Town of Normal

Business Brief



September 30, 2026

Insights, Updates and Opportunities



Nik Duffle, Director of Economic Development

September: Planning for Success

Normal saw a lot happening across our community this month with several projects and new businesses moving forward.

The Town continues its business-forward mindset as it looks to establish a new Tax Increment Financing (TIF) District along the Business 51 and Raab Road corridor to help support future development in North Normal. Pressing Petals opened its doors, bringing a unique floral preservation business to the community. And, construction began on the Uptown Underpass, an important infrastructure project that will enhance safety and access and connect Uptown North and Uptown South.

As always, thank you for your continued investment in and commitment to Normal!

Meet With Nik Duffle

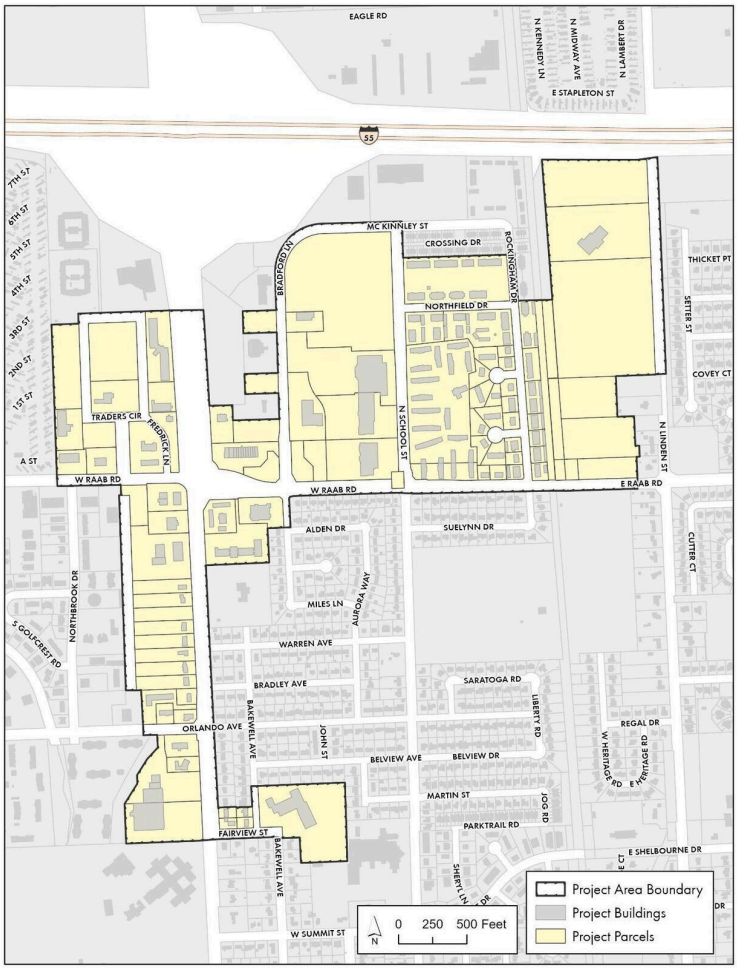
Town Looking to Establish New Incentive Tool in North Normal

Business 51 & Raab Road TIF District

The Town of Normal is moving forward with the establishment of a new Tax Increment Financing (TIF) district along the Business 51 and W. Raab Road corridor in North Normal.

The proposed district encompasses approximately 215 acres, generally near Interstate 55 and W. Raab Road. The area includes a mix of commercial, multifamily residential, public and semi-public, and vacant properties. While much of the area is already developed, several vacant and underutilized properties present opportunities for future investment.

The proposed TIF district is intended to encourage new private investment along one of Normal's most highly traveled and visible commercial corridors. Future development could help strengthen the Town's economy while creating additional retail, commercial, residential and service opportunities for residents and visitors.



How does TIF work?

When a TIF district is established, the existing property tax value within the district is established as the base value. As redevelopment occurs and property values increase, the additional property tax revenue generated by that growth—the "increment"—can be reinvested in the district to help support eligible redevelopment costs.

With rising construction costs, higher interest rates and inflation, TIF can help communities overcome development barriers and support improvements such as infrastructure, utilities, streetscapes, and other public improvements. By reinvesting new tax revenue generated by development, TIF provides a tool to encourage investment without increasing the overall property tax rate.

