

6.2 THIRD STREET CORRIDOR

WITH BOLD POLICY AND URBAN DESIGN, THE THIRD STREET CORRIDOR CAN BECOME A SIGNATURE STREET IN THE BLOOMINGTON REGION.

6.2.1 THE SITE

A. BACKGROUND

The Third Street corridor is a highly developed and heavily trafficked area which serves as a major job center and retail destination for the Bloomington region. The portions which have been developed in the City of Bloomington are predominantly retail and commercial, while the developed areas along the corridor in Monroe County include a mix of residential, institutional, office and manufacturing.

B. SITE ANALYSIS

PHYSICAL SITE FEATURES

The Third Street Corridor contains some of the most flat terrain within the Urbanizing Area. This has allowed development to occur in a cost effective way and will continue to support new development and redevelopment in this area. Most of the existing natural vegetation and geographic features have been removed.

TRANSPORTATION INFRASTRUCTURE

The corridor has direct access to the future I-69 corridor through an existing interchange which is not planned to be significantly modified as part of the I-69 project. The interchange currently provides enough capacity to support additional development in the corridor without future widening.

Third Street itself consists of two traffic lanes in each direction with a center turn lane, providing significant traffic capacity. This should allow for additional development along the corridor without a need for modification.

A Bloomington Transit route exists on Third Street which heads west from the



FIGURE 6.6: XXXXXXXXXXXXX

I-69 interchange and then runs along Hickory Drive, Belle Avenue and Park Square Drive. This provides some transit access to the Urbanizing Area, but does not directly serve Ivy Tech, Cook, GE and other major centers of activity. Although there are significant policy barriers to expanding the service area of Bloomington Transit in the Urbanizing Area, transit will be vital to providing access to future development in the corridor.

The Third Street right-of-way contains existing curbs, sidewalks and tree lawns which support some pedestrian connectivity. However, the sidewalks are often very narrow and the tree lawns do not contain street trees, human scale lighting, and other pedestrian amenities. In addition, there are few and limited pedestrian crossings along Third Street. This creates the dangerous condition of pedestrians crossing Third Street between intersections.

Additional signalized intersections at key desired crossing points, higher visibility of crossings for motorists, and other strategies should be considered to improve pedestrian access.

Some bike facilities are currently provided with the corridor. There is potential to add on-street or off-street bike facilities in the Third Street right-of-way. The Karst Farm Trail is currently under construction along Profile Parkway.

UTILITIES

Existing utilities are located throughout the corridor including major sanitary sewer, water, electric, gas and communication lines. Aside from providing lateral connections to future developments, there are no major utility upgrades required in this area in order to support significant redevelopment.



C. SUMMARY OF GENERAL OBSERVATIONS

HIGH DEMAND FOR NEW DEVELOPMENT

Given the projected increase of traffic with the I-69 project, the access to infrastructure and existing amenities, this corridor should be primed for future development. Several undeveloped sites on Third Street or in the vicinity of the corridor will likely experience development.

HIGH POTENTIAL FOR REDEVELOPMENT

A number of existing development types in the corridor will likely experience some pressure to redevelopment in the 35 year planning horizon. For example, given the high visibility and traffic, the land values of the single

family residential along Third Street will eventually outweigh the value of the structure itself. These homes will likely be sold to commercial developers who will eventually assemble enough properties to create large development parcels. Development types may include office, residential or retail, which is consistent with other uses in the area.

THIRD STREET CORRIDOR

Third Street itself is currently a high traffic vehicular corridor. To transition the corridor into a more mixed-use environment, several strategic changes will be required including the addition of bicycle facilities, street trees, pedestrian scale lighting, enhanced pavements and site furnishings. Also, burial of overhead utilities should be considered.

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6.2.2 MARKET ANALYSIS

A. RETAIL STRATEGY

Opportunities for retail in the Third Street Corridor are currently limited, with the most leakage in electronics, shoe stores, and department stores. As build out of the focus area progresses, there may be increasing opportunities for retail.

B. EMPLOYMENT ORIENTED DEVELOPMENT OPPORTUNITIES

With a planned I-69 interchange and existing base of industrial uses, manufacturing and warehousing place types may be well suited at this node. There are also smaller footprint sites that may be suited to the fabricate and service place types.

