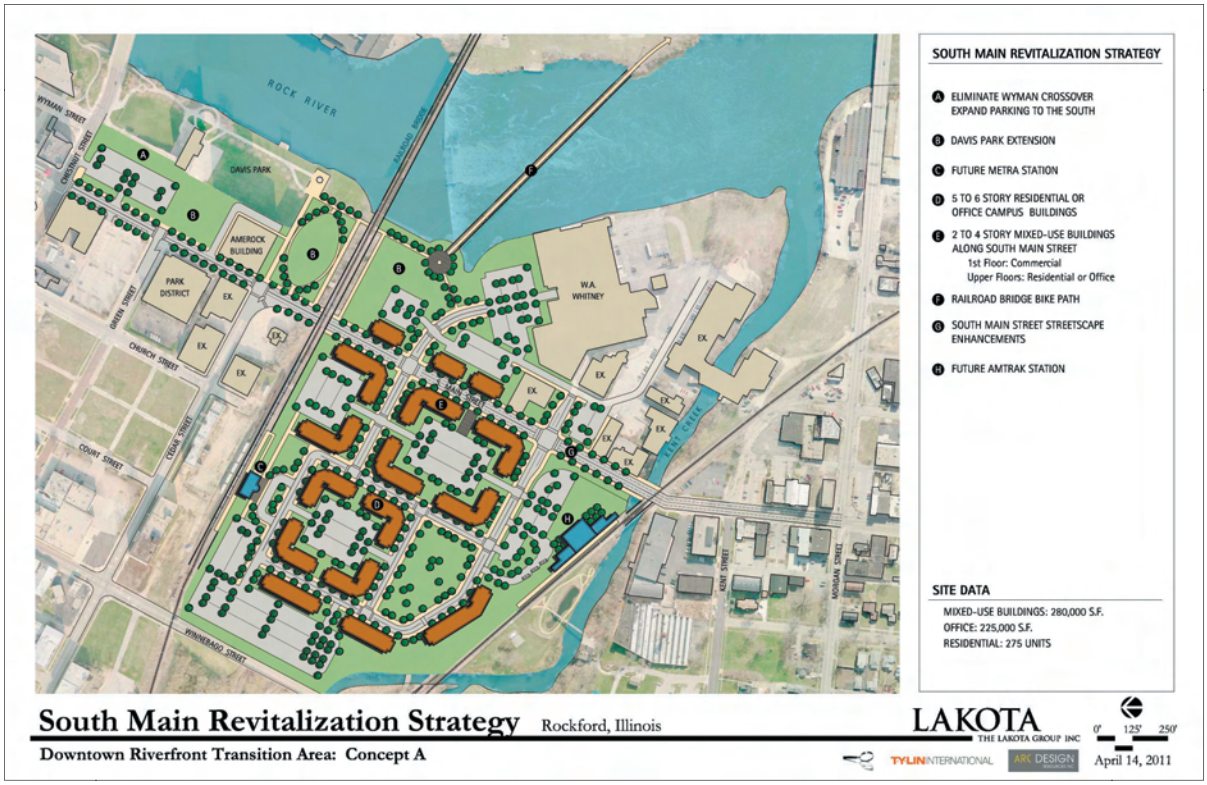
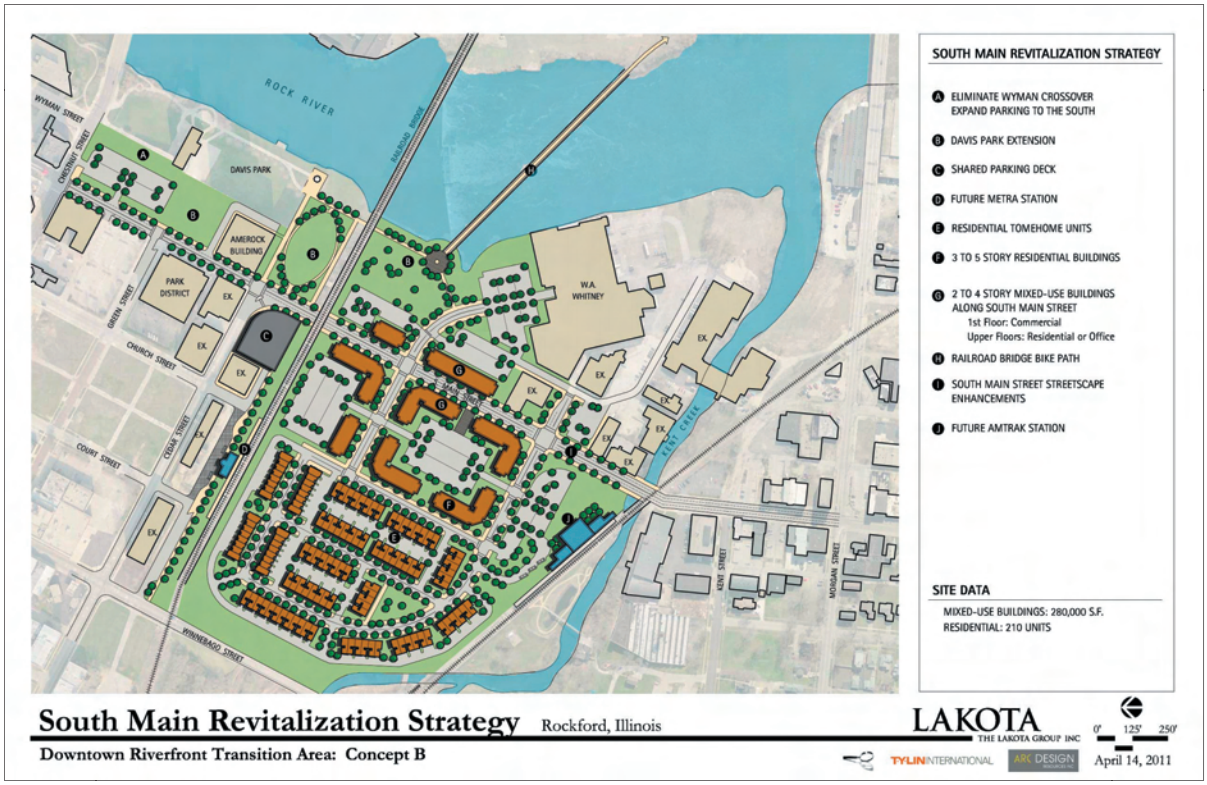
APPENDICES