To learn more about TIF Districts in Normal, please visit the TIF Incentives page on the Town website.

Pressing Petals Brings Floral Preservation to Normal

Owner Karen Coughlin opened her new business, Pressing Petals, 401 Pine St., at the end of July. Pressing Petals is a unique business for the entire region, targeting customers in Bloomington-Normal, Peoria and Springfield, a region which currently has limited access to professional floral preservation services.



Pressing Petals specializes in incorporating both pressed flower petals and flowers dried with silica gel into elegant keepsakes displayed in frames and

shadowboxes. Each frame is meticulously crafted to serve as a unique memento, with primary emphasis on preserving bridal bouquets. Additionally, flowers from special occasions or funerals can also be transformed to create lasting memories.

Karen has over 50 years of experience in customer service and a strong focus on sales. She now brings a unique service to Normal and the Central Illinois region.



Construction Begins on Uptown Underpass

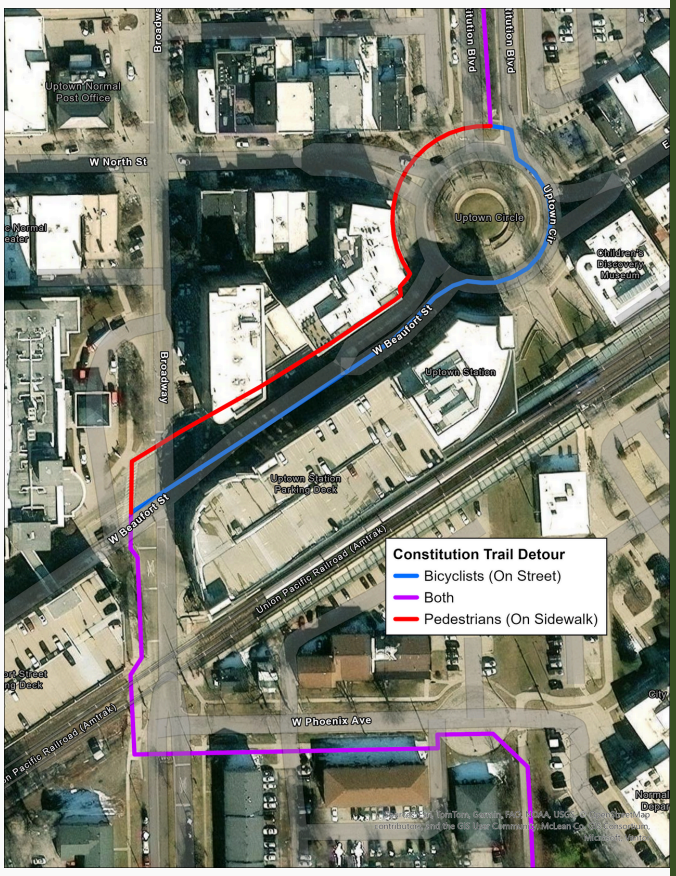
Constitution Trail Closure & Detour

Construction is now underway on the Uptown Normal Underpass, bringing several temporary changes to parking and trail access.

As of Sept. 21, the Parkinson Street parking lot off Linden Avenue is closed to the public and has become part of the construction zone. Limited public parking remains available south of the lot, along with Uptown Normal's three parking garages, 129 on-street spaces and other surface lots.

The Constitution Trail will also be temporarily detoured around the construction area. Trail users will be directed west on Phoenix Avenue, north on Broadway Avenue, and east along Beaufort Street to Uptown Circle, where they can reconnect with the trail.

To stay informed about construction, subscribe to The Underpass Project Page on The Normal Forum.



Town of Normal

Stay Up to Date

Review Council Ordinances & Resolutions

Read Project Updates **Receive Community Alerts**

Read Council Reports & Minutes

Visit the Open Data Portal **Watch a Council Meeting**

Contact the Council

Manage your preferences | Opt Out using TrueRemove™
Got this as a forward? Sign up to receive our future emails.
View this email online.

Town of Normal Communications Dept | Normal, IL 61761 US

This email was sent to .
To continue receiving our emails, add us to your address book.

emma

Subscribe to our email list.