRT);
- Bus Rapid Transit (BRT);
- On-Street Bus Services;
- Pedestrian and Bicycle Network; and
- Bus Complements.

Commuter Rail

Amtrak currently serves the Normal Railroad station, providing daily service to Chicago, Saint Louis, and points beyond. Boarding at Normal however does not provide any opportunities for traveling within the Main Street Corridor, as the two closest stops are 32 miles in each direction in Pontiac and Lincoln. There are three basic options for expanding the existing commuter rail network:

- Construct a new alignment and new stations within the study area;
- Construct new stations along one or more of the existing alignments; and
- Increase frequency of service along existing alignments at existing stations.

Because of the large capacity of commuter trains, all options offer a High supply of additional transit capacity.

Due to the extensive physical infrastructure required for construction, operation, and maintenance, the first two alternatives carry High cost ratings. The third option carries a significant amount of additional operating expense for existing lines, and is therefore rated with a Medium cost.

The only method for increasing demand for commuter rail to serve travel within the Corridor would be to construct a new station in Bloomington. However, even with this option, it is doubtful many travelers would be enticed to drive to one station and board a train to travel three miles within the Corridor. Therefore, demand for commuter rail options are rates as Low.

Commuter Rail Options			
Option	Supply	Demand	Cost
New Alignment	High	Low	High
New Stations	High	Low	High
Increase Frequency	High	Low	Medium

Table 2: Cost of Commuter Rail Options.

Since demand would not justify the High cost of constructing new rail alignments or stations, these options are not recommended.

Light Rail Transit

Light Rail Transit (LRT) systems are an increasingly popular alternative to heavy rail construction in areas where transit demand is sufficient to support new, high capacity rail services. LRT eliminates the high cost of constructing segregated, electrified tracks by running off of overhead or below-grade electrification, similar to trolley systems, or locomotive power. This allows LRT to operate within existing automotive rights-of-way, and provide significantly lower operations and maintenance costs that commuter rail.

While operating and maintenance costs are significantly lower than heavy rail, LRT does still carry a High capital cost for implementation.

On the positive side, candidate LRT corridors tend to have high density commercial districts along their alignments, drawing ridership from multiple directions. These are characteristics present in the Main Street Corridor, anchored by the downtowns of Bloomington and Normal and supported by BroMenn and the universities. Demand is therefore rated Medium for LRT.

Light Rail Options			
Option	Supply	Demand	Cost
Construct LRT	High	Medium	High

Table 3: Light Rail Options.

Based on the Medium projected demand and the High cost involved, LRT is not recommended for further consideration.

Bus Rapid Transit

Bus Rapid Transit (BRT) refers generally to the provision of exclusive bus rights-of-way, priority treatments, and enhanced bus stops or stations to improve capacity and reliability. BRT is intended to address the delays associated with local bus operations in mixed traffic with curb bus stops. The BRT vehicle may be a single unit or articulated vehicle, providing a High supply of transit capacity.

BRT provides the benefits of an exclusive right-of-way and station stops without the expense and visual impacts associated with the construction of tracks and/or power supply systems required by rail transit. Pre-payment of fares can be addressed at station platforms and low-floor vehicles are frequently used in BRT systems, both to further reduce boarding delays. Due to the shorter dwell times permitted by fare pre-payment, use of low-floor vehicles and all-door boarding, as well as the reduced operational delays allowed by the dedicated right-of-way, frequency of service can be increased, and travel times decreased, compared to the performance of on-street bus services. Additionally, low-emission diesel and/or alternate fuel buses could be utilized to reduce air quality impacts.

While BRT compares favorably with LRT in terms of cost, this option still carries a Medium level of implementation cost, including such capital expenses as roadway reconfiguration, as sufficient width is recommended to

Bus Rapid Transit Options			
Option	Supply	Demand	Cost
Construct BRT	High	Medium	Medium-High

Table 4: Bus Rapid Transit Options.

provide an isolated right-of-way. Since many of the higher volume roadway segments throughout the study area consist of two lanes in each direction, constructing a BRT alignment may require acquisition of private property to provide sufficient width, resulting in a Medium-High cost for this mode.

Conduct Additional Studies on Bus Rapid Transit Feasibility
Like LRT, BRT has proven effective in competing with highways along congested commercial corridors. Like LRT again, however, BRT typically requires a high density commercial district to generate significant demand. However, since BRT would only operate within the Corridor and not connect to adjacent neighborhoods, demand is rated as Medium. Coupled with a Medium construction cost, BRT is recommended for further analysis.

On-Street Bus Services
On-Street bus service generally consists of buses circulating through local communities and commercial districts, typically starting and ending routes at intermodal connection points. Since on-street bus service already exists within the study area, improvement to this mode is an attractive option for a number of reasons. First, unlike LRT and BRT, operators are familiar with the area's market, and residents are familiar with the service. Secondly, established maintenance facilities already exist, providing a core infrastructure upon which to build and offering a significant cost savings. All on-street bus options, which build on the existing bus system, are therefore projected to provide at least a Medium supply of transit capacity.

Study Expansion of the Existing On-Street Bus Network
There are three basic options for expanding the existing on-street bus network:

- Adding new geographic coverage;
- Increasing frequencies and spans along existing routes; and
- Re-routing or consolidating existing service to better reach areas of demand.

The ability to capture significantly more trips would correlate with coverage of high density locations which are currently unserved, providing service at times with sufficient demand which are currently not served, and/or maximizing the efficiency of the existing services to more effectively move them through the Corridor.

Since new or increased service would require the purchase of new vehicles and hiring of additional staff, the first two options each carry a Medium cost of implementation. The third option, which requires reallocation of existing resources, carries a Low cost.

On-Street Bus Options			
Option	**Supply**	**Demand**	**Cost**
New Service	Medium	Low	Medium
Increase Frequency	Medium	Medium	Medium
Re-routing	Medium	Low	Low

Table 5: On-Street Bus Options.

Increase Existing Service Frequency
Existing service spans and frequencies do not vary significantly among the routes which serve the study area. Currently, most service operates 14 to 15 hours per weekday, with either 30 or 60 minute headways. The routes directly serving Main Street (Green A and Red B) offer a combined service of 3 buses per hour. These routes serve the highest number of riders, aside from the ISU routes. Refer to Chapter II Existing Conditions: Existing Alternative Mode Analysis for details on all existing bus routes.

Increasing the temporal coverage along this existing route can be a very effective way of putting a user-friendly "face" on transit, and attracting at least a Medium ridership demand. Providing sufficient service so that riders no longer need to know the schedule, but know that a bus will arrive within 10 minutes, is anticipated to significantly shift travel demand to on-street bus service. Coupling increased frequency with capital improvements, including bus pullouts and queue jumpers to provide transit priority at intersections, could significantly increase public perception and use of on-street bus services.

The areas with the densest concentrations of population and employment are served by the routes with the highest ridership. This implies that additional routes or significant modifications to the routings are not needed in the study area.

Pedestrian & Bicycle Network Options			
Option	**Supply**	**Demand**	**Cost**
Physical Separation	N/A	Medium	Medium
Striped Routes	N/A	Medium	Low
Furniture	N/A	Low	Low
Bike Racks	N/A	Low	Low

Table 6: Pedestrian and Bicycle Network Options.

Pedestrian and Bicycle Network
A key part of any transit network is a pedestrian and bicycle infrastructure which provides connectivity between origins, destinations, and modal transfer- or end-points. Nearly all transit trips incorporate walking, usually at the beginning and end of the trip. The quality of the connecting pedestrian environment therefore has a direct impact on how far people will walk to reach transit, and how often they will choose to do so.

Install Pedestrian and Bicycle Amenities
Pedestrian and bicycle amenities that facilitate non-motorized transport as a mode and support transit ridership include:

- Physical separations, where pedestrian and bicycle traffic is buffered from auto traffic;
- Striped routes, where the pedestrian and bicycle rights-of-way are clearly delineated;
- Sidewalk furniture, such as attractive lighting, benches, plantings and newspaper boxes or stands (these features should be available, without hindering use of the pedestrian network); and
- Bike storage (i.e., racks, lockers, etc), located at key destinations, as well as on buses and trains.

While improvements to the pedestrian and bicycle network may not result in a significant increase in supply or demand, providing these options fosters the concept that alternatives to driving do exist and are feasible to utilize. Especially in a vehicular-focused Corridor, providing these pedestrian and bicycle amenities is recommended as a Low cost investment to improving mobility. Refer to Pedestrian Access and Circulation and Street Section Recommendations in this Chapter for more details.

V. Appendix

Alternative Transportation Modes Analysis

Bus Complements

An often over-looked aspect of transit service is the quality of its physical appearance in the community. This includes physical improvements at bus stops, such as a shelter, bench, and signage.

Study the Installation of Bus Complements: Bus Shelter

A clean, well-lit, informative bus stop with shelters and seating greatly improves the image of the transit serving a community. Bus complements make taking the bus a comfortable experience, while proper maintenance tells people that transit makes up an important part of the neighborhood. Protection from the weather is especially important for bus riders, since they must wait outside. Stops must be easy to find and use; adequate pedestrian accessibility to and enhanced passenger amenities at transit stops and stations are critical to attracting people to use transit. All stops should have the following elements:

- A level concrete pad, consisting of a 20 feet by 6 feet clear zone at each stop, unobstructed by street furniture, landscaping, or signage;
- Reliable pedestrian access with clear sidewalks providing direct access to the bus loading area;
- Adequate lighting;
- Bench;
- Trash receptacle; and
- Route, schedule, and system information.

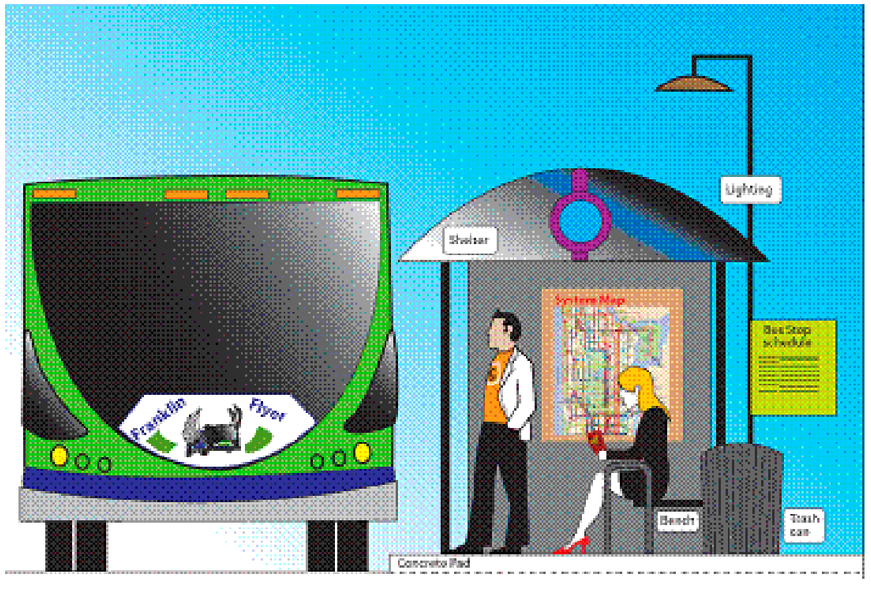
In addition, high ridership stops (100 passengers per day or more) should also contain real time travel information and a bicycle rack.

Bus Complements			
Option	Supply	Demand	Cost
Bus Shelter Improvements	N/A	Low	Low
Information Marketing	N/A	Low	Low
General Marketing	N/A	Low	Low

Table 7: Bus Complements.

Study the Installation of Bus Complements: Safety Measures at Stops

Stops also require safety measures; people will not wait at a bus stop where they feel vulnerable. Safety and security requires transit operators to provide for a predominantly controlled environment, so riders perceive the agency is protecting them. In addition, it also requires emergency planning for when uncontrolled events occur, so that responses are planned and procedures are in place to answer unforeseen incidents. These preparations provide riders with both an actual and perceived safe environment, addressing public concerns that limit the effectiveness of the transit system. Providing a safe and secure environment requires a combination of design features, response plans, evaluation of public perception, and coordination between the multiple transit services and levels of government. All bus stops should be well-lit and provide clear sight lines with no "blind spots." Placement of stops in view of active uses is recommended. Stations and stops should be accompanied by clearly marked crosswalks and traffic control devices, to provide a safe, controlled roadway crossing.



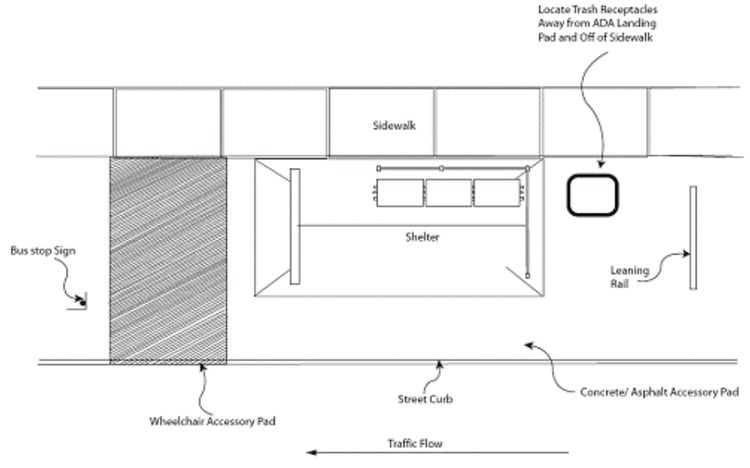
Example of a bus stop with multiple improvements, including a shelter, lighting, bench, and trash receptacle.

Study the Installation of Bus Complements: Ridership Information

Another complement is the ease and availability of off-site provision of information. In order to attract new riders, information on schedules, frequencies, and spans needs to be promoted outside the service infrastructure. An example would be to place a web-link on the websites of key area trip-generators that re-directs viewers to the transit provider's website.

One key disadvantage of the existing bus routes that serve the study area is a consistent lack of visual infrastructure, with very few shelters or bus stop signs, and no information regarding schedule. For a person who does not currently utilize the service, finding out where and when the buses run is perceived as a very difficult task. Without bus stops or signage, it is impossible for new riders to make rationale trip-making decisions. Without comfort in a reliable system, riders have no reason to utilize the transit system.

Bus complements, in the form of weather-protected bus shelters, signage denoting bus stop locations and offering specific schedules, and marketing to notify the public of the service, offer the opportunity to capture new riders who want to use transit. These elements are anticipated to provide a positive perception of a well planned on-street bus service, therefore increasing demand at a Low cost. Therefore, considered in conjunction with improvements to the on-street bus service option, these elements are also recommended for further evaluation.



Prototypical bus stop configuration.

Conclusions

Evaluation criteria were established to determine appropriate transit modes for improving mobility through the Main Street Corridor. The evaluation of mode is summarized in Table 8 below.

The most significant flaws among the individual modes are disparities between cost and demand. While commuter and light rail options do not satisfy sufficient demand, options for increasing on-street bus service or implementing a Corridor-long BRT system could significantly increase transit's share of trips. The bicycle and pedestrian network also offers a limited level of service within the study area. Its sidewalks and bicycle amenities suffer from the neglect common in auto-oriented districts. Improving bus complements (specifically bus shelters and the dissemination of service information) could be a cost effective way of broadening the appeal of existing transit services.

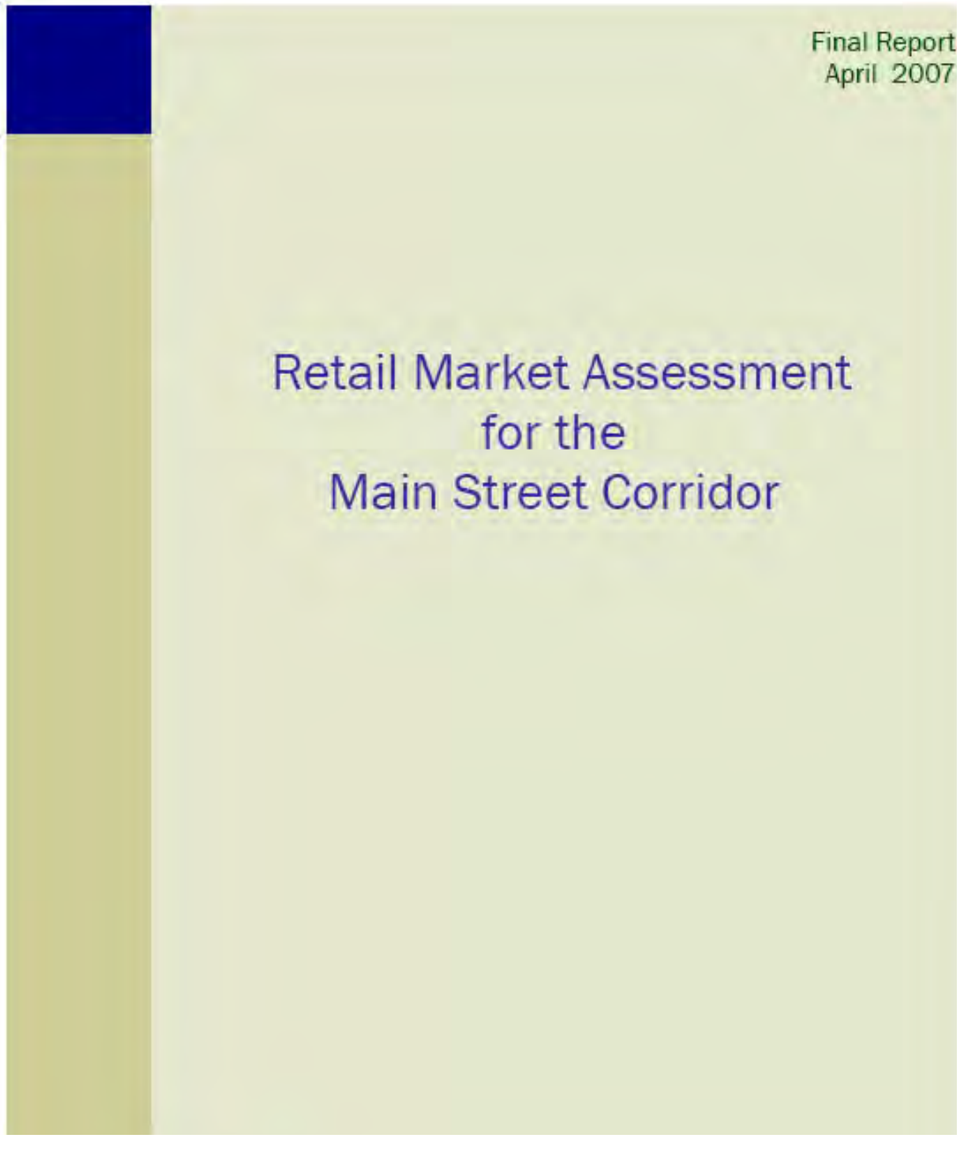
The following modal options are therefore recommended for further evaluation and planning as the most effective means for achieving the project goals:

- Implementing BRT or increasing on-street bus service;
- Pedestrian and bicycle infrastructure; and
- Bus service complements.