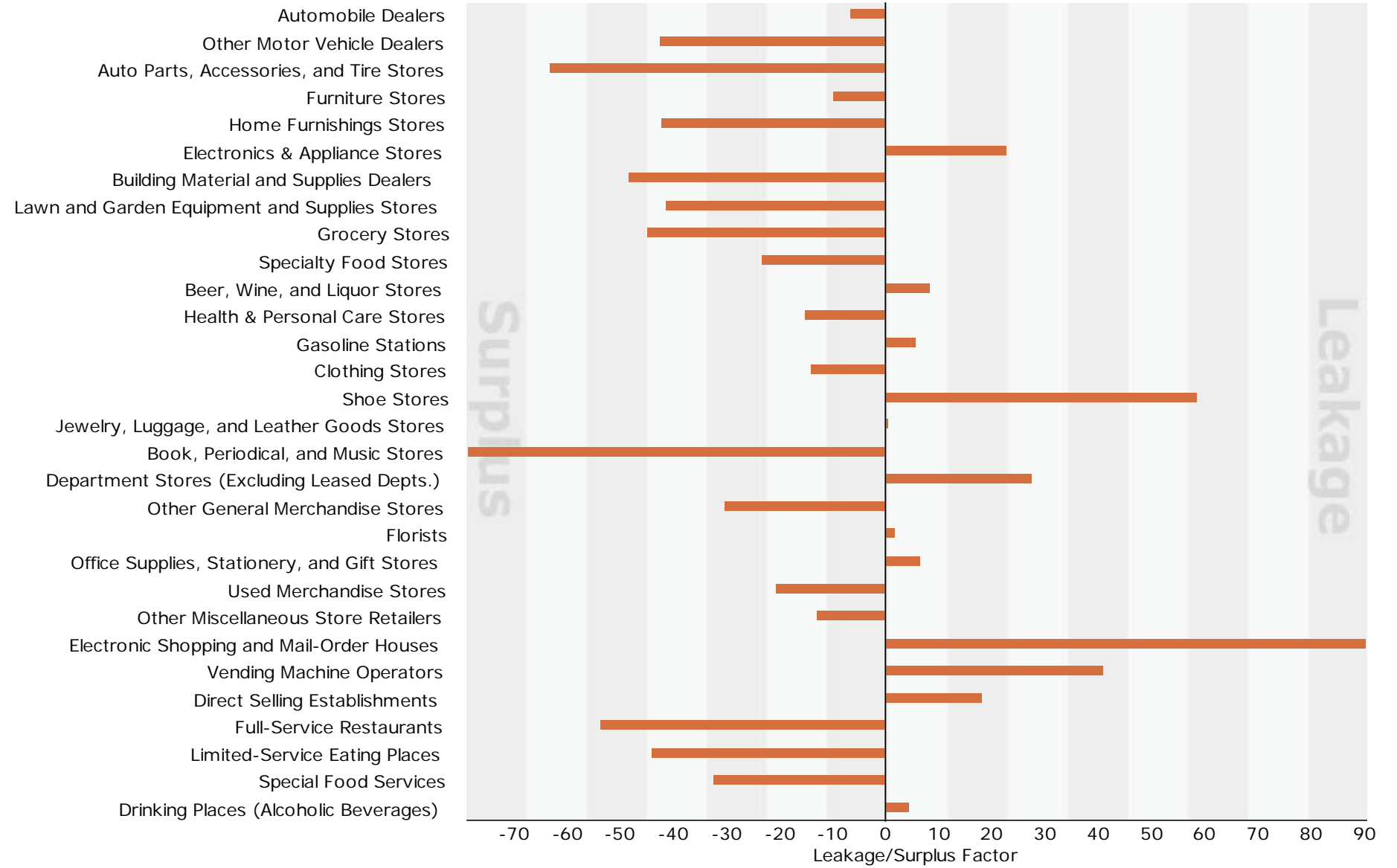


FIGURE 6.7: XXXXXXXXXXXX

MAJOR ROADWAY RETROFIT CASE STUDY: NEXUS AT ORENCO STATION; HILLSBORO, OREGON



Recent Urbanizing Area developments on major arterial corridors have generally had deep setbacks with large parking lots placed in front of the structures. This trend has created arterial corridors that have little aesthetic quality, are uncomfortable for pedestrians, and have no sense of place or relationship to the character of the Bloomington Region.

