



## SOUTH MAIN REVITALIZATION STRATEGY: COMMUNITY WORKSHOP

June 28, 2011

# SOUTH MAIN

# TEAM OVERVIEW

## The Lakota Group

- Planning
- Urban Design
- Historic Preservation
- Community Relations



## T.Y. Lin International

- Transportation Planning

## CLUE Group

- Market Analysis
- Demographic Analysis



## Arc Design Resources

- Infrastructure | Civil



# PLANNING MISSION

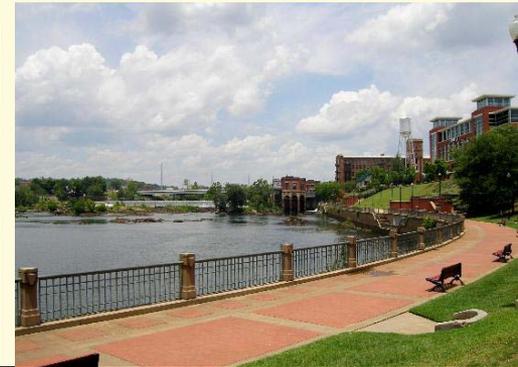
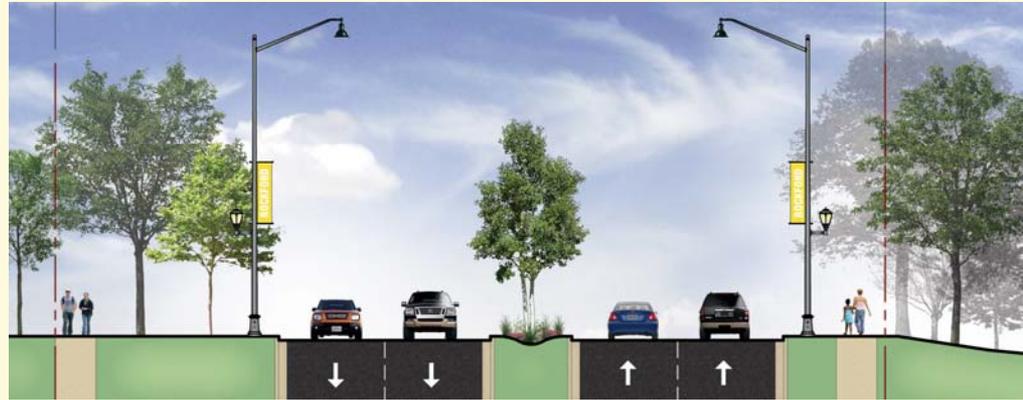
## ➤ Create a “game plan” for:

- Physical Improvements (streets, buildings, open spaces)
- Future development/redevelopment
- Retention of existing businesses/attraction of new businesses
- Improving connections (cars, bikes, pedestrians, train)
- Implementation and funding strategies



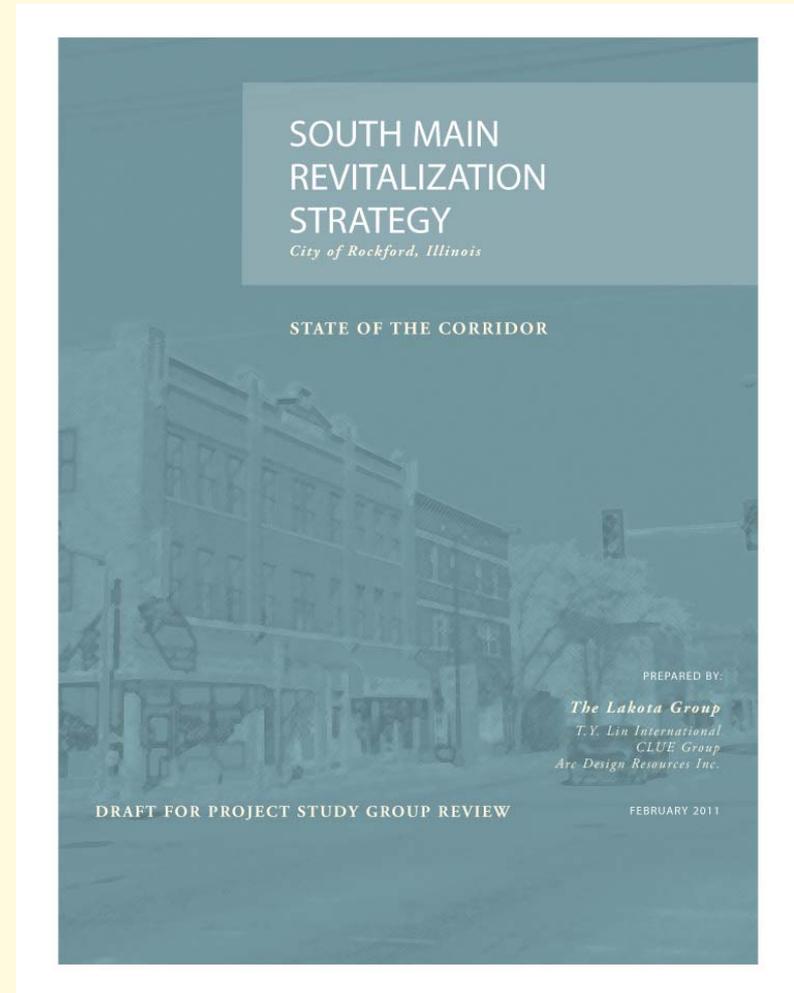
# HOLISTIC APPROACH

- Roadway/Streetscape
- Open Space – River Connections
- Future Transit
- Building Improvements
- Wayfinding/Branding
- Land Use Strategies
- Economic Development Strategies
- Design Recommendations



# PLANNING PROCESS UPDATE

- Conducted field work/gathered data on current market & physical/transportation conditions
- Assessed and reviewed previous City studies
- Facilitated numerous Focus Groups with City leaders, staff, property/businesses owners and residents
- Held initial Community Open House
- Conducted analysis and wrote State of the Corridor report
- Community Visioning Workshop
- Refined concepts/plans
- **Community Workshop # 3**