Evaluation Summary

Option	Supply	Demand	Cost	Recommendation
New Commuter Rail Alignment	High	Low	High	Not Recommended
New Commuter Rail Stations	High	Low	High	Not Recommended
Increase Commuter Rail Frequency	High	Low	Medium	Not Recommended
Construct Light Rail Transit	High	Medium	High	Not Recommended
Construct Bus Rapid Transit	High	Medium	Medium-High	Recommended
Add New On-Street Bus Service	Medium	Low	Medium	Not Recommended
Increase Frequency of Existing Bus Service	Medium	Medium	Medium	Recommended
Re-Align/ Consolidate Existing Bus Routes	Medium	Low	Low	Not Recommended
Increase Separation of Pedestrians and Vehicles	N/A	Medium	Medium	Recommended
Stripe Pedestrian and Bike Routes	N/A	Medium	Low	Recommended
Add/Improve Street/ Sidewalk Furniture	N/A	Low	Low	Recommended
Add Bike Racks at Key Destinations	N/A	Low	Low	Recommended
Bus Shelter Improvements	N/A	Low	Low	Recommended
Distribution of Service Information	N/A	Low	Low	Recommended
Service Marketing	N/A	low	Low	Recommended

Table 8: Evaluation Summary.



FINAL REPORT

RETAIL MARKET ASSESSMENT FOR THE MAIN STREET CORRIDOR

PREPARED BY:

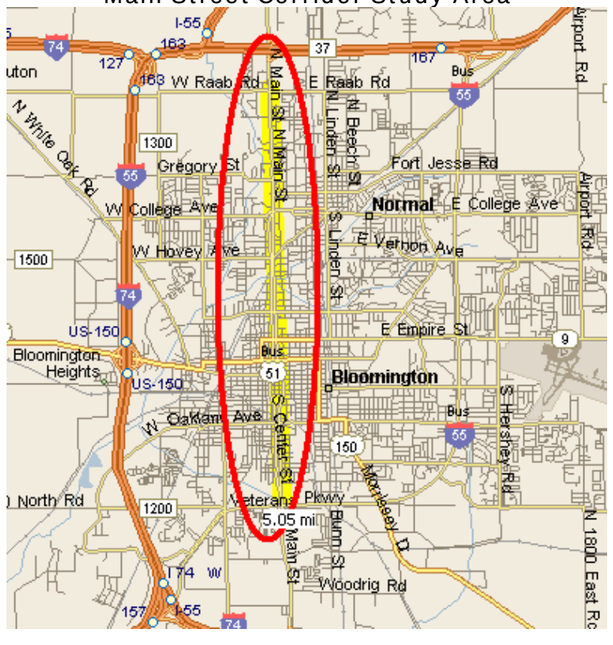
ZHA, INC.
ANNAPOLIS, MARYLAND

I. Introduction

Located approximately two hours from Chicago, in central Illinois, Bloomington-Normal has a fairly stable economy, buoyed by several higher education institutions and large employers. The metro area has grown in recent years, and the downtown has begun to harness some of this increase in buying power, as have numerous shopping centers on the periphery. As the center of a larger, mostly-rural area, Bloomington-Normal also draws spending from outlying areas.

ZHA was tasked with assessing the economic potential in retail and services of the Main Street Corridor in Bloomington-Normal. Main Street—also known as Business Route 51—runs through Downtown Bloomington and is a major north-south corridor. Main Street is the spine that connects Bloomington and Normal. Bloomington is the county seat of McLean County and home to Illinois Wesleyan University, State Farm Insurance headquarters, and Electrolux, among others. Just north of Bloomington, Normal is home to Illinois State University, BroMenn Regional Medical Center, and Mitsubishi Corporation.

Main Street Corridor Study Area



Source: ZHA, Inc. and Microsoft MapPoint

In addition to being a connector of the City of Bloomington and the Town of Normal, Main Street connects a series of smaller distinct areas within these places. The challenge of any corridor study is that corridors are rarely of one character, but rather are generally a series of distinct places. Defining these areas and their retail components, as well as projecting their future retail potential and character, is a key aspect of this study.

II. Summary of Findings and Recommendations

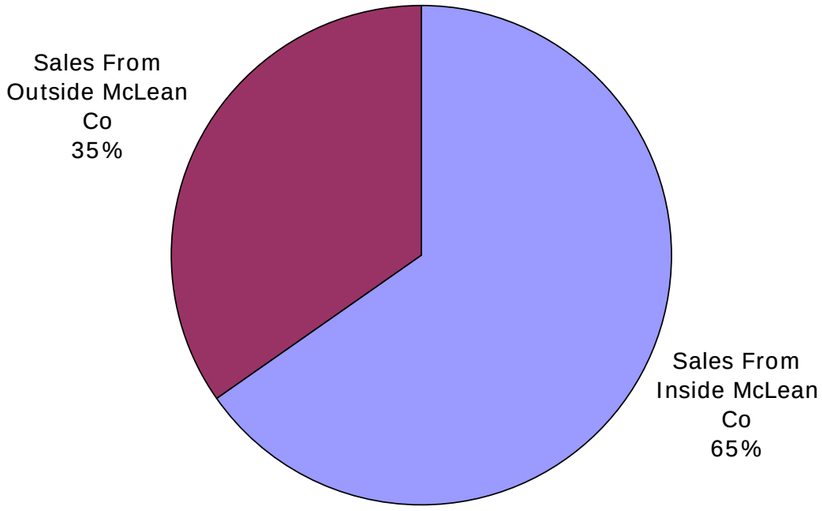
Bloomington-Normal has experienced growth in the past several years at a rate exceeding that of the state, which has afforded it opportunities for new retail establishments to meet consumer demand. However, like many communities, most retail expenditures are happening at the periphery at large suburban shopping centers. Downtown Bloomington and Uptown Normal offer an alternative and have attracted independent retailers and restaurants offering an assortment of merchandise and food.

A. Observations

Bloomington-Normal is the Regional Shopping Center in Central Illinois.

As the center of a larger area that is mostly rural, Bloomington-Normal serves as the retail center of the region. McLean County receives an estimated 35 percent of total sales from outside the county.

Source of Bloomington-Normal Retail Sales
2005

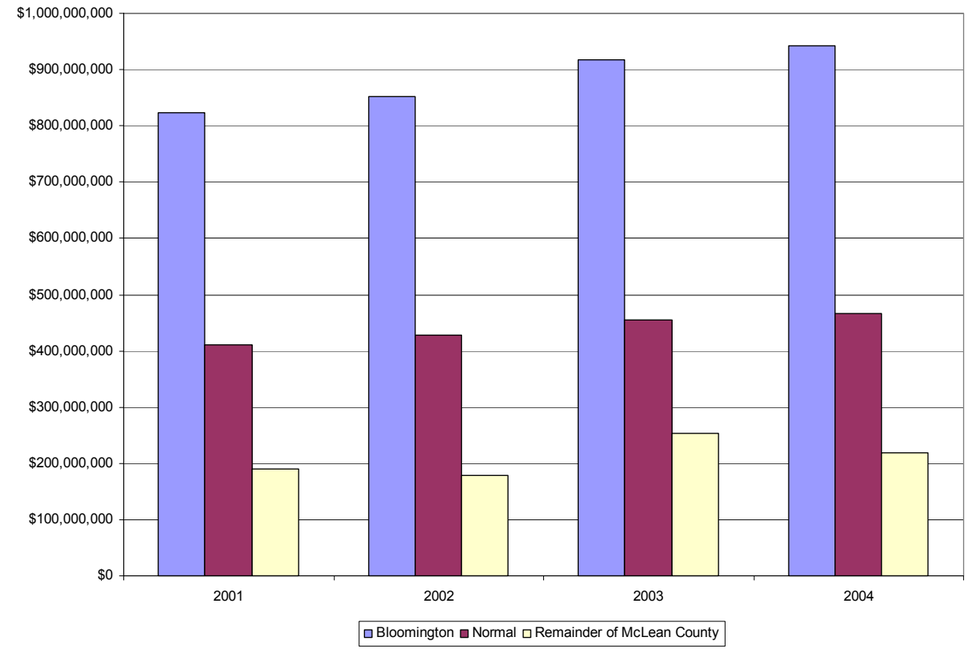


Source: *Sales and Marketing Management* "Survey of Buying Power." Claritas. ZHA, Inc.

Sales/SalesChart

Of these sales, the majority occur in Bloomington, with Normal in a close second. Together, Bloomington and Normal hold the majority of the County's sales.

2005 Retail Sales
Bloomington, Normal, and Remainder of McLean County



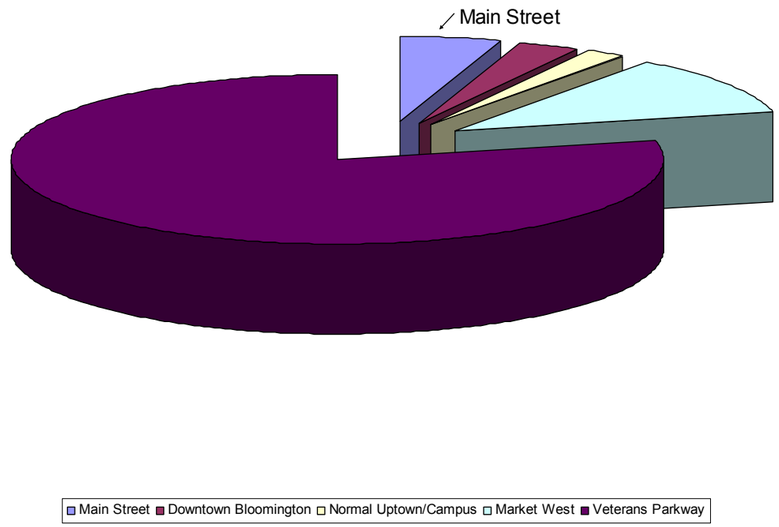
Though retail sales are strong, the majority of sales and new retail development in Bloomington-Normal is happening at the periphery at large shopping centers.

Most of the current sales and projected sales for the Main Street Corridor will come from captive markets, like employees and students, and from its position as a neighborhood center for nearby residents. Below, each node is examined with respect to the strength of these captive markets, with a projection for supportable square footage by retail type in the next five years.

Main Street (Exclusive of Downtown Bloomington) Contains a Small Share of the Retail Supply in Bloomington-Normal and is not a Competitive Regional Retail Location. As such, the Major Institutional Uses and Neighborhoods Abutting Main Street (Exclusive of Downtown Bloomington) are, and will Continue to be, the Source of Main Street Retail Demand.

Main Street retail supply represents five percent of the Metro Area's retail supply. Ninety percent of the Metro Area's retail is located on Veterans Parkway or Metro West.

Estimated Retail Supply



Source: ZHA, Inc.

Whereas 65 percent of the "suburban supply" consists of shoppers goods stores, only five percent of Main Street's supply (exclusive of Downtown Bloomington) is shopping related. A vast majority of the retail supply on Main Street (exclusive of Downtown Bloomington) is eating and drinking and convenience (food and drug stores) related. This character of Main Street's retail suggests that it does not draw from the region, but instead the immediate neighborhood.

As the Mixed-Use, Cultural Center of the Metro Area, Downtown Bloomington has the Potential to be an Entertainment and Specialty Shopping Destination.

Downtown Bloomington has great potential for redevelopment. In the past several years, there have been residential developments, new retailers, and additional employers moving Downtown. The traditional buildings create a walkable and charming streetscape. Evening venues—such as the Bloomington Center for the Performing Arts and U.S. Cellular Coliseum, both of which completed renovations and construction respectively in 2006—draw additional customers Downtown in the evening hours.

Downtown Bloomington has the potential to develop a specialty retail focus, with additional retailers and eating and drinking establishments that expand on current offerings. Especially as additional residents and employers move downtown, there will be additional support for new establishments. Unlike other areas of the Corridor, Downtown Bloomington has the potential to draw customers from further distances; that potential could be realized upon the successful implementation of a targeted strategy for the development and maintenance of clusters of unique and "arts" focused businesses.

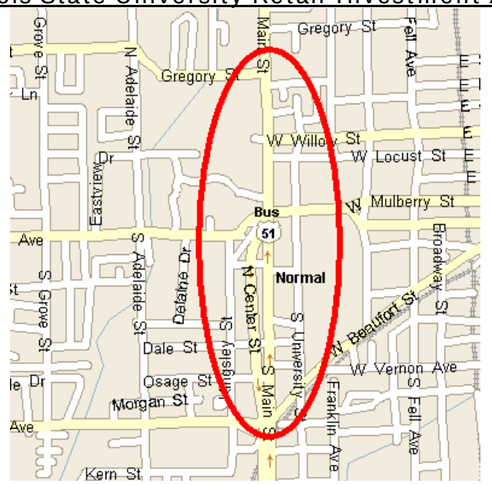
B. Main Street Sub-Areas, Assets/Liabilities, Retail Positioning, and Development Potential

Illinois State University Sub-Area

Retail Investment Area

On Main Street, the portion of the Illinois State University Sub-Area prime for retail investment is from Hovey Avenue north to Gregory Street on the east and west sides of Main Street.

Illinois State University Retail Investment Area



SUB-AREA EXISTING CONDITIONS

This area is characterized by large under-utilized sites and student-oriented retail. Even with its proximity to the Campus, a vast majority of the land uses are auto-oriented. There are approximately 50,000 square feet of retail in this Main Street Sub-Area. The retail mix is dominated by eating and drinking establishments.

The area of Main Street near Illinois State University is largely auto oriented. Photo: ZHA, Inc.

There is additional University-oriented retail in Uptown Normal and on-campus. Uptown Normal possesses a quaint "college town" environment with a mix of retailers in older buildings. Uptown Normal, however, appears to have relatively little land left for large floorplate mixed-use projects.

With approximately 150,000 square feet of retail in the immediate vicinity of the University (Uptown Normal and Main Street) this area is already a retail destination for the 20,000 University students, 3,300 university faculty and staff and the immediate neighborhoods. The Main Street Sub-Area has the potential to further capitalize on the area's established community-serving niche. The challenge will be to assemble sites large enough to implement meaningful mixed-use development.

RETAIL POSITIONING AND DEVELOPMENT POTENTIAL

As a moderately high density, mixed-use Main Street, this Sub-Area can service the community retail needs of the students (both Illinois State University and Illinois Wesleyan University), faculty and staff and nearby neighborhoods. The strategy is to further penetrate the captive markets which are currently underserved.

There is the potential for 55,000 to 60,000 square feet of additional retail including eating and drinking establishments, convenience goods *and,* to a limited extent, shoppers goods stores. To be successful this retail would ideally be built on the ground floor of mixed-use projects with residential or office above. Development potential will be maximized when the under-utilized property abutting the eastern edge of Main Street is assembled and redeveloped.

Vehicular access to the retail would be via the east/west streets, not Main Street.

BroMenn Hospital Sub-Area

RETAIL INVESTMENT AREA

On Main Street, the portion of the BroMenn Sub-Area suitable for retail investment is limited to the corners which establish the Gateway to the Hospital complex.

BroMenn Retail Investment Area

SUB-AREA EXISTING CONDITIONS

BroMenn Regional Medical Center's presence on Main Street is not strong because surface parking lots abut the Street. Retail on Main Street in the immediate vicinity of BroMenn is limited to a pizza shop, the BroMenn thrift shop and auto-oriented uses. The Hospital currently contains a café, cafeteria and a gift shop.

The area of Main Street near BroMenn has little retail, the major exception being a pizza restaurant and auto parts stores.
Photo: ZHA, Inc.

The parking lot at BroMenn somewhat hinders interaction with Main Street.
Photo: ZHA, Inc.

As of 2005, BroMenn had 1,540 employees and 45,000 patient days.

POSITIONING AND DEVELOPMENT POTENTIAL

While a relatively large and busy medical center, BroMenn will not support significant retail development around its facility. In fact, the Hospital's café, cafeteria and gift shop likely capture a significant share of its captive market's spending potential. The neighborhood around the Hospital is more likely to patronize retail clusters like the suburban retail nodes, Downtown Bloomington, and the areas (including Main Street) around Illinois State University.

At most, the market may support an additional eating establishment. A restaurant would be best located on the eastern side of northbound Main Street adjacent to BroMenn's entrance. This Sub-Area is *not* strong for pedestrian-oriented retail.

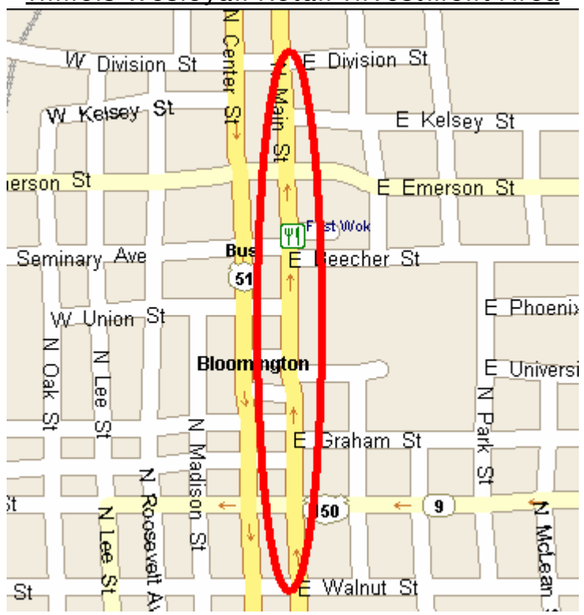
Retail potential could be enhanced with further Hospital and/or commercial office development on Main Street as envisioned in the BroMenn Health Care Campus Master Plan. The Master Plan suggests a critical mass of activity, density and a more pedestrian environment on Main Street. An intensification of medical and office use on Main Street will enhance retail potential. As density and activity increases around Main Street ground level space in the building's envisioned in the Master Plan has the potential to convert to retail and service space.

Illinois Wesleyan University Sub-Area

RETAIL INVESTMENT AREA

On Main Street, the Illinois Wesleyan University Sub-Area is the area between Division and Walnut Streets. Emerson Street, a major east/west road, intersects with Main Street in the Illinois Wesleyan University Sub-Area.

Illinois Wesleyan Retail Investment Area



SUB-AREA EXISTING CONDITIONS

This Sub-Area has the ambiance of a Village. Illinois Wesleyan's campus is immediately to the east of Main Street. Illinois Wesleyan University has approximately 2,200 students and 543 faculty and staff.

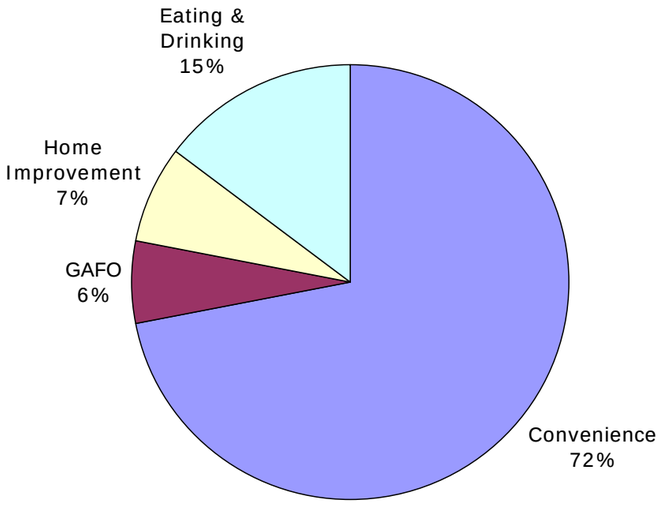
There is on-street parking on portions of Main Street in this Sub-Area. The on-street parking ends north of Seminary Road. There are mature trees and attractive, older buildings well positioned in relation to Main Street. Northbound Main Street from Empire to Seminary is pedestrian friendly.

Older residential buildings such as these give the corridor character in the area near Illinois Wesleyan. Photo: ZHA, Inc.

