North Monroe Advisory Board Meeting
22 September, 2016

Advisory Board Attendance: Mike Trautman, Ed Ardiss, Dale M Westhaver, EJ Ianelli, Jill Leonetti, Brianna Musser, Megan Kennedy, Chris Bornhoft


Housekeeping

Review of Notes, Approved

Focus Areas and Economic & Fiscal Health

Meeting Goal
- Finalize Focus Areas
- Staff needs this info to start making visuals

Economic Health of Business Districts
- Market for retail is changing
- Malls and power-centers struggling due to oversupply and shift in preferences
- Online buying power players bigger role for bargain hunters
- New value to traditional walkable communities
- Demographics: Retiring boomers and millennials prefer a balanced environment
- How does new development (private + public) add to access to services, economic competitiveness, inviting district, jobs, retail sales, wealth

Project Goals
- Safety
- Enhance Streetscapes
- Pedestrian Access
- Support Daily Traffic Volumes
- Build Upon Cohesive Business Area

How?
- Recognize North Monroe’s Diversity
  - Retail
  - Services
  - Food and Dining
  - Auto-Repair
  - Office
  - And More
- Fine Tune Project to take advantage of variety = Focus Areas

What is a Focus Area?
- A few strong blocks- 2 to 4 block
• Minimal missing teeth (vacant buildings and/or vacant lots)
• High quality building frontage oriented towards Street
• Good, safe crossing with minimized crossing distance
• These are the “hot-spots”

Why Focus Areas?
• Respects current businesses and their needs
• Effective Use of project elements

Focus Area vs Non Focus Areas
• Everyone gets an upgraded streetscape
• Focus Areas will get higher concentration of elements like benches, Trashcans, pedestrian lighting, street trees, etc.

Feedback from Board
• Add Gateway on the South Side
• Shrink Proposed Focus Areas
• Add a Third Focus Area

Questions from the Board
• Critical for the business to know how construction times are affected if they exist in the focus area
  o It is unlikely construction time will be affected by adding extra elements in focus areas
• How can we make it that the benches are so that people can’t sleep on them?
  o The placement of benches and their location is a local preference. Some districts for example chose to postpone adding benches in their new streetscape. The Advisory Board can provide feedback on preferences.
  Did east/west traffic come into play? Do you look at any of the other crossroads? Do you see other roads becoming major east/west roads?

Group 1
• Indiana Intersection
• Signage for Emerson Park
• Extended middle focus area two blocks north

Group 2
• More pedestrians is going to equal less traffic? Is there a way to balance that?
• We need to better address the grant components related to the 5 lanes to 3 lanes.
• Lights from car standpoint as well
• Look at How E/W street width foster development into the neighborhood, particularly in the center focus area, Grace to Chelan

Group 3
• Look at the grant; does this have to be a 3 lane configuration
- Middle area should be moved a block or two to the north
- Cleveland and Montgomery areas have the highest walking traffic
- Totally do away with the center viaducts with increased lighting
- Increase the number of stop lights or other methods to slow people down

**Final Items**
A request was made of staff to email to the board the grants and proposals
These are posted online under “general documents and links”: