



NORTH PROSPECT AVENUE

Area Improvement Plan

Gillian Zhao, Megha Bamola, Jasmine Tew, Yuhana Khan, Zachary Nelson

EXECUTIVE SUMMARY

The proposed Area Improvement Plan presents the vision for the North Prospect Regional Commercial Center (NPRCC) as a response to the anticipated retail climate change. To maintain Champaign's recognition as a micro-urban city, we focused on urban design and business viability to plan for a more attractive NPRCC.

For the past few years, North Prospect Regional Commercial Center has served as a regional retail hub for mainly automobile travelers. Today, the lack of accessibility to physical shopping platforms, unappealing appearance of large-format retail, and the rise of online shopping platforms have challenged the vitality of businesses. Working with existing structures and potential businesses is the fundamental concept for the plan. The area will still serve as a regional commercial center, so maintaining a balanced mixture of uses in order not generate excessive externalities and competition against Downtown is crucial for this area to evolve.

This report includes detailed recommendations for strategy implementation. The following sections are organized by the order in which these steps should be taken by the City. Each intervention is supported by a rationale. These interventions include assessments of existing conditions, financial strategies, and design guidelines. Suggestions on spatial configuration, in the context of the Lowe's and Target lot, will set an example to help visualize how these interventions may be applied in the surrounding area. Finally, both positive and negative externalities will be identified and addressed. The team will explore scenarios of how the process of land use change will unfold over time, and present recommendations on how the City may track successes and adapt its plans accordingly.

TABLE OF CONTENTS

LIST OF ABBREVIATIONS

INTRODUCTION

- Background
- Vision
- Guiding Principles

PHASE I

- Collaboration
- Existing Condition Assessment
- Grants & Sponsorship
- Financial Tools
- Public Investment

PHASE II

- Nature & Intensity of Use
- Design Guidelines

PHASE III

- Spatial Configuration

EXTERNALITIES

VISION

MISSION STATEMENT

“Our area improvement plan focuses on the development of NPRCC’s physical character. We are **designing for the future** - taking market trends, aesthetics, development feasibility and economic viability into consideration. Our goal is to **mitigate the big-box retail crisis** through **innovative design solutions** and **informed policy decisions**.”

VISION MISSION STATEMENT

This section describes what the team envisions NPRCC to be like in the next two decades, if plans detailed in this report are to be implemented. There are two parts to the Vision: a series of statements that align with the City's comprehensive plan, and a collection of precedent case studies that have inspired the proposed plans, supplemented with how these examples can be applied on North Prospect Avenue.

Note that the vision is expected to be updated slightly during Phase I, to reflect the concerns and wishes of the residents of Champaign. In the past, staff have gathered input through online PLACES survey, direct email, project website, conversations with citizens, and feedback from Plan Commission and City Council. Similar to the Neil Street Plaza development, the City's plans for NPRCC should be open to input from the public as well.

The City's plans for NPRCC intends to nurture the Growing City and develop Community Identity (City of Champaign Comprehensive Plan 2011). These visions will be used as a guide as the City moves forward with reviewing future development proposals and creating policies related to growth.

The former vision for a Growing City expects city-level decisions that will propagate fiscally sustainable growth and reinvestment, resulting in a prosperous community. Changes made in anticipation of shifting retail trends will help maintain NPRCC as a strong employment center and strengthen its status as a regional destination for commerce. As for Community Identity, Champaign is "known for embracing diversity and is attractive with well-planned spaces, streets and buildings." Through proposed changes on spatial configuration and facade redevelopment, the team intends to build community culture and deliver high quality urban design. These updates complement the former vision, as we anticipate the plans to mitigate the big box store crisis and catalyze economic development, despite the challenges.

VISION PRECEDENTS



The neighborhood of **Vesterbro**, former Meatpacking District in Copenhagen, Denmark is an example of how big box structures have adapted to shifting trends in commercial real estate.

These large structures, previously used for light industrial manufacturing, has been divided up into smaller format stores for local businesses. The new tenants, mostly restaurants and bars, are equipped with outdoor seating to foster a sense of community. The success of this redevelopment project has catalyzed the growth of independent hotels, organic food shops, and vintage outlets in the neighborhood. The team aspires to create the same impact for NPRCC.

Top: Before
Bottom: After
(Copenhagen, Denmark. Photo by Jasmine Tew)

VISION PRECEDENTS



La Habra Towne Center of La Habra, CA is an example of facade redesign that the team has drawn inspiration from. La Habra Towne Centre experienced a renaissance in mid 2016, that came to fruition due to a public-private partnership between the City of La Habra and Northgate Market.

The center had undergone, what we call, "the domino effect". This was due to two principal buildings being renovated in the Spanish Colonial style, encouraging the owners of the outlots and other anchor buildings on the site to also achieve this look. Many old businesses left and new businesses sprouted due to this renaissance. The team hopes and expects the same for NPRCC after the plan's implementation.

Top: Before
Bottom: After
(La Habra, CA. Photos by Le Architects)

VISION PRECEDENTS



Malmö Saluhall, located in Malmö, Sweden, is an example of how an underused, large structure can be redeveloped. The food hall is described as a “melting pot of culture, creativity and fun - a food market for everyone.” It now hosts over 20 tenants, most of which are local-based small businesses.

The team has explored the idea of introducing a food hall to NPRCC for two reasons. The existing large format buildings are well suited to become a food hall. If building conditions are favourable, this is a viable option for redevelopment. Additionally, food halls featuring local vendors have seen great success nationwide in North American cities. This would create employment locally and propagate economic activity.

Top: Before

Bottom: After

(Malmö, Sweden. Photos by Malmö Saluhall/Wingårdh Arkitektkontor AB, ArchDaily)

GUIDING PRINCIPLES

PROMOTING ART AND DESIGN

PROVIDING A BETTER EXPERIENCE

Trends of commercial real estate studied in the research report affirm that businesses connected with culture, art, and special events are more attractive. Investing in capital improvements may not provide a direct and measurable return in profit, but it provides sound advantages against e-commerce and plain factory stores. From a business' perspective, engagement with arts elevates branding, shows creativity, and forwards diversity. From the city's point of view, promoting art and urban design makes the area vibrant and will generate more usership. Art and design will make NPRCC more user-friendly and enhance the quality of life for community members.

E-commerce is a threat to traditional retail, but it cannot provide physical experiences generated by traditional retail stores in the near future. The sense of community, the ease of face-to-face customer service, and the joy of interactivity with the products are what develop a loyal customer base, and these could be made possible with improved urban design. A satisfying experience is what NPRCC lacks. These improvements could include a façade redesign, training for better services, and designing for varying amounts of foot traffic.

GUIDING PRINCIPLES

ENCOURAGING A MIX OF NATIONAL AND LOCAL BUSINESSES

MAINTAINING PUBLIC-PRIVATE PARTNERSHIP

A balanced mix of stores is important for business sustainability of the area. Variety and diversity provide stronger resistance to market fluctuations, as they satisfy the demand of customers with different needs. Having businesses catered towards different cultural, social, income, and age groups should be at the forefront of NPRCC. Nationally based businesses can still serve as anchors due to public familiarity and advertising, but local businesses have the advantage of providing uniqueness to NPRCC by offering distinctive products and design that conveys Champaign's identity and ingenuity.

Public-private partnership is a trending governance mechanism which brings public and private decision makers together. The City of Champaign has the ability to gather resources and oversee the stakeholders. The private sector has the initiative and expertise that can serve as a great asset to the City's plans. Effective policies that would regulate the business environment will help keep it competitive while ensuring a certain level of fairness for smaller businesses - this is particularly important for NPRCC, as the center expects to see a mix of large corporations and local businesses.

PHASE I

Noting the nationwide trend of big box store closures, it is imperative that the City pursues the following interventions preemptively. The City should identify all stakeholders and establish an open dialogue to communicate the need to address the challenge - this process aims to gauge interest and develop potential partnerships. The team developed a criterion to help the City pinpoint accurate building conditions for improvements, in order to prioritize financial allocations effectively. Other viable financial strategies include: grants for small businesses and the development of financial tools to support the City's vision for NPRCC.

PHASE I

COLLABORATION

The team's plans for NPRCC require close collaboration between all stakeholders to be successful. In the early stages, the City should identify relevant parties and initiate conversation regarding the plan. The objective is to help landowners, potential investors, and service providers understand the need to bring design updates to North Prospect Avenue. This should be a collaborative process led by the City to gain input from all parties. The input gathered should go on to contribute to design guidelines in the next phase, Phase II. Some external relationships are outlined below:

Champaign County Regional Planning Commission (CCRPC)

The Regional Planning program of CCRPC provides planning-related technical services to local governments throughout its service area, City of Champaign being one of said governments. These services include a range of programs which address policy analysis, planning processes, demographic, economic, environmental and geospatial information analysis, and technical analysis. The CCRPC notes in its mission statement that it is always seeking new

opportunities to expand and impact the community with innovative practices and solutions. The team is certain that the CCRPC is an excellent institution to establish a productive partnership with.

Champaign-Urbana Mass Transit Districts (CUMTD)

As mentioned in the research report, the sparse distribution of bus stops, limited transit options, and lack of shelter adds to the difficulty of accessing NPRCC without a private vehicle. The City should work with CUMTD to provide a better connection between NPRCC and the surrounding neighborhoods. Updates can also be made to connect lots within NPRCC, seeing as the lots are currently fragmented and unsupportive of non-vehicle transit modes. These changes may provide employees an alternative way to get to work in the commercial center.

University of Illinois, Research Park

NPRCC, with its close proximity to highways and availability of parking space, has always been marketed as a tourist destination in Champaign. On that note, the University and Research Park may hold interest in the development of NPRCC, as it currently

PHASE I

COLLABORATION

provides amenities to students, alumni, and visiting guests that are otherwise unavailable in Downtown or Campustown. Additionally, the team and the City has been exploring the option of providing small format commercial space in replacement of big box structures. The Research Park, with its incubator, may hold an interest in this intervention - as the demand for space increases.

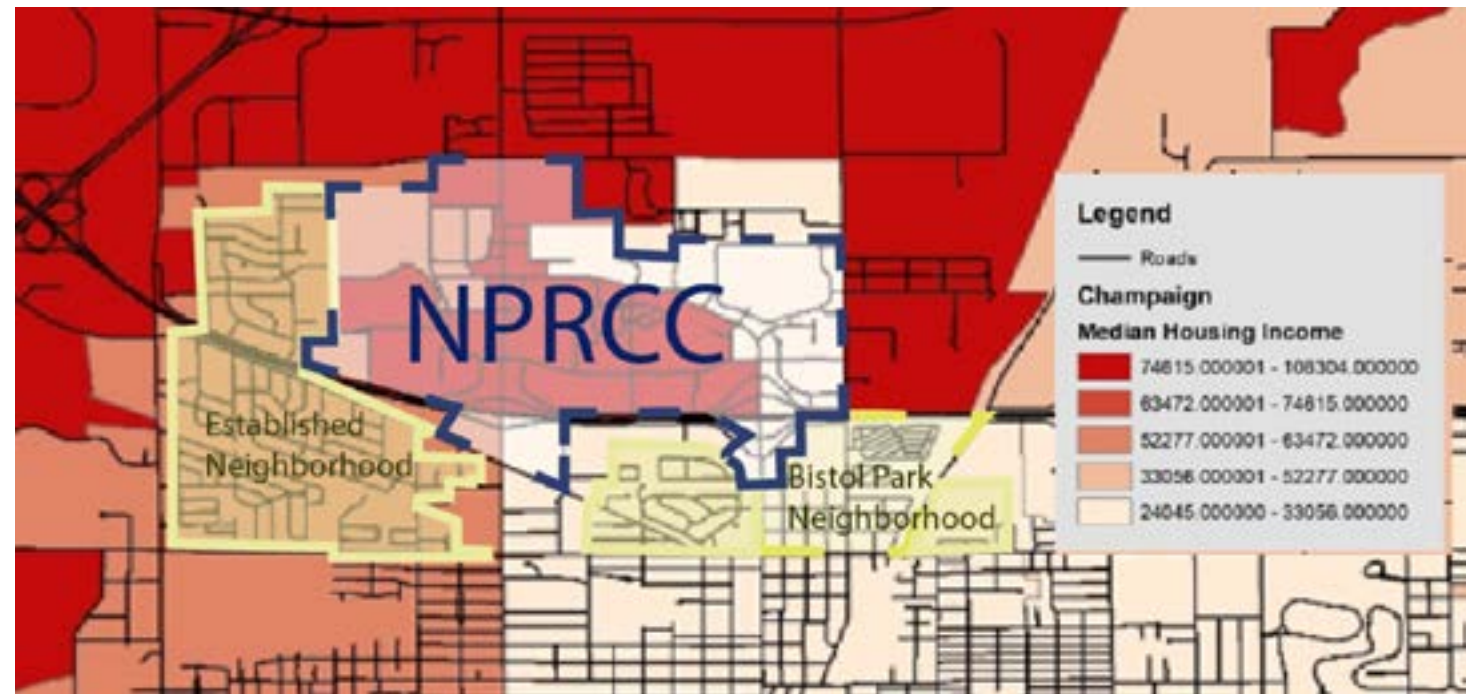
Businesses in Downtown Champaign

The City should manage the development of NPRCC with Downtown Champaign in consideration. While making changes to develop NPRCC as an experience oriented destination, the City should be aware of how it may affect businesses in Downtown Champaign and consider ways to mitigate the risk of undermining Downtown's viability. The team believes that while NPRCC and Downtown can share a coherent neighborhood character, it is important to distinguish features in avoidance of competition.



PHASE I

COLLABORATION



Surrounding Residential Neighborhoods

Our plan did not deliberately encourage residential development in NPRCC as we anticipate the commercial improvement to drive the residential development in surrounding neighborhoods such as Bristol Park neighborhood. The City has published the Bristol Park Neighborhood Plan, 2011 and established this area as a study area for neighborhood revitalization. Yet the Median Housing Income map for 2012-2016 shows Bristol Park as one of the neighborhoods with the lowest median housing income surrounded by the area with the highest median housing income. Adding affordable housing in less affluent areas will support the workers to live close to where they work and continue the neighborhood revitalization plan.

PHASE I

GRANTS & SPONSORSHIP

There are established grants and programs from national and state level for arts and small businesses. Such grants should be an initiative for businesses themselves to cooperate with the Area Improvement Plan.

ART & QUALITY OF LIFE

Illinois Art Council Agency

One of the programs that apply to our vision is called Artist Fellowship Program, whose goal is to enrich and strengthen the environment of the State of Illinois. It will provide a limited number of \$15,000 awards to various disciplines including Architecture and Performance Arts that are applicable to the development of our site.

Another program, Program Grant, is funded for established NGOs to make significant local impacts on the quality of life. It supports local art agencies in multiple disciplines including music and visual arts.

BUSINESS DEVELOPMENT

Illinois Department of Commerce and Economic Opportunity

The Illinois Small Business Incentive Program in Champaign County is a part of America's Small Business Development Center Network, providing financial assistance in counseling service through Champaign County Economic Development Corporation. Their highly trained and experienced staff can offer advice on business planning, tax procedure, incorporation, financing, financial analysis and planning, marketing tools and strategy, and management assistance. The program serves to match the cost of consulting professional services in legal, financial, and marketing. The small business owners will benefit 75% and up to \$7500 if they are willing to open their business in the defined neighborhoods.

PHASE I

GRANTS & SPONSORSHIP

The department also provides loan programs and other services to prepare for businesses' future growth. The possible programs include Advancing the Development of Minority Entrepreneurship, Advantage Illinois, and Illinois Finance Authority. For example, Advancing the Development of Minority Entrepreneurship opens the doors for minority entrepreneurs and small business owners by providing necessary training, resources, and support to set up long-term success and growth.

U.S. Small Business Administration

Small Business Investment Company provides funding specifically in small business by debt and equity. These include debt ranges from \$250,000 to \$10 million with an interest rate between 9% - 16% and an equity investment ranges from \$100,000 to \$5 million or a combination of debt and equity.

PHASE I

FINANCIAL TOOLS

Tax Credit

The city could offer tax credit for developments that follow the city's guidelines for the improvement of the physical character of NPRCC. The tax credit can be applied to waive an agreed amount of property tax for the landowner. It could also be used to waive the proposed impact taxes if the impact taxes are issued to the whole area of NPRCC. This helps the city to achieve what it envisions but leaves space for disagreement from the landowners and developers.

Enhanced Infrastructure Financing District (EIFD)

EIFD is one of the tools to help city collect revenue for the improvement of urban design. It is more binding than issuing a tax credit that the properties in this district will have to agree with the design rules. It would work similarly to a TIF district only that the frozen property tax revenue will be returned to the developers every year in the use of improving and maintaining urban infrastructure. It is up to city's discretion to negotiate with the landowners and decide the boundary of this district.

Development Permits and Impact Taxes

These can be issued to developers as to grant their permission to make developments proposed to the city specifically for NPRCC. This could be justified by the city that the public realm need funding to support the transformation of NPRCC. Compared to tax credits and EIFD, this is a less lenient and not as generous way to enforce our urban design improvement. The revenue made from these permits and taxes will be collected by the city to make urban design improvements in the public space in NPRCC. Developers can also apply to use the funding to help with private improvements but the applications are not guaranteed to be approved.

Local Business/Startup Programs

These programs could be created to help the needed entrepreneurs to share resources. The city's economic development department could host monthly or semesterly discussions for small business owners and cover the cost of advisory for seminars.

PHASE I

DETERMINING CRITERIA FOR PUBLIC INVESTMENT

The city should establish the criteria to allocate its investment. Commercial leases usually vary case by case, are long-term and binding, but allows negotiability and flexibility between the business owner and the landowner. The commercial property improvement could involve landowner, developer, designer, engineer, and business owner. The city's role is to incentivize the party that has the right to improve the physical structures (land and building), or use financial tools towards the area to encourage the improvement of physical structures. It is the City's responsibility to make the final judgement of which financial tool to use and how they will be applied. The table in the following pages contains the preliminary criteria for determining which financial tool(s) to use for different kinds of building/tenant situation.

Priority 1 –

Long-lasting buildings leased to thriving businesses

Owners of these properties probably do not have many initiative for aesthetic improvement of the buildings or the land since the current design works great for the tenants that they do not need to worry about raising revenues from these properties. To make

the improvement happen, it is the city's best interest to spend the least money on making these properties the most appealing. The city could persuade them, or at most offer tax credit for these landowners to improve the design. This can not only start the improvement plan but also establish a model for other developers. However, although it is best for them to agree with the improvement plan, the city should not force them to change what is working for them right now.

Priority 2 –

Long-lasting buildings leased to declining businesses

Buildings with struggling tenants are candidates for close collaboration with the city, as they are the most willing to improve their current conditions to attract successful tenants in order to raise revenues. Long-lifespan of the building ensure a cost-effective approach to make permanent improvement – better design with careful maintenance can last for the lifetime of the building. The city could use appropriate financial tools like Development Permits and Impact Taxes to ensure the revitalization of businesses through design improvement.

PHASE I

DETERMINING CRITERIA FOR PUBLIC INVESTMENT

Priority 3 –

Short-lived buildings leased to thriving businesses

Realistically most of the big boxes are built for quick profit, meaning that they have a lower-than-average building life cycle. Tenants will naturally relocate themselves if the buildings are no longer able to support them. The city could step in by qualifying these commercial tenants for incentives like Illinois Small Business Incentive Program if they agree to relocate in empty but long-lasting buildings in NPRCC. For the landowners, the city will have to intervene to make the redevelopments follow the design guidelines. It could issue creating a Enhanced Infrastructure Financing District (EIFD) for them to follow the city's guidelines.

Priority 4 –

Short-lived buildings leased to declining businesses

From a financial standpoint, it is not worthy to invest in a building structure that is not designed to last long especially when the tenants are failing. But it is the city's best interest to improve NPRCC even the circumstances are tough. For this, the city should actively match tenants and landowners for redevelopment and rebuild. The city is also advised to proactively seek opportunities and ideas for new tenants to repurposing the renovated building. It should also encourage local business development by creating its own economic development incentives for local businesses in addition to the state and federal grants.

PHASE I

DETERMINING CRITERIA FOR PUBLIC INVESTMENT

Remaining Building Life Period	Tenants (Business) Condition	Priority	Public Investment Level	Advised Public Investment	
Long	Good	1	Minimum	Land and Building Improvement	Tax Credit
	Declining	2	Appropriate		Development Permits and Impact Taxes
				Businesses	State and federal grants
Short	Good	3	Active	Businesses	Incentive to Relocate within NPRCC
	Declining	4	Proactive	Land and Building Improvement	Enhanced Infrastructure Financing District (EFID)
				Businesses	State and federal grants, City's incentive

PHASE II

At this point in time, the team anticipates the City to have established strong working relationships with external partners and gained input necessary to create NPRCC's neighborhood design guidelines. The guidelines are briefly outlined in the following sections. However, these are expected to be updated based on the findings acquired through interventions in Phase I of the plan. The City's guidelines should be flexible and receptive to changing circumstances, especially given that a significant shift in retail activity is expected in the near future.

PHASE II

NATURE AND INTENSITY OF USE

The land use of this site is currently Commercial General and there are no plans to change this. It is a high-intensity retail and service-oriented district. Serving as the main regional center for Champaign County, North Prospect is projected to see a vast amount of growth and change. Commercial General is allowed to provide for a wide variety of retail, service, commercial, and office uses. We are looking to retrofit this area in order to maintain its status as a regional center. We would like to keep the same land use because it will suit our design standards best as well as new developments.

Altering the zoning would not benefit this site, because its existing infrastructure and surrounding community will not be able to support a change in zoning or a development of higher density. The built environment is currently accommodated for vehicle users, so the infrastructure must be able to support heavy traffic but also should adapt to provide accommodation for multi-modal connections. As stated in the City of Champaign Comprehensive Plan, the North Prospect area acts as a gateway to the city.

Since we are maintaining zoning, some guidelines from a form-based code will help utilize the current landscape and mold it to show integrity and a definite urban form. This will create a high-quality public corridor that will address the relationship between urban design and real estate demand. To clarify, we are not implementing a form-based code. We are experimenting with and following the guidelines of a form-based code and assessing how it can help us plan for the future of this area.

As we are hoping to reuse the Lowes and Gander Mountain parcels as an International Food Hall/Mini-Mall, we will plan to incentivize local businesses in order to promote entrepreneurship and establish relationships with small businesses in the Champaign-Urbana community. We do not plan to have any multi-story buildings. About one-third of the lot will be building space, a little over one-third of the parking lot, and under one-third of park space. This would go on to inform guidelines developed in the following section.

