

Downtown Stakeholder Priority Setting Results

Comprehensive Plan Goals and Objectives Review

Conducted September 22, 2016

Downtown Stakeholders Meeting

- September 22, 2016
- Epiphany Farms upstairs
- About 40 participants

Comprehensive Plan

- Adopted August 2015
- Winner: “Best Plan” Illinois; “Sustainable Plan – Silver Medal” Nationally
- About 8,000 “touches”



Priority Objectives

(1) D-4.1: Improve and promote Downtown as a clean and safe place.

The group discussed the need for improved safety and cleanliness including addressing issues of homelessness and responsible trash disposal.

(2) D-1.2: Pursue catalyst projects that can serve as additional Downtown anchors.

The group shared ideas for new uses were shared for both public spaces and individual building spaces. Route 66, the museum and the Bloomington Center for the Performing Arts were identified as important assets.



Priority Objectives

(3) D-3.1: Protect the scale and character of historic Downtown and provide appropriate parameters for new development that complements its historic character.

The group discussed the importance of maintaining Downtown's historic building stock and authenticity.

(4) D-1.3: Reinvent the Warehouse District.

The group shared ideas for reinventing the Warehouse District including making it an entertainment district, an innovation district and a focus on the area's railroad history.

Priority Actions

- **D-1.3a:** Investigate designation of a special use district, such as an Art or Innovation District, to bring renewed focus to the Warehouse District.
- **D-1.3b:** Introduce and promote incentives for investment for property owners or developers in the Warehouse District.
- **D-1.3d:** Encourage and enable alternative business operations, such as pop-up businesses, in the Warehouse District.
- **D-2.1a:** Use City of Bloomington land or street right-of-way to create gateway features such as landscaping, artwork, pocket parks, etc.
- **D-1.1h:** Continue to develop, promote and provide incentives for property owners or developers to reinvest in Downtown.