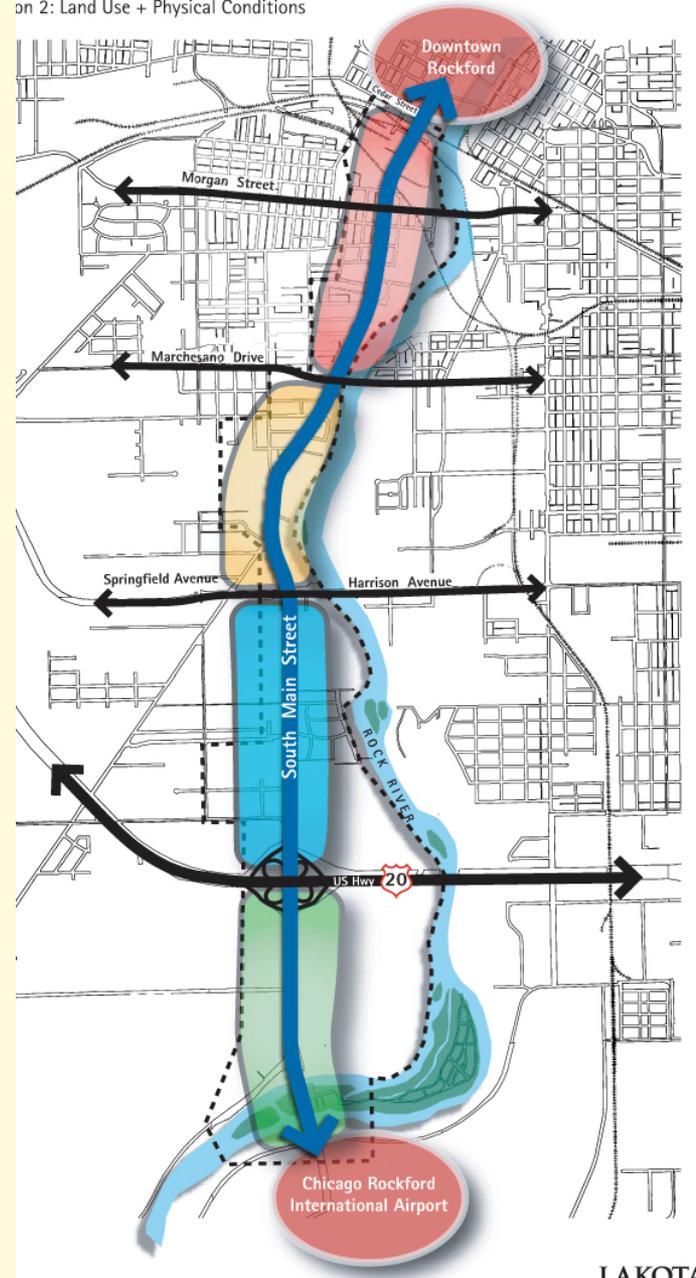
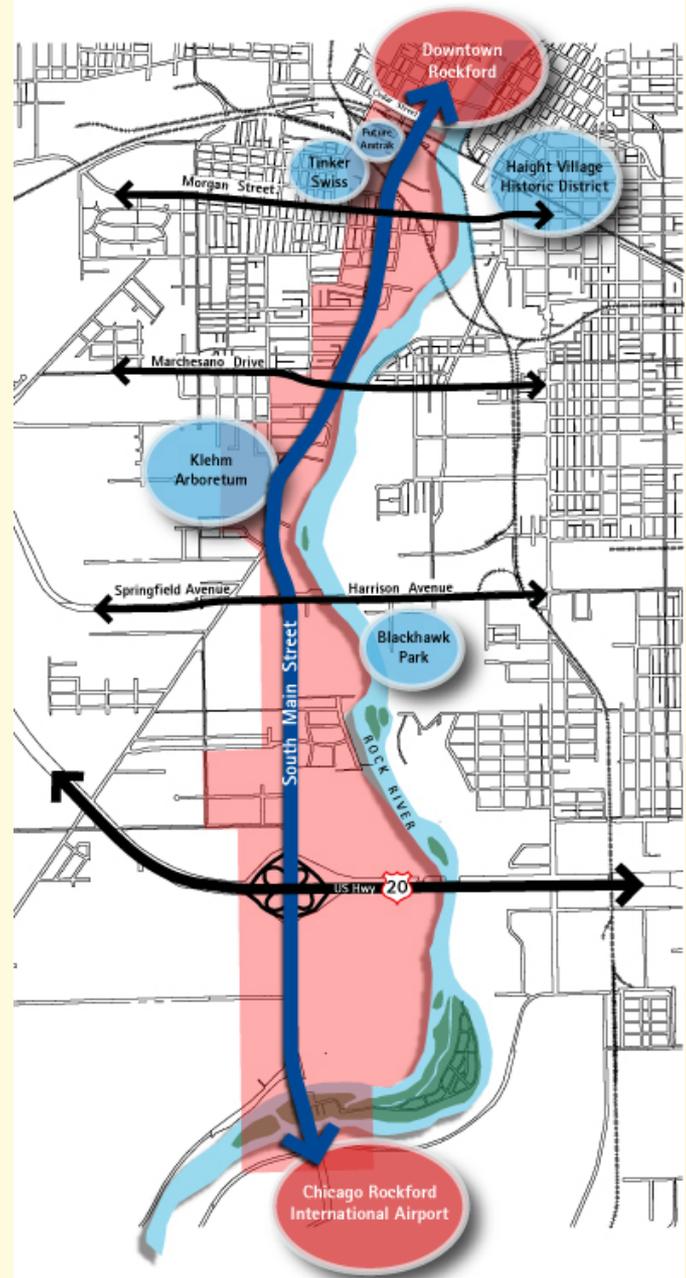


# STUDY AREA

## Downtown to the Airport

### Character Zones

- A: Cedar to Michigan
- B: Michigan to Harrison
- C: Harrison to U.S. Highway 20
- D: U.S. Highway 20 to Airport



