

# Monroe Street Project

## Advisory Board Meeting

September 22, 2016

# Meeting Outline

- Economic Health of Business Districts
- Current Conditions on Monroe
- What is A Focus Area?
- Why Focus Areas?
- Focus Area vs Non Focus Area
- 1<sup>st</sup> Round of Proposed Focus Areas and AB Feedback
- Response to Feedback and Updated Methodology
- Group Exercise

# Meeting Goal

- Finalize Focus Areas
- Staff needs this info to start making drawings



# 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 plays bigger role for bargain hunters
- This is bringing new value to traditional walkable communities
- Demographics: Retiring Baby Boomers and Millennials prefer a balanced environment; vehicles + walkable communities
- How does new development (private + public) add to access to services, economic competitiveness, inviting district, jobs, retail sales, wealth?



How Does This Impact The North  
Monroe Project?

The top image is an aerial view of a multi-lane street in Spokane, Idaho. The street is filled with cars in both directions. On the left side, there are several commercial buildings, including one with a 'Bakery' sign and another with a 'Hub' sign. On the right side, there are more commercial buildings, including one with a 'Call Us.' sign and another with a 'MorningStar' sign. The text 'How Does This Impact The North Monroe Project?' is overlaid in white on a blue background.



# Project Goals

SAFETY

ENHANCE  
STREETSCAPE

PEDESTRIAN  
ACCESS

SUPPORT  
DAILY TRAFFIC  
VOLUMES



BUILD UPON COHESIVE  
BUSINESS AREA



HOW?

# Recognize North Monroe's Diversity

- Retail
- Services
- Food & Dining
- Auto-Repair
- Office

Fine Tune  
Project to take  
advantage of the  
variety

=  
FOCUS AREAS



# What is a Focus Area?

- A few strong blocks – 2 to 4 block sequence that is continually engaging for pedestrians
- Minimal missing teeth – empty lots or empty storefronts
- High quality building frontage oriented towards street
- Good, safe crossing with minimized crossing distance
- These are the “hot-spots” of a district