There is an attractive Eye Clinic, a Kroger grocery store, a pharmacy, retail and office space. There are very few student-focused retailers like cafes, bars, and/or magazine/bookstores.

ZHA estimates that there are approximately 68,000 square feet of retail in this Sub-Area – more than on Main Street near Illinois State University. Kroger and Walgreens account for most of this retail space.

Illinois Wesleyan University Retail Square Footage by Type
2007



Source: ZHA, Inc.

Note: GAFO stands for general merchandise, apparel and "other" (books, music, gifts, etc.) stores.

A large percentage of the space in this area is convenience. On Main Street itself, there is a Subway sandwich shop, a pizza shop, a Chinese restaurant, a bar/grill, and a Mexican restaurant.

Positioning and Development Potential

The Illinois Wesleyan Sub-Area is, and will continue to be, a convenience center. The market is limited at this location, but ZHA considers an additional 10,000 to 15,000 square feet of retail a reasonable planning threshold. The potential in this Sub-Area is to have infill development further enhance the Village-like qualities of this Sub-Area.

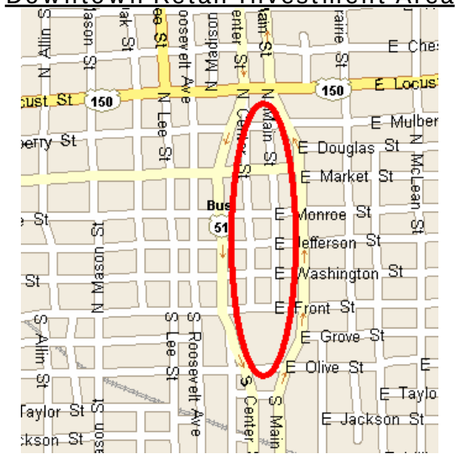
Obvious redevelopment opportunities are the surface parking lot on the northwest corner of Main and Empire Street, the southeast corner of Main and Empire and the Alumni building/Subway sandwich store/Christian Church Regional Office block. Mixed-use development with retail and services on the ground floor and either University or residential uses above could reinforce and establish this portion of Main Street as a Village center.

Downtown Bloomington

Retail Investment Area

Retail development potential in Downtown Bloomington is not on the Route 51 Couplet, but in Bloomington's traditional commercial core.

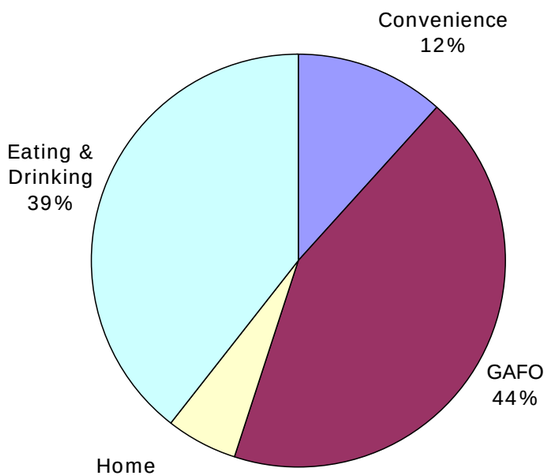
Downtown Retail Investment Area



Sub-Area Existing Conditions

Unlike the Illinois Wesleyan Sub-Area, Downtown Bloomington is not a Village, but a full-fledged, mixed-use Central Business District. Retail in Downtown Bloomington caters to Downtown employees, area residents, and visitors. ZHA estimates that Downtown has a total of approximately 138,000 square feet of retail space. This is broken down by retail type as shown below.

Downtown Bloomington Retail Square Footage by Type
2007



Source: ZHA, Inc.
Note: GAFO stands for general merchandise, apparel and "other" (books, music, gifts, etc.) stores.

Of all the Sub-Areas Downtown has the greatest share of shoppers goods stores. Much of Downtown's retail caters to its daytime population. However, there have been several venues opened in recent years which draw customers into Downtown after five o'clock. There is also a selection of bars and night clubs patronized by university students.

On North Main Street in Downtown Bloomington are newer independent restaurants and shops. Photo: ZHA, Inc.

Over the past several years, there have been residential developments, new retailers, and additional employers moving Downtown. The traditional buildings create a walkable and charming streetscape. Evening venues—such as the Bloomington Center for the Performing Arts and U.S. Cellular Coliseum, both of which completed renovations and construction respectively in 2006—draw additional customers Downtown in the evening hours.

Positioning and Development Potential

Downtown Bloomington has an opportunity to position itself as the Region's entertainment and specialty shopping destination. There is a significant regional market that is already coming to Bloomington's suburbs to shop. While a detailed Downtown Retail market analysis has not been undertaken, it is not unreasonable to assume that Downtown can absorb an additional 29,000 square feet of retail over the next decade, particularly if additional residential is developed Downtown.

To be successful in this niche, however, new specialty shops and restaurants should be developed in the core of Downtown to support existing uses. It is the uniquely "urban" environment that Bloomington is selling as its product. Retail development on the "51 bypass" will not only dilute the center, but will likely fail due to the lack of pedestrian activity.

South Main

RETAIL INVESTMENT AREA

The South Main Sub-Area is just south of Downtown, from Oakland Avenue south to the connection of the northbound and southbound lanes of Business Route 51.

SUB-AREA EXISTING CONDITIONS

The area south of Downtown is largely residential, though there is ample commercial real estate along the Corridor. There are a number of used car lots and auto uses as well as a few bars, convenience stores and fast-service restaurants.

POSITIONING AND DEVELOPMENT POTENTIAL

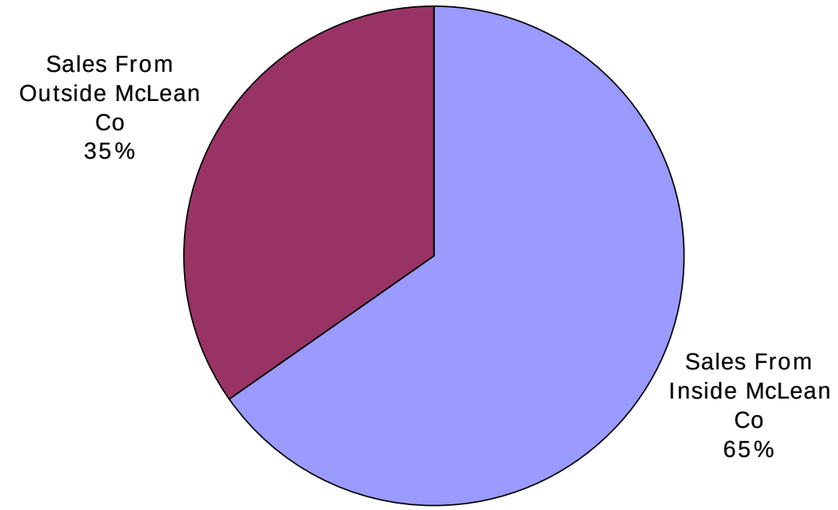
The most suitable use for this area is to remain mostly residential with neighborhood services clustered at certain intersections along the Corridor. Maintaining and nurturing the residential character will provide additional support for existing businesses as well as for neighboring Downtown Bloomington.

An examination of spending versus sales within a half-mile radius from Main and Lincoln shows that there is little support for additional convenience retail. Reducing commercial zoning along the Corridor and concentrating retail at specific nodes may help to reduce the "strip" appearance, particularly northbound.

III. DETAILED MARKET ANALYSIS

The Bloomington-Normal metro area has been growing as a whole over the past decade, both in population and employment (see detailed demographic information in Appendix 1). As the center of a larger area that is mostly rural, Bloomington-Normal serves as the retail center of the region. McLean County receives an estimated 35 percent of total sales from outside the county.

Percentage of Sales Inside/Outside McLean Co.

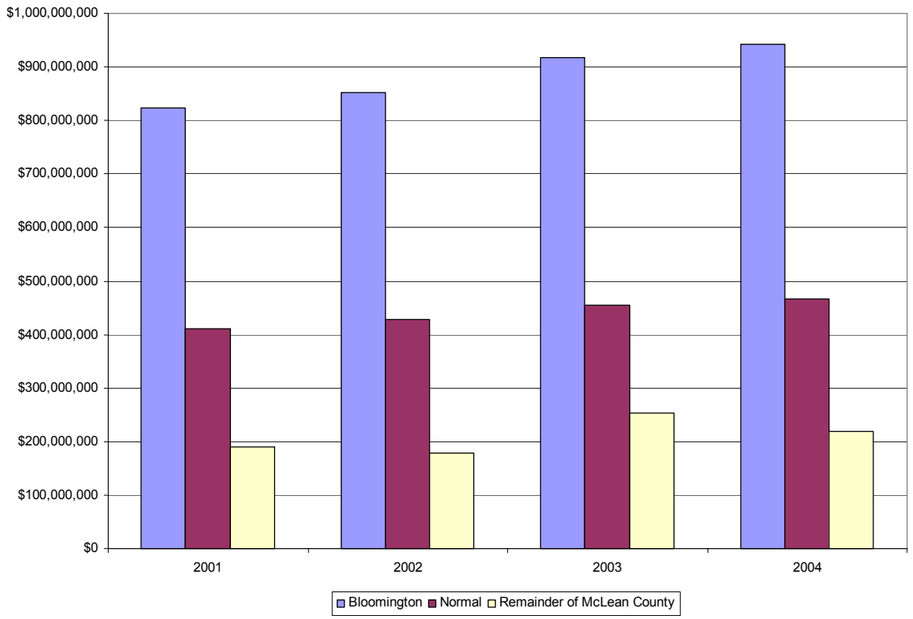


Source: *Sales and Marketing Management* "Survey of Buying Power." Claritas. ZHA, Inc.

Sales/SalesChart

Of these sales, the majority happen in Bloomington, with Normal in a close second. Together, Bloomington and Normal hold the majority of the County's sales.

2005 Retail Sales
Bloomington, Normal, and Remainder of McLean County



Though retail sales are strong, the majority of sales and new retail development in Bloomington-Normal is happening at the periphery at large shopping centers.

Most of the current sales and projected sales for the Main Street Corridor will come from captive markets and from its position as a neighborhood center for nearby residents. Below, each node is examined with respect to the strength of these captive markets, with a projection for supportable square footage by retail type in the next five years.

A. Illinois State University Sub-Area

Main Street has the potential to position itself as a community shopping center and eating and drinking destination. The target markets for the Illinois State University Sub-Area are University students, University employees and residents within a 5-minute drive of Main Street. The retail expenditure potential of these

markets and the Sub-Area's potential capture of this potential are summarized in the following paragraphs.

University Students

American Demographics reported on average student spending. The following table shows average spending by category.

Average Student Spending	/mo	/acad. yr.
Retail		
Apparel	$68	$544
Music	$26	$208
Books/Leisure	$23	$184
Toiletries/Personal Care	$22	$176
Food At Home	$42	$336
School Supplies	$18	$144
Software	$10	$80
Sub-Total	$209	$1,672
Eating & Drinking		
Dining Out	$56	$448
Entertainment	$55	$440
Sub-Total	$111	$888

Source: American Demographics/ Student Monitor 1999

Illinois State University had 17,842 undergraduate and 2,419 graduate students in the 2005 academic year. Based upon the average expenditures, ISU students could be expected to spend approximately $52 million on retail and eating and drinking in a given year.

Annual Student Spending on Retail and Eating and Drinking Illinois State University 2005	
Retail	
Apparel	$11,021,984
Music	$4,214,288
Books/Leisure	$3,728,024
Toiletries/Personal Care	$3,565,936
Food At Home	$6,807,696
School Supplies	$2,917,584
Software	$1,620,880
Sub-Total	$33,876,392
Eating and Drinking	
Dining Out	$9,076,928
Entertainment	$8,914,840
Sub-Total	$17,991,768
Grand Total	$51,868,160

Shopping Goods	$23,502,760
Convenience Goods	$10,373,632
Building Supplies	0
Eating and Drinking	$17,991,768
Total	$51,868,160

Source: ISU, American Demographics/ Student Monitor 1999, ZHA, Inc.

Bloomington\Bloomington\Retail\[studentandemployeespending.xls]ISUSpending

Faculty

There are 3,341 employees at ISU. In places where there are limited retail offerings within walking distance to work, employees generally spend approximately $3,000 per year.

Annual Employee Spending	
Type of Spending	Annual Employee Spending
Lunch	$1,320
Shoppers and Convenience Goods	$1,190
Dinner/Drinks	$120
Total	$2,630

Shoppers Goods	$670
Convenience Goods	$520
Building Supplies	$0
Eating and Drinking	$1,440
Total	$2,630

Source: ICSC, "Office Worker Spending Patterns, 2003"; ZHA

F:\60037 Bloomington\Bloomington\Retail\[studentandemployeespending.xls]Sheet3

Considering the area immediately surrounding ISU as a "limited retail" location, ISU employees could be expected to spend nearly $9 million annually on retail and eating and drinking.

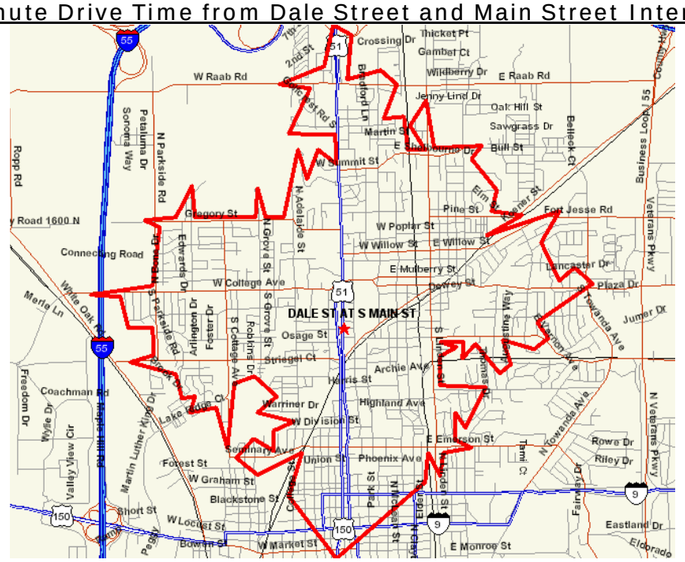
Estimated Employe Expenditure Potential Illinois State University	
	2005
ISU Faculty/Staff	3,341
Shoppers Goods	$2,238,470
Convenience Goods	$1,737,320
Building Supplies	$0
Eating and Drinking	$4,811,040
Total	$8,786,830

Source: ICSC, "Office Worker Spending Patterns, 2003"; ZHA

F:\60037 Bloomington\Bloomington\Retail\[studentandemployeespending.xls]isu employee spending

Nearby Residents

Five Minute Drive Time from Dale Street and Main Street Intersection



The map above illustrates the boundaries of the 5-minute drive time from the intersection of Dale Street and Main Street. There are 37,650 people and 11,500 households within the area. Given their income and characteristics, these households will spend, on average, $317.6 million on shoppers goods, convenience goods, building supplies and eating and drinking in a given year.

Resident Expenditure Potential
Illinois State University Sub-Area

	Expenditure Potential
Shoppers Goods	$147,098,000
Convenience Goods	$76,725,300
Building Supplies	$43,252,800
Eating and Drinking	$50,494,200
Total	$317,570,300

Source: Claritas, Inc.; ZHA

F:\60037 Bloomington\[dale and main 5 minute.xls]Sheet3

These households will do a majority of their shopping at the suburban shopping centers. However, Main Street is a convenient location to this market for convenience goods (food and drug stores) and non-comparison shopping stops like office supplies, hardware and general merchandise.

Together the student, employee, and neighborhood markets will spend over $378 million in shoppers goods, convenience, building supply stores and bars and restaurants in a given year. The resident market represents the lion's share of this spending potential.

Retail Expenditure Potential
Illinois State University Sub-Area

	Students	Employees	Residents	Total
Shoppers Goods	$23,502,760	$2,238,470	$147,098,000	$172,839,230
Convenience Goods	$10,373,632	$1,737,320	$76,725,300	$88,836,252
Building Supplies	$0	$0	$43,252,800	$43,252,800
Eating and Drinking	$17,991,768	$4,811,040	$50,494,200	$73,297,008
Total	$51,868,160	$8,786,830	$317,570,300	$378,225,290

Source: Claritas, Inc.; ZHA

F:\60037 Bloomington\[dale and main 5 minute.xls]Sheet4

ZHA estimated the amount of space on campus, on Main Street between Hovey Street and Gregory Street and in Uptown Normal. An average sales per square foot factor was applied to this inventory to estimate existing retail sales in the immediate vicinity of the campus. As the table below demonstrates, the campus-related retail captures a small share of the markets' expenditure potential – 10 percent, but the capture rates appear reasonable, except for convenience goods. Convenience goods do exist close by like the Kroger and the Jewel-Osco that are not included in the existing sales estimate. Neither of these stores is within easy walking distance to the center of campus. The inclusion of these stores alone would increase the capture rate to approximately 18 percent.

Campus-Related Retail Existing Expenditure Capture
Illinois State University Sub-Area

	Total Potential Retail Expenditures	Estimated Existing Retail Sales	Existing Capture
Shoppers Goods	$172,839,230	$9,450,000	5%
Convenience Goods	$88,836,252	$3,450,000	4%
Building Supplies	$43,252,800	$0	0%
Eating and Drinking	$73,297,008	$24,300,000	33%
Total	$378,225,290	$37,200,000	10%

Source: Claritas, Inc.; ZHA

F:\60037 Bloomington\[dale and main 5 minute.xls]Sheet5

To determine whether there is a market opportunity for additional retail development on Main Street, ZHA took the expenditure potential of each of the markets – students, employees and residents – and applied what we considered to be a reasonable capture rate given a retail location within walking distance to the University.

Potential ExpenditureCapture
Illinois State University Sub-Area

	Students		Employees		Residents		Total
Shoppers Goods	$23,502,760	20%	$2,238,470	100%	$147,098,000	2%	$9,880,982
Convenience Goods	$10,373,632	50%	$1,737,320	100%	$76,725,300	10%	$14,596,666
Building Supplies	$0	na	$0	na	$43,252,800	10%	$4,325,280
Eating and Drinking	$17,991,768	50%	$4,811,040	100%	$50,494,200	25%	$26,430,474
Total	$51,868,160		$8,786,830		$317,570,300		$55,233,402

Source: Claritas, Inc.; ZHA

F:\60037 Bloomington\[dale and main 5 minute.xls]Sheet6

From this expenditure potential ZHA subtracted our estimate of current sales among existing retailers on and around campus (Main Street, on Campus, Uptown Normal). The residual expenditure potential represents the near term opportunity.

Market Opportunity
Illinois State University Sub-Area

	Market Potential	Est. Existing Sales	Market Opportunity
Shoppers Goods	$9,880,982	$9,450,000	$430,982
Convenience Goods	$14,596,666	$3,450,000	$11,146,666
Building Supplies	$4,325,280	$0	$4,325,280
Eating and Drinking	$26,430,474	$24,300,000	$2,130,474
Total	$55,233,402	$37,200,000	$18,033,402
Square Feet Supportable			51,500

Source: Claritas, Inc.; ZHA

F:\60037 Bloomington\[dale and main 5 minute.xls]market

Based upon the illustrated support, the area could potentially support 51,500 square feet of retail. A small grocery store and/or drug store has potential as well as additional restaurants and a small hardware store.

B. BroMenn Regional Medical Center

Hospitals have the potential to drive some retail and eating and drinking sales from their constant flow of staff, outpatients, and visiting patient families.

