

JASPER STREET

great streets

great neighborhoods



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Metropolitan Planning Organization

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chapter 1 introduction

What are "Great Streets, Great Neighborhoods"?

The Great Streets, Great Neighborhoods initiative is a program spearheaded by the City of Decatur that encourages Decatur's residents and businesses to reimagine what their neighborhoods and corridors can be. Decatur is a city with plenty of great neighborhoods – but how can the streets that connect these neighborhoods better meet their needs? Great Streets, Great Neighborhoods seeks to bridge the gap between potential and reality by engaging residents to implement strategies that will enhance the community.

Why Jasper Street?

Jasper Street runs north-south in Decatur, stretching from E Pershing Road to the north to E Lake Shore Drive to the south. The study area for this Roadmap contains the entirety of the street and the area immediately surrounding Jasper Street, approximately ½ mile in either direction, but adapted to follow neighborhood boundaries of Southside Improvement Association (SIA), Torrence Park, Clokey Park, Fans Field, Martin Luther King, Hess Park, St. Mary's, and Wabash Crossing (see Figure 6).

Jasper Street is uniquely situated in the city; it connects many neighborhoods, land uses, and people. In general, Jasper Street is more industrial to the north and more residential to the south. Major employers, such as the Macon County Health Department, ADM, and Ameren, are located along the Corridor. There are locally owned businesses, schools, houses of worship, non-profits, and homes along Jasper Street, as well. Johns Hill School is K-8 magnet school. It was rebuilt and the neighborhood around it reinvested thanks to donations from the Howard Buffet Foundation, in addition to investments from the City of Decatur. The Boys and Girls Club of Decatur is situated north of the viaduct and serves children from across the city. Hope Academy is a neighborhood school that serves children from kindergarten to eighth grade.

In short, Jasper Street is an area that brings together many different parts of our city. However, it does not have a clear sense of identity or place; it is a corridor that many people pass through to get somewhere else in Decatur. The Great Streets, Great Neighborhoods initiative will bring a sense of cohesion, community, and identity to Jasper Street, bringing several neighborhoods together. The City engaged residents, businesses, community leaders, and more, to learn from them what is needed along the Corridor to make this initiative successful. The recommendations in this plan come from the Jasper Street community and reflect the potential and the vision that they have for the future of the Corridor.



Figure 1: Corridor Boundaries - Aerial



Vision and Goals

Vision

The vision for the Jasper Street Roadmap is: A vibrant, active corridor that connects people, places and businesses. Open space, economic opportunities, and revitalized housing provides a path for everyone from youth to families to seniors. Positive change will be led by neighborhood residents and organizations, setting the course for a welcoming, accessible community. A safe Jasper Street will be walkable, bikeable and transit-friendly. It will also support local businesses and provide services to the community.

Goals

Neighborhood Capacity

- Residents, businesses, and non-profit organizations will organize a community-led process to attract new investment and opportunities to the Jasper Street Corridor.
- Empower “community quarterback” lead agency. This agency will ensure that all stakeholders who would like to lead projects will be involved.

Placemaking

- Provide new and revitalized open spaces as an “emerald necklace” along the Corridor.
- Create a hub at Jasper and Grand with a blend of public and private spaces.
- Partner with local organizations and businesses to provide indoor and outdoor destinations for the community.
- Beautify lots along Jasper Street and in the immediate Corridor area.
- Conduct a Corridor-wide assessment of brownfield redevelopment opportunities.

Strategy Map

Based off of community feedback, City priorities, and market factors, the strategy map on pages 5 and 6 summarizes proposed placemaking, transportation, housing, and economic development opportunities along the Corridor.

Transportation

- Ensure Jasper Street supports all modes of transportation serving the Corridor.
- Provide a safe walking and biking path along Jasper Street.
- Improve access and amenities for transit riders along Jasper Street.

Housing

- Provide home repair programs for both owner-occupied housing and responsible owners of rental housing.
- Rehabilitate existing housing units before they deteriorate beyond repair.
- Pursue demolition of vacant and abandoned buildings that cannot be saved and repurpose the land for new housing, green space, business development or other uses.
- Create homeownership opportunities for neighborhood residents who want to transition from renters to owners.

Economic Opportunities

- Connect residents to education, workforce training, and career opportunities.
- Provide technical assistance, marketing, and training to local businesses in the Corridor.
- Connect local businesses to the City’s economic development and beautification programs to increase the visibility and attractiveness of local businesses to be a welcoming place to eat, shop, and play.
- Attract new businesses and investment to Jasper Street.

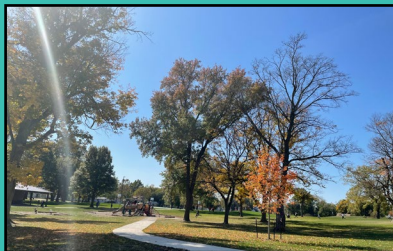


Figure 2: Corridor Strategy Map - Aerial

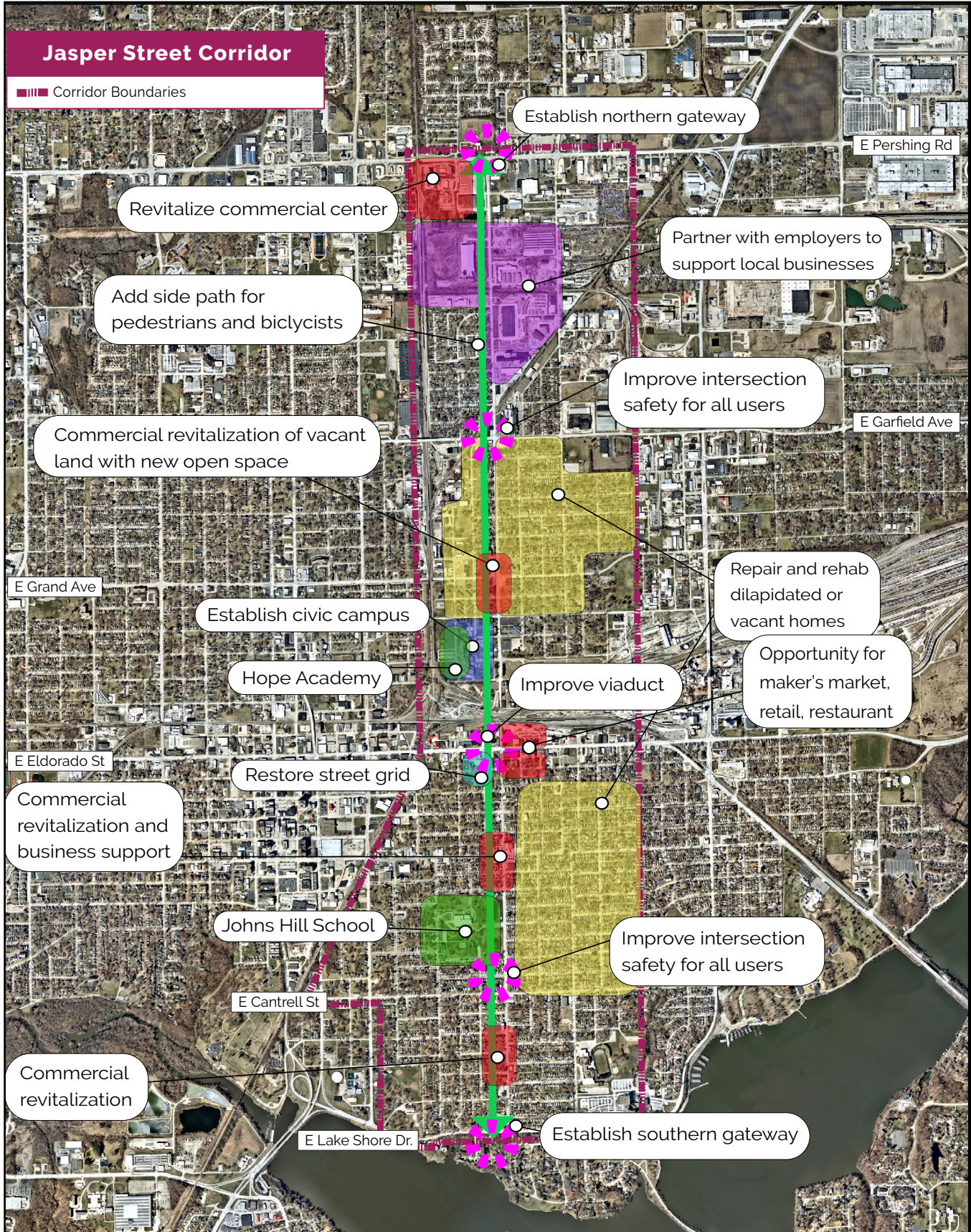
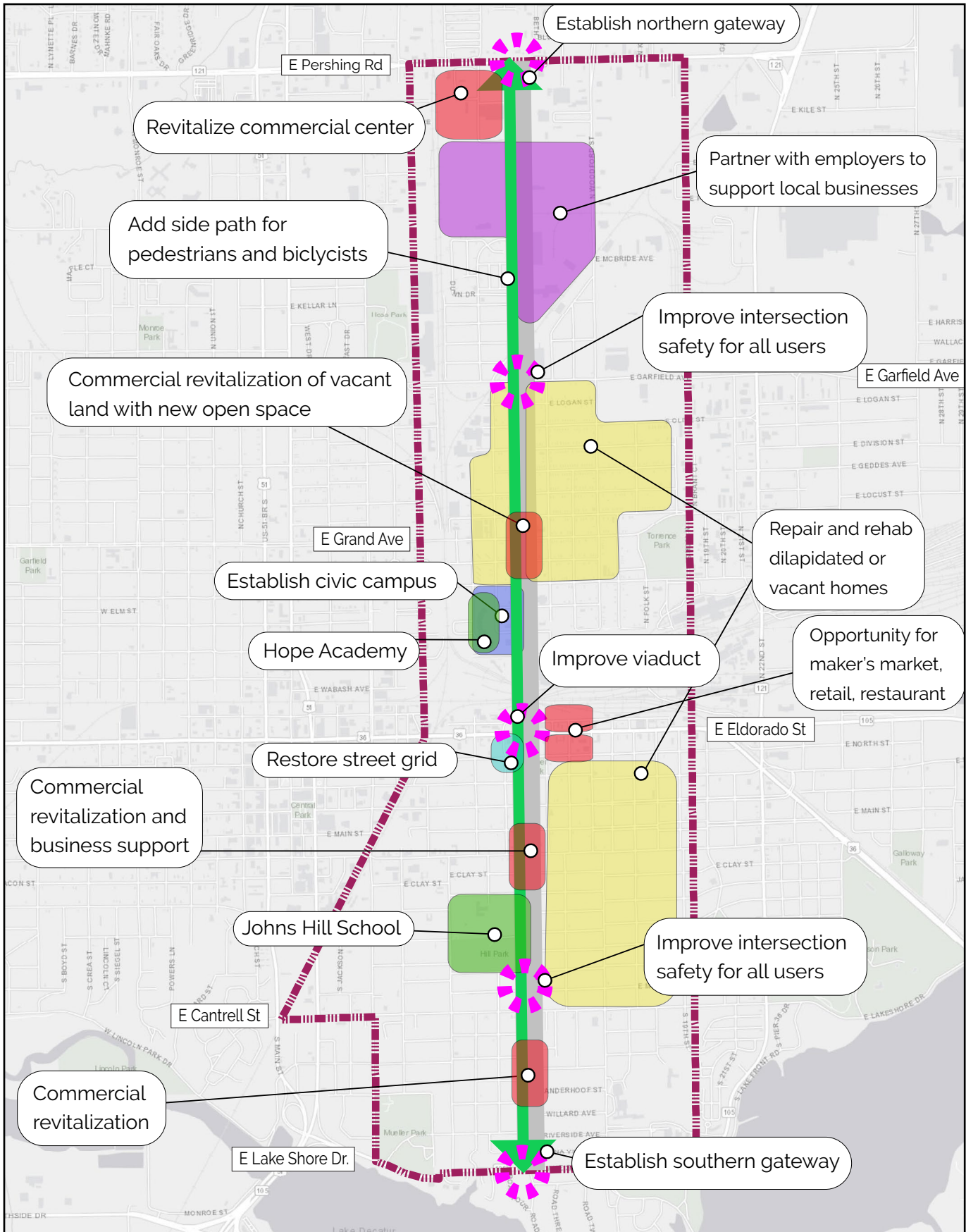


Figure 3: Corridor Strategy Map



chapter 2

our community

The Jasper Street Corridor connects several different neighborhoods, including SIA, Torrence Park, Clokey Park, Fans Field, Martin Luther King, St Mary's, Hess Park, and Wabash Crossing. It consists of residential areas, small businesses, industrial operations, and institutional uses. The goal is to use this opportunity to make Jasper Street a great connector of people and places to enhance the sense of community, safety and well-being.

Population

The current population of the Jasper Street Corridor is 8,944, a 1,600 decline from 10,544 residents in 2010. The five-year projection for the population in the Corridor is 8,804 (a continued decline of 0.32%). **The aim of this project is to change this trajectory and return population to the area.** The total daytime population is estimated at 9,433, which is larger than the total resident population. Of this daytime population, 40% are workers and employees and 60% are residents. This creates greater potential demand for retail businesses and restaurants. The population is 46.4% male and 53.6% female. The median age is 34.2; it is trending upward, but is still significantly lower than the U.S. median age of 38.9. This lower median age indicates a high ratio of families with young children in the area. A young population creates opportunities for increased youth programming, and other child-focused activities in the Corridor.

Table 1: Trend Comparison - Annual Growth - 2020-2025

Indicator	Jasper Street Corridor	Illinois	USA
Population	-0.32%	-0.28%	+0.25%
Households	-0.16%	-0.14%	+0.31%
Homeowner Households	+0.30%	+0.15%	+0.53%
Median Household Income	+2.60%	+3.11%	+3.12%

Source: U.S. Bureau of the Census, 2010 & 2020 Census, ESRI BIS forecasts for 2022 and 2027 VCE

Income

In 2022 the median household income was \$30,705 in the Corridor, compared to \$47,141 citywide. Median household income is projected to be \$34,912 in five years. In 2022, the average household income was \$41,812 in the Corridor compared to \$67,405 citywide. Average household income is projected to be \$48,129 in five years. In 2022 the per capita income was \$17,841 in Corridor, compared to \$29,668 citywide. The per capita income is projected to be \$20,691 in five years. Low income relative to the rest of the city presents an opportunity for increased workforce and economic development in the Corridor.

Table 2: Household Income by Income Bracket

Year	2022	2027	2022 Disposable Income
Total Households	4,077	3,715	4,077
< \$15,000	28.8%	24.9%	31.5%
\$15,000-\$24,999	11.9%	10.8%	14.7%
\$25,000-\$34,999	14.5%	14.4%	15.8%
\$35,000-\$49,999	16.0%	16.2%	15.9%
\$50,000-\$74,999	14.2%	15.1%	14.4%
\$75,000-\$99,999	8.8%	10.7%	4.6%
\$100,000-\$149,999	5.0%	6.8%	2.9%
\$150,000-\$199,999	0.7%	1.0%	0.1%
\$200,000 or greater	0.2%	0.2%	0.1%
Median Household Income	\$30,705	\$34,912	\$26,837
Average Household Income	\$41,812	\$48,129	\$34,041
Per Capita Income	\$17,841	\$20,691	

Source: U.S. Bureau of the Census, 2010 & 2020 Census, ESRI BIS forecasts for 2022 and 2027 VCE

Figure 4: Jasper Street Corridor Opportunities and Assets - Aerial



Employment and Educational Attainment

The service industry employs the largest share of the Corridor’s population (51%) ,followed by manufacturing (15.6%) and retail trade (12.7%). Of the Corridor’s employed residents, white collar occupations account for 35% of all jobs and blue collar occupations account for 33%. Only 13% of the residents aged 25 or older have an Associate degree or higher, 36% are high school graduates, and 26.5% have some college but no degree. The major employment center for the Corridor is at its north end at Jasper and Pershing (Ameren, ADM). The Pershing Shopping Plaza is also located in an area that may have some opportunities for redevelopment. At the southern end of the corridor area, St. Mary’s Hospital is the main employer, located just to the east of the corridor on E. Lake Shore Drive.

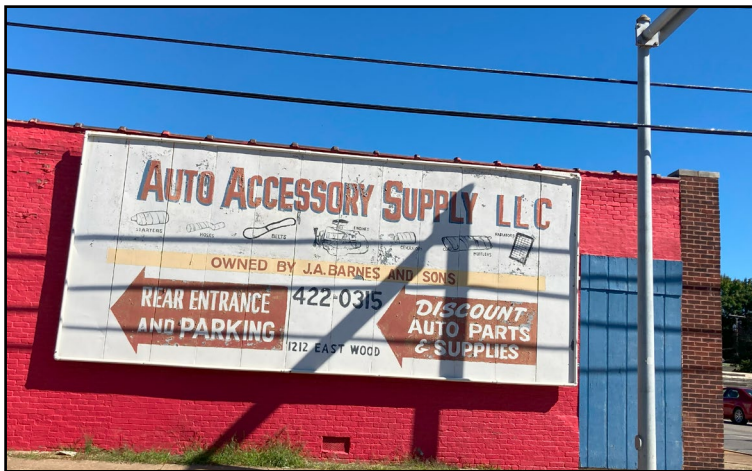


Table 3: Population Age 25+ By Educational Attainment

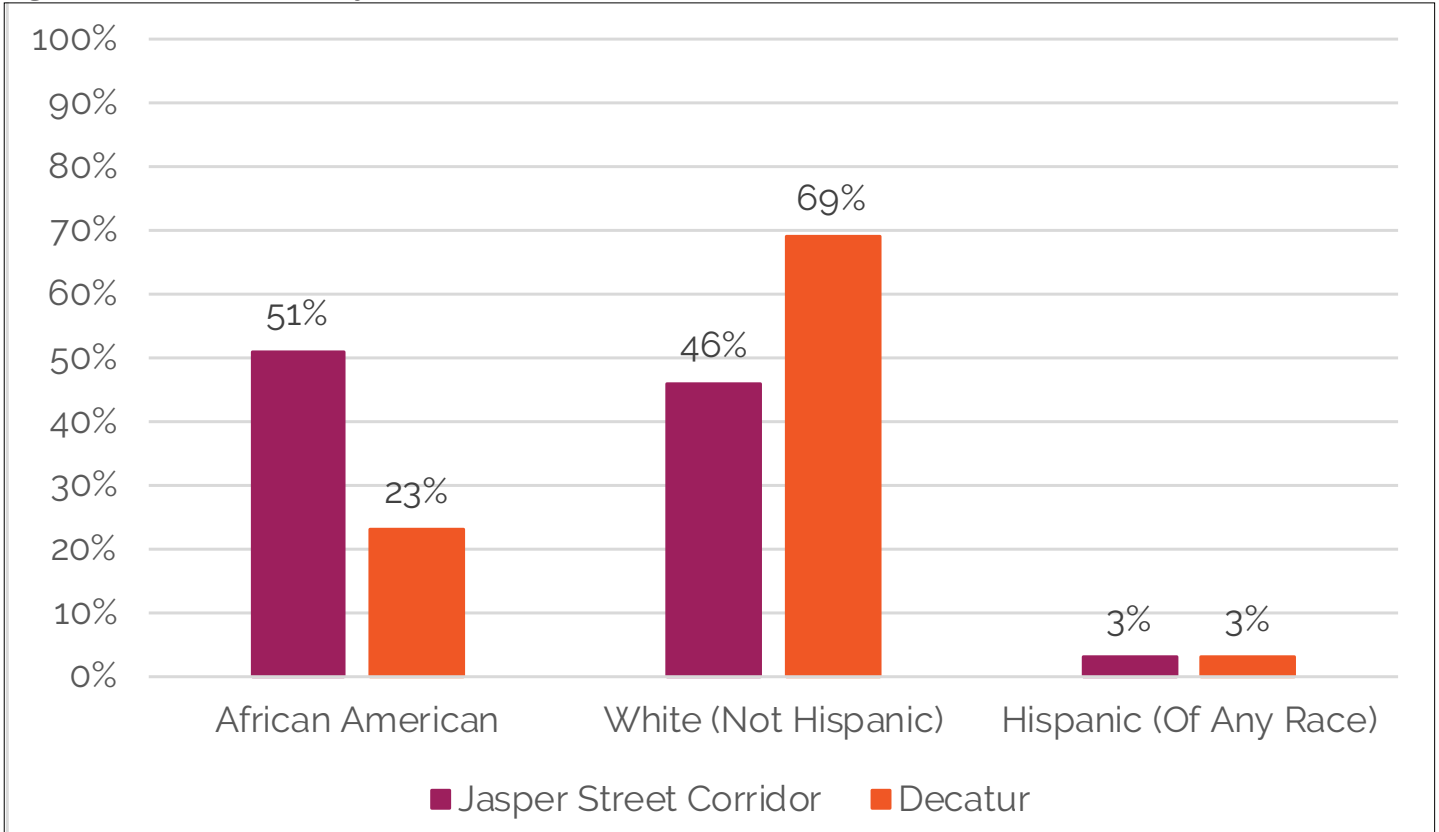
Total	5,631
Less than 9th Grade	3.5%
9th - 12th Grade, No Diploma	10.9%
High School Graduate	35.8%
GED/Alternative Credential	10.4%
Some College, No Degree	26.5%
Associate degree	7.4%
Bachelor Degree	3.9%
Graduate/Professional Degree	1.6%

Source: U.S. Bureau of the Census, 2010 & 2020 Census, ESRI BIS forecasts for 2022 and 2027 VCE

Race and Ethnicity

The Corridor is racially diverse. African-American residents are 51% of the population, Whites represent 46% and Hispanics are 3% of the Jasper Street Corridor. The Diversity Index, which measures the probability that two people from the same area will be from different racial and ethnic groups, is 61% in the Corridor, compared to 55% in the city of Decatur.