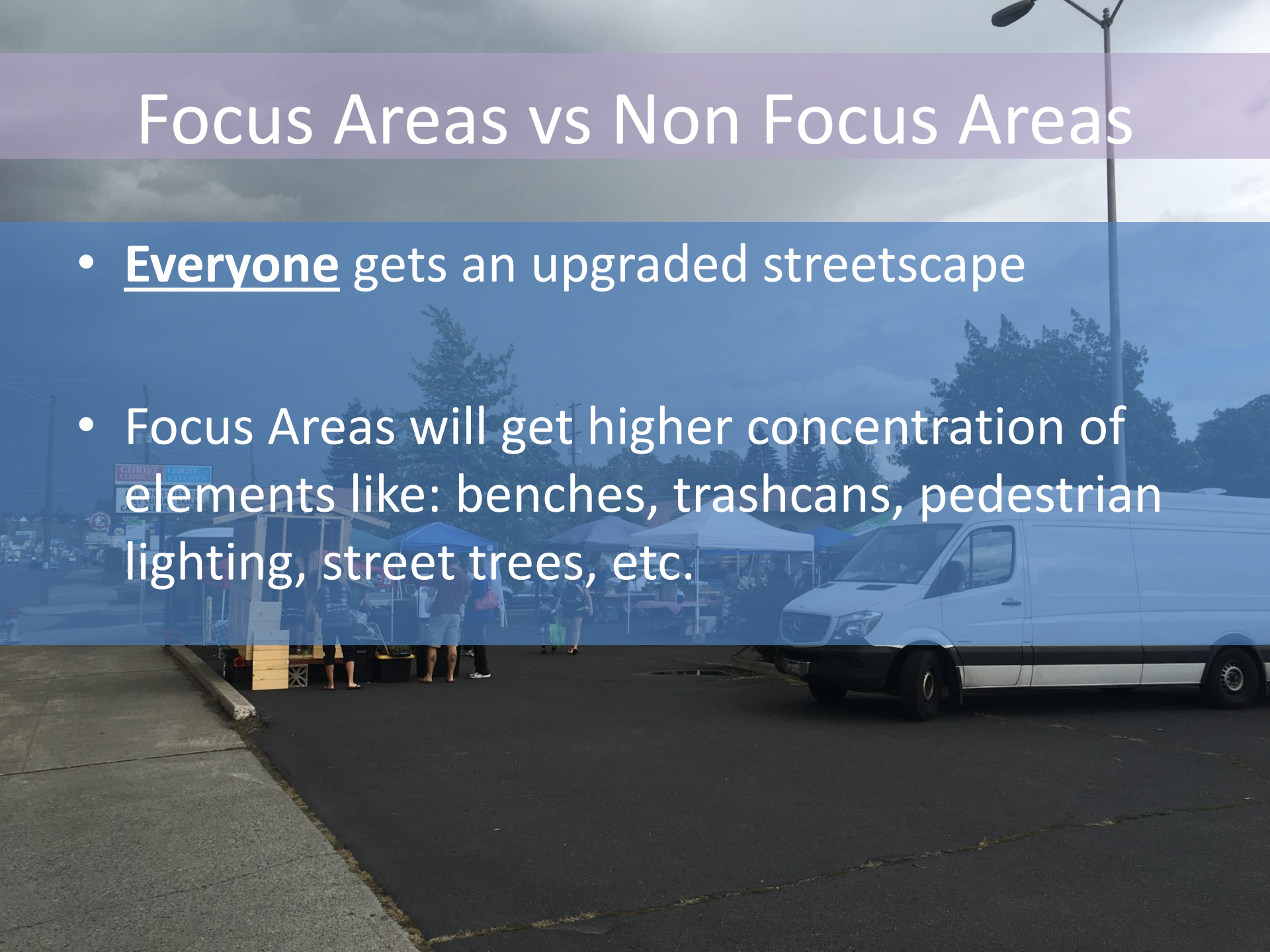
# Why Focus Areas?

- Respects current businesses and their needs
- Effective Use of project elements (street furniture, plantings, etc.)
- Fiscally responsible



