

A detailed, colorful illustration of a historic street scene in Havana, Cuba. The street is wide and paved, with vintage cars parked along both sides. On the left, there are multi-story brick buildings with various storefronts, including one with a sign that says "MYERS BROTHERS". On the right, there are more brick buildings, including a large one with a sign that says "LAWFORD" and another that says "HAYANA NEWSSTAND". In the background, there are trees and a church with a green dome. The sky is blue with white clouds. A central graphic overlay contains the title and subtitle.

Historic Havana

Downtown TIF District
Business Corridor Plan

SECTION 1: PUBLIC INPUT

Engaging the Public in Various Ways

To ensure citizens and key stakeholders of Havana were able to clearly voice their opinions about issues and opportunities within the study area, the design team conducted outreach efforts in three distinct ways. These included the following techniques:

- A seven question stakeholder survey,
- A day of individual interviews with key stakeholders in the community,
- An evening workshop open to the public.

Havana Downtown TIF District - Business Corridor Plan

Stakeholder Survey

1. Which of the following phrases could be used to help better 'brand' the business district? (circle one)

'Downtown Havana'

'Historic Havana'

'Main Street'

'Historic Main Street'

Other

2. Which of the following elements are important to downtown (circle all that apply)?

Preservation of brick streets whenever possible

Easy pedestrian access to businesses

Sidewalk seating areas for outdoor dining

Enhanced facades

Attractive and uniform signage

Other

3. What businesses are missing in downtown that you would like to see? (circle all that apply)

Coffee shop

Hotel

Upscale bar / restaurant

Ice cream parlor

Local food store / local wine

Other

4. What best conveys a 'soundbite' image of Havana?

The historic water tower

Ducks / waterfowl

The Illinois River

Other

5. Which of the following describes your opinion about parking in the downtown? (circle one)

There is plenty

There is enough, except maybe during special events

There is not enough

There is too much

6. Should our community address the following items regarding downtown? (circle all that apply)

Create more outdoor pedestrian spaces in downtown

Express the City's history throughout the downtown

Consider environmentally sustainable design features

Better connect downtown to the river

Incorporate public art into downtown (murals, sculptures, etc.)

7. It would be cool if Havana did the following to their downtown:

Above – Stakeholder Survey which was distributed throughout the community.

Key takeaways from the survey and stakeholder interviews included the following:

- ‘Historic Havana’ was preferred as a phrase to brand the business district and surrounding areas.
- The historical character of downtown should be preserved and enhanced (brick streets, historic facades, etc.).
- Both the Illinois River and the historic water tower convey a positive ‘soundbite’ image for Havana.
- Stronger accommodations should be made for pedestrians throughout downtown.
- Downtown and the riverfront would benefit with the addition of a hotel, coffee house, bakery, local food / wine store and a micro-brewery / upscale bar with outdoor amenities (bocce ball, bags, etc.).
- The existing raised planters in the downtown are too confining for community events, parades, etc.
- Grade changes and steps in the downtown should be addressed to make pedestrians movements easier.
- Facades improvements need to be made, and in ways that bring back the historical nature of the buildings.
- There currently is no way to directly dock a boat at the foot of Main Street which may currently result in people not visiting the central business district.
- More events are needed that cater to millennials (music events, ‘all town meal’, theater productions, etc.).
- Murals should be incorporated into downtown, but only if done by professionals.
- Vacancies in certain buildings need to be addressed.
- Spaces for sidewalk café’s should be planned for.
- Sustainable design features should be incorporated into final designs.



A public workshop was held to solicit public input.