Figure 5: Race and Ethnicity



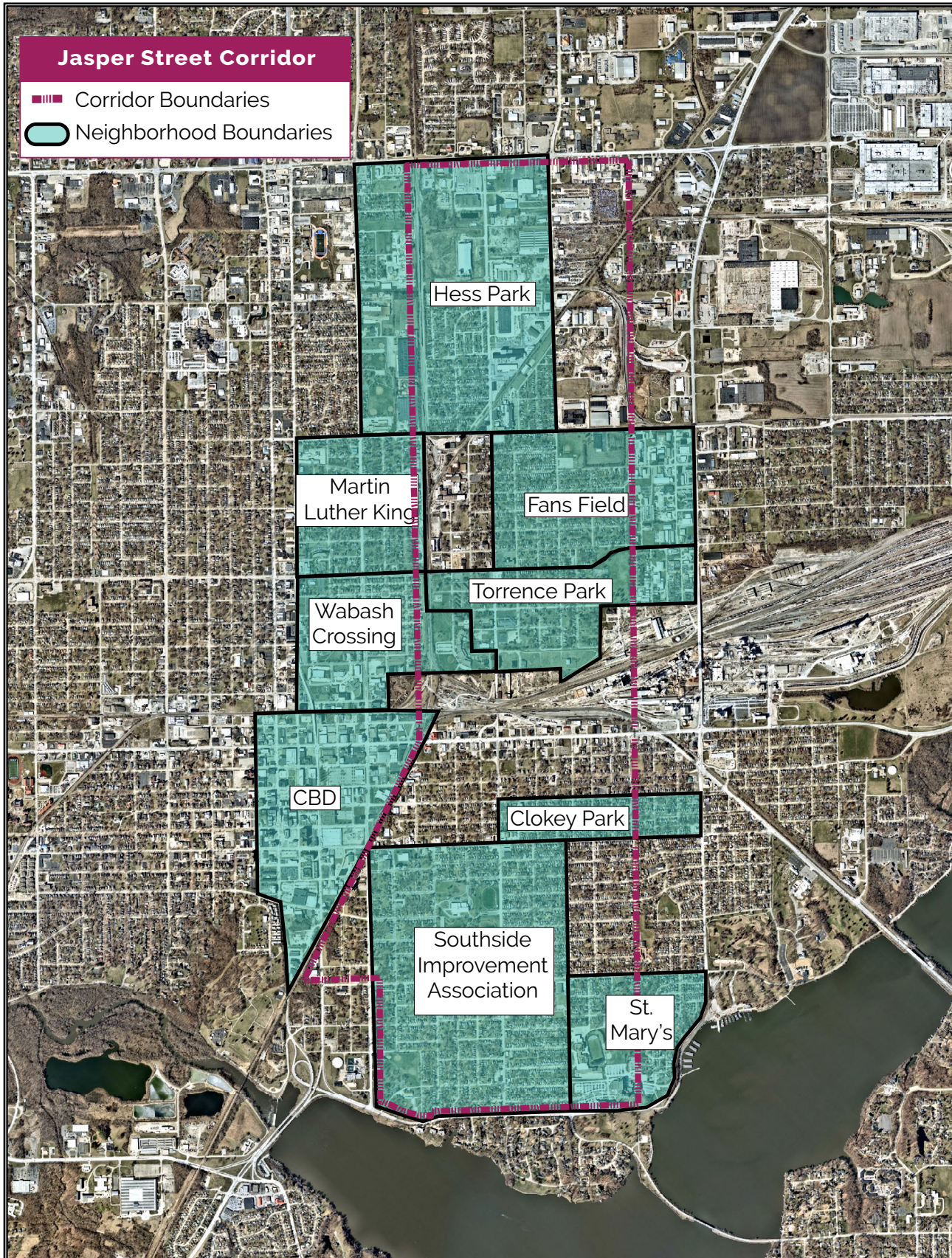
Source: U.S. Bureau of the Census, ACS 2022.

Housing

There are eight real estate sub markets/neighborhoods in the Jasper Street Corridor area:

- Hess Park
- Martin Luther King
- Fans Field
- Wabash Crossing
- Torrence Park
- St. Mary's
- Clokey Park
- Southside Improvement Association

Figure 6: Corridor Neighborhood Map



chapter 3

engagement

Community feedback led the way for the vision, goals, and projects of the Jasper Street Roadmap. Project team members wanted the ideas for how to transform Jasper Street to come from the community. Ideas came from community members who live, work, and play along Jasper Street. The Jasper Street community provided feedback through a variety of engagement tools, including two widely attended festivals, a project website, and an interactive online comment map.

The challenges, opportunities, and ideas identified by community members inspired the framework for the recommendations discussed in Chapters 5 – 8.

Jasper Street Fest

On October 20, 2022, more than three hundred fifty community members attended Jasper Street Fest. The fun-filled event had bounce houses, face paint, a DJ, and free food from local food trucks. Residents and community members from all walks of life came to celebrate Jasper Street and provided the project team with valuable feedback on the challenges facing the street, the needs they see for the area, and their preferred placemaking and transportation improvements.



The major themes that emerged are listed below:

Youth

- Parents and children want safe places for children to play and for "kids to be kids"
- More services are needed for all ages, especially tweens and teens
- Need for a community center, more sports programs, tutors after school, adventurous and exciting things for kids and teens
- More parks and splashpads

Food access

- A grocery store that is affordable and stocks quality, healthy food
- Community-run options like gardens and a co-op grocery store
- Less liquor stores, more healthy options

Slow down traffic

- Traffic calming - speed cameras, roundabouts, streetscape improvements to slow down drivers
- Make it safer for pedestrians and bicyclists
- Disconnect between what people want and how they act - community members stressed that speeding is a problem and admitted to speeding along Jasper Street

Streetscape and transportation improvements

- Bicycle and walking path/trail
- Better lighting and beautification of the viaduct
- Bright public art, murals, and street treatments
- Safe and comfortable places to spend time outdoors
- Traffic calming is a must

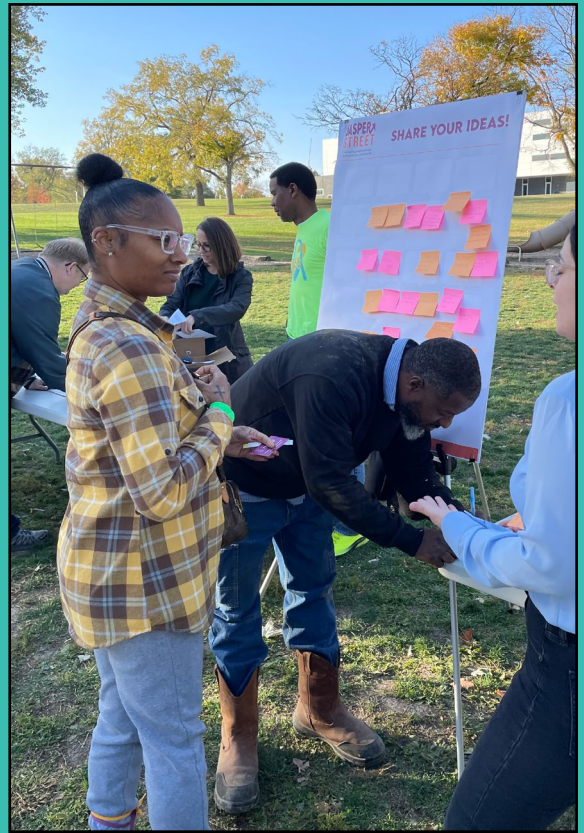
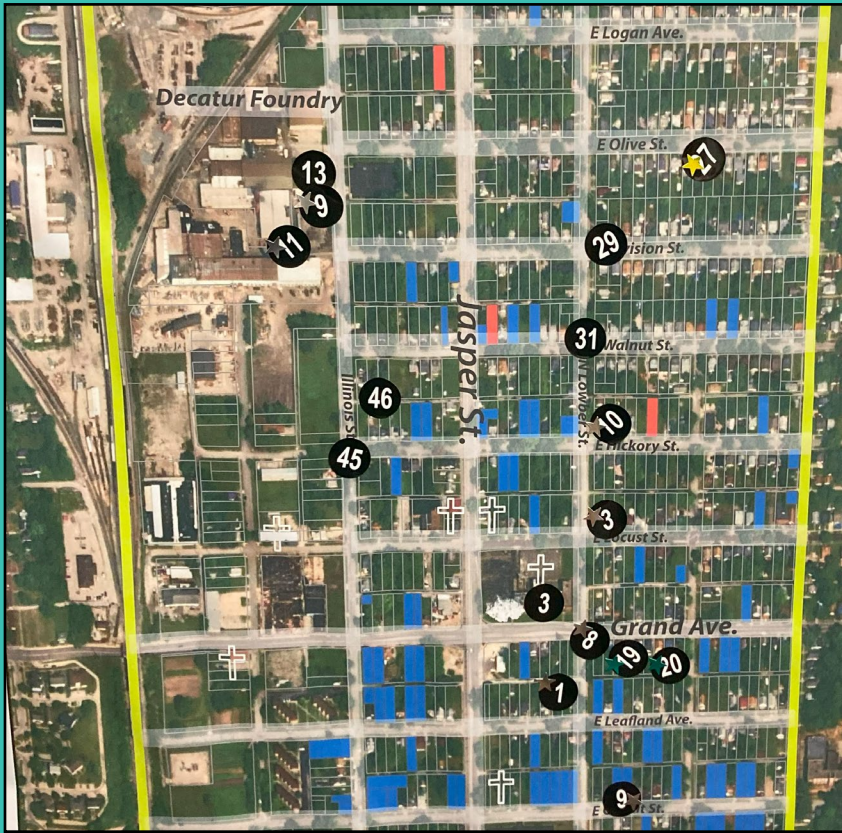
Dilapidated and vacant housing + lots

- Run-down houses are unsafe and bring the neighborhood down
- Tear down abandoned homes - would rather have a vacant lot than a decaying house next door
- Homeowners need help with repairs
- Vacant lots should be used to benefit the community
- The neighborhood should be made more inviting

Additional comments

- Public safety is key - many people commented that the area doesn't feel safe and that is one of the #1 changes they would like to see
- Retail, restaurants, coffee shops, second-hand shops, and more
- Create quality jobs in the neighborhood that people can walk to
- Clean up the vacant buildings near the viaduct and put fences around industrial uses/vacant buildings





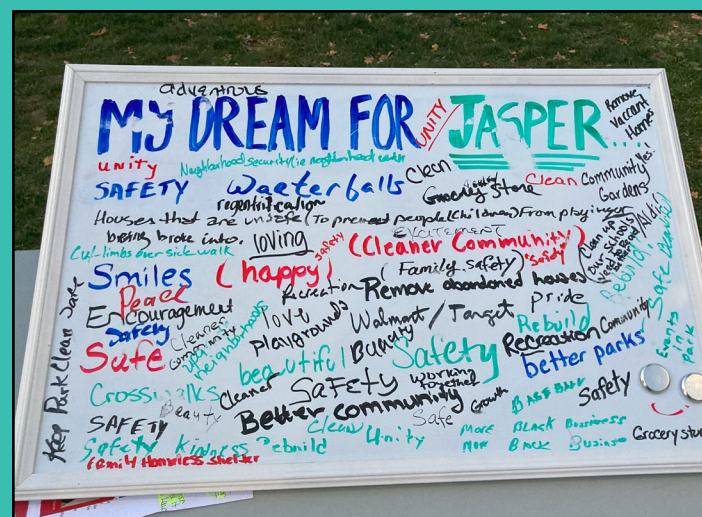
Jasper Fest participants shared issues and opportunities for Jasper Street



<p>350+ JASPER STREET FEST PARTICIPANTS</p>	<p>366 WEBSITE VISITORS</p>	<p>16 MAP COMMENTS</p>
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“[WE NEED] ART AND AVENUES TO SHOW OUR YOUTH THE DECISIONS AND OPPORTUNITIES THEY HAVE”

“SAFETY. NOTHING IS POSSIBLE WITHOUT SAFETY. SAFER PASSAGE FOR BICYCLISTS AND PEDESTRIANS.”



“I DEFINITELY SPEED DOWN JASPER STREET.”

“WHY CAN'T WE REPLACE THE LIQUOR STORES WITH LIBRARIES?”



Jasper Street Summer Fest

Jasper Street Summer Fest took place on the afternoon of Tuesday, August 29th, 2023. Community members had the opportunity to provide feedback on the Draft Roadmap, sign up for future Jasper Street campaigns around Housing, Transportation, Placemaking, Neighborhood Capacity, and Economic Opportunities. There was a bike rodeo for children, face painting, a bounce house, music, and free food from local food truck vendors. Over 300 members of the Jasper Street community participated in Jasper Street Summer Fest

A summary of feedback on Roadmap themes is listed below:

Neighborhood Capacity

According to Jasper Street Summer Fest participants, growth in neighborhood capacity can be achieved through increased collaboration between residents and local government. Success in the other areas of the Roadmap (placemaking, transportation, housing, and economic opportunities) will bring "pride of place" to the area. People signed up for different campaigns to bring the Roadmap recommendations to fruition.

Placemaking

Placemaking is the art of creating outdoor spaces that are inviting, safe and welcoming to the community. The concept of a public plaza as a placemaking strategy was explained to each visitor before encouraging them to vote for preferred improvements. The overall concept that includes performing space, food truck areas, outdoor fitness equipment, a great lawn and nature play area, was well received. Although the two images of bike racks received over 50 votes, the images of flexible space improvements received substantially more. Despite stating "I don't ride a bike", several residents voted for bike racks "...to keep the sidewalks and open space from becoming cluttered." There was definite interest in exercise equipment that is accessible for persons with disabilities. Residents particularly expressed interest in more play areas and activities for children and families that are free, nearby, and accessible to all.

Transportation

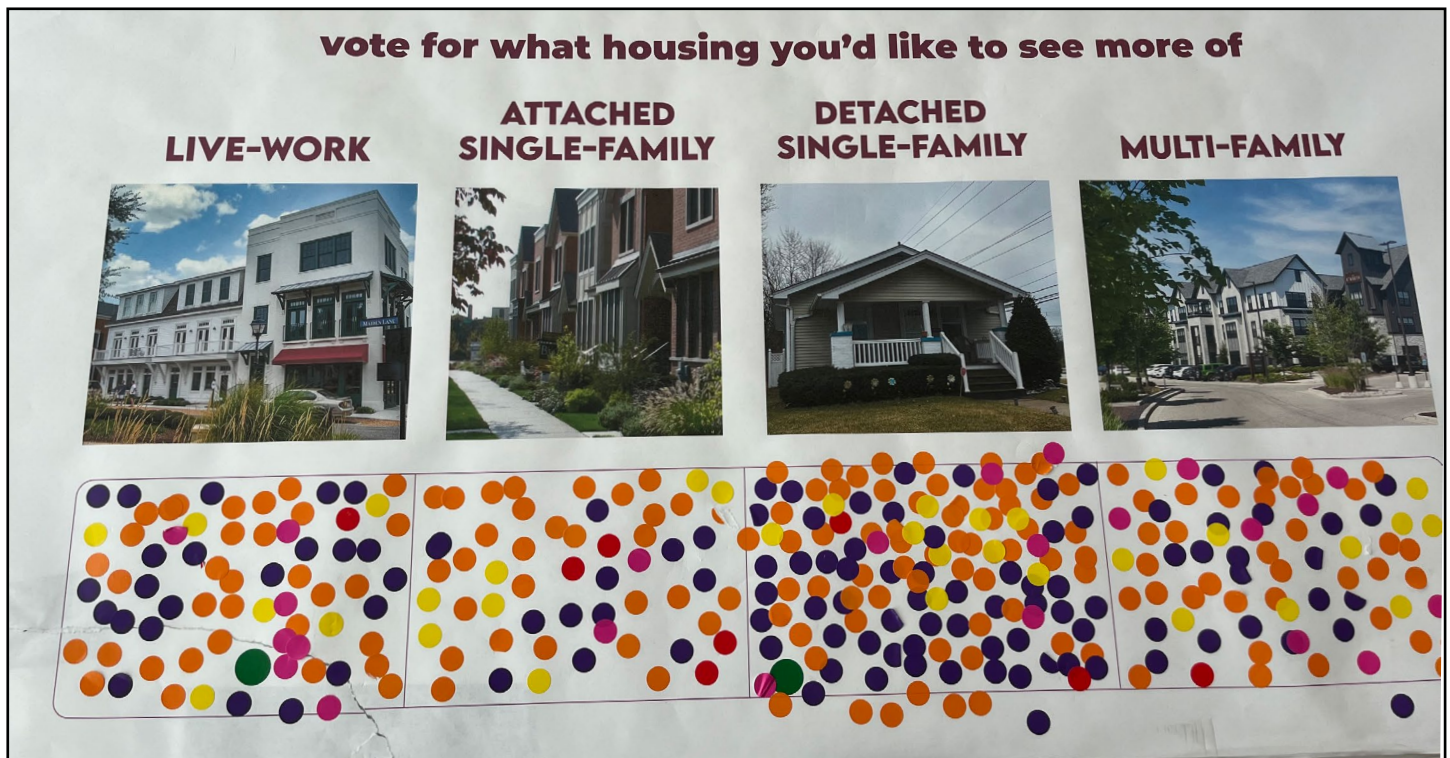
The transportation recommendations for a multi-use shared path and the railroad viaduct improvements were well-received. Most community members shared their concern about Jasper Street lack of safety for biking and walking. Participants agreed that providing a physically separated sidepath would encourage more people to bike and walk, bringing vibrancy and a sense of place to the community. Many parents liked the physically separated sidepath recommendation which would make it safer for their children to bike and walk. The idea was also supported by many senior residents of the neighborhood. Many people also supported the recommendation to reduce travel lanes from four to three with a central turn lane to control speeding, thus making Jasper Street safer.

**"Make underpass more appealing
without being distracting."**

"More walk/bike space"

Jasper Summer Fest participants were excited about the railroad viaduct improvements. Existing poor lighting was the biggest concern, in addition feeling unsafe and the lack of aesthetic appeal of the viaduct. Most people agreed that the artwork installation and improved lighting would be great for connecting the north and south parts of Jasper Street. One woman even suggested installing surveillance cameras in the viaduct for safety. Many people shared their concerns about improving intersections. They liked the roadway reconfiguration recommendation and agreed it would make intersections safer for pedestrians and bikers. This would also allow for the existing one-way portion of Jasper Street to become two-way. Overall, the transportation recommendations for Jasper Street received overwhelming support from the residents.

Housing



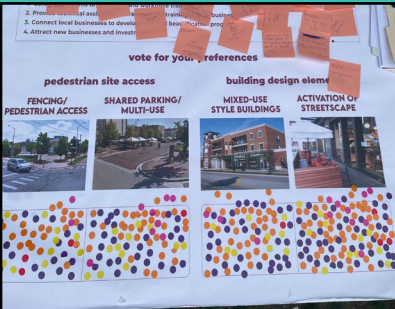
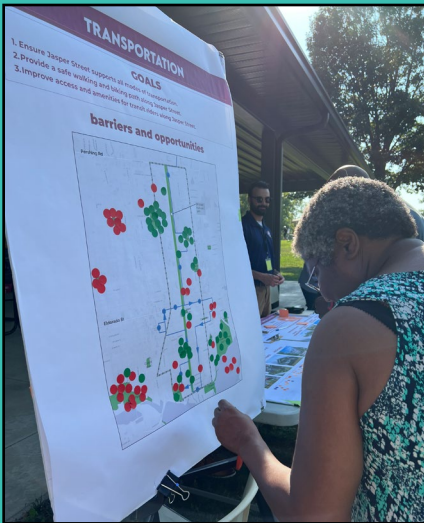
In general, all of the housing recommendations and housing design suggestions were well-received. Detached single-family homes, which make up the majority of current housing options in the Corridor, received the most votes, but live-work, multi-family, and attached single-family all received many votes, particularly from younger residents. Community members echoed previous feedback that vacant and abandoned homes are a detriment to the neighborhood. Neighbors want to see deteriorated homes rehabbed or torn down. Some community members suggested that they would like to see senior housing and housing options for the homeless population.

Economic Opportunities

Participants at Jasper Street Summer Fest shared that they want more food options along the Corridor. Streetscape activation was highly rated, as were mixed-use buildings, multi-use parking, and improved pedestrian access. Casual restaurants and affordable grocery stores rated highly. Parents also expressed that they would like to see more opportunities for children to play safely.

"More locally-owned businesses!"



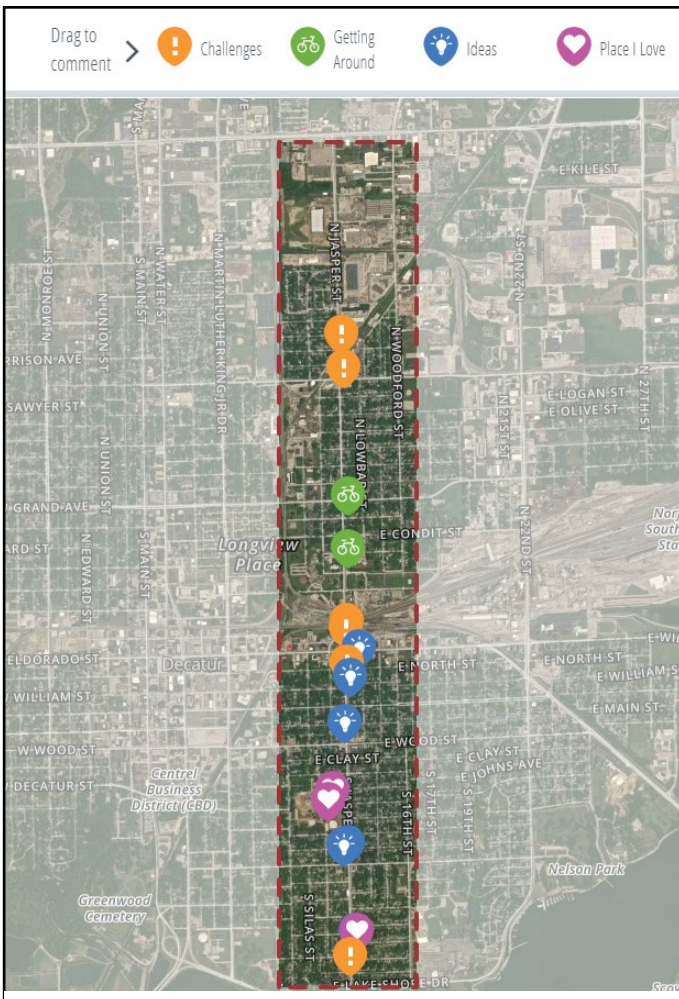


Online Engagement

The project website, jasperconnect.org, was a hub for project information, and led users to the Jasper Street Comment Map. This interactive online tool allowed community members to share challenges, ideas, places they love, and more with the project team. Some community members shared their thoughts on troublesome intersections, neighborhood assets like Johns Hill, and ideas for reuse of vacant land and homes.

A sample of comments is shown below.

Figure 7: Online Comment Map



The improvements to Johns Hill are a great asset for the community. Such a beautiful park!

♥ Place I Love |

Changing Jasper to one way just before/after Eldorado has created new issues. I travel this daily and attempting to take 4 lanes to 1-2 just creates a racetrack for people to try to speed around traffic and jump in line. This is dangerous. I don't know how many accidents there may have been, but this needs to be rethought to make it safer somehow.

! Challenges |

It would be nice if the number of car lanes were reduced so that there would be space for better sidewalks, street trees and bike lanes.

🚲 Getting Around |

This lot could be a great area for a community garden!! There are a lot of older people and younger ones that could help each other and learn how to grow food and eat healthier. Im sure that we could get help with local venders to donate wood for raised boxes to plant food for flowers. Have a picnic table and covered area to rest after working. Maybe a small sink area to clean veggies and wash hands. Plant a couple trees.

💡 Ideas |

Speeds are too fast along the entire corridor. The easiest way to fix that would be to reduce the number and width of lanes and to plant some street trees.

! Challenges |

This could be great for a small business to open in. Food shop, clothing, a number of small businesses could utilize this space if fixed up.

💡 Ideas |

I have worked here for 18 years and this neighborhood and area is very nice. We have very little problems down this way and some of the neighbors have been here for over 40 years!

