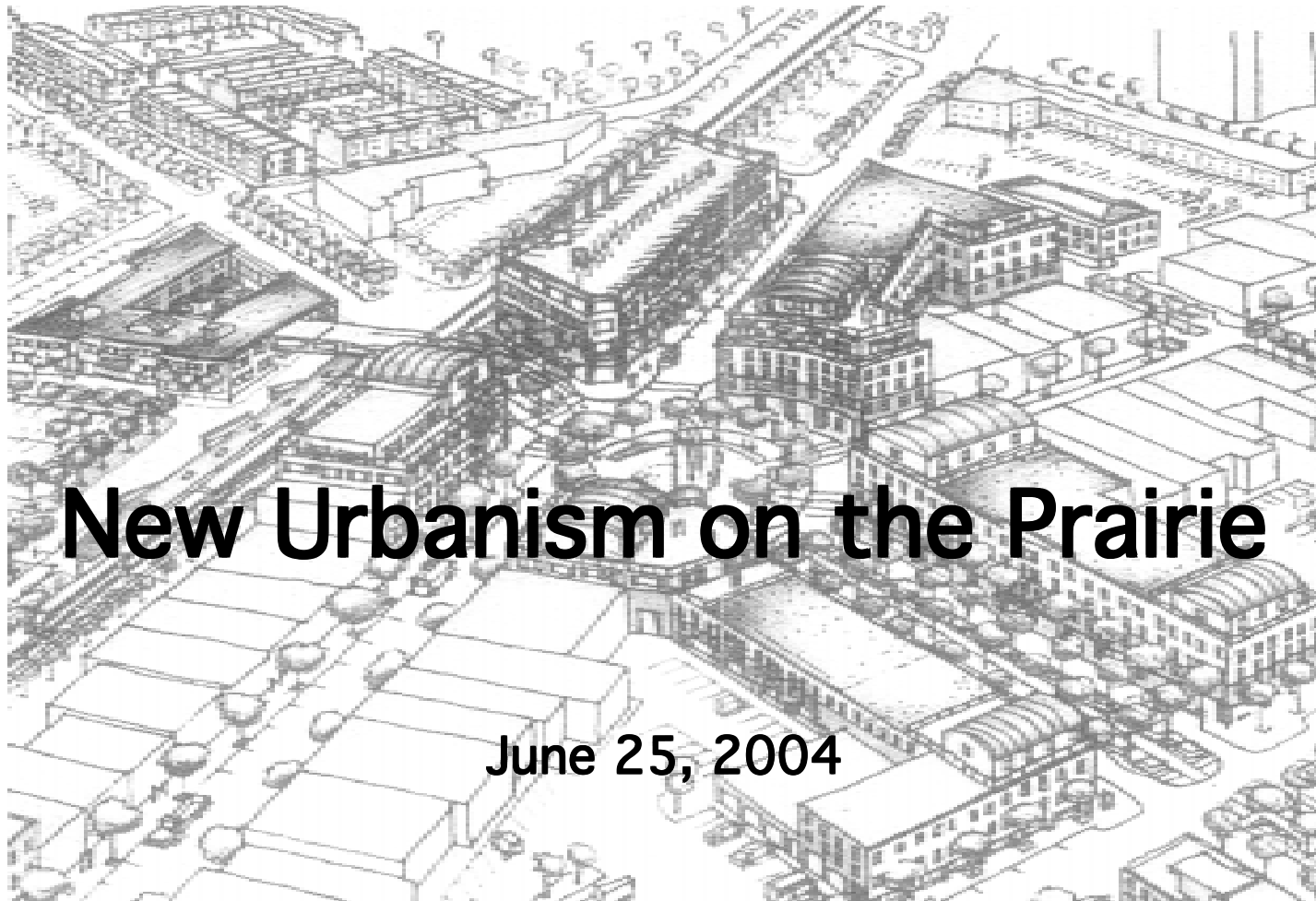


# Town of Normal



## New Urbanism on the Prairie

June 25, 2004

# Downtown Normal

## Current Conditions

# Low Density



# Deteriorating Buildings



# Unattractive Utilities



# Basics of the Renewal Plan

- Pedestrian Oriented
- Mixed Use
- Use Existing Buildings
- “Green” Buildings
- “Smart Growth”
- Healthy Environment