Historic Havana

Downtown TIF District Business Corridor Plan

PUBLIC WORKSHOP

Tuesday, November 14th
6:15 pm to 7:00 pm

City Center
326 W. Market Street

353 COURT, LLC
DOWNTOWN REDEVELOPMENT

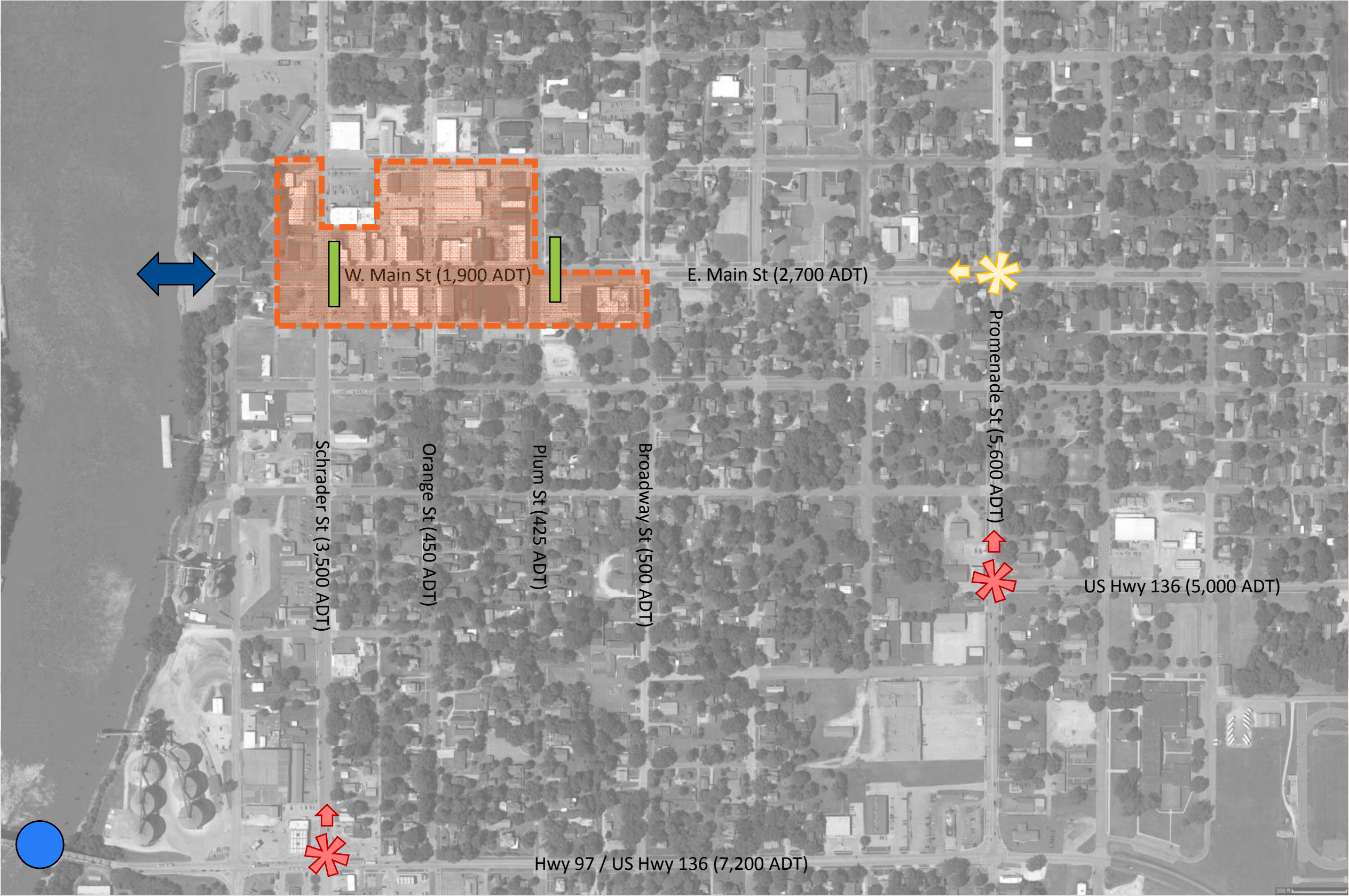
Farnsworth
GROUP

Key input from the public workshop:

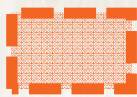
- Strong signage is needed outside of the city, and on Route 136 to attract people to the downtown business district.
- LED signage should be considered as part of the gateway signage.
- Upgrade existing sound system and speakers in downtown to provide seasonal and festive music.
- The historic water tower was embraced as a design element for the various signage examples shown.
- Potential charging stations could be fabricated to mimic the historic water tower.
- The public embraced the idea of removing the steps in downtown, and with incorporating concrete in the parking stalls while still maintaining brick travel lanes.
- The public also embraced the idea of utilizing salvaged bricks from the parking stall area as accent paving on ‘bump-outs’ and banding behind the curb line.
- Strong columns should be utilized to clearly delineate downtown (Plum St to Schrader St).
- Existing street trees should be removed.
- Kiosk and directional signage should be included on the riverfront to direct people to downtown.

