

Section 1

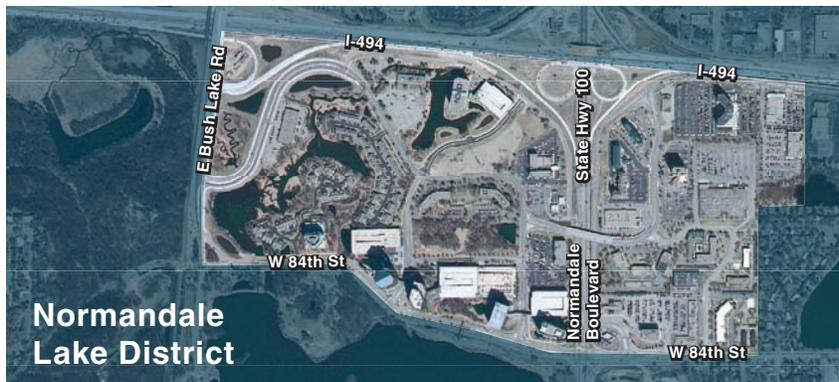
INTRODUCTION

The Normandale Lake District Plan (NLDP) is one part of the City's *Imagine Bloomington 2025 Strategic Plan* and will be incorporated in the City's *Comprehensive Plan*. The *Imagine Bloomington 2025 Plan's* unifying theme is "Bloomington: The Complete City."

The Normandale Lake District is a highly attractive area that, with some finishing touches, will be recognized as a distinctive destination and gateway to Bloomington. For some it will be a great place to call home. For others, the area will provide a good job and a transit-oriented work location. For the traveler, it will be a favorite place to stay while visiting Bloomington. For walkers, runners and cyclists, the District will be a four-season place to enjoy the contrast between nature and the city.

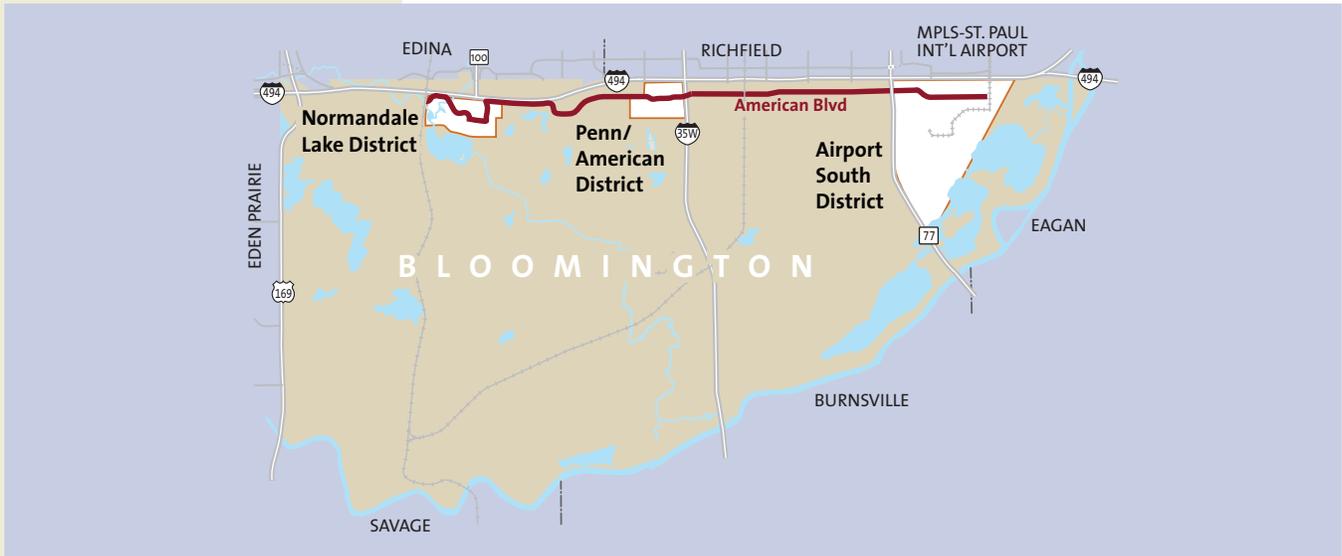
- *Complete* conveys the idea of keeping what Bloomington's residents and property owners already like (single-family neighborhoods, open space and public safety), while at the same time making continuous improvements to become the consummate city.
- *Complete* plays on two distinct emotions – pride of place (everything is here that we need) and choice (we can choose the housing type and neighborhood amenities we prefer), while making room for diversity of land uses, incomes and residents.

Bloomington is becoming more urban, a more important, diverse and interesting place. The *Imagine Bloomington 2025* surveys found a significant number of residents who said they would like to see more compact development – with good jobs, unique restaurants and public transit. They want traditional suburbia as well: single-family housing, backyards and open space. But they're open to other land use and transportation choices, as long as they're logically placed and part of a larger vision.



The Normandale Lake District is a distinctive destination and gateway to Bloomington, a four-season place to enjoy the contrast between nature and city.

Figure 1.1 District Plans along I-494 Corridor



Bloomington’s larger vision locates higher density, transit-oriented uses and regional shopping destinations along I-494 and the American Boulevard corridor. There are three distinct districts along American Boulevard; Normandale Lake is the western-most district. The Normandale Lake District is already established as the metropolitan area’s preeminent suburban office location and as a park reserve of regional significance. See **Figure 1.1**, above. It contains about 15 percent of Bloomington’s future commercial and residential development potential.

Seven Imperatives for the Normandale Lake District Plan

- 1 Design transportation and transit improvements that will serve build-out of parcels in the District.
- 2 Balance residential, office, hotel and retail uses.
- 3 Enhance the neighborhood center and access to parks serving residents in the northwest part of Bloomington.
- 4 Establish development principles that protect the environment and surrounding open space.
- 5 Improve the District’s appearance with consistent streetscape, landscape and signs.
- 6 Design a sign and wayfinding system that helps people find their destination and adds to the unified appearance of the District.
- 7 Propose a viable mechanism to pay for the initial 10-years of public improvements in the District.