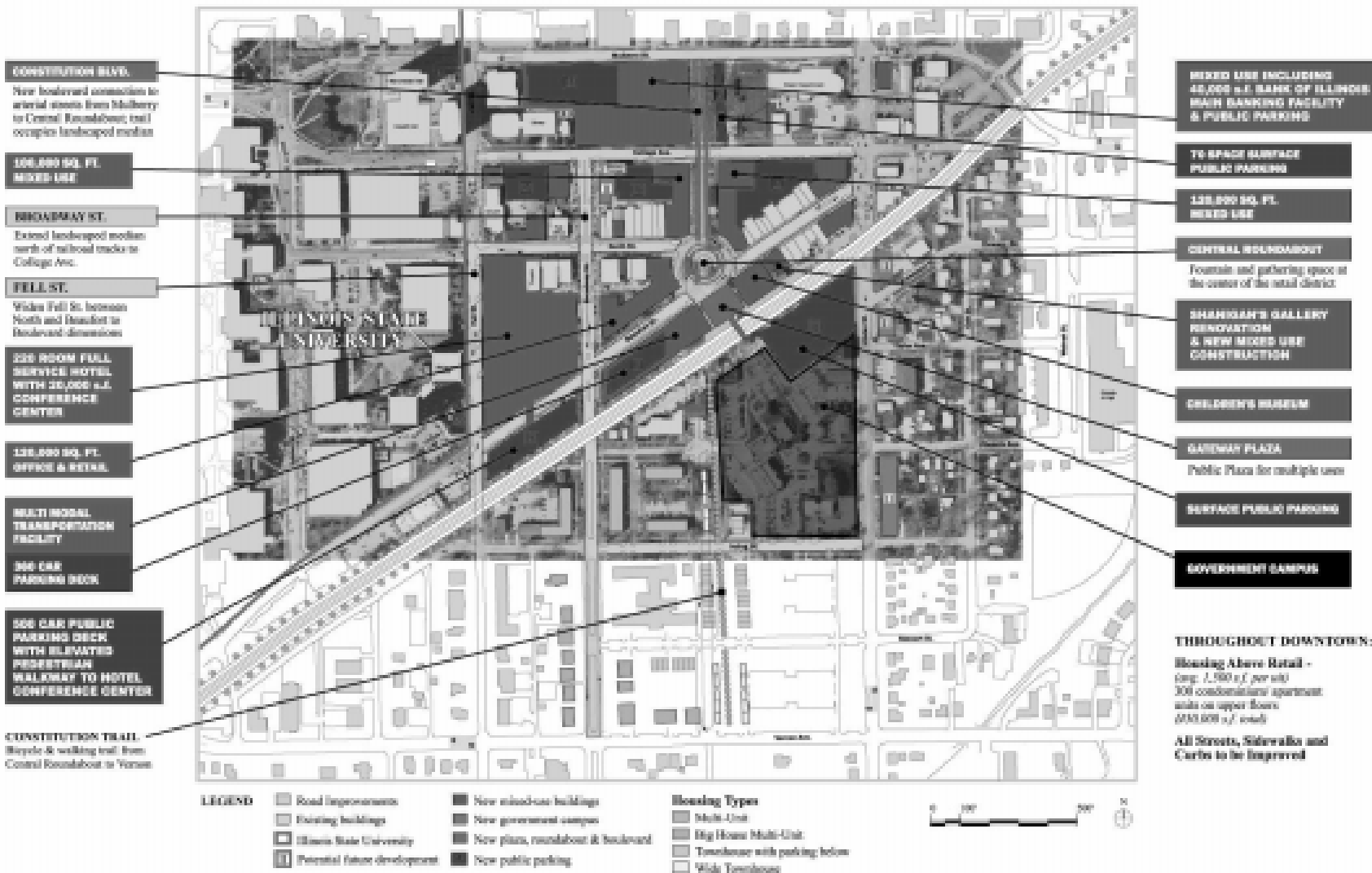


# Renewal Plan Recommendations

- Public Improvements
- Retail
- Children's Museum
- Hotel/Conference Center
- Residential
- Transportation Center



# Normal, Illinois / Downtown Renewal Projects



Downtown Renewal Consultant, Jack B. Tiplitz & Associates

Master Planners / Ferr Associates Architects and Urban Design



## Town of Normal DOWNTOWN DEVELOPMENT



# Traffic Roundabout

- Centerpiece of Downtown
- Innovative stormwater treatment
- Effective traffic control
- Public gathering space



