

An aerial photograph of a street intersection in Normal, Illinois. The intersection features colorful painted crosswalks in red, yellow, and blue. A large, stylized graphic on the left side of the image consists of a blue and red horizontal bar at the top, a yellow and orange curved shape in the middle, and a green curved shape at the bottom, all with white circular accents. The background shows a multi-lane road, sidewalks, trees, and a building with a red roof.

# Quick-Builds & Street Safety in Normal, Illinois

**Pedestrian + Roadway**

**Campus Safety Initiative**

Illinois State University + Town of Normal



Bone Student Center  
Braden Auditorium  
Brown Ballroom



ILLINOIS STATE UNIVERSITY

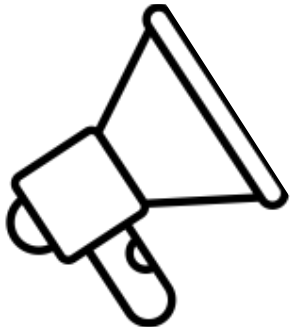
FOUNDED 1857

# Where Are We?

*Normal + ISU Context*



# IDOT Statewide Planning & Research in Action



**Pedestrian + Roadway**

**Campus Safety Initiative**

Illinois State University + Town of Normal



**TYLin**

**All  
Together.**



# A Campus + Community in One Place

## *Project area:*

- Illinois State University + Uptown Normal
- ~20,000 students + regional hub
- Mix of campus, downtown, and neighborhood contexts
- Highly walkable core, auto-oriented legacy
- Strong foundation of assets to plan around



## Multi-modal Conditions



# The Core Challenge

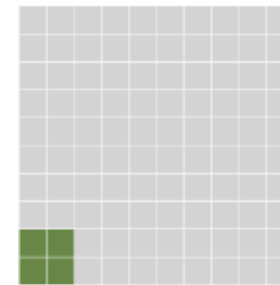
*A walkable place... With real safety risks*

- Very high pedestrian activity
- Streets and intersections designed for vehicle throughput and convenience
- Uncomfortable and dangerous intersections
- Some community resistance to past traffic calming efforts
- Lack of space for walking and biking – disproportionate crash risks
- Recent fatal crashes on campus sparking action

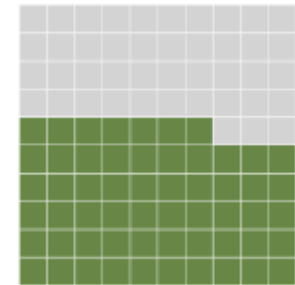


*Pedestrian infrastructure at the busiest intersections does not meet typical demand*

## Pedestrian crashes make up...

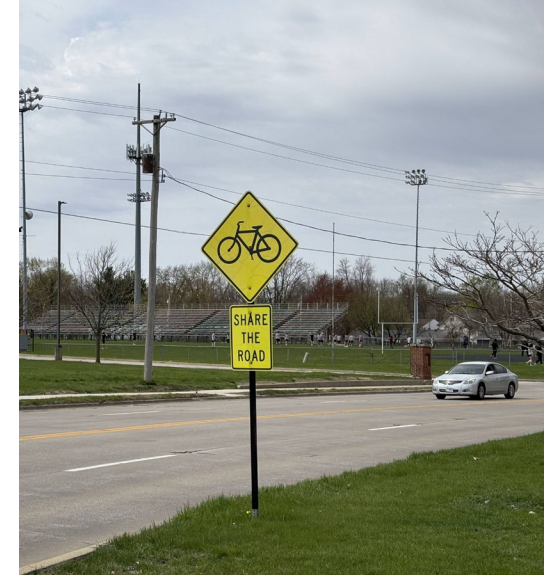


...4% of traffic crashes but...



...57% of serious injury crashes.

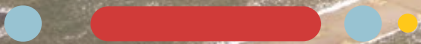
## Roadway Challenges



An aerial photograph of a university campus. In the center, a large, multi-lane intersection is visible, with several crosswalks and traffic lights. Pedestrians are walking across the crosswalks. To the left of the intersection, there is a large, open grassy area with some trees. In the background, two tall, light-colored buildings with many windows stand out. To the right, there are more buildings, including a large brick building. The sky is overcast and grey. The overall scene depicts a busy urban environment within a university setting.

# What Did We Do?

*From Challenge → Action*

A decorative graphic located at the bottom left of the image. It consists of a small blue circle, followed by a thick red horizontal bar, then another small blue circle, and finally a small yellow circle.

# A Process That Builds On Itself

## *Layered engagement process:*

### *Listening → Testing → Recommending*

- Phase 1 outreach and data mapping told us where to act. Priority locations emerged from what people told us and what the data confirmed.
- Phase 2 quick-builds were placed where Phase 1 pointed. Each project had its own survey, with a separate driver survey.
- Phase 2 feedback told us how changes functioned in practice, which directly shaped Phase 3 recommendations
- This created a feedback loop where each layer of engagement made the next one more grounded

## PHASE 1: LISTENING



*locations + priorities*



## PHASE 2: TESTING



*what worked + what didn't*



## PHASE 3: RECOMMENDATIONS



# What Engagement Looked Like

## PHASE 1 LISTENING

*Corridor walks, student outreach, and a community-wide online survey*



## PHASE 2 TESTING

*Seven quick-build projects, location-specific surveys, and driver intercepts*



## PHASE 3 RECOMMENDATIONS

*Campus Safety Showcase of findings, designs, and next steps*



# A Recognizable Point of Entry

## *Creating a brand to serve as connective tissue*

- We built a project identity that bridged ISU and Normal through colors, visual language
- That consistency meant a student who filled out the survey in April could walk past the painted intersection in September and recognize it as part of the same effort
- By the time recommendations were presented, the project had a public presence
- Shared identity created shared ownership