PHASE II

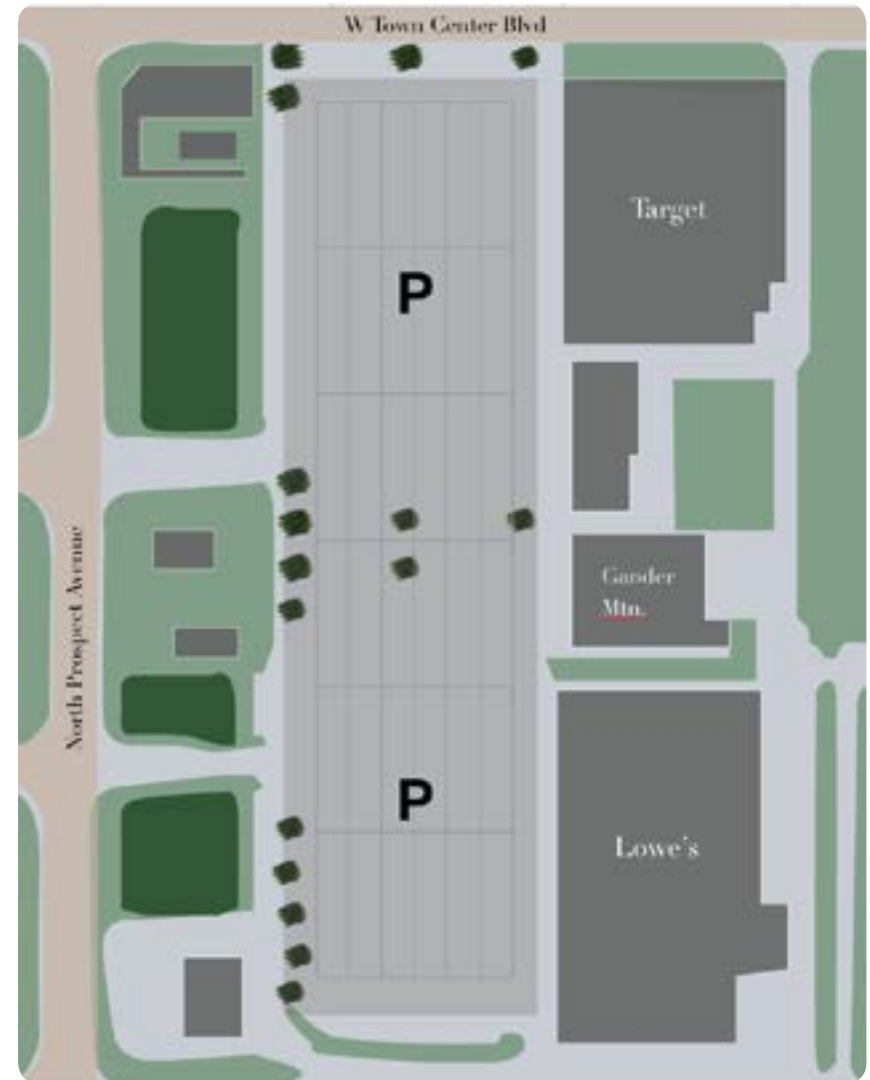
DESIGN GUIDELINES

Intent.

The intent of this document is to ensure that future growth is compatible with the existing urban form and aids in the visual identity of the North Prospect Commercial Center and Neil Street Marketplace. No guideline listed in the North Prospect Commercial Center Area Improvement Plan is mandatory, but projected development proposals and current property owners are strongly suggested to follow guidelines as stated herein.

Purpose.

The purpose of these guidelines is to lay out basic standards for improving, maintaining, and restoring the commercial corridors of Champaign. This document aims to enhance the character and quality of the neighborhoods where large-format retail developments are located. The guidelines outline the City's expectations and are intended to assist business and property owners, decision-makers, and City staff in the development, review, and consideration of commercial retail proposals.



Phase II

DESIGN GUIDELINES

Character/Context.

The City of Champaign has a variety of existing character/contextual settings. The architecture and site design of a project should contribute to the established character of the community and/or neighborhood.

The character of one's property should fit the context of the community. Unlike the retail corridor existing on North Prospect, Downtown Champaign's Main Street displays retail in an immersive setting. Creating an inviting environment is vital to forming a sense of identity. Large retail developments depend on high visibility from major public streets. Their design determines the character of major streetscapes in the city.

Existing Conditions.

Zoning is regulatory while future land use is policy. Future land use is derived from the 2011 Comprehensive Plan, "Champaign Tomorrow". Currently zoned as CG: Commercial General, North Prospect Commercial Center allows for a wide variety of retail, service, and office uses; it also currently serves as a high-intensity retail and service-oriented regional commercial corridor. Currently, there are 4 stand-alone buildings on the inlots, and 4 stand-alone buildings on the outlots on an over 40 acre lot. Each building presents a unique opportunity for reuse and shows the ability to adapt.

Phase II

DESIGN GUIDELINES

Design.

1. Façades and Entries

a. Ground-floor façades that face a public street should have entry areas, display windows, awnings, or features like such to allow for public engagement and create a welcoming environment.

b. Discourage blank walls on front and side façades, require windows on façade as well as sides of principal building, if oriented towards street.

2. Roofs

a. Requiring roofing pitch on principal buildings.

3. Walkways

a. Large-format retail buildings should allow for a generous pedestrian and landscaped area. Widen pedestrian walkways along buildings by more than its current 12-16 feet.

b. Provide site furnishings such as benches, bike racks or shelters, and/or patio areas at building entrances.

c. Provide landscaping along wide walkways to ensure safety.