# Focus Areas vs Non Focus Areas

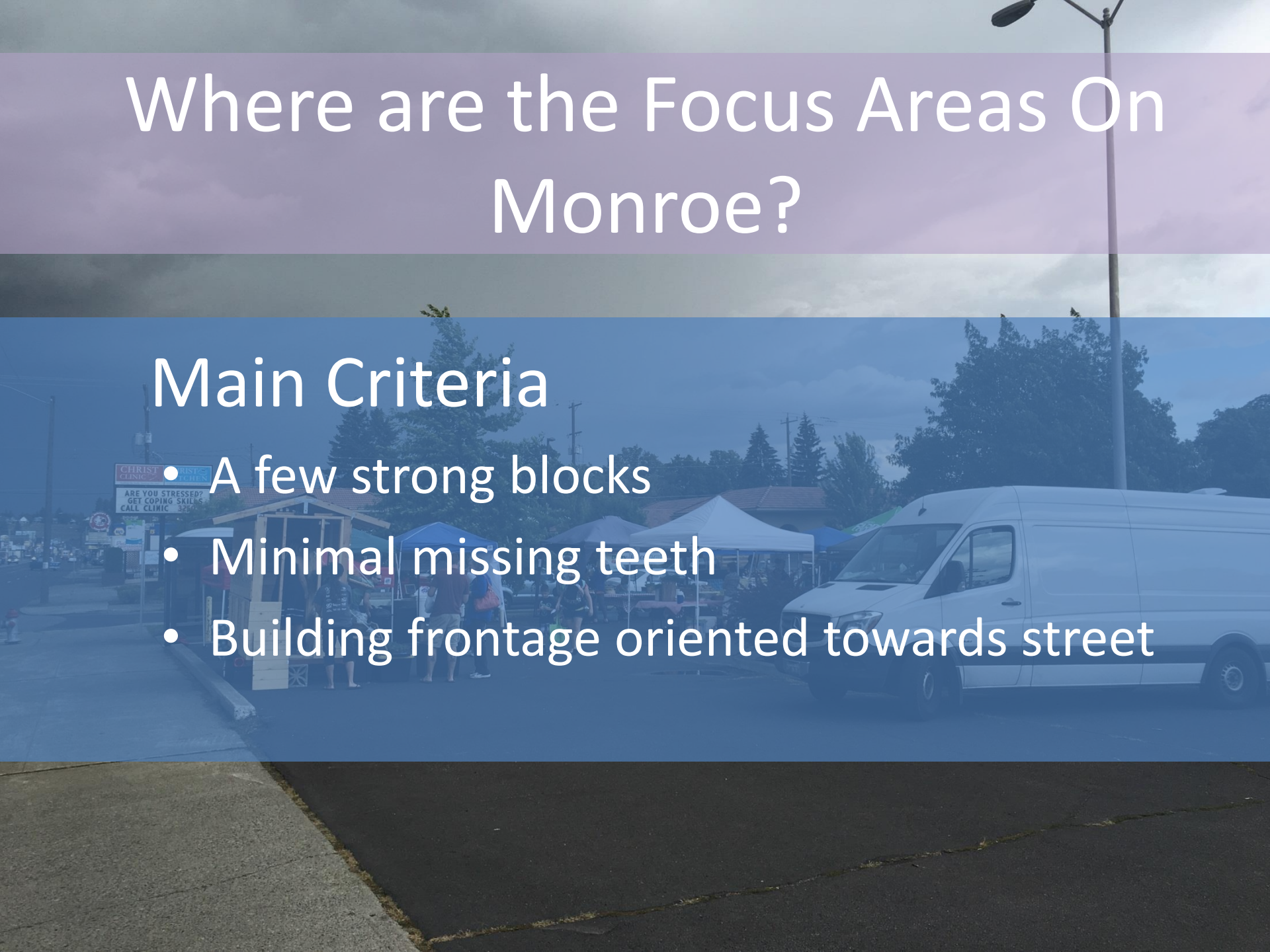
- Everyone gets an upgraded streetscape
- Focus Areas will get higher concentration of elements like: benches, trashcans, pedestrian lighting, street trees, etc.



# Where are the Focus Areas On Monroe?

## Main Criteria

- A few strong blocks
- Minimal missing teeth
- Building frontage oriented towards street