♥ Place I Love |

chapter 4

neighborhood capacity

A key component of Great Streets, Great Neighborhoods is encouraging local leadership and community capacity-building. This initiative is based on a planning process which is collaborative, empowering, and grounded in local needs. As a result, the goals of the Neighborhood Capacity chapter focus on expanding the capacity of residents, businesses, non-profits, and other agencies to lead the charge of the Jasper Street Corridor Roadmap. The success of the Corridor Plan will depend on ongoing community ownership of the planning process. Ideas, visions, projects, and outcomes are all in the hands of the Jasper Street community.

Issues and Opportunities

The Jasper Street Corridor is home to a variety of businesses, houses of worship, non-profits, employers, and neighborhood organizations. Since Jasper Street crosses so many neighborhoods, there are many different neighborhood organizations. The neighborhoods in the Corridor include. SIA, Torrence Park, Clokey Park, Fans Field, MLK, St. Mary's, Hess Park, and Wabash Crossings.

The Coalition of Neighborhood Organizations (CONO) is a grassroots organization that serves as an umbrella group for all neighborhoods in Decatur. CONO supports the formation, development, and empowerment of grassroots neighborhood organizations to face issues facing neighborhoods head on.

The Boys and Girls Club of Decatur is located on Jasper Street. This organization brings together children from across Decatur and provides important enrichment opportunities for Decatur's youth.

St Johns Hill Magnet School is also located in the Jasper Street Corridor, and has seen a large investment from the Buffet Foundation in recent years. Hope Academy is kindergarten through eighth grade school in the Corridor. The Corridor also has a large number of active churches in the area.

The neighborhood capacity goals are:

- Residents, businesses, and non-profit organizations will organize a community-led process to attract new investment and opportunities to the Jasper Street Corridor.
- Empower a "community quarterback" lead agency to ensure that all residents and organizations who would like to lead projects will be involved in community-led initiatives.

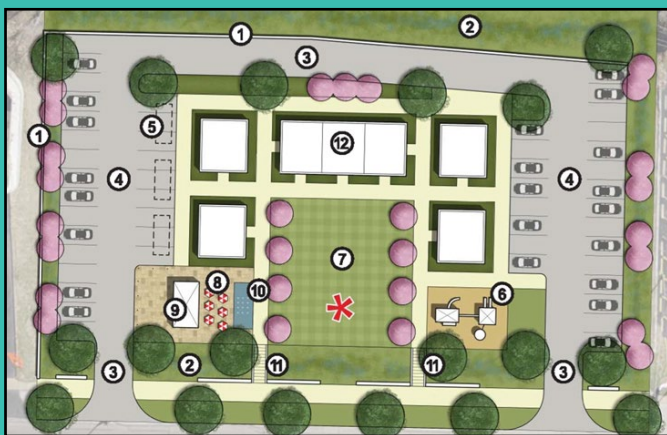


case study: st. louis great streets initiative

East-West Gateway Council of Governments launched the St. Louis Great Streets Initiative in 2006 to expand the way communities think of their streets. Rather than viewing a roadway project as solely a way to move more cars and trucks faster, the goal of the St. Louis Great Streets Initiative is to trigger economic and social benefits by centering communities around interesting, lively and attractive streets that serve all modes of transportation. The corridor came together to envision a roadmap to transform W Florissant Ave.

The St. Louis Great Streets Initiative operated under eight principles.

1. Great Streets are great places.
2. Great Streets integrate land use and transportation planning.
3. Great Streets accommodate all users and modes.
4. Great Streets are economically vibrant.
5. Great Streets are economically responsible
6. Great Streets rely on current thinking.
7. Great Streets are measurable.
8. Great Streets develop collaboratively.



Some lessons learned from the St. Louis are:

- engage private owners and grassroots organizations.
- identify a "champion" that will create and implement the community's vision.
- identify funding sources to start implementation as soon as possible.

Goal 1. Residents, businesses and non-profit organizations will organize a community-led process to attract new investment and opportunities to the Jasper Street Corridor.

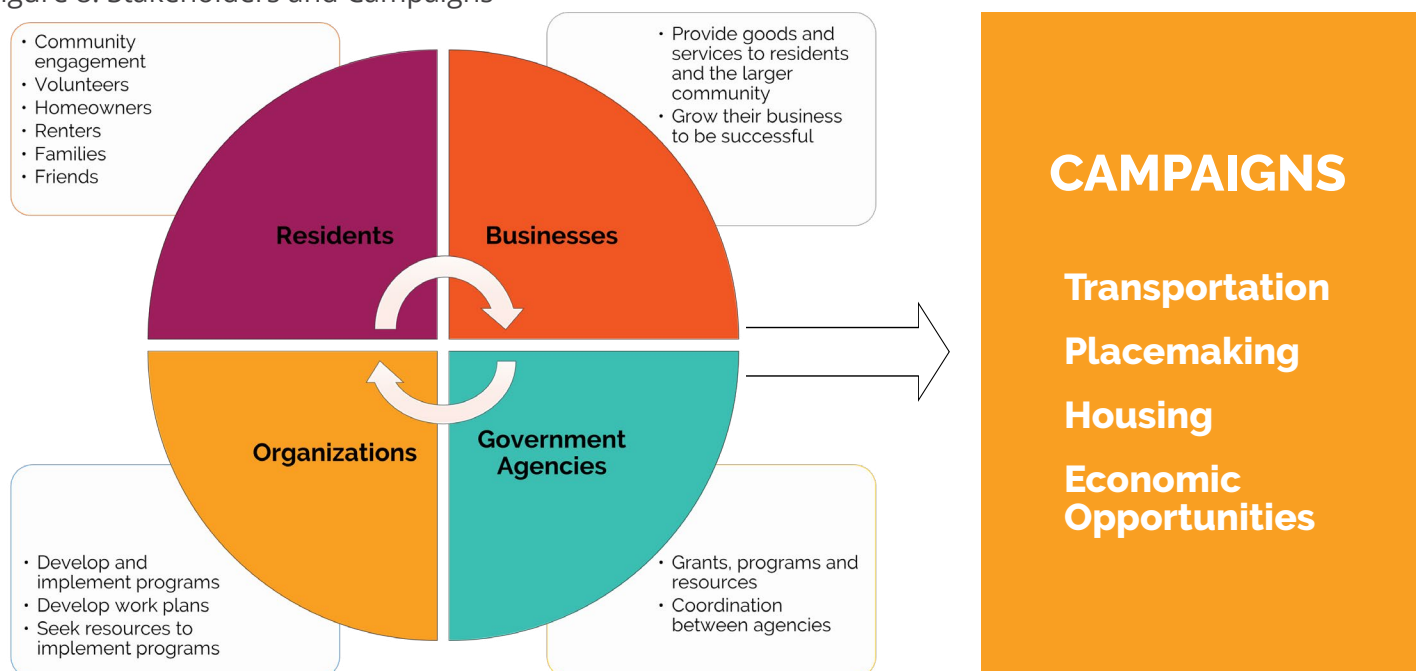
1.1. Create an engagement plan that involves residents, non-profit organizations, and local businesses.

A thorough, well-thought-out engagement plan will be pivotal to the short- and long-term success of the Jasper Street Corridor Roadmap. A community initiative starts with community ownership of the process; residents, non-profits, and businesses are all important pieces of the puzzle. This is an opportunity to bring different types of people together to imagine a better future for Jasper Street. A well-choreographed engagement plan should incorporate ideas that are both achievable and aspirational, as well as actionable. The engagement plan should include concrete steps to move forward the goals and projects set forth for transportation, placemaking, housing, and economic opportunities.

1.2 Organize working groups (transportation, placemaking, housing, and economic opportunities) to coordinate the implementation of priority projects.

The four main areas of the Roadmap – transportation, placemaking, housing, and economic opportunities – will be led by working groups to ensure that each of these topics has dedicated community members who will be committed to moving forward the engagement plan steps for their topic area. The members of these four working groups should include a mix of residents, business owners, non-profit organizations, and more, and serve as a touch-point for the Advisory Committee to check in with the community on proposed changes to Jasper Street.

Figure 8: Stakeholders and Campaigns



Goal 2. Empower a “community quarterback” lead agency to ensure that all residents and organizations who would like to lead projects will be involved in community-led initiatives.

2.1 Select a lead "community quarterback" agency to lead the Jasper Street Corridor Plan projects and keep partner organizations on track.

The "community quarterback" lead agency will be self-nominated and voted on by the Steering Committee. This role will serve to guide the Great Street, Great Neighborhoods initiative on Jasper Street. In order for the Jasper Street Corridor Roadmap to be successful, there must be a designated agency to spearhead projects, delegate tasks, collaborate with the City, and find funding for improvements along Jasper Street.

2.2 Support and provide resources to a lead agency to coordinate implementation of the Jasper Street Corridor Roadmap.

An important part of capacity-building is providing support when it is needed and connecting organizations to the resources that they need. While this plan will be community-led and community-run, the City and other philanthropies will need to make a hard commitment in presenting a lead agency with the tools, finances, and connections that it will need to succeed. The "community quarterback" role is one that will champion the Great Streets Great Neighborhoods Initiative; it will dedicate time, personnel, and resources to ensuring that the goals and projects of the Jasper Street Corridor Roadmap come to fruition.

2.3 Empower the lead agency to support the efforts of local partners to implement short-term, early action projects, as well as plan for larger projects to create a sustainable and lasting impact in the communities along the Corridor.

The lead agency that steers the Roadmap goals and projects will work closely with local partners to transform Jasper Street into the thriving, vibrant corridor that the community wants to see. It will connect residents and organizations that wish to be involved to appropriate channels and projects. Strategic planning through the engagement plan (see project 1.1) will lay the roadmap for actionable items. Short- and long-term projects will both be necessary to transform the Corridor, and the lead agency will be responsible for supporting those initiatives. Support from the lead agency can come in the form of personnel, connections to resources and funding, forging relationships between key partners, and more.

2.4 Increase the capacity of local organizations to provide needed services from daycare to youth programming, to recreation and entertainment.

Community members noted in their feedback that existing services are not sufficient to meet the needs of youth in the area. Childcare, programming for teens, safe places to play, and other services are sorely needed in the Corridor. Existing organizations on the Corridor, such as the Boys and Girls Club of Decatur, need additional support to expand their services to better meet the needs of the community. The lead agency can coordinate this support by collaborating with the City, providing capacity, and finding City, state, federal, or private funding opportunities for expanded services.



2.5 Match local priorities to public and private funding sources. Support efforts to raise grants to implement these projects.

An important role of the lead agency will be to connect partners and projects to funding sources. Whether those funds are coming from the City, the state, the federal level, or private sources, properly financing projects will be pivotal to the success of the projects that the community wishes to see along the Corridor. The lead agency will be the main point of contact for organizations or entities providing grants and will have the responsibility of securing the funds and distributing them in a way that will bring maximum benefit to Jasper Street. As smaller, shorter-term projects begin and successful implementation can be shown, the lead agency will be able to leverage those successes to continue to finance larger and longer-term projects along Jasper Street.

case study: austin coming together aspire initiative

Austin Coming Together (ACT) serves as the lead agency for the Austin neighborhood of Chicago. The organization led a quality of life plan, "Austin Forward Together" that received the American Planning Association's first Opportunity and Empowerment Award in 2020 for the plan. The plan mobilized the support of several citywide organizations (Local Initiatives Support Corporation (LISC), United Way and MacArthur Foundation) to support the community engagement and planning process. The plan's implementation infrastructure was built from the ground up. The plan quickly moved to implementation.

The Aspire Initiative, a one-stop shop for a comprehensive approach to workforce training, received \$12.5 million from the City of Chicago to renovate a vacant public school into a community hub that will increase the income of 500 residents and help 250 more acquire financing for businesses or purchase properties over the next five years.



chapter 5

placemaking

Inviting, people-centered spaces along the Jasper Street Corridor will create a sense of cohesion, community, and belonging. Exciting and safe outdoor spaces to gather and play are an important part of a vibrant community. Infrastructure and art can work in tandem to create an environment that is welcoming, practical, and that meets neighborhood needs.

Issues and Opportunities

Feedback from Jasper Street Fest, the online comment map, and stakeholder interviews revealed that community members feel that Jasper Street lacks a sense of community and cohesion. The disjointed nature of land use along the Corridor – from industrial, to educational, and residential, to vacant land, and more – presents challenges in creating a united corridor. There are many vacant lots along Jasper Street and in the area immediately surrounding the street.

This diversity of land uses and pockets of vacant land provide an important opportunity to create innovative spaces along Jasper Street. The corridor has a plethora of areas that can be transformed into people-focused spaces. The Great Streets Great Neighborhoods initiative can build upon investments in the Johns Hill area by the Howard Buffet Foundation to continue making Jasper Street an inviting and unique place in Decatur.



The placemaking goals are:

- Provide new and revitalized open spaces as an “emerald necklace” along the corridor.
- Create a hub at Jasper and Grand with a blend of public and private spaces.
- Partner with local organizations and businesses to provide indoor and outdoor destination locations for the community.
- Beautify lots and the streetscape along Jasper Street and in the immediate corridor area



case study: boston's "emerald necklace"

Boston's "Emerald Necklace" is a series of nine continuous parks that total 1,100 acres. The Emerald Necklace provides residents and visitors with high-quality, accessible green space spanning approximately seven miles. All nine parks are connected by parkways and waterways. From Boston Common in downtown to Franklin Park in Roxbury, this network of parks creates idyllic places to commune with nature, participate in children's programs, listen to live music, recreate, bicycle, and more.



Source: Emerald Necklace Conservancy, <https://www.emeraldnecklace.org/>

Goal 1: Provide new and revitalized open spaces as an “emerald necklace” along the corridor.

1.1 A permanent community space along the corridor will create a central gathering location for residents and visitors to Jasper Street.

Elements of the new plaza would include:

- A “Pop Up” festival space as a part of the Jasper Community Plaza that would reflect the preferences indicated by community members. This pop up space will have space for food trucks, sports activities, pop up markets, nature play, exercise, and more.

Flexible “pop up” spaces can be used for a many different purposes depending on users and time of year. A colorful and versatile festival space can host events like makers' markets, music festivals, children's fairs, and more, with space for local vendors to feed festival goers from food trucks. The adaptable nature of the area is important; this way, it can change in accordance with different events, as well as changing needs over time. For example, this space could host holiday markets in the winter and children's music events in the spring and summer.

- A fitness activity area with outdoor exercise equipment

Healthy communities are vibrant communities. A fitness activity space in Jasper Community Plaza will give visitors to the plaza opportunities to relax outdoors.

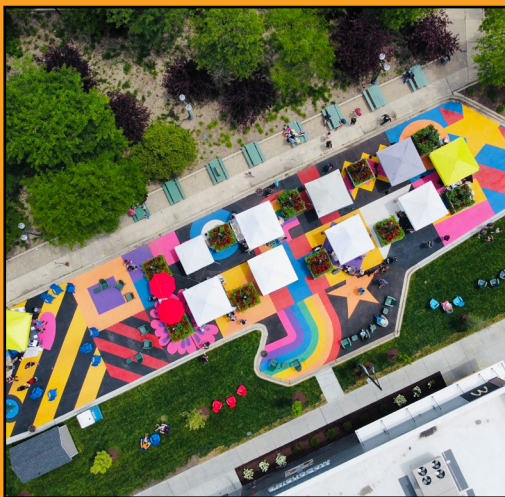
- A nature play and outdoor classroom space for Hope Academy and other educational programs as part of the Plaza

Children need spaces to play, learn, and interact with nature. Nature play areas and outdoor classrooms give educators the ability to mix nature and learning.

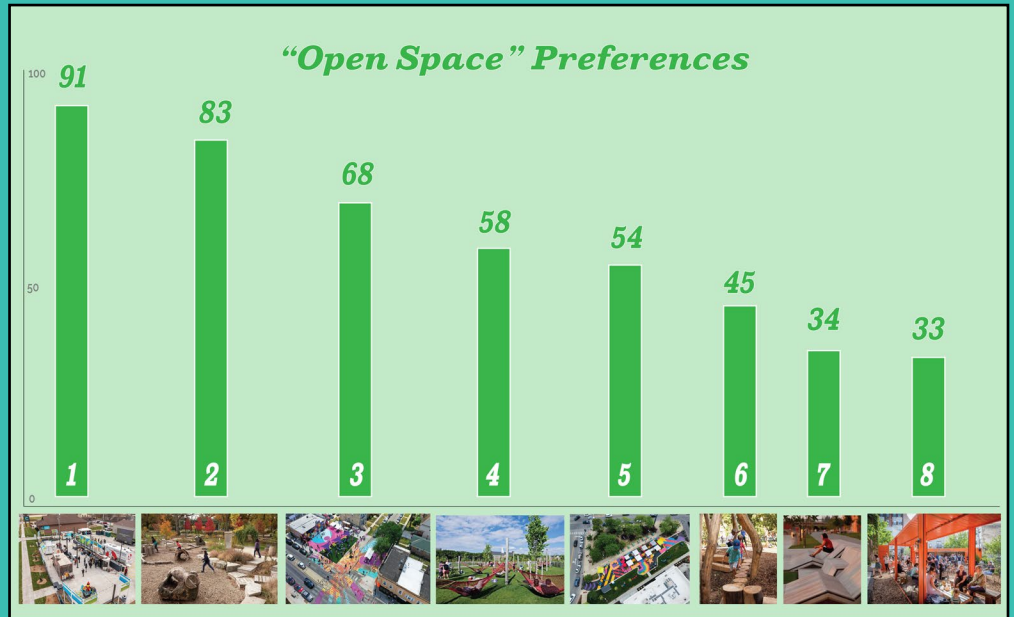


case study: ainslie arts plaza

Ainslie Arts Plaza in Chicago, IL is a flexible community gathering space on the site of a formerly underutilized parking lot. Based off of community feedback on what types of spaces were needed in the area, the plaza now houses a farmers' market, family movie nights, and more. The local Chamber of Commerce worked with a local artist to install colorful and inviting elements. Festoon lighting, bright colors, decorative planters, and outdoor furniture all come together to create a lively, inviting outdoor area.



Jasper Street Fest attendees voted on their preferred options for open space and placemaking options along the Jasper Street Corridor.



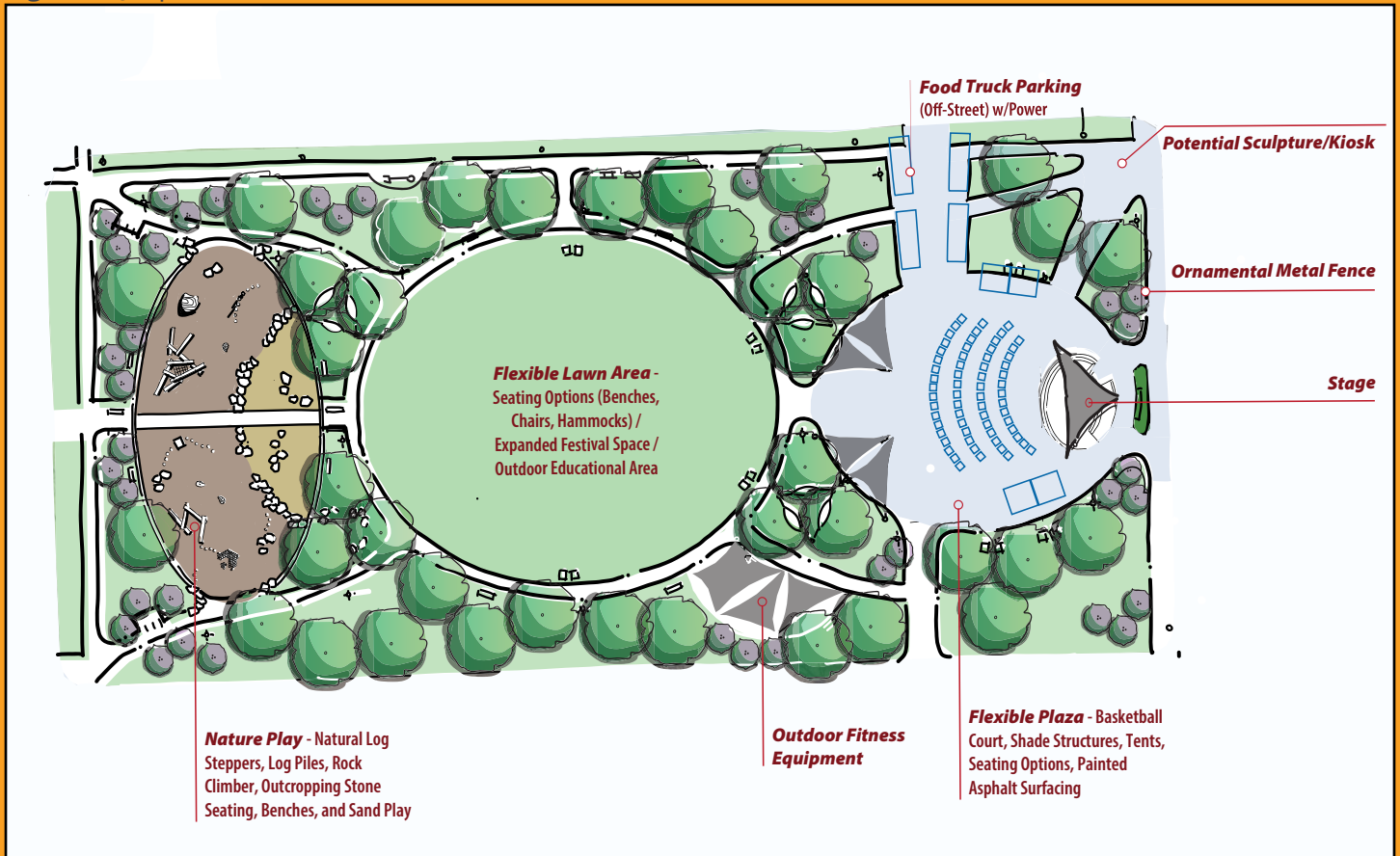
From more than 450 votes, outdoor food truck plazas, nature play spaces for children, colorful pop up plazas, and comfortable outdoor furniture in open green spaces were the most popular choices.

Jasper Street Civic Plaza

A civic plaza on Jasper Street North of the viaduct will incorporate community preferences and people-friendly design to create a welcoming, versatile space. A nature play area will provide children the chance to connect with nature; an open lawn space will have seating options, festival space, and an outdoor educational area; and a flexible plaza will house a basketball court, shaded areas, seating, and more. Furthermore, fitness equipment will be incorporated in the area, as well as food truck parking, picnic tables, and parking for visitors.



Figure 9: Jasper Street Civic Plaza



Goal 2: Create a hub at Jasper and Grand with a blend of public and private spaces

2.1 Seed a café, ice cream shop or small restaurant and outdoor seating area as a “third place” for the community to gather while supporting local business.

There is an opportunity on Jasper Street to support a small food establishment. Stakeholders and employees shared that the Corridor is missing a casual, healthy space to eat at lunchtime. As the Corridor changes and grows, more restaurants and other establishments will be able to flourish. Places to spend time outside of work and home (called “third places”) help cultivate community and create vibrant neighborhoods. Coffee shops, ice cream shops and restaurants with outdoor seating options are all options to build a blend of public and private spaces that support local businesses.

2.2 Attract mixed-use development with open spaces that can be used for passive recreation and offer new housing and commercial activity

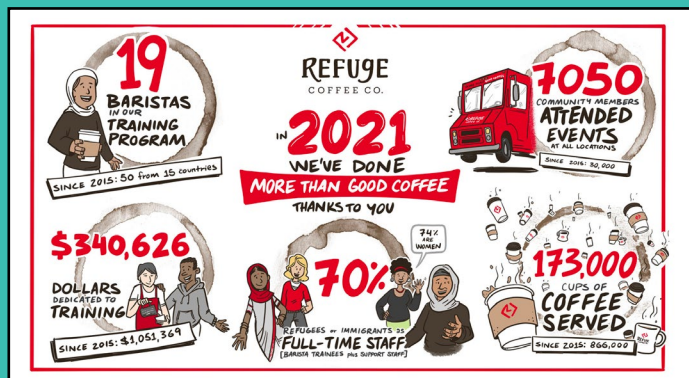
New housing, retail and open space can revitalize Jasper and Grand through a mix of new uses. Bringing housing to the Corridor will help support business development. A quality open space can create a safe space and link to other open spaces being planned along the Corridor. Mixed-use development will require a zoning change (see Design Guidelines, Chapter 10)

case study: refuge coffee

Refuge Coffee is an innovative approach to economic development and placemaking. Local entrepreneurs in Clarkston, Georgia (just a few miles from Decatur, Georgia), addressed two issues at once- creating jobs for new residents in the community that were often refugees and creating safe spaces to congregate over coffee and snacks. Free Wi Fi, moving tables and umbrellas created a joyful place on what had been an abandoned gas station and vacant lot. Refuge Coffee eventually renovated the space and created a permanent cafe.



Source: Refuge Coffee



Goal 3: Partner with local organizations and businesses to provide indoor and outdoor destination locations for the community.

3.1 Partner with Boys and Girls Club, Decatur Family YMCA, Decatur Park District, and other partners to program the Plaza with a year-round set of activities and programs.

Established organizations such as the Boys and Girls Club of Decatur, Decatur Family YMCA, etc., will work with the Decatur Park District and other government entities to create programming throughout the year that engage youth in safe and fun ways. After school activities, summer camps, and other extracurriculars in new community destinations along the Corridor will bring more families to the area throughout the day and the year, activating new community spaces.

Goal 4: Beautify lots and the streetscape along Jasper Street and in the immediate corridor area

4.1 Work with neighborhood groups to grow native plants and community gardens in vacant lots to bring color and greenery to Jasper Street

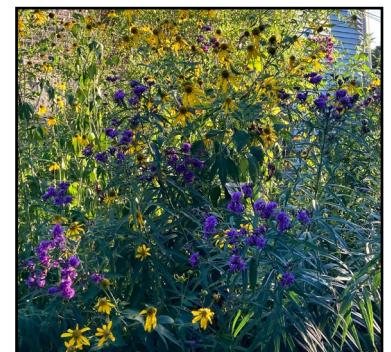
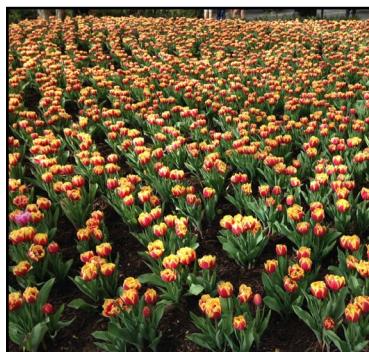
Beautification of Jasper Street will include bringing nature to the area. Vacant lots and empty spaces are opportunities to bring native plantings that bring vibrancy, color, and texture to previously empty spaces. Community gardens in vacant lots will create neighborhood cohesion, bring residents closer to nature, provide educational opportunities for youth, and strengthen local access to fresh, healthy foods.

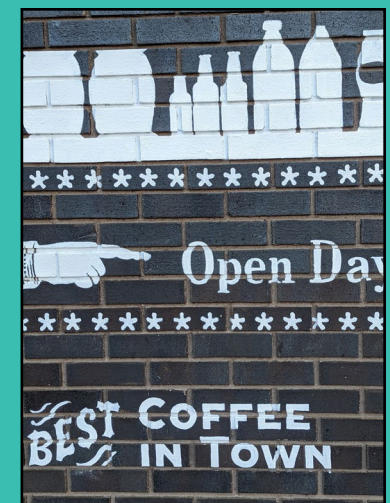
4.2 Work with homeowners and landlords to replace chain link fences with artistic fences or landscaping.

Beautification of residential streets and lots can be achieved by removing outdated chain link fences with creative options. Local artists can help create designs, and rebates from the City can be explored to lower the cost to homeowners.

4.3 Contract local artists to bring public art and gateway features to the Corridor.

Murals, statues, gateway features and other forms of public art make an area unique, inviting, and exciting. By tapping the talents of local artists, Jasper Street can become a Corridor that is both beautiful and brings pride to residents. Gateway features at key intersections of Jasper Street will create a sense of arrival and place. Murals and other public art will showcase local talent, Decatur history, and more.





Goal 5: Conduct a Corridor-wide assessment of brownfield redevelopment opportunities.

5.1 Collect data to explore brownfield redevelopment opportunities in partnership with Delta Institute.

Data will be collected from the City of Decatur, Macon County, regional planning authorities, and other public entities. This data may include but is not limited to: 100-year floodplain, buildings, natural areas, demographic information, EPA and IEPA brownfield sites, groundwater contamination susceptibility index, opportunity zones, rail lines, solid waste landfills and historic landfill sites, tax delinquent parcels, tax increment financing districts (TIFs), transit routes, vacant parcels, water, wetlands, zoning, and more. This data will help the City and the community make informed decisions about potential redevelopment sites along the Corridor.



5.2 Develop an analysis of the Corridor's potential brownfield sites, both real and perceived.

Data collected by the Delta Institute will be used to create geographic analyses maps. This can include (but is not limited to) an environmental conditions map, tax incentive map, and demographic map. Maps like these will help Jasper Street stakeholders visualize potential sites and understand issues like site control, environmental existing conditions, public incentives, and more.

5.3 Develop end use scenarios for brownfield sites.

The data analysis carried out in the above projects will allow Delta Institute to develop end use scenarios for brownfield sites along the Corridor. End use scenarios will be developed based on data analysis, market factors, and community preferences. Examples of end use scenarios for brownfield sites include: multi-family housing; mixed-use development; commercial development; restaurants, bars, and event spaces; open space; solar arrays.

Delta Institute's Decatur Brownfields Inventory documents these conditions and provides redevelopment ideas for four sites in the corridor. Proposed uses include multifamily housing, mixed-use development, commercial development, food and beverage establishments and open space.

what is brownfield redevelopment?

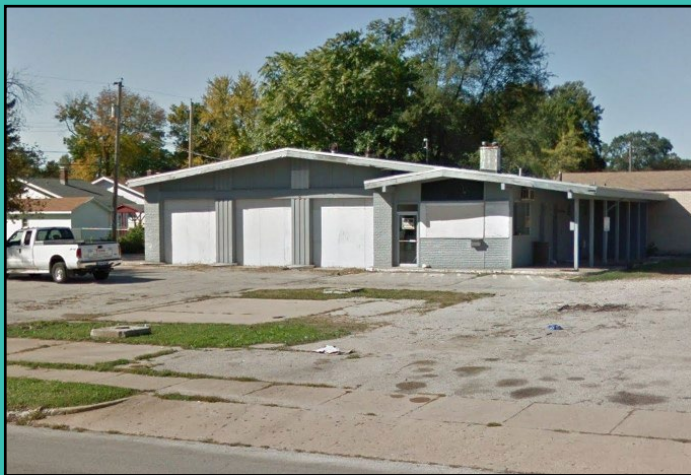
As defined by US EPA, a brownfield is “a property, the expansion, redevelopment, or reuse of which may be complicated by the presence or potential presence of a hazardous substance, pollutant, or contaminant.”



Brownfields might be vacant or abandoned industrial properties, former commercial properties (like gas stations, dry cleaners, etc.), or multi-family residential properties. Properties affected by substances like chemicals, lead paint, asbestos, and soil contaminants require remediation. According to the US EPA, there are an estimated 450,000+

brownfields in the United States. Brownfields identified by researching sites with a documented history of recognized environmental conditions; vacant or tax delinquent properties in commercial and industrial areas; and by identifying community, economic, and environmental factors that could drive site reuse.

Brownfield revitalization supports local tax revenue, spurs growth in regional income and employment, limits sprawl on undeveloped land (and the need to build new infrastructure to serve new development) and protects the environment.



801 S Cantrell St (left) and 1141 E Wood St (right) were both identified by Delta Institute as a potential brownfield redevelopment site in the Jasper Street Corridor.

Source: Delta Institute

chapter 6

transportation: getting around

To create a vibrant, walkable and bicycle-friendly Corridor, this Roadmap recommends improvements to Jasper Street through the completion of four (4) separate projects. The vision for transportation improvements is to make Jasper Street an attractive and welcoming street for people of all ages and abilities, and embraces all users regardless of which mode of transportation they choose.

See the Appendix for a detailed review of existing conditions, proposed transportation changes, and key facts.

Issues and Opportunities

Proposed improvements will help to calm traffic, improve safety for all users, and provide those who walk and bicycle with the ability to travel along Jasper Street. These improvements also provide space for automobile travel, as well as trucks and buses in the Corridor.

Residents and other stakeholders identified a strong desire for comfortable, low-stress bicycling facilities close to home. Redesigning the public way to better accommodate walking and bicycling will help to connect the City's open spaces such as Jasper Park and Johns Hill Park, and improve access to trails along Lake Decatur and Nelson Park.

The goals for transportation are:

- Ensure Jasper Street supports all modes of transportation serving the Corridor.
- Provide a safe walking and biking path along Jasper Street.
- Improve access and amenities for transit riders along Jasper Street.

The transportation goals will be carried out in four main projects along the Jasper Corridor, listed below.

Sections

North Jasper:

Project 1: Roadway Improvements: Pershing Street to Marietta Street.

Central Jasper:

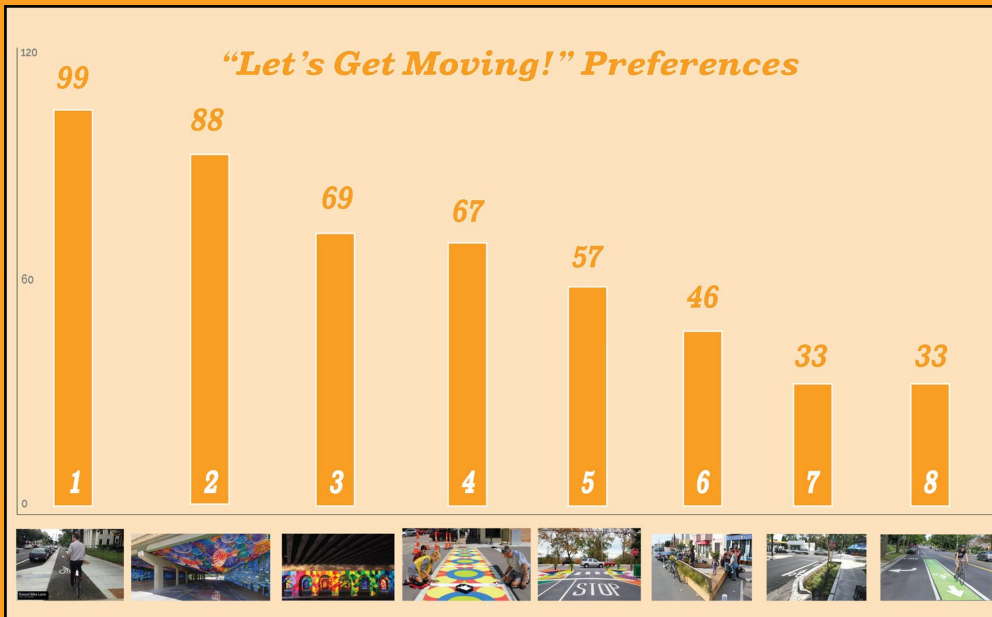
Project 2A: Restore Roadway Grid between North Street and the Railroad Viaduct.

Project 2B: Viaduct Lighting, Railing, and Art Enhancements.

South Jasper:

Project 3: Roadway Improvements: Jasper Street between William Street and Lake Shore Drive.

Jasper Street Fest attendees voted on their preferred options for transportation options along the Jasper Street Corridor.

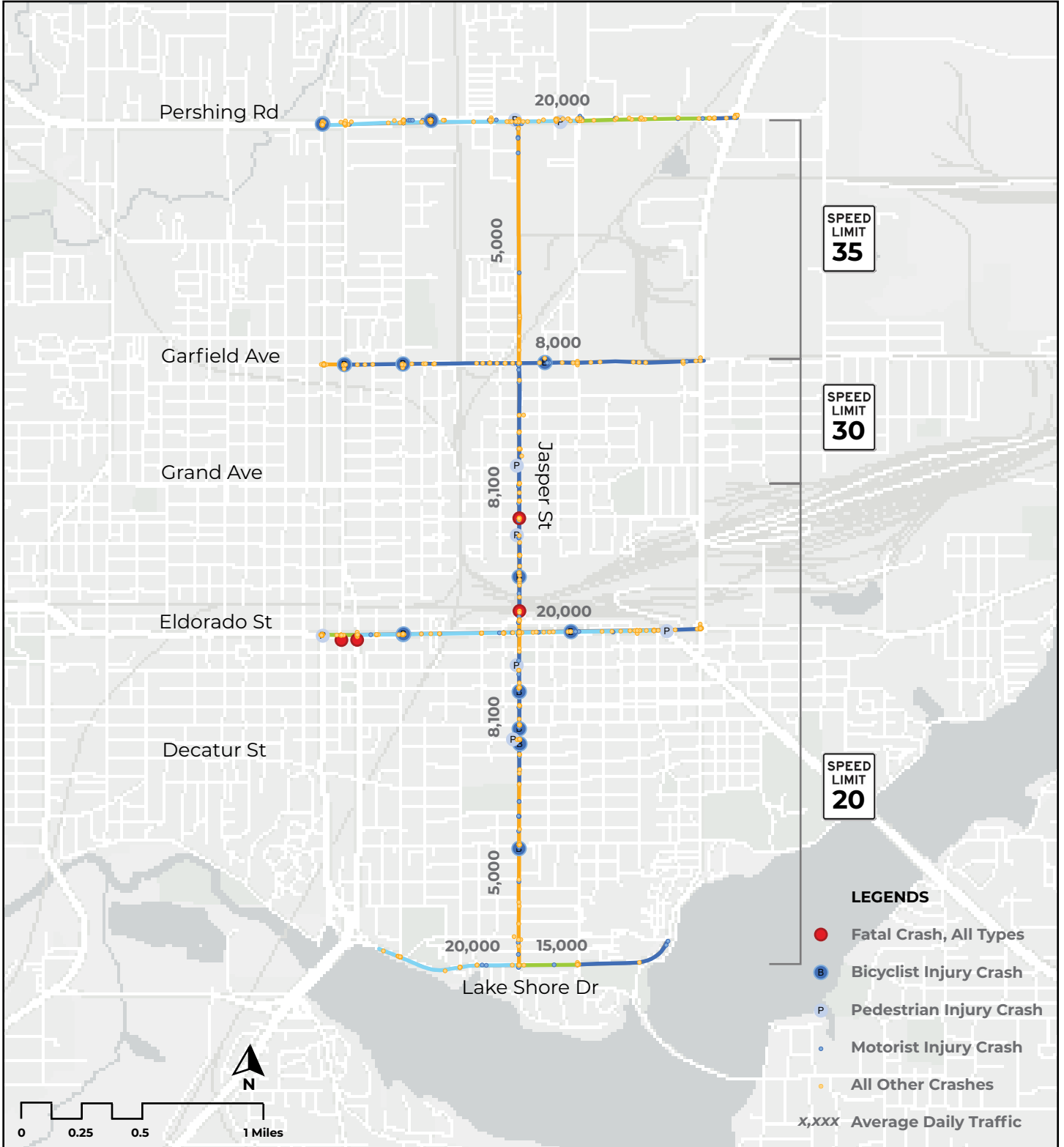


A safe, off-road bike path was the most popular option for bicycle amenities. Beautifying the underpass of the viaduct was also a popular choice for Jasper Street Fest participants.



Average daily traffic is highest on Pershing Road and Eldorado Street, with an average of 20,000 automobiles per day. Crashes are of highest frequency on east-west roads and south of Garfield Avenue on Jasper Street.

Figure 10: Average Daily Traffic



Most of Jasper Street has four lanes of traffic, with the exception of Eldorado Street to Wood Street, which has two traffic lanes and a center turn lane. Sidewalk infrastructure is disjointed; the northernmost section of Jasper Street lacks sidewalks on the eastern side of the street.

Figure 11: Street Sections

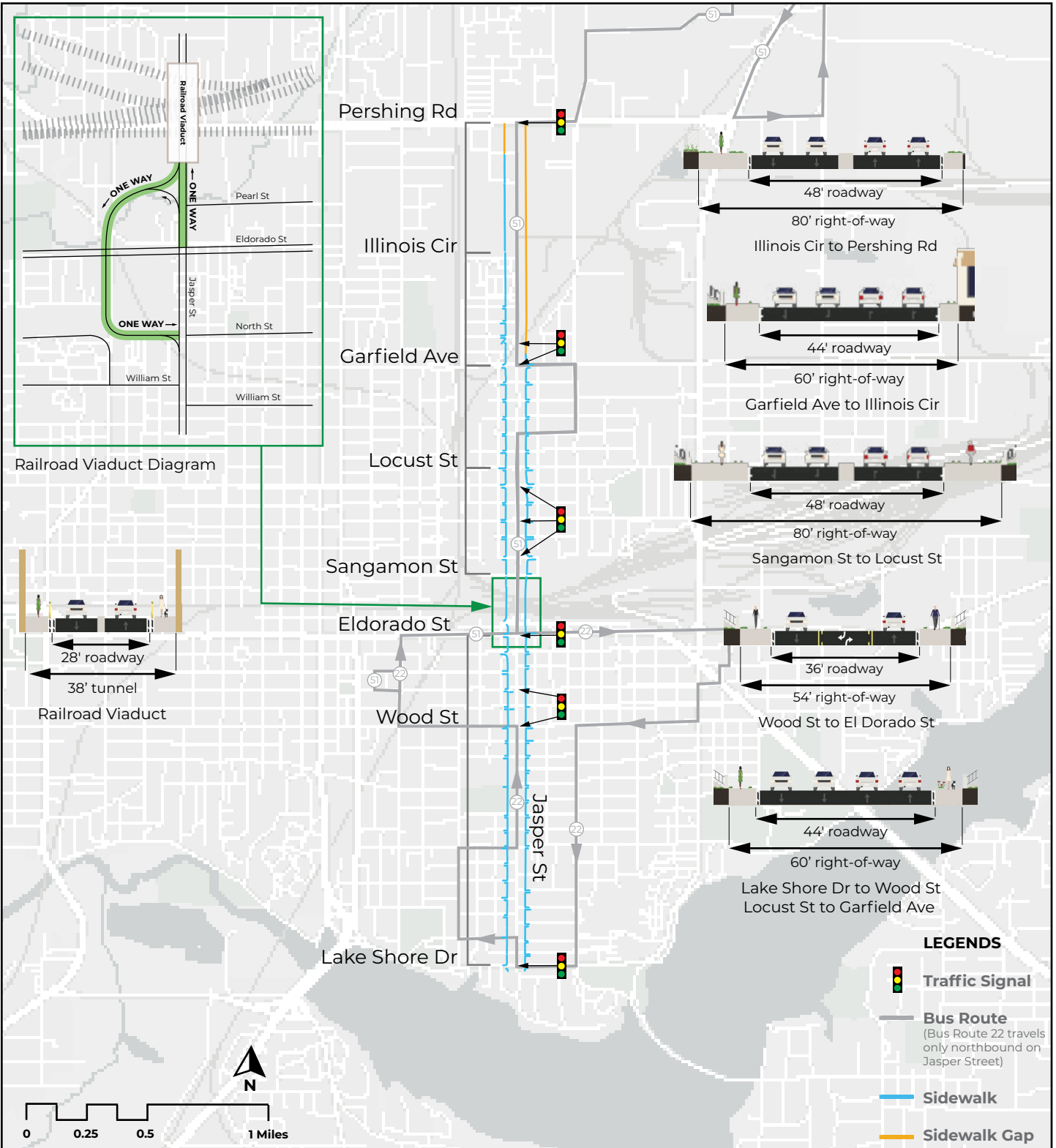
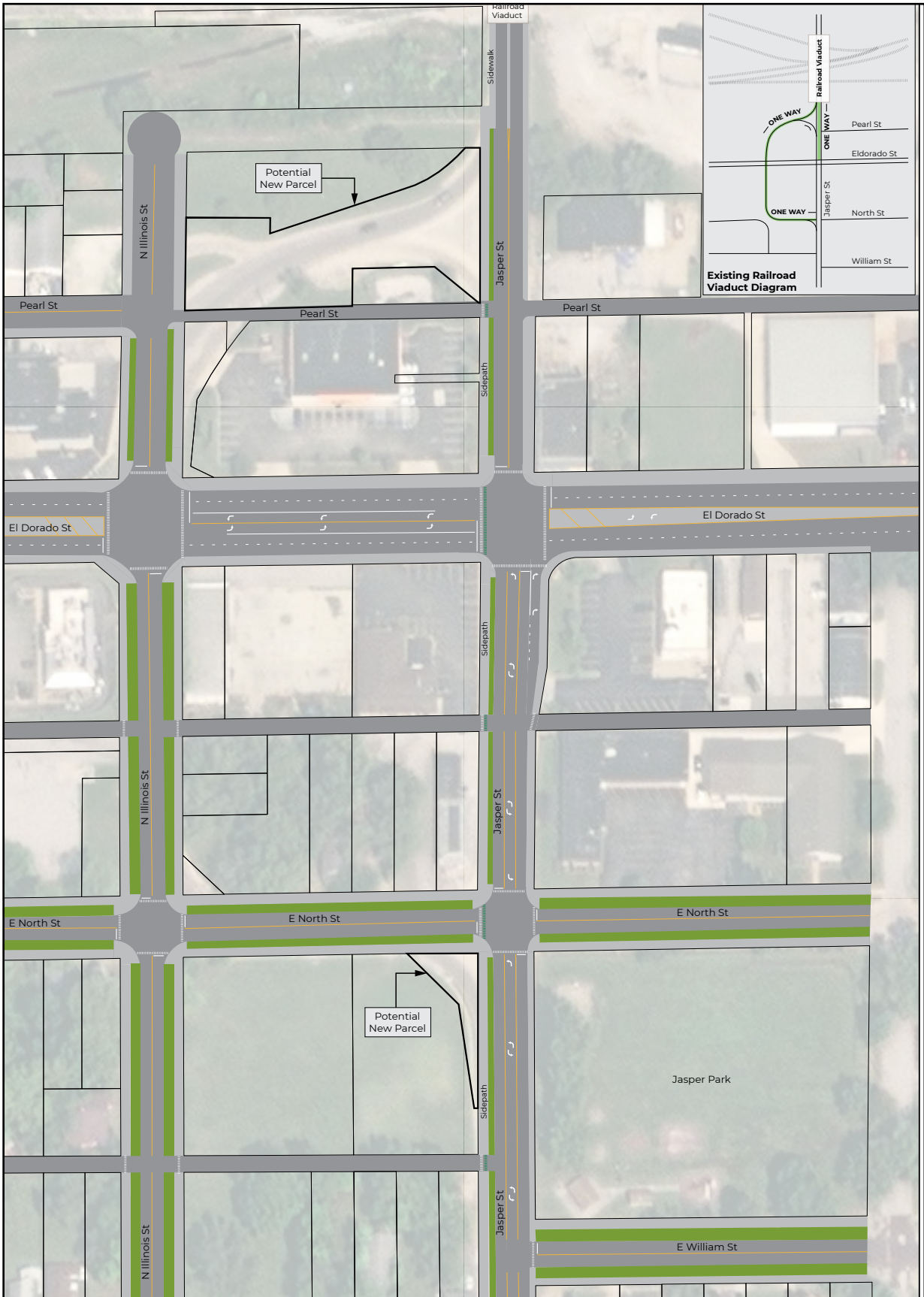


Figure 12: Viaduct and Roadway Network Concept



Goal 1: Ensure Jasper Street supports all modes of transportation serving the Corridor.

