Town of Normal
Creating a Sustainable City Center
Town of Normal
Sustainability Initiatives

How it all started…

Uptown Renewal Plan
Why Uptown?

Normal, Illinois / Downtown Renewal Projects

- **Constitution Hills**
  - New federal connector to arterial streets from Mulberry to Central Boulevard; trail occupies landscaped median

- **Broadway St.**
  - Extend landscaped median north of railroad tracks to College Ave.

- **Fall St.**
  - Widens Fall St. between North and Bennett to Boulevard dimensions

- **220 Room Full Service Hotel with 50,000 sq. ft. conference center**

- **120,000 sq. ft. office & retail**

- **Multi modal transportation facility**

- **360 Car parking deck**

- **500 Car public parking deck with elevated pedestrian walkway to hotel conference center**

- **Constitution Trail**
  - Bicycle & walking trail from Central Roundabout to Tower

**MIXED USE INCLUDING**

- 43,000 sq. ft., Bank of Illinois main banking facility & public parking

- 75 Space surface parking parking

- 120,000 sq. ft., mixed use

**Central Roundabout**

- Fountain and gathering space at the center of the retail district

**Shari’s Cafe**

- N/A

**Children’s Museum**

- Public plaza for multiple uses

**Surface Public Parking**

**Government Campus**

**Throughout Downtown:**

- Housing Above Retail - avg. 1,750 sq. ft. per unit
- 306 condominium apartment units on upper floor
- 125,000 sq. ft.

All Streets, Sidewalks and Curbs to be improved

Downtown Renewal Consultant: Jack B. Taozzi & Associates

Master Planner: Faur Associates Architecture and Urban Design
Uptown Renewal Plan

Town of Normal
Uptown Renewal

UPTOWN NORMAL
Changing the definition!
‘LEED’ing By Example in Uptown

- Groundbreaking LEED Ordinance adopted in 2002
- Three complete LEED buildings in Uptown
- Two LEED buildings under construction

http://www.usgbc.org/
LEED in Uptown

Uptown Crossing
LEED Certified

Children’s Discovery Museum
LEED Silver

Bank of Illinois
LEED Silver
Multi-Modal Transportation Center
LEED (Gold)
Multi-Modal Transportation Center

LEED Silver - 2012
Meeting Tomorrow’s Transportation Demands Today
Innovative Stormwater Reclamation and Management
Sustainable Infrastructure Development

Innovative Storm Water Reclamation and Traffic Management
Sustainable Infrastructure Development
Sustainable Infrastructure Development
Sustainable Infrastructure Development

Silva Cell
Street Tree Planting
Investing in Renewable Energy
LEED ND
(Neighborhood Development)

Key Components:

1. Smart Growth
2. Urbanism
3. Green Building
LEED ND

- Pilot opened in 2007
- Almost 240 projects were registered; 76 were designated
- Town awarded LEED ND Silver (Stage 2) in 2009 (1 of 46)
Main Street Redevelopment Plan
Main Street Redevelopment Plan (2006-10)
Main Street: A Call for Reinvestment

Mixed Use

LEED Requirement

Pedestrian and Bike Friendly
Storm Water Management Plan
Storm Water Management Plan (2005)

2. Erosion Control and Sedimentation Ordinance (2008)
4. Outreach and Education
Why Storm Water Management?

The Problem …
Why Storm Water Management?

The Solution …

Stream Buffer Ordinance (2008)
Why Storm Water Management?

The Solution...

Erosion Control & Sedimentation Ordinance (2008)
Town of Normal
Storm Water Management

Outreach & Education
Ecology Action Center

1. Environmental Education
2. Storm Water Management
3. Recycling
4. Energy Efficiency
5. Annual Green Team Symposium
Internal Sustainability Initiatives

1. Adoption of Environmental Stewardship Policy (2006)
2. Creation of Green Team (2007)
Green Team Initiatives

- Lighting Upgrades & Building Retrofits
- Green Housekeeping
- Enhanced Recycling
Promotion of Alternate Transportation

Employee Bike Program

Constitution Trail Expansion
Community-Wide Sustainability Plan
Community-Wide Sustainability Plan

Diverse task force including:

* Private Business
* Local Trades
* Farm Bureau

Three broad themes emerged:

* Environment
* Economy
* Social Equity
Underwood House Redevelopment
Underwood House Redevelopment Plan

- New Ecology Action Center headquarters
- Retrofitted with latest sustainable technologies
- Jump start for regional “green” economy
Economic Development Council of the Bloomington-Normal Area
Economic Development Sustainability Plan (2009)

Long Term Strategies

1. Assist existing businesses with sustainable practices

2. Use sustainability as a marketing tool and target sustainable industries

3. Help local government obtain funding for sustainability initiatives

4. Support required training and development pertaining to sustainability

5. Provide access to capital through revolving loan
Economic Development Sustainability Plan (2009)

Quick Starts

1. Develop a “Sustainable and Green Business Directory”
2. Create a Sustainable Industry Profile and Incentive Plan
3. Work with “One Voice” Task Force to secure federal funding
4. Assess local workforce needs in the area of sustainability
5. Create a capitalized revolving loan fund for energy efficiency projects
Town of Normal
Sustainability Initiatives

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