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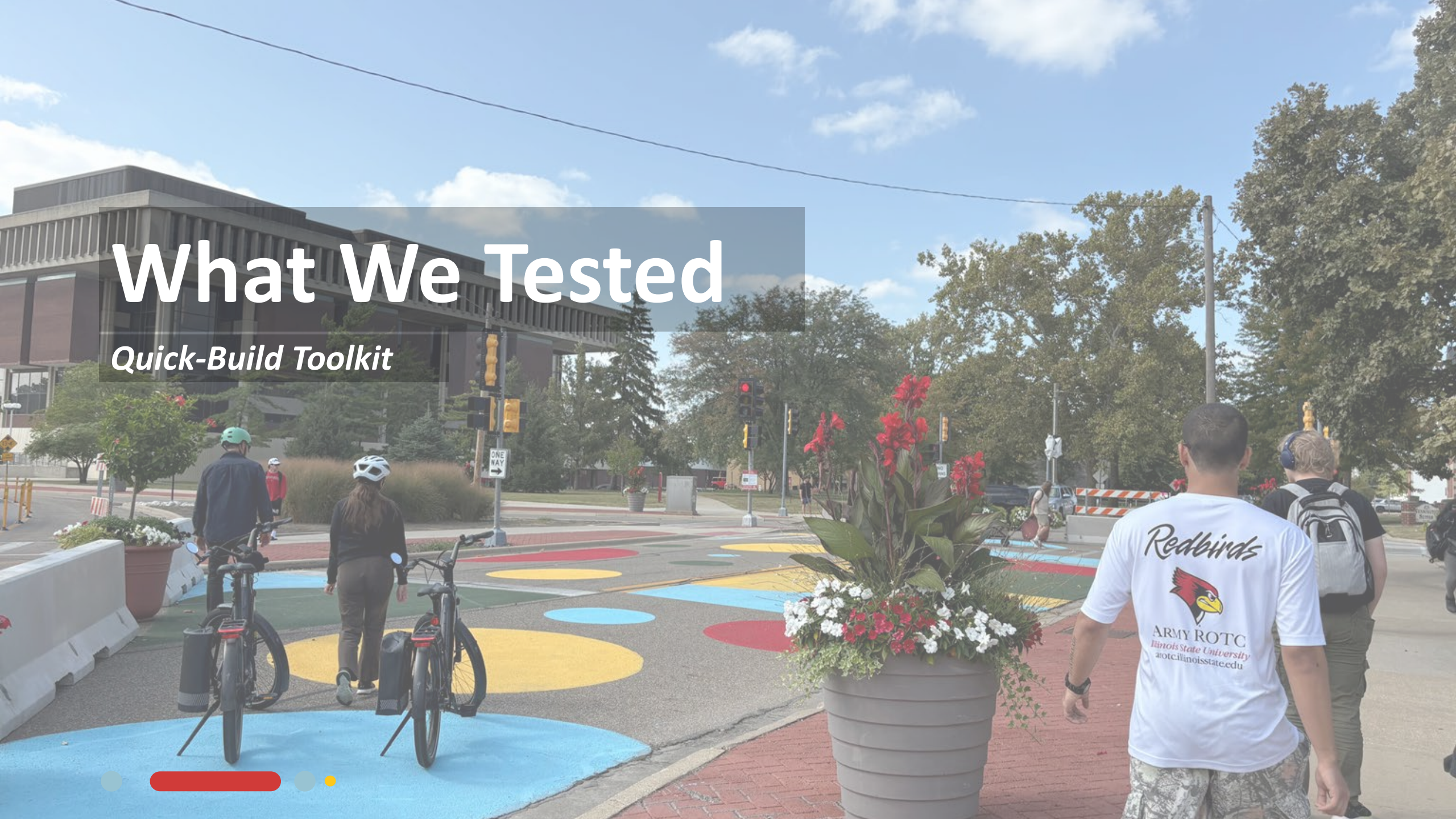
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# What We Tested

