

CNU 2012

*The Role of Sustainable Urbanism in The
Conservative Agenda*

Main Street: A Call for Investment

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hile group

Uptown Normal, Illinois



Main Street Corridor

The Task Force

**Mary, Steve, Betsy, Bill, Toni, Jeanne, Phil, Dale, Carl, Leo, Jim, Denny, Brian, Larry—
700+ years on the Corridor**

- 1 owner of franchises on Corridor
- 5 entrepreneurs with legacy businesses on Corridor
- 2 VPs of institutions on Corridor
- 2 Corridor residents/neighbors
- 1 architect
- 1 developer
- 2 past Planning Commissioners

Conversation in The Room

Points of Agreement	Points of Contention
Building height	Incentives vs. requirements
Drive-throughs	Flexibility vs. standardization
Optional features of coverage/placement	Value of slowing traffic in the Corridor
Hardship provision options	Impact of the Main Street plan on the Corridor's vitality
Coverage of front property line	

Talk Around Town



Top 10 Lessons Learned in Bloomington/Normal

1. Consensus can turn on you “just like that.”
2. If you build it, they will come—but on their own terms.
3. What is enforced *is* the existing Code.
4. Prior non-enforcement leads to form-based double whammy.

Top 10 Lessons Learned Continued

5. If there is not a fight in the room, you are in the wrong room.
6. People know more than you think they know—AND you know less than you think you know.
7. Giving up the jargon isn't giving up.

Top 10 Lessons Learned Continued

8. If YOU are not changing your mind, you are not listening.
9. The media is a wily beast.
10. Stay after it. Organic wins come in all shapes and sizes. True progress is slow.

Big local ride planned for Bike to School Day

By: Ryan Denham | 3 days ago



Normal Community High School senior Eric Pearce, right, and other Bike2School group members head home Thursday, March 22, 2012, outside NCHS. (Photo by Ryan Denham/WJBC)

NORMAL – A group of Normal Community High School students looking to make the Twin Cities friendlier to bikes are expecting a big turnout – big enough to require a police escort – for next week’s National Bike to School Day.

A group of NCHS students have ditched their cars this semester and ride to school every day – usually about 20 each day. But for Wednesday morning’s National Bike to School Day, there are 110 riders already signed up on the group’s Facebook page, said NCHS senior Spencer Smith.

“We’re obviously growing quite large, and we’re

The pack will meet at 7:30 a.m. Wednesday at Four Seasons and Raab Road and over to NCHS.

With them will be some VIPs, including Normal Mayor Chris Koos and several parents, Smith said. Koos suggested the police escort.

“I think it’s pretty incredible, since this is all home-grown with these school students, who have used social media and traditional media to spread the word.”

They seem to be making headway: Koos said town officials are looking to close off Airport and Raab roads in the future.



Today, biking initiatives . . .

. . . put the Corridor back in the news.



BLOOMINGTON — A public forum proved at least some local support exists for bicycle lanes as several residents asked city officials to adopt Main Street Corridor traffic changes deemed feasible by a study made public last month.

About 60 residents showed up for Monday night's Citizen Voice meeting at Northpoint Elementary School, but only about 15 elected to speak — the fewest ever at a Citizen Voice meeting, according to Mayor Steve Stockton.

The city instituted the quarterly meetings in 2010 as a way to engage residents in local government. At the meetings, citizens each are allowed three minutes to speak and ask questions of the mayor, city manager and department heads.

Six residents spoke in favor of bike lanes along the Main Street Corridor, a potential change examined in the Main Street Transportation Feasibility Study.

The study said it is feasible to convert Center and Main streets between Locust and Front streets to two-way traffic, remove travel lanes on East and Madison streets between Locust and Olive streets and add bicycle lanes on Main Street from Raab Road in north Normal to R.T. Dunn Drive in south Bloomington.

The study states that fewer travel lanes would slow traffic on Main Street to existing speed limits.

Bike-lane proponent Rachel Shively said bike lanes would make bicycling downtown safer and more convenient. "Motorists want their trips to be convenient and efficient, and so do us cyclists," she said, calling bike lanes a low-cost improvement.

Anne McGowan said she moved to Bloomington in 1969 and remembers when Main Street was a two-way street.

"Downtown was thriving. The businesses were doing well, the restaurants were full and Bloomington was a great place to be, just fun to be downtown," she said. "Traffic was going slowly because two-way (traffic) slows you down."

Two residents spoke against the city adopting the Main Street Transportation Feasibility Study, calling it an extension of a plan that met significant opposition related to form-based code, which would set stricter guidelines for the placement, use and design of properties. The feasibility study examined only traffic recommendations from the previous plan, not approaches to building codes.

Other residents complained that roads weren't being repaired as proactively as they'd like, asked for a forecast regarding fee increases included on their water bills and questioned the council's decision not to fund a traffic light improvement in the fiscal year 2013 budget, approved in April.

Dale's Benchmark City: "The Old Normal"

- People, connections
- Locally-owned business
- "Small" feel
- Many businesses
- Homey
- Stuff going on
- Easier to ride my bicycle than today
- More green space
- Walking



**Not whether,
but how**

Comments? Questions?

