

MacARTHUR BOULEVARD

SECTION 3: BOULEVARD MASTER PLAN

BOULEVARD VISION

The Master Plan provides a vision for how Springfield’s MacArthur Boulevard can be revitalized and redeveloped in the future. The Plan seeks to build on the Boulevard’s existing assets and strengths, including its central location within Springfield, long established retail and service businesses, solid surrounding neighborhoods, several major redevelopment sites, active business organization and new leadership dedicated to making big and positive changes along this important roadway.

MASTER PLAN OBJECTIVES

Boulevard Development

- ❑ Redevelop key opportunity sites, including the Esquire Theatre and Kmart sites to catalyze the revitalization of the Boulevard and to strengthen the City’s economic base. Other benefits include generating new business activity along the roadway and enhancing physical linkages between land uses and surrounding neighborhoods.

- ❑ Introduce new residential development to the area to concentrate retail activity, provide a range of housing opportunities for the Springfield region and further activate the Boulevard with new shoppers and activity.

Boulevard Enhancement

- ❑ Establish a “sense of place” or identity for MacArthur Boulevard and improve its visibility and pedestrian environment by:
 - Creating a distinct “brand” with a traditional “boulevard” character.
 - Creating attractive identity gateways and signage.



Ross Isaac Restaurant



Winchester Art Framing, part of the Boulevard’s home furnishings cluster



Businesses along South Grand Avenue



New mixed-use development that “holds the corner”



New residential development will further activate the Boulevard



New green spaces and landscaping can add visual character

- Establishing a new “green” streetscape for the overall roadway.
 - Establishing consistent building setbacks.
 - Connecting and landscaping parking lots.
- Foster a “pride of place” amongst property owners to facilitate the cleaning, greening and improving of private properties, including business signage.
 - Improve area access and safety by consolidating and sharing curb cuts and parking lots, installing a complete sidewalk and alley system and improving signal timing and intersections.
 - Enhance the area’s attractiveness, access and recreational opportunities by establishing trail links to nearby Washington Park and the Wabash and Interurban bicycle trails as well as creating new open spaces wherever feasible.

Capacity Building

- Create effective public-private partnerships to build the capacity of public agencies and the MacArthur Boulevard Business Association to implement the Master Plan.
- Create business retention/attraction programs that identify initiatives for helping existing businesses compete more effectively in the marketplace and for recruiting new commercial enterprises.

BOULEVARD DEVELOPMENT

To add to the vitality of the Boulevard and change its focus and identity, the Master Plan defines a mix

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of land uses, development patterns and housing products that include:

- ❑ New, pedestrian oriented commercial development concentrated in three key locations or “nodes” at South Grand Avenue, Outer Park Drive and the Wabash/Stanford intersection. Such development would include neighborhood convenience shops, regional stores, office space and restaurants.
- ❑ Apartments, condos and rowhouses on blocks with deteriorated, underdeveloped or vacant commercial uses as well as on the MacArthur Park Apartments and Legacy Pointe shopping center sites.
- ❑ A large modern business park along MacArthur Boulevard, east of the Wabash/Stanford intersection and Legacy Pointe. Such a development could include an “auto campus” that could cluster auto-oriented service businesses.



A business park can offer new business opportunities at I-72

BOULEVARD ENHANCEMENT

In addition, the Master Plan also recommends significant changes to MacArthur Boulevard’s deteriorated physical conditions and image, including:

- ❑ Demolition and clearance of the vacant Kmart and Esquire Theatre blocks to improve the area’s attractiveness and identity as well as to facilitate redevelopment.
- ❑ A complete reconstruction and “greening” of the roadway’s streetscape within a new 25-foot zone created by narrowing traffic lanes, removing parking in front of buildings and establishing a shared landscape easement. Based on a consistent design theme, such reconstruction would include new parkway lawns, trees, sidewalks and decorative street lighting.



Attractive signage can help build a unique image for the Boulevard



Good business signage can add to the Boulevard’s overall visual appeal.

- ❑ A comprehensive Boulevard signage system that addresses the overall roadway and its gateways at the Interstate 72 interchange and at key intersections at Wabash/Stanford, Outer Park Drive and South Grand Avenue. This signage system would include decorative identity monuments, wayfinding/directional signs, parking signs and information kiosks at key locations.
- ❑ Limitation and consolidation of driveway curb cuts and the sharing of access drives between businesses and uses.
- ❑ Consolidation of parking lots and the sharing of parking between businesses and uses.
- ❑ Improvement of the alleys parallel to the Boulevard to facilitate access to commercial properties, especially for local residents traveling on side streets.
- ❑ Improvements to buildings, including all walls that are visible from the Boulevard, parking lots and alleys as well as business signage.
- ❑ Site improvements, including parking lot screening/landscaping and loading/service area consolidation.
- ❑ Addition of green spaces, wherever feasible, within existing properties and new developments to add much needed plazas, gardens and outdoor cafes along MacArthur Boulevard.
- ❑ Establishment of a “build-to line” for new development that brings buildings closer to the roadway so structures and businesses are more accessible and visible to motorists and pedestrians.



Mixed-use development



New townhomes

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FUTURE LAND USE

The following is a more specific discussion of the Master Plan's recommended land use (See Figure 3.1: Land Use Framework).

Neighborhood Convenience

Revitalization of MacArthur Boulevard should focus on attracting more neighborhood-level, convenience businesses that serve the different residential markets located nearby. To concentrate retail activity, create more synergy between businesses and facilitate "one-stop" shopping trips, these businesses should be clustered together at the north end of the Boulevard and at Outer Park Drive. Such development should also be designed to be more pedestrian friendly in order to draw local residents who walk and bicycle as well as those who drive to shopping destinations.

Regional Corners

Several retail businesses and clusters of businesses that are regional destinations, particularly home furnishings, specialized construction and funeral services, have potential to be developed around the Wabash/Stanford Avenues intersection. Wabash and Stanford are east/west arterial roads serving the south side of Springfield. This intersection is located a short distance from the new Interstate 72 interchange and Legacy Pointe shopping center, which is currently under construction. It could attract regional businesses that would serve traffic traveling through this busy location as well as businesses complementary to the shopping center.