There is not a great deal of retail in the immediate vicinity of BroMenn. The principal retail uses within a short walk of the hospital are auto parts stores and automotive uses, the BroMenn Thrift Shop, and a pizza restaurant. As in many hospitals, however, BroMenn does have a cafeteria, a café, and a gift shop. Some of the retail demand generated by the hospital will continue to be satisfied by those in-house establishments.

In 2005, BroMenn Regional Medical Center had 1,540 employees. Using the same benchmarks as in the areas previously covered in this report, these employees in 2005 had the potential to spend $4 million near their workplace on retail and eating and drinking.

Estimated Employe Expenditure Potential BroMenn Regional Medical Center	
	2005
Employees	1,540
Shoppers Goods	$1,031,800
Convenience Goods	$800,800
Building Supplies	$0
Eating and Drinking	$2,217,600
Total	$4,050,200

Source: ICSC, "Office Worker Spending Patterns, 2003"; ZHA

F:\60037 Bloomington\Bloomington\Retail\[studentandemployeespending.xls]bromenn emp spending

In the last year, BroMenn had approximately 45,000 patient days. If we estimate a total of $5 per patient per night spent by visitors, this amounts to a total of $370,300 annually. Likewise, if outpatients spend on average an estimated $3 per procedure (the number is representative of the number of claims made to insurers), the total spent annually would be $44,800. ZHA has assumed that patients and visitors to patients spend like employees – with most of the expenditure occurring in eating and drinking.

Retail Expenditure Potential
BroMenn Regional Medical Center

	Employees	In-Patient Related	Out-Patient Related	Total
Shoppers Goods	$1,031,800	$94,335	$1,043	$1,127,178
Convenience Goods	$800,800	$73,215	$810	$874,825
Building Supplies	$0	$0	$0	$0
Eating and Drinking	$2,217,600	$202,750	$2,243	$2,422,592
Total	$4,050,200	$370,300	$44,800	$4,465,300

Source: Claritas, Inc.; ZHA

F:\60037 Bloomington\[dale and main 5 minute.xls]bromenn potential

In total, BroMenn contributes the potential for approximately $4.5 million in annual spending on retail and eating and drinking.

Currently, ZHA estimates that there is currently approximately $1.4 million in shopping goods sales in and around the Hospital. These sales occur in the thrift shop and gift shop.

ZHA estimates that there are $2.2 million in eating and drinking sales between the restaurant on Main Street and hospital services. This is an estimate based upon the hospital's cafeteria and café generating approximately $1 million annually in sales and the restaurant generating $300 per square foot.

Market Opportunity
BroMenn Regional Medical Center

	Market Potential	Est. Existing Sales	Market Opportunity
Shoppers Goods	$1,127,178	$1,400,000	$0
Convenience Goods	$874,825	$0	$874,825
Building Supplies	na	$0	$0
Eating and Drinking	$2,422,592	$2,200,000	$222,592
Total	$4,465,300	$3,600,000	$1,097,418

Square Feet Supportable	3,100
Square Feet Supportable With New Walgreens	***700***

Source: Claritas, Inc.; ZHA

F:\60037 Bloomington\[dale and main 5 minute.xls]bromenn market

After accounting for existing sales, hospital-related markets could support an additional $1.1 million in sales. Eighty percent of this expenditure potential will likely be captured in the new Walgreens immediately south of the Hospital on Main Street. Exclusive of the drug and convenience store demand, the hospital-related markets do not generate sufficient demand to warrant new retail development within the foreseeable future.

C. Illinois Wesleyan University

In 2005, based upon student expenditure benchmarks, the 2,200 students at Illinois Wesleyan University could be expected to spend a total of $5.5 million on retail and eating and drinking near campus.

Annual Student Spending on Retail and Eating and Drinking Illinois Wesleyan University 2005	
	2005 Total
Retail	
Apparel	$1,167,424
Music	$446,368
Books/Leisure	$394,864
Toiletries/Personal Care	$377,696
Food At Home	$721,056
School Supplies	$309,024
Software	$171,680
Sub-Total	$3,588,112
Eating and Drinking	
Dining Out	$961,408
Entertainment	$944,240
Sub-Total	$1,905,648
Grand Total	$5,493,760

Shopping Goods	$2,489,360
Convenience Goods	$1,098,752
Building Supplies	0
Eating and Drinking	$1,905,648
Total	$5,493,760

Source: ISU, American Demographics/ Student Monitor 1999, ZHA, Inc.

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Likewise, the 543 faculty and staff generate sales in workday spending. Using the benchmarks previously used in this study, those workers could spend $1.4 million annually as shown in the table below.

Estimated Employee Expenditure Potential Illinois Wesleyan Sub-Area	
	2005
Illinois Wesleyan Faculty/Staff	543
Shoppers Goods	$363,810
Convenience Goods	$282,360
Building Supplies	$0
Eating and Drinking	$781,920
Total	$1,428,090

Source: ICSC, "Office Worker Spending Patterns, 2003"; ZHA

F:\60037 Bloomington\Bloomington\Retail\[studentandemployeespending.xls]Sheet7

The Kroger supermarket and Walgreens drugstore (soon to be relocated and expanded) are supporting more than just the University community. Their trade area is approximately the same as the Illinois State University's resident market.

Student and Employee Retail Expenditure Potential
Illinois Wesleyan Sub-Area

	Students	Employees	Residents	Total
Shoppers Goods	$2,489,360	$363,810	$147,098,000	$149,951,170
Convenience Goods	$1,098,752	$282,360	$76,725,300	$78,106,412
Building Supplies	$0	$0	$43,252,800	$43,252,800
Eating and Drinking	$1,905,648	$781,920	$50,494,200	$53,181,768
Total	$5,493,760	$1,428,090	$317,570,300	$324,492,150

Source: Claritas, Inc.; ZHA

F:\60037 Bloomington\[dale and main 5 minute.xls]ill wes potential

The student and employee market have approximately $7.1 million in expenditure potential.

Campus-Related Retail Existing Expenditure Capture
Illinois Wesleyan Sub-Area

	Total Potential Retail Expenditures	Estimated Existing Retail Sales	Existing Capture
Shoppers Goods	$149,951,170	$1,200,000	0.8%
Convenience Goods	$78,106,412	$15,000,000	19%
Building Supplies	na	$1,750,000	na
Eating and Drinking	$53,181,768	$4,200,000	8%
Total	$324,492,150	$22,150,000	7%

Source: Claritas, Inc.; ZHA

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Because of the Walgreens and Kroger, this Sub-Area captures a significant share of the market's convenience spending potential. There may be potential for the Sub-Area to capture more eating and drinking establishments given its ambiance and excellent east-west access. The same may be true of small specialty shops.

At a 10 percent capture rate, the Sub-Area could support another full service restaurant of approximately 3,000 square feet. At a 1.5 percent capture rate, the Sub-Area could support another 3,200 square feet of shoppers goods retail.

Sub-Area Development Potential
Illinois Wesleyan Sub-Area

	Market Potential	Possible Capture	Sub-Area Potential	Est. Existing Sales	Market Opportunity
Shoppers Goods	$149,951,170	1.5%	$2,249,300	$1,200,000	$1,049,300
Convenience Goods	$78,106,412	19%	$15,000,000	$15,000,000	$0
Building Supplies	na		na	$1,750,000	$0
Eating and Drinking	$53,181,768	10%	$5,318,200	$4,200,000	$1,118,200
Total	$324,492,150		$22,567,500	$22,150,000	$2,167,500
Square Feet Supportable					6,200

Source: Claritas, Inc.; ZHA

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D. DOWNTOWN

Because the Downtown is the "center" of the metropolitan area Downtown Bloomington's businesses are supported by daytime employees, Downtown residents, and metropolitan area residents. While suburban-style retail has edged out the competitiveness of the Downtown as a general shopping location, the Downtown has the potential to be competitive as specialty shopping and eating/drinking destination. It can also service the convenience goods demand generated from Downtown residents and employees.

Therefore, to understand Downtown Bloomington's retail development potential ZHA analyzed the expenditure potential among the captive markets of Downtown employees and residents as well as the specialty retail expenditure potential of regional households. Visitor information was not readily available.

For purposes of this analysis, "specialty" retail is defined as clothing and clothing accessory stores, hobby, book, and music stores and "miscellaneous stores" like gift and novelty shops, used merchandise stores and stationary stores.

There are an estimated 7,000 employees Downtown. These employees will spend $18.4 million shoppers goods and convenience stores and eating and drinking establishments in Downtown annually.

Estimated Employe Expenditure Potential
Downtown Sub-Area

	2005
Downtown Employees	7,000
Shoppers Goods	$4,690,000
Convenience Goods	$3,640,000
Building Supplies	$0
Eating and Drinking	$10,080,000
Total	$18,410,000

Source: ICSC, "Office Worker Spending Patterns, 2003"; ZHA

F:\60037 Bloomington\Bloomington\Retail\[studentandemployeespending.xls]downtown employee spendin

According to interviews with the Downtown Association there are approximately 750 residents Downtown. These residents will spend $18.4 million in shoppers goods stores, food and drug stores, building materials stores and eating and drinking establishments over a year.

As of 2006, Claritas estimates that there are 160,000 people and 61,000 households in the Bloomington-Normal Metro Area. By 2011, Claritas projects that there will be an additional 3,300 households in the Metro Area. These households will spend $1.66 million on *specialty* shoppers goods, convenience goods, building supplies and eating and drinking in 2011.

Resident Expenditure Potential
Bloomington Normal Metro Area
2011

	Expenditure Potential
Shoppers Goods	$715,512,000
Convenience Goods	$410,887,400
Building Supplies	$287,007,700
Eating and Drinking	$247,432,600
Total	$1,660,839,700

Source: Claritas, Inc.; ZHA

F:\60037 Bloomington\[metro sales.xls]resident exp potential

Together these markets represent $1.7 billion of buying power among *specialty* shoppers goods stores, convenience stores, building supply stores and eating and drinking establishments.

Employee, Downtown, Metro Resident Retail Expenditure Potential
Downtown

	Employees	Downtown Residents	Metro Residents		Total
Shoppers Goods	$4,690,000	$3,348,082	$715,512,000	/1	$723,550,082
Convenience Goods	$3,640,000	$1,831,506	$410,887,400		$416,358,906
Building Supplies	$0	$4,599,876	$287,007,700		$291,607,576
Eating and Drinking	$10,080,000	$3,270,265	$247,432,600		$260,782,865
Total	$18,410,000	$20,417,483	$1,660,839,700		$1,699,667,183

1. Specialty shoppers goods only.

Source: Claritas, Inc.; ZHA

F:\60037 Bloomington\[dale and main 5 minute.xls]dowtnown potential

Given ZHA's estimates of Downtown retail supply, ZHA estimates that the retail sales among these store types Downtown amounts to $34.6 million. The Downtown captures approximately two percent of the market potential.

Existing Expenditure Capture
Downtown Sub-Area

	Total Potential Retail Expenditures		Estimated Existing Retail Sales	Existing Capture
Shoppers Goods	$723,550,082	/1	$15,050,000	2.1%
Convenience Goods	$416,358,906		$4,000,000	1%
Building Supplies	$291,607,576		$1,875,000	na
Eating and Drinking	$260,782,865		$13,625,000	5%
Total	$1,699,667,183		$34,550,000	2%

1. Specialty shoppers goods only.

Source: Claritas, Inc.; ZHA

F:\60037 Bloomington\[dale and main 5 minute.xls]downtown capture

To determine whether there is a market opportunity for additional retail development in Downtown, ZHA took the expenditure potential of each of the markets – Downtown employees, Downtown residents and Metro residents – and applied what we considered to be a reasonable Downtown capture rates.

Potential ExpenditureCapture
Downtown Sub-Area

	Employees		Downtown Residents		Metro Residents		Total
Shoppers Goods	$4,690,000	100%	$3,348,082	20%	$715,512,000	2%	$19,669,856
Convenience Goods	$3,640,000	100%	$1,831,506	50%	$410,887,400	0%	$4,555,753
Building Supplies	$0	na	$4,599,876	na	$287,007,700	na	na
Eating and Drinking	$10,080,000	100%	$3,270,265	50%	$247,432,600	3%	$19,138,110
Total	$18,410,000		$20,417,483		$1,660,839,700		$43,363,720

Source: Claritas, Inc.; ZHA

F:\60037 Bloomington\[dale and main 5 minute.xls]downtown potential

From this expenditure potential ZHA subtracted our estimate of current sales among existing Downtown retailers. The residual expenditure potential represents a retail development opportunity.

Market Opportunity Downtown Sub-Area			
	Market Potential	Est. Existing Sales	Market Opportunity
Shoppers Goods	$19,669,856	$15,050,000	$4,619,856
Convenience Goods	$4,555,753	$4,000,000	$555,753
Building Supplies	na	$1,875,000	na
Eating and Drinking	$19,138,110	$13,625,000	$5,513,110
Total	$43,363,720	$34,550,000	$10,688,720
Square Feet Supportable			30,500

Source: Claritas, Inc.; ZHA

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Based upon the illustrated support, the area could potentially support a 30,500 square feet of retail. The opportunity is in specialty retailing and restaurants.

Retailers selling specialty goods will desire being close to other similar retailers to take advantage of agglomeration. Likewise, it is beneficial to the Downtown to have a recognizable concentration of similar compatible businesses in an accessible location. The interior of the "loop" in the Downtown is the most desirable location for these retailers, not on the Business 51 Corridor. Though accessible by automobiles, it is of a scale comfortable to pedestrians window shopping. This is already where the majority of retail is located — and where retail has been located traditionally, making the architecture suitable for this use.

E. South of Downtown

The area south of Downtown is largely residential, though there is ample commercial real estate along the Corridor. There are a number of used car lots and auto uses as well as a few bars, convenience stores and fast-service restaurants.

The most suitable use for this area is to remain mostly residential with limited neighborhood services along the Corridor. Maintaining and nurturing the residential character will provide additional support for existing businesses as well as for neighboring Downtown Bloomington.

An examination of spending versus sales in a half-mile radius from Main and Lincoln shows that there is little additional support for additional convenience retailers.

Appendix 1: Economic Framework

1. Population and Households

Population in Bloomington-Normal has grown beyond that of the state and the country in the past five years. Between 2000 and 2005, McLean County grew by 6.15 percent, nearly three times that of the state of Illinois as a whole.

Population and Population Growth 1990-2005					
	1990	2000	Growth Rate 1990-2000	2005	Growth Rate 2000-2005
Bloomington, IL	53,588	64,808	20.9%	69,870	7.81%
Normal, IL	40,139	45,386	13.1%	49,543	9.16%
McLean Co.	129,180	150,433	16.5%	159,689	6.15%
Illinois	11,430,602	12,419,293	8.6%	12,758,858	2.73%
USA	248,709,873	281,421,906	13.2%	295,140,073	4.87%

Source: Claritas and ZHA, Inc.

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Households have also grown at a rate surpassing that of the State and U.S. as a whole. Between 2000 and 2005, McLean County has added 7.4 percent additional households, while Illinois added 2.8 percent above its 2000 level and the U.S. added 5.2 percent. The rates are higher within the City of Bloomington and the Town of Normal.

Households and Household Growth 1990-2005					
	1990	2000	HH Growth 1990-2000	2005	HH Growth 2000-2005
Bloomington, IL	22,072	26,642	20.7%	28,740	7.9%
Normal, IL	11,891	15,157	27.5%	17,054	12.5%
McLean Co.	46,796	56,746	21.3%	60,943	7.4%
Bloomngton-Normal	46,796	56,746	21.3%	60,943	7.4%
Illinois	4,202,240	4,591,779	9.3%	4,721,120	2.8%
USA	91,947,410	105,480,101	14.7%	111,006,738	5.2%

Source: Claritas, ZHA, Inc

F:\60037 Bloomington\Bloomington\[Bloomington_DemographicTemplate2005 (version 1).xls]Households BasicwGrowth

2. Income

The median household income has been growing in McLean County and its major jurisdictions. The median household income of McLean County in 2005 at $53,197 compared favorably to that of the State and Nation—at $560 and $5,474 more, respectively. The growth in the area was more accelerated during the 1990-2000 period, and kept pace with the state and nation in 2000-2005.

Median Household Income
1990-2005

	1990	2000	1990-2000 Growth Rate	2005	2000-2005 Growth Rate
Normal, IL	$31,410	$40,423	29%	$44,546	10.2%
Bloomington, IL	$29,557	$46,736	58%	$52,961	13.3%
McLean Co.	$31,363	$47,237	51%	$53,197	12.6%
Illinois	$32,253	$46,750	45%	$52,637	12.6%
USA	$30,055	$42,307	41%	$47,723	12.8%

Source: Claritas, ZHA, Inc

F:\60037 Bloomington\Bloomington\[Bloomington_DemographicTemplate2005 (version 1).xls]MedHHInc_withgrowth

Though Normal's median household income is lower than Bloomington and the County, it is probably a result of its large student population.

3. EMPLOYMENT

The major employers in Bloomington-Normal are:

Top 10 Largest Employers
Bloomington-Normal

Rank	Employer	# of Employees
1	State Farm Insurance Companies	14,973
2	Illinois State University	3,420
3	Mitsubishi Motor Manufacturing of America Inc.	3,165
4	Country Insurance and Financial Services	2,175
5	BroMenn Healthcare	1,727
6	McLean County Unit 5 Schools	1,478
7	Bloomington Public Schools District 87	1,115
8	AFNI Inc.	1,069
9	OSF St. Joseph Medical Center	950
10	McLean County Government Office	944

Source: The Pantagraph

F:\60037 Bloomington\[topemployers.xls]Sheet1

According to the Illinois Department of Employment Security Labor Market Information (IDES), in 2005 there were 89,700 non-farm jobs in the Bloomington-Normal MSA. Total non-farm employment has grown by 36 percent from 1990 to

2005. The industry with the largest number of employees is Professional and Business Services with 17,400 employees. A break-down of total employment by industry type is shown below.

Annual Average Non-Farm Employment by Industry
Bloomington-Normal MSA
1990-2005

	1990	2000	2005	1990-2005 #	1990-2005 %	2000-2005 #	2000-2005 %
Mining and Construction	1,800	3,600	3,200	1,400	77.8%	-400	-11.1%
Manufacturing	7,700	7,600	6,500	-1,200	-15.6%	-1,100	-14.5%
Wholesale Trade	2,100	2,600	2,500	400	19.0%	-100	-3.8%
Retail Trade	7,300	9,400	9,300	2,000	27.4%	-100	-1.1%
Transportation, Warehousing, and Utilities	1,900	2,200	2,000	100	5.3%	-200	-9.1%
Information	1,900	1,400	1,100	-800	-42.1%	-300	-21.4%
Financial Activities	12,800	13,400	11,900	-900	-7.0%	-1,500	-11.2%
Professional and Business Services	3,000	13,700	17,400	14,400	480.0%	3,700	27.0%
Educational and Health Services	6,400	9,600	8,600	2,200	34.4%	-1,000	-10.4%
Leisure and Hospitality	6,000	8,700	9,200	3,200	53.3%	500	5.7%
Other Services	2,900	3,600	3,400	500	17.2%	-200	-5.6%
Government	12,300	14,500	14,700	2,400	19.5%	200	1.4%
	66,100	90,300	89,800	23,700	35.9%	-500	-0.6%

Source: Illinois Department of Employment Security

F:\60037 Bloomington\Bloomington\employment\[I_CES_Statewide_MSAs_Jobs_1990_to_Current_Annual_Averages_mclean.xls]Sheet1

While being the largest employment sector, Professional and Business Services is also the largest growth sector. In the last 15 years, it grew by nearly 500 percent, and it grew by 27 percent in the last five years. According to IDES, this growth was due to one large employer, as well as temporary agency employment. Other long-term growth sectors (from 1990-2005) have been Mining and Construction, Wholesale Trade, Retail Trade, Educational and Health Services, Leisure and Hospitality, Other Services, and Government. In the last five years, many sectors had a loss of employment, with the exception of Professional and Business Services, Leisure and Hospitality, and Government.