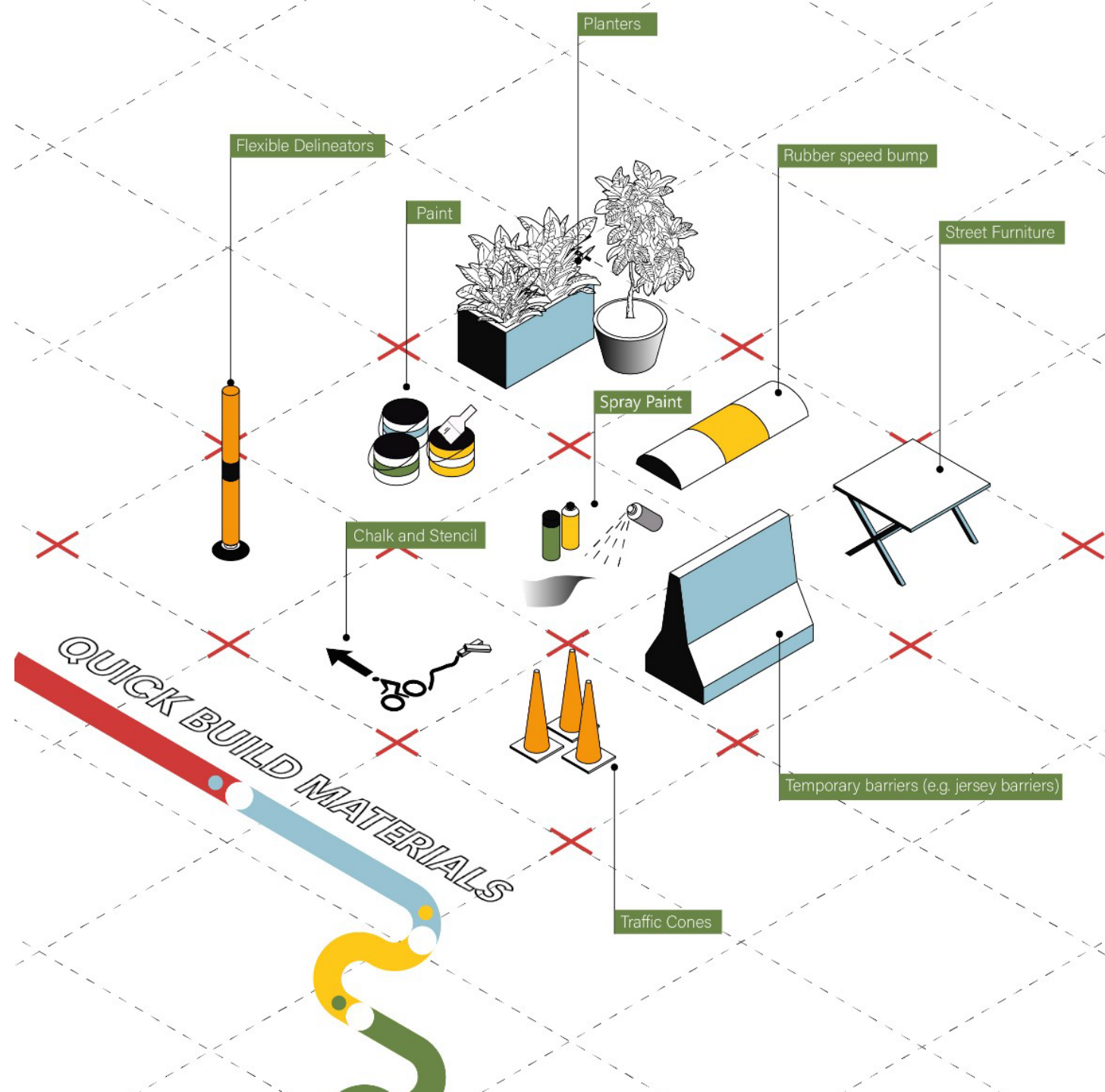
## *Quick-Build Toolkit*



# What We Tested

## *Engagement → Ideation + Design*

- Identified priority locations – Informed by public engagement
- Focused on intersection safety + responding to community concerns
- Matched tools to local context + feasibility: where could projects have the greatest impact and not create new safety concerns?
- Designed quick-builds as invitations to see streets differently and invite community participation



# Seven Quick-Build Projects...

*Over two weeks, we implemented:*

- A. Partial street closure → pedestrian plaza
- B. Decorative crosswalks
- C. Left-turn traffic calming + curb bump-outs
- D. Mid-block crosswalk
- E. Two-way protected bike lane demonstration
- F. Trail crossing intersection daylighting
- G. Campus pathway messaging + education



## Quick Build Project Snapshots



## Project Spotlight:

### School, College, & Mulberry

*Campus's most important – and most challenging – intersection*

- Complex intersection with multi-stage pedestrian crossings
- Tens of thousands of crossings each day – pedestrians outnumber vehicles
- Very wide travel lanes, narrow sidewalks and crosswalks
- Crashes and near misses are frequent



# Project Spotlight:

## School, College, & Mulberry

*Campus's most important – and most challenging – intersection*

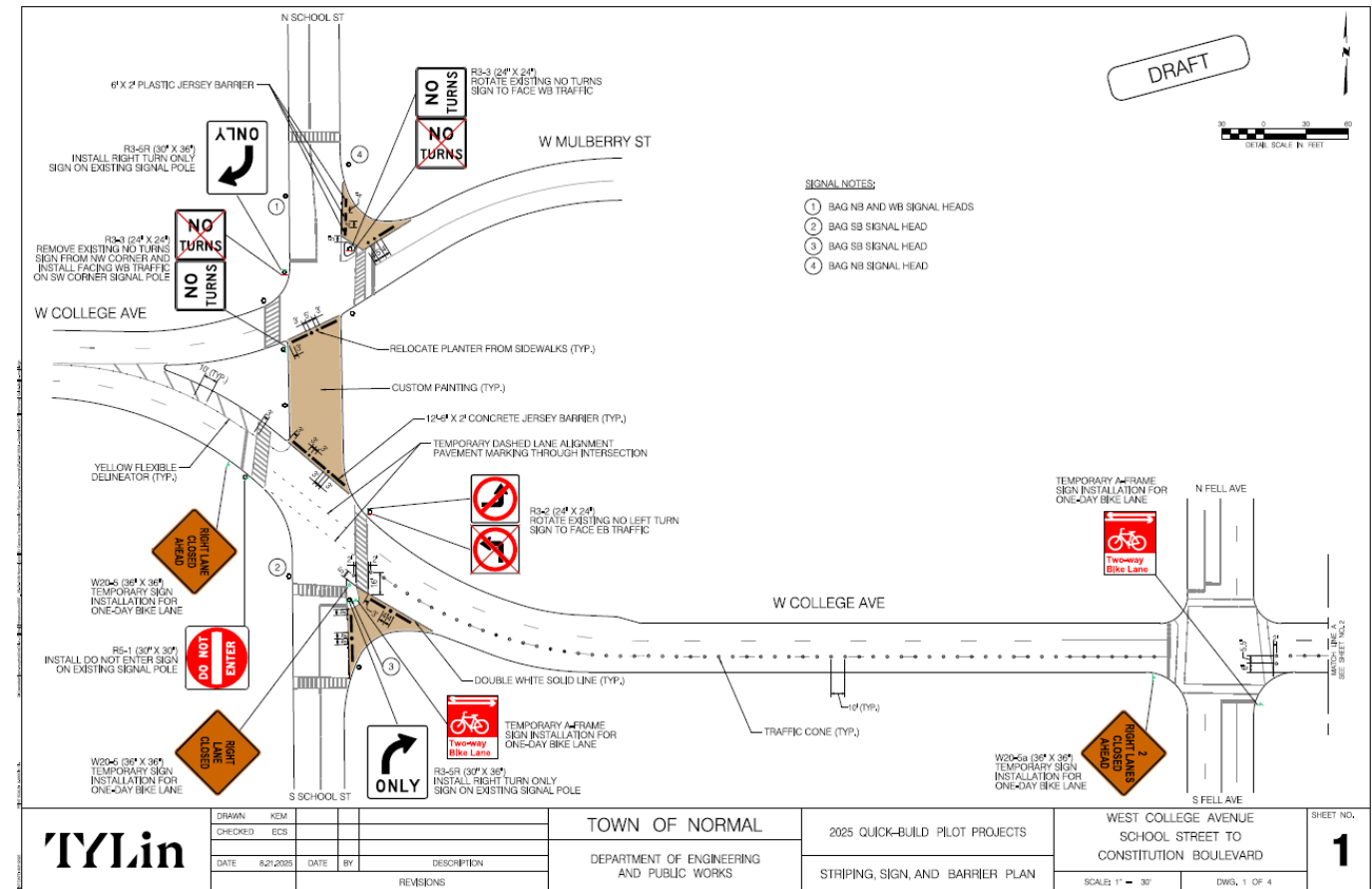
- School Street closed between couplet.
- Pedestrian crossing distances and conflict zones reduced
- Right turn slip lanes closed