Appendix A: Previous Concept Plans

The following concept plans were presented in Community Workshop #2 and were narrowed down and refined based on stakeholder and community involvement. The preferred concept plans are shown in Section 1 of this report.





SOUTH MAIN REVITALIZATION STRATEGY

- A ELIMINATE WYMAN CROSSOVER EXPAND PARKING TO THE SOUTH
- B DAVIS PARK EXTENSION
- C SHARED PARKING DECK
- D FUTURE METRA STATION
- E 5 TO 6 STORY RESIDENTIAL OR OFFICE CAMPUS BUILDINGS
- F FUTURE AMTRAK STATION
- G 2 TO 4 STORY MIXED-USE BUILDINGS ALONG SOUTH MAIN STREET
  1st Floor: Commercial
  Upper Floors: Residential or Office
- H RAILROAD BRIDGE BIKE PATH
- I RIVERWALK CONNECTION "FOUNDER'S POINT" TO DAVIS PARK
- J 5 TO 6 STORY RESIDENTIAL BUILDINGS ALONG THE RIVER
- K FOUNDER'S POINT OVERLOOK
- L MULTI-USE PATH
- M SOUTH MAIN STREET STREETSCAPE ENHANCEMENTS

SITE DATA

MIXED-USE BUILDINGS: 425,000 S.F.
OFFICE: 1,110,000 S.F.
RESIDENTIAL: 400 UNITS

South Main Revitalization Strategy Rockford, Illinois

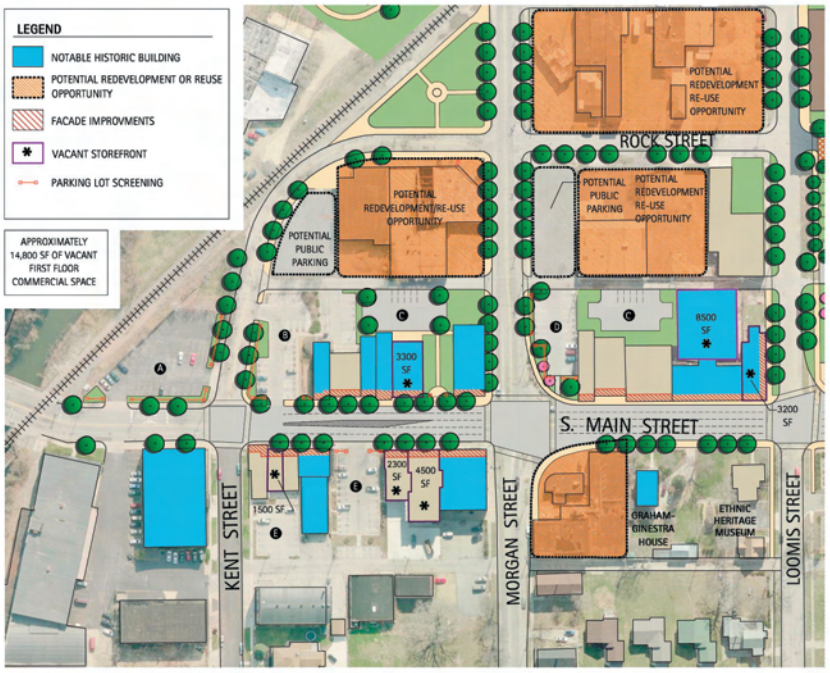
Downtown Riverfront Transition Area: Concept C