Activity Generators

Regional and neighborhood convenience businesses and restaurants should be able to also take advantage of the existing traffic counts on MacArthur Boulevard as well as potential increases in traffic expected from the new interchange at Interstate 72, which could become a major new gateway into Springfield from the south and west. New development located in strategic, more attractive locations along MacArthur Boulevard should also take advantage of the numerous activity generators that bring people to the area on a daily basis. Nearby schools



Mixed-use development



Dellert's Paints is a significant Boulevard anchor



Pease's Candies brings people to the area on a regular basis

and churches are attracting significant numbers of staff, students, parents and visitors to the Boulevard. Businesses that have been serving the community for a long time and draw a regular clientele from a larger area can also help attract shoppers and diners to new commercial uses. Such businesses, which could be potential anchor tenants of a new development, include:

- Pease's Candies
- Baskin Robbins Ice Cream
- Dellert's Paints
- Luers Shoes
- Wild Birds Unlimited
- A-Plus Packaging
- Ross Isaac Restaurant

Mixed-Use

As noted earlier, there is a significant amount of commercially zoned land located throughout the City of Springfield and Sangamon County as well as along MacArthur Boulevard. Consideration should be given to clustering new commercial development in the strategic locations delineated in the Boulevard Master Plan to make it more viable and accessible. Other uses such as professional office space and multi-family housing should be considered for some blocks to reduce the amount of commercial land and further activate the Boulevard. Given the current state of the economy, housing could be considered a longer term option given the eventual need for affordable housing for younger workers as well as new housing options for "empty nester" parents and the rapidly growing senior population.

North End

The northern gateway of MacArthur Boulevard is located at South Grand Avenue, where well-maintained Victorian homes converted to office and service uses provide a traditional neighborhood character. The blocks between South Grand Avenue and Cherry Road include a mix of building types and several successful businesses that attract shoppers and restaurant patrons from throughout the City. Viable commercial activities should be maintained and enhanced along these blocks.



Townhomes should be considered for key opportunity sites



New commercial development should be located in 3 key locations

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Redevelopment of the vacant and deteriorating Esquire Theatre site and its nearby blocks with new retail, entertainment and residential uses as well as green space, will strengthen this key gateway and concentrate commercial uses in a more pedestrian friendly environment. Consideration should also be given to introducing multi-family housing south of Butler School to further concentrate commercial activity at the three key nodes along the Boulevard.

South End

South of Cherry Road, MacArthur Boulevard contains a mix of small and large-scale commercial uses. The vacant and deteriorating Kmart site as well as the Town and Country shopping center represent the most significant opportunities to change the overall character and activity of the Boulevard. There are also numerous existing buildings located on these blocks that have outdated and unattractive façades, large parking lots and limited landscaping, which make them prime candidates for property improvements.

The Boulevard Master Plan envisions that the Kmart site will be redeveloped with a mix of uses, including townhomes, apartments/condos, a central green space and possibly commercial buildings along the MacArthur Boulevard frontage. Such development would bring new residents and shoppers to the area to support retail and service businesses.

The blocks between Lenox and the Wabash/Stanford Avenues intersection contain a mix of commercial and light industrial uses with buildings in good to fair condition. The MacArthur Park Apartments complex is located on the west side of the Boulevard behind the Ayerco Gas Station and Fritz's Restaurant. A long-range vision for the complex involves complete redevelopment of the site with a mix of new multi-family housing and traditional single-family homes and improved street connections to MacArthur Boulevard and Iles Avenue. The Prairie Farms Dairy, located at the northeast corner of MacArthur and Lenox, would be relocated to the new business/service park envisioned along the Stanford Avenue and MacArthur Boulevard.

The land use strategy for this segment also recommends retaining viable commercial and institutional uses and introducing new commercial or residential developments between Outer Park Drive and Maple Avenue. As noted earlier, new housing would help concentrate commercial activity at key Boulevard intersections, while bringing new shoppers to the area.

Boulevard Extension

The new extension segment of MacArthur Boulevard from the Wabash/Stanford Avenues intersection to I-72 contains a few light industrial and service businesses as well as large tracts of vacant land and the new Legacy Pointe shopping center. The Master Plan envisions two major developments that frame the shopping center.

On the east side of MacArthur Boulevard, including the Stanford Avenue frontage, a large business park is recommended to take advantage of this location's excellent regional access from Interstate 72, Wabash Avenue and Stanford Avenue. New service and light industrial uses would bring jobs to the area and increase local demand for goods, services and dining. A modern business park could also incorporate an auto service campus that would include repair and supply shops relocated from the Boulevard. Relocating these uses could help accelerate redevelopment along MacArthur Boulevard as well as create opportunities for synergies among similar uses.

West of Legacy Pointe, new housing on the large vacant land between the shopping center and existing neighborhood is recommended. New housing would add to the area's population and support commercial

activities along the Boulevard. As an optional development, this large site could also include a large, modern senior housing and care complex that would serve the Springfield region. Like the business park concept, it would also be easily accessible from the area's primary roadways. A large senior campus with its employees, senior residents and visitors would be another activity generator for MacArthur Boulevard as well as Legacy Pointe.

ILLUSTRATIVE MASTER PLAN

As described above, the MacArthur Boulevard Master Plan envisions comprehensive and balanced redevelopment that provides a mix of retail, office and residential opportunities, along with an enhanced physical environment that unifies the Boulevard from South Grand Avenue to Interstate 72 (**See Figure 3.2 Illustrative Master Plan-Overall Boulevard**).

The Master Plan is a vision for the next 20 years. Development densities shown in the Plan reflect what development is possible considering the Boulevard's physical potential, such as block and property sizes, parking layouts and site access. The Master Plan includes several "catalytic" redevelopment opportunities that could increase business and developer interest in the Boulevard, which over time could exceed market and development projections. Ideally, the businesses located on sites suggested for redevelopment will find new sites along the Boulevard in more appropriate locations based on business and site needs. On sites that are not targeted for redevelopment, there are also opportunities for improvements to buildings, storefronts, parking lots and landscaping.