# DEVELOPMENT CONCEPTS



# TARGET AREAS

## Districts or Sub-Areas

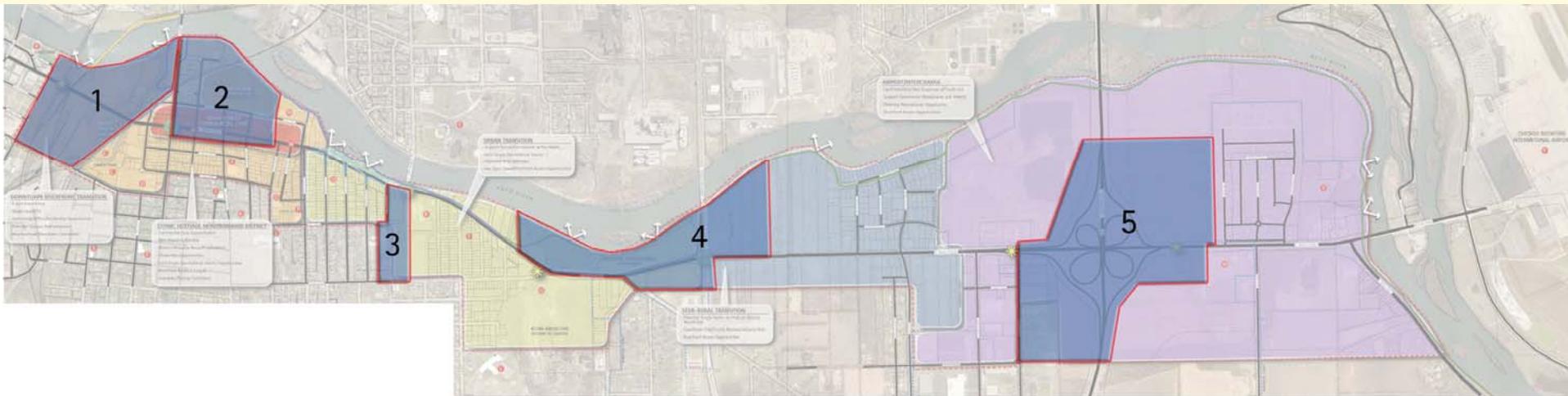
1: Downtown | Riverfront Transition

2: Heritage Neighborhood District

3: Marchesano/South Main

4: Harrison/South Main Intersection

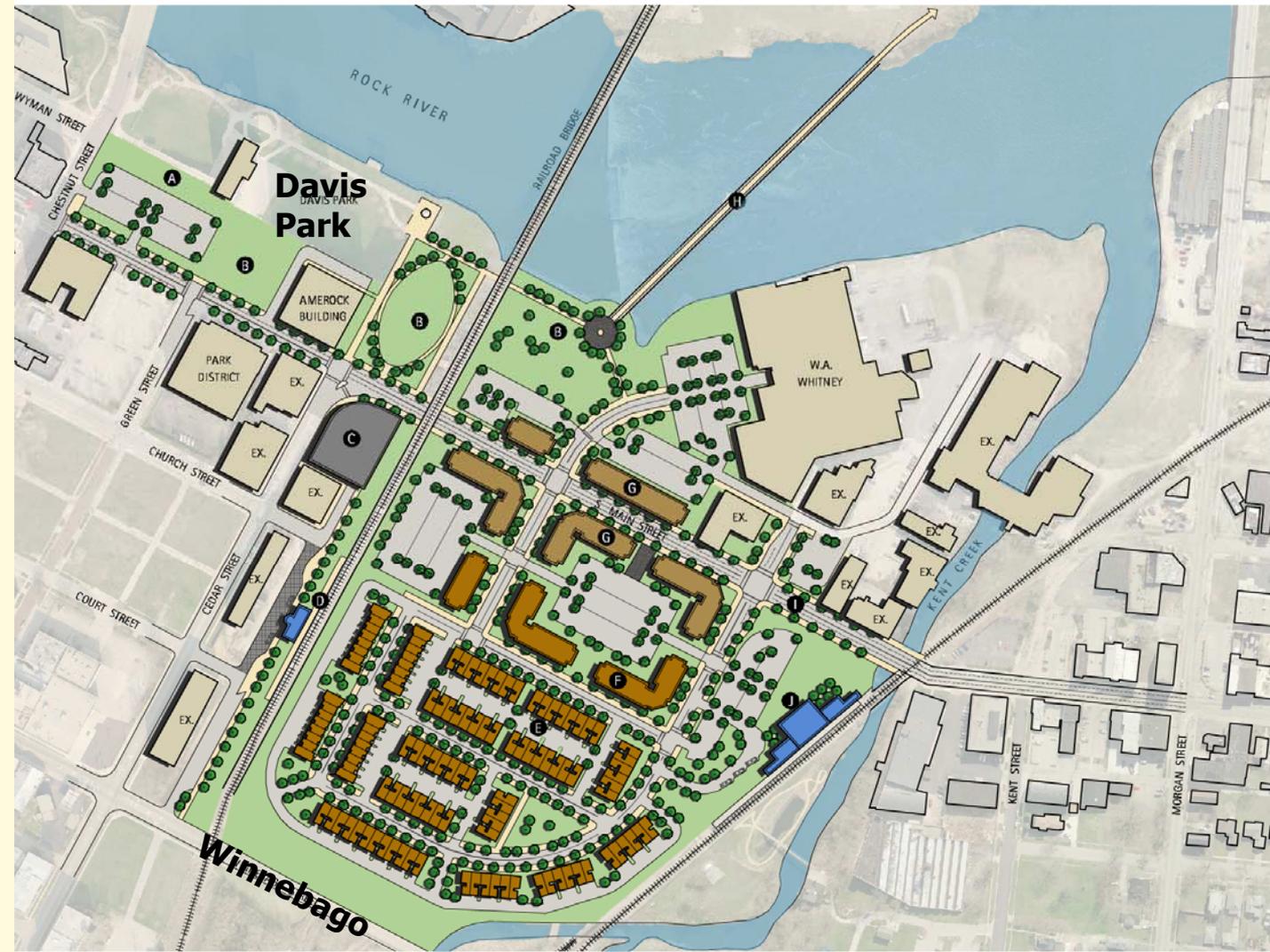
5: Interchange



# DOWNTOWN | RIVERFRONT TARGET AREA



# DOWNTOWN | RIVERFRONT TRANSITION: PREFERRED CONCEPT



## SOUTH MAIN REVITALIZATION STRATEGY

- A** ELIMINATE WYMAN CROSSOVER  
EXPAND PARKING TO THE SOUTH
- B** DAVIS PARK EXTENSION
- C** SHARED PARKING DECK
- D** FUTURE METRA STATION
- E** RESIDENTIAL TOMEHOME UNITS
- F** 3 TO 5 STORY RESIDENTIAL BUILDINGS
- G** 2 TO 4 STORY MIXED-USE BUILDINGS  
ALONG SOUTH MAIN STREET  
1st Floor: Commercial  
Upper Floors: Residential or Office
- H** RAILROAD BRIDGE BIKE PATH
- I** SOUTH MAIN STREET STREETScape  
ENHANCEMENTS
- I** FUTURE AMTRAK STATION

## SITE DATA

MIXED-USE BUILDINGS: 280,000 S.F.  
RESIDENTIAL: 210 UNITS

# DOWNTOWN | RIVERFRONT TRANSITION: CHARACTER



- Infill & Frontage Development
- Townhomes/Rowhomes
- Mixed-Use Development
- River/Bike Connections
- Additional Open Space
- Future Transit Hub (Amtrak/Metra)



# DOWNTOWN | RIVERFRONT TRANSITION: CHARACTER



# HERITAGE DISTRICT TARGET AREA



# HERITAGE DISTRICT: PREFERRED CONCEPT



## SOUTH MAIN REVITALIZATION STRATEGY

- A** COMMERCIAL CORE BUILDING IMPROVEMENTS
- B** NEW PUBLIC PARKING LOTS
- C** SOUTH MAIN STREET STREETScape ENHANCEMENTS
- D** PUBLIC PARKING LOT AS PART OF ETHNIC HERITAGE CAMPUS  
- New Corner Plaza
- E** 2 TO 3 STORY MIXED-USE BUILDINGS ALONG SOUTH MAIN STREET
- F** 1 TO 2 STORY LIGHT INDUSTRIAL OR SMALL OFFICE BUILDINGS
- G** NEIGHBORHOOD MARKET SPACE
- H** 4 TO 5 STORY MIXED-USE "CAMPUS" BUILDINGS (OFFICE/RESIDENTIAL)
- I** NEW OPEN SPACE NATURAL PRAIRIE AND RIVER ACCESS  
- Potential Play Fields
- J** MULTI-USE PATH CONNECTION WITH CONTINUOUS PUBLIC ACCESS TO RIVER
- K** BARBER COLMAN ADAPTIVE REUSE FOR LARGE "CAMPUS" USER
- L** NEW GROCERY USE IN EXISTING BUILDING
- M** BIKE/CANOE RENTAL RIVER ACCESS

## SITE DATA

EXISTING BARBER COLMAN: +/-500,000 S.F.  
 MIXED-USE BUILDINGS: 175,000 S.F.  
 CAMPUS/OFFICE BUILDINGS: 465,000 S.F.  
 LIGHT INDUSTRIAL: 70,000 S.F.

# HERITAGE DISTRICT: CHARACTER

- Neighborhood Market
- “Ethnic Cluster”
- Mixed-Use Development
- Adaptive Reuse of Barber Colman
- Distinct “District” Character
- River Connections
- Small “light” industrial



# HERITAGE DISTRICT: MIXED-USE | COMMERCIAL INFILL



# HERITAGE DISTRICT: OUTDOOR MARKET



# HERITAGE DISTRICT: FAÇADE IMPROVEMENTS



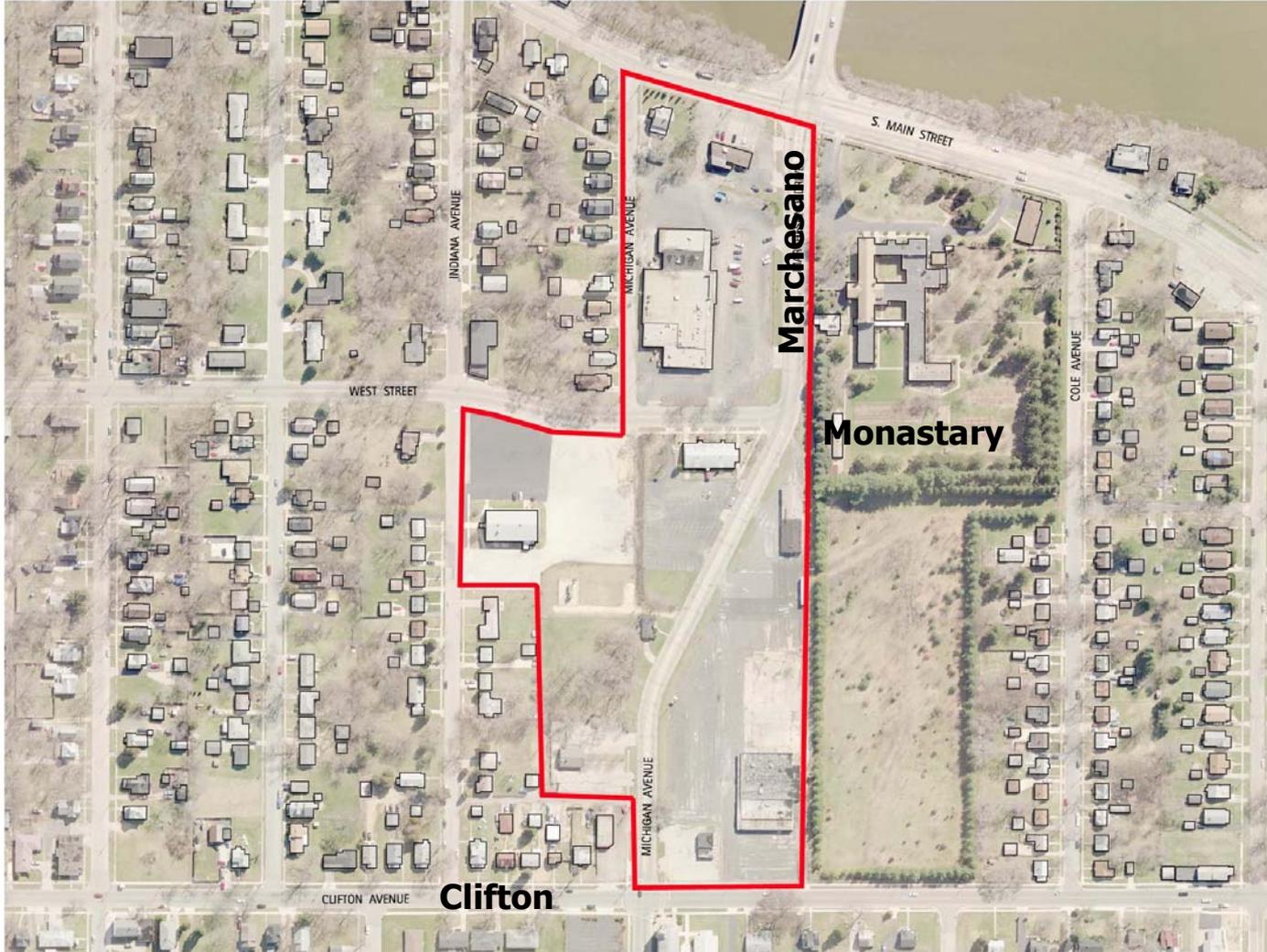
# HERITAGE DISTRICT: FAÇADE IMPROVEMENTS