LAKOTA THE LAKOTA GROUP INC

0' 125' 250'

TYLIN INTERNATIONAL ARC DESIGN

April 14, 2011



SOUTH MAIN REVITALIZATION STRATEGY

- A EXISTING PARKING: 40 SPACES
  - Remove chain link fence
  - Convert to shared public lot
  - Add green buffer, new fence, trees
- B EXISTING PARKING: 22 SPACES
  - Add fence for screening
- C NEW SHARED PUBLIC PARKING
  - Approximately 17 spaces
  - Pocket park with access to S. Main
- D EXISTING PARKING: 20 SPACES
  - Loss of 6 spaces with road project
  - Add green buffer, new fence, trees
- E EXISTING PARKING: 45 SPACES -ADD GREEN BUFFER, NEW FENCE, TREES
- F NEIGHBORHOOD MARKET SPACE
- G NEW OPEN SPACE NATURAL PRAIRIE AND RIVER ACCESS
- H MULTI-USE PATH CONNECTION WITH CONTINUOUS PUBLIC ACCESS TO RIVER
- I BARBER COLMAN ADAPTIVE REUSE FOR LARGE "CAMPUS" USER
- J NEW GROCERY USE IN EXISTING BUILDING

South Main Revitalization Strategy Rockford, Illinois

Heritage District Commercial Core

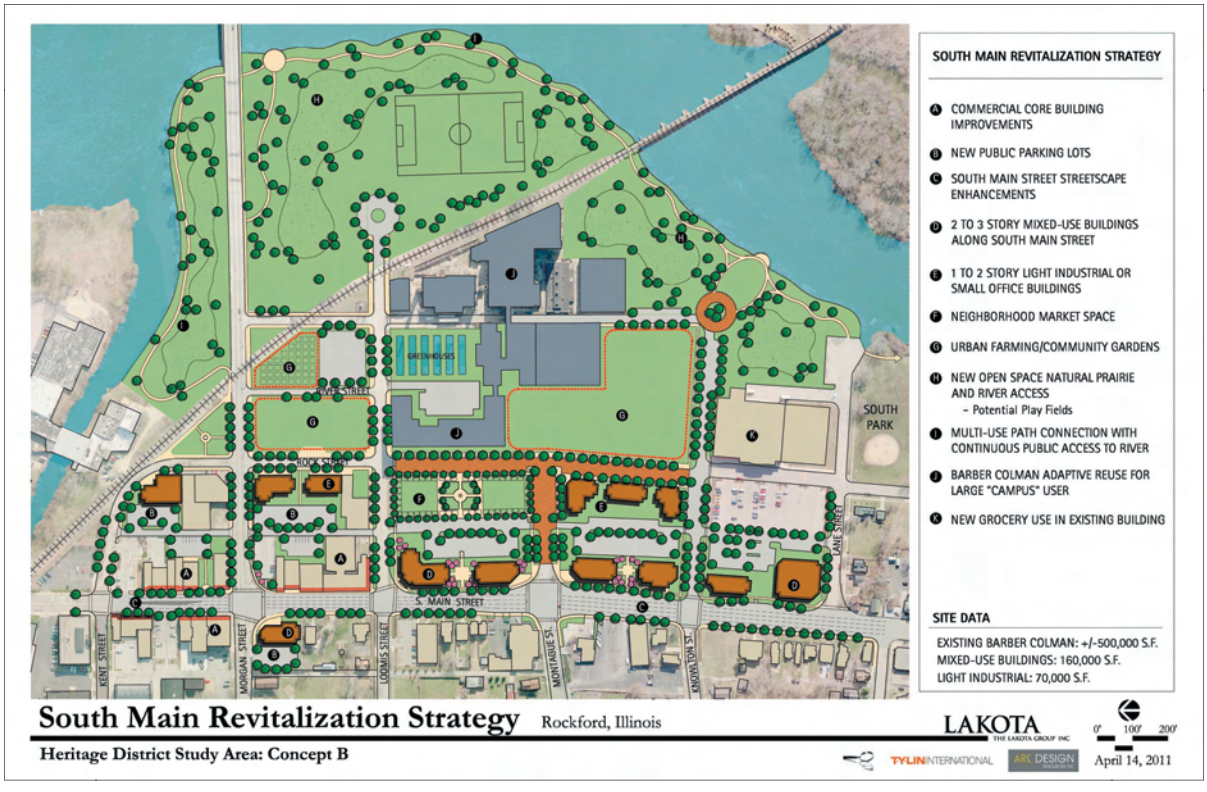
LAKOTA THE LAKOTA GROUP INC

0' 50' 100'