**Town of Normal**  
**DOWNTOWN DEVELOPMENT**

# Children's Discovery Museum

- Tie-in with roundabout stormwater treatment
- Town-owned
- 30-35,000 s.f.
- LEED



# Hotel/Conference Center



# Hotel/Conference Center

- Pedestrian access to Illinois State University
- 230 Guest Rooms
- 20,000 s.f. Conference Center
- Connection to Normal Theater
- Street-level retail
- Adjacent 500 Space Parking Facility

# Brownfield Redevelopment:

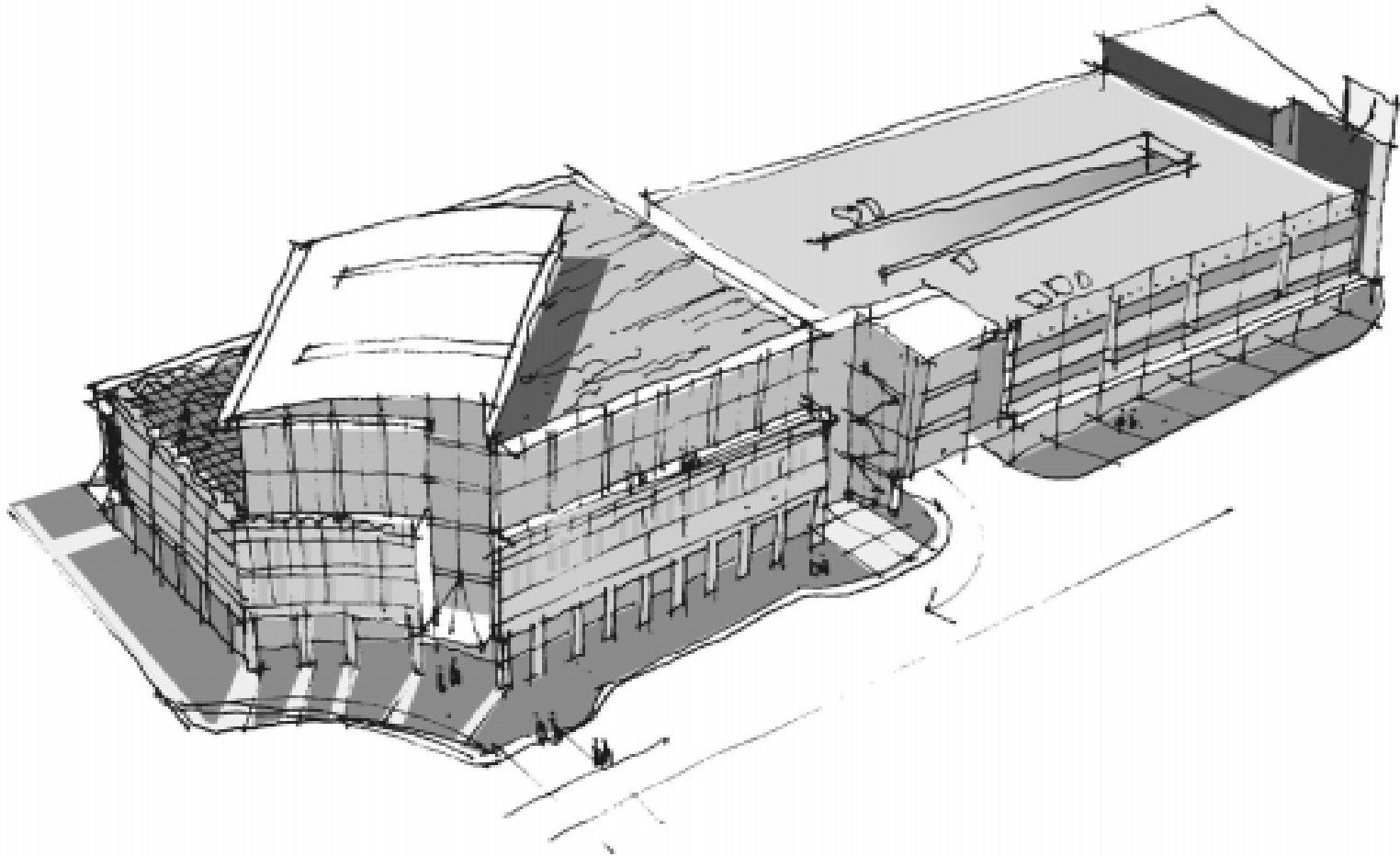
*Future Site of Multi-Modal Transportation Center*