1.1 Install a center turn lane and reduce travel lanes to slow traffic along the Corridor.

The current infrastructure along Jasper Street prioritizes automobile traffic and provides drivers to opportunity to speed. In order to slow traffic and make the area safer for all users, travel lanes should be reduced to one lane in each direction and a center turn lane for exiting Jasper Street. These changes will not be possible beneath the viaduct due to space constraints, but are possible in all other areas of the Corridor.

1.2 Install new sidewalks and repair existing sidewalks.

The current infrastructure has disjointed and deteriorating sidewalks. To make Jasper Street an more inviting place to walk and bike, sidewalks should be installed and repaired.

1.3 Install crosswalks and ADA ramps at crossings/intersections.

To ensure that Jasper Street is truly a Corridor for all users, accessible crossings are important. Installing ADA-compliant ramps at crossings and intersections will improve safety for all users.

1.4 Create a separated bicycle and pedestrian path to improve the bicycle and pedestrian experience along Jasper Street

A separated bicycle and walking path will improve the experience of both pedestrians and bicyclists on Jasper Street. Feedback from community members indicated a strong preference for de-centering automobile traffic and emphasizing safe and accessible walking and bicycle paths. Separating this area from traffic will encourage usage by all community members, from children and families, to visitors and commuters.

Goal 2: Provide a safe walking and biking path along Jasper Street.

2.1 Create a separated bicycle and pedestrian path to improve the bicycle and pedestrian experience along Jasper Street.

(see 1.4)

2.2 Install/repair crosswalks and ADA ramps at intersections.

(see 1.3)

2.3 Improve wayfinding and bike directional signage.

Improved signage along Jasper Street will help users navigate the street with more ease and safety. It will also help users connect to other areas of Decatur by identifying routes and destinations. These improvements in wayfinding signage will benefit pedestrians, bicyclists, drivers, and more.

2.4 Install safety measures at intersections like pedestrian refuge island at crossings.

Pedestrian refuge islands and other safety measures for pedestrians will make the street safer and will have the benefit of increasing the feeling of safety, as well. While other structural changes to Jasper Street will slow traffic and increase safety for pedestrians and bicyclists, pedestrian refuge islands will create designated spaces for users to avoid automobile traffic and to feel safer.

Goal 3: Improve access and amenities for transit riders along Jasper Street.

3.1 Move bus shelters from side streets to Jasper Street.

Bus shelters for routes along Jasper Street should be moved from side streets to Jasper Street. Higher visibility of transit amenities will encourage ridership and provide users a clearer idea of bus routes.

3.2 Install a bus shelter and a bench at all bus stops.

Bus shelters and benches will make transit users feel more comfortable waiting for City buses, and will provide protection from the elements, as well as allow vulnerable community members a place to rest while waiting for the bus.

3.3 Remove/replace metal fence + install art and lighting to improve railroad viaduct.

Community feedback indicated that improving the viaduct is an important issue for the community. By replacing the old metal fence and installing unique and beautiful art and lighting the viaduct will be less unappealing and feel safer at night. Lighting is important to increase the sense of safety and art will bring a sense of place to the viaduct.

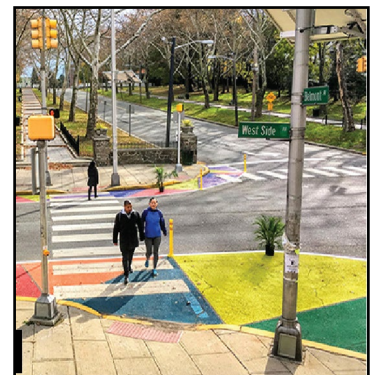


Figure 13: Jasper Street Summer Fest - Barriers and Opportunities

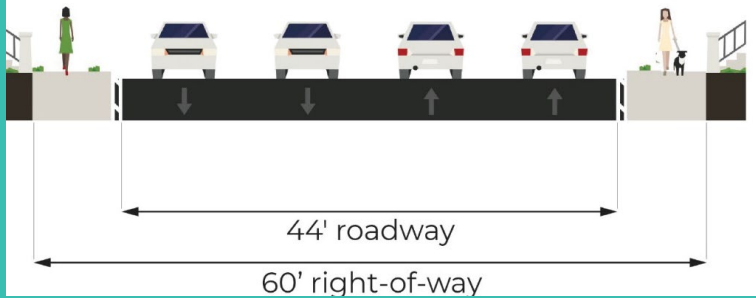


Community members at Jasper Street Summer Fest identified barriers and opportunities for transportation issues across the Jasper Street Corridor.

existing conditions

Jasper Street

North Jasper
Pershing Rd
to Marietta St



Central Jasper
Marietta St
to William St



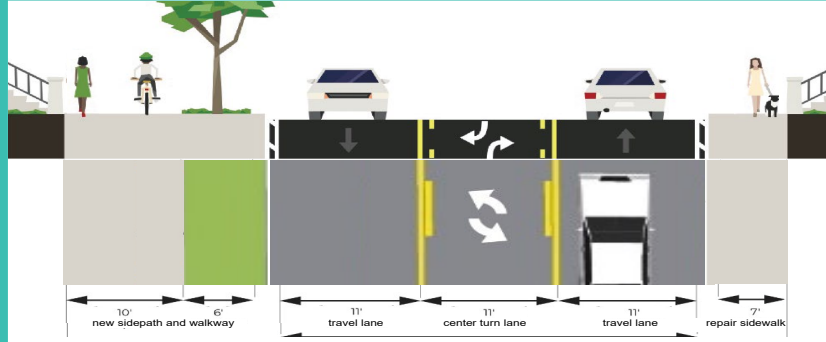
South Jasper
William St
to Lake Shore Dr



proposed concept

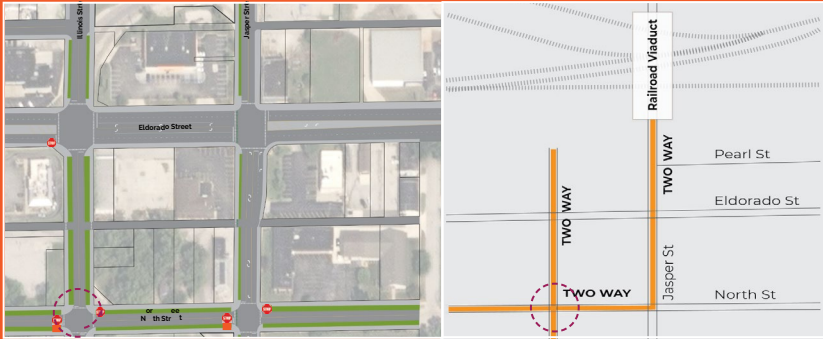
Jasper Street

North Jasper
Pershing Rd
to Marietta St

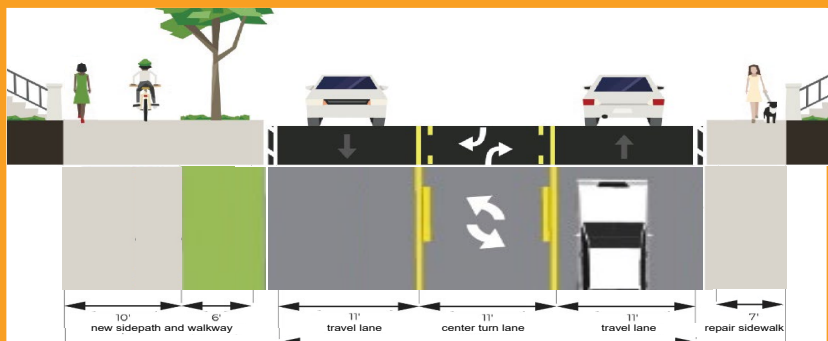


Central Jasper
Marietta St
to William St

Add art and lighting to viaduct



South Jasper
William St
to Lake Shore Dr



chapter 7

housing: a place to call home

Housing stability is a cornerstone of Great Neighborhoods. Over the past several years, the City has made a major commitment to renovating and improving the housing stock, building on the success of privately-backed housing, infrastructure and education investments in the Johns Hill area.

Issues and Opportunities

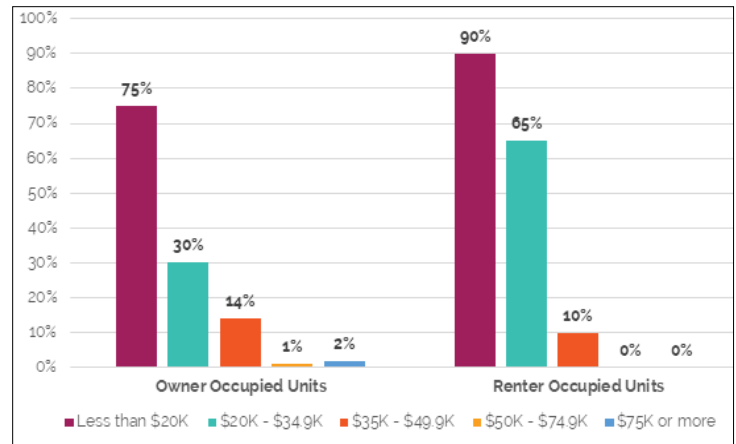
According to Esri Business Analyst and the American Community Survey (ACS), 41.7% of the 4,594 housing units in the area are owner-occupied compared with 61.3% citywide; 39.2% renter-occupied compared with 30.3% citywide; and 19.1% are vacant compared with 8.4% citywide. Median home value is \$43,225, compared to a median home value of \$109,283 citywide and \$283,272 nationwide. In five years, median home value is projected to change by 10.2% annually to \$70,265. Detached single unit residential structures are the dominant type of housing units in the Corridor (80% of all housing units). Attached residential housing (e.g., rowhomes) account for only 2.1% of all residential units. The most common multi-family residential structures in the Corridor are 3-4 unit structures, accounting for 4.6% of all units. Available housing is older; most housing units in the Corridor were built before 1960.

The Jasper Street Corridor is suffering from vacant buildings and the need for either rehabilitation for the buildings in better condition, or demolition of those that cannot be repaired. Vacancy is caused in part by high cost burden, particularly for households earning limited incomes. Since the Corridor has a higher concentration of households at these income levels, many households struggle with paying the rent or mortgage. With landlords not investing in the homes, the housing stock will continue to decline without a strategic response. The City Council approved the Small Home Improvement Program (SHIP) in September 2022. The program provides small repair grants up to \$15,000 to residents of owner-occupied homes. The City also launched an owner-occupied rehabilitation program in 2022 and received over 500 applications, many in the Jasper Corridor. More than \$6 million in American Rescue Plan (ARP) funds have been allocated for home rehabilitation.

The housing goals are:

- Provide home repair programs for both owner-occupied housing and responsible owners of rental housing.
- Rehabilitate existing housing units before they deteriorate beyond repair.
- Pursue demolition of vacant and abandoned buildings that cannot be saved and repurpose the land for new housing, green space, business development, or other uses.
- Create homeownership opportunities for neighborhood residents who want to transition from renters to owners.

Figure 14: Percent of Cost Burden by Household Income in the City of Decatur



Source: U.S. Bureau of the Census, 2010 & 2020 Census, ESRI BIS forecasts for 2022 and 2027 VCE

Goal 1: Provide home repair programs for both owner-occupied housing and responsible owners of rental housing.

1.1 Target the City's Small Home Improvement Program (SHIP) to eligible properties in the Jasper Street Corridor. Northeast Community Fund (NECF) can provide small repair grants of up to \$15,000.

A key goal of the City of Decatur is to keep residents in their homes. Repairs can be prohibitively expensive for owners who need to update their buildings. Whether owner-occupied or renter-occupied, the City can provide funding to low-income homeowners who need assistance with repairs. Northeast Community Fund (NCEF) has funds provide grants to property owners of up to \$15,000 to assist with necessary repairs and updates to homes.

1.2 Seek rental properties eligible for the Landlord Rehab Program to use funds to rehabilitation of existing rental properties.

Some small landlords do not have the funds to carry out necessary but costly repairs to their rental properties. Tenants in these rental units can seek eligibility from the Landlord Rehab Program to connect landlords to repair funds.

Goals 2: Rehabilitate existing housing units before they deteriorate beyond repair.

2.1 Conduct outreach to property owners and develop an inventory of properties to determine ways to identify funding sources to assist property owners to maintain their homes.

Dilapidated and deteriorating housing is a major concern in the Jasper Street area. Proactive action from the City can help stem the tide of deteriorating housing. Outreach and property inventory will help the City explore funding options that match the needs of property owners.

Goal 3: Pursue demolition of vacant and abandoned buildings that cannot be saved and repurpose the land for new housing, green space, business development or other uses.

3.1 Partner with the Central Illinois Land Bank Authority to acquire and rehab vacant and abandoned homes.

The Central Illinois Land Bank Authority (CILBA) works with the City of Decatur to identify, acquire, and rehab abandoned properties. CILBA identifies properties for acquisition by analyzing tax sale data, discontinued utility payments, physical inspections, etc. Once properties are declared abandoned by the courts, the Land Bank can take possession of these abandoned homes and work to bring them back to code and find buyers. The high number of vacant and abandoned homes around the Jasper Street Corridor would benefit from CILBA intervention.

3.2 Work with local developers, employers, etc. to create inviting and safe places that contribute to the beautification or economic development of the Jasper Street area.

Vacant land and lots with homes that have deteriorated beyond repair will be put to productive use for the community. There are a variety of options available for these types of parcels – community gardens, creative flexible spaces, new housing, small businesses, and more. Whether a new structure is built or an open space is created, reuse of vacant land will contribute to the beautification and development of Jasper Street.

case study: decatur's housing strategy

The City of Decatur is undertaking a comprehensive set of housing strategies to repair homes, stabilize the housing market, and expand housing options for residents. Stabilizing the housing market in Decatur is a key step towards sustained economic growth and opportunity. These programs include:

Small Home Improvement Program (SHIP): The City is partnering with the Northeast Community Fund (NECF) by investing \$450,000 to start this program. NECF provides small grants of up to \$15,000 to residents of owner-occupied homes in targeted low- to moderate-income neighborhoods. The goal is to help homeowners stay in their homes by investing in small home repairs such as roofs, porches, exterior stairs, foundation and structural improvements, accessibility improvements, lead remediation, or masonry repairs.

Abandonment to Rehab: The City is working with the Central Illinois Land Bank Authority (CILBA) by providing \$500,000 towards the rehab of vacant homes that will be sold to new homeowners.

Land assemblage and demolition: The City is strategically assembling abandoned properties and bringing the properties back to new uses – from side yards for neighboring properties to housing or commercial redevelopment.

Rental housing: The City can work with responsible landlords to make critical repairs to preserve housing opportunities. Coordination with related services: The City is coordinating with non-profit organizations to provide services such as day care, workforce training and transportation to strengthen families and neighborhoods.

Placemaking: Through initiatives such as *Jasper Street Great Streets Great Neighborhoods*, the City of Decatur is investing in stable and growing neighborhoods by creating central spaces for recreation, pop up spaces for food trucks, and community events.

cost of housing - the 30% rule

As a general rule the cost of housing should not exceed 30 percent of the household's gross income. That rule was established in 1969 by public housing regulations, which capped public housing rent at 25 percent of a tenant's income and increased up to 30 percent in the early 1980s. For renters 30 percent includes utilities. For homeowners the 30 percent includes mortgage, mortgage interest, property taxes, utilities, and maintenance.

Besides its age and other factors such as changes and fluctuations in the economy, the higher number of low-wage jobs, larger amount of household debt and cost of living increases outpacing income growth the 30 percent rule has to be seen and applied very cautiously.

Housing costs are considered a significant financial "burden" if they exceed 50 percent of gross household income. This puts renter and homeowners at risk of defaulting on payments, thus possible losing their homes. It also does not leave them much for other essentials, to save, or to pay off existing debt. Job growth is mostly in the area of minimum wage jobs, and current wage and salary increases do not keep pace with the increase in cost of living and rising rents.

Goal 4: Create homeownership opportunities for neighborhood residents who want to transition from renters to owners.

4.1 Provide neighborhood residents with the opportunity to buy rehabilitated homes in the area.

Homeownership is a vehicle to wealth-building and greater housing stability. Partnerships with the land bank and developers will repair dilapidated homes and offer neighborhood residents the chance to own safe, beautiful, and affordable homes. Many homes in the Jasper Street Corridor require repairs that cost more than the market value of the home. By having the City, the Land Bank, and other entities subsidize the cost of rehab, local residents will have greater opportunities to own homes in the area.

4.2 Provide homeownership purchase assistance

Work with a housing counseling agency and local banks to provide counseling and down payment assistance to prospective homebuyers who wish to stay or move to the Jasper Street Corridor. Homeownership provides stability and wealth creation for homebuyers and expands the housing opportunity ladder for residents.

chapter 8

economic opportunities

Issues and Opportunities

The Jasper Street Corridor is home to a wide diversity of employers – from major companies including ADM, Ameren, Mueller Water Products and Decatur Custom Tool to small, local businesses such as Homerun Food, J Morris Enterprises and JJ Fish. As shown in the table below, there are over 9,400 residents and workers in the Corridor.

Table 4: Corridor Daytime Population

2020 Total Daytime Population	9,433
Workers	3,800
Residents	5,633

Source: U.S. Bureau of the Census, 2010 & 2020 Census, ESRI BIS forecasts for 2022 and 2027 VCE

In 2022 the median household income was \$30,705 in the Corridor, compared to \$47,141 citywide. Median household income is projected to be \$34,912 in five years.

By far the largest household budget item is spending for "Housing", occupying more than 30% of the total household spending budget. Food, Pensions and Social Security and Transportation are the next largest budget items with 12.0%, 10.0% and 12.2% respectively. Dining Out and Entertainment account for 4.8% and 4.1% of household spending. That translates into an annual \$12 million in spending potential for both categories combined, much of which is currently leaking out of Corridor Area. New businesses in those categories could be an attractive addition to the Corridor.

The goals for economic opportunities are:

- Connect residents to education, workforce training, and career opportunities.
- Provide technical assistance, marketing, and training to local businesses in the corridor.
- Connect business to the City's economic development and beautification programs to increase the visibility and attractiveness of local businesses to be a welcoming place to eat, shop, and play.
- Attract new businesses and investment to Jasper Street.

Table 5: Household Spending

Item	Average Spent per HH	Total HH Spending	Percent of Total	SPI
Total Expenditures	\$36,676	\$136,254,413	100.0%	41
Food	\$4,404	\$16,360,884	12.0%	42
Housing	\$11,643	\$43,255,551	31.7%	41
Apparel and Services	\$1,031	\$3,832,875	2.8%	43
Transportation	\$4,478	\$16,636,903	12.2%	43
Travel	\$1,051	\$3,904,872	2.9%	37
Health Care	\$3,025	\$11,239,492	8.2%	43
Entertainment and Recreation	\$1,493	\$5,549,608	4.1%	41
Personal Care Products & Services	\$426.	\$1,583,446	1.2%	42
Education	\$720	\$2,677,693	2.0%	37
Miscellaneous	\$591	\$2,128,492	1.7%	44
Support Payments/Cash Contribution/Gifts in Kind	\$987	\$3,667,354	2.7%	36
Life/Other Insurance	\$278	\$1,032,793	0.8%	41
Pensions and Social Security	\$3,654	\$13,575,928	10.0%	39
Other	\$2,890	\$10,808,522	8%	40

Source: U.S. Bureau of the Census, 2010 & 2020 Census, ESRI BIS forecasts for 2022 and 2027 VCE

Goal 1: Connect residents to education, workforce training, and career opportunities.

1.1 Hold job fairs, resume workshops, and interview skill workshops in the Jasper Street Corridor.

Partner with Workforce Investment Solutions to hold educational and vocational workshops in the Jasper Corridor at locations such as Boys and Girls Club, Johns Hill School, churches or other non-profit organizations. Connecting residents to higher-paying jobs and career development opportunities will create a stronger community with more spending power.

1.2 Connect residents to higher education and training programs.

Partner with Richland Community College to recruit residents to enroll for a degree or certification. Richland offers over 80 programs, degrees and certificates from accounting and business to automotive technology, Commercial Truck Driver (CTD) training, computer science and network technology and software applications. Since only 13% of residents over age 25 have an Associate degree or higher, many residents could benefit from pursuing a degree or certificate in order to either seek employment or advancement in their career.

Goal 2: Provide technical assistance, marketing, and training to local businesses in the corridor.

2.1 Provide technical assistance, marketing, and training to local businesses in the Corridor.

Many of the local businesses, from auto repair to food and restaurants to business services along Jasper Street could use assistance to expand their sales. This would include marketing efforts, data analysis, and business planning skills. Assistance could either be provided by experienced retired professionals, or by contract to service providers from the City of Decatur.

2.2 Launch a marketing campaign for the Jasper Street Corridor.

Marketing is key to bringing new businesses to the area. A marketing campaign highlighting local businesses and events will spread the word about Jasper Street and the opportunities available there for businesses. This campaign can include a web site, social media, and other media for businesses along the Corridor to attract the citywide and regional customer base.

Goal 3: Connect businesses to the City's economic development and beautification programs to increase the visibility and attractiveness of local businesses to be a welcoming place to eat, shop, and play.

3.1 Launch a targeted façade improvement and beautification program for the Jasper Street Corridor.

Create a matching fund and small grant program to fund projects such as awnings and signage, landscape improvements, and façade improvements. The program would either include small grants for architectural and design work to get the project started, or retain one or more architects directly that would produce drawings for local property owners.