SECTION 2: ATTRACTING PEOPLE TO DOWNTOWN

Study Area in Context of City



Legend



Study Area



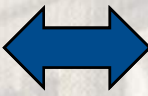
Scott W. Lucas Bridge



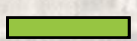
Primary Gateway
Signage Opportunity



Secondary Gateway
Signage Opportunity



Waterfront Gateway
Opportunity



Business District
Gateway Opportunity

SECTION 2: ATTRACTING PEOPLE TO DOWNTOWN

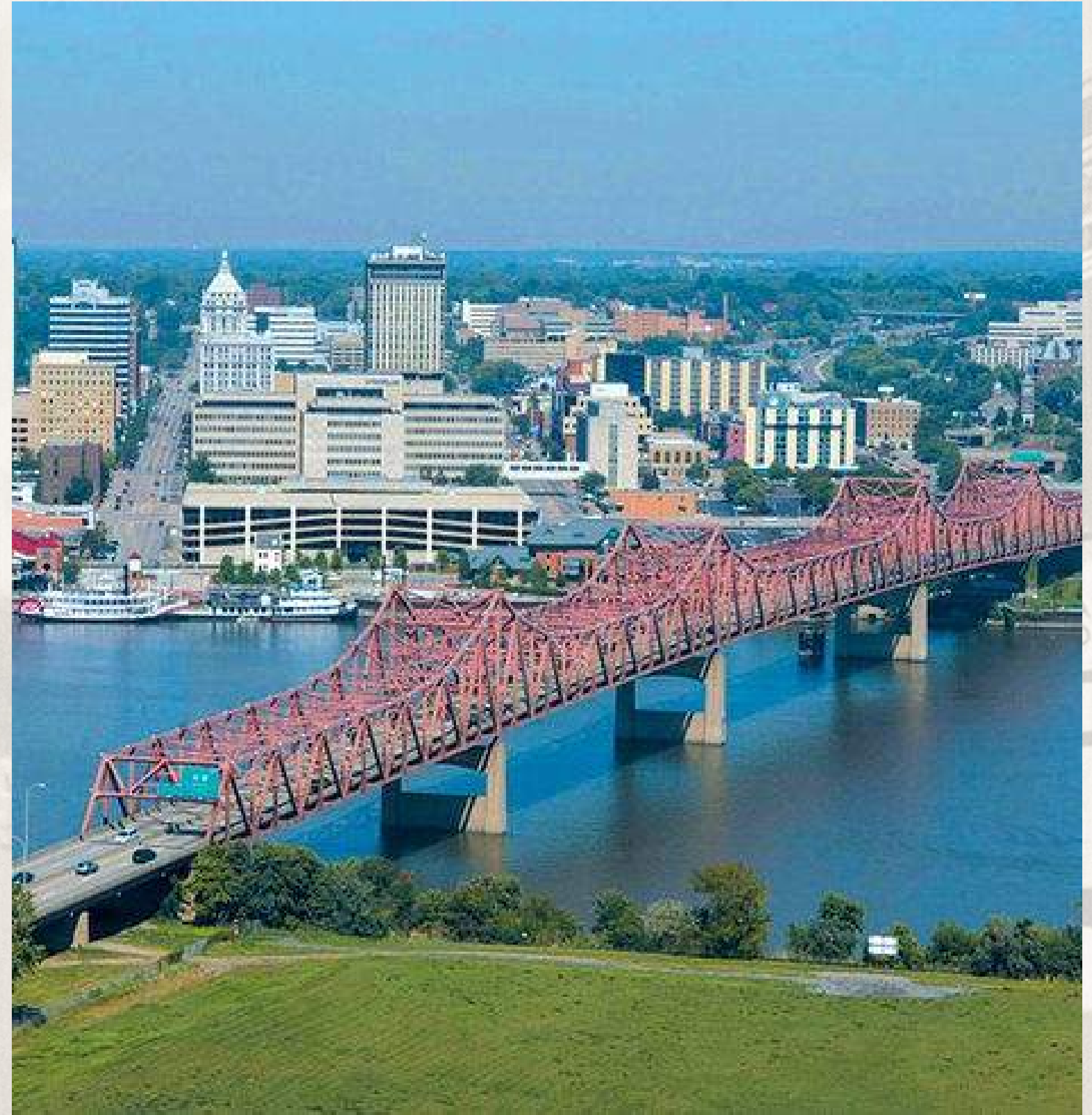
Utilize Scott W. Lucas Bridge as Iconic Landmark for Vehicular and Boat Traffic



Existing bridge creates no lasting memory.



Bridge painted maroon creates lasting memory.



Precedent image – Murray Baker Bridge in Terra Cotta color.

SECTION 2: ATTRACTING PEOPLE TO DOWNTOWN

Utilize Pedestrian Bridge as Gateway to Business District From Illinois River



Paint pedestrian bridge maroon and add branded directional signage identifying adjacent business district.