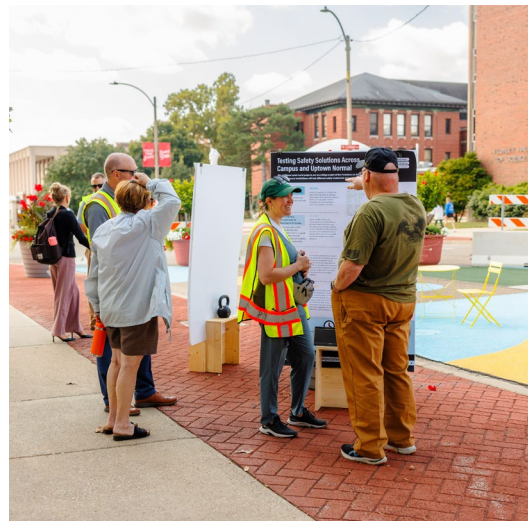
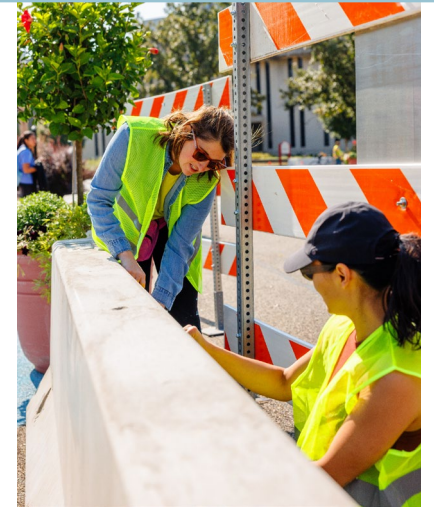
# Project Spotlight: School, College, & Mulberry

## *Campus's most important – and most challenging – intersection*

- Challenges included accommodating turning movements
- Added additional features during implementation based on observation
- Leading pedestrian intervals (LPI) added this summer



## Installation in Action



# Project Spotlight:

## Beaufort Street and Fell Avenue + Broadway

*Where campus meets Uptown Normal*

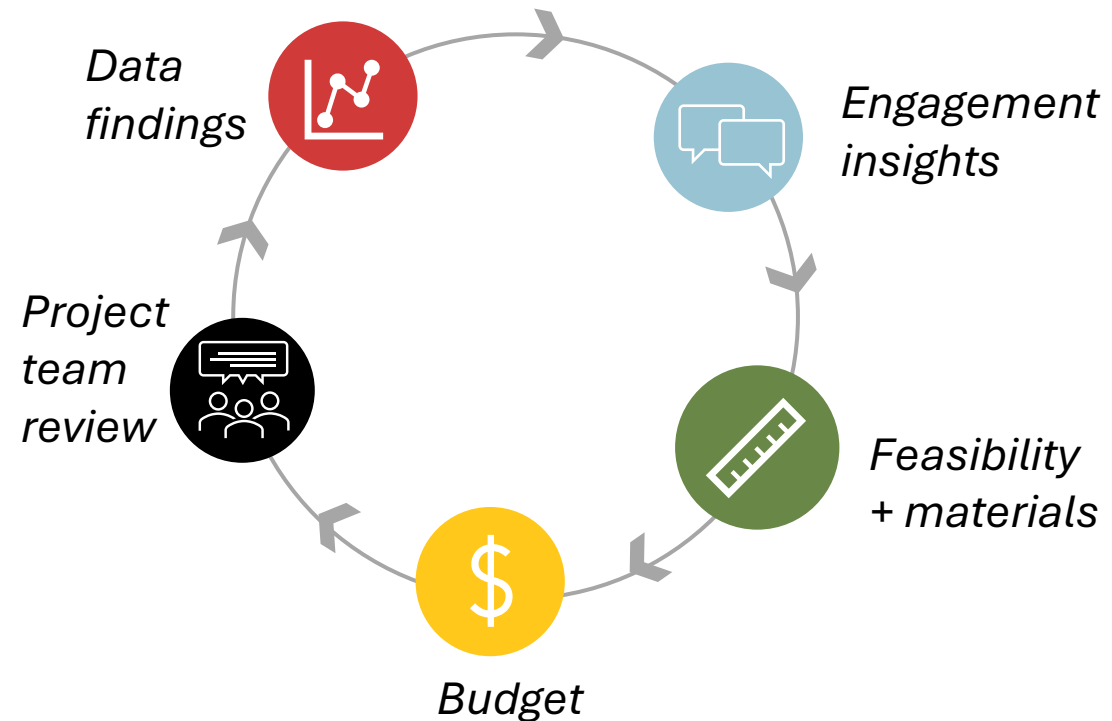
- Excessive pavement and long crosswalks
- Crosswalk confusion
- Crashes and near misses are frequent



# Implementing the Vision

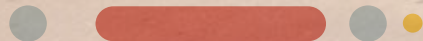
## *Lessons on bringing quick-builds to life*

- Utilize simple, flexible, and cost-effective materials – get creative and make use of what’s available
- Collaborate with local experts (technicians, maintenance crews) early and often
- Invite participation and engagement through the installation process
- “Quick-builds” offer the possibility to “test” potentially controversial projects – even when solutions seem clear
- Community relationships and trust enable risk



# What We Recommended

*Developing a Plan*



# Informing Enhancements



SPOT OPPORTUNITIES

BIKE RECOMMENDATIONS

SAFETY LOCATION  
RECOMMENDATIONS

POLICY, PROGRAMMING,  
EDUCATION  
RECOMMENDATIONS



# Enhancements (School St. Closure)

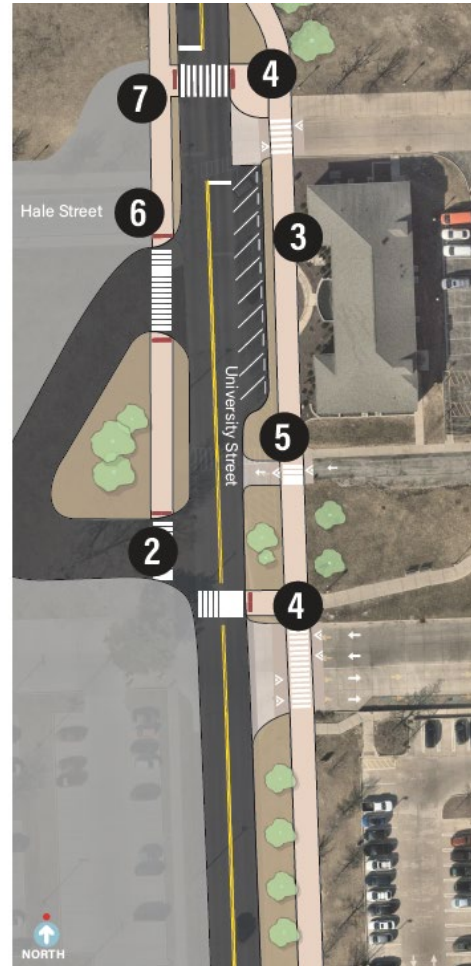
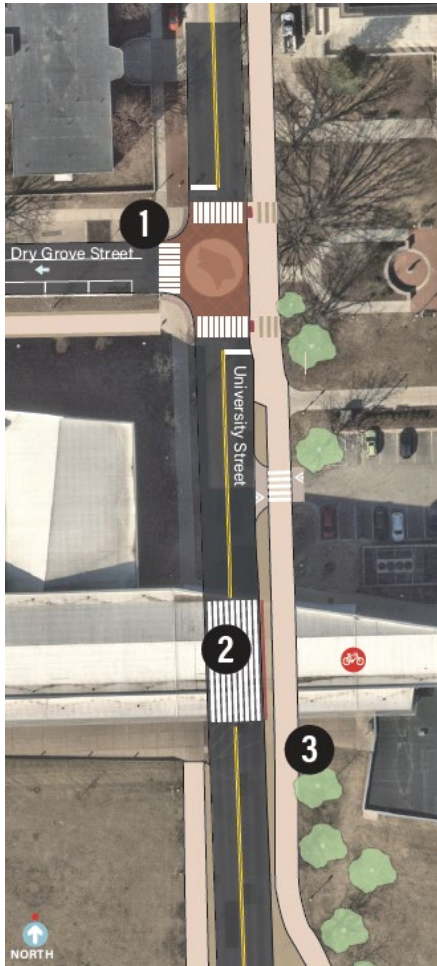


## Traffic Calming Toolbox

- 1 Road Closure:**  
Closing the middle portion of School Street simplifies operations at the intersection while significantly increasing the pedestrian realm, eliminating at least one crossing and increasing the space available for landscaping or other programming.
- 2 Turn Lane Closure:**  
Remove dedicated right-turn lanes to require drivers to make turns at safer speeds while reducing the exposure of pedestrian conflicts. By realigning the curb, drivers will be able to make safe right turns at Mulberry Street onto School Street and at School Street onto College Avenue.
- 3 Crosswalk Relocation:**  
Remove or relocate uncontrolled crosswalks guiding pedestrians across the intersection. This will encourage more predictable pedestrian crossings and movements.
- 4 High Visibility Crosswalk:**  
Install crosswalks with high visibility markings to improve pedestrian safety and create more uniform intersections.
- 5 Decorative Intersection:**  
Provide decorative features using colored concrete, stamped pavement, or other treatments to bring visual attention and community identity to the intersection.
- 6 Signal Timing:**  
Update signal timing to include a right turn on green only for drivers turning from School Street eastbound onto College Avenue. This phase restricts pedestrians from crossing College Avenue while drivers turn right. The signal timing should be paired with a "No Turn on Red" signage. Evaluate a pedestrian only phase.
- 7 Street Trees:**  
Add street trees to calm traffic and create a buffer between drivers and pedestrians, and make the streets more comfortable.



