



Grand Avenue

Visioning Session Report, July 2008



Grand Avenue Vision

- Grand Avenue can be a diverse, sustainable urban boulevard and a funky cultural community and destination, without gentrification.
- It can be a vital place for economic and cultural diversity with chaotic character filled with small businesses providing self sufficiency for a neighborhood.
- It will provide a diffusion of people from the main avenue into the neighborhood to experience exciting niches like parks, Laundromats, restaurants, public art, and the like.

Guiding Principles

- Authenticity
- Community
- Opportunity
- “Real City” Chaos

The Priority "Must Have" List

- Pedestrian-friendly businesses
- Shade
- People – shoppers, residents, art lovers, visitors
- A sense of place, a sense of arrival, a focal point
- Safety and security
- Parking solutions

The Priority "Must Avoid" List

- Chain stores and restaurants
- Big box stores and stores with big footprints
- A sea of parking lots
- Gated communities
- Crime and signs of decay

- This is a place rooted in history and eclectic modernism, all at the same time. With a reliance on its sense of shared community and potential for anyone to succeed, this neighborhood mixes gritty “real city” chaos with an artistic spirit and patina of renaissance.

- The Grand Avenue of the future will be pedestrian-friendly, with businesses that draw walkers along its environs. The area will have shade and nearby parking structures and other solutions (such as 24-hour on-street parking) that cater to these walking residents, business patrons, art lovers, and visitors. Public art is an important component, as is the artistic temperament.

- Multiple transit solutions will be available to get to Grand Avenue. Once they arrive, pedestrians will feel and be safe from crime, and their menu of choices will include a multitude of original stores and amenities – not chain retail stores or restaurants.

- Also absent from this Grand Avenue of the future will be gated communities, over-regulation, vacant lots, and empty buildings. Gone will be the abandoned cars and the most dangerous figures. Heavy industry and seas of open parking will not be found here.

Glorious Grand

- Good bones
- Point of pride
- Preservation of what we have
- Shade, wayfinding, water features, public art



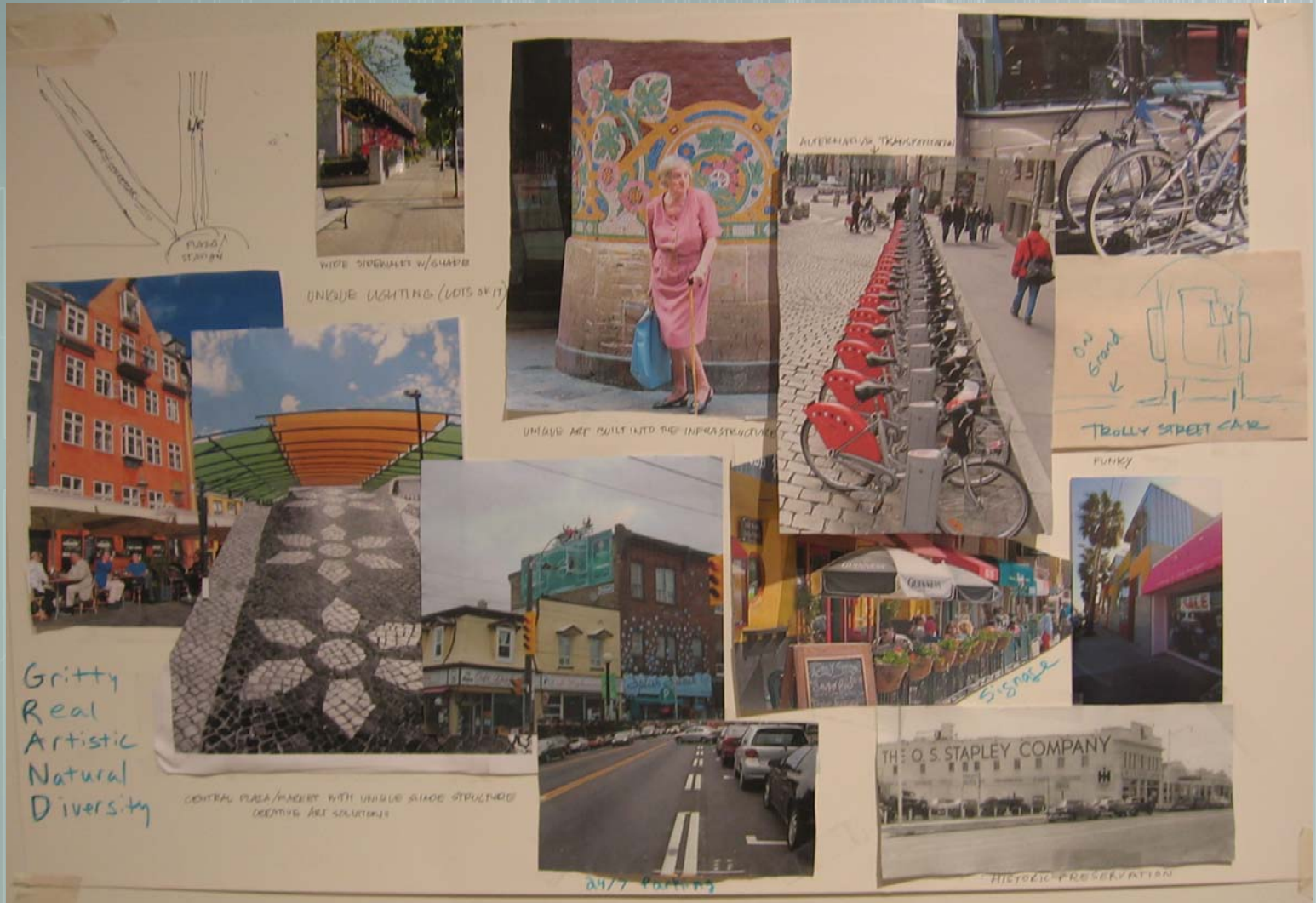
- Downtown as a backdrop
- Over-arching theme is “people”
- Activities, shopping
- Euro Style

Streetscape



Grand

- Gritty, real, artistic, natural, diversity
- Unique signage, lighting
- Alt modes, bikes, trolleys, connect to light rail
- Cobblestone, mosaic, street paving



- A total universe of live, work & play
- Old next to new

- Outdoor dining, alleys, pedestrians
- Whimsical, childishness



Grand
Functionality

Grand Functionality

Feelin' Groovy

Slow down, you move too fast
You've got to make the morning last
Just kickin' down the cobble stones
Looking for fun and feelin' groovy!

Hello, lamp post, whatcha knowing?
I've come to watch your flowers growing
Ain't ya got no rhymes for me?
Doot-in' doo-doo, feelin' groovy!

Simon and Garfunkel