Building next to Sidewalk



No building next to sidewalk



- Potential Gateway
- Potential Focus Areas
- Remaining Project Area

# Focus Area 1: York to Cleveland or Fairview



# FOCUS AREA 1



Between Cleveland & Grace looking east



NE Corner of Monroe and York



NW Corner of Monroe and Grace



NW Corner of Monroe and York Looking west



SW Corner of Monroe and Fairview



SW Corner of Monroe and Grace looking west



SE Corner of Monroe and Cleveland Looking west

# Focus Area 2: Indiana to Montgomery



# FOCUS AREA 2



NE Corner of Montgomery and Monroe



Between Montgomery and Mansfield



Between Montgomery and Mansfield

2



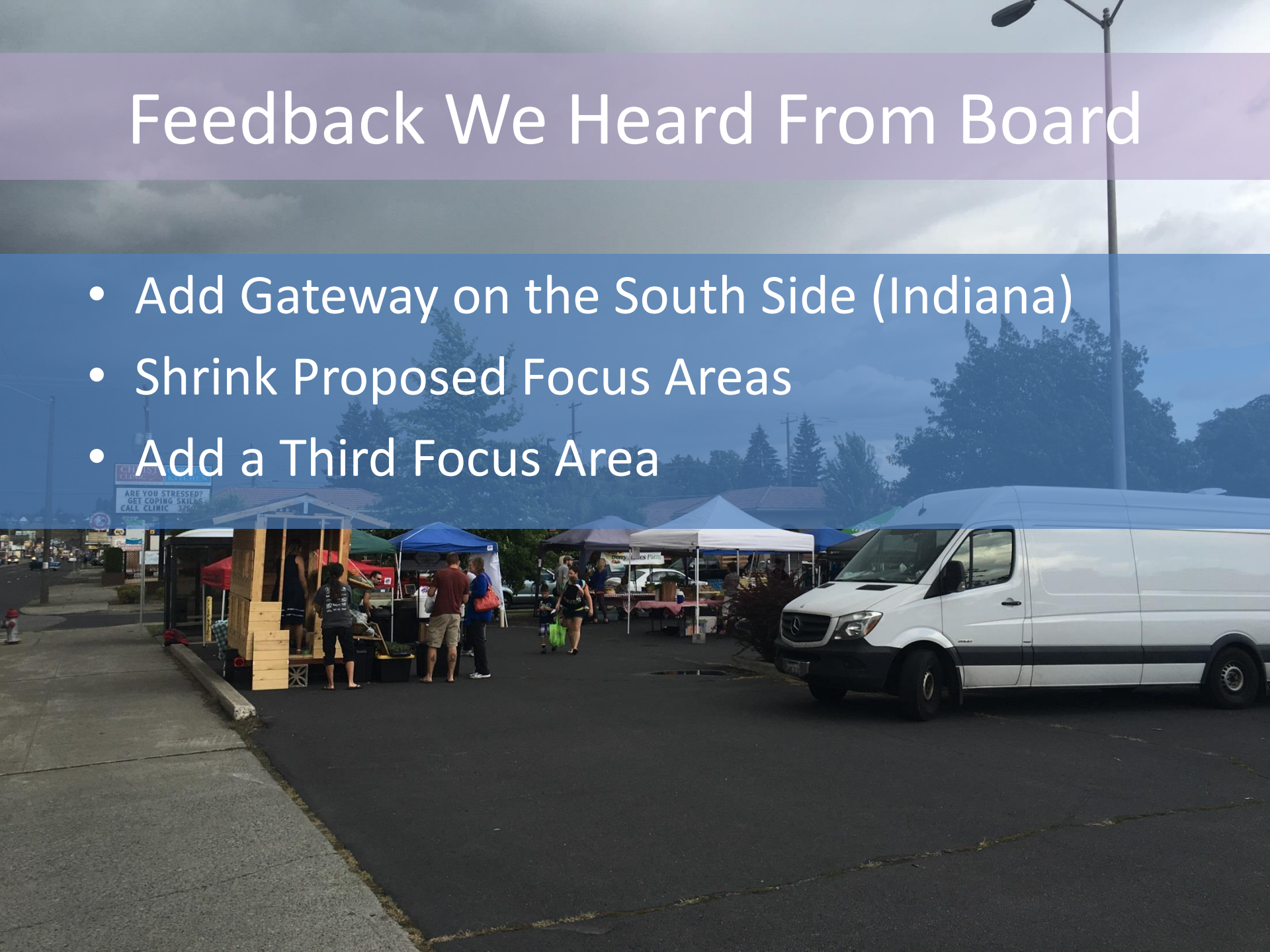
Entering Project Area, Indiana and Monroe (Google Maps Image)