The site designs illustrated in the Master Plan are conceptual in nature and show prospective development densities, site configurations, landscape/streetscape and parking layouts. Actual building placement, heights, densities and site layouts will vary as property owners, businesses and developers generate more specific site plans in the future. Each site will need to address parking needs within the context of the Master Plan's parking and transportation recommendations as well as parking availability and the potential for sharing and interconnecting parking lots. More specific impacts on traffic will need to be studied.

The following is a more specific discussion of the significant development potential of MacArthur Boulevard: Also see the following figures for a closer look at the Illustrative Master Plan:

- Figure 3.3 Illustrative Master Plan: South Grand Avenue**
- Figure 3.4 Illustrative Master Plan: South Grand to Ash**
- Figure 3.5 Illustrative Master Plan: Ash to Iles**
- Figure 3.6 Illustrative Master Plan: Lenox to Junction Circle**
- Figure 3.7 Illustrative Master Plan: Stanford Avenue**

SOUTH GRAND AVENUE: WALNUT TO MACARTHUR

The traditional residential character of the north and south blocks of South Grand Avenue between Walnut Street and MacArthur Boulevard should be retained. Curb cuts along this segment should be consolidated to reduce traffic and pedestrian conflicts and to encourage motorists to use side streets and alleys to access rear parking lots. Rear parking lots should be consolidated and shared between businesses where feasible. New ground level business signs, designed as part of an overall Boulevard signage system, should be considered along South Grand Avenue's parkways. A comprehensive signage system will further enhance the area, while making it easier for motorists to find individual businesses.

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MACARTHUR / SOUTH GRAND: SOUTHWEST CORNER

The Standard Mutual Insurance Company occupies a Colonial Revival-style office building that is an important anchor for the north end of the Boulevard. The parking lot east of the building could be developed for additional, interconnected office space of approximately 5,000 square feet. A new-single story commercial development for retail, service or office use of approximately 10,500 square feet is also recommended south of the Insurance Building along MacArthur. These developments would help frame the South Grand/MacArthur intersection. A gateway monument or identity sign should be considered at the corner of the intersection to further reinforce this north gateway into the Boulevard.



New commercial development would help frame key intersections

MACARTHUR / SOUTH GRAND: SOUTHEAST CORNER (ESQUIRE THEATRE BLOCKS)

The vacant Esquire Theatre and its adjoining parking lot comprise approximately 3.5 acres of potential developable land under single ownership. The site was recently proposed for redevelopment with mixed-use buildings fronting the Boulevard and a single-story commercial building along State Street that would house a grocery store.



A monument or identity sign at gateway locations

The Master Plan concepts for this location incorporate a mix of residential and commercial uses to strengthen the South Grand/MacArthur intersection as an important commercial gateway serving the adjacent neighborhoods. Single-story commercial buildings fronting MacArthur to Conkling Avenue with parking in the rear would accommodate approximately 26,800 square feet of space for new shops and restaurants. This development would also promote a more consistent building “street wall” to frame the Boulevard and encourage more pedestrian activity. New green space is envisioned at the intersection and in the center of the development. A “gateway” monument/marker, public seating and bicycle racks should be considered for the corner green space.



Outdoor cafe space in front of restaurant

Access to the Theatre site should be from State Street and Conkling Avenue, instead of MacArthur to avoid turning movements close to the South Grand Avenue intersection. A 13-unit townhome complex along State and Conkling should also be considered on the east side of the vacant Theatre block. The architectural design, massing and scale of these townhomes should be compatible with the surrounding residential neighborhood. An alternative to the townhome complex is a single-story 9,000 square foot commercial building that could be a small grocery store or other retail business.

The Master Plan recommends that the Esquire Theatre parking lot south of Conkling be redeveloped with two 36-unit, four-story condominium buildings. Parking would be available on the first floor and in the rear and accessed mostly from the side streets.



Townhomes should be considered on the vacant Theatre and Kmart blocks.



Townhome example



An alternative to townhomes on the Theatre block is a commercial building at State Street and Conkling Avenue

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MACARTHUR: CAMPBELL TO LAUREL

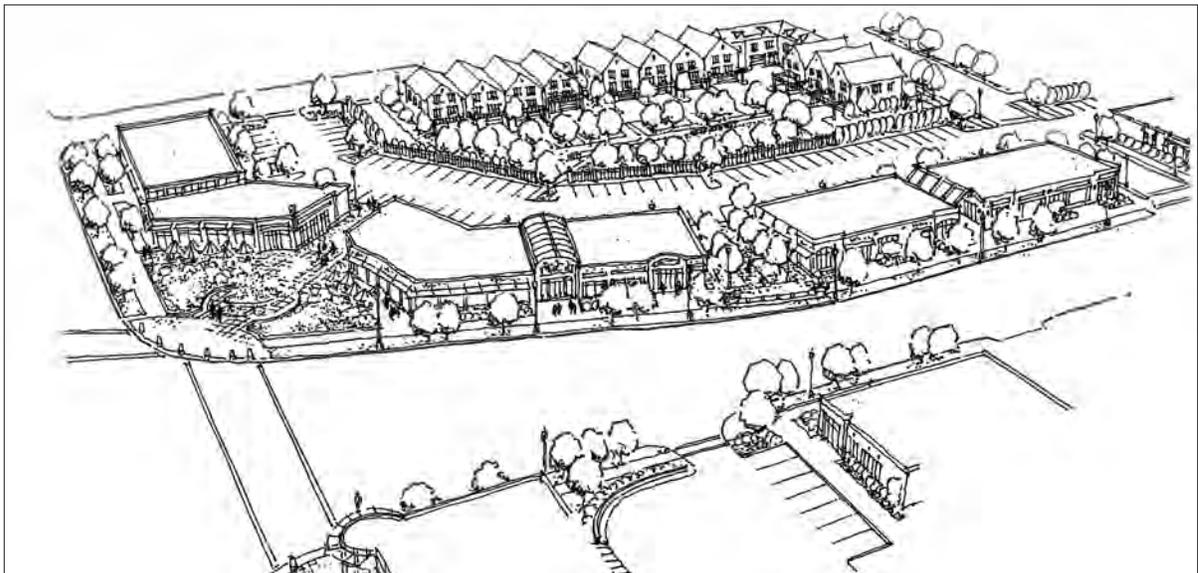
Two new commercial buildings with approximately 15,000 square feet would anchor the north and south ends of this block. The existing Federated Funeral Homes of America (FFHA) building would remain and its façades improved, unless the organization needed more modern office space in a new building. The concept consolidates the FFHA's vast parking lot into the center of the block and shares it with the new commercial buildings. Behind the parking lot to the east, a 13-unit townhome development should be considered along State Street to reinforce the residential character of this block and block views of the commercial uses and parking.