TOP PRIORITY

MEDIUM PRIORITY

LOW PRIORITY

MEDIUM | TIME FRAME | SHORT

ONGOING

Downtown Stakeholder Meeting Prioritized Action Items - September 22, 2016

TOP PRIORITY / SHORT TERM - 1	MEDIUM PRIORITY / SHORT TERM - 2	LOW PRIORITY / SHORT TERM - 3
<p>D-1.2b Consider other Downtown needs during the expansion of community facilities currently located in Downtown, such as the ICVA/Creativity Center and the Bloomington Public Library. City of Bloomington,</p> <p>D-1.3a Investigate designation of a special use district, such as an Art or Innovation district, to bring a renewed focus to the warehouse district. City of Bloomington</p> <p>D-2.1a Use City of Bloomington land or street re-use to create gateway features such as landscaping, artwork, pocket parks, etc. City of Bloomington,</p> <p>D-3.1a Implement the Downtown Bloomington Strategy recommendations for a zoning overlay ensuring that future developments are compatible with Downtown's historic character. City of Bloomington,</p> <p>D-4.1c Establish landscaping standards for parking to manage stormwater, provide shade and aesthetic benefits. City of Bloomington,</p>	<p>D-1.1c Identify the needs of current and future employees to make Downtown attractive to employees. DBA,</p> <p>D-1.1d Create and maintain a current database of financial tools and other resources for existing, new and startup businesses in Downtown. City of Bloomington Economic Development</p> <p>D-1.1e Create and maintain a current database inventory, coordinated with the City of Bloomington's proposed site certification program, of available sites and buildings in Downtown, as proposed in the Economic Development Strategy. DBA Economic Restructuring Committee,</p> <p>D-1.2a Amend Coliseum management contract to involve its management in economic development projects compatible with Coliseum operations. City of Bloomington,</p>	<p>D-1.4a Encourage the inclusion of residential units in mixed-use redevelopment. City of Bloomington Economic Development staff,</p> <p>D-2.7c Investigate Downtown site/venue/street facilities for Farmers Market to allow for expanded market hours and seasons. DBA Promotions Committee,</p> <p>D-5.1b Evaluate parking ordinance standards and requirements. City of Bloomington,</p> <p>D-5.1h Encourage interior parking within building footprints. City of Bloomington,</p> <p>D-5.1i Coordinate shared private parking arrangements. DBA,</p> <p>D-5.1j Coordinate and manage shared parking, such as valet or parking broker, to serve multiple restaurants, stores, and drinking establishments. City of Bloomington</p> <p>D-5.1k Consider the installation of parking meters in designated locations. City of Bloomington,</p>
TOP PRIORITY / MEDIUM TERM - 2	MEDIUM PRIORITY / MEDIUM TERM - 3	LOW PRIORITY / MEDIUM TERM - 4
<p>D-1.2c Encourage other community anchors, such as the YMCA, to expand in Downtown. City of Bloomington,</p> <p>D-1.2d Leverage Downtown assets, such as the Route 65 Visitors Center, to attract other catalytic projects. City of Bloomington,</p> <p>D-1.2b Introduce and promote incentives for investment for property owners or developers in the Warehouse District. City of Bloomington Economic Development staff,</p> <p>D-1.3d Encourage and enable alternative business operations, such as pop-up businesses, in the Warehouse District. City of Bloomington Economic Development staff,</p> <p>D-3.1b Target facade rehabilitations to concentrated areas of the Downtown. City of Bloomington,</p> <p>D-3.1c Develop incentives for facade rehabilitation in mixed-use redevelopment projects. City of Bloomington,</p> <p>D-4.1a Task Public Works department to develop a Downtown district trash removal and street cleaning program in cooperation with private service providers. City of Bloomington,</p> <p>D-4.1b Streamline and standardize snow removal for Downtown district, in cooperation with businesses and private service providers, through Code revisions as needed.</p>	<p>D-1.1f Examine the feasibility of creating a small business incubator in Downtown. City of Bloomington Economic Development staff,</p> <p>D-1.1g Create an economic development staff position focused on Downtown business retention and recruitment. City of Bloomington,</p> <p>D-1.3c Coordinate with local businesses and Constitution Trail advocates regarding inside businesses development to boost economic development in the area. City of Bloomington Economic Development staff,</p> <p>D-2.3a Install wayfinding signage for parking garages and attractions. City of Bloomington,</p>	<p>D-1.4b Investigate creating an Employer Assisted Housing zone in and around Downtown. City of Bloomington Economic Development staff,</p> <p>D-1.4c Improve parking access/facilities for Downtown residents. City of Bloomington Economic Development staff,</p> <p>D-2.7b Make infrastructure changes or recommendations, including parking, streetscape, and signage. City of Bloomington,</p>
TOP PRIORITY / ONGOING - 1	MEDIUM PRIORITY / ONGOING - 2	LOW PRIORITY / ONGOING - 3
<p>D-1.1h Continue to develop, promote and provide incentives for property owners or developers to reinvest in Downtown. City of Bloomington Economic Development staff,</p> <p>D-4.1d Address infrastructure issues. City of Bloomington,</p> <p>D-4.1e Work with the Bloomington Police Department to reduce crime and fear of crime in Downtown. City of Bloomington,</p>	<p>D-1.1a Identify and seek development and business opportunities appropriate for Downtown. City of Bloomington Economic Development staff,</p> <p>D-1.1b Actively promote Downtown sites and buildings for business locations. DBA Economic Restructuring Committee,</p> <p>D-1.1j Leverage assets, such as the Constitution Trail, to encourage business retention and attraction. City of Bloomington,</p> <p>D-2.2a City of Bloomington continue to support DBA. City of Bloomington,</p> <p>D-2.7a Provide assistance to the Farmers Market to resolve issues and continue to support the market's efforts in the future. DBA,</p> <p>D-3.1d Continue educating property owners regarding other funding sources or tax benefits of rehabilitation. DBA,</p> <p>D-5.1c Investigate innovative parking solutions for effective parking management in Downtown. City of Bloomington,</p>	<p>D-1.4d Encourage and support business development that serves Downtown residents, such as neighborhood scale grocery. City of Bloomington Economic Development staff,</p> <p>D-2.2b Investigate regional and state funding sources. DBA,</p> <p>D-2.2c Continue and expand the event programming activities. DBA Promotions Committee,</p> <p>D-5.1a Ensure that public parking is positioned for access to multiple destinations. City of Bloomington,</p> <p>D-6.1b Condemn properties that are not maintained. City of Bloomington,</p>

HEAT MAP

Downtown Stakeholder Meeting Prioritized Action Items - September 22, 2016

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MEDIUM | TIME FRAME | SHORT

ONGOING

TOP PRIORITY MEDIUM PRIORITY LOW PRIORITY

Top Priority / Short Term Actions

- D-1.2b Consider other Downtown needs during the expansion of community facilities currently located Downtown, such as the BCPA/Creativity Center and the Bloomington Public Library
- D-1.3a Investigate designation of a special use district, such as an Art or Innovation district, to bring a renewed focus to the warehouse district
- D-2.1a Use City of Bloomington land or street r-o-w to create gateway features such as landscaping, artwork, pocket parks, etc.



Top Priority / Short Term Actions

- D-3.1a Implement the Downtown Bloomington Strategy recommendations for a zoning overlay ensuring that future developments are compatible with Downtown's historic character
- D-4.1c Establish landscaping standards for parking to manage stormwater, provide shade and aesthetic benefit



Top Priority / Ongoing Actions

- D-1.1h Continue to develop, promote and provide incentives for property owners or developers to reinvest in Downtown
- D-4.1d Address infrastructure issues
- D-4.1e Work with the Bloomington Police Department to reduce crime and fear of crime in Downtown
- D-2.1a: Use City of Bloomington land or street right-of-way to create gateway features such as landscaping, artwork, pocket parks, etc.

Action Items Underway