CITY OF PEORIA, ILLINOIS
EAST VILLAGE GROWTH CELL ADVISORY
COMMITTEE
REGULAR BUSINESS MEETING

TUESDAY, JANUARY 21, 2014
AT 6:00 P.M.

GLEN OAK COMMUNITY LEARNING
CENTER LIBRARY
2100 N WISCONSIN AVE
PEORIA, IL 61603

CALL TO ORDER

ROLL CALL

APPROVAL OF THE OCTOBER 1, 2013, MINUTES

I. NEW BUSINESS
A. WISCONSIN AVENUE BUSINESS CORRIDOR PLANNING

CITIZENS’ OPPORTUNITY TO ADDRESS THE COMMITTEE

ADJOURNMENT

COMMITTEE MEMBERS: IF YOU ARE UNABLE TO ATTEND, PLEASE CONTACT
SHANNON TECHIE AT 494-8649 OR STECHIE@peoriagov.org.
EAST VILLIAGE GROWTH CELL (EVGC) ADVISORY COMMITTEE
: FOR A REGULAR MEETING
: OF THE CITY OF PEORIA, ILLINOIS:

City Hall, Peoria, Illinois, October 1, 2013, an East Village Growth Cell Advisory Committee Meeting was held at Glen Oak Community Learning Center, 2100 N. Wisconsin Avenue, with Chairperson Richard Mitchell presiding. The meeting was opened by Chairman Mitchell at 6:00 pm.

ROLL CALL

Roll call showed the following Committee Members present: Richard Mitchell (Council District 3 Rep), Michael McKenzie (School District 150), Michael Sims (City of Peoria), Steve Katlack (Council District 3 Rep), Susan Wozniak (OSF), and Jessie McGown (Council District 3 Rep). Absent: Shannon Techie (Planning and Growth Management), Tracey Orsini (OSF) – 8; Rev. Andrew Jowers (Council District 1 Rep), & Robert Wilton (Council District 2 Rep) - 3

STAFF & OTHERS

Councilman Tim Riggenbach, Lisa Mathers, Mary Heathcoat, Mark Rothert, Chris Reynolds, Kent Reynolds, Pastor Martin Johnson, & Kristina Gamez (EBNHS)

APPROVAL OF THE APRIL 2, 2013 MINUTES

Mr. Katlack asked that the minutes show when meetings begin. Mr. Katlack moved to approve the minutes of the July 22, 2013 meeting, seconded by Ms. Wozniak. Approved Unanimously.

I. Old Business
   a. Update on the status of LISC Initiatives by Brandon Holmes

Brandon Holmes, Executive Director of LISC mentioned LISC has not received a contract for the Attorney General grant. LISC may receive a contract toward the end of the year. Contracts will be awarded soon for technical assistance for these grants. When asked about the geographic boundaries of the grant, Mr. Holmes stated they cover the EVGC boundaries. The funds will involve a total of 30 livable units (16 rentals by IFF and 14 for sale homes by POF). This grant is intended to be just the start for the area. Rental units will be provided to low income, specialized with disabilities. The property manager for sites will be decided by IFF.

Mr. Holmes discussed option for jump starting the EVGC program. He mentioned TIF funds are not usually used as grant. They are typically used for large scale developments. The following options were presented:

- The EVGC program could be initially capitalized by a bank with future proceeds from the TIF used as a guarantee. The TIF currently has very little increment. TIF funds can typically be used for affordable housing, infrastructure, façade improvements, support of businesses, ect. It was mentioned that the EVGC area does not have a master plan or vision. Tri County Regional Planning Commission has a Hurricane Ike grant that may be available for planning.
- The City/County could be asked to capitalize the EVGC. It was mentioned that it could be 5 to 7 years before TIF funds are available. Councilman The City is unlikely to put dollars into this approach.
• Bond for funding with the hope for increment.
• Wait for the increment to occur and then use it.

NSP funds were discussed. There were three rounds of funding. The City of Peoria applied for round one funds but the application was not funded. Most of the funds went to the Chicago area.

It was mentioned that the City has a RFP for the Wisconsin, McClure to Nebraska, area.

   b. EBNHS loan effect on the Housing Program

Mr. Sims reported that Ross Black stated that an EBNHS outstanding loan will not prohibit future financing as it relates to the EVGC housing program.