SECTION 2: ATTRACTING PEOPLE TO DOWNTOWN

Primary Gateway Signage to Direct Vehicular Traffic to Main Street



Havana Water Tower as Design Inspiration

Legend

- A. Directional Signage Incorporating New Logo / Downtown Branding
- B. Internally Lit 'Water Tower' With Translucent Panels
- C. Black Iron Framework
- D. Brick Base with Limestone Cap
- E. Low Plantings (Native Grasses and Perennials)



Primary gateway signage utilizing imagery from historic water tower and 'Historic Havana' logo.

SECTION 2: ATTRACTING PEOPLE TO DOWNTOWN

Secondary Gateway Signage to Direct Vehicular Traffic to Main Street



Secondary gateway signage utilizing ‘Historic Havana’ logo sign panel on brick base.



The grass boulevard at Main St and Promenade St provides a good opportunity for a highly visible secondary gateway sign.

Legend

- A. Directional Signage Incorporating New Logo / Downtown Branding
- B. Brick Base with Limestone Cap
- C. Low Plantings (Native Grasses and Perennials)

SECTION 2: ATTRACTING PEOPLE TO DOWNTOWN

Gateway Columns to Signify Arrival to the Heart of the Business District – Option One



Gateway columns to occur at Main St and Plum St & Main St and Schrader St

Legend

- A. Brick Column
- B. Arrival Signage / Downtown Branding
- C. Internally Lit 'Water Tower' With Translucent Panels
- D. Special Events Banner / Christmas Decorations
- E. Curb 'Bump-out' to Allow Columns to be Closer to Travel Lanes



Havana Water Tower as Design Inspiration

SECTION 2: ATTRACTING PEOPLE TO DOWNTOWN

Gateway Columns to Signify Arrival to the Heart of the Business District – Option Two



Gateway columns to occur at Main St and Plum St & Main St and Schrader St

- Legend
- A. Brick Column
 - B. Arrival Signage / Downtown Branding
 - C. Internally Lit 'Beacon' With Translucent Panels
 - D. Low Plantings (Native Grasses and Perennials)
 - E. Curb 'Bump-out' to Allow Columns to be Closer to Travel Lanes

SECTION 3: STREETSCAPE ENHANCEMENTS

Master Plan - Maintain Downtown’s Charm While Upgrading Infrastructure and Amenities



Conceptual streetscape master plan for Havana Downtown TIF District.

SECTION 3: STREETSCAPE ENHANCEMENTS

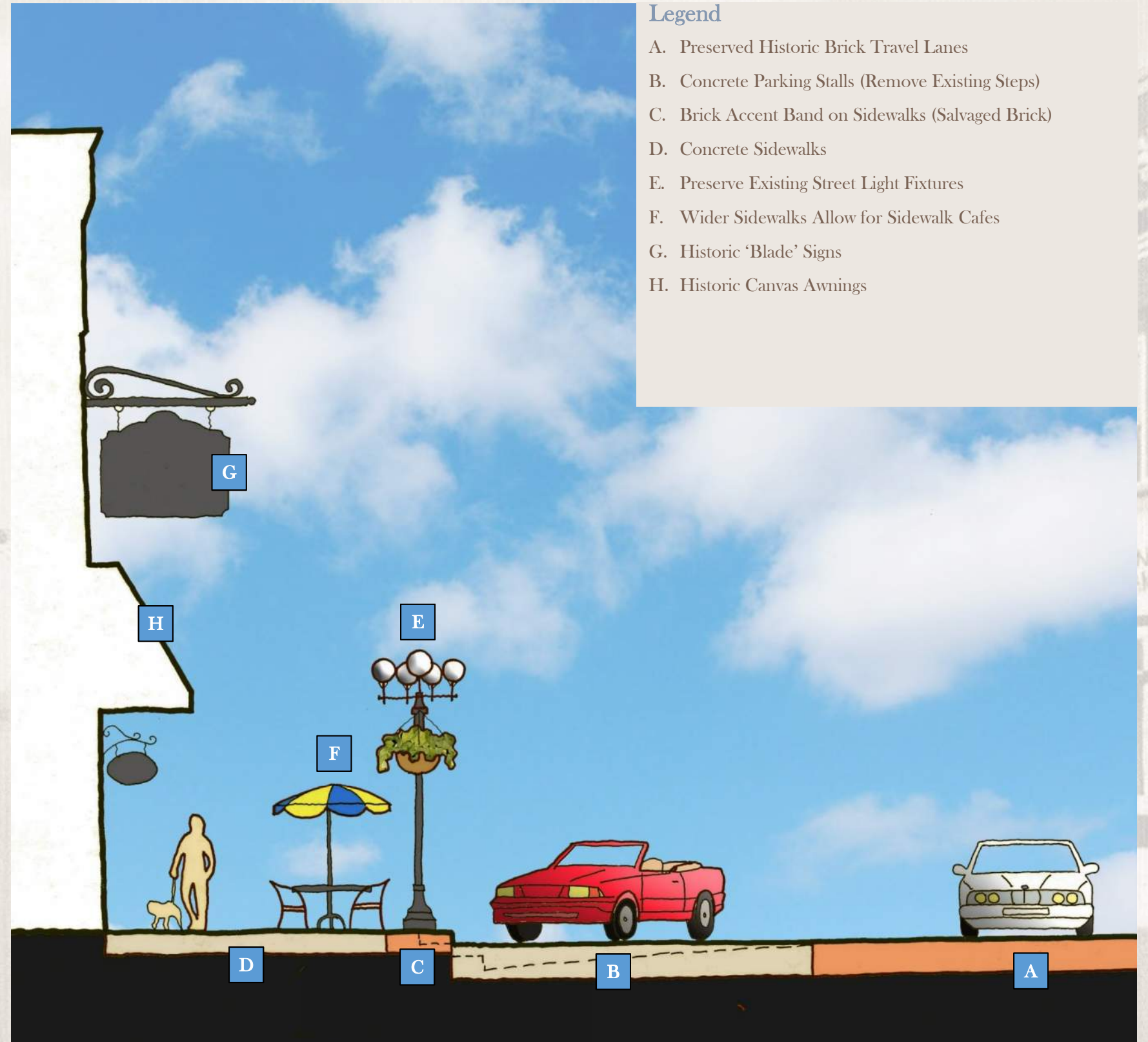
Typical Street Section – Remove Steps and Improve Drainage