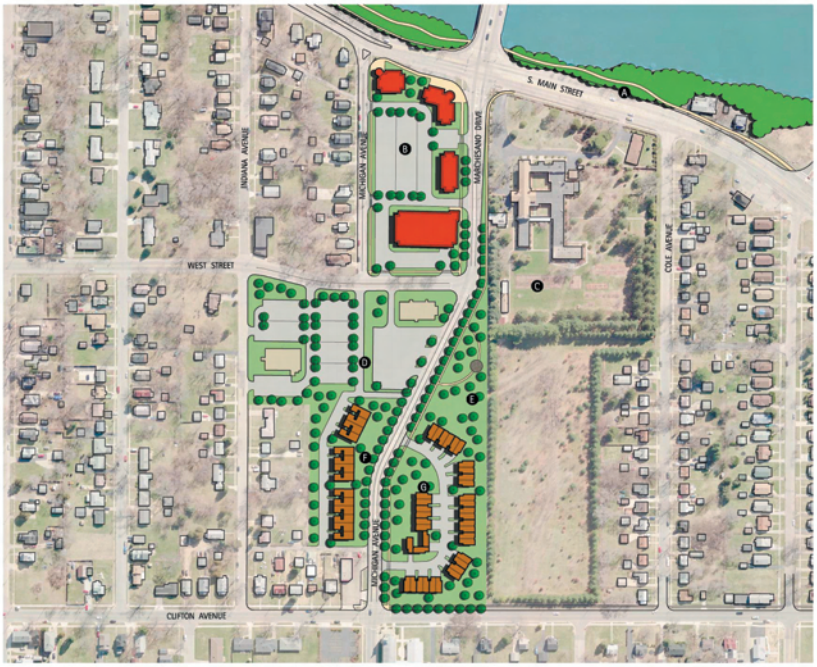
TYLIN INTERNATIONAL ARC DESIGN

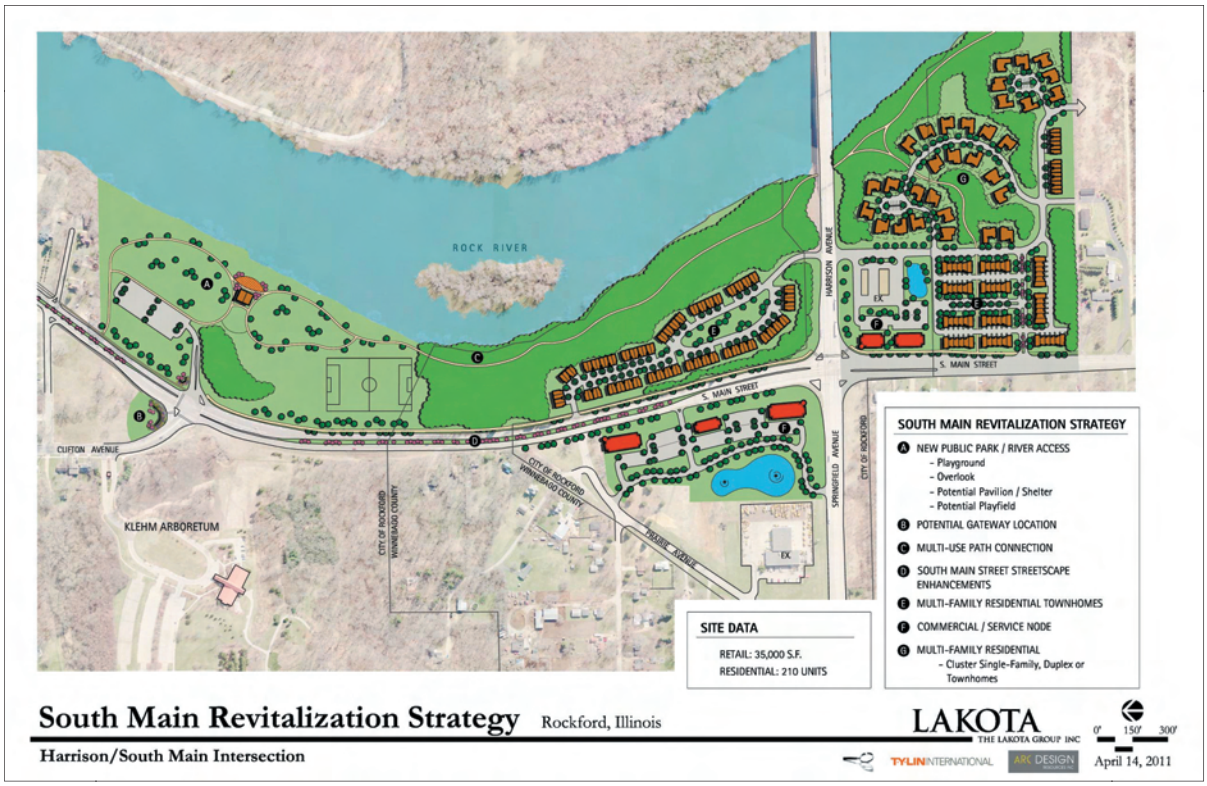
April 14, 2011

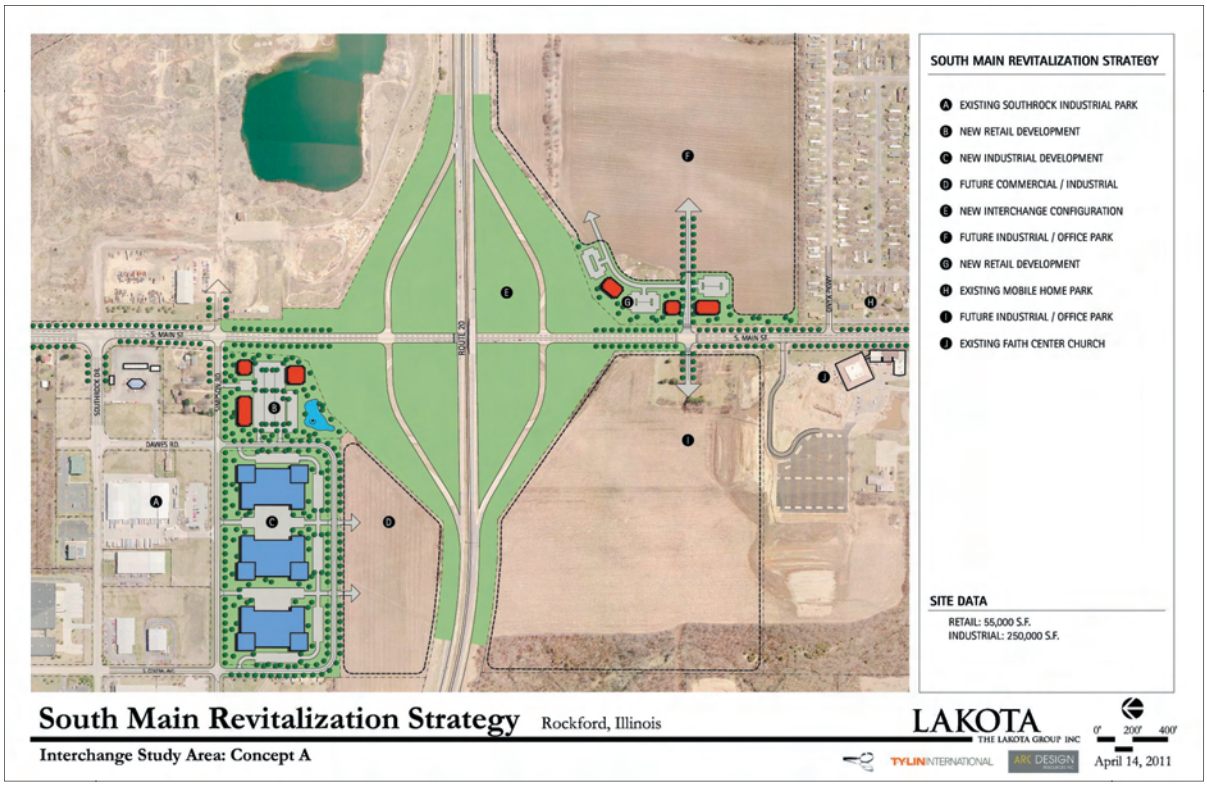
EXISTING INDUSTRIAL
VACANT GROCERY STORE
SOUTH PARK
RIVER STREET
ROCK STREET
S. MAIN STREET
KENT STREET
MORGAN STREET
LOOMIS STREET
MONTAGUE ST.
KNOWLTON ST.
LANE STREET
SOUTH MAIN REVITALIZATION STRATEGY
A COMMERCIAL CORE BUILDING IMPROVEMENTS
B NEW PUBLIC PARKING LOTS
C SOUTH MAIN STREET STREETSCAPE ENHANCEMENTS
D 2 TO 3 STORY MIXED-USE BUILDINGS ALONG SOUTH MAIN STREET
E 1 TO 2 STORY LIGHT INDUSTRIAL OR SMALL OFFICE BUILDINGS
F NEIGHBORHOOD MARKET SPACE
G 4 TO 5 STORY "CAMPUS" OR OFFICE BUILDING
H NEW OPEN SPACE NATURAL PRAIRIE AND RIVER ACCESS
- Potential Play Fields
I MULTI-USE PATH CONNECTION WITH CONTINUOUS PUBLIC ACCESS TO RIVER
J BARBER COLMAN ADAPTIVE REUSE FOR LARGE "CAMPUS" USER
K NEW GROCERY USE IN EXISTING BUILDING
SITE DATA
EXISTING BARBER COLMAN: +/-500,000 S.F.
MIXED-USE BUILDINGS: 160,000 S.F.
CAMPUS/OFFICE BUILDINGS: 465,000 S.F.
LIGHT INDUSTRIAL: 70,000 S.F.
South Main Revitalization Strategy Rockford, Illinois
Heritage District Study Area: Concept A
LAKOTA
TYLIN INTERNATIONAL
ARC DESIGN
0' 100' 200'
April 14, 2011

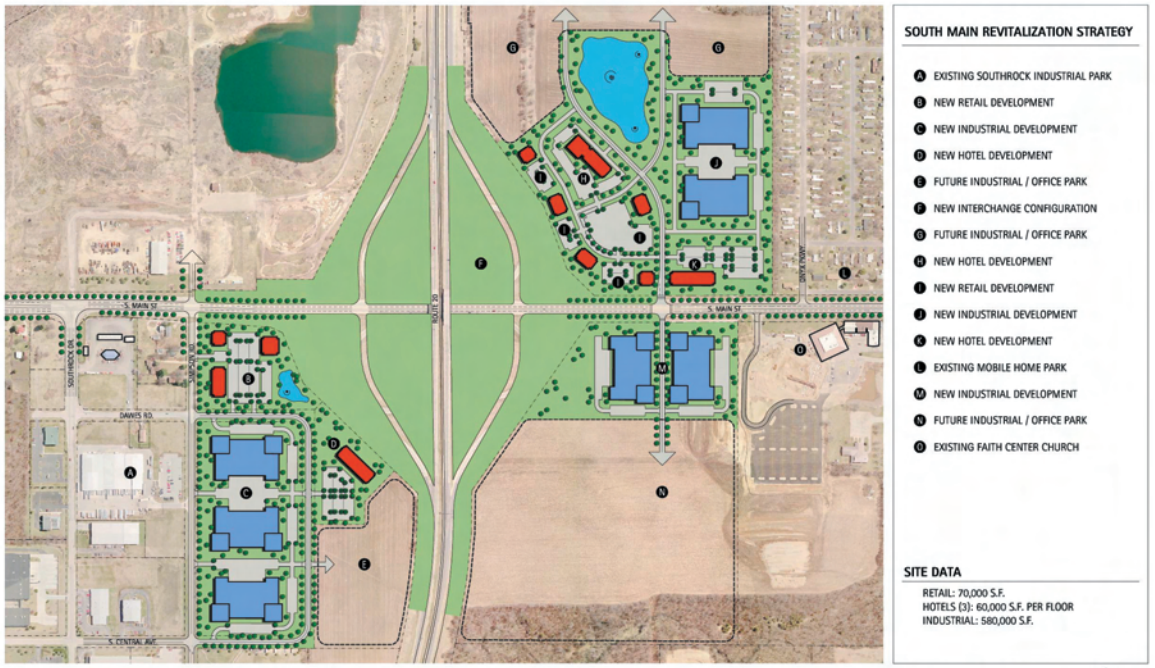

GREENHOUSES
SOUTH PARK
RIVER STREET
ROCK STREET
S. MAIN STREET
KENT STREET
MORGAN STREET
LOOMIS STREET
MONTAGUE ST.
KNOWLTON ST.
LANE STREET
SOUTH MAIN REVITALIZATION STRATEGY
A COMMERCIAL CORE BUILDING IMPROVEMENTS
B NEW PUBLIC PARKING LOTS
C SOUTH MAIN STREET STREETSCAPE ENHANCEMENTS
D 2 TO 3 STORY MIXED-USE BUILDINGS ALONG SOUTH MAIN STREET
E 1 TO 2 STORY LIGHT INDUSTRIAL OR SMALL OFFICE BUILDINGS
F NEIGHBORHOOD MARKET SPACE
G URBAN FARMING/COMMUNITY GARDENS
H NEW OPEN SPACE NATURAL PRAIRIE AND RIVER ACCESS
- Potential Play Fields
I MULTI-USE PATH CONNECTION WITH CONTINUOUS PUBLIC ACCESS TO RIVER
J BARBER COLMAN ADAPTIVE REUSE FOR LARGE "CAMPUS" USER
K NEW GROCERY USE IN EXISTING BUILDING
SITE DATA
EXISTING BARBER COLMAN: +/-500,000 S.F.
MIXED-USE BUILDINGS: 160,000 S.F.
LIGHT INDUSTRIAL: 70,000 S.F.
South Main Revitalization Strategy Rockford, Illinois
Heritage District Study Area: Concept B
LAKOTA
TYLIN INTERNATIONAL
ARC DESIGN
0' 100' 200'
April 14, 2011

S. MAIN STREET
INDIANA AVENUE
MICHIGAN AVENUE
MARCHESANO DRIVE
COLE AVENUE
WEST STREET
CLIFTON AVENUE
SOUTH MAIN REVITALIZATION STRATEGY
A MULTI-USE PATH CONNECTION
B SCREEN PARKING LOTS / CONSOLIDATE CURB CUTS
C PARKING LOT IMPROVEMENTS (NEW TREES WITH LANDSCAPE ISLANDS)
D FACADE IMPROVEMENTS
E NEW TOWNHOMES
F NEW DUPLEX UNITS
G POOR CLARES CORPUS CHRISTI MONASTARY
SITE DATA
RESIDENTIAL: 34 UNITS
South Main Revitalization Strategy Rockford, Illinois
