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
- 1st 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
– 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?

*Planning for Economic & Fiscal Health, Christopher Zimmerman, Smart Growth America; September 15, 2015. Used with Permission.*
How Does This Impact The North Monroe Project?
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
Focus Area 1: York to Cleveland or Fairview
Focus Area 2: Indiana to Montgomery
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
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