With new development in the suburbs of Portland, Oregon, planners and developers desired to create a strong sense of place with attractive and profitable projects. This strong aesthetic appeal was a key strategy in positioning the new developments within the greater Portland residential market.

The Nexus at Orenco Station project in Hillsboro, Oregon places many of the primary structures directly on Cornell Road, the primary corridor for Hillsboro. This corridor is four lanes of traffic with a central turn lane/median and no on-street parking. There are also right turn lanes and bike lanes in specific areas of the corridor. The Nexus project utilizes a strategy of retail oriented perpendicular cross streets at regular intervals as a means of slowing traffic and providing for attractive streets for retail.

Third Street in the Urbanizing Area is very similar in both physical conditions and traffic volume to Cornell Road. This is prime example of how a major arterial can be enhanced by properly sited and well design architecture.

Location:	Hillsboro, Oregon
Year Built:	2000 - 2010
Size:	422 Residential Units
Land Use:	Residential with Some Retail at Key Nodes
Traffic Count:	25,000 - 30,000 ADT on Cornell Road
Project Keys:	<ul style="list-style-type: none"> + Place buildings near the street but not on it + Retail is strategically located at key corners + Building scale is comfortable and appropriate for the context + Transit access is integrated into the development + Perpendicular cross streets located at 300' - 500' intervals

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6.2.3 PROPOSED PLAN

A. PROPOSED LAND USE ZONES

ORGANIZATIONAL CONCEPTS

The Third Street Corridor between I-69 and the western edge of the study area ‘feels’ more like a part of the Urbanizing Area despite significant portions being within the City of Bloomington. The overall goal is to create a consistent and attractive experience for all users of the corridor regardless of this change in municipal boundaries. This creates the need for several physical development strategies in this area. First, the majority of any new or first priority development in the Third Street Corridor should occur within 1 block or 400 feet of the Third Street Right-of-Way and be oriented to the street. Second, the City of Bloomington and Monroe County should work together to create a set of guidelines to direct new development toward a consistent vision. Third, new development should be accompanied by improvements to Third Street itself, which could be funded privately or publicly. Last, the major corridors of Curry Pike and Profile Parkway should be tied into this corridor as much as possible. The former ABB site, for example, is a significant development opportunity near Third Street and any new development on the site should ‘feel’ directly connected to the corridor.

MIXED-USE

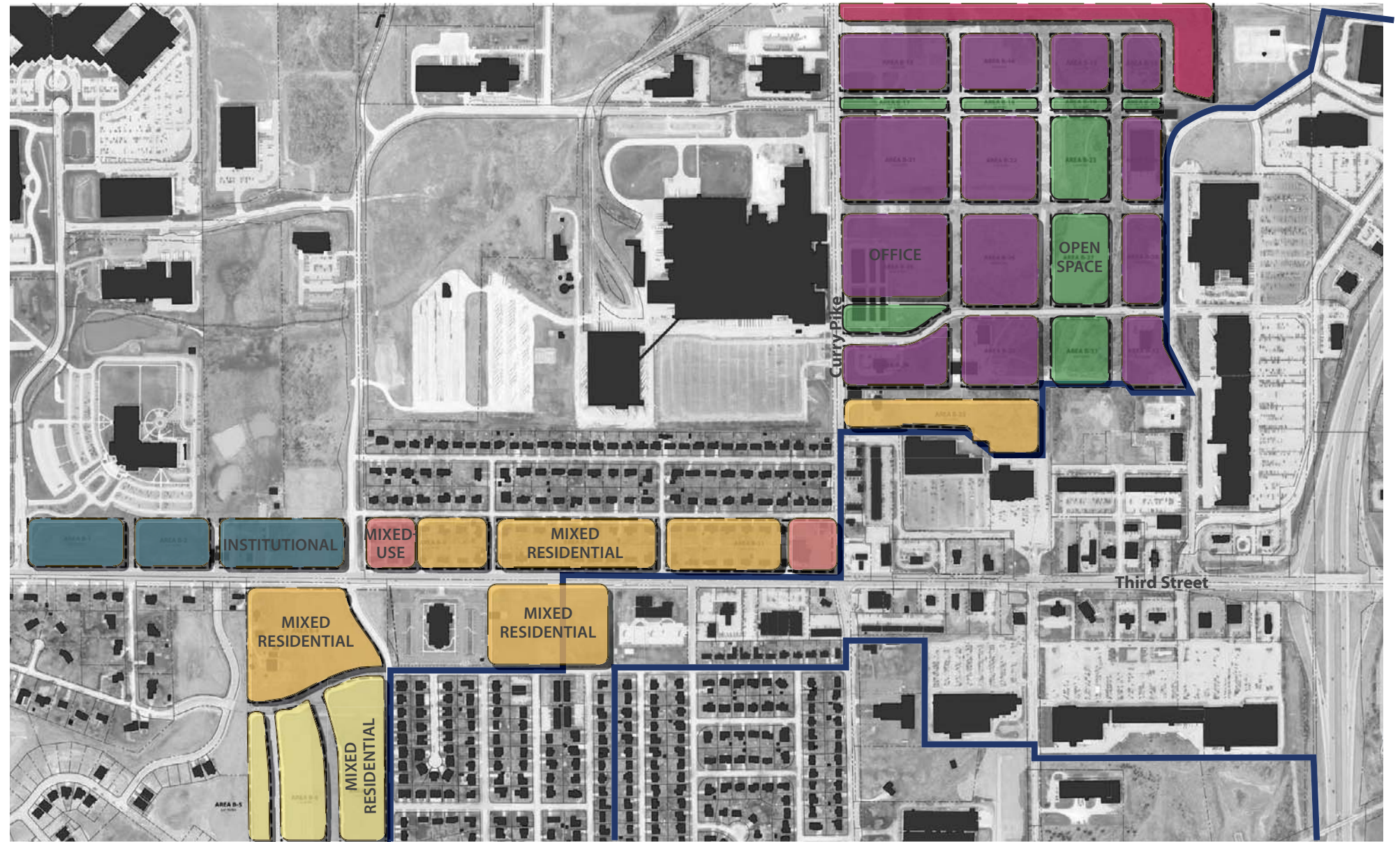
The Third Street corridor should be framed by horizontally and vertically mixed-use structures which have publicly accessible front facades. Any vertically mixed-use buildings should have retail, restaurant, or service-oriented office uses on the ground floor and office or residential uses on the upper floors.

OFFICE

The Third Street corridor presents tremendous opportunities to potential office users who desire to be along a highly-trafficked corridor. The land immediately along these corridors should be utilized for office buildings or mixed-use buildings with an office use.

One key driver of an office use is the opportunity to create a walkable work environment. The existing retail, restaurant and residential uses nearby, provide the office user with opportunities to visit a coffee shop on a break, complete errands at lunch, or even live in the adjacent neighborhood and walk to work.

RESIDENTIAL



Much of the corridor is composed of various types of residential development. Residential development should have multiple floors, parking located behind buildings or on public streets, and should be comfortable and inviting. Residential buildings should also be architecturally compatible, but improve upon the style of other structures in the corridor.