3.2 Provide outreach to commercial properties for eligibility for the C-PACE program.

The Commercial Property Assessed Clean Energy (C-PACE) program can help fund energy efficiency programs, particularly in the rehab of existing commercial properties. The City works with the Illinois Finance Authority (IFA) to offer the C-PACE program. C-PACE financing can be used by owners and developers to finance or refinance eligible improvements to commercial and industrial properties. The financing can be up to 25% of the value of the property. Eligible improvements include fixtures, systems, equipment and devices intended for energy efficiency, renewable energy, resiliency or water use and electric vehicle charging stations.

Goal 4: Attract new businesses and investment to Jasper Street

4.1 Create a marketing brochure, online and in print, to attract new stores and developers to the Corridor.

Continued outreach with the business and development community will be necessary to bring lasting change to Jasper Street. Marketing brochures, online and print presence, and other forms of outreach will help Jasper Street market itself as an exciting and lucrative place to do business.

4.2 Focus recruitment of grocery, restaurants and food services.

The Corridor lacks fresh groceries and food services. The City can work with a broker to market vacant City-owned land to attract a new grocery store or food co-op to the Corridor. The City can market vacant former retail or auto-repair spaces to bring new uses, such as a coffee shop, ice cream parlor, or small restaurant to the Corridor.

4.3 Explore the creation of a food production incubator / market

Conduct a business plan for the creation of an incubator and market space for small food production. Modeled on location such as The Hatchery in Chicago, small spaces could be rented and built out with commercial kitchens, or users could rent a common commercial kitchen for set periods of time. The space could also sell retail products to the public.

4.4 Investigate the demand for a cultural space to house local creative industries

Craftsmen, artists and creative individuals often look for affordable spaces for their studios and workspaces in the context of other creative industry businesses. Oftentimes, these businesses are operated out of people's homes with limited space and amenities. A cultural hub that offers space to rent to these businesses will create a dynamic location that both supports locally-based economic development as well as being an attraction for events and shows.

case study: 8twelve coalition, muncie, indiana

Neighbors in Thomas Park/Avondale neighborhoods of Muncie, IN came together with the support of Muncie Habitat for Humanity to develop a quality-of-life plan in 2015. The plan covered housing, economic development, workforce, and open space/recreation. One of the major outcomes of the plan has been the rebirth of local businesses and gathering spaces. The 8twelve Coalition led the effort to locate a space for a new cafe, Rosebud Coffee House. "At the core of the Coalition's work is our residents, and the foundational outcomes we're working toward together are a sense of community, social cohesion, and collective action," Jena Ashby, Director of Impact & Programs for Muncie Habitat for Humanity explained. "A coffee shop actually brings a couple of those things together. It's in the business sector, but it has a direct impact on sense of community and social cohesion since it's a venue for neighbors to connect."



Source: The Star Press

With artisan products from local women entrepreneurs on sale in the shop and two meeting rooms available free of charge for anyone in the neighborhood in need of a community space, Rosebud is an important milestone in the 8twelve Coalition's efforts to revitalize the south side of Muncie and the culmination of efforts by owner Tiara Hicks to establish a new business that could bring the community together.



chapter 9

design guidelines

Background

These design guidelines have been prepared to provide direction for development applicants and City staff to achieve the preferred built form to revitalize properties along the Jasper Street Corridor. This document is intended to provide objectives and guidelines for development with the prime purpose of assisting users in creating an attractive built environment that will lead to growth and investment opportunities within the Corridor.

The design guidelines aim to establish a balance between quality and creativity, while adding clarity and ease of use for applicants and reviewers. This document outlines design considerations and should be used in conjunction with the City of Decatur Zoning Code. Note that in order to achieve desirable results for the Corridor, the City may consider developing an overlay zone to codify these guidelines. Note that variances and special use permits may be needed to meet these guidelines in the interim.

The intent of these guidelines is not to be overly specific or to dictate certain designs or styles but to offer direction. Each of the design guidelines should be considered in a proposed project, although not all will be appropriate given that there are many possible design situations for every project.

how to use this guide

The design guidelines are to be used as a reference for the specific design review by which proposed residential, commercial, office and industrial developments along the Jasper Street Corridor are evaluated. This includes new development as well as redevelopment projects.

This chapter identifies the desired level of design quality; however, not all of the guidelines will apply to each development. Applications that do not meet specific guidelines applicable to that project should provide rationale for the design and explain how the project will meet the intent of the design objectives. This can be done by using the Design Review Checklist within this document. Whether the design is justified will be determined and approved through City staff review as a project progresses through the Plan Commission or Zoning Board of Appeals processes.

In addition, all “by-right” development projects are also encouraged to incorporate the design guidelines into their project design, especially if the City is providing any incentives toward the project.

Figure 15: Corridor Zoning Map

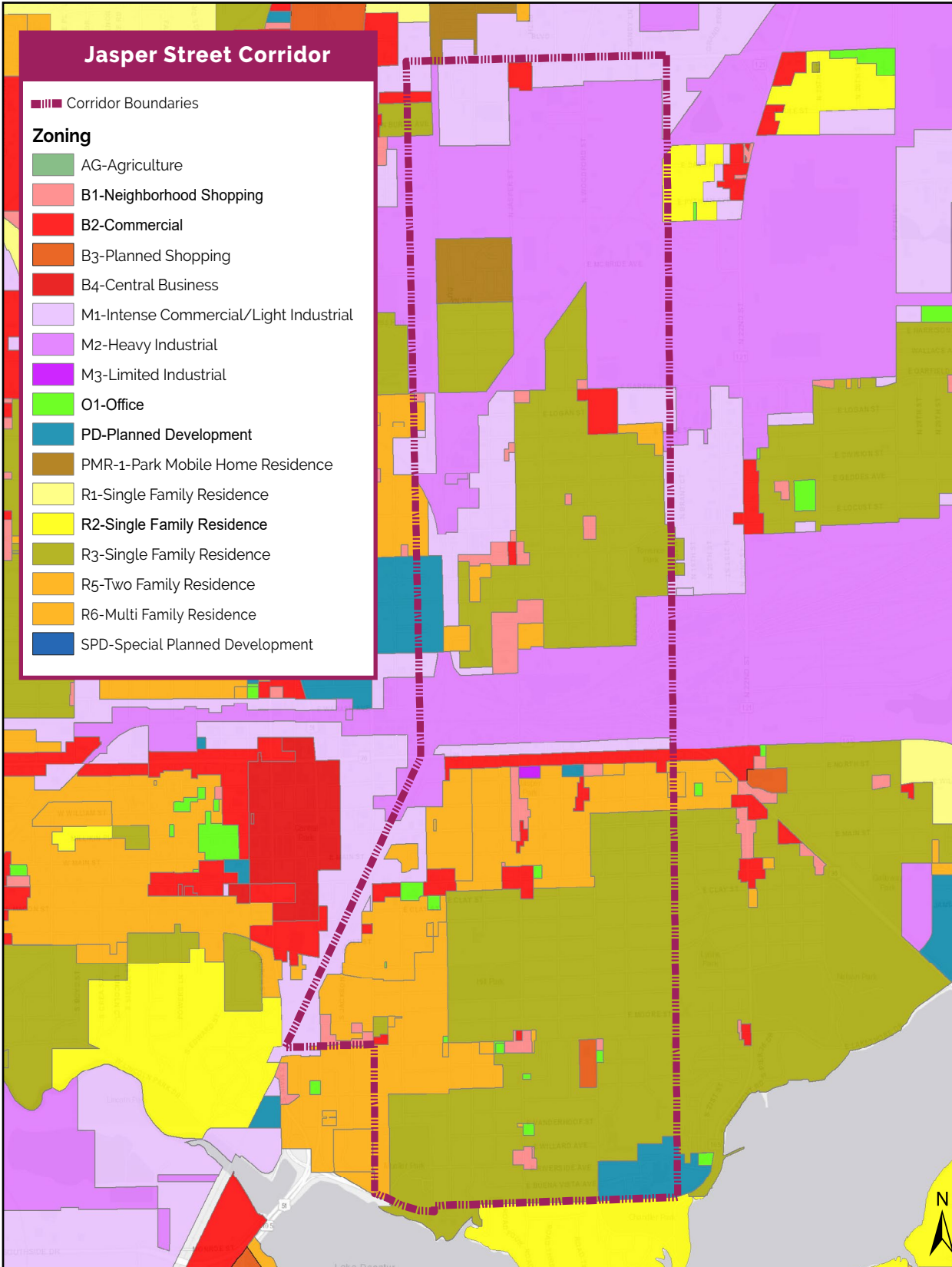


Table 6: Permitted and Conditional Uses

Zone	Type of Use	Examples of Permitted Uses	Examples of Conditional Uses
R3	Single-Family Residence	Single family dwelling, home occupation, place of worship, public uses, small residential care home, school	Day care home, government building, historic neighborhood use, neighborhood preservation use, public utility
R5	Two Family Residence	Single and two family dwelling, foster home, home occupation, modular home, place of worship, public uses, residential care home, school	Barber or beauty parlor, bed and breakfast, day care home, government building, historic neighborhood use, neighborhood preservation use, public utility
R6	Multiple Dwelling	Single, two, and multiple family, elderly housing, day care, government building, health care, place of worship, public uses, residential care, retirement housing, school	Barber shop or beauty parlor, bed and breakfast establishment, dormitory, historic neighborhood use, neighborhood preservation use, public utility facilities
O1	Office	Animal clinic, assisted living, dancing/music academy, day care, financial institutions, government building, health care, personal services, professional office, public uses	Elderly housing, day care home (large), drive-through, research and development, mixed use (residential, office and/or commercial), multiple dwelling, public utility, schools
B1	Neighborhood Shopping	Animal clinic, automobile repair or service, business services, convenience food and beverage, day care centers, financial institutions, health care, personal services, office, public uses, restaurants, retail	Any permitted use that exceeds 6000 sq ft of leasable area, convenience food and beverage (extended hours), drive-through, mixed use (residential, office, and/or commercial), schools
B2	Commercial	Animal clinic, automobile repair or service, automobile dealers, bar, building materials, business services, contractors, convenience food and beverage, cultural facilities, day care, financial institutions, food stores, funeral homes, health care, hotel, personal services, office, place of worship, public uses, restaurants, recreation (commercial) retail, schools, video gaming	Animal clinic or kennel, car wash, mixed-use, recreation (commercial), schools, licensed truck

Table 6 Continued: Permitted and Conditional Use

Zone	Type of Use	Examples of Permitted Uses	Examples of Conditional Uses
M1	Intense Commercial - Light Industry	Animal clinic, ambulance, automobile repair or service, automobile dealers, bar, building materials, business services, car wash, contractors, convenience food and beverage, cultivation center, drive-through, cultural facilities, financial institutions, funeral homes, health care, hotel, research and development, licensed truck stop, manufacturing (light), medical cannabis, theater, personal services, recreation (indoor), restaurants, retail, schools, video gaming, warehouse, wholesale	Amusement park, day care, inter-modal transportation, recreation (outdoor), rifle range
M3	Limited Industrial	Books, cosmetics, health care, jewelry manufacture, manufacturing (medical, optical, small electrical, etc.), medical equipment, professional office, broadcasting	None

Please refer to City of Decatur Zoning Code for detailed information on zoning requirements and a full list of permitted and conditional uses.

Table 7: Lot Minimums

	District	Lot Area (Sq. Ft.)	Front (Ft.)	Width (Ft.)	Side Yard Min. (Ft.)	Side Yard Min. (Ft.)	Building Height (Ft.)
R3	Single Family Residence	6,000	25	50	12	5	35
R5	Two Family Residence	5,000	25	50	12	5	35
R6	Multiple Dwelling	4,000 (1 unit)	25	80	12	On or two story : 5	35
		5,000 (2+unit)				Three or more: 8	
O1	Office	4,000	25	0	12	One or two story: 5	35
						Three or more: 8	
B1	Neighborhood Shopping	6,500	25	0	5	0	35
B2	Commercial	10,000	25	0	5	0	45
M1	Intense Commercial - Light Industry	6,500	25	0	5	0	125
M3	Limited Industrial	None	50 ft from residential district				35-60

Design Objectives

The following objectives underlay the principles that guide the following sections regarding building design and site design.

Design Objective 1: Promote Community Development

Design Intent

Support a strong business and residential environment that stimulates investment and provides energy to the vitality of the Corridor and surrounding areas of Decatur.

Design Objective 2: Integrated Site Planning

Design Intent

Carefully consider the arrangement of buildings, parking, and service areas and how they relate to adjacent streets and adjacent developments to create a more walkable, safe and friendly environment.

Design Objective 3: Create Visual Interest

Design Intent

Encourage attractive and context-sensitive architecture and site design to reduce visual clutter and enhance the appearance of the community.

Design Objective 4: Landscape Design

Design Intent

Create a thoughtful arrangement of landscape and hardscape elements that are visually appealing, and enhance views of the site by screening potentially unattractive elements and enhance features for the community.

Design Guideline Sections



4.1 Site Design



4.2 Building Design



4.3 Landscape Design



4.4 Signs



4.1 Site Design | *Community Cohesion: Creating Connections*

Design Intent

Jasper Street Design Guidelines focus on ways to tie the fabric of disparate uses and neighborhoods along the Corridor. Once built as walkable neighborhoods, the design of larger sites and the prevalence of vacant land has resulted in disconnected areas that are difficult to navigate. The Design Guidelines aim to restore a walkable, bikeable environment that connects neighborhoods, people and places along the Corridor.





4.1 Site Design | *Activating the Residential Street*

Design Intent

To design the placement of residential buildings in a way that activates the streetscape and creates a more walkable community environment.

Design Guidelines

- Front setbacks should be placed closer to the street to create a sense of place and a more pedestrian-scaled environment. Front doors should also face the sidewalk.
- Porches are encouraged to activate the street while also increasing safety for the user.
- Promote landscaping along the sidewalk that promote safer travel for pedestrians.
- Roof designs should vary across housing types and retain a classic, gabled style/pitch.
- New attached single-family housing should face the street and sidewalk, set back with landscaping. Building materials should include masonry and high-quality siding such as cement fiber board.

Appropriate Porch Design and Setback



Consistent Street Frontage



Traditional Style with Appropriate Variety



Traditional Roof Gable and Pitch



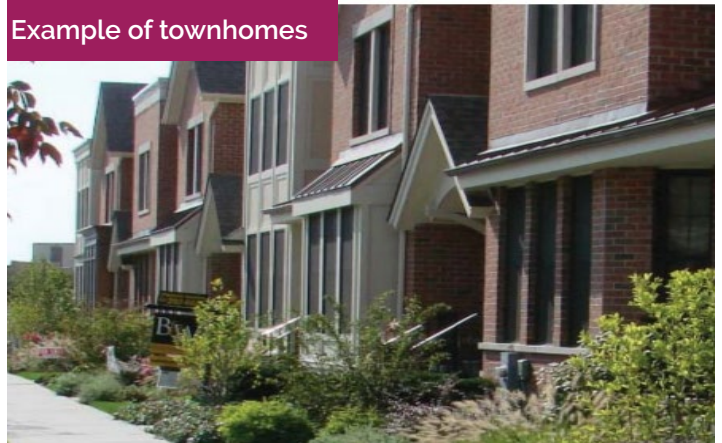


4.1 Site Design | Multifamily Housing Examples

Example of Live-Work Housing



Example of townhomes



4.1 Site Design | Site Access, Circulation and Parking

Design Intent

To design site access, circulation, and vehicle parking lots to improve the appearance, safety and convenience of vehicle movement and to contribute to overall vehicular and pedestrian traffic safety.

Design Guidelines

- Parking lots should be designed with a logical layout configuration and a clear hierarchy of circulation.
- Shared parking between developments is encouraged in order to reduce the amount of surface parking lots.
- Trees, decorative walls or fencing, trellises, and other elements are encouraged to be included within the design of parking lots.
- Sites should support safety and walkability within the development and between neighboring developments. Parking and access layouts should minimize curb cuts and reduce potential for congestion and conflict between travel modes. This can be done by providing vehicle access into the development from secondary streets.

Decorative Fencing and Pedestrian Access



Landscaped Berm



Pedestrian Circulation



Shared Parking/Multi-Use



4.1 Site Design | *Parking Guidelines*





4.1 Site Design | *Site Lighting*

Design Intent

Site lighting provides for safety and security of pedestrians, vehicles, and property and should be carefully designed as part of the architectural detailing of the building and complement adjacent developments.

Design Guidelines

- Scale lighting to reflect its purpose.
- Lighting should be designed to minimize glare by using recessed or cut off fixtures, and be fully illuminated at exterior doorways and entries.
- Use lighting to highlight pedestrian paths and entrances while providing security by including after-hours lighting at building entrances.
- Parking area lighting should complement the lighting of adjacent streets and properties and should use consistent fixtures, source colors and illumination levels. When adjacent to pedestrian amenities, parking area lighting should not over power the quality of pedestrian area lighting.
- Light poles should be placed to provide a unified image throughout the parking area or development and should provide even and uniform light distribution.
- Parking and access layouts should minimize curb cuts and reduce potential for congestion and conflict between travel modes. This can be done by providing vehicle access into the development from secondary streets.

Pedestrian Scale Lighting at Gathering Spaces



Safe Pathways



Lighting Should Complement the Building



Illuminated Buildings & Streetscapes



4.1 Site Design | *Screening of Services, Loading, & Storage Areas*

Design Intent

The location and design of mechanical equipment, utilities, loading and storage areas is important to the overall appearance of a site. Proper location will minimize unattractive views from adjacent properties, the street, and sidewalks, and minimize potential conflicts with pedestrians.

Design Guidelines

- Screen views of ground/roof mounted mechanical equipment from adjoining properties and the public right-of-way with landscaping or building elements. This could also be done by locating mechanical equipment in the center of the building roof.
- Minimize the visibility and impact of loading docks and storage areas by locating them away from the primary building access and away from the view of the interstate. If loading docks must be located at the front entrance or in view from the interstate, ensure that docks and doors do not dominate the frontage and are screened from the street.
- The colors, materials, and appearance of walls and fences should be compatible with the overall design, character, and style of the development and adjacent sites.
- Parking and access layouts should minimize curb cuts and reduce potential for congestion and conflict between travel modes. This can be done by providing vehicle access into the development from secondary streets.

Architectural Screening - Ground Mounted



Architectural Screening - Roof Mounted



Loading Docks Placed Away From the Public View



Enhanced Landscaping and Fencing





4.2 Building Design | *Building Massing and Proportion*

Design Intent

To prevent the negative visual impact of large buildings with blank walls and reduce the perceived scale of large facades by creating building diversity that relates to the surrounding uses.

Design Guidelines

- The proportions and mass of the building should reflect the scale of other buildings in the vicinity.
- Break up long facades by using vertical and horizontal divisions in the building that step back or extend forward a portion of the facade.
- Provide variations in rooflines that are compatible with adjacent structures to break up the building massing.
- Create a distinction between the base, middle, and tops of buildings by using horizontal architectural elements.

Distinction of the Base, Middle and Top



Horizontal and Vertical Building Facade Articulation



Residential Roofline Variations



Vertical Relief in Industrial Development





4.2 Building Design | *Building Placement and Orientation*

Design Intent

To help create a safe and interesting streetscape throughout the development that promotes visibility, access toward the street, and relates to the surrounding uses.

Design Guidelines

- Consideration should be given for placement of adjoining sites and buildings to share access and amenities that will create a unified identity.
- Buildings should be sited so that portions of the building designed for service uses, such as loading docks and dumpster enclosures, are not part of the street facade.
- Parking and access layouts should minimize curb cuts and reduce potential for congestion and conflict between travel modes. This can be done by providing vehicle access into the development from secondary streets.

Placing Service Uses Away From Primary Street from primary street



Visible Building Entrance



Integrated Site Planning



Parking Located in Rear or Side of Building





4.2 Building Design | Architectural Treatments

Design Intent

To use design techniques for building facades that achieve or convey a visual interest that is compatible to the surrounding context.

Design Guidelines

- Provide an enhanced entry that is designed in relationship to the overall size and scale of the building.
- Ensure materials and colors reflect the local identity and the intended approach of the character of the surrounding context.
- Locate and space windows and doors to express a rhythm and create visual continuity with existing structures as far as materials, proportions and typologies.

Building Entrances



Corner Articulation



Windows & Street Environment



Building Materials





4.3 Landscape Design | *Site Landscaping*

Design Intent

To enhance the property by highlighting site and building features, screening of unattractive sites from the public right of way, and providing buffers between properties.

Design Guidelines

- When industrial and warehouse uses are located adjacent to less intense uses (e.g., residential, office, or retail commercial), additional landscaping in conjunction with appropriate decorative walls and setbacks should be provided to mitigate potential adverse impacts.
- The front, public portions of buildings, should be separated from parking areas by the use of berms, plantings, hedges and pedestrian walkways to screen parking areas from views of the streets.
- New developments should provide landscaping at the street frontage.
- Existing natural spaces, trees, vegetation and environmental features should be protected and incorporated into the design of development.

Landscaped Berm



Enhanced Entrance & Walkway



Use of Landscaping Adjacent to Less Intense Uses



Landscaping to Improve the Pedestrian Experience Environment





4.3 Landscape Design | *Building Landscaping*

Design Intent

To create a functional and appealing transitions to soften the effects of buildings.

Design Guidelines

- Large building surfaces that are visible from the public right-of-way should be broken up using landscaping features.
- Vegetated or "green" roofs are recommended, especially in areas with minimal landscaping, to minimize water runoff, improve building insulation, and provide additional outdoor amenity areas
- Landscaping should be integrated into the overall design of the building and complement the site and surrounding uses.

Visually Break up Building Facade with Landscaping



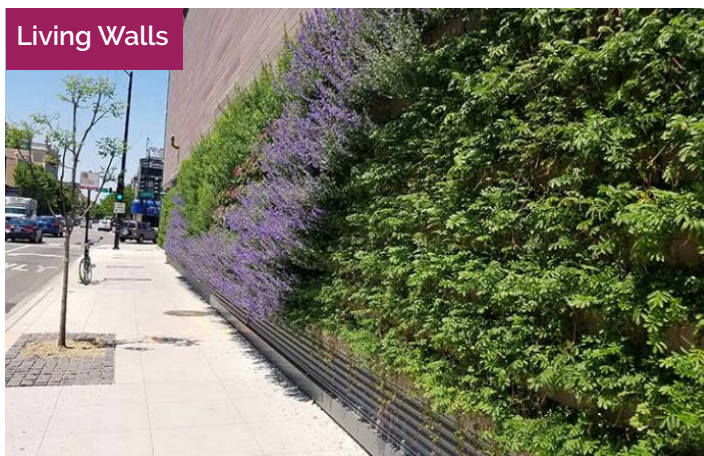
Green Roofs



Add Visual Interest With Landscaped Trellises



Living Walls





4.3 Landscape Design | *Parking Lot Landscaping*

Design Intent

To aesthetically enhance the development by softening the impact of vehicles and impervious surfaces.

Design Guidelines

- Parking lot landscaping shall be designed to visually screen parking from public streets and adjacent uses.
- Parking areas shall be landscaped with large canopy trees to sufficiently reduce glare and radiant heat from the asphalt and to provide visual relief from large stretches of pavement.
- Trees shall be dispersed throughout the parking lot to maximize shade and visual relief.

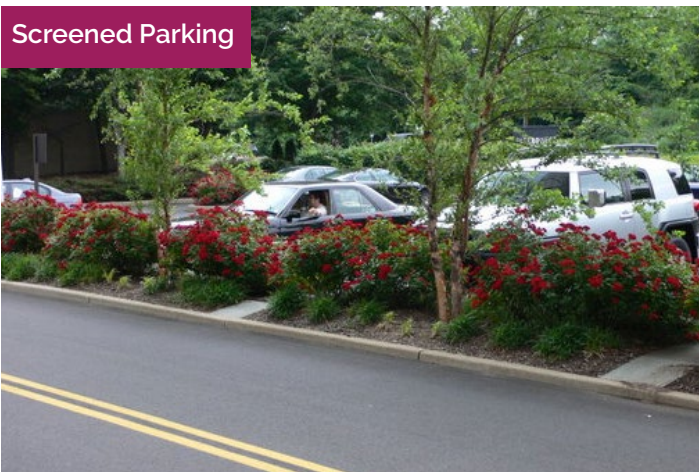
Add in Unique Features to Break Up Pavement Landscaping



Enhance Visual Connectivity With Varied Landscaping



Screened Parking



Landscaped Islands





4.4 Signs | Sign Materials, Location, Placement, & Visibility

Design Intent

To improve the appearance along roadways by reducing visual clutter and providing a more organized sign system.

Design Guidelines

- Provide clear identification of buildings and building use with signage that enhances the build environment.
- Should be compatible with and enhance the site and its architecture in terms of landscaping, scale, color, material and lighting.
- Light illumination should not be a distraction and should be shielded to prevent glare.
- With larger development sites, provide a unified internal wayfinding system for pedestrians and vehicular traffic.

Easily Distinguishable to Pedestrians and Drivers



Collective Sign Design to Reduce Visual Clutter



Wayfinding Signs For Circulation Within Site



Gateway or Entry Signs



Design Review Checklist

Complete this checklist with respect to the proposed project. For any “No” or “N/A” marks, applicant must supply a written justification at the end of the checklist or as an attachment. Applications that do not meet specific guidelines applicable to the project should provide rationale for the design and explain how the project will meet the overall intent of the objective.



4.1 Site Design

Indicate which (if any) of the following methodologies you applied in your project.

YES	NO	N/A		Staff Review
			Parking lots should be designed with a logical layout configuration and a clear hierarchy of circulation.	
			Shared parking between developments is encouraged in order to reduce the amount of surface parking lots.	
			Trees, decorative walls or fencing, trellises, and other elements are encouraged to be included within the design of parking lots.	
			Sites should support safety and walkability within the development and between neighboring developments.	
			Parking and access layouts should minimize curb cuts and reduce potential for congestion and conflict between travel modes. This can be done by providing vehicle access into the development from secondary streets.	
			Screen views of ground/roof mounted mechanical equipment from adjoining properties and the public right-of-way with landscaping or building elements. This could also be done by locating mechanical equipment in the center of the building roof.	
			Minimize the visibility and impact of loading docks and storage areas by locating them away from the primary building access and away from the view of the interstate. If loading docks must be located at the front entrance or in view from the interstate, ensure that docks and doors do not dominate the frontage and are screened from the street.	

YES	NO	N/A		Staff Review
			The colors, materials, and appearance of walls and fences should be compatible with the overall design, character, and style of the development and adjacent sites.	
			Scale lighting to reflect its purpose	
			Lighting should be designed to minimize glare by using recessed or cut off fixtures, and be fully illuminated at exterior doorways and entries.	
			Use lighting to highlight pedestrian paths and entrances while providing security by including after-hours lighting at building entrances.	
			Parking area lighting should complement the lighting of adjacent streets and properties and should use consistent fixtures, source colors and illumination levels. When adjacent to pedestrian amenities, parking area lighting should not over power the quality of pedestrian area lighting.	
			Light poles should be placed to provide a unified image throughout the parking area or development and should provide even and uniform light distribution.	



4.2 Building Design

Indicate which (if any) of the following methodologies you applied in your project.

YES	NO	N/A		Staff Review
			The proportions and mass of the building should reflect the scale of other buildings in the vicinity.	
			Break up long facades by using vertical and horizontal divisions in the building that step back or extend forward a portion of the facade.	
			Provide variations in rooflines that are compatible with adjacent structures to break up the building massing.	
			Create a distinction between the base, middle, and tops of buildings by using horizontal architectural elements.	
			Large scale buildings should provide vertical relief through the use of colors, trellises, landscaping and other materials.	
			Avoid uninterrupted blank walls along all building facades.	
			Consideration should be given for placement of adjoining sites and buildings to share access and amenities that will create a unified identity.	
			Buildings should be sited so that portions of the building designed for service uses, such as loading docks and dumpster enclosures, are not part of the street façade.	
			Provide an enhanced entry that designed in relationship to the overall size and scale of the building.	
			Ensure materials and colors reflect the local identity and the intended approach to the character of the surrounding context.	
			Locate and space windows and doors to express a rhythm and create visual continuity with existing structures as far as materials, proportions and typologies.	



4.3 Landscape Design

Indicate which (if any) of the following methodologies you applied in your project.

YES	NO	N/A		Staff Review
			When industrial and warehouse uses are located adjacent to less intense uses (e.g., residential, office, or retail commercial), additional landscaping in conjunction with appropriate decorative walls and setbacks should be provided to mitigate potential adverse impacts.	
			The front, public portions of buildings, should be separated from parking areas by the use of berms, plantings, hedges and pedestrian walkways to screen parking areas from views of the streets.	
			Industrial and business park buildings should provide landscaping at the street frontage.	
			Existing natural spaces, trees, vegetation and environmental features should be protected and incorporated into the design of development.	
			Large building surfaces that are visible from the public right-of-way should be broken up using landscaping features.	
			Vegetated or "green" roofs are recommended, especially in areas with minimal landscaping, to minimize water runoff, improve building insulation, and provide additional outdoor amenity areas.	
			Landscaping should be integrated into the overall design of the building and complement the site and surrounding uses.	
			Parking lot landscaping shall be designed to visually screen parking from public streets and adjacent uses.	
			Parking areas shall be landscaped with large canopy trees to sufficiently reduce glare and radiant heat from the asphalt and to provide visual relief from large stretches of pavement.	
			Trees shall be dispersed throughout the parking lot to maximize shade and visual relief.	



4.4 Signs

Indicate which (if any) of the following methodologies you applied in your project.

YES	NO	N/A		Staff Review
			Provide clear identification of buildings and building use with signage that does not have a negative affect to the surrounding buildings.	
			Should be compatible with and enhance the site and its architecture in terms of landscaping, scale, color, material and lighting.	
			Light illumination should not be a distraction and shielded to prevent glare.	
			With larger development sites, provide a unified internal wayfinding system for pedestrians and vehicular traffic.	

chapter 10

implementation

JASPER STREET ROADMAP IMPLEMENTATION MATRIX

neighborhood capacity

S - 1-2 years
M - 3-5 years
L - 6 + years

GOALS AND PROJECTS

POTENTIAL PARTNERS

TIME FRAME

Goal 1. Residents, businesses, and non-profit organizations will organize a community-led process to attract new investment and opportunities to the Jasper Street Corridor.

1.1. Create an engagement plan that involves residents, non-profit organizations, and local businesses.

CONO, ECD

S

1.2 Organize working groups (transportation, placemaking, housing, and economic opportunities) to coordinate the implementation of priority projects.

CONO, Boys and Girls Club, YMCA, SIA, Clokey Park, Torrence Park, WILWTI

S

Goal 2. Empower a “community quarterback” lead agency to ensure that all residents and organizations who would like to lead projects will be involved in community-led initiatives.

2.1 Select a lead “community quarterback” agency to lead the Jasper Street Corridor Plan projects and keep partner organizations on track.

CONO, ECD

S

2.2 Support and provide resources to a lead agency to coordinate implementation of the Jasper Street Corridor Roadmap.

ECD

S, M, L

2.3 Empower the lead agency to support the efforts of local partners to implement short-term, early action projects, as well as plan for larger projects to create a sustainable and lasting impact in the communities along the Corridor.

CONO, ECD

S, M, L

2.4 Increase the capacity of local organizations to provide needed services from daycare to youth programming, to recreation and entertainment.

CONO, ECD, Boys and Girls Club, YMCA, Walk it Like We Talk It, Health Dept.

S, M, L

2.5 Match local priorities to public and private funding sources. Support efforts to raise grants to implement these projects.

ECD, Public Works, Park District, Community Foundation of Macon County

M, L

JASPER STREET ROADMAP IMPLEMENTATION MATRIX

placemaking

S - 1-2 years
M - 3-5 years
L - 6+ years

GOALS AND PROJECTS

POTENTIAL PARTNERS

TIME FRAME

Goal 1: Provide new and revitalized open spaces as an “emerald necklace” along the Corridor.

1.1 A permanent community space along the corridor will create a central gathering location for residents and visitors to Jasper Street.

ECD, Public Works, Park District

M, L

Goal 2: Create a hub at Jasper and Grand with a blend of public and private spaces.

2.1 Seed a café, ice cream shop or small restaurant and outdoor seating area as a “third place” for the community to gather while supporting local business.

ECD, local businesses

M, L

2.2 Attract mixed-use development with open spaces that can be used for passive recreation and offer new housing and commercial activity

ECD

L

Goal 3: Partner with local organizations and businesses to provide indoor and outdoor destination locations for the community.

3.1 Partner with Boys and Girls Club, Decatur Family YMCA, Decatur Park District, and other partners to program the Plaza with a year-round set of activities and programs.

CONO, Boys and Girls Club, YMCA, Parks District

S, M, L

Goal 4: Beautify lots and the streetscape along Jasper Street and in the immediate Corridor area.

4.1 Work with neighborhood groups to grow native plants and community gardens in vacant lots to bring color and greenery to Jasper Street.

CONO, ECD, Public Works

S

4.2 Work with homeowners and landlords to replace chain link fences with artistic fences or landscaping.

CONO, ECD, Decatur Arts Council, Beautify Decatur

S

4.3 Contract local artists to bring public art and gateway features to the Corridor.

CONO, Decatur Arts Council, Beautify Decatur

S, M, L

Goal 5: Conduct a Corridor-wide assessment of brownfield redevelopment opportunities.

5.1 Collect data to explore brownfield redevelopment opportunities in partnership with Delta Institute.

Delta Institute, ECD, CONO

S, M

5.2 Develop an analysis of the Corridor’s potential brownfield sites, both real and perceived.

Delta Institute, ECD, CONO

M, L

5.3 Develop end use scenarios for brownfield sites.

Delta Institute, ECD, CONO

M

JASPER STREET ROADMAP IMPLEMENTATION MATRIX

transportation

S - 1-2 years
M - 3-5 years
L - 6+ years

GOALS AND PROJECTS

POTENTIAL PARTNERS

TIME FRAME

Goal 1: Ensure Jasper Street supports all modes of transportation serving the Corridor.

1.1 Install a center turn lane and reduce travel lanes to slow traffic along the Corridor.	City of Decatur (ITEP, STP-L, Safe Streets and Roads for All, Reconnecting Communities and Neighborhoods)	L
1.2 Install new sidewalks and repair existing sidewalks.	City of Decatur (ITEP, STP-L, Safe Streets and Roads for All, Reconnecting Communities and Neighborhoods)	S
1.3 Install crosswalks and ADA ramps at crossings/intersections.	City of Decatur (ITEP, STP-L, Safe Streets and Roads for All, Reconnecting Communities and Neighborhoods)	S
1.4 Create a separated bicycle and pedestrian path to improve the bicycle and pedestrian experience along Jasper Street.	City of Decatur (ITEP, STP-L, Safe Streets and Roads for All, Reconnecting Communities and Neighborhoods)	L
1.5 Improve landscaping along Jasper Street.	City of Decatur (ITEP, STP-L, Safe Streets and Roads for All, Reconnecting Communities and Neighborhoods)	L

Goal 2: Provide a safe walking and biking path along Jasper Street.

2.1 Create a separated bicycle and pedestrian path to improve the bicycle and pedestrian experience along Jasper Street	City of Decatur (ITEP, STP-L, Safe Streets and Roads for All, Reconnecting Communities and Neighborhoods), bicycle clubs	L
2.2 Install/repair crosswalks and ADA ramps at intersection.	City of Decatur (ITEP, STP-L, Safe Streets and Roads for All, Reconnecting Communities and Neighborhoods), bicycle clubs	S
2.3 Improve wayfinding and bike directional signage.	City of Decatur (ITEP, STP-L, Safe Streets and Roads for All, Reconnecting Communities and Neighborhoods), bicycle clubs	M
2.4 Install safety measures at the intersection like pedestrian refuge island at crossings.	City of Decatur (ITEP, STP-L, Safe Streets and Roads for All, Reconnecting Communities and Neighborhoods), bicycle clubs	M

JASPER STREET ROADMAP IMPLEMENTATION MATRIX

transportation (con't)

S - 1-2 years
 M - 3-5 years
 L - 6 + years

GOALS AND PROJECTS

PARTNERS

TIME FRAME

Goal 3: Improve access and amenities for transit riders along Jasper Street.

3.1 Move bus shelters from side streets to Jasper Street.	Decatur Public Transit System (DPTS), City of Decatur (STP-L, Surface Transportation Block Grant, Reconnecting Communities and Neighborhoods)	S
3.2 Install a bus shelter and a bench at all bus stops.	Decatur Public Transit System (DPTS) (STP-L, Surface Transportation Block Grant, Reconnecting Communities and Neighborhoods)	L
3.3 Remove/replace metal fence, art and lighting installation to improve railroad viaduct	City of Decatur, Local Art Association (Crossing Safety Improvement Program, Reconnecting Communities and Neighborhoods)	L

JASPER STREET ROADMAP IMPLEMENTATION MATRIX

housing

S - 1-2 years
M - 3-5 years
L - 6 + years

GOALS AND PROJECTS

PARTNERS

TIME FRAME

Goal 1: Provide home repair programs for both owner-occupied housing and responsible owners of rental housing.

1.1 Target the City's Small Home Improvement Program (SHIP) to eligible properties in the Jasper Street Corridor. Northeast Community Fund (NECF) can provide small repair grants of up to \$15,000.	ECD, SHIP, NCEF	S, M
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1.2 Seek rental properties eligible for the Landlord Rehab Program to use funds to rehabilitation of existing rental properties.	ECD, Decatur landlords	S, M
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Goal 2: Rehabilitate existing housing units before they deteriorate beyond repair.

2.1 Conduct outreach to property owners and develop an inventory of properties to determine ways to identify funding sources to assist property owners to maintain their homes.	ECD, CONO, CICO, Block by Block	S
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Goal 3: Pursue demolition of vacant and abandoned buildings that cannot be saved and repurpose the land for new housing, green space, business development or other uses.

3.1 Partner with the Central Illinois Land Bank Authority to acquire and rehab vacant and abandoned homes	City Manager's Office, CONO, CILBA	S, M, L
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3.2 Work with local developers, employers, etc. to create inviting and safe places that contribute to the beautification or economic development of the Jasper Street area.	Arts Council, ECD, Public Works, ECD	M, L
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Goal 4: Create homeownership opportunities for neighborhood residents who want to transition from renters to owners.

4.1 Provide neighborhood residents with the opportunity to buy rehabilitated homes in the area.	CILBA, ECD	M, L
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4.2 Provide homeownership purchase assistance	CICO, ECD	S, M, L
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JASPER STREET ROADMAP IMPLEMENTATION MATRIX

economic opportunities

S - 1-2 years
M - 3-5 years
L - 6+ years

GOALS AND PROJECTS

PARTNERS

TIME FRAME

Goal 1: Connect residents to education, workforce training, and career opportunities.

1.1 Hold job fairs, resume workshops, and interview skill workshops in the Jasper Street Corridor.

WIS, ECD, local non-profits, CONO, RCC

M, L

1.2 Connect residents to higher education and training programs.

RCC, ECD, local non-profits, RCC Milliken

M, L

Goal 2: Provide technical assistance, marketing, and training to local businesses in the Corridor.

2.1 Provide technical assistance, marketing, and training to local businesses in the Corridor.

ECD, local non-profits, Chambers of Commerce

M, L

2.2 Launch a marketing campaign for the Jasper Street Corridor.

CONO, ECD

S, M, L

Goal 3: Connect businesses to the City's economic development and beautification programs to increase the visibility and attractiveness of local businesses to be a welcoming place to eat, shop, and play.

3.1 Launch a targeted façade improvement and beautification program for the Jasper Street Corridor.

ECD, Beautify Decatur

M, L

3.2 Provide outreach to commercial properties for eligibility for the C-PACE program.

ECD, C-PACE

M

Goal 4: Attract new businesses and investment to Jasper Street.

4.1 Create a marketing brochure, online and in print, to attract new stores and developers to the Corridor.

CONO, ECD

S

4.2 Focus recruitment of grocery, restaurants and food services.

CONO, ECD, EDC

M, L

4.3 Explore the creation of a food production incubator / market

CONO, ECD

M, L

4.4 Investigate the demand for a cultural space to house local creative industries

ECD, DAC

S, M

APPENDIX

transportation

To create a vibrant, walkable and bicycle-friendly corridor, this report recommends improvements to Jasper Street through the completion of four (4) separate projects. The vision for transportation improvements is to make Jasper Street an attractive and welcoming street for people of all ages and abilities, and embraces all users regardless of which mode of transportation they choose.

Recommendations

Transportation recommendations for Jasper Street are presented as four (4) individual projects. Proposed improvements include the installation of bicycle facilities, sidewalk improvements, and eliminating potential confusion associated with one-way streets near the railroad viaduct. Each improvement can be implemented using existing right-of-way, such that no private property would be required.

Sections

North Jasper:

Project 1: Roadway Improvements: Pershing Street to Marietta Street.

Central Jasper:

Project 2A: Restore Roadway Grid between North Street and the Railroad Viaduct.

Project 2B: Viaduct Lighting, Railing, and Art Enhancements.

South Jasper:

Project 3: Roadway Improvements: Jasper Street between William Street and Lake Shore Drive.



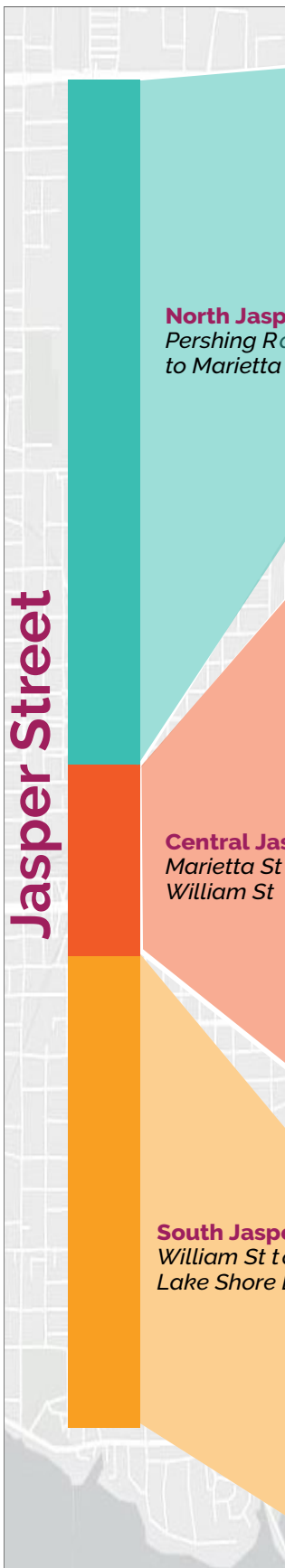
Bus Shelter on Jasper Street



Jasper Street



APPENDIX



Jasper Street

1. Roadway Improvements: Jasper Street between Pershing Rd and Marietta St

North Jasper Street from Pershing Road to Marietta Street is recommended for roadway improvements. There is an option to add either a sidewalk or two-way bike lanes on one side of the street. The recommendations include sidewalk repair and streetscape improvement.

2A. Restore Roadway Grid between North Street and the Railroad Viaduct

Jasper Street and the adjacent roadway grid from North Street to the south end of railroad viaduct is recommended for reconfiguration. Restore roadway network to eliminate one-way streets. Convert Jasper Street to two-way and remove curved reroutes. Rebuild North Street and Illinois Street as a full intersection.

2B. Viaduct Lighting, Railing, and Art Enhancements

Jasper Street and the adjacent roadway grid from North Street to the south end of railroad viaduct is recommended for reconfiguration. Restore roadway network to eliminate one-way streets. Convert Jasper Street to two-way and remove curved reroutes. Rebuild North Street and Illinois Street as a full intersection.

3. Roadway Improvements from William St to Lake Shore Dr

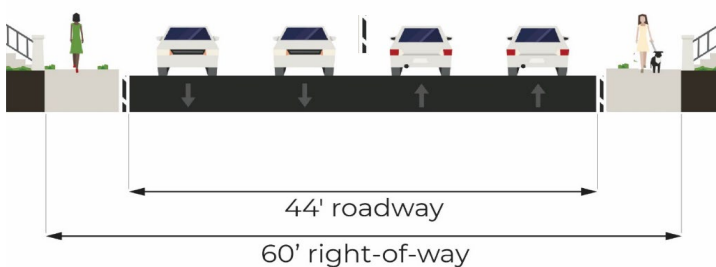
South Jasper Street from William Street to Lake Shore Drive is recommended for roadway improvements. There is an option to add either a sidewalk or two-way bike lanes on one side of the street. The recommendations include sidewalk repair and streetscape improvement.

APPENDIX

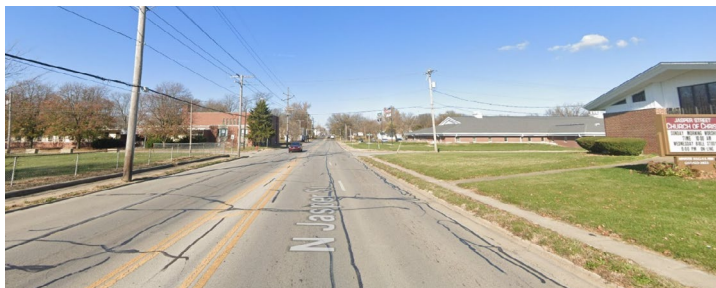
Project 1. Roadway Improvements: Jasper Street between Pershing Rd and Marietta St.

To improve conditions along Jasper Street between Pershing Road and Marietta Street, two options were considered. The first option proposes to reconfigure existing automobile travel lanes on Jasper Street, converting four travel lanes to three. After narrowing the roadway and relocating the east curb, this option would provide space to construct a sidepath along the west side of the street within the right-of-way. This sidepath would be physically separated from the roadway by a landscaped 5' parkway. The existing sidewalk along the east side of the street would remain, and any remaining sidewalk gaps would be filled in. This option was selected as the preferred option, as the sidepath creates walking and bicycling space that is physically separated from automobile traffic.