Existing conditions along Main St.



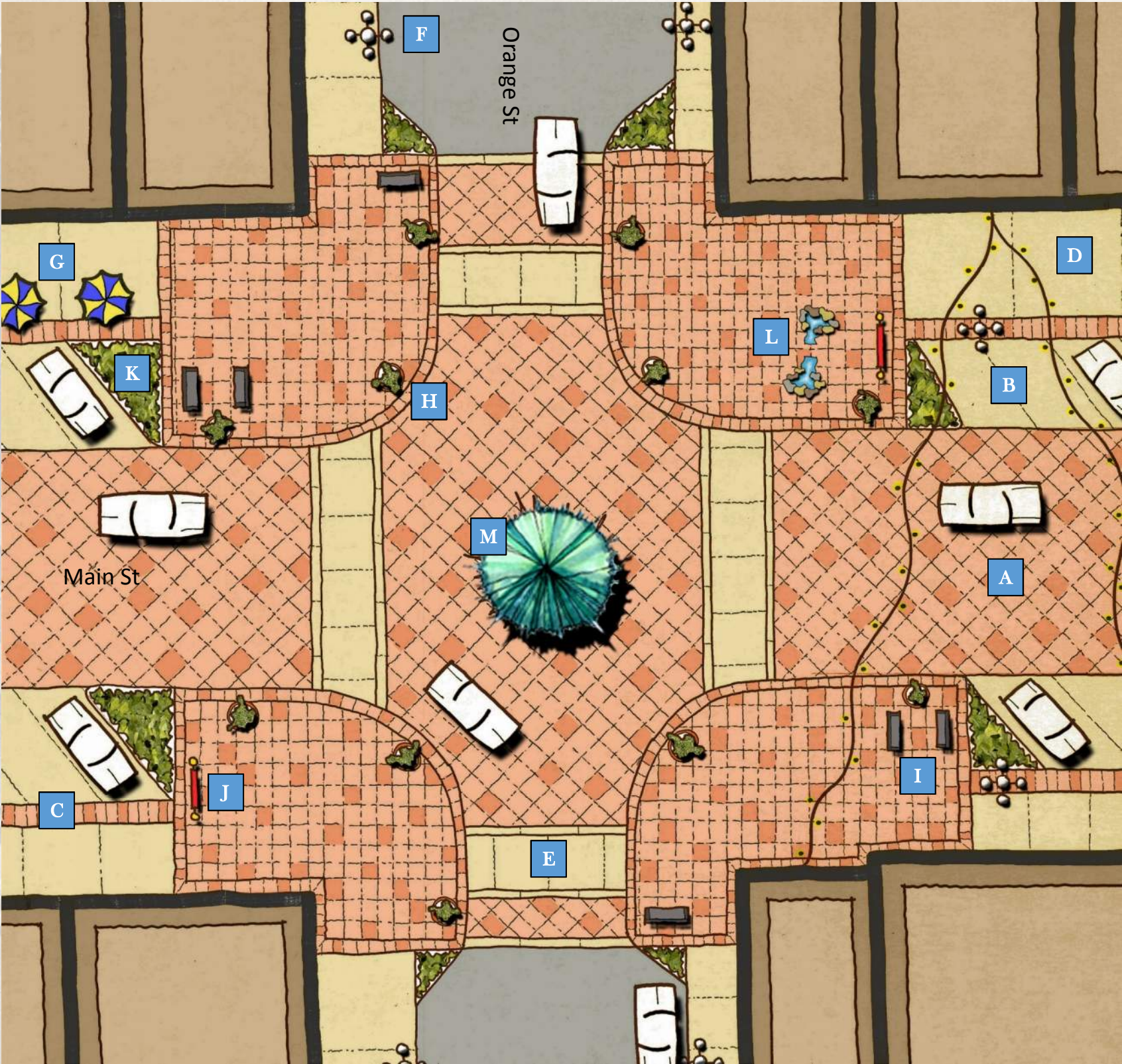
Petersburg, IL – Brick paver travel lanes with paved angled parking stalls.