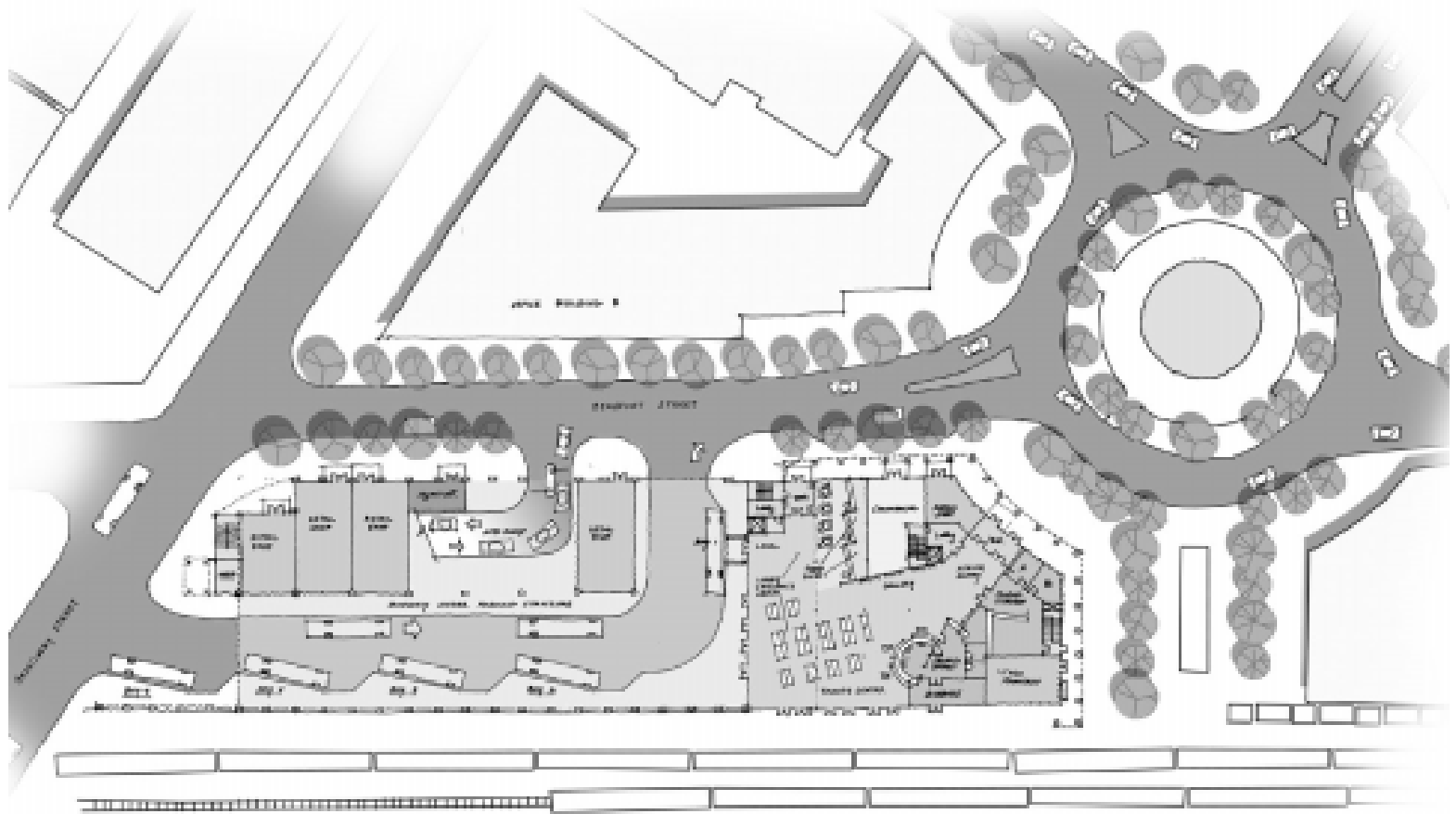
# Multi-Modal Transportation Center

- Brownfield Re-Use
- Train Station
- Bus System
- Taxi/Shuttle Service
- Pedestrian/Bike Access
- Office/Retail
- 360-Space Parking Garage