II. New Business
   a. None

**CITIZENS’ OPPORTUNITY TO ADDRESS THE COMMITTEE**

Graffiti on buildings was brought up. To have it removed, call Peoria Cares. The City of Peoria has a graffiti removal machine that does a nice job..

It was mentioned that major grants can be from partners in the neighborhood. The Affordable Health Care Act program offers investment opportunities in the community.

There was a comment that Councilwoman Denise Moore is having an action meeting on Saturday, October 12, 2013 from 10:00 am or 11:00 am till 1:00 pm.

**ADJOURNMENT**

Mr. McKenzie moved to adjourn the EVGC Advisory Committee meeting; seconded by Ms. Wozniak. Approved by viva voce vote.

The EVGC Committee adjourned at 7:05 pm on Tuesday, October 1, 2013.
**Major Tasks | Wisconsin Ave. Business Corridor Plan**

**Background Research and Analysis**

Existing physical conditions of Wisconsin Avenue from Nebraska to Forrest Hill and the surrounding neighborhood. This analysis will include a photographic inventory of existing street patterns/widths, pedestrian networks, alleyways, visible utilities (power lines, lights, etc.), key existing buildings/facades and potential future redevelopment areas. *(This information will be compiled on presentation boards for use at stakeholder outreach events.)*

The history of the area, including past uses, development patterns and transportation networks.

**Stakeholder Engagement #1**

*Key Business Owner Interviews*

Working closely with City staff, Farnsworth Group will determine a list of key business owners to interview throughout the corridor. A proper mix of business owners (small/large, chain/independent, service/retail, and others) will be sought vs. simply interviewing as many business owners as possible. Farnsworth Group will conduct a half day of one on one interviews with these business owners. Sample questions may include the following:

What would make their business more successful?

What new businesses to the neighborhood would enhance and/or compliment their business?

What physical improvements may enhance their business (façade improvements, streetscape improvements, and pedestrian experience improvements)?

Do they see a benefit to a neighborhood ‘brand’, and if so, what might the brand be?

Other questions developed by City staff and Farnsworth Group.

**Stakeholder Engagement #2**

*Neighborhood Walking Tour / Brainstorming Workshop*

Farnsworth Group will lead a 1 hour walking tour of the corridor with key members of the City staff, business owners, civic organization leaders and other key stakeholders. This tour will give a ‘feet on the ground’ view of the issues and opportunities within the corridor. Following the walking tour, Farnsworth Group will conduct a 1 hour ‘brainstorming’ workshop with the members of the walking tour. This ‘hands on’ exercise on aerial photographs and sketch pads will allow the group to share their concerns, thoughts, hopes and aspirations with the Farnsworth Group design team. Farnsworth Group will begin to engage members their thoughts on the potential ‘brand’ or ‘vision’ for the corridor. In addition, Farnsworth Group will ask for input on what action items are critical, and when they should occur.
**Corridor ‘Pocket’ Plan**

**Architectural Recommendations**
Simple façade improvements for (2) typical buildings done in a ‘before and after’ sketch that highlight fenestration improvements, paint schemes and other easy to implement enhancements.
Potential reorientation of buildings to better address Wisconsin Avenue.
Key buildings to preserve and buildings/properties to consider for redevelopment.

**Site Improvements within R.O.W. (“Streetscape”)**
‘Branding’ elements that may be introduced (e.g. punched metal neighborhood banners/logo, integrated site furnishings, etc.)
Typical paving and landscape enhancements.
Community mural opportunities.
Gateway opportunities.

**Site Improvements outside of R.O.W.**
Softening existing parking lots with simple landscaping and pedestrian connections.
Long-term practical redevelopment opportunities on vacant or obsolete parcels.

**Implementation / Action Items**
Develop easy to understand and implement action items to be completed over a three year span.

**Stakeholder Engagement #3**
Final meeting with City staff and key stakeholders to review draft of Corridor ‘Pocket’ Plan. The purpose of meeting is to obtain final feedback and/or revisions prior to final printing and submittal of plans.

**City Approval of Corridor ‘Pocket’ Plan**
If necessary, present final Corridor ‘Pocket’ Plan to the City of Peoria City Council or Planning Commission for final approval. Provide City with hard copy and electronic version of final plan and assist in disseminating the plan via the City’s website and other various social networks.
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