According to projections by IDES, Workforce Investment Area 16 (WIA 16) which includes the counties of Fulton, Mc Lean, Mason, and Tazewell will have a 0.87-percent increase in nonfarm employment from 2004-2014. The industries projected to grow the most in the defined period are Professional and Business Services, Educational and Health Services, and Leisure and Hospitality.

Non-Farm Employment Projections
Workforce Investment Area 16
2004-2014

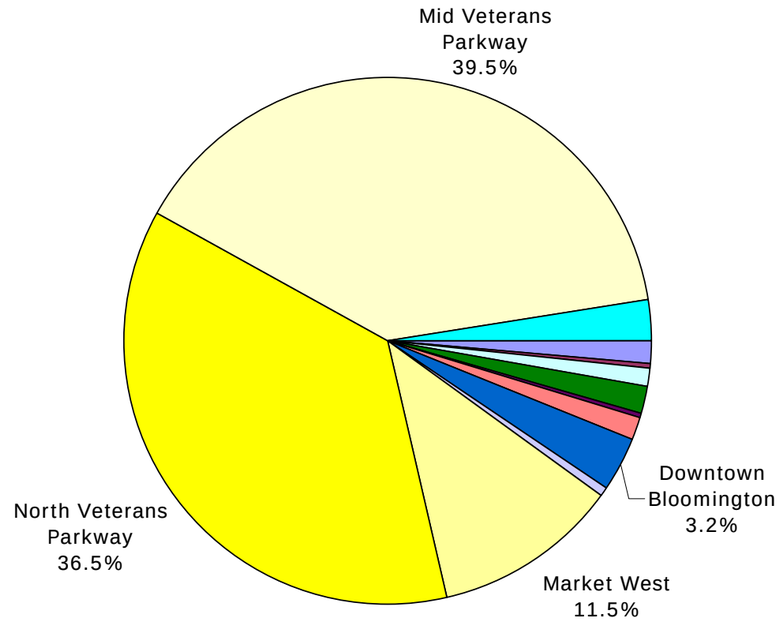
	Base Year Employment 2004	Projected Year Employment 2014	Change 2004-2014	Annual Compound Growth Rate
Natural Resources and Mining	55	39	(16)	-3.34
Construction	7,044	7,769	725	0.98
Manufacturing, Total	21,560	19,924	(1,636)	-0.79
Wholesale Trade	5,896	6,146	250	0.42
Retail Trade	17,540	18,393	853	0.48
Transportation, Warehousing, and Utilities	7,781	8,265	484	0.61
Information	2,007	2,013	7	0.03
Financial Activities	14,695	15,038	343	0.23
Professional and Business Services	20,418	24,196	3,778	1.71
Educational Services	17,681	20,174	2,493	1.33
Health Care & Social Assistance	13,227	16,509	3,282	2.24
Leisure and Hospitality	17,062	20,195	3,133	1.70
Other Services	7,376	8,230	854	1.10
Government, Total	8,291	8,297	6	0.01
Total Nonfarm	160,633	175,189	14,556	0.87

Source: Illinois Department of Employment Security

F:\60037 Bloomington\Bloomington\employment\[employmentProj04-14_lwa16_ltind.xls]Sheet1

Appendix 2: Existing Retail Supply Overview

Bloomington-Normal is the regional retail center for the largely-rural area surrounding it. It has two regional malls and many power centers and superstores. The major retail nodes are shown with their respective estimated share of total retail square footage in the pie chart below.



The largest amount of retail space is on Veterans Parkway.

Veterans Parkway

Veterans Parkway, also known as Business 55, is a major north-south route that runs through Bloomington and Normal, and contains the majority of retail space. Veterans Parkway connects with both I-55 and I-74, and intersects with Business 51 on the south side. Its high connectivity aids in its attraction as a retail location. In total, the Veterans Parkway corridor has approximately 3.6 million square feet of retail and service space. Because of the length of this corridor, ZHA has broken down the corridor into three sections, North, Mid, and South.

North Veterans Parkway

This area of the Parkway is in the Town of Normal. Most of the retail in this stretch of the Parkway has been built or redeveloped recently. One of the major redevelopments was of College Hills Mall, into the Shoppes at College Hills, a regional shopping center of approximately 450,000 square feet.

The Shoppes at College Hills have several lifestyle tenants such as Yankee Candle and Cold Stone Creamery (left), and also has a Target, Von Maur department store, and Hobby Lobby as anchors, unlike traditional lifestyle centers. Photos: ZHA, Inc.

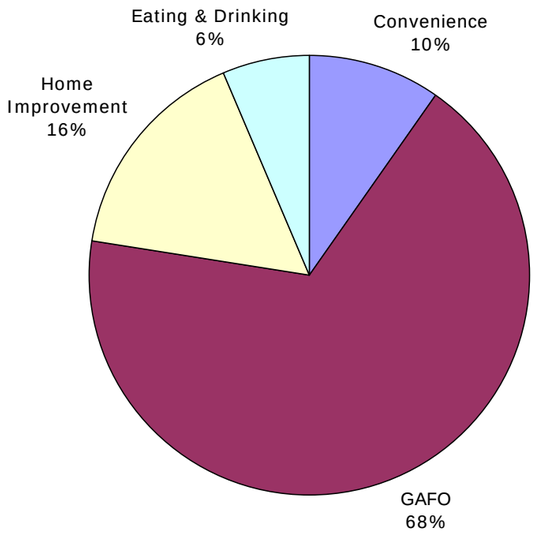
The center has stylistic elements traditionally found in lifestyle centers and some lifestyle tenants such as J. Jill, Chicos, Coldwater Creek, and Yankee Candle. Unlike the traditional definition of a lifestyle center, this shopping center has a Target and other large anchor tenants including Von Maur department store. It is also more auto-oriented in design than most lifestyle centers.

In addition to the Shoppes at College Hills, in this section of the parkway, there is a Wal-Mart Supercenter, Meijer, Sam's Club, Menard's, and large community and power centers which include retailers such as Borders, Dicks Sporting Goods, World Market, Best Buy, and Bed, Bath, and Beyond.

Also on North Veterans Highway are power centers such as this one with Dick's Sporting Goods and World Market. Photo: ZHA, Inc.

This area has approximately 1.6 million square feet of retail space, which breaks down into the following types:

North Veterans Parkway Retail by Type
2007



Source: ZHA, Inc.

As in many competitive shopping locations, there is a high percentage of GAFO stores. GAFO stands for "General Merchandise, Apparel, Furnishings, and Other." These are the kinds of retail establishments people typically think of when thinking of "going shopping." They contain comparison shopping goods, and examples of stores in this area within this category include clothing stores, department stores, sporting goods stores, craft stores, bookstores, and others.

Home Improvement is the next largest category. This category holds stores such as home improvement superstores, hardware stores, paint stores, and kitchen showrooms. There are two home improvement superstores on this section of the Parkway (Menards and Home Depot).

The third largest concentration is in convenience stores. As its name implies, this type of establishment thrives on a being convenient to its customers, and usually serves customers within a 5-10-minute drive. Stores within this grouping include supermarkets, convenience stores, drugstores, specialty food stores, and beer, wine, and liquor stores. Examples of establishments in this category on North Veterans Parkway are Jewel-Osco, Kroger, and Friar Tuck Beverage.

Eating and Drinking—which consists of restaurants and bars—has a lesser share of overall space than the rest of the retail types. A large number of restaurants in this area are fast food or quick service restaurants. There are also a number of casual dine-in restaurants such as Chili's and Ruby Tuesday. Biaggi's Restaurant, part of a Midwestern based chain of restaurants, serves Italian food in a slightly more formal atmosphere.

Mid Veterans Parkway

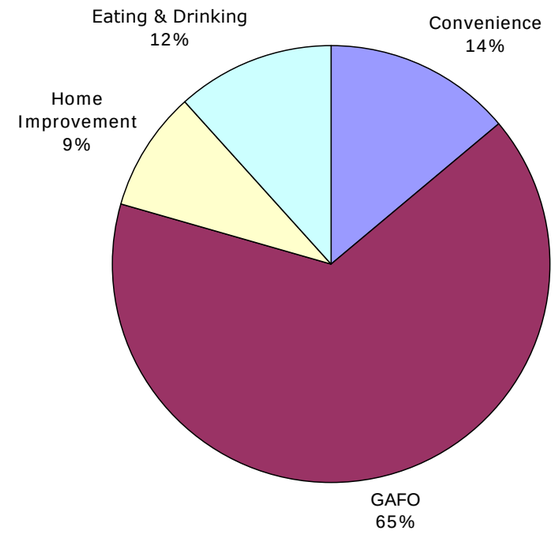
This area of the Parkway is in Bloomington. The largest shopping center is the regional mall, Eastland Mall, at 766,000 square feet. The mall is anchored by a Macy's, Sears, J.C. Penney, Kohls, and Bergners.

The Eastland Mall has anchors Macy's (shown here), Bergner's, Sears, J.C.Penney, and Kohl's. Photo: ZHA, Inc.

It also has an assortment of national credit mall tenants and local/regional stores. Nearby is a concentration of community shopping centers. The mall and many of the community shopping centers on this segment of Veterans Parkway are at the Parkway's intersection with Empire Street—a major east-west connector and the route to the Central Illinois Regional Airport.

This area has approximately 1.7 million square feet of shopping center-oriented retail space, which breaks down into the following types:

Mid Veterans Parkway Retail by Type
2007



Source: ZHA, Inc.

Like North Veterans Parkway, the majority of space is in GAFO. The mall retailers all mainly fall in this category, as do many big box stores in the area such as Kmart and Barnes and Noble.

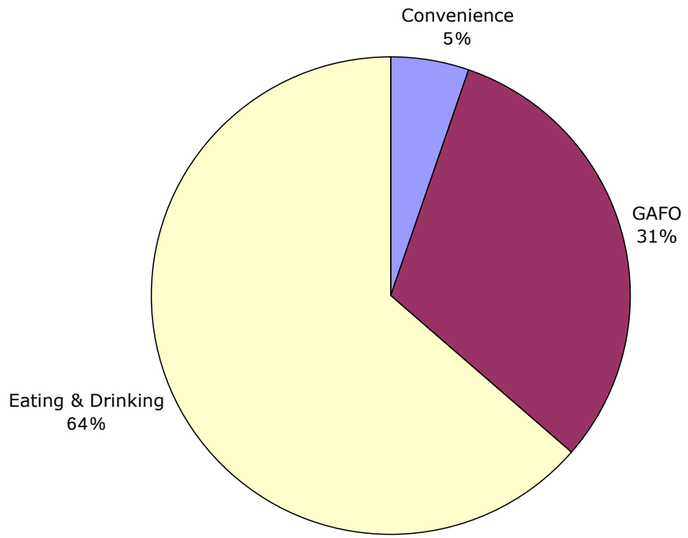
South Veterans Parkway

This part of the Parkway, in Bloomington, caters mostly to a local population. There are no regional centers on this part of the Parkway. The two major shopping centers are Veterans and Main—at the Parkway's intersection with Main Street—and the Brandtville Center. Veterans and Main has several large budget-oriented tenants—a rental store, a dollar store, a golf store and a family entertainment center. The area around Brandtville Center is restaurant-focused. This section of the Parkway has a Dave's Famous Barbeque Restaurant, Hayashi Japanese Restaurant,

Longhorn Smokehouse, Ned Kelly's Steakhouse, and Redfire Grill. There are also a number of fast food restaurants.

A breakdown of the approximately 100,000 square feet in this area by retail type is in the chart below:

South Veterans Parkway Retail Square Footage by Type
2007



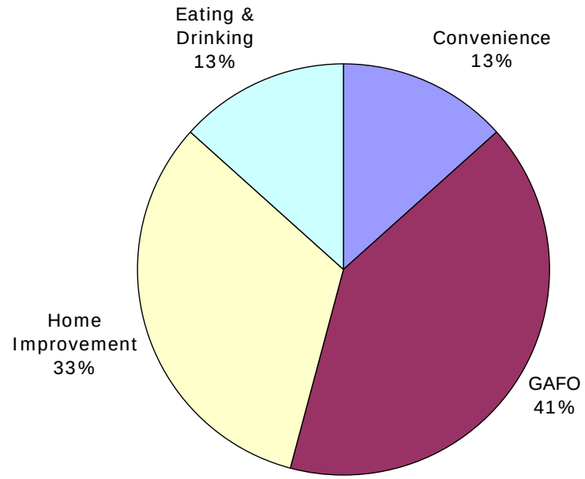
Source: ZHA, Inc.

Based upon the observed quantity of restaurants relative to other establishments, it is not surprising that the greatest share of space here is in Eating and Drinking, at 64 percent.

Market West

Market West consists of a Wal-Mart Supercenter and associated community shopping centers. There is also a former outlet mall in this node, which is being converted to a business center for back office operations and other small office users. The key advantage of this location for retailers is its proximity to the intersection of I-74/I-55 with Market Street. There is a significant amount of vacant land surrounding this node available for additional retail development. There is approximately 500,000 square feet of shopping center-oriented retail space in this node, broken down as follows:

Market West Retail Area



Source: ZHA, Inc.

Source: ZHA, Inc.

Main Street

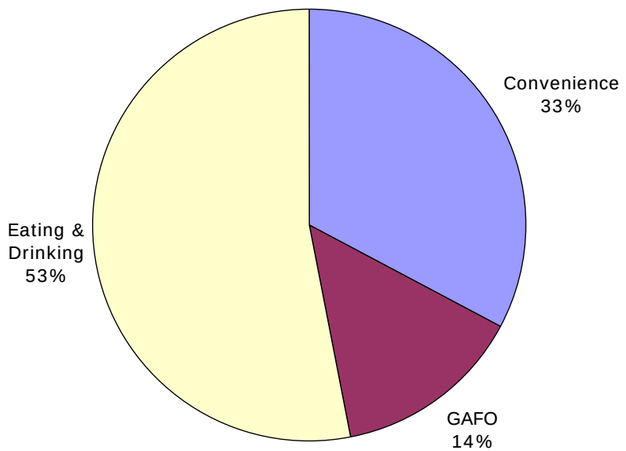
Main Street—which consists of the study area—is another major north-south connector. ZHA has also divided this into functional areas, which include: North Main, Illinois State University, BroMenn Regional Medical Center, Illinois Wesleyan University, Downtown Bloomington, and South Main.

North Main

North Main (from approximately I-55 south to McKinley Street) is largely auto-oriented, with its retail concentration centered around the Interstate exit. The retail here consists of one shopping center, University Center, and freestanding fast food and quick service restaurants.

The total square footage of retail in this area is approximately 60,000 (not counting vacant space in University Center). The share by retail type is shown in the pie chart below.

North Main Retail Square Footage by Type
2007



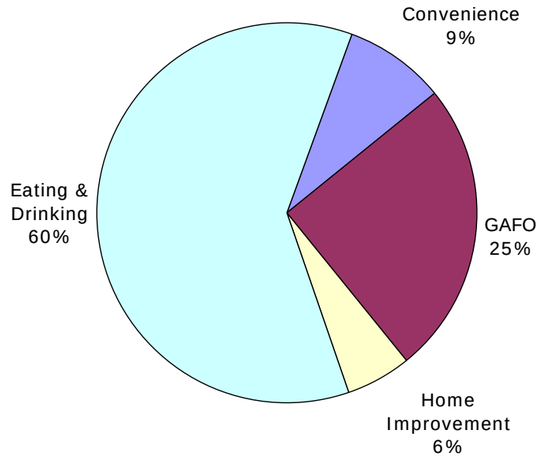
Source: ZHA, Inc.

There is very little GAFO (15 percent), and a large percentage of eating and drinking. There is currently a Walgreens that constitutes the majority of the Convenience space. A Schnucks Supermarket is planned for Constitution Center which is to be built at the Intersection of Main and I-55.

Illinois State University

The area of Main Street around Illinois State University functions as a service area for students, faculty, and nearby residents. This area is being defined as the area within Gregory Street and Hovey Avenue. There are no major shopping centers. This area is a secondary shopping area to the nearby Uptown Normal area. The two areas combined have approximately 150,000 square feet of retail space. This is divided into the following retail types, as shown in the chart below.

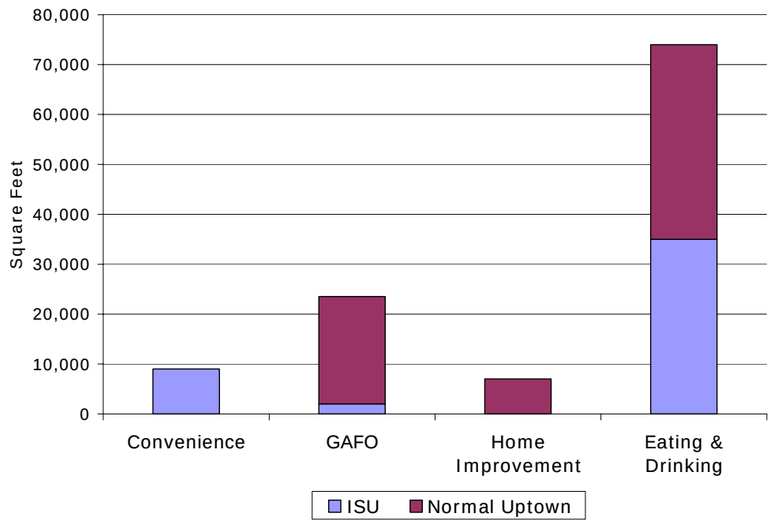
Illinois State Retail Square Footage by Type
2007



Source: ZHA, Inc.

Of the total retail, almost 60 percent is in Uptown Normal. However, the share of this varies by retail type. The graphic below illustrates this difference between the two Normal retail locations. Uptown Normal has nearly 100 percent of the GAFO space.

ISU Area Retail Square Footage by Type and Location



Source: ZHA, Inc.

Uptown Normal functions as a convenience center, but it also has "atmosphere" and a pre-automobile structure which has provided inexpensive rents for "funky" specialty stores, and which is a draw for students. There is no need to cross busy Main Street to access the eateries and shops. The establishments on Main Street are more auto-oriented.

BroMenn Regional Medical Center

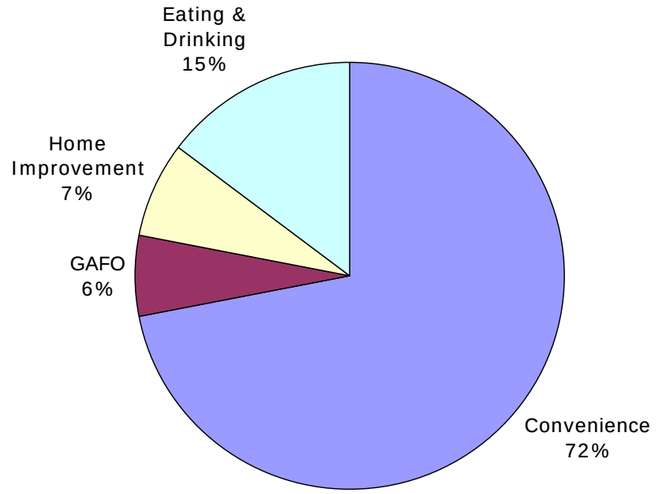
There is very little retail immediately near the BroMenn Regional Medical Center (South of Hovey Avenue to Division Street). The retail consists of a pizza restaurant, two auto parts stores, and the BroMenn Thrift Shop. There is also a Wendy's which appears to be closed.