# Enhancements (University St.)



## New ISU Housing Project Would Create New Southwest 'Gateway' To Campus

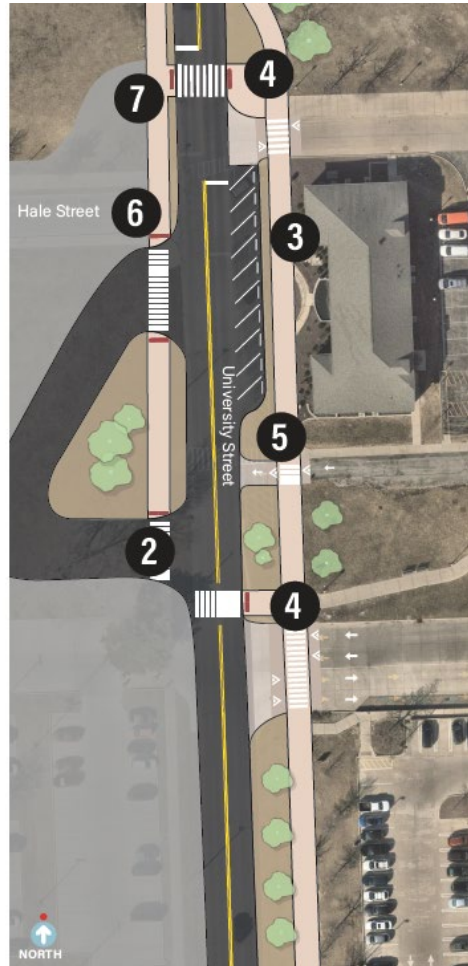
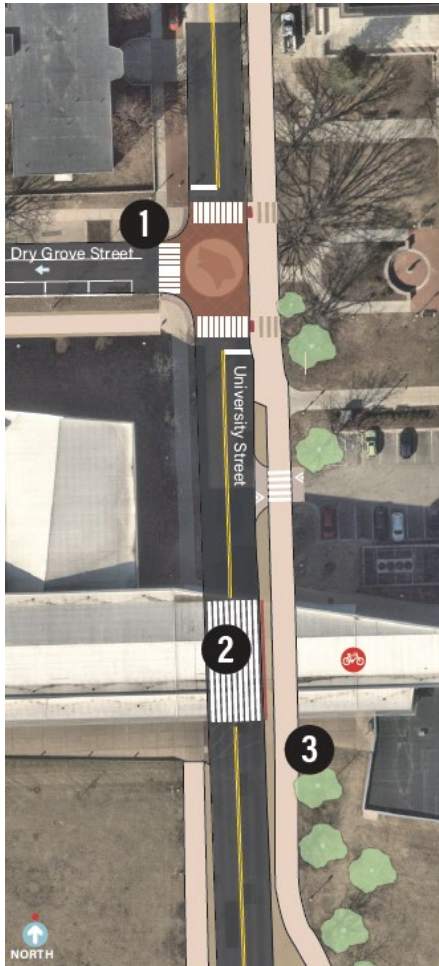
WGLT | By **Ryan Denham**  
Published August 31, 2019 at 10:44 AM CDT



A preliminary concept design shows the new South Campus housing project at Illinois State University. The design is not final.