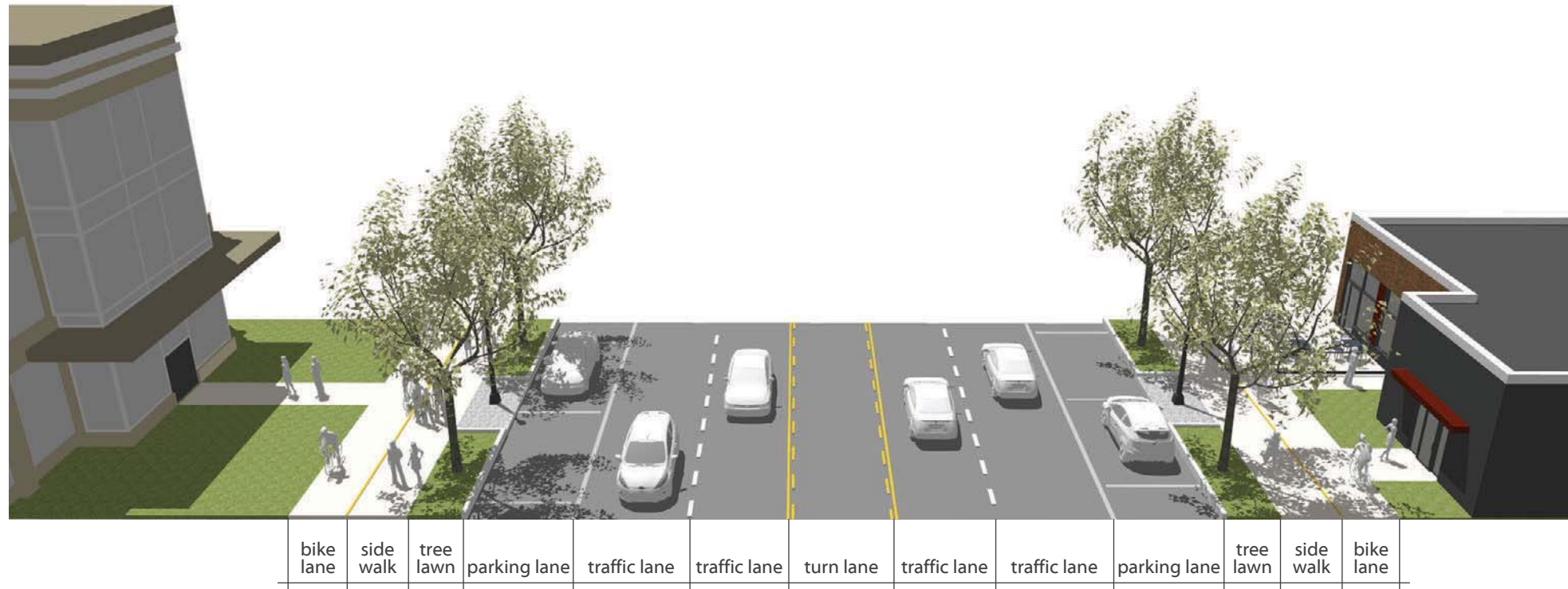
GREEN SPACE & RECREATION

No existing large areas of green space should be preserved in future development. There are significant drainage areas in the ABB site that should be converted into usable green space. Smaller green spaces should be integrated into new residential or mixed-use developments.

B. KEY DESIGN CONSIDERATIONS

BUILDING FORM

In order to properly frame major street corridors, buildings should be between 2 and 4 stories in height. This range is a building height that is not overwhelming or intimidating and will create comfortable spaces. Taller vertical elements such as church steeples or clock towers could be included in the design of prominent buildings to punctuate key intersections or small public spaces. Conversely, lower scale buildings should be constructed to house utilitarian uses in order to de-emphasize their role in the project.



ARCHITECTURE

The existing architectural quality of the Third Street corridor is inconsistent. Many of the civic buildings have high quality materials and significant articulation. Retail buildings are generally monolithic and have a mix of high quality and utilitarian materials. Development or redevelopment in the corridor should strive to increase the architectural quality and be consistent, but not monotonous. Whether a traditional or contemporary style is selected, the facade, scale, and massing of buildings should vary from one building to another.

The Urbanizing Area's rich deposit of high quality Limestone is a tremendous component of the sense of place. New buildings should heavily rely on Limestone as a primary building material. Brick, glass, and metal can be utilized to accent this limestone.

Different types of buildings should have different design features. Retail buildings or mixed-use buildings with retail on the ground floor should have large windows at the ground level and bright, welcoming doors. The floor-to-floor height of retail spaces should be at least 14'. Awnings, banners and unique private signage should be incorporated into the facades.

Office buildings should have large windows and welcoming, prominent entrances. At least one entrance should access the primary street on which the building is located. Building floor-to-floor heights should be at least 12-

14' for office uses.

Residential buildings will vary by the type. In general, all residential buildings should have prominent windows and front entrances. Parking facilities like parking lots or garages should be located behind the building. Also, a front porch, seating terrace, or Juliet balcony should be oriented to the frontage street to provide for social interaction.

PUBLIC SPACE

The Third Street corridor is the primary way visitors and residents experience the Key Investment Area. This corridor should be framed by buildings include prominent lighting, landscaping, and specialty pavements.

The secondary streets are the primary way most people will experience the Third Street Corridor on a daily basis. It is important to create attractive and pleasant streets with lighting, street trees, specialty pavements and site furnishings.

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CREATE A MIXED-USE EMPLOYMENT CENTER



With major employers competing to attract talent from across the country, the work environment is key factor in the decision-making process for potential employees. Major corporate trendsetters such as Google, Apple, and Amazon have focused on providing not just a place to work, but a place to be. These office environments offer numerous employee amenities such as places to eat, recreate, and exercise.

One way to accomplish this kind of multi-dimensional environment is to introduce other types of uses into a predominantly office-oriented development. For example, nearby private gyms, restaurants, limited shopping, and residential units can help to create multi-dimensional work environment. This would limit the cost burden on the employer for these amenities while creating profitable uses for private developers.



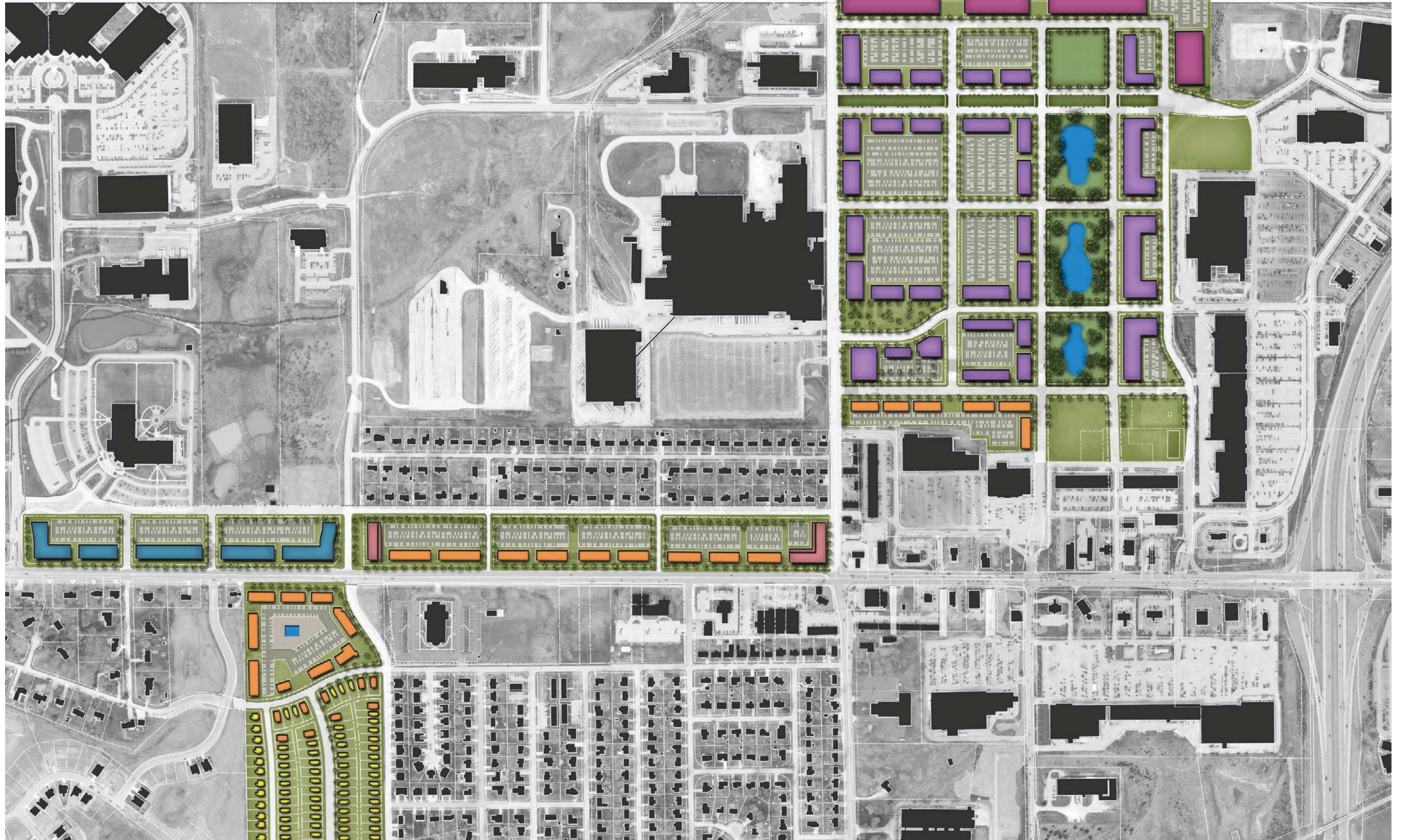


TABLE 6.1: XXXXXXXXXXXX

EMPLOYMENT				
USE	BUILT SQUARE FEET		POTENTIAL JOBS	
	LOW	HIGH	LOW	HIGH
INSTITUTIONAL	100,000	200,000	100	200
LIGHT INDUSTRIAL	400,000	500,000	200	300
OFFICE	800,000	900,000	2,000	3,000
RETAIL	100,000	200,000	200	300
TOTAL	1,400,000	1,800,000	2,500	3,800
RESIDENTIAL				
TYPE	NUMBER OF UNITS		NO. OF RESIDENTS	
	LOW	HIGH	LOW	HIGH
APARTMENTS	900	1,000	2,500	2,700
DUPLEXES	30	40	30	40
SINGLE FAMILY HOMES	70	80	140	170
TOTAL	1,000	1,120	2,000	2,360
PARKING				
ESTIMATED QUANTITY (SPACES)	TOTAL DEMAND	SHARED DEMAND	PARKING PROVIDED	PARKING BALANCE
LOW	2,700	2,000	2,300	300
HIGH	2,800	2,100	2,400	300

LEGEND


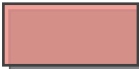

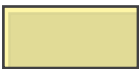