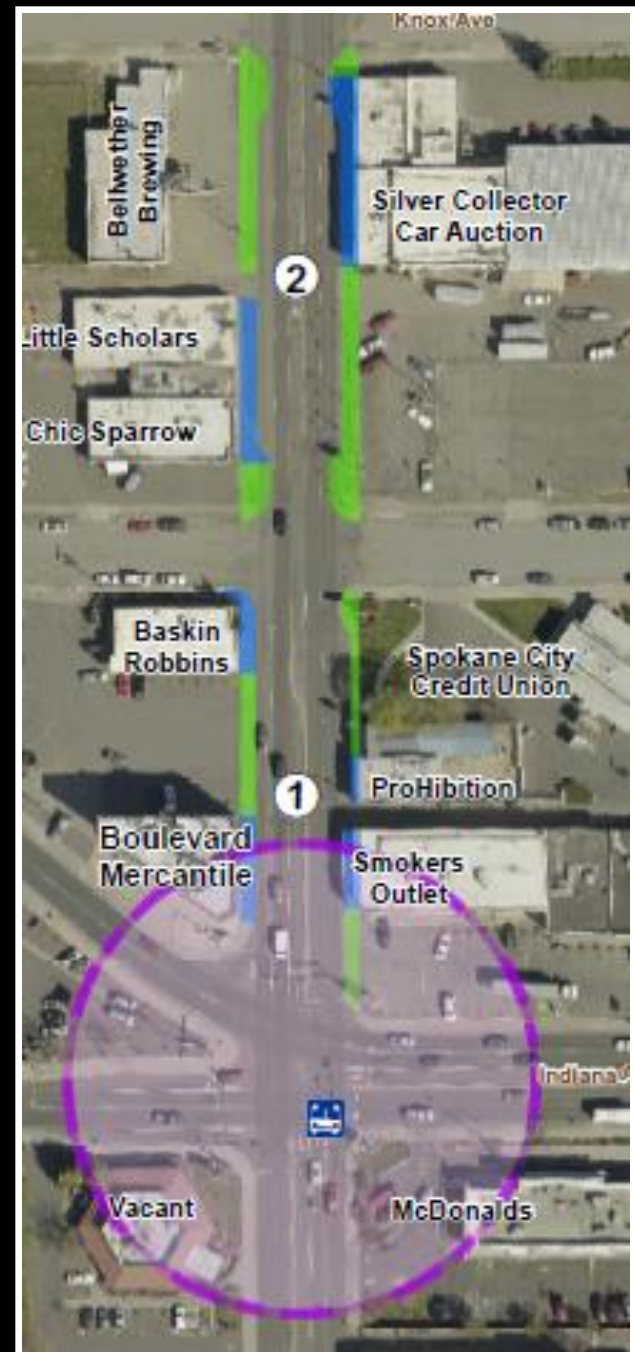
Between Shannon Ave and Knox Ave on Monroe (Google Maps Image)

# Feedback We Heard From Board

- Add Gateway on the South Side (Indiana)
- Shrink Proposed Focus Areas
- Add a Third Focus Area



# Add Gateway @ Indiana



# Shrink Proposed Focus Areas Add a Third Focus Area

## Main Criteria

- A few strong blocks
- Minimal missing teeth
- Building frontage oriented towards street
- Pedestrian Traffic Generators
- Redevelopment opportunity



New Focus Area Approach:  
One or two blocks north and  
south of intersection  
vs.  
Concrete boundary



