

Plainfield Avenue Corridor Improvement Authority
2007 – Year in Review

Following is a summary of the event of the Board in 2007:

- Board approves the Plainfield Avenue Corridor Improvement Authority Bylaws, the Development and Tax Increment Financing Plan and the election of officers.
- Intergovernmental Agreement for Joint Administration of PACIA approved.
- The County, Community College and Library opts out of the tax sharing agreement, but ultimately the County and the Community College agree to a compromise as outlined in the minutes.
- The idea of promoting a charette was introduced to help lead us in proper direction with respect to physical improvement to the area. Formation of committees to look into various aspects of promoting the PACIA.
- Review of maps of the Corridor were set up to help facilitate a discussion of ideas for improvement of the corridor. General discussion took place regarding:
 - Gateway areas and improvement to gateways.
 - Sidewalks, lighting and traffic signal improvements, etc. were discussed as some key areas of focus.
 - Business recruitment and retention was an additional focus. Discussion regarding market studies and a marketing program to promote and retain businesses.
 - PACIA must understand “who we are” and “what we want to accomplish” before we forge forward with a plan.
- Howard Cohen of the Chesapeake Group made a presentation of his proposal for a Detailed Market Assessment and Economic Development Strategy. Estimated cost of services would be \$20,000-\$30,000.
 - Solicitation of at least one and maybe two more proposals from qualified organizations similar to the Chesapeake Group must be sought before we would proceed with the Chesapeake Group. Before we proceed with a market study the group must agree that this is way the PACIA should proceed.
- Whatever way the group is to proceed, there is a need for funding or seed money to get any program moving. The group must come up with a consistent “story” in order to present to the community when asking for donation as seed money for PACIA.

- Donations from Corridor business owners and landlords. This should be sought out first before soliciting foundations and other outside funding arrangements.
 - Members to submit five contacts they are willing to solicit for contributions as seed money.
- Donations from area foundations.
 - Research of various foundations and their mission to help determine what foundations would be best approached.
- Consideration was given to having an open house to invite corridor community members to be introduced to the goals of the PACIA. The open house would be the stage for soliciting contributions from stakeholders and the community.
 - Committee formation to achieve vision and funding.
 - Data Research
 - Community History
 - Design and Graphics – marketing
 - Organization – open house planning
- Sidewalk design agreed to – 3’x 3’ standard with 2” tooled edge, broom finished, six feet wide.
- Bob Daverman led an exercise to get the group focused on what the Corridor could be in the future. This exercise should help us define where we could possibly center our efforts:

| Aesthetics (18) | Transit (3) | Business Enhance- ment (7) | Access (7) | Town Center (1) | Neigh- borhoods (1) | Events (12) |
|---|--|---|---|--|------------------------------------|--|
| Overlay zoning ordinance | Strong area of public transportation *2 | Attract people in all seasons *1 | Integrated mobility *2 | Significant landmark to remember *1 | Neighborhood service *1 | Farmer’s Market *5 |
| Better Maintenance Ordinance, especially for closed businesses (old signs, 4 Star, 7-11, Burger King, weeds, boarded up windows *4 | BRT to Rockford *1 | Cluster retail around a variety of specialty businesses | Cross access with existing businesses; joint access points, eliminate excess curb cuts; internal pedestrian connections *2 | Create an area people want to go to *2 | Take advantage of neighborhoods | Annual traditions, spring cleanup, sidewalk sale, Christmas, theme event, moonlight madness sale *4 |
| Township Planning, stronger stand on development of property *3 | | Entertainment | Safe pedestrian crossings | Create an area people have to see like on weekends | | Community celebration event |

| | | *1 | *1 | | |
|---|--|--|--|--|--|
| Aesthetics (18) | | Business Enhance- ment (7) | Access (7) | Town Center (1) | Events (12) |
| Under-ground Utilities *1 | | Support existing retailers | Connections to schools | Create an area people <u>want</u> to go to *2 | Festival or community e- annual *3 |
| Sweeping Streets on regular basis | | Become a destination *2 | Low crime area, safe streets, walker friendly | Vehicle for memorial dedications (Fingers, Woodworth, Meek, Abbott) *1 | |
| Art Décor on Ave *2 | | Successful mall | Pedestrian friendly shopping *2 | | |
| Better parking lot design – landscaping to hold storm water *1 | | Mixed use | | | |
| Boulevard in front of Lowe's/mall area | | Vibrant business in corridor | | | |
| New Sign Ordinance *1 | | Quality retail businesses | | | |
| Beautifica-tion | | Strong business association | | | |
| Improve Aesthetics *1 | | Attractive malls with quality/diverse businesses *3 | | | |
| Attractive landscaping *1 | | | | | |
| Irrigated landscaping *3 | | | | | |
| Quality landscaping owners taking interest *1 | | | | | |

- Visit from Andy Dykema and Daryl Herweyer to discuss their vision for Plainfield Ave. Some of their points are as follows:
 - Plainfield lacks cohesiveness and walk ability
 - Best approach would be to keep the properties in good shape, new frontage and well kept parking lots.
 - Northtown Center needs an overhaul, possibly a total new redevelopment of the property. Possibly the PACIA could seek a grant to help redevelop the property.
 - Certain types of businesses such as a clothing store would do well on Plainfield.

- Incentives should be considered to attract businesses to the area. The townships would need to look into what incentives would be available.
 - Any improvements sought to the area should include landscaping.
- Both Townships individual Boards of the PACIA voted on and accepted the compromise agreed to by the County and the Community College.