

MacARTHUR BOULEVARD MASTER PLAN: IMPLEMENTATION WORK PLAN (By Objective/Task)

GOALS	MASTER PLAN OBJECTIVES	INITIATIVE / PROJECT / PROGRAM	ACTION STEPS			ENTITIES / AGENCIES	POTENTIAL COST / FUNDING		
			1 to 2 YEARS	2 to 5 YEARS	5 to 10 YEARS				
BOULEVARD DEVELOPMENT	REDEVELOP KEY OPPORTUNITY SITES TO: <ul style="list-style-type: none"> Strengthen the City's economy. Generate new business activity along the Boulevard. Enhance linkages to adjacent neighborhoods. INTRODUCE NEW RESIDENTIAL DEVELOPMENT TO: <ul style="list-style-type: none"> Concentrate retail activity in viable locations. Further activate the Boulevard with new shoppers. Provide a range of new housing products for the City. 	A. Formally approve Boulevard Master Plan	• Review + adopt Final Master Plan	• Monitor Plan implementation	• Update Master Plan	• COS, SSCRPC, VOJ, MBBA	• No cost - process only		
		B. Change MacArthur Boulevard's zoning requirements	• Secure funding/hire consultant/prepare changes	• Monitor zoning changes	• Review/revise based on Plan update	• COS, SSCRPC, VOJ, MacBAC, MBBA	• \$35,000-\$65,000 / COS, TIF, Grants		
		C. Secure financing for site clearance + development	• Identify + secure funding sources	• Continue to secure funding sources	• Monitor funding use, especially if TIF	• COS, SSCRPC, VOJ, MacBAC, MBBA, Develo	• COS, TIF, Federal, State, Owners, Developers		
		D. Enhance Town + Country Shopping Center	• Landscape site + improve building/signage			• Property Owner	• Cost to be determined / Owner, TIF		
		E. Relocate industrial/service/auto uses	• Meet with owners + identify needs/sites	• Relocate to Business Park/Stanford Avenue	• Redevelop former sites along Boulevard	• Owners, Developers, COS, MBBA	• TBD / COS, TIF, BID, Grants		
		F. Redevelop Federated Funeral Directors block	• Meet with owners/recruit developer	• Consolidate parking/start development	• Complete commercial/residential develop.	• Owners, Developers, COS, MacBAC, MBBA	• TBD / Owners, Developer, TIF, BID		
		G. Clear Kmart + Theater blocks	• Meet with owners + organize strategy	• Clear buildings		• Owners, Developers, COS, MacBAC, MBBA	• TBD / Owners, TIF, BID, Grants		
		H. Redevelop Kmart + Theater blocks	• Promote Plan concept + recruit developer	• Redevelop blocks	• Complete redevelopment	• Owners, Developers, COS, MacBAC, MBBA	• TBD / Developers, TIF, BID, Grants		
		I. Redevelop MacArthur Park Apartments site	• Meet with owner + organize strategy	• Recruit developer + redevelop site	• Complete redevelopment	• Owner, Developer, COS, MacBAC, MBBA	• TBD / Developer, TIF, BID, Grants		
		J. Redevelop MacArthur Park Apartments frontage blocks	• Meet with owners + organize strategy	• Recruit developer + redevelop blocks	• Complete redevelopment	• Owners, Developer, COS, MacBAC, MBBA	• TBD / Developer, TIF, BID, Grants		
		K. Further assess potential of Business Park at I-72 Interchange	• Secure funding/hire consultant/conduct study	• Recruit developer + begin development	• Complete development	• Owners, Developer, COS, MacBAC, MBBA	• TBD / Developer, TIF, BID, Grants		
		L. Further assess potential of Senior Campus west of Legacy Pointe	• Secure funding/hire consultant/conduct study	• Recruit developer + begin development	• Complete development	• Owners, Developer, COS, MacBAC, MBBA	• TBD / Developer, TIF, BID, Grants		
		BOULEVARD ENHANCEMENT	CHANGE PHYSICAL CONDITIONS TO: <ul style="list-style-type: none"> Improve area access + safety. Establish a "Sense of Place" + distinct "Boulevard brand". Make it a desirable destination for shoppers + businesses. Establish it as a major southern gateway into Springfield. Create attractive "front doors" into adjacent neighborhoods. FOSTER "PRIDE OF PLACE" AMONGST OWNERS TO: <ul style="list-style-type: none"> Further enhance the attractiveness of the Boulevard. Increase the visibility of active businesses. Increase interest from new businesses + developers. CREATE REGIONAL TRAIL LINKS TO: <ul style="list-style-type: none"> Improve regional/area access for bicyclists + pedestrians. Enhance area recreation opportunities. 	A. Secure financing for Signage system design	• Identify + secure funding sources			• COS, SSCRPC, VOJ, MacBAC, MBBA	• \$20,000-\$40,000 / COS, TIF, BID, Grants
				B. Design signage system	• Hire consultant + prepare design			• COS, SSCRPC, VOJ, MacBAC, MBBA	
C. Secure financing for Road/Streetscape/Site design	• Identify + secure funding sources					• COS, SSCRPC, VOJ, MacBAC, MBBA	• \$500,000-\$700,000 / COS, TIF, Grants		
