RESULTS OF EFFECTIVE STREETSCAPES & SIGNAGE

October 15, 2014 · Eurma Hayes Center

Carbondale, IL since the 1990 plan

Fountain near Washington Park

Old Town Square Park & Parking Lot

KENT, OHIO

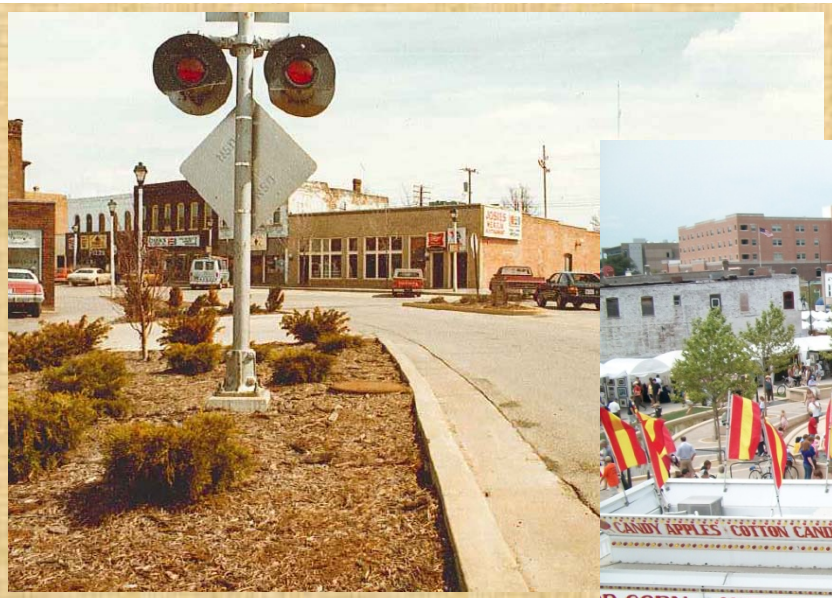
KENT, OHIO

- Created more than 700 jobs in the central district
- Opened or expanded almost 50 businesses in last 2 years
- Increased commercial investment to an average of $55 million/year (745%+)
- Increased tax collections by 12.62%
- 969 construction jobs

KENT, OHIO

- $14 mil City/University Street Corridor improvement project
- $2 mil hike and bike trail connection
- Creative placemaking plan

