

CITY OF PEORIA PRELIMINARY REVITALIZATION PLAN: SOUTHERN GATEWAY

Strategy

1. Entry sign

2. Visual monument

3. Commercial redevelopments to draw activity from vehicular traffic.

There are eleven major vehicular entry points to access The City of Peoria, these entry points are thresholds of welcome for visitors and returning residents. The narrative of an access point provides a crucial opportunity to establish a sense of place as well as a visual claim to the boundaries of the city. The "Southern Gate" access point located northeast on SW Adams near its junction to Interstate Highway 474. City Marketing Signage at each approach is ideal for city culture. By deploying a unified brand aesthetic for all city marketing material, a cohesive and organized image can be maintained. It is also recommended to incorporate a monument or visual intervention, be it art-based, architectural or engineered. This will generate an excitement and curiosity about the area and it's people. Lastly, it is recommended that some civic or commercial destination be in close proximity to the access point to further activate and engage the traffic surrounding it. By strategically locating successful commercial enterprises near the entry of the city, visitors and residents will gain the impression that The City of Peoria is open for business.

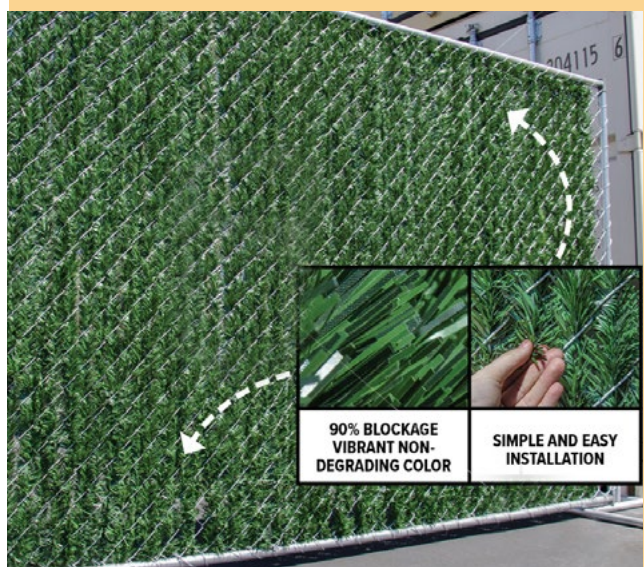
SOUTHERN GATE REVITALIZATION STRATEGIC MAP

The locations of the gateway interventions are shown on the map. Through these interventions the strategy seeks to generate a narrative that welcomes, visually entices, and draws in people through commercial engagement. These interventions if executed, can provide a branding threshold developed from the perspective of place making. This strategy can be used to serve the city's interests, as well as provide solutions to location specific challenges.

- A. SW Adams Overpass Screen
 - Length: 165 ft
 - Height: 12 - 15 ft
- B. Welcome to Peoria Sign
 - Monolithic sign suggested
 - Sign to be derived from existing city marketing aesthetics
- C. Location for future commercial establishment
 - (Cafe recommended)
- D. Location for future commercial establishment
 - (Supermarket renovation recommended)



Colored Polycarbonate Insert Through Chain Link



Faux Hedge Alternate



Perforated Metal Alternate



Welcome to Peoria Sign

To maintain branding continuity, the proposed "Welcome to Peoria sign is derived from the city's adopted logo. Using this approach a unifying element can be easily recognized as belonging to the City of Peoria.



Existing City Logo



Aesthetic Derivative



IMPLEMENTATION CHECKLIST

PHASE I (2020 - 2021)

- Construct screen for SW Adams St. overpass.

PHASE II (2021 - 2022)

- Construct "Welcome to Peoria" Sign.
- Begin planning for super market lot revitalization.

PHASE III (2021 - 2023)

- Begin construction of Cafe.
- Begin construction of super market lot.