Main and Marchesano: Concept A
LAKOTA
THE LAKOTA GROUP INC
0' 100' 200'
TYLININTERNATIONAL
ARC DESIGN
April 14, 2011


S. MAIN STREET
INDIANA AVENUE
MICHIGAN AVENUE
MARCHESANO DRIVE
COLE AVENUE
WEST STREET
CLIFTON AVENUE
SOUTH MAIN REVITALIZATION STRATEGY
A MULTI-USE PATH CONNECTION
B NEW NEIGHBORHOOD COMMERCIAL/ SERVICE NODE
C POOR CLARES CORPUS CHRISTI MONASTARY
D SCREEN PARKING LOTS / CONSOLIDATE CURB CUTS
E NEW URBAN POCKET PARK
F NEW TOWNHOMES
G NEW TOWNHOMES
SITE DATA
RETAIL: 34,000 S.F.
RESIDENTIAL: 51 UNITS
South Main Revitalization Strategy Rockford, Illinois
Main and Marchesano: Concept B
LAKOTA
THE LAKOTA GROUP INC
0' 100' 200'
TYLININTERNATIONAL
ARC DESIGN
April 14, 2011


ROCK RIVER
CLIFTON AVENUE
KLEHM ARBORETUM
CITY OF ROCKFORD
WINNEBAGO COUNTY
PRAIRIE AVENUE
S. MAIN STREET
HARRISON AVENUE
SPRINGFIELD AVENUE
CITY OF ROCKFORD
EX
SOUTH MAIN REVITALIZATION STRATEGY
A NEW PUBLIC PARK / RIVER ACCESS
- Playground
- Overlook
- Potential Pavilion / Shelter
- Potential Playfield
B POTENTIAL GATEWAY LOCATION
C MULTI-USE PATH CONNECTION
D SOUTH MAIN STREET STREETSCAPE ENHANCEMENTS
E MULTI-FAMILY RESIDENTIAL TOWNHOMES
F COMMERCIAL / SERVICE NODE
G MULTI-FAMILY RESIDENTIAL
- Cluster Single-Family, Duplex or Townhomes
SITE DATA
RETAIL: 35,000 S.F.
RESIDENTIAL: 210 UNITS
South Main Revitalization Strategy
Rockford, Illinois
Harrison/South Main Intersection
LAKOTA
THE LAKOTA GROUP INC
TYLIN INTERNATIONAL
ARC DESIGN
0' 150' 300'
April 14, 2011