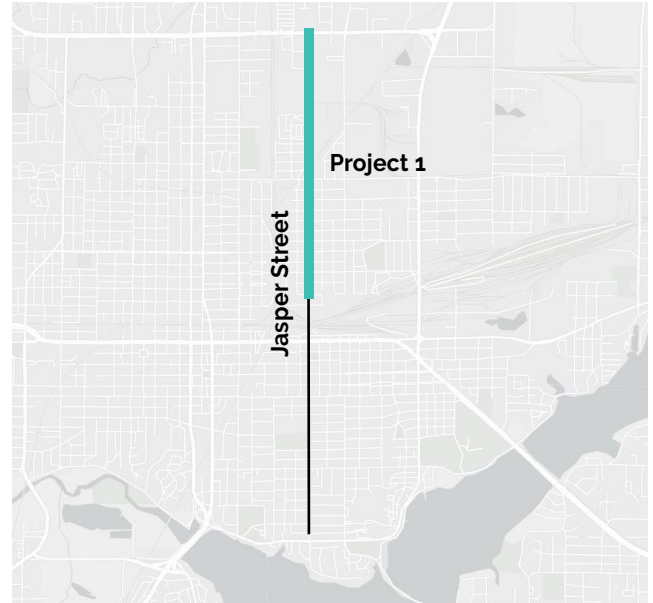
The second option is for two-way bike lane on west side of the street with curb and gutter staying in place. This option was rejected as it does not physically separate walking and bicycling from automobile traffic.



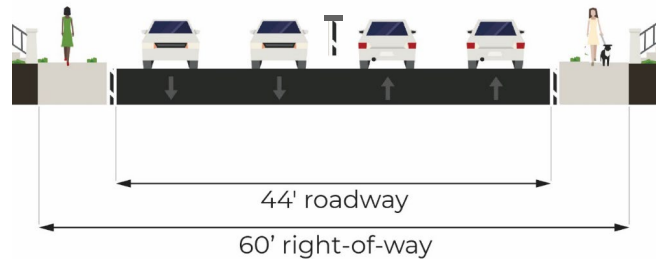
**Existing Typical Roadway Section -
1155 E. Pershing Road to Marietta Street
(Flush Median or No Median)**



Jasper Street facing north, approaching Grand Avenue



Project 1 Map

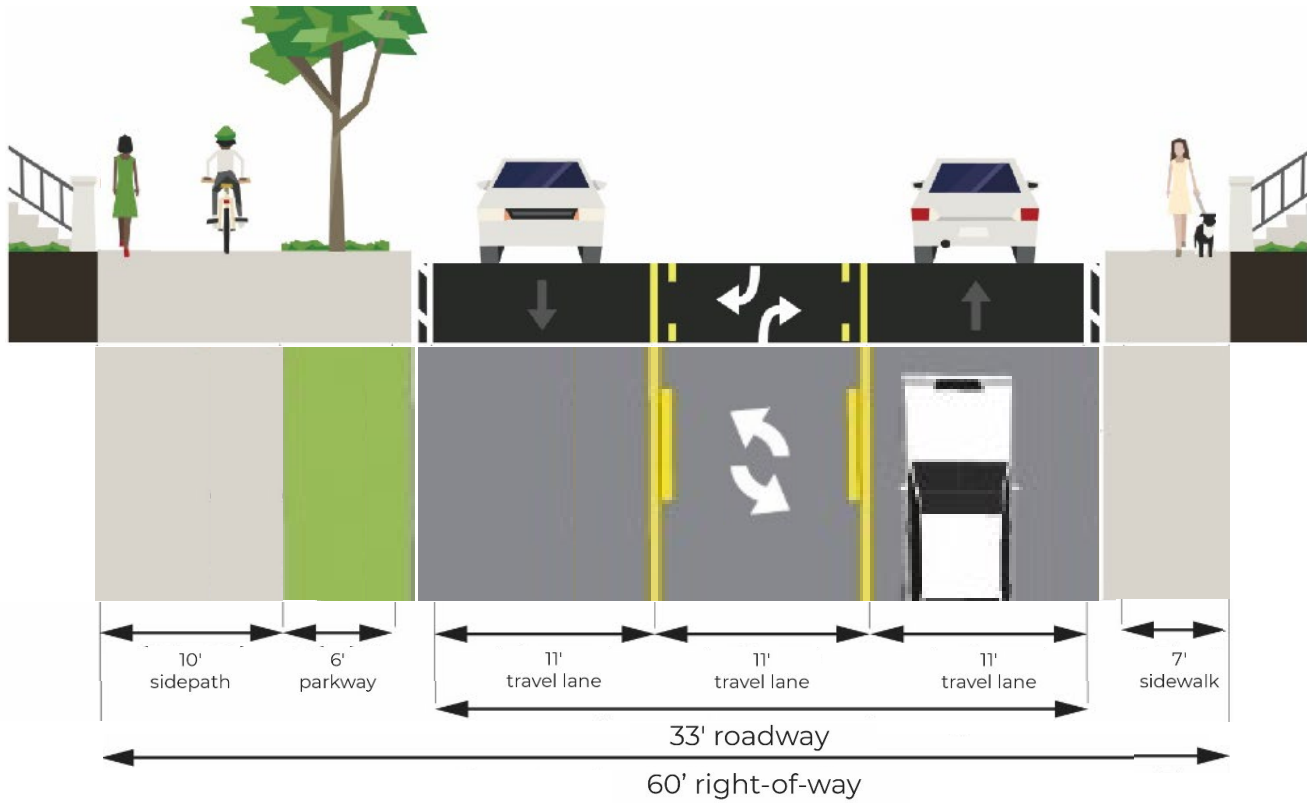


**Existing Typical Roadway Section -
Pershing Road to U-Haul ~ 1155 E. Pershing
(Mountable, Curbed Median)**

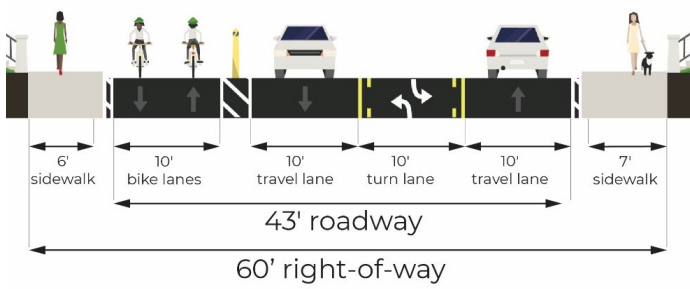


Jasper Street facing north, approaching Pershing Road

APPENDIX



Preferred Option - 10' Sidepath on West Side, Relocate Curb & Gutter (\$3.94 Million)



Alternative Solution Showing Two-Way Separated Bike Lane



Example for Preferred Option, Lake Avenue, Glenview, Illinois



Example for Alternative Solution, Chicago Avenue, Evanston, Illinois

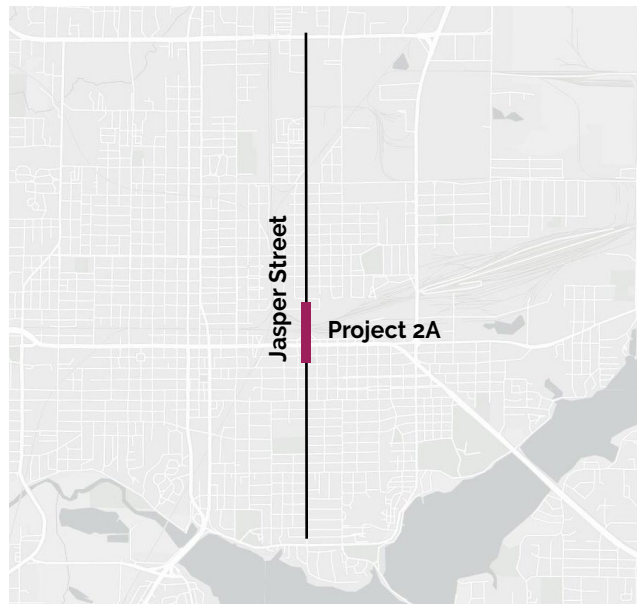
APPENDIX

Project 2A. Restore Roadway Grid between North Street and the Railroad Viaduct

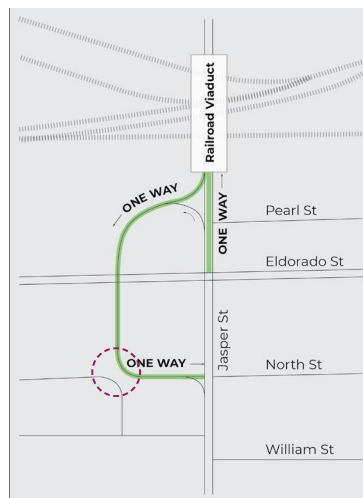
Between North Street and the railroad viaduct, Jasper Street and Illinois Street become a pair of one-way streets for traffic crossing Eldorado Street. While this may have been designed to reduce congestion or improve turning movements, it is no longer needed and should be restored to a more intuitive roadway grid that allows two-way movement on all streets.

Figure 13 and 14 show the existing and proposed roadway configuration for restoring two-way travel on all streets. For this project, the proposed scope of work includes removal and replacement of curbs and gutters, signal and utility adjustments, pavement markings, and upgraded traffic signals.

A potential benefit of this proposed change would enable to city to create new parcels for development by vacating former rights-of-way that no longer would be needed for roads (Figure 16).



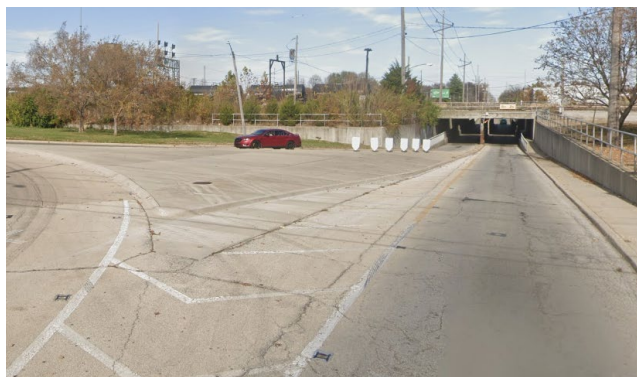
Project 2A Map



Existing Network



Proposed Network



Jasper Street facing North, approaching Viaduct

APPENDIX



Proposed Roadway Grid

APPENDIX

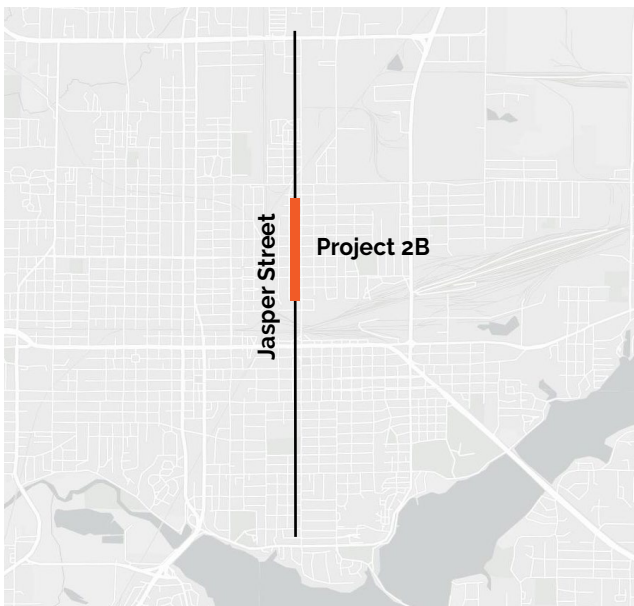
Project 2B. Viaduct Lighting, Railing, and Art Enhancement

Roadway width of Jasper Street through the railroad viaduct is the narrowest in the corridor. Roadway width is 28' and the tunnel width is 38'. There are 2 travel lanes, 11' wide and one in each direction. There is a 3' wide raised median with tunnel piers. There is curb and gutter on both sides of the street except for the portion of the street in the tunnel. There are 5' wide sidewalks on both sides of the street. The sidewalks are raised in the tunnel and have barrier railings on both sides. Length of the tunnel is approximately 300'.

Proposed improvements for the railroad viaduct include removal and replacement of the existing sidewalk railing, replacement of the lighting through the viaduct, and installation of gateway murals in front of each tunnel entrance.

The proposed lighting improvements would utilize energy-efficient LED lights. While the railroad viaduct is owned by the railroad, lighting would be owned and maintained by the City. In lieu of mural art, LED lighting installations could project colors patterns onto the viaduct walls, which would add visual interest to the viaduct without requiring a permit or maintenance agreement to modify infrastructure owned by the railroad.

The proposed gateway murals would be installed as free-standing structures erected over the roadway, and would include posts and foundations installed on the city-owned right-of-way in front of each tunnel entrance. Each gateway mural would allow the city to create a more attractive gateway for people approaching from the north or south into the corridor. The gateway murals should be accompanied with signage at the nearest signalized intersections on either side of the viaduct to help approaching vehicles determine whether there is sufficient vertical clearance for trucks.

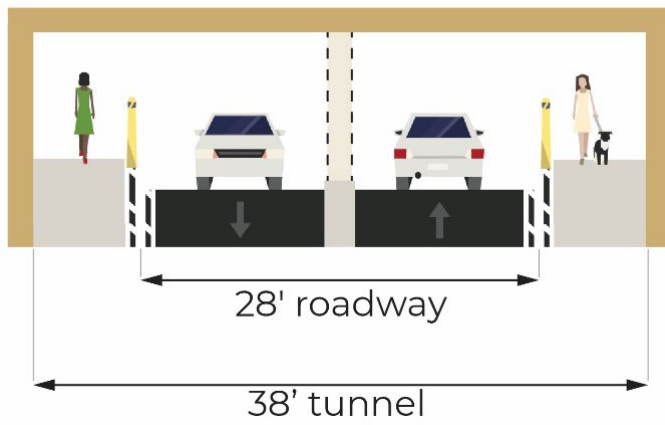


Project 2A Map

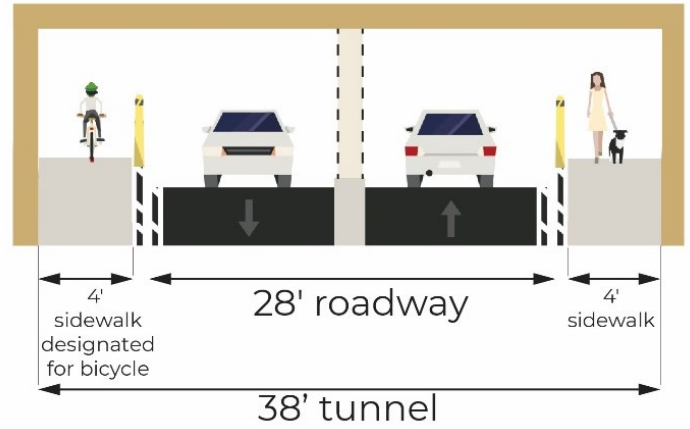


Jasper Street facing North, approaching Viaduct

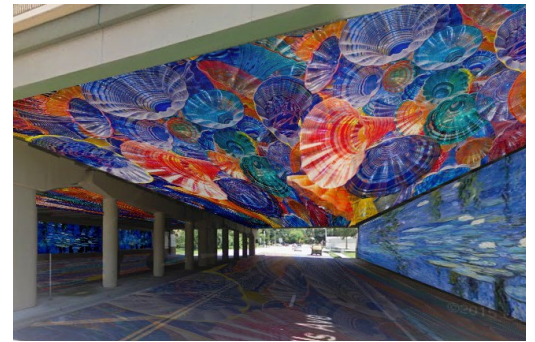
APPENDIX



Existing Viaduct Section -
Sangamon Street to Eldorado Street



Proposed Viaduct Section -
No Change in Width



Art and Light Installation Examples

APPENDIX

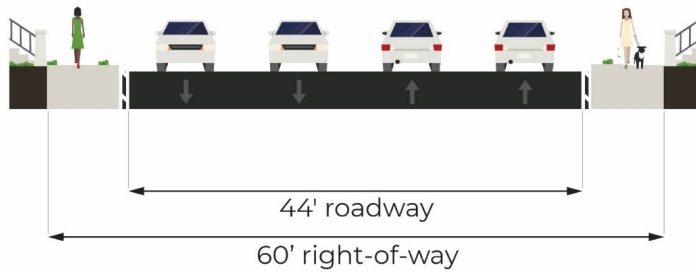
Project 3. Roadway Improvements: Jasper Street between William St and Lake Shore Dr

To improve conditions along Jasper Street between William Street and Lake Shore Drive, two options were considered. The first option proposes to reconfigure existing automobile travel lanes, converting four travel lanes to three. After narrowing the roadway and relocating the east curb, this option would provide space to construct a sidepath along the west side of the street within the right-of-way. This sidepath would be physically separated from the roadway by a landscaped 5' parkway. The existing sidewalk along the east side of the street would remain, and any remaining sidewalk gaps would be filled in. This option was selected as the preferred option, as the sidepath creates walking and bicycling space that is physically separated from automobile traffic.

The second option is for two-way bike lane on west side of the street with curb and gutter staying in place. This option was rejected as it does not physically separate walking and bicycling from automobile traffic.



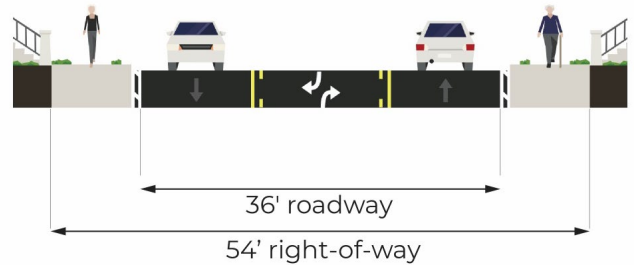
Project 3 Map



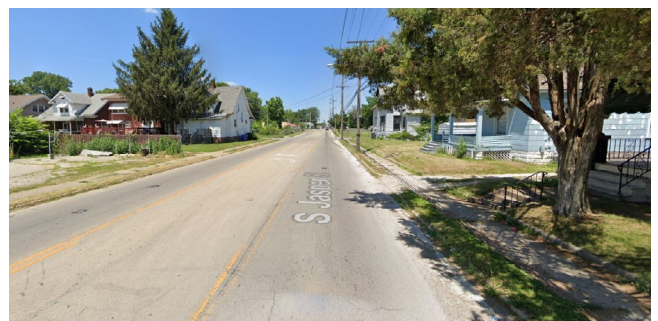
Existing Typical Roadway Section - Lake Shore Drive to Wood Street (Four Lanes)



North of Lake Shore Drive, looking North

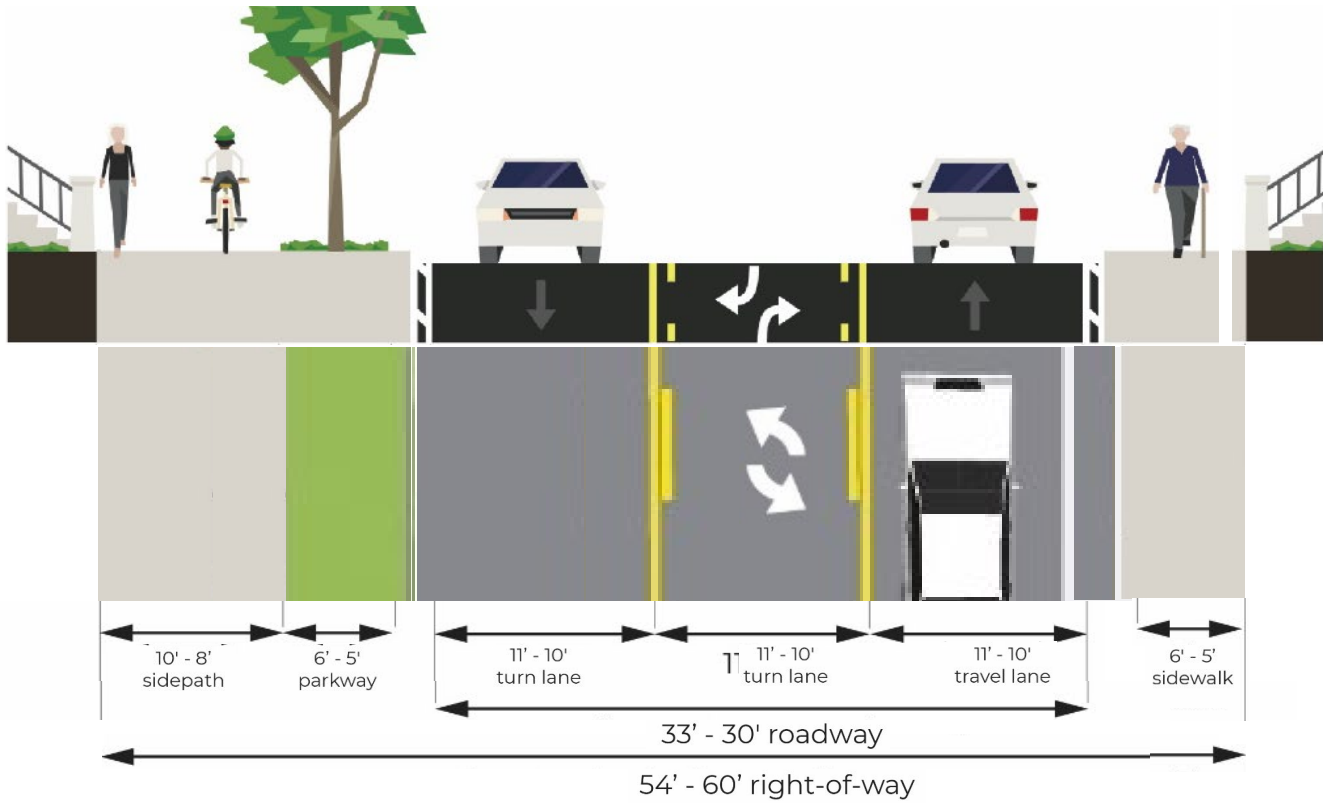


Existing Typical Roadway Section - Wood Street to Eldorado Street (Three Lanes)

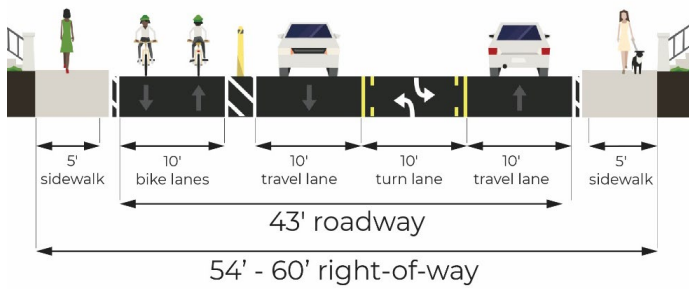


North of Wood Street, looking North

APPENDIX



Preferred Option - 10' Sidewalk on West Side, Relocate Curb & Gutter (\$2.93 Million)



Example for Preferred Option, Lake Avenue, Glenview, Illinois

Alternative Solution Showing Two-Way Separated Bike Lane



Example for Alternative Solution, Chicago Avenue, Evanston, Illinois

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DUATS
Metropolitan Planning Organization