Cross-section of Main St (between Orange St and Plum St) showing proposed improvements.

SECTION 3: STREETSCAPE ENHANCEMENTS

Typical Intersection Enlargement - Enhancing the Pedestrian Experience, and Providing Memorable Experiences



Intersection enlargement showing recommended streetscape enhancements.



Christmas tree at intersection of Main St & Plum St (circa 1914) – Photo Credit: “A Pictorial History of Mason County”

Legend

- A. Preserved Historic Brick Travel Lanes
- B. Concrete Parking Stalls
- C. Brick Accent Band on Sidewalks (Salvaged Brick)
- D. Concrete Sidewalks
- E. Concrete Crosswalks
- F. Preserve Existing Street Light Fixtures
- G. Wider Sidewalks Allow for Sidewalk Cafes
- H. Planters / Urns with Seasonal Plantings
- I. Benches on Opposite Corners
- J. Informational Kiosks
- K. Native Plantings in Infiltration Planters
- L. 'Illinois River' Interactive Water Feature
- M. Town Christmas Tree During Holidays

SECTION 3: STREETScape ENHANCEMENTS

Inspirational Images from Other Communities



Historic brick banding behind curb & concrete in front of stores – Galena, IL.



Overhead and permanent 'Tivoli' lights on historic Seminary St in downtown Galesburg, IL.



Brick pedestrian 'bump-outs' and intersection logo in downtown Plainfield, IL.

SECTION 3: STREETSCAPE ENHANCEMENTS

Incorporating the Arts into Downtown



Map identifying key facades for potential murals.



Historic advertisement mural at Main St and Plum St could be reintroduced.
Photo Credit: "A Pictorial History of Mason County"



