CALL TO ORDER

ROLL CALL

APPROVAL OF THE MAY 11, 2016, MINUTES

I. NEW BUSINESS
A. EVGC TIF Increment Update
B. EVGC Housing Program Update
   i. Overview of approved applications and status of each project.
   ii. Discussion and determination on making the EVGC Housing Program available to non-owner occupied properties.
C. Discussion on other uses for EVGC TIF funds
D. Attorney General Grant Update
E. Wisconsin Avenue Business Corridor Update

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.
City Hall, Peoria, Illinois, May 11, 2016, an East Village Growth Cell Advisory Committee Meeting was held at Easter Seals, 507 East Armstrong Avenue, with Chairperson Richard Mitchell presiding.

ROLL CALL

Roll call showed the following Committee Members present: Richard Mitchell (Council District 3 Rep), Shannon Techie (City of Peoria), Eric Setter (City of Peoria), Steve Katlack (Council District 3 Rep), Jessie McGown (Council District 3 Rep), Ron Jost (OSF), Edward Peszeck (OSF), Marilyn Mosely (Council District 1 Rep), Lynn Scott Pearson (Peoria County Board) - 9; Absent: Robert Wilton (Council District 2 Rep), & Michael McKenzie (School District 150) - 2

STAFF & OTHERS

Lisa Fisher, Jane Genzel, and other East Bluff residents.

APPROVAL OF THE FEBRUARY 29, 2016 MINUTES

Mr. Katlack moved to approve the minutes; seconded, by Mr. Jost. Approved Unanimously.

I. New Business

i. University of Illinois at Urbana-Champaign student presentations

Students from the University of Illinois at Urbana-Champaign presented their semester-long projects on the East Bluff, entitled Health and Place, and Safe Routes to Learn and Play.

ii. EVGC Housing Program Application Update

Terence Acquah provided an update regarding the EVGC Housing Program applications received thus far:

- As of Tuesday, May 10, 2016, 53 total applications have been received for the EVGC Housing program. (11 more applications since the last Committee meeting).
- Common projects for which funding is requested include:
  - Siding
  - Front porch work
  - Driveways and private walkways
  - Roofs
  - Gutters
- Of the first 17 applicants, one was not eligible and the remaining 16 were deemed eligible; 6 of the 16 were found to be CDBG eligible and were contacted by the Grants Department.
  - All 6 applicants were approved to receive CDBG funding but 1 applicant declined because the work she wanted was not CDBG eligible; the 5 CDBG will exhaust the available CDBG funds.
- The remaining 10 eligible applicants were sent an eligibility letter on March 4th, informing them they had until April 15th to secure 2 bids.
  - 8 bid packages were received (7 notice to proceeds were issued).
  - 3 of the 10 eligible applicants have decided not to move forward with program. 2 of the applicants couldn’t secure the necessary funds to participate in the program. The other applicant wants to submit a revised application to address other parts of her house.
- Only 2 applicants have started work on their property as of 5/10/16
- Average bid is around 10K (with a range of $4,885 - $18,430).
- The second round of eligibility letters were distributed on May 2nd. 13 applicants were approved to obtain bids by June 15th.
- There are 23 applicants currently on the waiting list and new wait list letters were sent assigning the remaining applicants a new place in line.
11 applicants have unpaid city fines or fees (including garbage bill).

Next steps:
  - Status pictures will be taken of the properties that have begun work on their property.
  - Applicants who have received notice to proceed letters, have 90 days to pay the selected contractor.

CITIZENS’ OPPORTUNITY TO ADDRESS THE COMMITTEE
Mr. McGown provided information on the End of the School Year bash, scheduled for June 4, 2016.

ADJOURNMENT
Mr. Katlack moved to adjourn the EVGC Advisory Committee meeting; seconded by Mr. Setter. Approved by viva voce vote.

The EVGC Committee adjourned at 7:30 p.m. on Wednesday, May 11, 2016.

Next Meeting is Tuesday, July 5, 2016 at Easter Seals.
EVGC TIF INCREMENT
2012 - 2016
ANNUAL EVGC TIF INCREMENT

Increment Collected in 2012: $58,906.88
Increment Collected in 2013: $66,425.01
Increment Collected in 2014: $131,168.61
Increment Collected in 2015: $149,561.42
Projected 2016 Increment: $197,780.34
INCREMENT GENERATED BY OSF

- Increment Generated by OSF in 2012: $7,838.18
- Increment Generated by OSF in 2013: $7,141.12
- Increment Generated by OSF in 2014: $50,262.42
- Increment Generated by OSF in 2015: $63,893.27
- Projected Increment Generated by OSF in 2016: $64,600.59
INCREMENT BREAKDOWN
(BETWEEN OSF AND OTHER PARCELS)
PLEDGED OSF INCREMENT