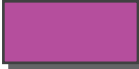

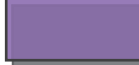
-  **RETAIL**
-  **MIXED-USE**
-  **MULTI-FAMILY**
-  **MIXED RESIDENTIAL**
-  **LIGHT INDUSTRIAL**
-  **GREENSPACE**
-  **OFFICE**

TABLE 6.X: XXXXXXXXXXXX

F. IMPLEMENTATION STEPS					
STRATEGY	ACTION		CODE	TYPE	LEAD
1	CREATE A REFINED THIRD STREET CORRIDOR VISION PLAN	+ Develop cohesive strategy for the aesthetic quality, economic development, strategic development infill of the Third Street Corridor.	5.1.2.1	Public Policy Guidelines	Monroe County & City of Bloomington
2	COMPLETE THIRD STREET URBAN DESIGN GUIDELINES	+ Develop vision plan into urban design guidelines + Include architectural strategy, building placement, etc.	5.1.2.2	Public Policy Guidelines	Monroe County & City of Bloomington
3	PERFORM THIRD STREET ZONING UPDATE	+ Refine urban design guidelines to create form-based code + Adopt form based code as zoning code	5.1.2.3	Zoning Code Update	Monroe County & City of Bloomington
4	BURY UTILITIES ON THIRD STREET	+ Design, engineer and construct utility burial along Third Street	5.1.2.4	Private Development	Property Owner/ Developer
5	IMPROVE THIRD STREET WITH STREETScape ENHANCEMENTS	+ Design and Engineer streetscape plans which incorporate street trees, enhanced lighting, improvement pavements, and site furnishings. + Select contractor and construct improvements	5.1.2.5	Private Development	Property Owner/ Developer
6	STUDY THE MARKET POSITION OF THE ABB SITE	+ Develop strategy for reuse of the ABB site	5.1.2.6	Private Development	Private Developer
7	DEVELOP ABB SITE	+ Work through zoning and development process for the ABB site + Develop strategy for funding including public/private partnership + Construct utilities, structures, infrastructure, etc.	5.1.2.9	Private Development	Monroe County
8	DEVELOP STRATEGY FOR IVY TECH THIRD STREET CORRIDOR IMPROVEMENTS	+ Work with Ivy Tech to develop strategy for future campus facilities that improves the Third Street corridor as well as the campus presence and aesthetics	5.1.2.10	Institutional Development	Ivy Tech

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