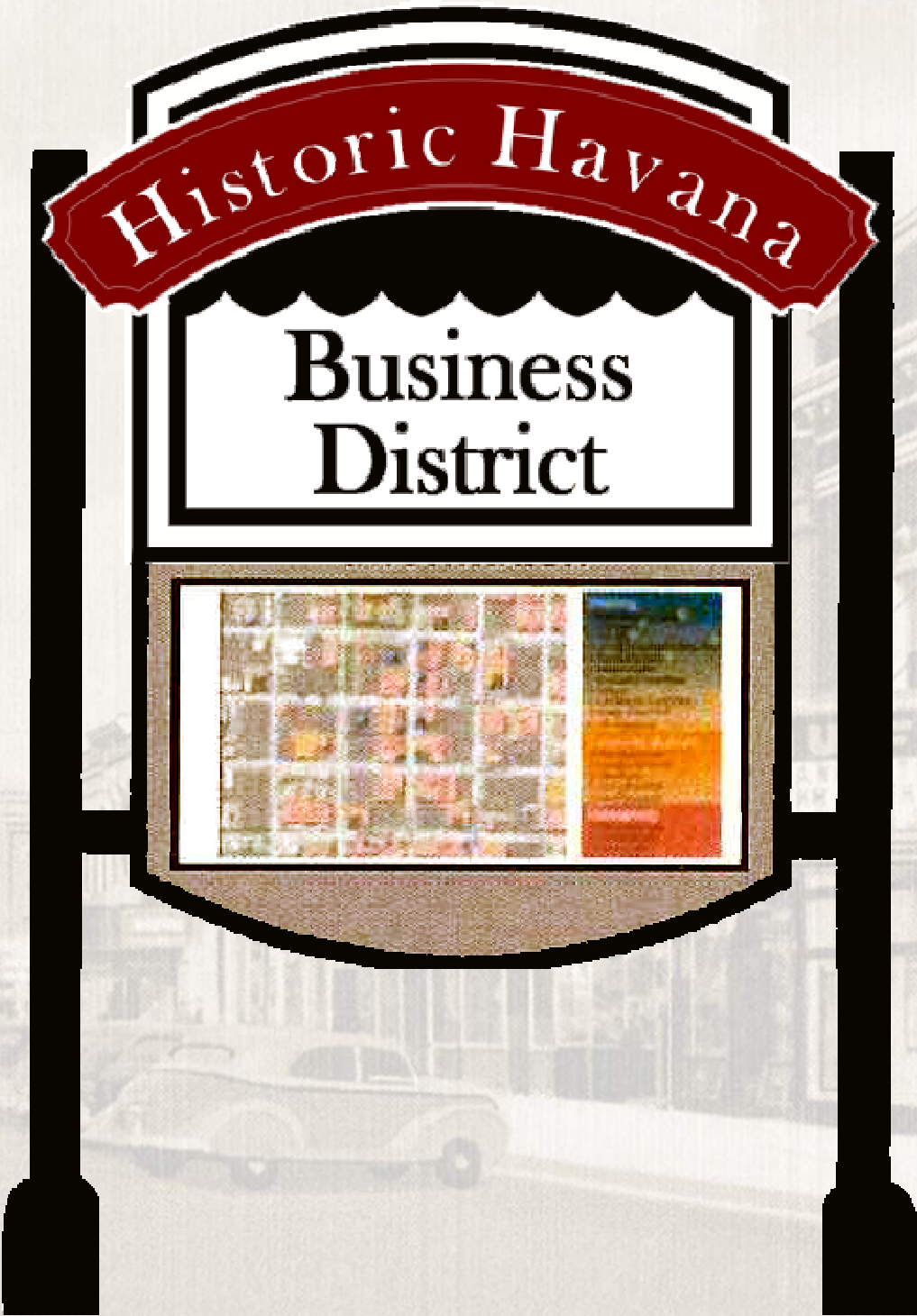
Murals can be painted on weather-proof materials and affixed to facades.

SECTION 4: SITE AMENITIES

Wayfinding Signage - Unified and Historically Inspired



Historically inspired street signs to replace 'Duck' logo signs.



Store directory and downtown information kiosk signs.

SECTION 4: SITE AMENITIES

Streetscape Furniture



Historically inspired 6' long iron benches.



Complementary decorative litter bin.

SECTION 4: SITE AMENITIES

Other Conveniences and Branding Opportunities



Power pedestal for mobile device charging.



Charcoal colored urns for pedestrian 'bump outs'.



Branded logo can be incorporated onto site amenities.

SECTION 5: POTENTIAL IMPLEMENTATION STRATEGY

| Year One: 2018

- ☐ Finalize Logo Designs / Downtown Branding Elements
- ☐ Prepare Final Designs for Primary & Secondary Gateway Signage
- ☐ Prepare Final Designs for “Phase A” Streetscape & Utility Improvements
- ☐ Initiate Façade Improvements
- ☐ Develop New City Website (Incorporating Logo / Downtown Branding Elements)
- ☐ Paint Pedestrian Bridge at River / Add Signage
- ☐ Strategically Recruit New Businesses (See Page 3)

| Year Two: 2019

- ☐ Prepare Final Designs for “Phase B” Streetscape & Utility Improvements
- ☐ Prepare Final Designs for Downtown Gateway Columns
- ☐ Construct Primary & Secondary Gateway Signage
- ☐ Construct “Phase A” Streetscape & Utility Improvements
- ☐ Continue Façade Improvements
- ☐ Strategically Recruit New Businesses (See Page 3)

| Year Three: 2020

- ☐ Construct “Phase B” Streetscape & Utility Improvements
- ☐ Continue Façade Improvements
- ☐ Strategically Recruit New Businesses (See Page 3)
- ☐ Develop Long Term Programming / Special Events Plan for Downtown & Riverfront