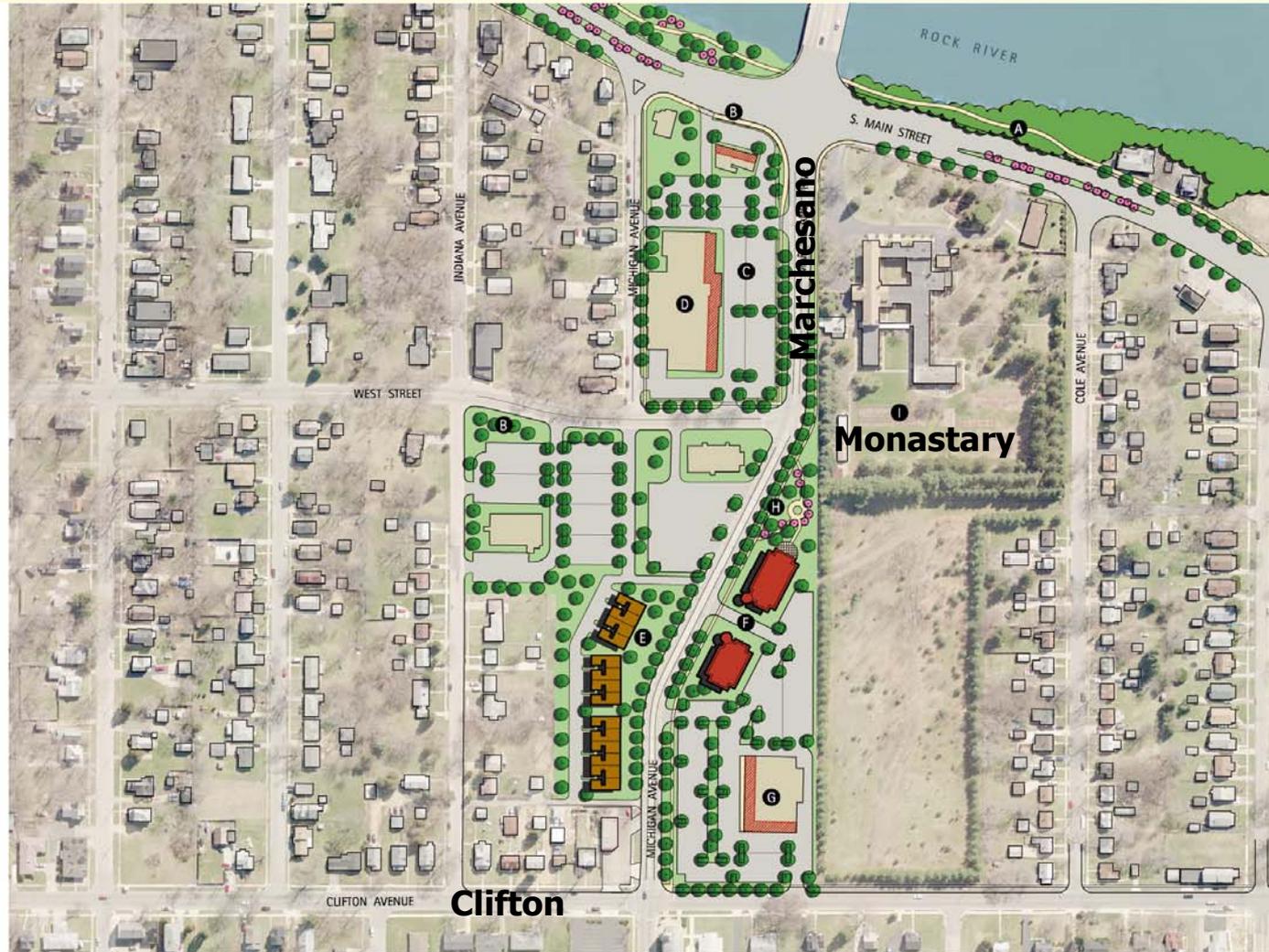
# HERITAGE DISTRICT: FAÇADE IMPROVEMENTS



# MAIN & MARCHESANO TARGET AREA



# MAIN & MARCHESANO: PREFERRED CONCEPT



## SOUTH MAIN REVITALIZATION STRATEGY

- A** MULTI-USE PATH CONNECTION
- B** SCREEN PARKING LOTS / CONSOLIDATE CURB CUTS
- C** PARKING LOT IMPROVEMENTS (NEW TREES WITH LANDSCAPE ISLANDS)
- D** FACADE IMPROVEMENTS
- E** NEW TOWNHOMES
- F** NEW COMMERCIAL DEVELOPMENT
- G** REUSE EXISTING BUILDING - IMPROVE FACADE AND PARKING LOT
- H** NEW POCKET PARK / PLAZA
- I** POOR CLARES CORPUS CHRISTI MONASTERY

## SITE DATA

RESIDENTIAL: 14 UNITS  
RETAIL: 13,000 S.F.

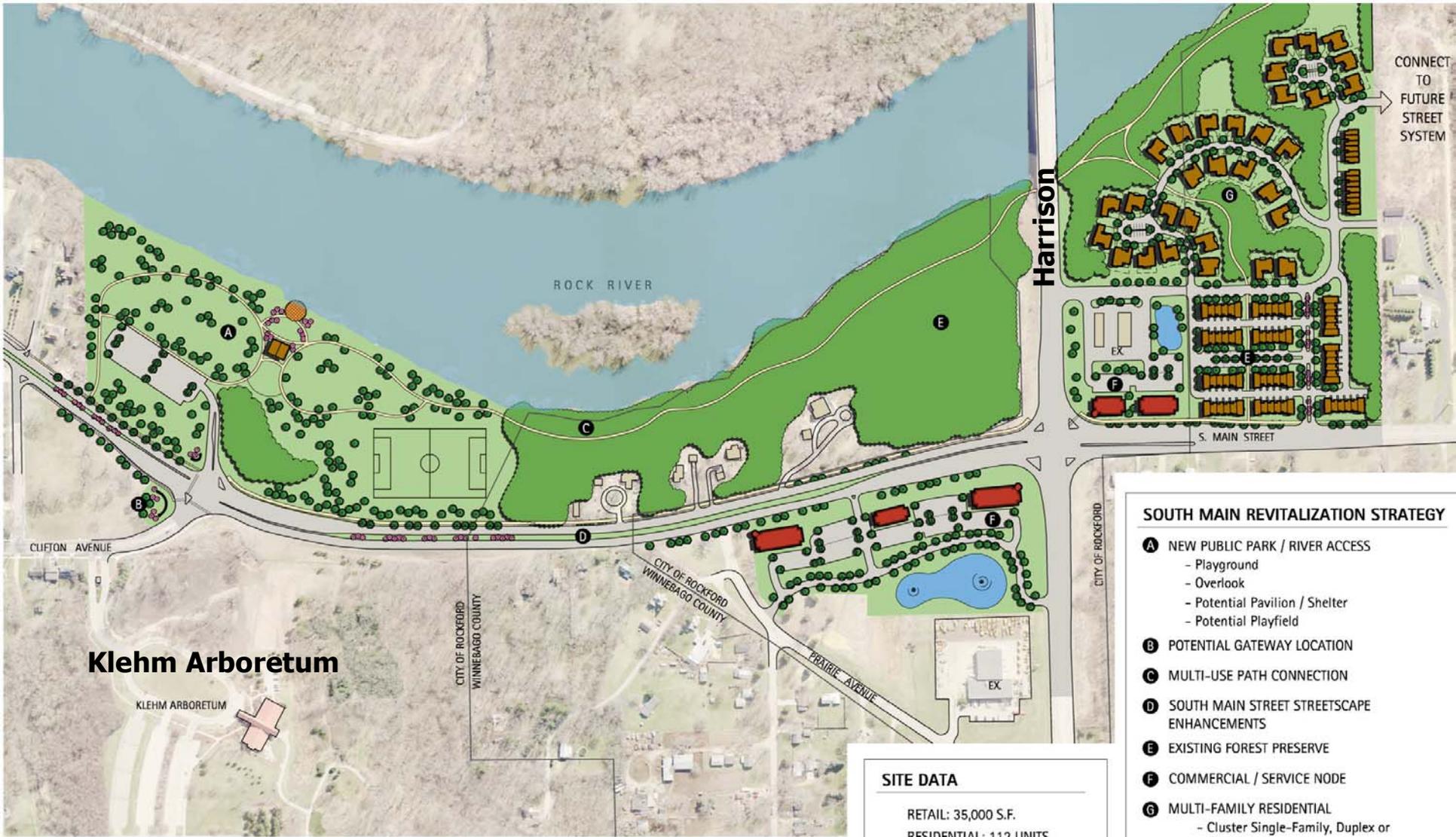
# MAIN & MARCHESANO: FAÇADE & PARKING IMPROVEMENTS



# MAIN & HARRISON INTERSECTION



# MAIN & HARRISON INTERSECTION: PREFERRED CONCEPT



CONNECT TO FUTURE STREET SYSTEM

## SOUTH MAIN REVITALIZATION STRATEGY

- A** NEW PUBLIC PARK / RIVER ACCESS
  - Playground
  - Overlook
  - Potential Pavilion / Shelter
  - Potential Playfield
- B** POTENTIAL GATEWAY LOCATION
- C** MULTI-USE PATH CONNECTION
- D** SOUTH MAIN STREET STREETScape ENHANCEMENTS
- E** EXISTING FOREST PRESERVE
- F** COMMERCIAL / SERVICE NODE
- G** MULTI-FAMILY RESIDENTIAL
  - Cluster Single-Family, Duplex or Townhomes