D. Prepare Road/Streetscape/Site design	• Hire consultant + prepare design			• Finalize design		• IDOT, COS, VOJ, MacBAC, MBBA			
E. Determine overall Boulevard improvement budget	• Prepare detailed estimates with phasing options			• Update City Capital Improvement Program		• IDOT, COS, VOJ, MacBAC, MBBA			
F. Establish 20-foot streetscape easement with property owners	• Prepare standard agreement/meet with owners			• Secure easement with each owners		• IDOT, COS, VOJ, MBBA, property owners	• \$15,000-\$25,000 attorney fees / COS		
G. Secure financing for Site improvements (on individual properties)	• Identify funding sources			• Secure funding sources		• IDOT, COS, VOJ, MacBAC, MBBA, owners	• TBD / Owners, TIF, BID, SSA, Grants		
H. Secure financing for Road/Streetscape/Signage improvements	• Identify funding sources			• Secure funding sources		• IDOT, COS, VOJ, MacBAC, MBBA	• \$6.2 million / COS, TIF, BID, Grants		
I. Construct Site improvements (on individual properties)	• Coordinate design/easements with owners			• Make changes to parking + access for each site		• IDOT, COS, VOJ, MBBA, property owners			
J. Construct Boulevard improvements (road/streetscape/signage)	• Coordinate design with public agencies + owners			• Construct new "Green" MacArthur Boulevard	• Manage + maintain new streetscape	• IDOT, COS, VOJ, MBBA			
K. Realign parking/create gardens on South Side Christian Church block	• Secure funding + prepare design			• Construct parking + frontage improvements	• Manage + maintain new streetscape/gardens	• Church, COS, Park District, garden clubs	• TBD / Church, TIF, BID, SSA		
L. Create "Clean-Up/Green-Up" campaign with property/business owners	• Secure business/owner/City involvement			• Establish program as annual or bi-annual event	• Continue/monitor program	• Business/property owners, COS, MBBA	• TBD / Owners, COS, BID, SSA, Donations		
M. Connect regional trail system near/across MacArthur Boulevard	• Further assess links + secure funding			• Construct trail llinks (new surface +/- signs)		• COS, SSCRPC, Park District, Association	• TBD / SSCRPC, COS, TIF, Grants		
CAPACITY BUILDING	ESTABLISH PUBLIC / PRIVATE PARTNERSHIPS TO: <ul style="list-style-type: none"> Build organizational capacity to implement Master Plan. Maximize leadership + funding resources. Move the Master Plan into action + results. CREATE PROGRAMS / INITIATIVES TO: <ul style="list-style-type: none"> Make existing Boulevard businesses more viable. Attract new businesses + developers to development sites. Facilitate site/building improvements. 			A. Establish MacArthur Boulevard Action Committee (MacBAC)	• Organize leadership + working committees	• Continue to coordinate Plan implementation	• Continue to coordinate Plan implementation	• COS, SSCRPC, VOJ, MBBA, Chamber, etc	
		B. Strengthen MacArthur Boulevard Business Association (MBBA)	• Organize committees/secure funding/hire staff	• Continue developing effective business group	• Continue operating effective business group	• MBBA, MBBA Committees	• TBD / BID, SSA, Dues, Donations, Grants		
		C. Develop Branding/Marketing Strategy	• Define brand/promotions/advertising/events	• Continue marketing activities	• Continue marketing activities	• COS, VOJ, MacBAC, MBBA, Chamber	• \$20,000-\$40,000		
		D. Create Business Retention Program	• Organize approach + inventory/visit businesses	• Monitor/manage retention activities	• Monitor/manage retention activities	• COS, VOJ, MBBA, Chamber	• \$75,000		
		E. Create Business Attraction Program	• Organize outreach approach/funding assistance	• Undertake proactive recruitment activities	• Monitor/manage attraction activities	• MacBAC, COS, VOJ, MBBA, Chamber	• \$75,000		
		F. Create Site/Building Improvement Program	• Organize technical/funding assistance	• Identify priority properties + initiate projects	• Continue/monitor projects	• COS, VOJ, MBBA, Chamber	• \$100,000 - \$150,000		
		G. Secure financing for Strategy + Programs	• Identify funding sources/consider equity fund	• Monitor/manage financing activities	• Monitor/manage financing activities	• COS, VOJ, MacBAC, MBBA, Chamber	• COS, TIF, BID, SSA, Donations, Grants		

NOTES: TBD = To Be Determined **AGENCIES:** COS = City of Springfield; SSCRPC = Springfield/Sangamon County Regional Planning Commission; VOJ = Village of Jerome; IDOT = Illinois Department of Transportation
FUNDING SOURCES: TIF = Tax Increment Finance; BID = Business Improvement District; SSA = Special Service Area