# Enhancements (University St.)

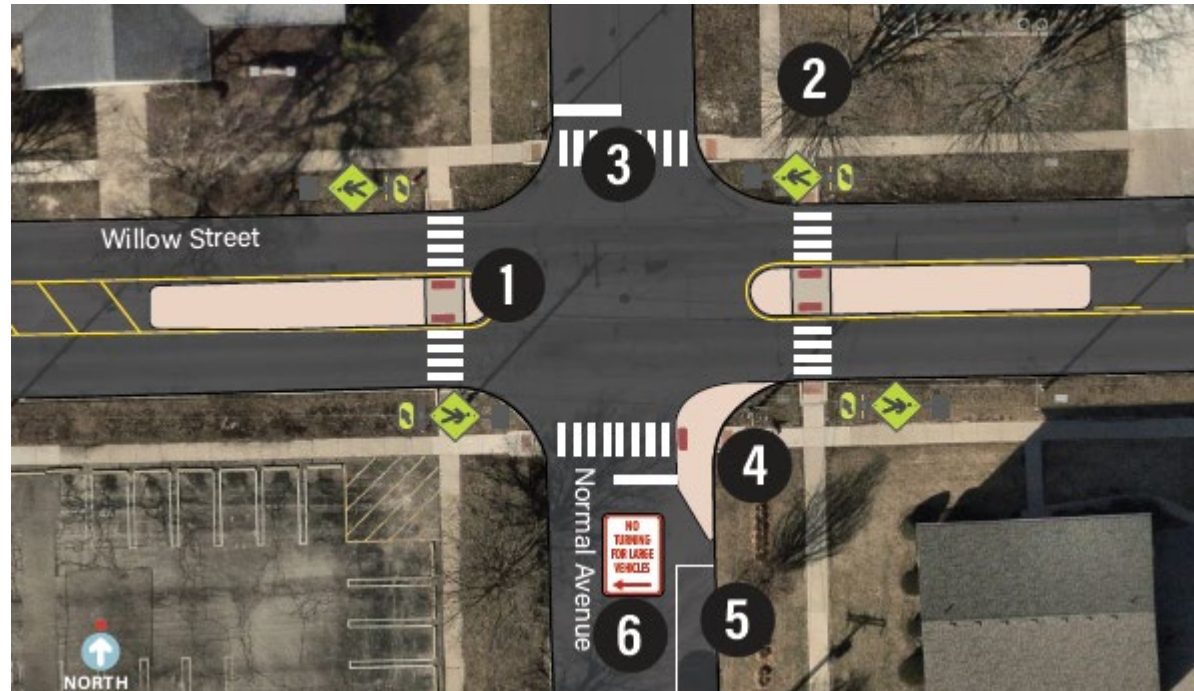


## Traffic Calming Toolbox

University Street: Dry Grove Street to Dale Street

- 1 Decorative Intersection:**  
Construct a decorative intersection using colored concrete, stamped, or heavy-duty paint, pavement to bring visual attention and community identify to the intersection.
  - 2 High Visibility Crosswalk:**  
Install crosswalks with high-visibility markings to improve pedestrian safety and create more uniform intersections. Markings may be provided at conflict points along the Constitution Trail.
  - 3 Constitution Trail:**  
Establish a minimum 12-foot wide trail to allow for comfortable pedestrian and bicyclist use.
  - 4 Crosswalk Relocation:**  
Shift existing crosswalk to provide a crossing point more accessible from future development via sidewalk and with minimal parking lot conflict.
  - 5 Curb Bump-Out:**  
Fill the hatched parking area with a formal curb bump-out to provide space for street trees and maintain clear sightlines for people parking.
  - 6 Street Closure:**  
Close Hale Street between University Street and Main Street, providing space for pedestrians and future developments.
  - 7 Widened Sidewalk:**  
Construct a minimum 8-foot sidewalk to account for high-pedestrian volumes and comfortable walking.
- Signal Improvements:**  
At University Street and College Avenue to the north (not pictured), install leading pedestrian intervals to give pedestrians a head start before vehicles receive a green signal, increasing visibility and encouraging left-turning vehicles to yield.

# Enhancements (Willow St.)



## Traffic Calming Toolbox

- 1 Formalized Crosswalk:**  
Establish uncontrolled crosswalks across Willow Street on the east and west side of the intersection.
- 2 Rectangular Rapid Flashing Beacon:**  
Install a solar-powered, pedestrian-activated beacon to bring driver attention to pedestrians crossing the street.
- 3 High Visibility Crosswalk:**  
Install crosswalks with high-visibility markings to improve pedestrian safety and create more uniform intersections.
- 4 Curb Bump-Out:**  
Construct a curb bump-out on the southeast corner of the intersection to shorten the crosswalk length for pedestrians.
- 5 Parking Delineation:**  
Stripe the on-street parking on the east side of Normal Avenue and School Street.
- 6 Turn Restriction:**  
At Normal Avenue, the addition of a pedestrian refuge island would require restricting turns for large vehicles (trucks). Because large vehicles make this turning movement infrequently, the closure would have minimal impacts to traffic compared to significant gains in pedestrian visibility and comfort.

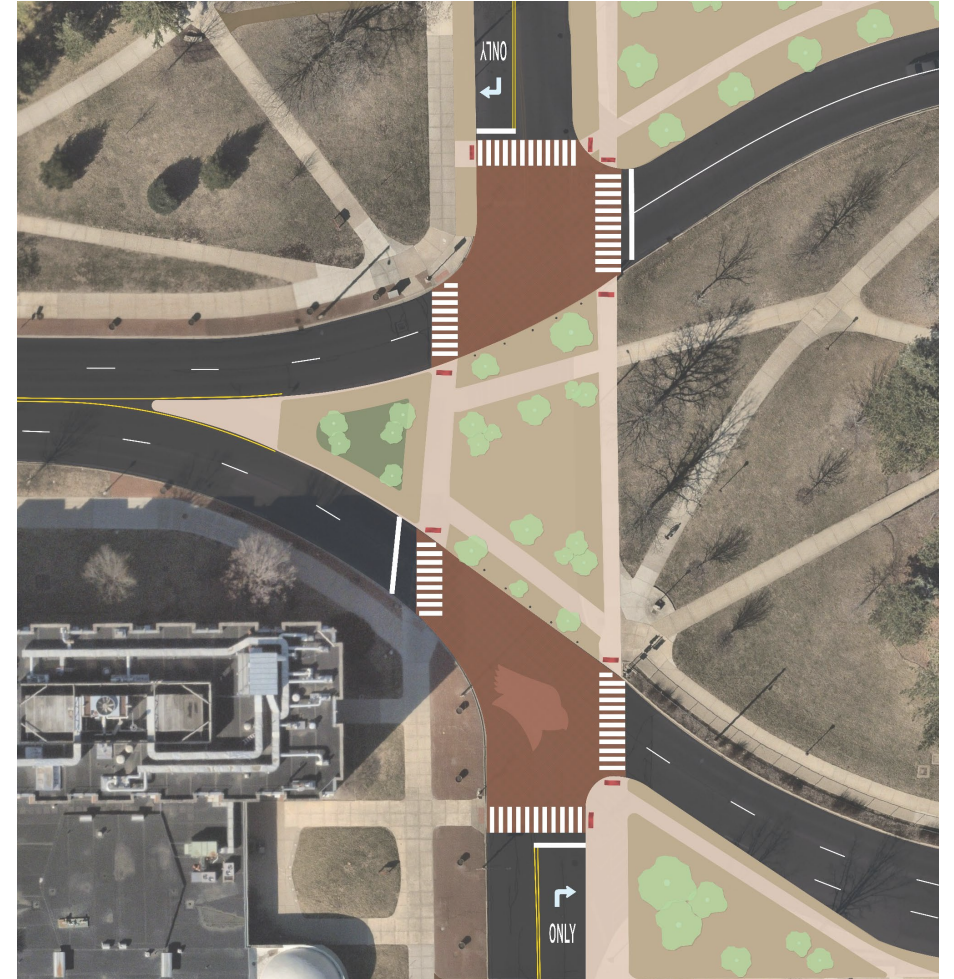
## Making Moves!