New commercial building



Outdoor cafe



Development concept for the Esquire Theatre Blocks

MACARTHUR/OUTER PARK DRIVE: NORTHWEST CORNER (K MART BLOCK)

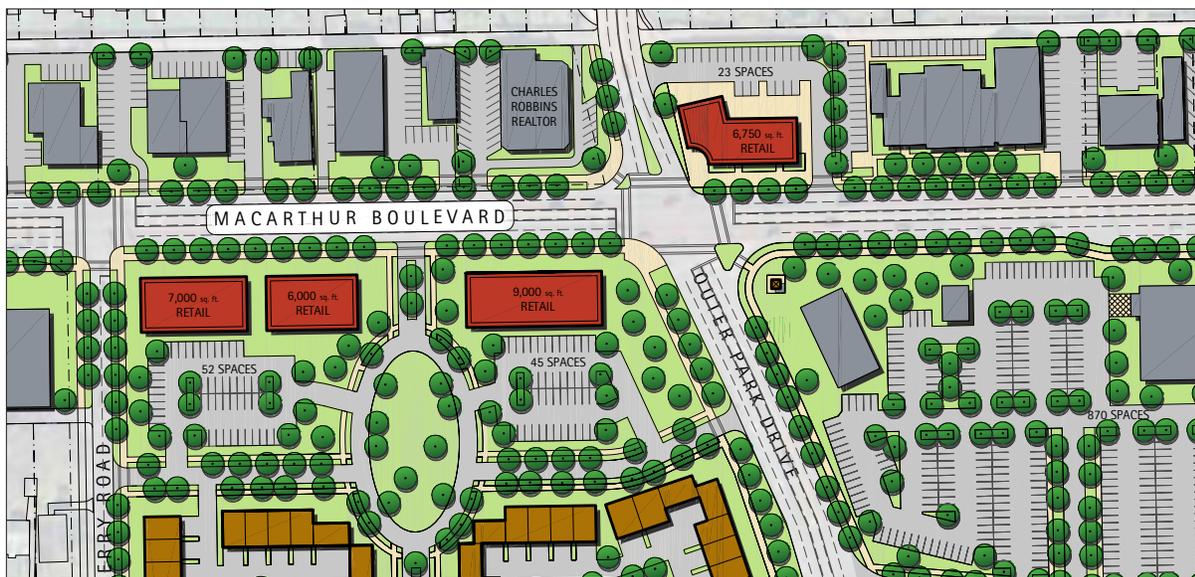
The northwest corner of MacArthur and Outer Park Drive is a large block that includes the vacant Kmart building and a vacant bowling alley, gas station and restaurant as well as two small office buildings. The vacant properties comprise approximately 10 acres, with the entire block comprising approximately 13 acres.

This centrally located and highly visible block represents one of the most significant development opportunities in the Springfield region. The Master Plan recommends clearance and redevelopment of the entire site, which would have a major physical and symbolic impact on MacArthur Boulevard.

The Master Plan concept delineates two 4-story residential buildings along MacArthur, with approximately 108 new apartments or condominiums. Approximately 83 townhomes would be developed in the center and on the west side of the block as an appropriate transition in use and density to the surrounding neighborhood. A tree-lined boulevard would provide direct access from MacArthur with secondary access points at Cherry Road, Ivy Wood Drive and Outer Park Drive. A central green, along with green spaces within each townhome cluster, are included as visual focal points and gathering spaces for residents.

This concept can also accommodate retail space on the ground floor of the apartment/condo buildings or alternatively single-story commercial buildings totaling approximately 22,000 square feet along the MacArthur frontage. These options allow for flexibility to address changes in the real estate market.

To eliminate the visual blight and negative image the abandoned properties portray for the area and to “set the stage” for new investment on this key block, the vacant structures should be demolished as soon as possible. The institutions that currently work in the office buildings located on the east side of the site should also be relocated to more appropriate locations, such as new professional office buildings fronting MacArthur Boulevard and/or in Downtown Springfield. The location of the existing office buildings adjacent to a single-family residential neighborhood and behind a vacant Kmart/bowling alley does not represent an efficient or optimal land use setting.



Single-story commercial buildings are an option for frontage on the blighted Kmart block.

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Since properties are under different ownership, land assemblage of the overall block will be critical. Improvements to the area's infrastructure will also be needed to facilitate the development.

TOWN AND COUNTRY SHOPPING CENTER

The Boulevard Master Plan also considers the Town and Country Shopping Center, located across Outer Park Drive from the Kmart block, as another key opportunity site. This approximately 19 acre center has vacant building/tenant space, vacant buildings, limited landscaping and an abundance of parking spaces.

The Master Plan concept recommends a complete enhancement of the overall site with landscaping and façade improvements, including a new entrance driveway. A landscaped pedestrian path connecting the center's interior walkway to the center's rear parking lot and Franklin Middle School site should also be considered.

MACARTHUR/OUTER PARK: SOUTHEAST CORNER

A single story commercial building of approximately 6,700 square feet is proposed to frame the corner and provide space for retail, service and office uses. This development shows parking in the rear to highlight the ideal placement/siting of buildings to "hold" corners and create street walls.

NAPA AUTO PARTS SITE

Two single-story commercial buildings with approximately 7,000 square feet of space are proposed for the Napa Auto Parts site. Parking is located in the rear of the site and a central drive is shown at the signalized intersection leading into the Town and Country Shopping Center directly across the street. The existing store is a good example of an auto oriented service business that should be relocated to the new business park recommended at the south end of MacArthur, possibly within an "auto service campus".