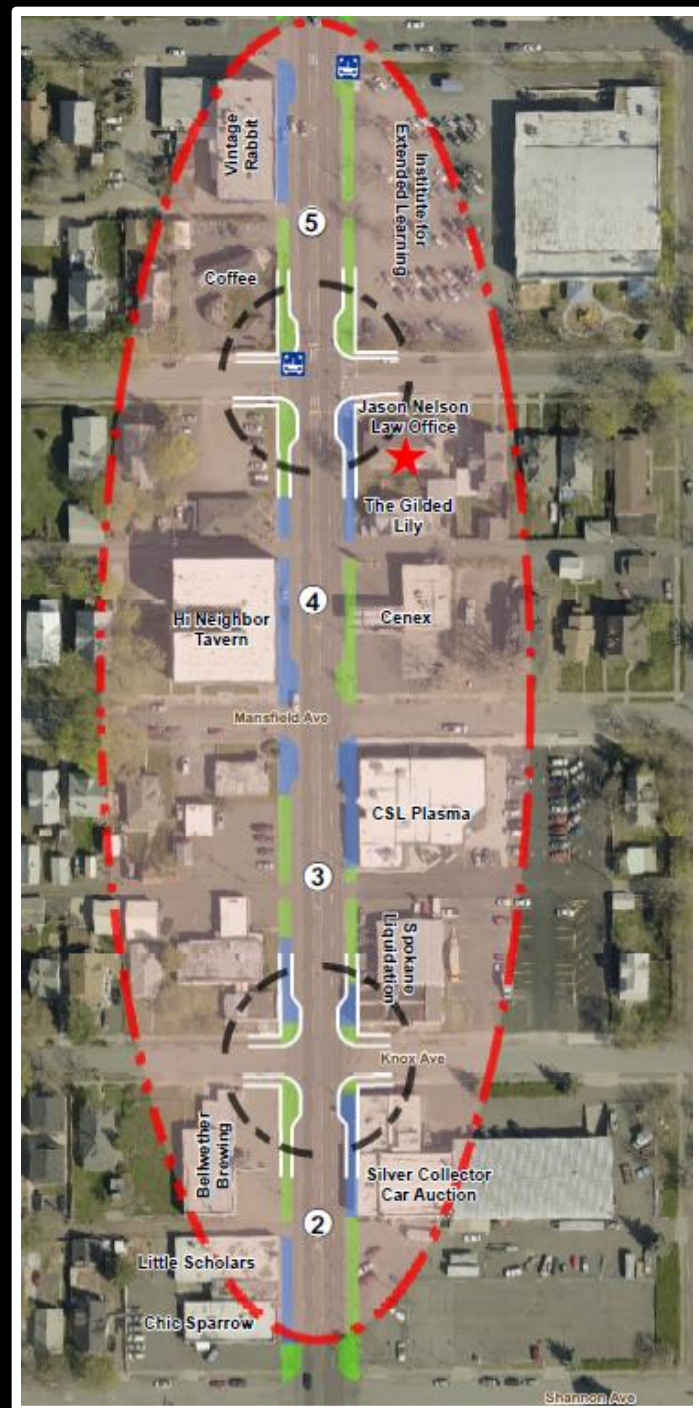
# Knox & Monroe

## Montgomery & Monroe



# Knox & Monroe

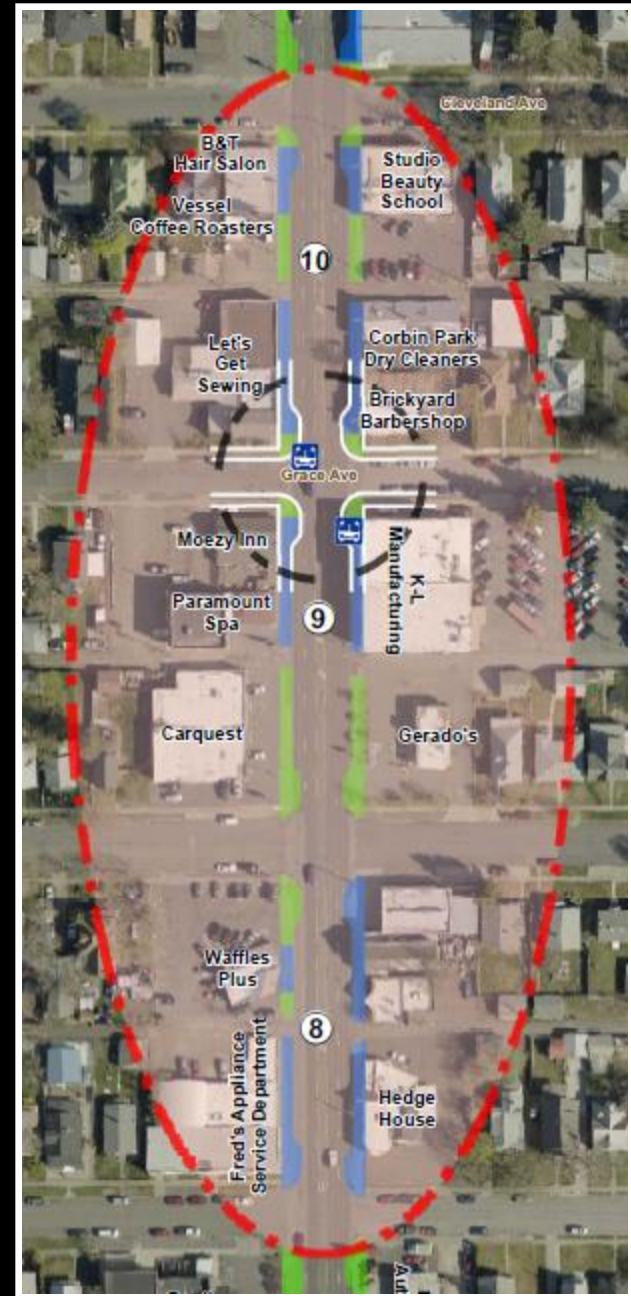
## Montgomery & Monroe