- Pledged OSF Increment 2012: $7,054.36
- Pledged OSF Increment 2013: $6,427.01
- Pledged OSF Increment 2014: $45,236.18
- Pledged OSF Increment 2015: $57,503.94
- Projected Pledged OSF Increment 2016: $58,140.53
NET INCREMENT AVAILABLE

<table>
<thead>
<tr>
<th>Year</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>2012</td>
<td>$51,852.52</td>
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<tr>
<td>2013</td>
<td>$59,998.00</td>
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<tr>
<td>2014</td>
<td>$85,932.43</td>
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<tr>
<td>2015</td>
<td>$92,057.48</td>
</tr>
<tr>
<td>2016 (Projected)</td>
<td>$139,639.81</td>
</tr>
</tbody>
</table>
USES OF EVGC TIF INCREMENT 2012 - 2016

- $179,480.24, 30%: Unrestricted Increment (Projected)
- $174,362.02, 29%: Total pledged to OSF (Projected)
- $250,000.00, 41%: Housing Program 2016

- Approximately $89,740.12 of additional funds would be available for the Housing Program in 2017; resulting in approximately $89,740.12 available for other purposes.
Disclaimer: Data is provided 'as is' without warranty or any representation of accuracy, timeliness or completeness. The burden for determining fitness for, or the appropriateness for use, rests solely on the requester. The requester acknowledges and accepts the limitations of the Data, including the fact that the Data is in a constant state of maintenance. This website is NOT intended to be used for legal litigation or boundary disputes and is informational only. -Peoria County GIS Division
Branding the East Bluff and the Wisconsin Avenue Business Corridor

Fall 2015
Welcome to the neighborhood!

East Bluff Branding
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The East Bluff Brand: A bold expression of pride and a playful language of ownership for an historical neighborhood in the heart of Peoria.
The East Bluff primary logo has two parts: icon and wordmark. The icon is a bold, customized “E” crafted to represent the borders of the neighborhood, with an intentionally strong reference for the main, central artery: Wisconsin Avenue.

The wordmark is a clean compliment to the East Bluff icon.

The secondary logo merges the icon with the wordmark for a less formal option.

<table>
<thead>
<tr>
<th>Icon</th>
<th>Wordmarks</th>
<th>Icon and wordmark can be used separately as long as they appear within the same design space.</th>
</tr>
</thead>
<tbody>
<tr>
<td>the East Bluff</td>
<td>the East Bluff</td>
<td></td>
</tr>
</tbody>
</table>

If choosing to use the secondary logo in an application, please ensure the icon does not appear redundantly in the same design space.

The minimum runaround space for the East Bluff logos is the width of the middle stem of the icon (on all sides).
Black, white, and warm gray form the core of the color palette. As much as possible, photography of the neighborhood: its people, parks, and amenities will provide the color, with these neutrals ready in a supporting role.

Complimentary colors can be used to draw attention to the verdant greenery, blue skies, brick streets, and warm urban features that characterize the East Bluff.

*East Bluff Branding*

**Color Palette**

The following color combinations work well. It is always recommended that black and white are used as primary colors.

- Pantone Black
  - c20 m20 y20 k100
  - r0 g0 b0

- Pantone Warm Gray 6
  - c0 m6 y12 k31
  - r173 g164 b151

- Pantone 310
  - c52 m0 y25 k0
  - r100 g193 b187

- Pantone 368
  - c57 m0 y100 k0
  - r106 g184 b52

- Pantone 504
  - c45 m100 y100 k15
  - r118 g24 b31

Do not use any other color than black or white for the logo, icon, or wordmark.

Do not use shades of gray for the logo, icon, or wordmark.

Use white logos against black or dark backgrounds.

Use black against white or light backgrounds.
welcoming
historic
diverse
green

The typeface of the East Bluff is Univers. Timeless and versatile, it has many faces and weights for dynamic, impactful statements.

If Univers is not available please use Arial in its place.
Telling the stories of the East Bluff is really what this is all about. The logo is just the beginning. The “Boxes” system playfully and graphically communicates all the great stuff the East Bluff neighborhood has to offer.

The idea is to combine surprising things you can do in a day in the East Bluff. In what other neighborhood can you play tennis, hang out with a giraffe, and eat a world-class cupcake (or two)? And all within a short walk from each other?
The “Tagline” system follows a more traditional formula of headline + subtext + logo and tagline. What is unique for the East Bluff is this messaging system includes its own lockup of icon and tagline, called the Tagline Lockup.

As with the logo, use a minimum of the width of the middle stem of the icon on all sides.

The wordmark and icon for the Tagline Lockup can be used separately. Maintain proportions and keep a minimum of one icon between the two.

Using the Tagline Lockup provides punctuation to any creative messaging that highlights some of what the East Bluff has to offer.