PRAIRIE FARMS DAIRY SITE

The redevelopment concept for the Prairie Farms site envisions two apartment/condominium buildings of approximately 28 units each. Parking would be incorporated into the first floor of each structure along with spaces for visitors provided along the alley. This concept would introduce new housing opportunities along MacArthur and across the street from the South Side Christian Church that would help support local shops and restaurants.

The Dairy is another example of a service or industrial business that shouldn't be located within a commercial corridor. It is a good candidate for relocation to the new business park, which is located closer to the I-72 interchange access.

SOUTH SIDE CHRISTIAN CHURCH

The South Side Christian Church occupies a large visible block along MacArthur. It's frontage is dominated by a large parking lot. The Master Plan recommends consolidation of the church's parking to the east side of the block and creation of formal gardens in the frontage. This concept would add much needed green space and an open space amenity to the area.

To accomplish the consolidation, State Street west of the church, between Lenox and Highland Avenues, would need to be vacated and incorporated into a large landscaped parking lot. Such a change could accommodate the existing 267 parking spaces in one lot.

MACARTHUR: ILES TO MAPLE

The concept for the west side of MacArthur Boulevard between Iles and Maple Avenues includes a mix of residential and commercial development. New housing is introduced in this segment to help support nearby businesses and to keep a concentration of commercial activity at the Wabash/Stanford Avenues intersection. Three apartment/condominium buildings along the Boulevard frontage are delineated with approximately 70 units total. Two new commercial buildings with approximately 6,750 square feet total are shown to the south, closer to the Wabash/Stanford intersection.

West of the new frontage development, a townhome development with approximately 33 units is recommended. This housing product would provide a use and density which is an appropriate transition to a redeveloped MacArthur Park Apartments complex.

MACARTHUR PARK APARTMENTS

The Master Plan envisions a major long-range change for the MacArthur Park Apartments complex that would involve clearing the site and building 40 single-family homes with lot sizes similar to those in the surrounding neighborhood. The new development would be accessed from MacArthur on the east and Iles Avenue on the north with dedicated right-of-ways. Improving access to the site will help connect to the surrounding neighborhood and to the Boulevard, while providing a traditional grid pattern of streets for new home construction. Redevelopment of the complex with single-family homes will also provide a more compatible land use within the neighborhood.

MACARTHUR: WABASH/STANFORD INTERSECTION

The intersection of Wabash/Stanford Avenues has potential to become the Boulevard's third major activity node as well as a significant regional gateway. It is recommended that the small, inefficient properties located around this highly visible intersection be assembled and redeveloped with new, more modern buildings for retail, office, light service and restaurant uses.

The intersection over time could accommodate approximately 197,000 square feet. Buildings could vary in size from 7,000 to 26,000 square feet with parking lots consolidated and shared in the rear. This segment of the Boulevard will take longer to redevelop due to multiple landowners and site assemblage needs.

All development around the Wabash/Stanford intersection should be massed to frame the Boulevard and create a visible building street wall. Buildings on the corners should include green space for gateway identity monuments or signs to enhance the "arrival sequence" along the Boulevard and strengthen the intersection as a regional activity node.

The Master Plan also recommends consolidating curb cuts around the intersection to establish more efficient and safer access points that are shared by multiple businesses. New driveways should be placed as far away from the intersection as possible to avoid congestion from turning movements. Some access points may be limited to right in/right out access only. Head-in parking and parking directly on the edge of the MacArthur right-of-way near the intersection needs to be eliminated.

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BUSINESS PARK AUTO SERVICE CAMPUS

For the mostly vacant land east of MacArthur Boulevard and south of North Street, the Master Plan proposes a new business park that can accommodate light industrial and service uses not suitable for commercial and residential blocks. The Plan shows how commercial uses should be limited in this zone and how new light industrial/service buildings can be introduced between North Street and Stanford Avenue, and eventually along MacArthur to the I-72 interchange.

A planned, modern business park in this zone, which is approximately 410 acres, would be one of the largest in the Midwest. With its direct access to Interstate 72 and central location, it could potentially serve the Springfield region and central Illinois.

An “auto service campus” could be a sub-set of the business park to bring auto oriented businesses together in a synergistic location. Service and industrial businesses such as Napa Auto Parts and Prairie Farms Dairy, which are currently located on MacArthur Boulevard, could be relocated to new, more efficient buildings within the business park/auto campus, freeing up land for more appropriate commercial development opportunities. A business park in this location would also bring jobs and activity to the Boulevard and to Legacy Pointe across the street.

SENIOR HOUSING/CARE CAMPUS

As noted earlier there is also potential for another major development near MacArthur Boulevard that could become a significant activity generator for the area. The vacant land west of Legacy Pointe represents an opportunity to create a planned campus for independent living, assisted living and nursing facilities for senior citizens. A 230-acre senior campus would be one of the largest congregate care facilities in the Midwest, and would bring numerous new residents, employees and visitors to MacArthur Boulevard on a daily basis.



Potential gardens in front of South Side Christian Church



A large business park can offer new business opportunities at I-72



A business park gateway at a main entrance

TRANSPORTATION

The newly constructed interchange of MacArthur Boulevard and Interstate 72 is expected to generate additional traffic that should enhance the viability of businesses along MacArthur Boulevard. To capitalize on the opportunities that increased traffic should bring, improvements to the overall transportation system should be carefully planned for each recommended development site. Improvements should include enhancing pedestrian and vehicular safety and developing a more integrated transportation system that accommodates pedestrians, bicyclists and bus riders.