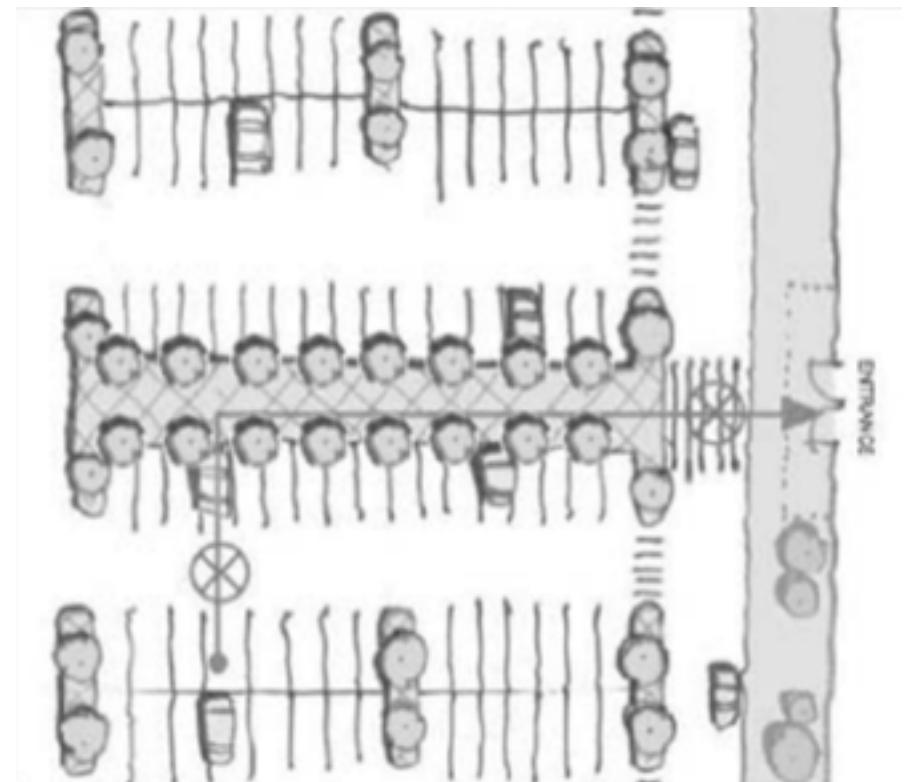
Phase II

DESIGN GUIDELINES

Design.

4. Vehicles and Parking

- a. Divide large parking areas into smaller sections by using landscaping to decrease paved area.
- b. Create landscaped parking islands (extended bioswales, islands with depressed curbing, berms) to guarantee safety when walking across parking lot to buildings.
- c. Continuous internal pedestrian walkways, no less than 8 feet in width, shall be provided from the public sidewalk or right-of-way to the customer entrance of all principal buildings on the site.
- d. Increase lighting in parking lots by implementing light pole or lighting source near or on islands.



Phase II

DESIGN GUIDELINES

All-encompassing Site Design.

1. Relating one building to another

- a. If a principal building or new planned building adopts certain façade or entryway of particular architectural standard, other principal buildings should be encouraged to follow suit in accompanying renovation to allow for coherent flow in retail plaza.

- b. Establish connectivity with each stand-alone building by collaboration and implementation of arcades to create “plaza-like” feeling in between each individual building.

2. Outlots

- a. Outlots should be comparable in design to primary or principal buildings.

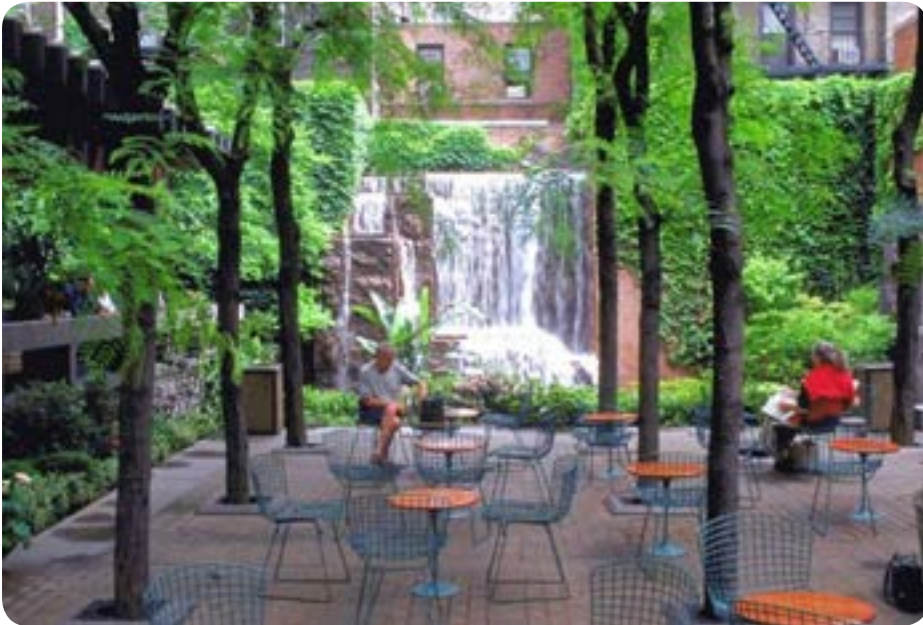
Phase III

This phase should see the implementation of designs as outlined in the guideline. The team is using the Target and Lowe's lot to demonstrate how changes in spatial configuration and updates on urban design may improve overall experience in the space. It is important to note that Target and Lowe's lot is chosen merely as an example - the foundational strategies and plans proposed are applicable to other lots in NPRCC as well.