**Town of Normal  
DOWNTOWN DEVELOPMENT**

# Mixed Use Development

- 100 - 300,000 s.f.
- 3 to 5 stories
- First Floor Retail
- Office/Residential



# Urban Residential Development

Units of Various Sizes,  
Types & Price  
Ranges

Located within and  
surrounding  
Downtown &  
Campus



# Downtown Design Standards

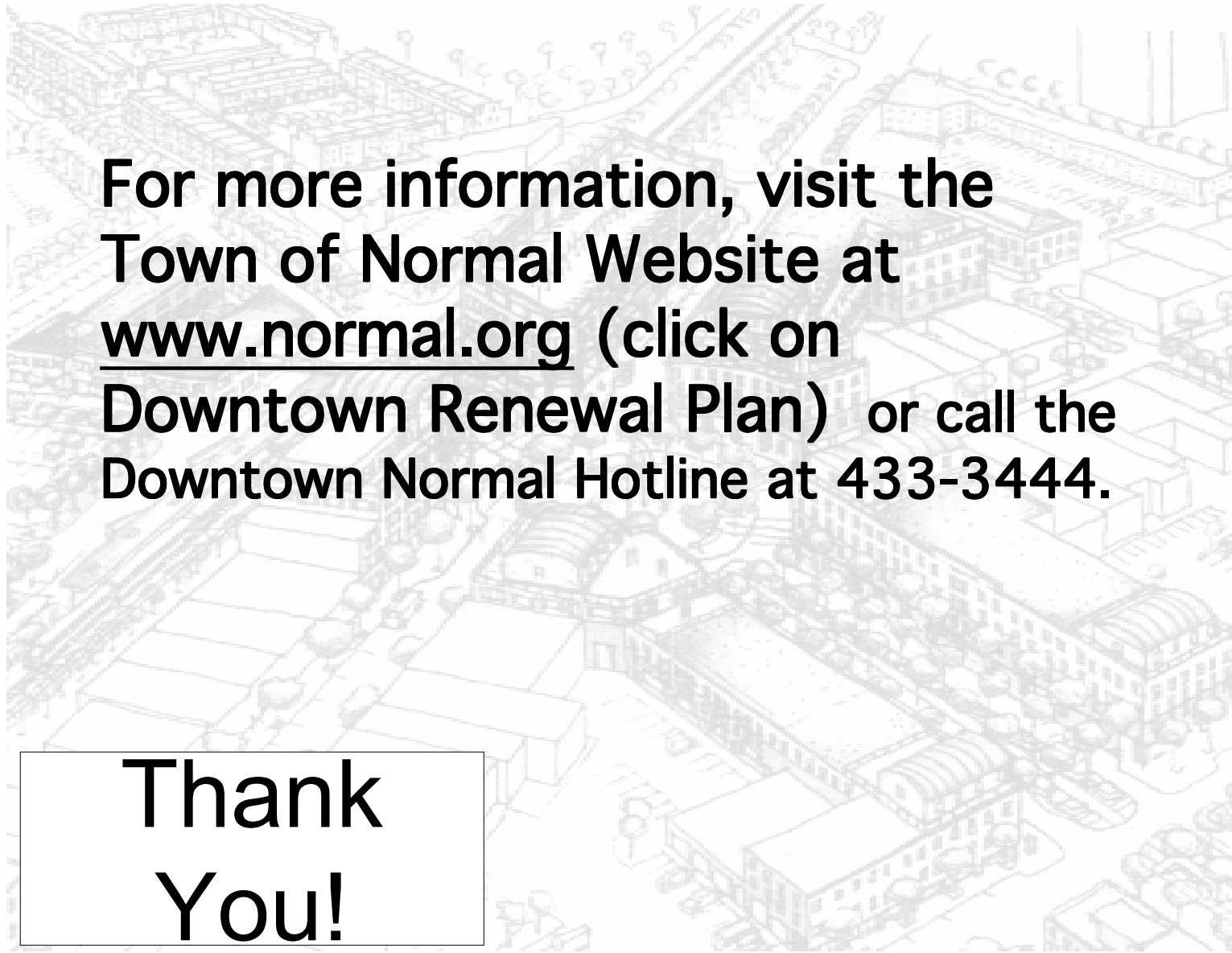
- New Construction and Renovation
- Sensitivity to Historic Architecture
- LEED certification required
- Downtown Design Review Commission



# Where Do We Go From Here?



**Town of Normal**  
**DOWNTOWN DEVELOPMENT**



**For more information, visit the  
Town of Normal Website at  
[www.normal.org](http://www.normal.org) (click on  
Downtown Renewal Plan) or call the  
Downtown Normal Hotline at 433-3444.**

**Thank  
You!**