NORMAL, ILLINOIS



NORMAL, ILLINOIS

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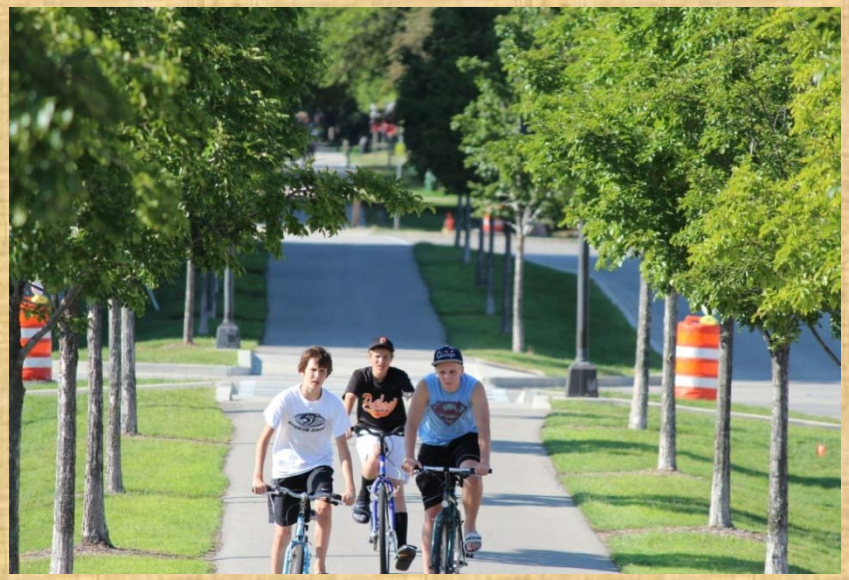
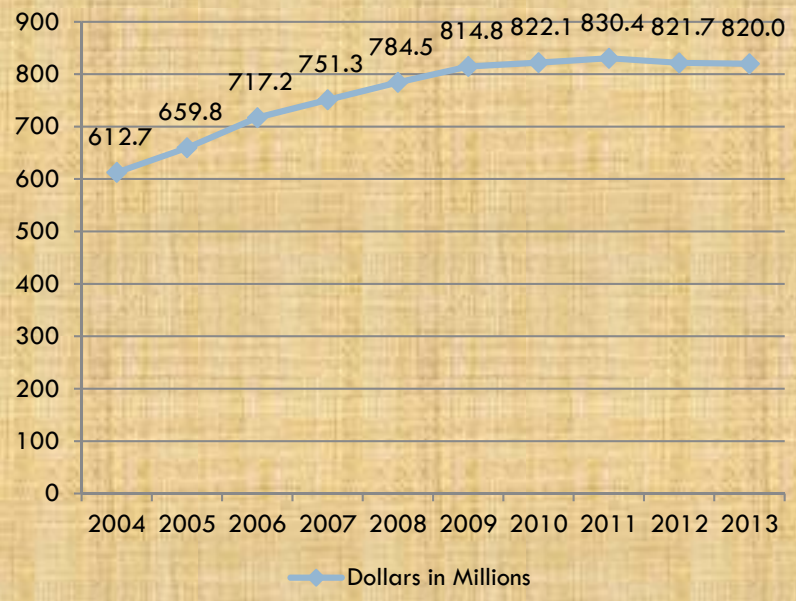


NORMAL, ILLINOIS

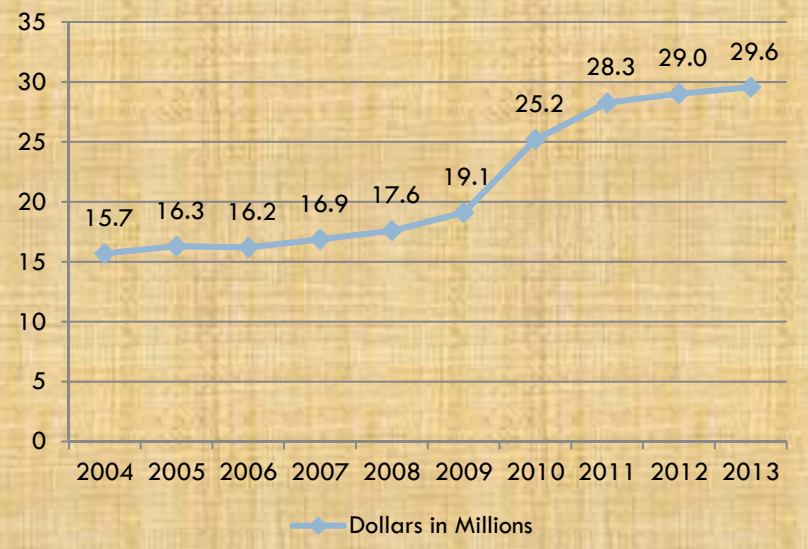
Town of Normal

TOTAL EQUALIZED ASSESSED VALUE (EAV) TOWN-WIDE



Uptown Normal TIF Area

TOTAL EQUALIZED ASSESSED VALUE (EAV) FOR UPTOWN NORMAL TIF AREA



Other Cities and Results

Lancaster, California

Portland, Oregon

Other Cities and Results

Greenville, South Carolina

Bike Paths

Parks and Greenspace

Cleveland, OH

Indianapolis, IN

Conclusions

- Aesthetically intentional
- Attractive and viable
- Improvements that will impact the bottom line
- Resurfacing and developments to improve the quality of life