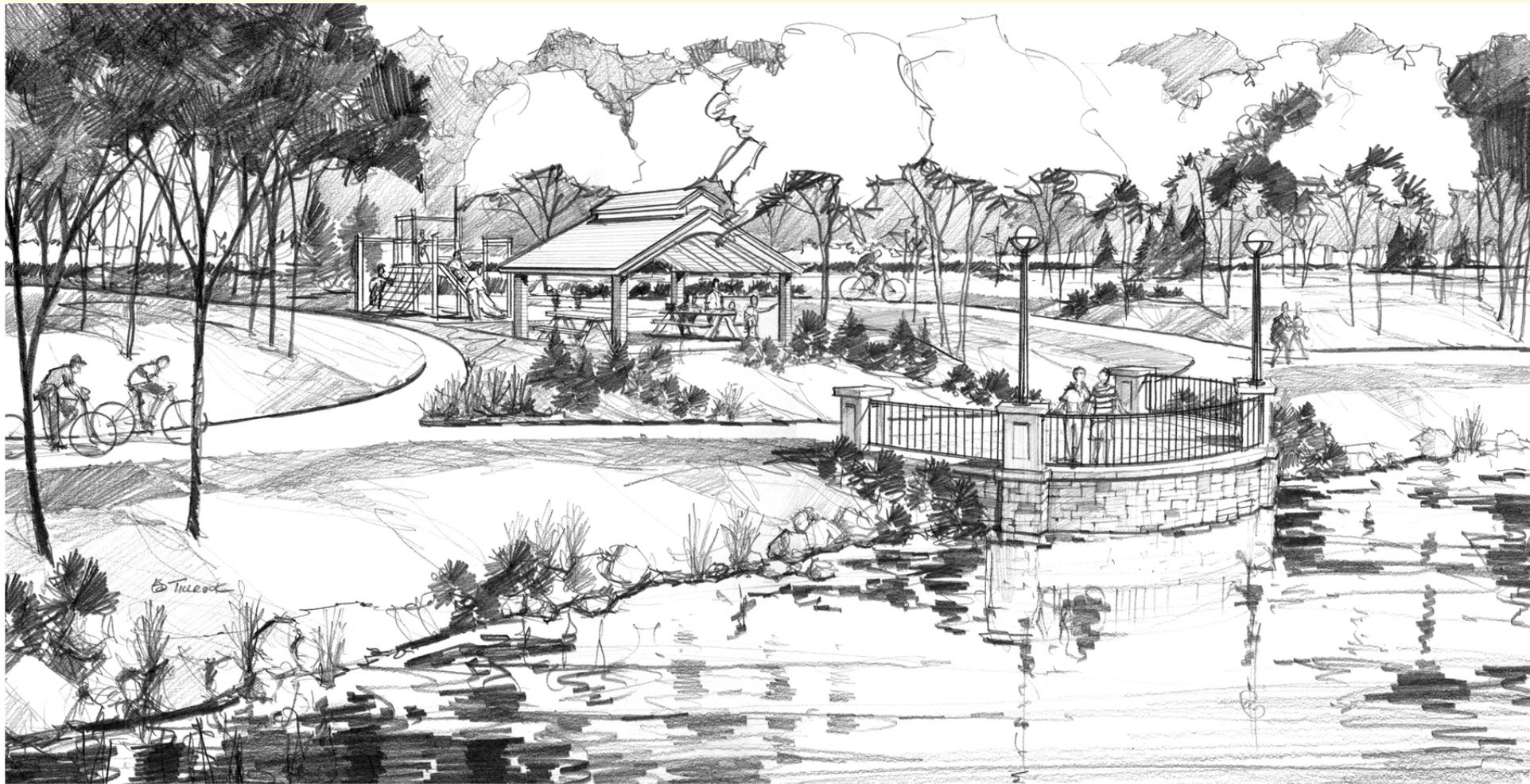
**SITE DATA**

RETAIL: 35,000 S.F.  
 RESIDENTIAL: 112 UNITS

# MAJOR GATEWAY AT KLEHM ARBORETUM



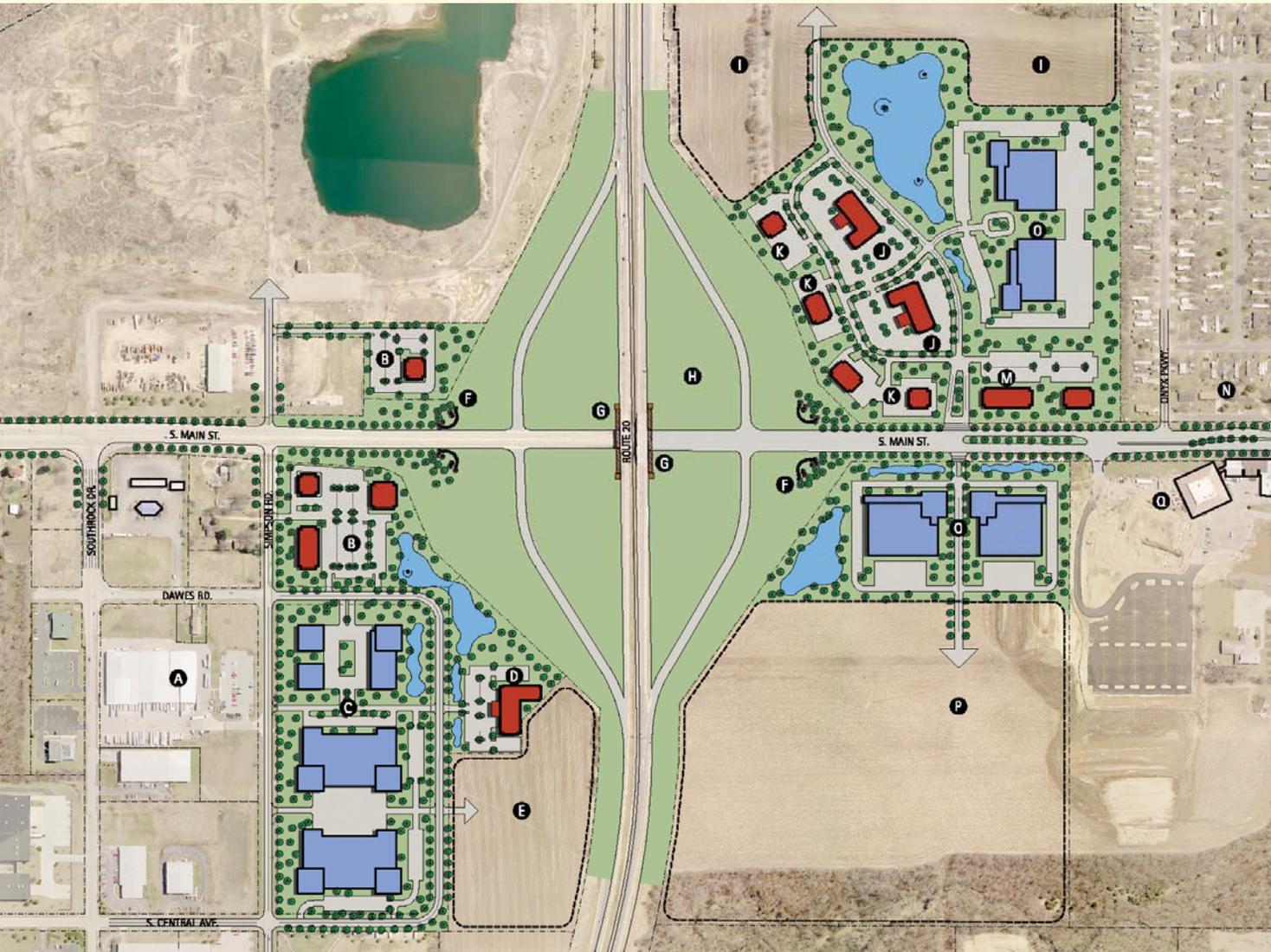
# NEW PARK & RIVER ACCESS



# INTERCHANGE TARGET AREA



# INTERCHANGE: PREFERRED CONCEPT



## SOUTH MAIN REVITALIZATION STRATEGY

- A** EXISTING SOUTHRACK INDUSTRIAL PARK
- B** NEW RETAIL DEVELOPMENT
- C** NEW INDUSTRIAL DEVELOPMENT
- D** NEW HOTEL DEVELOPMENT
- E** FUTURE INDUSTRIAL / OFFICE PARK
- F** POTENTIAL GATEWAY LOCATION
- G** POTENTIAL OVERPASS GATEWAY SIGNAGE
- H** NEW INTERCHANGE CONFIGURATION
- I** FUTURE INDUSTRIAL / OFFICE PARK
- J** NEW HOTEL DEVELOPMENT
- K** NEW RETAIL DEVELOPMENT
- L** NEW INDUSTRIAL DEVELOPMENT
- M** NEW HOTEL DEVELOPMENT
- N** EXISTING MOBILE HOME PARK
- O** NEW INDUSTRIAL DEVELOPMENT
- P** FUTURE INDUSTRIAL / OFFICE PARK
- Q** EXISTING FAITH CENTER CHURCH