TRAFFIC/ROADWAY

Recommendations for improving the area's traffic and roadway conditions include

- ❑ **Traffic Signals.** Interconnect traffic signals along MacArthur to facilitate orderly progression of vehicles, discourage speeding and increase awareness of traffic signals and pedestrian crossings.
- ❑ **Traffic Lanes.** Narrow MacArthur Boulevard's travel lanes from 12 feet to 11 feet wide to provide additional room for sidewalks and street trees, as well as to slow traffic speed.
- ❑ **Driveways.** MacArthur has too many curb cuts for its side streets and driveways. This condition negatively impacts motorist and pedestrian safety and access to businesses as well as the area's attractiveness. Curb cuts should be eliminated, consolidated and shared wherever feasible to improve access and safety, and provide more space for landscaping and sidewalks. Where feasible, driveways should be no more than 30 feet in width unless additional lanes are needed for channelizing traffic at significant development sites.
- ❑ **Alleys.** Improve and reconstruct the Boulevard's extensive alley system to increase access to blocks and businesses. Deliveries should especially be encouraged to use the alleys where appropriate.
- ❑ **Parking.** Provide parking behind buildings wherever feasible with signage that directs motorists to available lots. Parking lots should be shared and linked wherever feasible to reduce traffic and pedestrian conflicts, create more efficient access points and increase site area for landscaping. Head-in or angled parking accessed directly from the Boulevard should be eliminated.
- ❑ **Roundabouts.** When the street and streetscape enhancements recommended for MacArthur Boulevard are designed/engineered, "roundabouts" should be considered as a design alternative for its major intersections. Depending on the design and location, roundabouts have the potential to facilitate traffic flow through an intersection and along a roadway.

TRANSIT

Recommendations for improving the area's transit services include:

- ❑ **Building Placement.** Locate new buildings closer to MacArthur Boulevard to facilitate access to/from bus stops.

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- ❑ **Site/Building Design.** Design sites and buildings so that entrances and sidewalks are oriented toward existing and future bus stops.
- ❑ **Bus Stops/Shelters.** Consider adding, where appropriate, new bus stops and shelters along the Boulevard, especially when new development occurs at the three key nodes or intersections.
- ❑ **Boulevard Stops/Shelters.** Consider adding decorative bus stops/shelters that incorporate the new “MacArthur Boulevard” brand, possibly incorporating special graphics, public art and sustainable features such as solar heaters or rain gardens.
- ❑ **Bus Turnouts.** Consider the feasibility of establishing “bus turnouts” or bays that would allow buses to pull out of the traffic flow to drop off or pick up passengers when streetscape enhancements for the overall Boulevard are designed and engineered.

BICYCLES

Recommendations for improving the area’s access for bicyclists, especially those biking from adjoining neighborhoods, include:

- ❑ **Wayfinding.** Install directional signage to encourage cyclists to utilize nearby trails or streets as preferred bicycle routes.
- ❑ **Bicycle Amenities.** Install bicycle racks at bus stops and other appropriate locations along the Boulevard. Consider providing lockers for bicyclists in denser developments.
- ❑ **Trails.** Consider new linkages to regional bicycle trails using side streets and open spaces.
- ❑ **Intersections.** Consider bicyclists as well as pedestrians when improving traffic signals and crosswalks along the roadway.

PEDESTRIANS

Recommendations for improving the area’s transportation system and physical conditions to facilitate access for pedestrians, especially those walking from adjoining neighborhoods, include:

- ❑ **Sidewalk Network.** Provide sidewalks along the entire length of MacArthur Boulevard and its side streets. This will involve replacing deteriorating walks and creating new links throughout the area. These improvements should be incorporated into the overall streetscape enhancement project.
- ❑ **Sidewalk Location.** Locate sidewalks, wherever possible, away from the roadway and within the new green parkways proposed along the Boulevard and side streets.
- ❑ **Intersections.** Consider pedestrian crossing time when improving traffic signals along the roadway.

- Crosswalks.** Delineate crosswalks at intersections to facilitate pedestrian movement in all directions. Crosswalks should be a minimum of 8 feet wide, comply with ADA standards and include depressed curbs, tactile warning pavers and striping or special paving. Countdown timers with warning signage to make motorists more aware of pedestrian crossing locations should also be considered.

ROADWAY/STREETScape IMPROVEMENTS

Major streetscape improvements are envisioned along MacArthur Boulevard and its side streets to enhance the area's physical character, image and visibility as well as to improve safety for pedestrians and bicyclists. The Master Plan provides a "model block" concept that would include the following streetscape components:

- A green parkway (minimum 25 feet wide from roadway curb to building front).
- Continuous sidewalks within the parkway (eight feet wide).
- Continuous sidewalks along side streets (five feet wide).
- Decorative street lights (located according to IDOT standards).
- Large street trees (planted every 40 feet).
- Ground mounted business signs.
- Trash cans, planters, benches and public art at key corners and open spaces.
- Enhanced bus stops and shelters.
- Enhanced pedestrian crosswalks at intersections.
- Decorative identity signage with the new "Boulevard" brand.
- Decorative directional signage to key locations and parking.
- Bioswales, rain gardens and permeable pavers (for stormwater management).

As noted earlier, MacArthur Boulevard's narrow right-of-way will make it difficult to add a green parkway, street trees, an eight-foot sidewalk, new business signage, identity signage and new bus stops/shelters along the roadway. To significantly change the physical character of MacArthur and the surrounding area, the following changes to the roadway will first be needed:

- Narrowing of the existing traffic lanes, which are 12 feet wide to 11 feet. This change, which would add two to three feet along each curb for landscaping appears to be conceptually feasible due to the slower speeds along MacArthur.
- Establishing a "streetscape easement" that is 20 feet wide along both sides of the Boulevard right-of-way to accommodate the recommended streetscape improvements. An additional five feet should be added onto the easement if properties are developed with residential uses to provide increased landscaping in front of buildings.
- Relocating parking lots from the front of buildings to the rear and sides. Relocation and sharing of parking lots will establish more efficient parking as well as create significant space within the streetscape easement for landscaping, sidewalks and business signage. Such a change will also significantly improve traffic flow, access and safety along the Boulevard.
- Consolidating and sharing curb cuts to help traffic flow as well as provide more space along properties for landscaping and signage. This would also include reducing the width of driveways.