Illinois Wesleyan University

The area on Main Street between Division and Walnut Streets, around Illinois Wesleyan University (IWU) is also a convenience center for students, faculty, and nearby residents. Unlike ISU, IWU does not have another nearby retail area, other than Downtown Bloomington, which is further south.

There is a total of approximately 68,000 square feet of retail space in this area. The share of space by retail type is as follows:

Illinois Wesleyan University Retail Square Footage by Type
2007



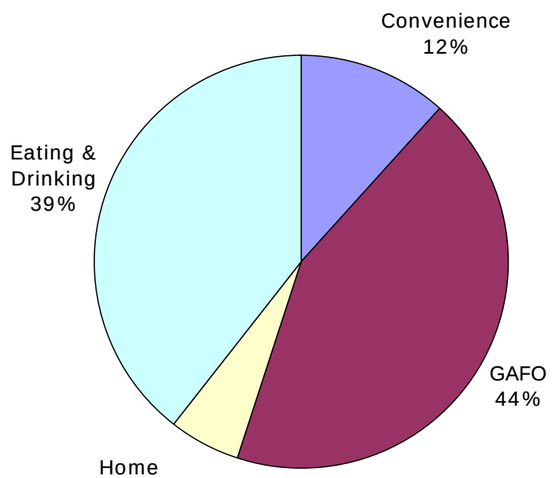
Source: ZHA, Inc.

A large percentage of the space in this area is convenience. There is a Kroger supermarket and a Walgreens making up the majority of this space. On Main Street itself, eating and drinking is limited to a Subway, a pizza shop, a Chinese restaurant, a bar/grill, and a Mexican restaurant.

Downtown Bloomington

Downtown Bloomington caters to Downtown employees and area residents. It has a total of approximately 138,000 square feet of retail space. This is broken down by retail type as shown below.

Downtown Bloomington Retail Square Footage by Type
2007



Source: ZHA, Inc.

Much of Downtown's retail caters to its daytime population. However, there have been several venues in recent years which draw customers into Downtown after 5:00 p.m. There is also a selection of bars and night clubs patronized by university students.

South Main

There is a very small amount of retail in the South Main Area, which contains the area just south of Downtown, from Oakland Avenue south to the connection of the northbound and southbound lanes of Business Route 51. There is a total of only 24,500 square feet. The retail consists of a convenience store/doughnut shop, a Hispanic Grocery, and several quick-service restaurants. There is also a small plaza with a Subway sandwich shop and a video store. This area serves local residents.

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MARKET POSITION ANALYSIS

SUMMARY OF FINDINGS

The Main Street Corridor

City of Bloomington/Town of Normal
McLean County, Illinois

March, 2007

Conducted by
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Research & Strategic Analysis

STUDY CONTENTS

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Research & Strategic Analysis

SUMMARY OF FINDINGS
MARKET POSITION ANALYSIS

The Main Street Corridor
City of Bloomington/Town of Normal, McLean County, Illinois

March, 2007

INTRODUCTION

This study identifies the optimum initial market position for new rental and for-sale multi-family (adaptive re-use of existing buildings as well as new construction) and single-family attached dwelling units, to be constructed within mixed-use redevelopments along the Main Street Corridor in the City of Bloomington/Town of Normal, McLean County, Illinois. The Main Street Corridor (U.S. 51) study area extends from the Interstate 55 interchange in the Town of Normal in the north to the Veterans Parkway (Business 55) interchange in the City of Bloomington in the south.

The extent and characteristics of the potential market for new housing units within mixed-use developments along the Corridor were identified using Zimmerman/Volk Associates' proprietary target market methodology. This methodology was developed in response to the challenges that are inherent in the application of conventional supply/demand analysis to urban development and redevelopment. Supply/demand analysis ignores the potential impact of newly-introduced housing supply on settlement patterns, which can be substantial when that supply is specifically targeted to match the housing preferences and economic capabilities of the draw area households.

In contrast to conventional supply/demand analysis, then—which is based on supply-side dynamics and baseline demographic projections—target market analysis determines the depth and breadth of the potential market derived from the housing preferences and socio-economic

characteristics of households in the defined draw area. Because it considers not only basic demographic characteristics, such as income qualification and age, but also less frequently analyzed attributes such as mobility rates, lifestyle patterns and household compatibility issues, the target market methodology is particularly effective in defining a realistic housing potential for urban development and redevelopment.

In brief, using the target market methodology, Zimmerman/Volk Associates determined:

- Where the potential renters and buyers of new housing units along the Corridor are likely to move from (the draw areas);
- Who currently lives in the draw areas and what they are like (the target markets);
- How many are likely to move to new development along the Corridor if appropriate dwelling units were to be made available (depth and breadth of the market);
- What their housing preferences are in aggregate (rental or ownership, multi-family or single-family);
- What their alternatives are (relevant properties currently marketing units in the Bloomington/Normal market area);
- What they will pay to rent or purchase new units (adaptive re-use of existing buildings as well as new construction) developed along the corridor (market-rate rents and prices); and
- How quickly they will rent or purchase the new units (absorption forecasts).

The target market methodology is described in detail in the METHODOLOGY section at the end of this study.

NOTE: Tables 1 through 5 outline the depth and breadth and composition of the potential market for new housing units along the Main Street Corridor in the City of Bloomington/Town of Normal. Tables 6 and 7 summarize selected supply-side data. Table 8 details the optimum market position, at market-entry, for new rental and for-sale housing to be constructed along the Corridor. The Appendix Tables, containing migration and target market data covering the appropriate draw areas for Bloomington and Normal and for the Corridor, are provided in a separate document.

MARKET POTENTIAL

The depth and breadth of the potential market for new rental and for-sale multi-family and for-sale single-family attached dwelling units to be constructed within redevelopments located along the Main Street Corridor have been derived from the housing preferences and financial capacities of the draw area households, identified through Zimmerman/Volk Associates' proprietary target market methodology and extensive experience with urban redevelopment.

Based on Zimmerman/Volk Associates' field investigation, as well as analysis of migration and mobility data, the principal draw areas for new housing units to be located along the Corridor include the City of Bloomington and Town of Normal as well as the balance of McLean County, and a regional draw area comprising the adjacent and nearby counties of Cook, Tazewell, Champaign, and Livingston. This analysis also factors in the market potential from all other counties represented in McLean County migration.

As derived from migration, mobility and target market analysis, then, the draw area distribution of market potential (those households with the potential to move within or to the City of Bloomington and/or the Town of Normal and with the financial capacity to rent or purchase market-rate dwelling units) would be as follows (*see also* Appendix One, Table 9):

Market Potential by Draw Area
City of Bloomington/Town of Normal, McLean County, Illinois

City of Bloomington/Town of Normal:	49.7%
Balance of McLean County:	10.7%
Cook, Tazewell, Champaign, and Livingston Counties:	8.7%
Balance of US:	30.9%
Total:	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2007.

MARKET POTENTIAL FOR THE MAIN STREET CORRIDOR

The target market methodology identifies those households with a preference for newly-created housing units in downtowns and in urban neighborhoods. After discounting for those segments of the potential market that prefer existing housing units, and that prefer housing in suburban and/or rural locations, the distribution of draw area market potential for new housing units to be developed along the Corridor would be as follows (*see also* Appendix One, Table 10):

Market Potential by Draw Area
THE MAIN STREET CORRIDOR
City of Bloomington/Town of Normal, McLean County, Illinois

City of Bloomington/Town of Normal:	47.8%
Balance of McLean County:	7.9%
Cook, Tazewell, Champaign, and Livingston Counties:	10.3%
Balance of US:	34.0%
Total:	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2007.

The local (City of Bloomington/Town of Normal and balance of McLean County) draw areas represent smaller proportions of market potential for new housing along the Corridor than for Bloomington/Normal as a whole. Conversely, the regional and national draw areas represent larger segments of market potential for the Corridor than for Bloomington/Normal as a whole.

As determined by the target market methodology, which accounts for household mobility within the City of Bloomington and Town of Normal and within McLean County, as well as mobility patterns for households currently living in all other cities and counties, in the year 2007, more than 2,000 younger singles and couples, empty nesters and retirees, and traditional and non-traditional families currently living in the draw areas represent the potential market for new market-rate housing units to be developed along the Main Street Corridor. The housing preferences of these 2,030 draw area households—according to tenure (rental or for-sale) and broad financial capacity—can be arrayed as follows (*see also* Table 1):

Annual Potential Market for New Housing Units
THE MAIN STREET CORRIDOR
City of Bloomington/Town of Normal, McLean County, Illinois

HOUSING TYPE	NUMBER OF HOUSEHOLDS	PERCENT OF TOTAL
Multi-family for-rent (lofts/apartments, leaseholder)	390	19.2%
Multi-family for-sale (lofts/apartments, condo/co-op ownership)	370	18.2%
Single-family attached for-sale (townhouses/rowhouses, fee-simple ownership)	270	13.3%
Low-range single-family detached (houses, fee-simple ownership)	190	9.4%
Mid-range single-family detached (houses, fee-simple ownership)	470	23.2%
High-range single-family detached (houses, fee-simple ownership)	340	16.7%
Total	2,030	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2007.

These numbers indicate the depth of the potential market for new market-rate housing units that could be constructed along the Corridor, not housing need. These are the households that are likely to move to the Corridor if appropriate new housing options were available.

—TARGET RESIDENTIAL MIX—

The development or redevelopment of potential sites along the Main Street Corridor, without considering context, could include the full range of housing types, corresponding to target market household preferences as outlined above. However, to achieve the objective of transforming Main Street from a solely commercial corridor to one that is a series of urban, mixed-use neighborhoods, housing types should be limited to multi-family and single-family attached. Wherever possible, multi-family buildings should accommodate commercial as well as residential uses. Since single-family attached housing requires more land than multi-family, townhouse development should be limited to transitional locations between higher-density uses along the Corridor and the single-family neighborhoods that adjoin it.

Based on the tenure (renter/buyer) and lifestyle preferences of the draw area households that represent the potential market for the Corridor, then, and excluding the market for single-family detached units as well as half the market for single-family attached, the target residential mix of new dwelling units to be developed along Main Street would be as follows (*see again* Table 1):

Annual Potential Market for New Housing Units
Market-Rate Higher-Density Housing Units
THE MAIN STREET CORRIDOR
City of Bloomington/Town of Normal, McLean County, Illinois

HOUSING TYPE	NUMBER OF HOUSEHOLDS	PERCENT OF TOTAL
Rental Multi-Family (lofts/apartments, leaseholder)	390	43.3%
For-Sale Multi-Family (lofts/apartments, condo/co-op ownership)	370	41.1%
For-Sale Single-Family Attached (townhouses/rowhouses/live-work, condominium or fee-simple ownership)	140	15.6%
Total	900	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2007.

The planning process and subsequent development will ultimately determine the total number of units that can be accommodated along the Corridor. However, for purposes of this analysis, it is assumed that approximately 1,000 units could be developed in several locations along the Corridor, particularly in Downtown Bloomington and within walking distance of Illinois State and Illinois Wesleyan Universities, and BroMenn Healthcare. Based on target market housing preferences, then, the appropriate mix of 1,000 units would be as follows:

Target Residential Mix—1,000 Units
THE MAIN STREET CORRIDOR
City of Bloomington/Town of Normal, McLean County, Illinois

HOUSING TYPE	PERCENT OF TOTAL	NUMBER OF UNITS
Rental Multi-Family (lofts/apartments, leaseholder)	43.3%	433
For-Sale Multi-Family (lofts/apartments, condo/co-op ownership)	41.1%	411
Single-family attached for-sale (townhouses/rowhouses/live-work, condominium or fee-simple ownership)	15.6%	156
Total	100.0%	1,000

SOURCE: Zimmerman/Volk Associates, Inc., 2007.

Depending on the amount of supportable commercial development and the feasibility of mid-rise buildings in later phases, it is possible that the actual number of dwelling units could be higher than the 1,000 outlined within this optimum market position. However, as redevelopment along the Corridor is planned and actual unit yield determined, the optimum proportion of housing types should be maintained as closely as possible.

V. Appendix: Residential Market Position Analysis

Table 1

Potential Housing Market
Derived From New Unit Purchase And Rental Propensities Of Draw Area Households
With The Potential To Move To The Area In 2007
The Main Street Corridor
City of Bloomington/Town of Normal, McLean County, Illinois

City of Bloomington/Town of Normal; Balance of McLean County;
Cook, Tazewell, Champaign and Livingston Counties, Illinois; All Other U.S. Counties
Draw Areas

Total Target Market Households With Potential To Rent/Purchase In Bloomington/Normal, McLean County, Illinois	7,450
Total Target Market Households With Potential To Rent/Purchase In The Main Street Corridor	2,030

Potential Housing Market

	Multi-Family		Single-Family				
			Attached	Detached			
	For-Rent	For-Sale	All Ranges	Low-Range	Mid-Range	High-Range	Total
Total Households:	390	370	270	190	470	340	2,030
{Mix Distribution}:	19.2%	18.2%	13.3%	9.4%	23.2%	16.7%	100.0%

Target Residential Mix
(Excluding Single-Family Detached)

	Multi-Family		Single-Family Attached	
	For-Rent	For-Sale	All Ranges	Total
Total Households:	390	370	140	900
{Mix Distribution}:	43.3%	41.1%	15.6%	100.0%

NOTE: Reference Appendix One, Tables 1 through 12.

TARGET MARKETS

The potential market for new rental and for-sale multi-family and single-family attached housing units to be constructed within the multiple sites along the Main Street Corridor consists of predominantly one- and two-person households, both older households—empty nesters and retirees—as well as younger singles and couples. The target groups for the sites can be characterized by housing preferences as follows (*see also* Tables 2 through 5):

Target Residential Mix
By Household and Unit Types
THE MAIN STREET CORRIDOR
City of Bloomington/Town of Normal, McLean County, Illinois

HOUSEHOLD TYPE	PERCENT OF TOTAL	RENTAL MULTI-FAM.	FOR-SALE MULTI-FAM.	FOR-SALE SF ATTACHED
Empty-Nesters & Retirees	35%	18%	49%	42%
Traditional & Non-Traditional Families	19%	20%	10%	29%
Younger Singles & Couples	46%	62%	41%	29%
Total	100%	100%	100%	100%

SOURCE: Zimmerman/Volk Associates, Inc., 2007.

Younger singles and couples—of which the largest target groups are *Twentysomethings* and *The VIPs*—also include *e-Types*, *Fast-Track Professionals*, *Upscale Suburban Couples,* and *New Bohemians*. These households comprise 46 percent of the market for new dwelling units to be constructed along the Main Street Corridor; they represent more than 64 percent of the market for new rental units and over 40 percent of the market for new for-sale lofts or apartments. A significant number of these households are university undergraduate and graduate students. More than 80 percent of these households will be moving to new units on Main Street from elsewhere in Bloomington or Normal, and the remainder will be moving from outside the county.

Empty nesters and retirees—primarily *Middle-Class Move-Downs* and *New Empty Nesters*, but also *Urban Establishment*, *Small-Town Establishment*, *Affluent Empty Nesters*, *Suburban Establishment*, *Cosmopolitan Elite*, and *Cosmopolitan Couple*—represent 35 percent of the potential market for

new dwelling units along the Corridor; they comprise nearly half of the market for new for-sale lofts and apartments and 40 percent of the market for new for-sale townhouses or rowhouses. More than a quarter of these households are currently living in either Bloomington or Normal.

Family-oriented households (traditional and non-traditional families)—in this case, the largest target groups are *The Entrepreneurs* and *Multi-Cultural Families*, followed by *Full-Nest Urbanites*, *Multi-Ethnic Families*, and *Unibox Transferees*—make up a small market (19 percent) for new units along the Corridor. However, although family households represent a small segment of the market for multi-family units, both rental and for-sale (20 percent and 10 percent respectively), they comprise 30 percent of the market for the townhouse/rowhouse units. More than three-quarters of the family households are currently living outside McLean County; a majority of the adults in these households are likely to be employees of either of the universities or of BroMenn.

The primary target groups, their median and range of incomes, and median home values, are:

Primary Target Groups
(In Order of Median Income)
THE MAIN STREET CORRIDOR
City of Bloomington/Town of Normal, McLean County, Illinois

HOUSEHOLD TYPE	MEDIAN INCOME	BROAD INCOME RANGE	MEDIAN HOME VALUE (IF OWNED)
Empty Nesters & Retirees			
Urban Establishment	$117,100	$50,000–$185,000	$315,100
Affluent Empty Nesters	$101,200	$40,000–$160,000	$209,600
Small-Town Establishment	$101,100	$50,000–$150,000	$196,200
Suburban Establishment	$100,900	$40,000–$155,000	$211,500
Cosmopolitan Elites	$94,200	$60,000–$130,000	$207,500
Cosmopolitan Couples	$92,900	$50,000–$135,000	$274,000
New Empty Nesters	$86,600	$40,000–$125,000	$271,800
Middle-Class Move-Downs	$62,900	$40,000–$75,000	$155,600

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HOUSEHOLD TYPE	MEDIAN INCOME	BROAD INCOME RANGE	MEDIAN HOME VALUE (IF OWNED)
Traditional & Non-Traditional Families			
The Entrepreneurs	$139,900	$90,000–$175,000	$305,500
Unibox Transferees	$101,600	$75,000–$135,000	$214,800
Full-Nest Urbanites	$89,600	$60,000–$125,000	$329,900
Multi-Cultural Families	$69,700	$40,000–$100,000	$256,400
Multi-Ethnic Families	$63,100	$30,000–$100,000	$136,500
Younger Singles & Couples			
e-Types	$115,500	$75,000–$150,000	$298,400
Fast-Track Professionals	$92,100	$50,000–$135,000	$185,000
The VIPs	$89,200	$40,000–$150,000	$185,100
Upscale Suburban Couples	$82,900	$45,000–$120,000	$162,500
New Bohemians	$77,400	$50,000–$100,000	$244,300
Twentysomethings	$66,400	$25,000–$100,000	$145,600

NOTE: The names and descriptions of the market groups summarize each group's tendencies—as determined through geo-demographic cluster analysis—rather than their absolute composition. Hence, every group could contain "anomalous" households, such as empty-nester households within a "full-nest" category.

SOURCE: Zimmerman/Volk Associates, Inc., 2007.

