



Campaign for a Walkable West Bluff

A group of neighbors and business owners in the West Bluff community have initiated a **Campaign for a Walkable West Bluff**, which we see as an effort to embrace “New Urbanism” as it pertains to quality of life in our neighborhoods. New Urbanism promotes walkable, neighborhood-based development as an alternative to sprawl. It is highlighted in DPZ’s Heart of Peoria (HOP) plan.

We want to see Main Street become more pedestrian friendly so those of us living in the West Bluff can safely access our local businesses, walk to work, and relax and enjoy new streetscaping and public spaces.

Our hope is that by creating a vibrant Main Street corridor that we can also spur new mixed-use development, encourage use of city funds to refurbish existing store fronts, and slow the speed of cars traveling through our neighborhoods. There has been much talk of “New Urbanism” coming to Peoria, but we need to get organized to help make it happen!

Some Principles of New Urbanism

- **Neighborhoods should be diverse in use and population**
 - Many activities of daily living should occur within walking distance, allowing independence to those who do not drive, especially the elderly, the young, students, and the disabled
- **Streets and squares should be safe, comfortable, and interesting to the pedestrian to encourage walking and enable neighbors to interact, to know each other and to protect our communities**
 - Traffic calming is a system that designs streets as shared space—shared between people walking, bicycling and driving – driving safely
 - A Virginia Study has shown that 85% of people die when struck by motorists going 40 mph; 45% of people die when struck by motorists going 30 mph; 5% of people die when struck by motorists going 20 mph
- **Local business development comes from clean, safe, and friendly streets - creating an environment where retail can thrive**
 - Successful retail depends on successful residential, and vice versa; property values increase, owner-occupied units increase

What Can You Do?

- _ Talk, talk, talk to neighbors, friends, colleagues
- _ Write a Letter of Support
- _ Participate in media events
- _ Volunteer for the Campaign
- _ Join our email list of supporters. Contact info@walkablewestbluff.org.
- _ Learn more about New Urbanism. Visit Congress for the New Urbanism at www.cnu.org.



Figure 45: Existing Conditions on West Main Street



Figure 46: Relocated Curbs and Streetscape Changes



Figure 47: New Development Along West Main Street