MacArthur Boulevard Master Plan

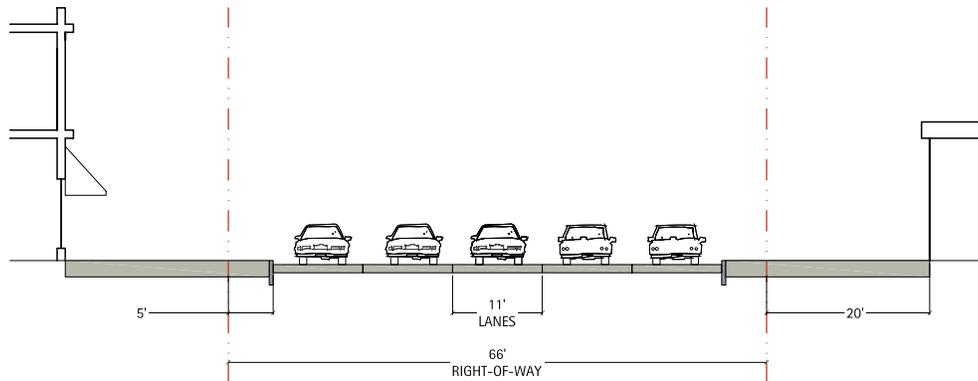
Section 3: Boulevard Master Plan

- Improving the alley system behind properties to allow local traffic to directly access businesses to help reduce traffic on MacArthur and reduce the need for multiple driveways in the front of properties.

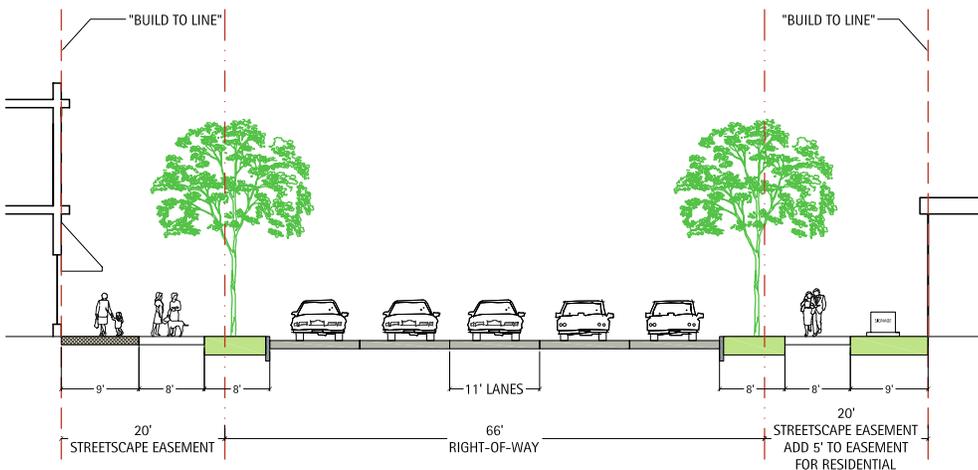


Relocation and sharing of parking lots will establish more efficient parking as well as create significant space for landscaping, sidewalks and signage

Potential Roadway Cross-Section (with 11 foot traffic lanes)



Potential Streetscape Cross-Section

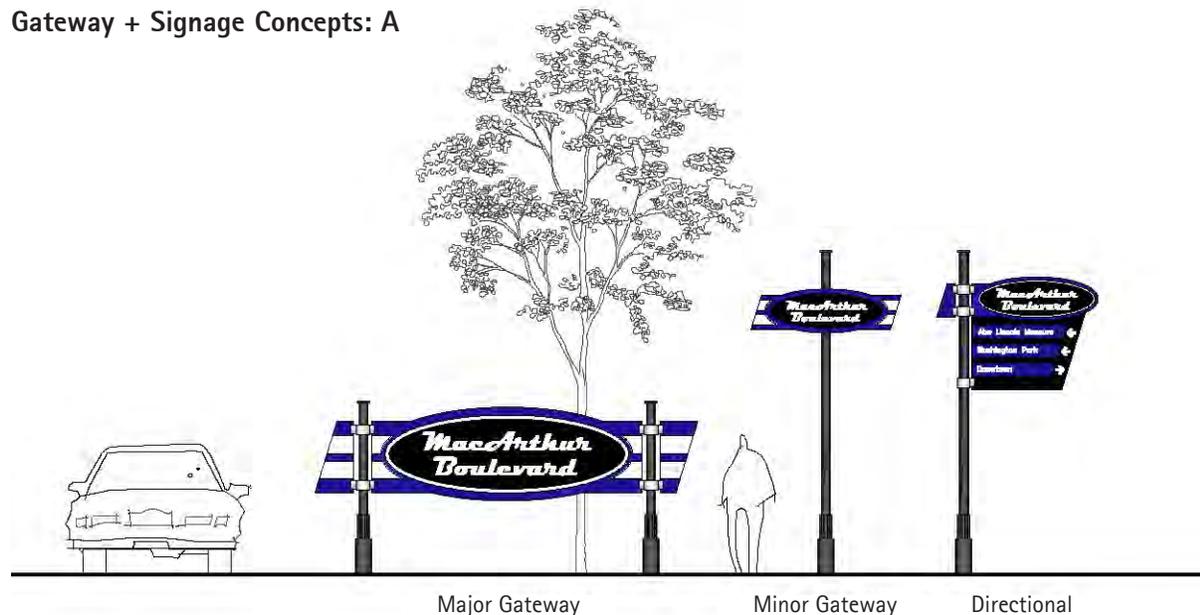


SIGNAGE SYSTEM

An attractive signage system, which incorporates a recognizable graphic brand or image and facilitates travel for motorists and pedestrians, should be a part of a comprehensive streetscape project for MacArthur Boulevard. A coordinated signage system should include the following components:

- ❑ **Gateway Signs:** Such signs should announce arrival into the commercial district and play an important role in shaping first impressions in welcoming shoppers and visitors. Gateway signs should be constructed of high quality materials such as stone, masonry or metal. Where space permits, landscaping and lighting should be incorporated into gateway features. Potential gateway locations include the intersections of MacArthur Boulevard with South Grand Avenue, Outer Park Drive and Wabash/Stanford Avenues.
- ❑ **Identity Signs/Markers:** Identity signage and markers should be placed along the Boulevard to reinforce its image and brand.
- ❑ **Directional Signs:** In addition to identity and gateway signs, directional signs that facilitate “wayfinding” to and within the Boulevard will be important components of the system. Signage should be placed at key locations to guide shoppers and visitors to MacArthur as well as destinations such as parking lots, schools, institutions and activity generators.
- ❑ **Parking Signs:** Identifies parking lot locations as well as parking regulations.
- ❑ **Information Kiosks:** Kiosks can provide orientation and information about the Boulevard, bus service, local businesses and special events. Kiosks should be placed at key activity generators and open spaces.
- ❑ **Banners:** Banners can give MacArthur Boulevard a festive, lively appearance. New light standards should be equipped with banner hardware and a maintenance fund should be developed to keep banners fresh and seasonal.