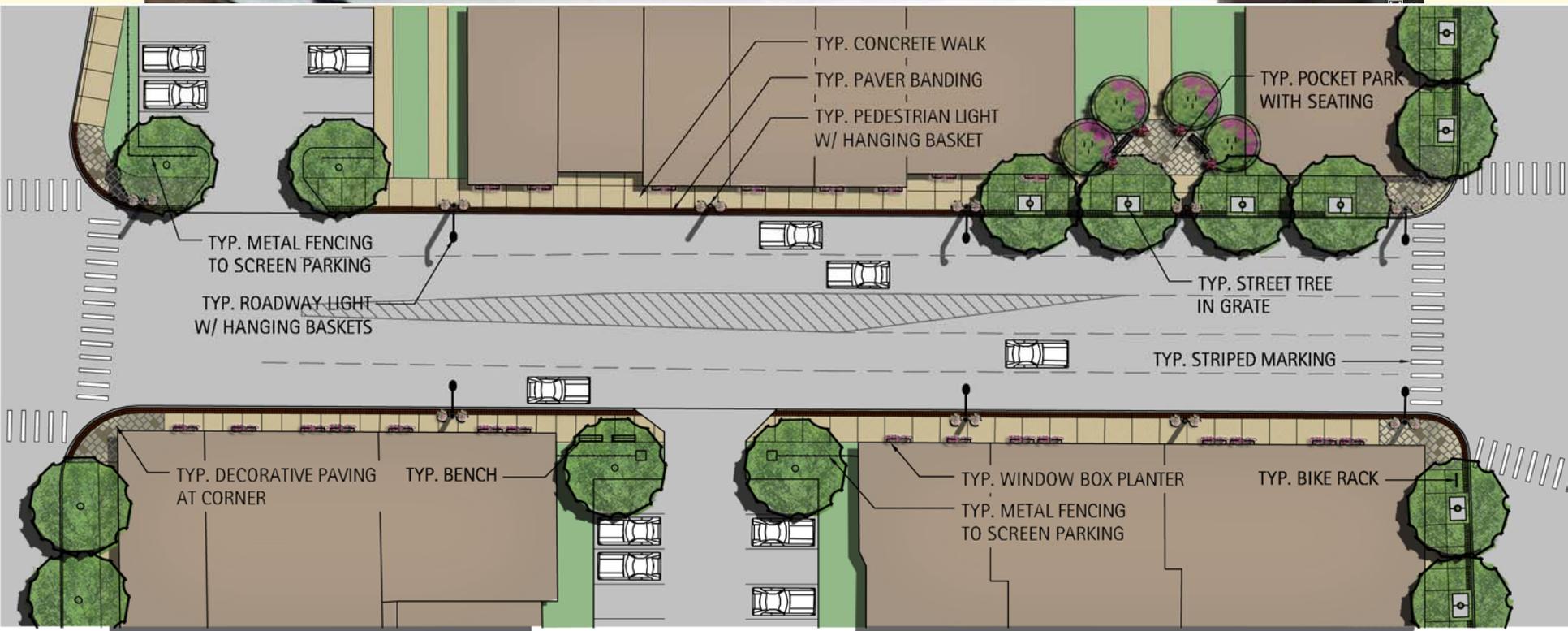
## SITE DATA

RETAIL: 85,000 S.F.  
 HOTELS (4): 70,000 S.F. PER FLOOR  
 INDUSTRIAL: 450,000 S.F.