The Town is currently making improvements at Willow Street + Normal Avenue and Willow Street + Constitution Trail

# Temporary Changes, Lasting Impacts

## *Life after the quick-builds... What comes next?*

- Pilot projects created precedent and expectation for change
- Some projects – including the flagship pedestrian plaza – outlived expectations and are still in place today!
- Pathways to permanent designs, with refinements informed by real-world demonstration
- Project funding + grant awards (2025-26 SS4A)
- Legacy of shared culture and language around traffic safety and multimodal mobility

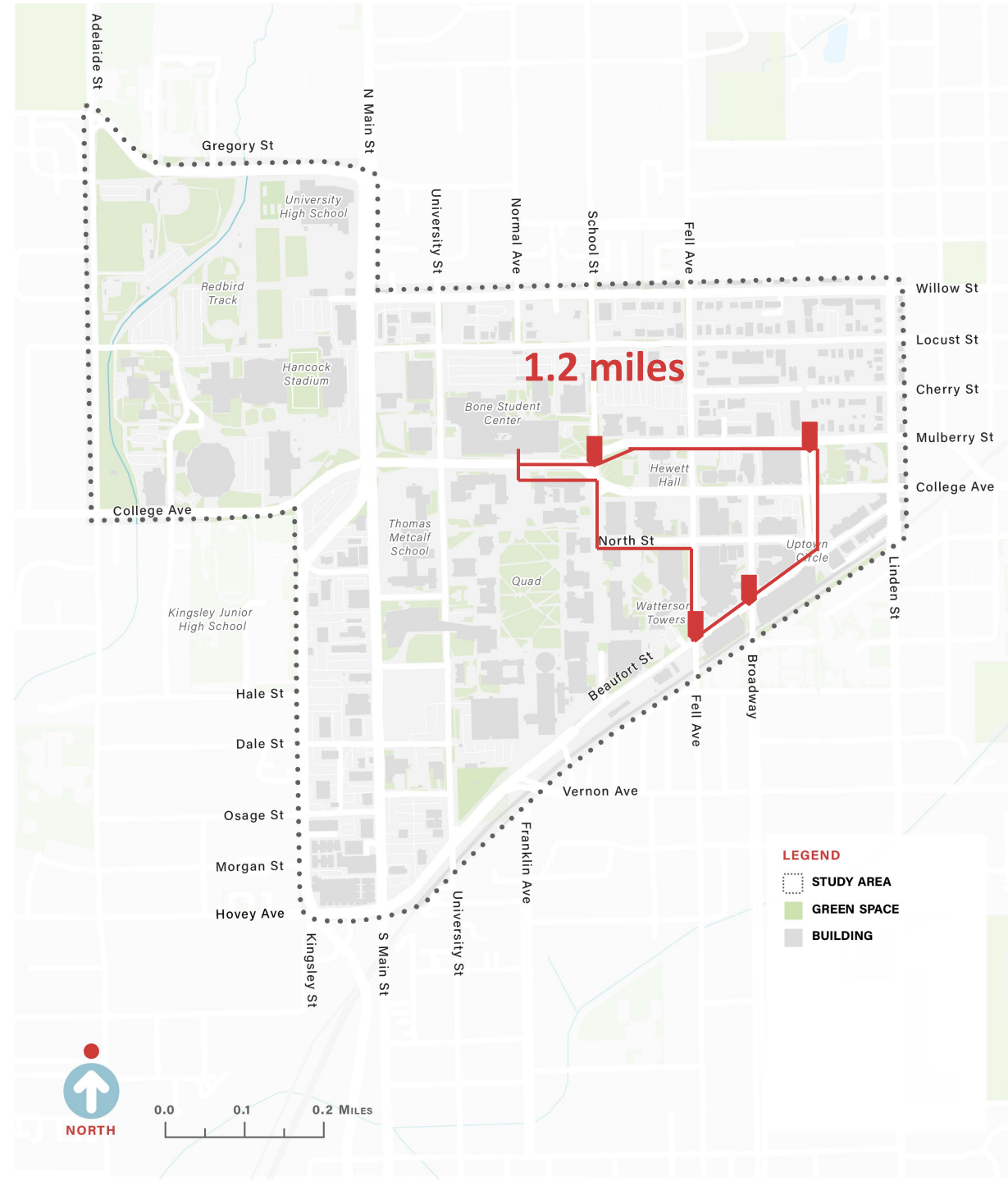


# Town & Gown Partnership

- Shared vision
- Joint communications
- Bi-weekly meetings (PRCSI project) and monthly meetings (Normal and ISU)
- Annual Adam Peck Night Safety Walk

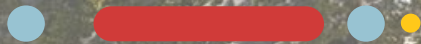


***Meander some of the existing quick-build sites...***



An aerial photograph of a city intersection. A large, white, multi-story building with a grid-like window pattern is the central focus. To its right is a modern building with a flat roof and various rooftop units. In the foreground, a street intersection features a colorful crosswalk with red, yellow, and blue circular patterns. Several cars and a yellow truck are visible on the roads. The surrounding area includes green trees, a grassy park area, and other urban buildings under a clear sky.

# Thank you!



**TYLin** **All Together.**