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# NEWS RELEASE

**March 28, 2017 – FOR IMMEDIATE RELEASE**

## **City Launches Central Avenue Corridor Initiative**

***Kick-off event set for Saturday, April 8***

DUBUQUE, Iowa – The City of Dubuque has launched a new initiative to engage residents and stakeholders to plan for the revitalization of Dubuque’s Central Avenue Corridor (CAC), from 14th Street to 22nd Street.

The CAC connects Dubuque’s central downtown and Historic Millwork District to the city’s North End and features a wide variety of historic buildings offering commercial and retail opportunities on the ground floor and residential spaces on upper floors. The goal of this initiative is the economic revitalization of the CAC through community engagement, educational outreach, and CAC community-informed storefront and streetscape design.

“The scheduled completion of the Southwest Arterial in 2019 and subsequent removal of the majority of truck traffic from the corridor, combined with the improved resilience of the neighborhood thanks to the Bee Branch Creek Watershed Flood Mitigation Project, will create a prime environment for a renaissance,” said City of Dubuque Economic Development Director Maurice Jones. He said the purpose of this initiative is to engage stakeholders in the process to prepare for and guide this renaissance. Stakeholders include business owners, employees, patrons, residents, landlords, social service agencies, community leaders, the City of Dubuque, and partner agencies.

To assist with the initiative, the City of Dubuque has entered into a collaborative relationship with Iowa State University Extension and Outreach (ISUEO). Specifically, ISUEO will assist with outreach and community engagement efforts, asset mapping of buildings and businesses in the corridor, and identification of additional partnership opportunities.

A kick-off event for the public to share stories about the CAC is scheduled for 9 a.m. to 1 p.m. at 1800 Central Ave. on Saturday, April 8. The event will be a creative and cultural celebration of Central Avenue and will be hosted by Iowa State University students involved

with the project. Students from a variety of disciplines, including studio art, graphic design, interior design, landscape architecture, industrial design, architecture, community and regional planning, and anthropology, have learned effective ways to work with communities, facilitate meaningful community discussions, and use art and design with culture to plan the event to celebrate the stories and experiences of the CAC community.

Jule buses provide service to the area every 30 minutes on the Pink and Green routes. Free bus passes for transportation on the day of the event are available by visiting the Intermodal Transportation Center at 950 Elm St. or by printing the passes available at <http://cacstories.businesscatalyst.com/assets/bus-tickets.png>. Passes are available for both the fixed-route and minibus services. For route information, please visit [myride.cityofdubuque.org](http://myride.cityofdubuque.org) or call 563-589-4196. To schedule a minibus ride, please call 563-690-6464.

Those unable to attend the event can share stories at [www.cacstories.com](http://www.cacstories.com) or [www.facebook.com/CACstories17](https://www.facebook.com/CACstories17). For more information on this initiative, visit [www.cityofdubuque.org/cac](http://www.cityofdubuque.org/cac) or contact the City of Dubuque Economic Development Department at 563.589.4393 or [econdev@cityofdubuque.org](mailto:econdev@cityofdubuque.org).

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