# ROAD AND STREETScape IMPROVEMENTS

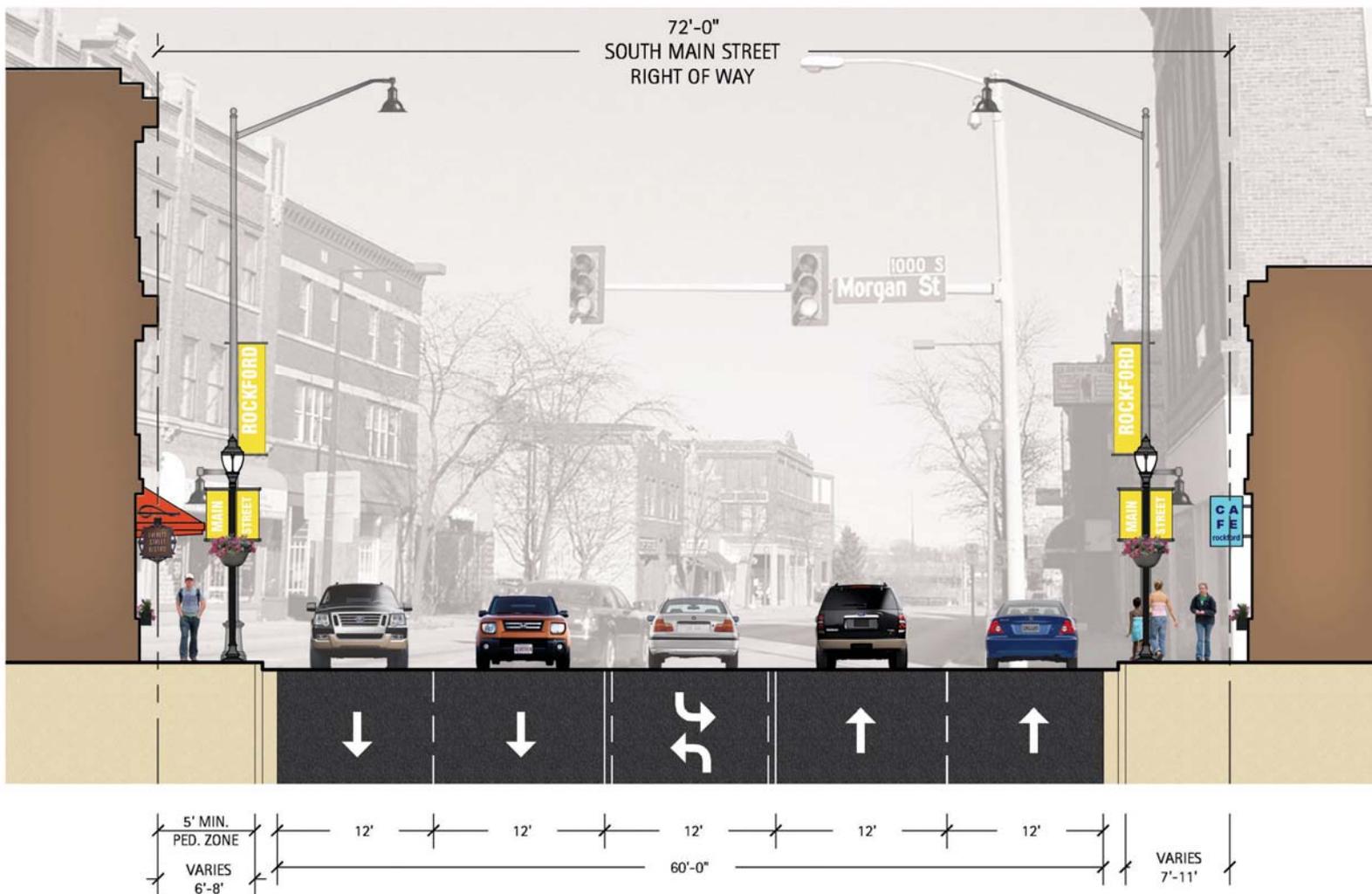
# ROAD AND STREETScape IMPROVEMENTS

## Between Kent and Morgan Streets



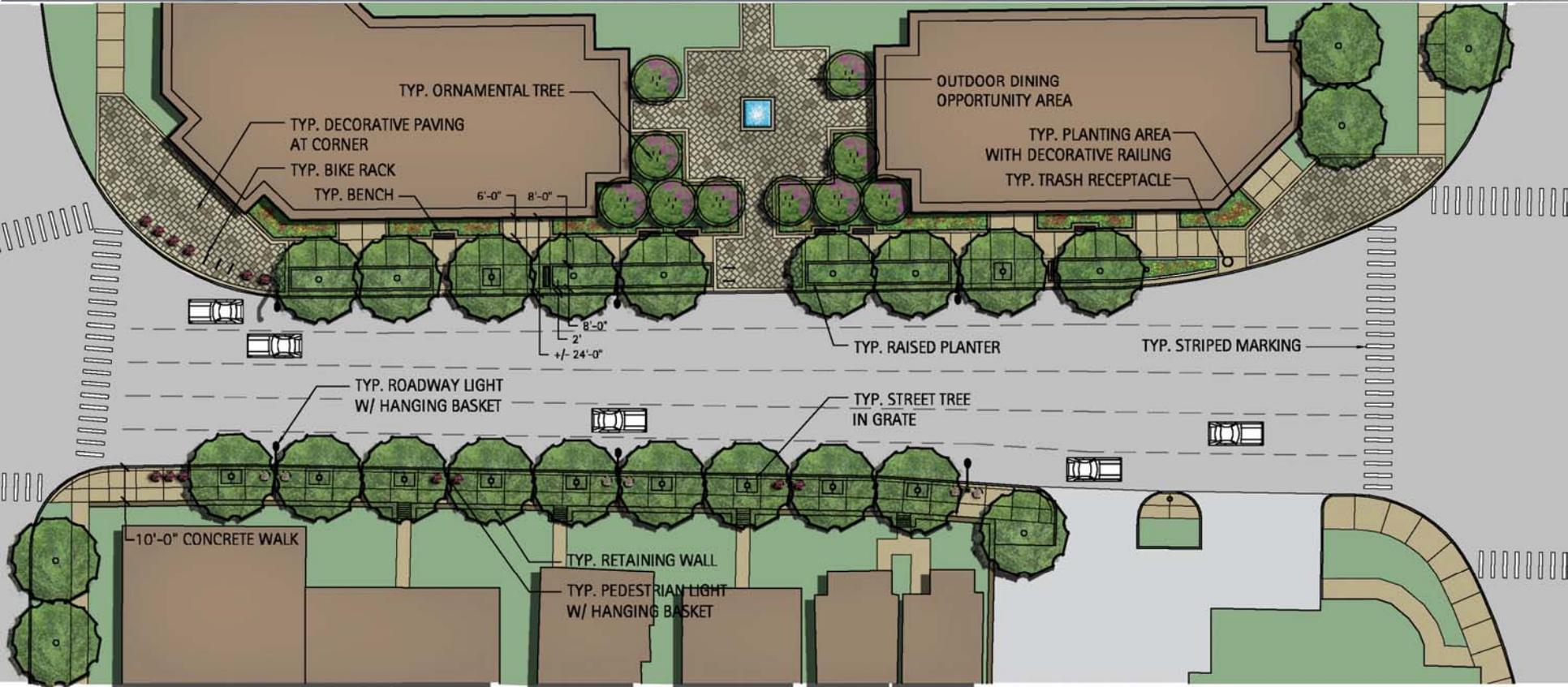
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## Between Kent and Morgan Streets