Separating the tagline wordmark provides a baseline for additional elements — in this case logos of the amenities being featured. The wordmark “in the East Bluff” is used to create further “ownership” the amenities. See page 7 for more on this feature.
East Bluff Branding
Cobrand “Ownership”

One of the best ways to build up the East Bluff “brand” is to remind people at every opportunity what the East Bluff has to offer. Whether it is a business, park, church, or organization, if it is in the East Bluff we want people to know it.

Ownership Wordmark: Stacked
Ownership Logo

in the East Bluff

Ownership Wordmark: Linear

in the East Bluff

These East Bluff cobrand marks should always appear last (right-most or bottom-most) in a list of logos.

Example Ad Layout
Note: Some creative liberties have been taken on this page. Clothing especially allows for pushing the boundaries of the East Bluff identity system. Please take care to maintain as much integrity to the system as possible — while still creating exciting, fresh design!
East Bluff Branding
Example Executions

Glen Oak Learning Center Banners
Diverse, Historic, Green, Welcoming

the East Bluff

in the East Bluff

Ownership Wordmarks (Click to Download)

in the East Bluff

Ownership Logo (Click to Download)

in the East Bluff

Univers (Click to Purchase)

Diverse, Historic, Green, Welcoming
Univers 45 Roman

Diverse, Historic, Green, Welcoming
Univers 55 Roman

Diverse, Historic, Green, Welcoming
Univers 65 Bold

Diverse, Historic, Green, Welcoming
Univers 75 Black

Diverse, Historic, Green, Welcoming
Univers 85 Black

Note: All download links except for the Messaging: Boxes Template will also direct you to artwork for “On Dark” applications (such as at right).
The Wisconsin Avenue Business Corridor Branding: Setting the stage for all the actors to shine.
The Wisconsin Avenue Business Corridor is inspired by maps and signage from the 1920s and 1930s when the corridor first blossomed.

Its intention is to amplify what’s happening on and around the corridor rather than the corridor itself. It exists to support what’s happening, not to be what’s happening.

Horizontal options exist for each of the three logos (see page 32). Please try to use these only as a last resort.

You may choose any of the three options above — it just depends on the story you want to tell and how you want to tell it. For added “Business Corridor” emphasis use the “WABC” option. To include a belonging to the East Bluff, use the “WABC-EB” option. For some cases the “WA” option will do the trick, but the other two options are usually preferred for a more complete story.
The palette for the Wisconsin Avenue Business Corridor is “limited” to black, white, and gray. Again, the intent is, as much as possible, to feature what’s happening on the corridor. So the color is going to come from the businesses (and their branding), and from the people owning and patronizing those businesses.

This color palette also serves to support and sync with the East Bluff branding.

Use the “On Dark” logo options against black or dark backgrounds.

Do not use any colors within any of the logo options, or alter the elements of any of the logo options in any way.
The typeface of the Wisconsin Avenue Business Corridor (and the East Bluff) is Univers. The simplicity of the logos lends itself to more expressive use of type, and you will see in the messaging systems how the many faces of Univers come in handy.
Using the Wisconsin Avenue Business Corridor logo as the anchor, you can build messaging for one business, multiple businesses, or even all businesses.

This is where the many faces of Univers are very helpful. Take advantage of this typeface’s versatility to create emphasis and build hierarchy in your messaging.

This messaging system mirrors that of the East Bluff, establishing a unified look and feel between the two branding systems.

Note that the only typeface used to support the branding of the businesses is Univers, and the only color used is black.

Always receive in advance permission from business to use their brand mark(s) for promotional materials.
Wisconsin Avenue Business Corridor Branding
Messaging: Ownership

Following the same thinking for branding the East Bluff, “owning” what’s on the Wisconsin Avenue Business Corridor works to do the same trick to build up the brand for the corridor. Simply by letting people know “it’s on the Wisconsin Avenue Business Corridor” reinforces and reinforces what the corridor has to offer.

The Ownership Lockups are the punctuation of any messaging. As such place them on the right of other messaging, and on the right of the design space.

Ad Layout Examples
Wisconsin Avenue Business Corridor Branding

Example Executions

Gear

Street Banners
Wisconsin Avenue Business Corridor Branding

Example Executions

Brochure Cover

Letterhead

Example Ad Layout

Example Ad Layout
Wisconsin Avenue Business Corridor Branding
Example Executions

Building Tag

Bus Shelter
Wisconsin Avenue Business Corridor Branding
System Assets

Primary Logos (Click to Download)

Secondary Logos (Click to Download)

Messaging: Ownership Marks (Click to Download)

Streetsign Graphic (Click to Download)

Color Palette
(See Page 12)

Type Palette (Click to Purchase)

Messaging: Boxes Template (Click to Download)

Note: All download links except for the Messaging: Boxes Template will also direct you to artwork for “On Dark” applications (such as below).
Questions?

Contact the Community Development Department:

(309) 494-8649
stechie@peoriagov.org