The pilot project would serve as a learning opportunity for the City to evaluate the guidelines and identify amendments to be made. Improvements made and its subsequent successes should be documented by the City to inform future development decisions in NPRCC. If successful, the implementation should also serve as a catalyst for similar developments in surrounding lots.

Phase III

SPATIAL CONFIGURATIONS



There are a couple physical change recommendations that are suggested for transportation. To start, extending bioswales or having parking islands with depressed curbing throughout the parking lot. This will provide better stormwater management, which can therefore harm less bodies of water by slowing down the runoff. Bioswales are easy to install in almost any area and can be customized for the size of the stormwater runoff expected. If applied the correct way, maintenance can be reduced in terms cost and landscaping – more likely if the native plants of the area are utilized. Lastly, an important goal is to create an appealing site. Concrete features can be very bland to look at, so overall this helps make the lot attractive (Feit, 2018). Next, we encourage widening the walkways to allow for outdoor seating. This could lead into the application of a plaza which could connect the open spaces between Gander Mountain and Lowe's. Also, adding in short passages will also let people arrive to their destination quickly and efficiently. Lastly, this site includes three stormwater detention ponds that have a high potential to be transformed into pocket parks on the site. This would mean cutting down on parking spots, but it will be to implement a more cohesive and coherent lot that will serve as an engaging place to be in Champaign.

Phase III

SPATIAL CONFIGURATIONS



Transportation and Accessibility.

In order to make the lot an easily accessible place as well as a transit-oriented place, there will have to be a few changes made. The commercial uses that will be offered on this lot should be reachable to everyone, not just for people who own a vehicle. There are existing bus stops near this lot, however, one more should be placed south of Lowe's on Marketview Drive. There is a bus stop on Marketview Drive, southwest of Lowe's but one would need to cross at the traffic light to the other side which is not the most reasonable option. The other aspect to take care of is repainting the crosswalks because they are chipped and cannot be clearly seen by the pedestrian, which is a danger to them and the drivers on these streets. On the north end of North Prospect Avenue, it is best to put in an additional crosswalk with a signal for safer crossing to the bus stops on the other side of the major roads.

Positive & Negative Externalities

Positive.

The goal of this development is not only to positively affect this site, but the surrounding environment and population as well. We are implementing pocket parks on the lot, specifically next to the detention ponds. With an attractive park, developers will have more of a reason to face storefronts to the park. It means free greenery and a nice view for customers. The parks, outdoor seating, and plaza will also bring a higher foot count throughout the lot – and not necessarily for the stores. People might just want to relax and socialize in the park or walk around and check out the different spots. This is good for the population because they will receive fresh air outside, and possibly some exercise too. The food hall, pocket parks, plaza, and shops combined will add a social benefit in people's lives. This could be the place to go if you want to do something fun or meet up with friends. This will also brighten the atmosphere around this lot and potentially extend onto other parts of North Prospect Avenue. It won't just be a place to get things done, but rather somewhere you can go for recreational purposes.

Negative.

While there are many benefits of this development, there are also a few externalities that will be undesirable, but there should be buffers that will help ease the impact. Since this area is hoped to be more visually pleasing, there will be an aspect that will generate a larger foot count. North Prospect Avenue is already a traffic-heavy area, but the way to mitigate less traffic within is creating less parking spaces. Due to the pocket parks, there will be a reduction in spaces. When there aren't as many available spots to park in, it is unlikely people will turn willingly into a crowded lot. There is an apartment complex to the east of this site called Nantucket Cove. Our goal is to make this a thriving space, which will create noise and a lively atmosphere. To make sure this does not bother or upset residents, there should be a structural blockage, such as berms, that could at least visually block the noise. Also, if someone chose this location to live in, they should be conscious of the commercial region. Lastly, with the possibility of a food hall being located here, there will be waste that will have to be arranged for collection frequently.

REFERENCES

2011 "Champaign Tomorrow" Comprehensive Plan
2011 Bristol Park Neighborhood Development Plan
2006 Downtown Plan
U.S. Census Bureau
City of Kennewick, WA "Commercial Design Standards"
City of Dana Point, Doheny Village Form-Based Code