Table 2

Target Residential Mix By Household Type
Derived From New Unit Purchase And Rental Propensities Of Draw Area Households
With The Potential To Move To The Area In 2007
The Bloomington/Normal Main Street Corridor
City of Bloomington/Town of Normal, McLean County, Illinois

		Multi-Family		*Single-Family Attached*
	Total	*For-Rent*	*For-Sale*	*All Ranges*
Number of Households:	900	390	370	140
Empty Nesters & Retirees	35%	18%	49%	42%
Traditional & Non-Traditional Families	19%	20%	10%	29%
Younger Singles & Couples	46%	62%	41%	29%
	100%	100%	100%	100%

V. Appendix: Residential Market Position Analysis

Table 3

Target Groups For Multi-Family For-Rent
The Bloomington/Normal Main Street Corridor
City of Bloomington/Town of Normal, McLean County, Illinois

Empty Nesters & Retirees	*Number of Households*	*Percent*
Affluent Empty Nesters	10	3%
Cosmopolitan Couples	10	3%
New Empty Nesters	10	3%
Middle-Class Move-Downs	40	10%
Subtotal:	70	18%
Traditional & Non-Traditional Families		
The Entrepreneurs	20	5%
Full-Nest Urbanites	10	3%
Multi-Cultural Families	30	7%
Multi-Ethnic Families	20	5%
Subtotal:	80	20%
Younger Singles & Couples		
Fast-Track Professionals	40	10%
The VIPs	30	8%
Upscale Suburban Couples	30	8%
New Bohemians	20	5%
Twentysomethings	120	31%
Subtotal:	240	62%
Total Households:	**390**	100%

Table 4

Target Groups For Multi-Family For-Sale
The Bloomington/Normal Main Street Corridor
City of Bloomington/Town of Normal, McLean County, Illinois

Empty Nesters & Retirees	*Number of Households*	*Percent*
Urban Establishment	20	5%
Affluent Empty Nesters	20	5%
Small-Town Establishment	30	8%
Suburban Establishment	20	5%
Cosmopolitan Elite	20	5%
Cosmopolitan Couples	20	5%
New Empty Nesters	30	8%
Middle-Class Move-Downs	20	5%
Subtotal:	180	49%
Traditional & Non-Traditional Families		
The Entrepreneurs	10	3%
Full-Nest Urbanites	10	3%
Multi-Cultural Families	10	2%
Multi-Ethnic Families	10	2%
Subtotal:	40	10%
Younger Singles & Couples		
e-Types	20	5%
Fast-Track Professionals	30	8%
The VIPs	40	11%
Upscale Suburban Couples	20	5%
New Bohemians	10	3%
Twentysomethings	30	8%
Subtotal:	150	41%
Total Households:	**370**	100%

Table 5

Target Groups For Single-Family Attached For-Sale
The Bloomington/Normal Main Street Corridor
City of Bloomington/Town of Normal, McLean County, Illinois

Empty Nesters & Retirees	*Number of Households*	*Percent*
Urban Establishment	10	7%
Affluent Empty Nesters	10	7%
Cosmopolitan Elite	10	7%
Cosmopolitan Couples	10	7%
New Empty Nesters	20	14%
Subtotal:	60	42%
Traditional & Non-Traditional Families		
The Entrepreneurs	10	7%
Full-Nest Urbanites	10	7%
Multi-Cultural Families	10	7%
Multi-Ethnic Families	10	7%
Subtotal:	40	29%
Younger Singles & Couples		
e-Types	10	7%
Fast-Track Professionals	10	7%
The VIPs	20	14%
Subtotal:	40	29%
Total Households:	**140**	100%

AREA OVERVIEW

The Main Street Corridor study area extends from the Interstate 55 interchange in the Town of Normal in the north to the Veterans Parkway interchange (Business 55) in the City of Bloomington in the south. Main Street contains multiple commercial uses, from fast-food restaurants to medical office buildings, with most of the residential units located at Junction Place Apartments, a recently-constructed apartment property leasing two-, three-, and four-bedroom units to Illinois State University students. Several single-family neighborhoods adjoin the Corridor, particularly along the southern end.

Three major institutions—Illinois State University and the BroMenn Regional Medical Center in Normal, and Illinois Wesleyan University in Bloomington—abut the Corridor. In addition, Main Street passes through Downtown Bloomington and within three blocks of Uptown Normal. South of College Avenue in Normal, the Corridor becomes a one-way pair, which, when it approaches Downtown Bloomington at Locust Street, bypasses the core downtown.

Nearly all of the new residential construction taking place in the area is located at the edges of Bloomington or Normal or in the county, beyond the interstates that encircle the older neighborhoods. A number of the more recently-constructed apartment communities were financed with tax credits and therefore have income restrictions. Students attending Illinois State and Illinois Wesleyan Universities make up a major segment of the population of most of the older rental properties located within the core neighborhoods of Bloomington and Normal. As a result, rent levels are low, starting at less than $400 per month for studios, $500 per month for one-bedrooms, $600 per month for two-bedrooms, and $700 per month for three-bedroom units. Rents per square foot generally fall within a range of $0.60 to $0.90, although rents at a few of the smallest units can achieve more than $1.00 per square foot. Occupancy rates are generally high, over 95 percent (functional full occupancy), although several properties have very high turnover, with up to 10 percent vacancy at any given time. These units are typically filled very quickly.

The majority of new for-sale housing construction has been single-family detached houses located in subdivisions outside the city and town limits. Only a few properties are marketing townhouses or condominiums, most of the attached units for sale are duplexes or triplexes targeted to older households. A small number of for-sale units have been marketed in or near Downtown Bloomington, ranging from six renovated townhouses (built originally in 1896, of which one is still on the market at the reduced price of $204,900), to the Ensenberger Lofts, an adaptive re-use of a historic building, where 16 of 29 units have been sold. Base prices of the lofts ranged from $180,000 to $465,000 for approximately 800 to 1,900 square feet of living space, with a 3,100-square-foot penthouse at $900,000 ($290 per square foot).

Outside of Downtown Bloomington, base prices for attached units start at just over $150,000 for a 1,578-square-foot townhouse ($98 per square foot) at Dunraven, located in southern Bloomington. The majority of attached units are priced below $200,000, although duplexes at Dunraven start at$211,900 for 1,674 square feet of living space to $229,900 for an end unit containing more than 2,000 square feet ($114 to $127 per square foot). Sales have been slow, reflecting not only the national slowdown but also limited marketing.

Summary supply-side information for the Bloomington/Normal market area (covering both rental and for-sale, multi-family and single-family attached) properties is provided as follows: for rental properties, see Table 6; for new for-sale attached properties, see Table 7.

Summary Of Selected Rental Properties

City of Bloomington/Town of Normal, McLean County, Illinois

January, 2007

Property (Date Opened) / *Address*	*Number of Units*	*Reported Base Rent*	*Reported Unit Size*	*Rent per Sq. Ft.*	*Additional Information*
		..... *City of Bloomington*			
East Douglas Apartments					
(1890s; Renovated1994)	**52**				**94% occupancy**
215 East Douglas Street	2BR/1BA	$488	900	$0.54	*Adaptive reuse.*
	3BR/2BA	$671	1,200	$0.56	*Gated, elevator.*
					Income Restrictions.
Fox Hill Apartments (1995)	**88**				**97% occupancy**
701 Fox Hill Court	1BR/1BA	$480	645	$0.74	*Clubhouse,*
	2BR/1BA	$580	777	$0.75	*playground.*
	3BR/2BA	$740	1,066	$0.69	
Danbury Court (2004)	**256**				**90% occupancy**
19 Basil Way	1BR/1BA	$550 to $575	770 to 831	$0.71 to $0.69	*Pool, clubhouse, business center,*
	2BR/2BA	$655 to $705	984 to 1,124	$0.67 to $0.72	*playground, high-speed internet.*
	3BR/2BA	$810 to $845	1,179 to 1,371	$0.69 to $0.62	*Income Restrictions.*
Goose Creek (1989)	**100**				**95% occupancy**
2 Goose Creek Drive	1BR/1BA	$570	645	$0.88	*Pool,*
	2BR/1BA	$670	801	$0.84	*fitness center.*
	2BR/2BA	$725	1,200	$0.60	
Phoenix Towers	**430**				
202 West Locust Street	1BR/1BA	$617	500	$1.23	*Fitness center*
Wingover (2006)	**126**				**92% occupancy**
1016 Haeffele	2BR/1.5BA	$750			*Pool, clubhouse,*
	2BR/2BA	$795 to $815	1,100	$0.72 to $0.74	*fitness center,*

Summary Of Selected Rental Properties
City of Bloomington/Town of Normal, McLean County, Illinois
January, 2007

Property (Date Opened) / *Address*	*Number of Units*	*Reported Base Rent*	*Reported Unit Size*	*Rent per Sq. Ft.*	*Additional Information*
		. . . . . City of Bloomington (continued)			
Brickyard					
20 Brickyard Drive	1BR/1BA	$640 to $695	680 to 763	$0.91 to $0.94	*Pool, clubhouse, fitness center, high-speed internet.*
	2BR/2BA	$790 to $805	1,044 to	$0.76 to $0.77	
Brookridge Heights (2003)	**375**				**90% occupancy**
3102 East Hamilton Road	Studio	$465	425	$1.09	*Controlled access, pool, fitness center.*
	1BR/1BA	$655 to $700	750 to 880	$0.80 to $0.87	
	2BR/2BA	$790 to $895	1,030 to 1,245	$0.72 to $0.77	
Livingston Building (Ren.2002)	**5**				**100% occupancy**
104 West Washington	2BR/2.5BA	$1,200 to $1,450	3,600	$0.33 to $0.40	*Historic building.*
		. . . . .Town of Normal			
Briarwood II					**100% occupancy**
100 Northfield Drive	1BR/1BA	$500	656	$0.76	*Playground.*
	2BR/1BA	$545 to $560	840	$0.65 to $0.67	*Income restrictions.*
	3BR/2BA	$680	1,100	$0.62	
Lancaster Heights					**94% occupancy**
1462 East College Avenue	1BR/1BA	$510	700	$0.73	*Clubhouse, playground, pool.*
	2BR/1BA	$585	950	$0.62	
	3BR/1.5BA	$730	1,400	$0.52	

Summary Of Selected Rental Properties
City of Bloomington/Town of Normal, McLean County, Illinois
January, 2007

Property (Date Opened) / *Address*	*Number of Units*	*Reported Base Rent*	*Reported Unit Size*	*Rent per Sq. Ft.*	*Additional Information*
		. . . . . Town of Normal (continued)			
Ironwood Gardens (1996)	**392**				**94% occupancy**
2000 North Linden	Studio	$380 to $399	335 to 350	$1.13 to $1.14	*Pool, exercise facility.*
	1BR/1BA	$580 to $615	600 to 700	$0.88 to $0.97	
	2BR/1BA	$680	850	$0.80	
	2BR/2BA	$725	850 to 980	$0.74 to $0.85	
Bayberry Village (1997)	**168**				**98% occupancy**
619 West Orlando Avenue	2BR/2BA	$630 to $640	940 to 1,000	$0.64 to $0.67	*Pool, fitness facility, playground.*
	3BR/2BA	$730 to $740	1,100	$0.66 to $0.67	
Park View Condominiumss (1989)	**89**				**94% occupancy**
1716 North Rockingham Drive	1BR/1BA	$600 to $645	645 to 724	$0.89 to $0.93	
	2BR/1BA	$675	842 to 993	$0.68 to $0.80	
	2BR/2BA w/den	$765	993	$0.77	
	2BR/2BA	$825	922 to 945	$0.87 to $0.89	

Table 7 Page 1 of 2

Summary Of Selected For-Sale Multi-Family And Single-Family Attached Developments

City of Bloomington/Town of Normal, McLean County, Illinois

January, 2007

Development (Date Opened) / *Developer/Builder*	*Unit Type*	*Unit Price Range*	*Unit Size Range*	*Price Per Sq. Ft.*	*Total Units*	*Total Sales (Monthly Average)*
. . . . Downtown Bloomington						
Townhouses (1896: 2006)					6	5 (0.5)
	TH	$204,900	2,474	$83		
Dimmitt's Grove (1888: 2007)					4	0
	CO	$239,000 to $259,000	1,470	$163 to $176		
Ensenberger Lofts (7/2006)					29	16 (0.9)
Waller Homes	CO	$180,000 to $465,000	800 to 1,900	$225 to $581		
	Penthouse	$900,000	3,100	$290		
. . . . Eastern Bloomington						
Franklin Heights (10/2005)					8	0
Big Tiger Enterprises	Duplex	$235,000 †	1,800	$131	{current phase}	
. . . . Southern Bloomington						
Dunraven						
Don Franke, builder	TH	$154,900 †	1,578	$98	32	
	Duplex	$211,900 †	1,674	$127	118	
		$229,900 †	2,009	$114		

Table 7 Page 2 of 2

Summary Of Selected For-Sale Multi-Family And Single-Family Attached Developments

City of Bloomington/Town of Normal, McLean County, Illinois

January, 2007

Development (Date Opened) / *Developer/Builder*	*Unit Type*	*Unit Price Range*	*Unit Size Range*	*Price Per Sq. Ft.*	*Total Units*	*Total Sales (Monthly Average)*
. . . . Western Normal						
Villas at Prairie Gardens					55	
	Duplex Triplex Quadplex	$174,500 to $177,000	1,414 to 1,634	$123 to $125		
Kelley Glen (2005)						
O'Connor Homes Realty	TH	$159,900 † $172,500 †	1,600 1,711	$100 $101		
Eagles Landing (2003)					60	
Kaisner Construction	Duplex	$176,900 † $180,400 † $192,500 †	1,617 1,723 1,929	$109 $105 $100		

From a residential market perspective, the advantages of the Main Street Corridor include:

- Adjacency to Illinois State University, Illinois Wesleyan University, and BroMenn Regional Medical Center.
- Downtown Bloomington, which is already a charming and dynamic urban environment.
- Close proximity to Uptown Normal, which has the potential to become a charming and dynamic urban environment.
- The opportunity to live in a pedestrian-oriented environment.
- Easy access to Interstates 55 and 74.

From a residential market perspective, the disadvantages of the Main Street Corridor include:

- The high traffic volume along the Corridor, which will make walking to and from the institutional and commercial destinations more challenging, particularly for older residents.
- With the exception of Downtown Bloomington, the current lack of quality retail located along the Corridor.
- The availability of units at rent and price points low enough to be affordable to a broad segment of the market, but high enough to ensure quality construction and in-unit amenities.

From the market perspective, the most desirable residential locations along the Corridor would be in Downtown Bloomington, including both the conversion of upper floors of existing buildings as well as new construction on vacant parcels; and sites within walking distance of either of the two universities or BroMenn Regional Health Center, as long as that walk is a pleasant one, and not one that passes open parking lots or vacant buildings. Sites located between the two streets of the one-way pair could be appropriate, but would require high-quality design and, preferably, attractive retail uses on the ground floor of multi-family buildings to make them attractive residential locations. Parcels located adjacent to auto-oriented uses should be avoided.

OPTIMUM MARKET POSITION

The optimum market position, at market-entry, for new dwelling units to be developed within mixed-use buildings, both new construction and adaptive re-use of existing buildings, along the Main Street Corridor has been developed based on a variety of factors, including but not limited to:

- A Farr Associates' master plan for the Corridor;
- The Corridor's assets and challenges;
- Concurrent development of commercial uses;
- The new unit rental and purchase propensities of draw area households; and
- Current residential market dynamics in the Bloomington/Normal market area.

Based on target household preferences and financial capabilities, then, the optimum market position for new rental and for-sale multi-family housing units, in either single- or mixed-use buildings, and new for-sale single-family attached units, would be as follows (*see also* Table 8 *for further detail*):

Optimum Market Position
THE MAIN STREET CORRIDOR
City of Bloomington/Town of Normal, McLean County, Illinois

NUMBER	UNIT TYPE	MARKET-ENTRY BASE RENTS/PRICES	UNIT SIZES	RENT/PRICE PER SQ. FT.
MULTI-FAMILY FOR-RENT—43.3%				
100	Hard/Soft Lofts {adaptive re-use}	$550 to $1,125 per month	500 to 1,100 sf	$1.02 to $1.10
283	Apartments {new construction}	$900 to $1,450 per month	750 to 1,350 sf	$1.07 to $1.20
MULTI-FAMILY FOR-SALE—41.1%				
100	Hard/Soft Lofts {adaptive re-use}	$135,000 to $195,000	650 to 1,100 sf	$177 to $208
159	Condominiums {new construction}	$175,000 to $435,000	800 to 1,800 sf	$184 to $242

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SUMMARY OF FINDINGS: MARKET POSITION ANALYSIS
The Main Street Corridor
City of Bloomington/Town of Normal, McLean County, Illinois
March, 2007

. . . continued from preceding page

NUMBER	UNIT TYPE	MARKET-ENTRY BASE RENTS/PRICES	UNIT SIZES	RENT/PRICE PER SQ. FT.
SINGLE-FAMILY ATTACHED FOR-SALE—15.6%				
80	Townhouses {2 1/2 story}	$185,000 to $275,000	950 to 1,500 sf	$183 to $195
76	Townhouses {3 story}	$295,000 to $375,000	1,450 to 2,100 sf	$179 to $203

1,000 units

SOURCE: Zimmerman/Volk Associates, Inc., 2007.

For multi-family units, base rents and prices are for units located on the first residential floor; all base rents and prices are in year 2007 dollars, at market-entry, and do not include floor or location premiums, or consumer-selected options and upgrades. Unit sizes and configurations have been structured to reflect market preferences and positioned to fit within the current leasing and purchasing capabilities of the target market households.

The weighted average size of the rental hard/soft lofts (adaptive re-use) is 795 square feet, with a weighted average base rent of $840 per month ($1.06 per square foot). The weighted average size of the rental apartments (new construction) is 970 square feet, with a weighted average base rent of $1,110 per month ($1.14 per square foot).

The weighted average size of the for-sale hard/soft lofts (adaptive re-use) is 830 square feet, with a weighted average base price of $157,500 ($190 per square foot). The weighted average size of the for-sale apartments (condominiums, new construction) is 1,190 square feet, with a weighted average base price of $236,000 ($198 per square foot).

The weighted average size of the two-and-a-half story townhouses is 1,273 square feet, with a weighted average base price of $239,000 ($188 per square foot), and the weighted average size of the three-story townhouses is 1,700 square feet, with a weighted average base price of $325,500 ($191 per square foot).

Table 8

Optimum Market Position
The Bloomington/Normal Main Street Corridor
City of Bloomington/Town of Normal, McLean County, Illinos
March, 2007

Percent of Units Number	*Housing Type*	*Unit Configuration*	*Unit Mix*	*Market-Entry Base Rent/Price Range**	*Unit Size Range*	*Base Rent/Price Per Sq. Ft.**	*Annualized Average Absorption*
43.3%	**Multi-Family For-Rent**						**60**
100	Hard/Soft Lofts	Loft/1ba	30%	$550	500	$1.10	28
	{Adaptive Re-Use}	Loft/1ba	50%	$900	850	$1.06	
		1br/1ba	20%	$1,125	1,100	$1.02	
		Weighted Average:		$840	795	$1.06	
333	Apartments	1br/1ba	40%	$900	750	$1.20	32
	{New Construction}	2br/2ba	40%	$1,150	1,000	$1.15	
		3br/2ba	20%	$1,450	1,350	$1.07	
		Weighted Average:		$1,110	970	$1.14	
41.1%	**Multi-Family For-Sale**						**56**
100	Hard/Soft Lofts	Loft/1ba	30%	$135,000	650	$208	24
	{Adaptive Re-Use}	1br/1ba	30%	$145,000	750	$193	
		Loft/1.5ba	15%	$165,000	900	$183	
		2br/2ba	25%	$195,000	1,100	$177	
		Weighted Average:		$157,500	830	$190	
311	Condominiums	1br/1.5ba	20%	$175,000	800	$219	32
	{New Construction}	1br/1.5ba/den {duplex}	15%	$215,000	1,000	$215	
		2br/2.5ba	30%	$225,000	1,200	$188	
		2br/2.5ba/office {duplex}	15%	$265,000	1,350	$196	
		3br/2.5ba	17%	$285,000	1,550	$184	
		Penthouse {duplex}	3%	$435,000	1,800	$242	
		Weighted Average:		$236,000	1,190	$198	

Table 8 Page 2 of 2

Optimum Market Position
The Bloomington/Normal Main Street Corridor
City of Bloomington/Town of Normal, McLean County, Illinos
March, 2007

Percent of Units Number	*Housing Type*	*Unit Configuration*	*Unit Mix*	*Market-Entry Base Rent/Price Range**	*Unit Size Range*	*Base Rent/Price Per Sq. Ft.**	*Annualized Average Absorption*
15.6%	**Single-Family Attached For-Sale**						**20**
80	Townhouses	2br/1.5ba	25%	$185,000	950	$195	12
	{2-1/2 story buildings}	2br/2.5ba	45%	$245,000	1,300	$188	
		2br/2.5ba/office	30%	$275,000	1,500	$183	
		Weighted Average:		$239,000	1,273	$188	
76	Townhouses	2br/2.5ba/study	40%	$295,000	1,450	$203	8
	{3-story buildings}	3br/2.5ba	35%	$325,000	1,700	$191	
		3br/2.5ba/office	25%	$375,000	2,100	$179	
		Weighted Average:		$325,500	1,700	$191	
100.0%							**136** Including Rentals
							76 Excluding Rentals

1,000 dwelling units

—Unit Types—

It is assumed that, in the first projects—when prices have not escalated to the point that the market can sustain mid-rise development—the multi-family buildings will be elevator-served, with two to four stories with either adjacent or podium parking; where retail is feasible, these buildings could include non-residential uses on the ground floor. If the first floor contains parking, units or shops should line the parking. The proposed unit types include hard or soft lofts (to be developed in existing buildings), apartments, and townhouses.