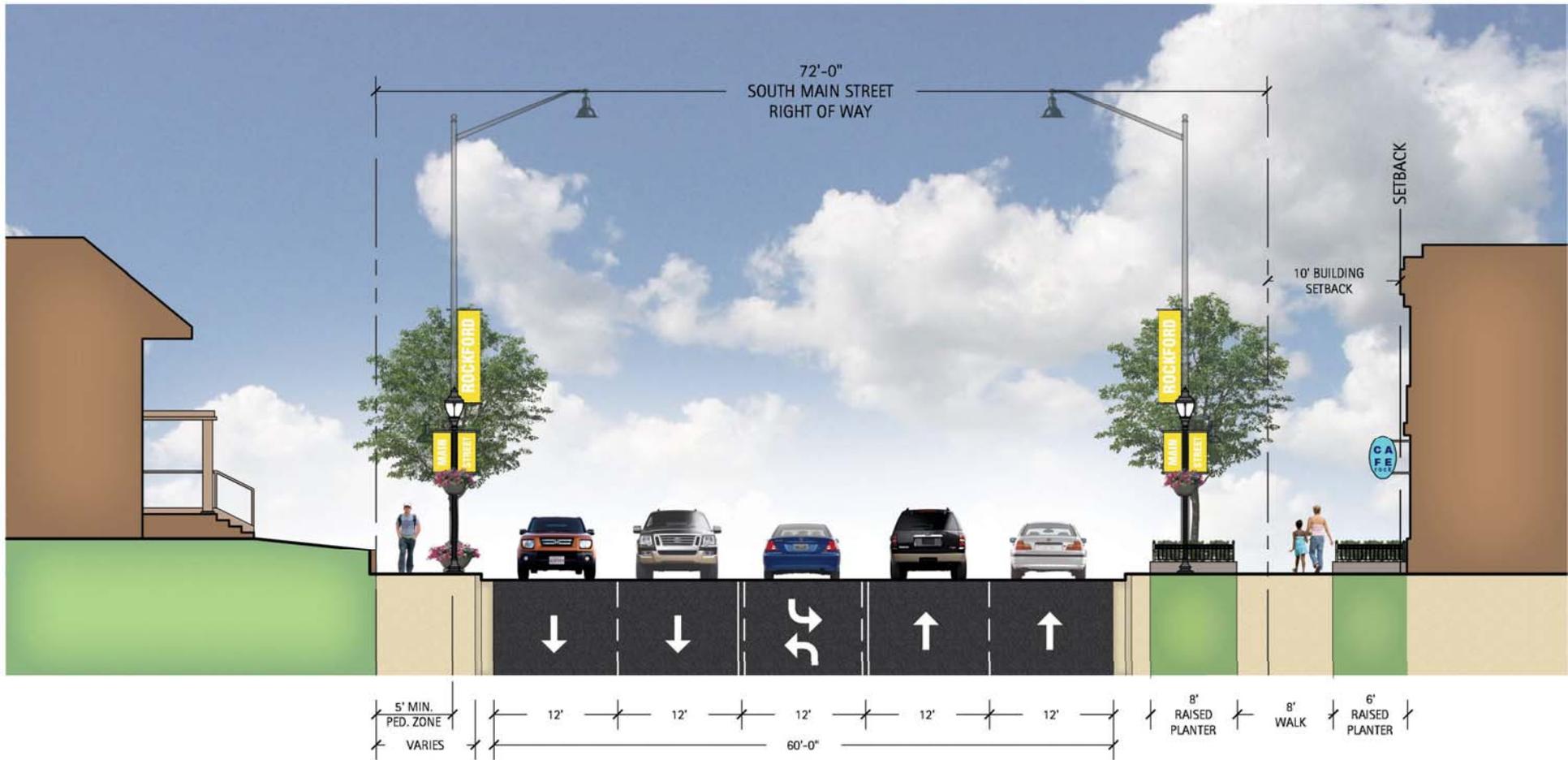
# ROAD AND STREETScape IMPROVEMENTS

## Between Loomis and Montague Streets



# ROAD AND STREETScape IMPROVEMENTS

## Between Loomis and Montague Streets



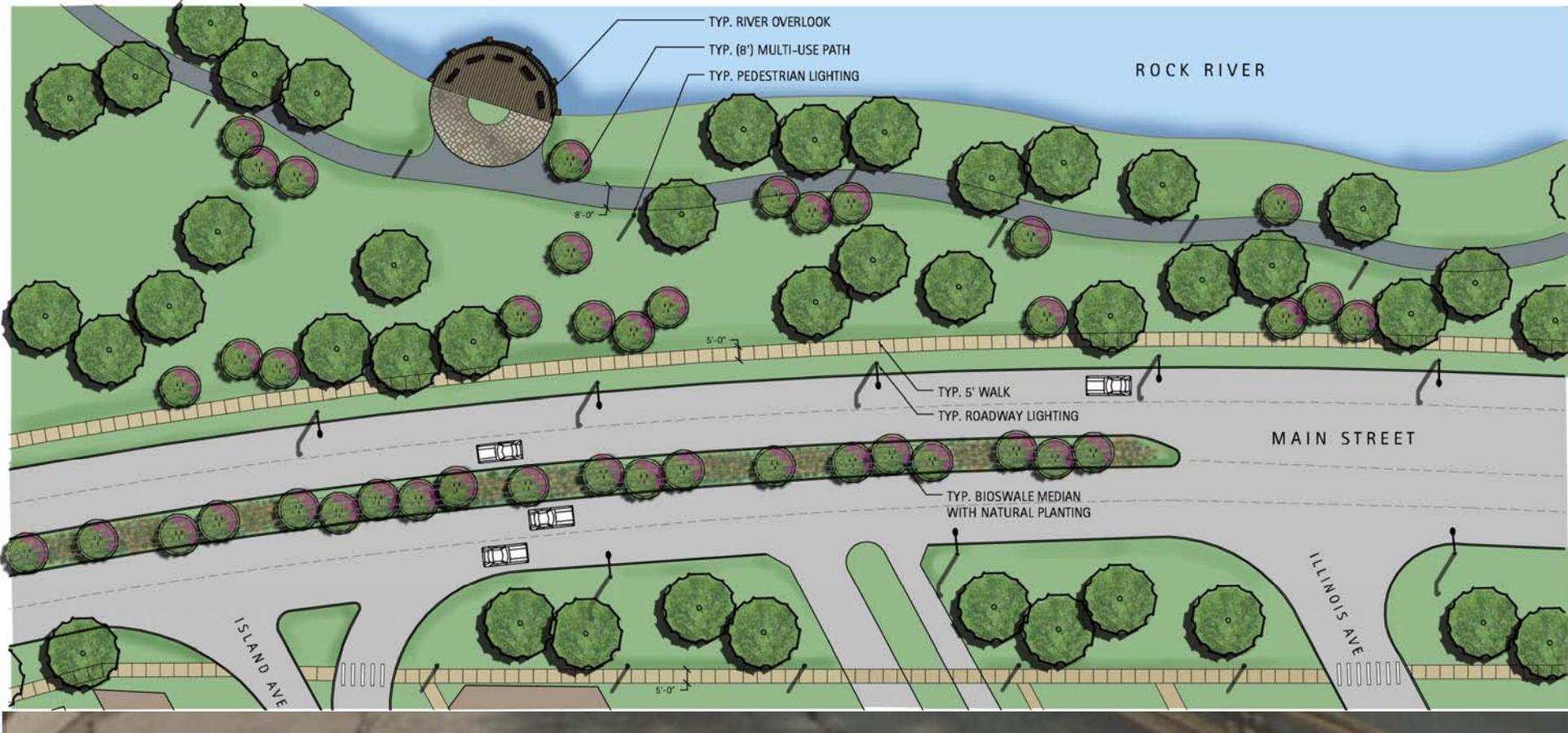
# ROAD AND STREETScape IMPROVEMENTS

## Streetscape Elements



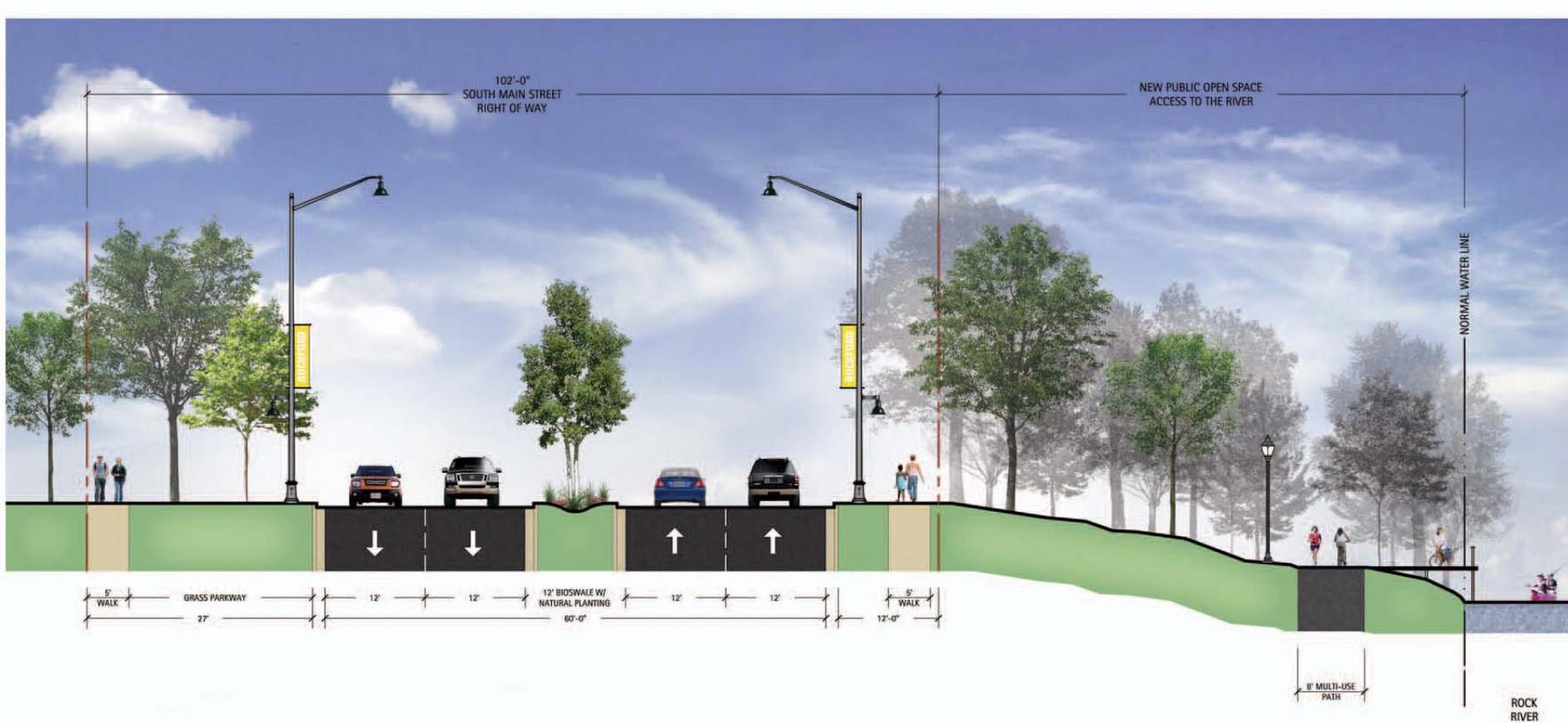
# ROAD AND STREETScape IMPROVEMENTS

## Between Illinois and Island Avenues



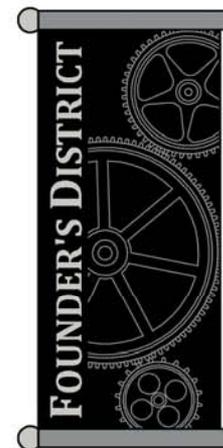
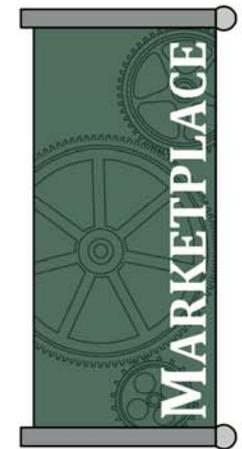
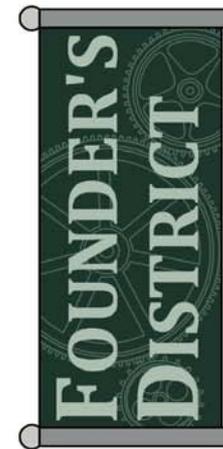
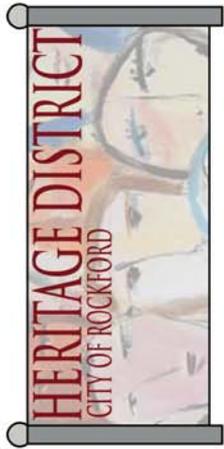
# ROAD AND STREETScape IMPROVEMENTS

## Between Illinois and Island Avenues



# IDENTITY + BRANDING

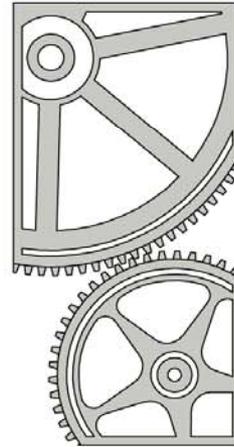
# IDENTITY AND BRANDING: DISTRICT IDENTITY



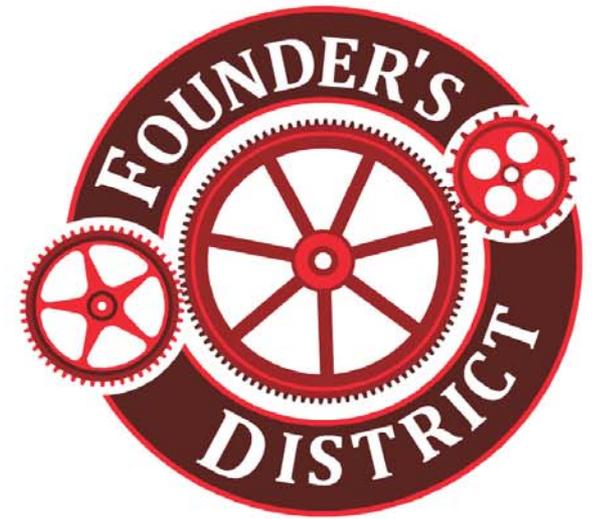
# IDENTITY AND BRANDING: DISTRICT IDENTITY LOGOS



**FOUNDER'S**



**DISTRICT**



# IDENTITY AND BRANDING: GATEWAYS



# IDENTITY AND BRANDING: GATEWAYS



# IDENTITY AND BRANDING: GATEWAYS



# Breakout Tables

- Discussion about Concepts
- Preferences, Ideas, Likes/Dislikes
- Report back to the larger group