# Grace & Monroe

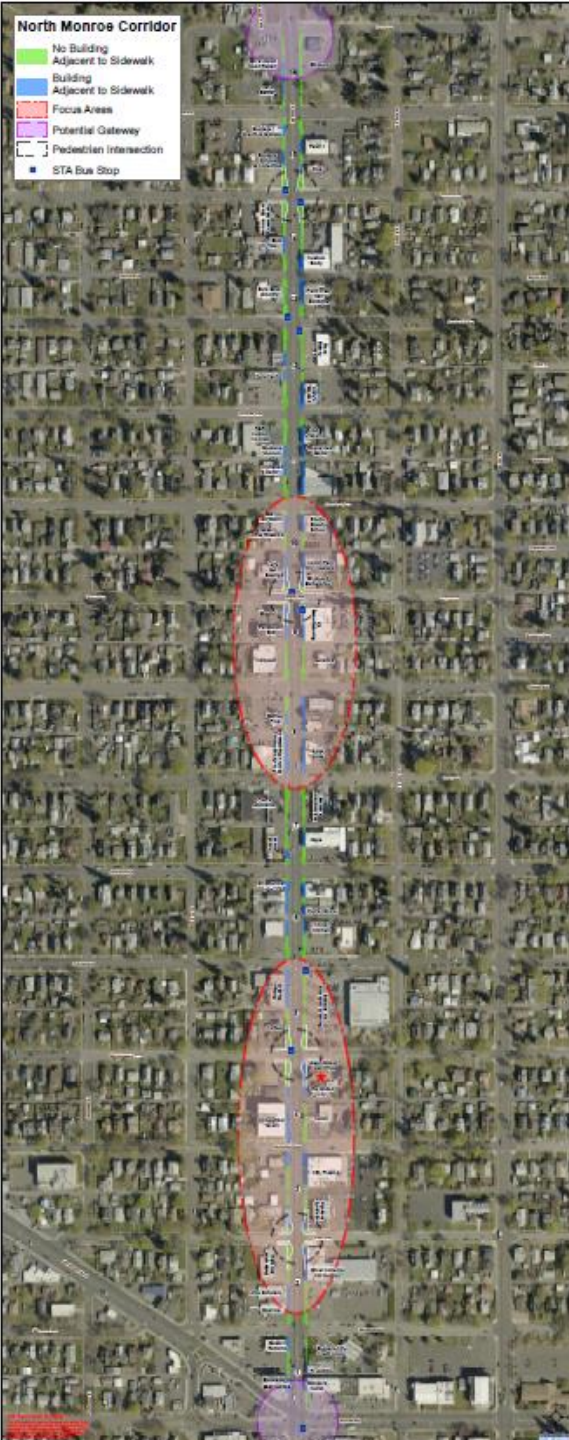


# Grace & Monroe



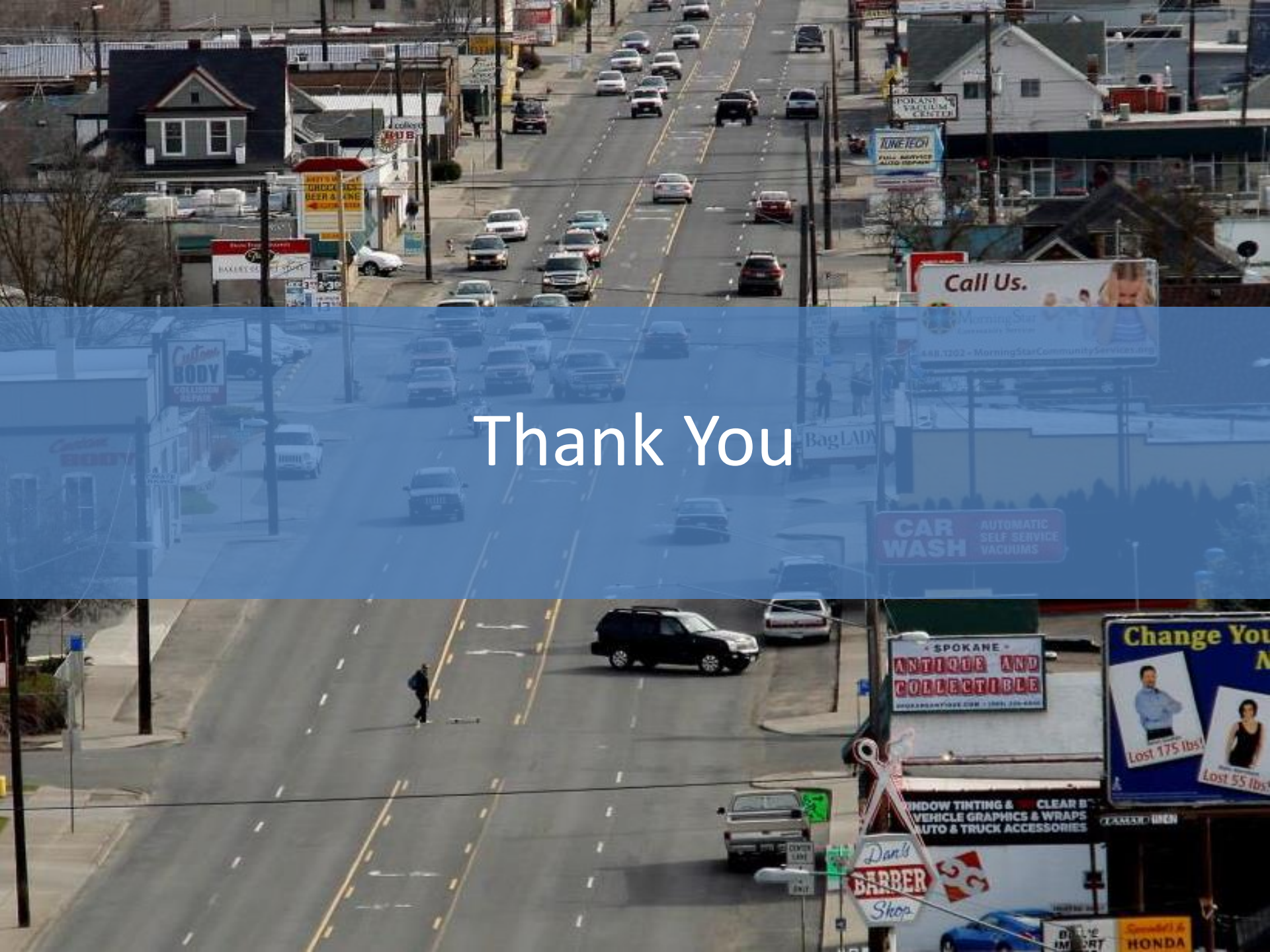
# Dalton & Monroe





# Group Exercise

- Three groups
- Using Focus Area Criteria, identify potential focus areas
- Draw these on the map, discuss with your group
- Identify a spokesperson to report back



Thank You