- Hard Loft: A single-level efficiency unit with loft finishes and, frequently, a sleeping alcove. Unit interiors typically have high ceilings and commercial windows and are minimally finished (with limited architectural elements such as columns and fin walls), or unfinished (with no interior partitions except those for bathrooms).

  Soft Loft: Unit interiors typically have open floorplans, high ceilings and large commercial-style windows, but are fully finished and, where appropriate, have sleeping areas partitioned from the main living area. A soft loft may also contain architectural elements reminiscent of "hard lofts," *e.g.*—exposed ductwork, scored and polished concrete floors, and concrete counters.

- Apartment: A more conventionally-finished apartment on a single level, with completely-partitioned bedrooms but open living/dining/kitchen areas. In this case, finishes and fixtures—trim, interior doors, kitchens and baths—should be offered in a choice of minimalist or traditional styles.

- Townhouse/Rowhouse: Similar in form to a conventional suburban townhouse except that the garage—either attached or detached—is located to the rear of the unit and accessed from an alley or auto court. Unlike conventional townhouses, urban townhouses conform to the pattern of streets, typically with shallow front-yard setbacks. To provide privacy and a sense of security, the first floor should be elevated significantly above the sidewalk.

—Absorption Forecasts—

The optimum market position has been designed to maximize values and the potential for escalation, yet achieve lease-up/sell-out within a reasonable timeframe. It is likely that, because development will be occurring on individual parcels along the Corridor, all unit types will not be available at the same time.

Absorption of 1,000 rental and for-sale multi-family and single-family attached dwelling units to be constructed along the Main Street Corridor will likely take up to 10 years from commencement of marketing of the first projects, depending on land ownership, phasing, construction and/or individual site constraints, and barring a persistent downturn in the national, regional and/or local economies. Annual absorption for new residential development and redevelopment along the Corridor is forecast as follows:

Annual Average Absorption
The Main Street Corridor
City of Bloomington/Town of Normal, McLean County, Illinois

Multi-family for-rent	60 units
Hard/soft lofts (adaptive re-use)	36
Apartments	24
Multi-family for-sale	56
Hard/soft lofts (adaptive re-use)	32
Apartments	24
Single-family attached for-sale	20
Townhouses (2 1/2 stories)	12
Townhouses (3 stories)	8
Total	136

SOURCE: Zimmerman/Volk Associates, Inc., 2007.

At the annual forecast absorption of 136 units in one year, including 60 rental units, new residential development along the Corridor would require a capture of 15.1 percent of the 900 households, identified through target market analysis, that have the potential to rent or purchase new multi-family and single-family attached housing units along the Corridor in the year 2007—a rate that is well within the target market methodology's parameters of feasibility.

(Nationally, sales of newly-constructed dwelling units represent approximately 15 percent of all residential sales.)

The annual absorption forecasts require specific capture rates of those households that, in the year 2007, represent the potential market for each housing type on the sites, as follows:

Capture of the Potential Market
Based on Annual Average Absorption
The Main Street Corridor
City of Bloomington/Town of Normal, McLean County, Illinois

Housing Type	Annual Market Potential (HHs)	Annualized Average Absorption (Units)	Required Capture Rate
Multi-family for-rent	390	60	15.4%
Multi-family for-sale	370	56	15.1%
Single-family attached for-sale	140	20	14.3%

SOURCE: Zimmerman/Volk Associates, Inc., 2007.

These housing type-specific capture rates are also within the parameters required for feasible development. For a development of this size and scale, there is a high degree of confidence in a capture rate of up to 20 percent of the market for all housing types.

NOTE: The target market capture rates of the potential purchaser pool are a unique and highly-refined measure of feasibility. Target market capture rates are not equivalent to—and should not be confused with—penetration rates or traffic conversion rates.

The **target market capture rate** is derived by dividing the annual forecast absorption by the number of households that have the potential to move to the site in a given year.

The **penetration rate** is derived by dividing the total number of dwelling units planned for a property by the total number of draw area households, sometimes qualified by income.

The **traffic conversion rate** is derived by dividing the total number of buyers or renters by the total number of prospects that have visited a site.

Because the prospective market for a property is more precisely defined using target market methodology, a substantially smaller number of households are qualified; as a result, target market capture rates are higher than the more grossly-derived penetration rates. The resulting higher capture rates remain within the range of feasibility.

METHODOLOGY

The technical analysis of market potential for the Bloomington/Normal Main Street Corridor included delineation of the draw areas and physical evaluation of the Corridor and the surrounding context.

The delineation of the draw areas for new housing to be developed along the Corridor was based on historic settlement patterns, migration trends for McLean County, and other market dynamics.

The evaluation of market potential for the Corridor was derived from target market analysis of households in the draw areas, and yielded:

- The depth and breadth of the potential housing market by tenure (rental and ownership) and by type (apartments, attached and detached houses); and
- The composition of the potential housing market (empty-nesters/retirees, younger singles/couples, traditional and non-traditional families).

NOTE: The Appendix Tables are provided in a separate document.

DELINEATION OF THE DRAW AREAS (MIGRATION ANALYSIS)—

Taxpayer migration data provide the framework for the delineation of the draw areas—the principal counties of origin for households that are likely to move to McLean County. These data are maintained at the county and "county equivalent" level by the Internal Revenue Service and provide a clear representation of mobility patterns.

Appendix One, Table 1.
Migration Trends—

Between 2000 and 2004, the number of households moving into McLean County ranged between the high of 4,260 households in 2001 to the low of 3,675 households in 2003. Between 20 and 22

percent of all households who move to McLean County move from the adjacent and nearby counties of Cook, Tazewell, Champaign and Livingston.

The number of households moving out of McLean County over the study period ranged between the low of 3,585 households in 2002 to the high of 3,910 in 2000. The difference between in-migration and out-migration meant that the county experienced net migration gains during the first four years of the study period; however, by 2004, the county lost 120 more households through out-migration than it gained through in-migration.

> NOTE: Although net migration provides insights into the county's historic ability to attract or retain households compared to other locations, it is those households likely to move into the county (gross in-migration) that represent the county's external market potential.

Based on the migration data, then, and augmented by anecdotal information from leasing agents, sales persons, and other knowledgeable sources, the draw areas for the Bloomington/Normal Main Street Corridor have been delineated as follows:

- The local (internal) draw areas, covering households currently living within the City of Bloomington and the Town of Normal, and the balance of McLean County.
- The regional draw area, covering households with the potential to move to McLean County from Cook, Tazewell, Champaign and Livingston Counties.
- The national draw area, covering households with the potential to move to McLean County from all other U.S. counties.

Migration Methodology:

County-to-county migration is based on the year-to-year changes in the addresses shown on the population of returns from the Internal Revenue Service Individual Master File system. Data on migration patterns by county, or county equivalent, for the entire United States, include inflows and outflows. The data include the number of returns (which can be used to approximate the number of households), and the median and average incomes reported on the returns.

TARGET MARKET CLASSIFICATION OF CITY OF BLOOMINGTON, TOWN OF NORMAL, AND MCLEAN COUNTY HOUSEHOLDS—

Geo-demographic data obtained from Claritas, Inc. provide the framework for the categorization of households, not only by demographic characteristics, but also by lifestyle preferences and socio-economic factors. For purposes of this study, only those household groups with median incomes that enable most of the households within each group to qualify for market-rate housing are included in the tables.

Appendix One, Tables 2 through 4.
Target Market Classification—

More than 71 percent, or 20,585 households, of the estimated 28,960 households living in the City of Bloomington in 2006 had the capacity to rent or buy market-rate housing. Median income within the city was $54,700, more than 12 percent higher than the national median of $48,800. Median home value within the city was $136,200, nearly 16 percent lower than the national median of $161,600. More than 43 percent of the city's "market-rate" households are classified as younger singles and couples, another 36.7 percent are traditional and non-traditional families, and the remaining 20.1 percent are empty nesters and retirees. (*See* Appendix One, Table 2.)

Nearly 65 percent, or 11,040 households, of the estimated 17,085 households living in the Town of Normal in 2006 had the capacity to rent or buy market-rate housing. Median income in the town was $46,400, just five percent lower than the national median. Median home value was $137,000, slightly higher than the Bloomington median. Nearly 64 percent of the city's "market-rate" households are classified as younger singles and couples, another 22.4 percent are traditional and non-traditional families, and the remaining 14 percent are empty nesters and retirees. (*See* Appendix One, Table 3.)

Of the estimated 61,010 households living in McLean County in 2006, over 71 percent, or 43,645 households, had the capacity to rent or buy market-rate housing. Median income within the county was $54,900, slightly higher than the median in Bloomington. Median home value was

$134,800, slightly lower than the medians in both Bloomington and Normal. Just over 40 percent of McLean County's "market-rate" households can be classified as younger singles and couples, with 37.4 percent traditional and non-traditional families, and 22.3 percent empty nesters and retirees. (*See* Appendix One, Table 4.)

DETERMINATION OF THE POTENTIAL MARKET FOR THE CITY OF BLOOMINGTON/TOWN OF NORMAL (MOBILITY ANALYSIS)—

The mobility tables, individually and in summaries, indicate the number and type of households that have the potential to rent or purchase new and existing dwelling units in the City of Bloomington/Town of Normal in the year 2007. The total number from each county is derived from historic migration trends; the number of households from each group is based on each mobility rate.

Appendix One, Table 5.
Internal Mobility (Households Moving Within the City of Bloomington/Town of Normal)—

Zimmerman/Volk Associates uses U.S. Bureau of the Census data, combined with Claritas data, to determine the number of households in each target market group that will move from one residence to another within a specific municipality in a given year (internal mobility).

Using these data, Zimmerman/Volk Associates has determined that up to 3,700 households, currently living in either the City of Bloomington or Town of Normal and with the capacity to rent or purchase market-rate housing, have the potential to rent or purchase a new or existing dwelling unit in the city or town this year. More than 58 percent of these households are likely to be younger singles and couples (as characterized within 10 Zimmerman/Volk Associates' target market groups); another 30.5 percent are likely to be traditional and non-traditional families (in 10 market groups); and the remaining 11.1 percent are likely to be empty nesters and retirees (in eight market groups).

Appendix One, Table 6.
External Mobility (Households Moving To the City of Bloomington/Town of Normal from the Balance of McLean County)—

The same sources of data are used to determine the number of households in each target market group that will move from one area to another within the same county. Using these data, up to 800 households, currently living in the balance of McLean County and with the capacity to rent or purchase market-rate housing, have the potential to move from a residence in the county outside the city or town to a residence in the City of Bloomington or Town of Normal this year. Approximately 55 percent of these households are likely to be traditional and non-traditional families (in eight market groups); a third are likely to be empty nesters and retirees (in three groups); and the remaining 14 percent are likely to be younger singles and couples (in four groups).

Appendix One, Tables 7 and 8; Appendix Two, Tables 1 through 4.
External Mobility (Households Moving To the City of Bloomington/Town of Normal)—

These tables determine the number of households in each target market group living in the regional and national draw areas that are likely to move to the City of Bloomington/Town of Normal in 2007 (through a correlation of Claritas data, U.S. Bureau of the Census data, and the Internal Revenue Service migration data).

Appendix One, Table 9.
Market Potential for the City of Bloomington/Town of Normal—

This table summarizes Appendix Tables 5 through 8. The numbers in the Total column on page one of this table indicate the depth and breadth of the potential market for new and existing market-rate dwelling units in the City of Bloomington/Town of Normal in the year 2007 originating from households currently living in the draw areas. Approximately 7,450 households currently living in the draw areas, and with the potential to rent or purchase market-rate housing, have the potential to move within or to the City of Bloomington/Town of Normal this year. Younger singles and couples are likely to account for 45 percent of these households (in 13 market

groups); 36 percent are likely to be traditional and non-traditional families (in 15 groups); and 18.9 percent are likely to be empty nesters and retirees (in 13 groups).

The distribution of the draw areas as a percentage of the potential market for the City of Bloomington/Town of Normal is as follows:

Market Potential by Draw Area
City of Bloomington/Town of Normal, McLean County, Illinois

City of Bloomington/Town of Normal:	49.7%
Balance of McLean County:	10.7%
Cook, Tazewell, Champaign, and Livingston Counties:	8.7%
Balance of US:	30.9%
Total:	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2007.

DETERMINATION OF THE POTENTIAL MARKET FOR THE MAIN STREET CORRIDOR—

The total potential market for the Main Street Corridor includes the same draw areas. Zimmerman/Volk Associates uses U.S. Bureau of the Census data, combined with Claritas data, to determine which target market groups, as well as how many households within each group, are likely to move to an urban location in a given year.

Appendix One, Tables 10 through 12.
Market Potential for the Main Street Corridor—

As derived by the target market methodology, up to 2,030 of the 7,450 households that represent the market for new and existing housing units in the City of Bloomington/Town of Normal are a market for new housing units within redevelopments located along the Main Street Corridor. (*See* Appendix One, Table 10.) Over 40 percent of these households are likely to be younger singles and couples (in six market groups); another 39 percent are likely to be empty nesters and retirees (in eight groups); and the remaining 21 percent are likely to be traditional and non-traditional family households (in five groups).

The distribution of the draw areas as a percentage of the potential market for the Main Street

Market Potential by Draw Area
THE MAIN STREET CORRIDOR
City of Bloomington/Town of Normal, McLean County, Illinois

City of Bloomington/Town of Normal:	47.8%
Balance of McLean County:	7.9%
Cook, Tazewell, Champaign, and Livingston Counties:	10.3%
Balance of US:	34.0%
Total:	100.0%

SOURCE: Zimmerman/Volk Associates, Inc., 2007.

The 2,030 draw area households that have the potential to move to new housing located along the Corridor this year have also been categorized by tenure propensities to determine the appropriate renter/owner ratios. Approximately 19 percent of these households (or 390 households) comprise the potential market for new market-rate rentals. The remaining 81 percent (or 1,640 households) comprise the market for new market-rate for-sale (ownership) housing units. (*See* Appendix One, Table 11.)

Of the 1,640 households that comprise the market for new market-rate for-sale housing units, 22.6 percent (or 370 households) comprise the market for multi-family for-sale units (condominium/cooperative lofts/apartments); another 16.5 percent (270 households) comprise the market for attached single-family (townhouse/rowhouse/live-work) units; and the remaining 61 percent (1,000 households) comprise the market for all ranges of single-family detached houses. (*See* Appendix One, Table 12.)

—Target Market Data—

Target market data are based on the Claritas PRIZM NE household clustering system, modified and augmented by Zimmerman/Volk Associates as the basis for its proprietary target market methodology. Target market data provides number of households by cluster aggregated into the three main demographic categories—empty nesters and retirees; traditional and non-traditional families; and younger singles and couples.

Zimmerman/Volk Associates' target market classifications are updated periodically to reflect the relentless change in the composition of American households. Because of the nature of geo-demographic segmentation, a change in household classification is directly correlated with a change in geography, *i.e.*—a move from one neighborhood condition to another. However, these changes of classification can also reflect an alteration in one of three additional basic characteristics:

- Age;
- Household composition; or
- Economic status.

Age, of course, is the most predictable, and easily-defined of these changes. Household composition has also been relatively easy to define; recently, with the growth of non-traditional households, however, definitions of a family have had to be expanded and parsed into more highly-refined segments. Economic status remains clearly defined through measures of annual income and household wealth.

A change in classification is rarely induced by a change in just one of the four basic characteristics. This is one reason that the target household categories are so highly refined: they take in multiple characteristics. Even so, there are some rough equivalents in household types as they move from one neighborhood condition to another. There is, for example, a strong correlation between the *Suburban Achievers* and the *Urban Achievers*; a move by the *Suburban Achievers* to the urban core can make them *Urban Achievers*, if the move is accompanied by an upward move in socio-economic status. In contrast, *Suburban Achievers* who move up socio-economically, but remain within the metropolitan suburbs may become *Upscale Suburban Couples* or *Fast-Track Professionals*.

Household Classification Methodology:

Household classifications were originally based on the Claritas PRIZM geo-demographic segmentation system that was established in 1974 and then replaced by PRIZM NE in 2005. The revised household classifications are based on PRIZM NE which was developed through unique classification and regression trees delineating 66 specific clusters of American households. The

system is now accurate to the individual household level, adding self-reported and list-based household data to geo-demographic information. The process applies hundreds of demographic variables to nearly 10,000 "behaviors."

Over the past 19 years, Zimmerman/Volk Associates has augmented the PRIZM cluster systems for use within the company's proprietary target market methodology specific to housing and neighborhood preferences, with additional algorithms, correlation with geo-coded consumer data, aggregation of clusters by broad household definition, and unique cluster names. For purposes of this study, only those household groups with median incomes that enable most of the households within each group to qualify for market-rate housing are included in the tables.

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ASSUMPTIONS AND LIMITATIONS—

Every effort has been made to insure the accuracy of the data contained within this analysis. Demographic and economic estimates and projections have been obtained from government agencies at the national, state, and county levels. Market information has been obtained from sources presumed to be reliable, including developers, owners, and/or sales agents. However, this information cannot be warranted by Zimmerman/Volk Associates, Inc. While the methodology employed in this analysis allows for a margin of error in base data, it is assumed that the market data and government estimates and projections are substantially accurate.

Absorption scenarios are based upon the assumption that a normal economic environment will prevail in a relatively steady state during development of the subject property. Absorption paces are likely to be slower during recessionary periods and faster during periods of recovery and high growth. Absorption scenarios are also predicated on the assumption that the product recommendations will be implemented generally as outlined in this report and that the developer will apply high-caliber design, construction, marketing, and management techniques to the development of the property.

Recommendations are subject to compliance with all applicable regulations. Relevant accounting, tax, and legal matters should be substantiated by appropriate counsel.

V. Appendix: Residential Market Position Analysis

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