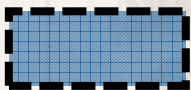
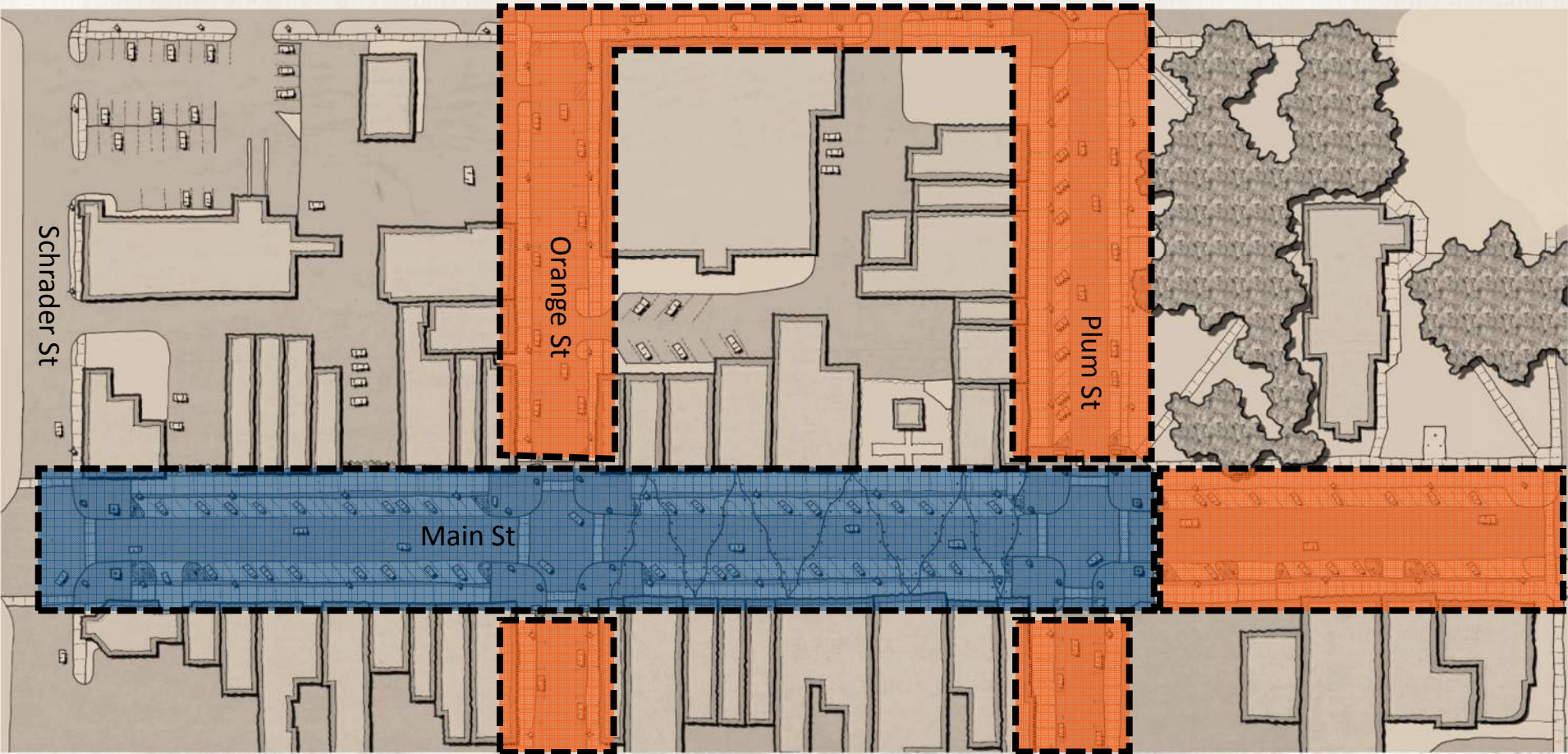
| Year Four: 2021

- ☐ Provide Branded Signage Kiosks Along Riverfront
- ☐ Continue Façade Improvements
- ☐ Strategically Recruit New Businesses (See Page 3)
- ☐ Determine Which Buildings Should Get Murals / Develop Mural Concepts

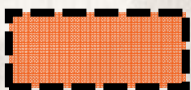
| Year Five: 2022

- ☐ Paint Murals
- ☐ Finalize Façade Improvements
- ☐ Strategically Recruit New Businesses (See Page 3)

PROJECT PHASES



| “PHASE A” STREETSCAPE & UTILITY IMPROVEMENTS



| “PHASE B” STREETSCAPE & UTILITY IMPROVEMENTS

FUNDING ALTERNATIVES

| TIF FUNDS

- Design Fees
- Streetscape & Utility Construction Costs
- Façade Improvements
- Upgraded Website

| ILLINOIS TRANSPORTATION ENHANCEMENT PROGRAM (“ITEP”)

- Design Fees
- Streetscape & Utility Construction Costs
- Generally Requires ‘Shovel Ready’ Projects
- Uncertain When Next Cycle Will Occur