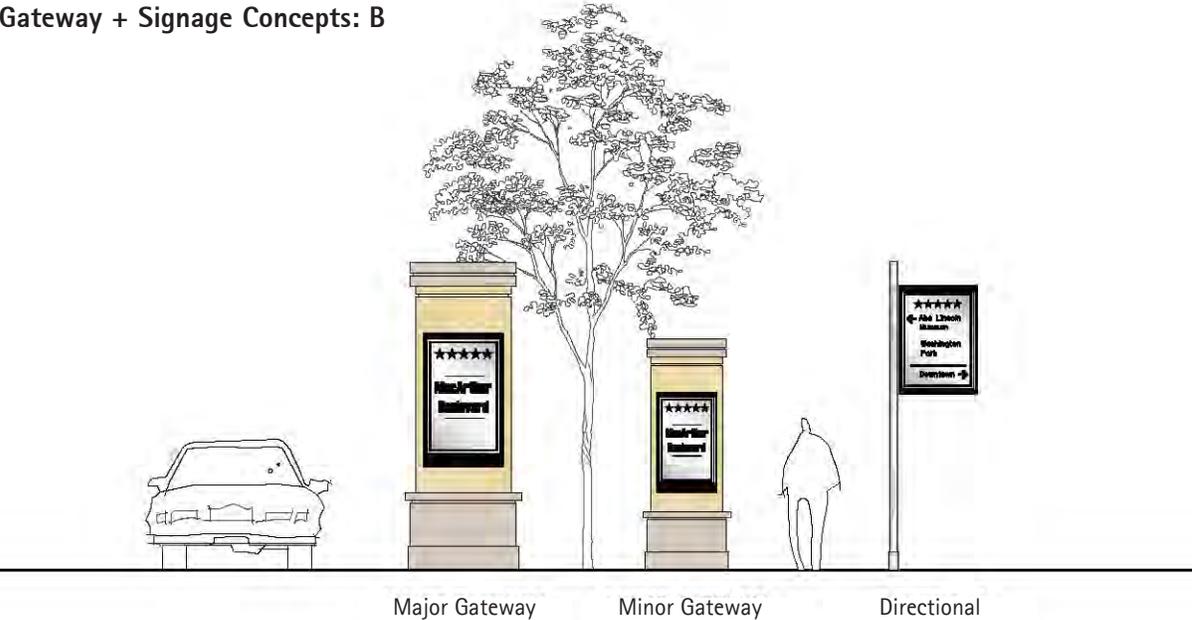
Gateway + Signage Concepts: A



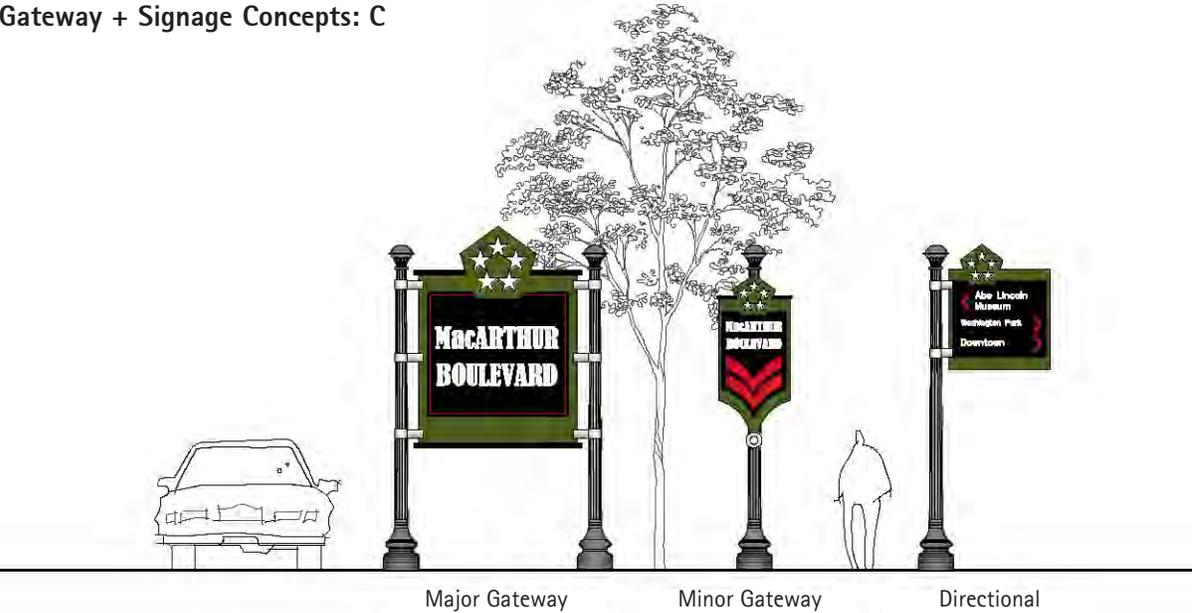
MacArthur Boulevard Master Plan

Section 3: Boulevard Master Plan

Gateway + Signage Concepts: B



Gateway + Signage Concepts: C





Existing Conditions: Baskin Robbins Property



Potential Building/Site Improvements

MacArthur Boulevard Master Plan

Section 3: Boulevard Master Plan



Existing Conditions: Mid-West Title Loans Property



Potential Building/Site Enhancements