SOUTH MAIN REVITALIZATION STRATEGY
A EXISTING SOUTHROCK INDUSTRIAL PARK
B NEW RETAIL DEVELOPMENT
C NEW INDUSTRIAL DEVELOPMENT
D FUTURE COMMERCIAL / INDUSTRIAL
E NEW INTERCHANGE CONFIGURATION
F FUTURE INDUSTRIAL / OFFICE PARK
G NEW RETAIL DEVELOPMENT
H EXISTING MOBILE HOME PARK
I FUTURE INDUSTRIAL / OFFICE PARK
J EXISTING FAITH CENTER CHURCH
SITE DATA
RETAIL: 55,000 S.F.
INDUSTRIAL: 250,000 S.F.
ROUTE 20
S. MAIN ST
DAVIS RD
South Main Revitalization Strategy
Rockford, Illinois
Interchange Study Area: Concept A
LAKOTA
THE LAKOTA GROUP INC
TYLIN INTERNATIONAL
ARC DESIGN
0' 200' 400'
April 14, 2011


SOUTH MAIN REVITALIZATION STRATEGY
A EXISTING SOUTHROCK INDUSTRIAL PARK
B NEW RETAIL DEVELOPMENT
C NEW INDUSTRIAL DEVELOPMENT
D NEW HOTEL DEVELOPMENT
E FUTURE INDUSTRIAL / OFFICE PARK
F NEW INTERCHANGE CONFIGURATION
G FUTURE INDUSTRIAL / OFFICE PARK
H NEW HOTEL DEVELOPMENT
I NEW RETAIL DEVELOPMENT
J NEW INDUSTRIAL DEVELOPMENT
K NEW HOTEL DEVELOPMENT
L EXISTING MOBILE HOME PARK
M NEW INDUSTRIAL DEVELOPMENT
N FUTURE INDUSTRIAL / OFFICE PARK
O EXISTING FAITH CENTER CHURCH
SITE DATA
RETAIL: 70,000 S.F.
HOTELS (3): 60,000 S.F. PER FLOOR
INDUSTRIAL: 580,000 S.F.
South Main Revitalization Strategy
Rockford, Illinois
Interchange Study Area: Concept B
LAKOTA
THE LAKOTA GROUP INC
TYLININTERNATIONAL
ARC DESIGN
0' 200' 400'
April 14, 2011

Appendix B: Visual Preference Results

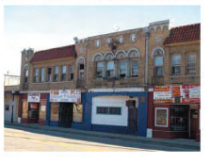
Image	Rating ▲ 1-2 ▲>2-3 ⟺ 3 ▼>3-4 ▼>4	Comments
Building Enhancement BE-1	▲ 2.65	❑ Contemporary flair
Building Enhancement BE-2	▲ 2.31	
Building Enhancement BE-3 	▼ 3.79	
Building Enhancement BE-4	▼ 3.07	
Building Enhancement BE-5	▲ 2.00	
Building Enhancement BE-6	⟺ 3.00	

Image	Rating ▲ 1-2 ▲ >2-3 ⟺ 3 ▼ >3-4 ▼ >4	Comments
Building Enhancement BE-7	▼ 3.6	
Building Enhancement BE-8	▲ 2.5	❑ Ethnic flair/clean/neat
Building Enhancement BE-9	▲ 2.86	
Building Enhancement BE-10	▲ 2.5	❑ Like the blade signs
Building Enhancement BE-11	▼ 3.07	
Building Enhancement BE-12	▲ 2.19	

Image	Rating ▲ 1-2 ▲>2-3 ⟺ 3 ▼>3-4 ▼>4	Comments
Building Enhancement BE-13	▼ 3.19	
Building Enhancement BE-14	▼ 3.60	
Building Enhancement BE-15	▲ 2.8	
Building Enhancement BE-16	▲ 2.5	❑ Like the blade signs ❑ Easy to locate businesses ❑ Chic boutique design
Streetscape/Signage/Id S-1	▲ 1.93	❑ Cool/Hip
Streetscape/Signage/Id S-2	▲ 1.82	❑ Friendly ❑ Intimate setting

Image	Rating ▲ 1-2 ▲ >2-3 ⟺ 3 ▼ >3-4 ▼ >4	Comments
Streetscape/Signage/Id S-3	▲ 2.5	
Streetscape/Signage/Id S-4	▲ 2.41	
Streetscape/Signage/Id S-5	▼ 4.33	❑ Don't want to shop here ❑ Already done. Boring ❑ No, No, No, No
Streetscape/Signage/Id S-6	▼ 3.38	
Streetscape/Signage/Id S-7	▼ 3.93	
Streetscape/Signage/Id S-8	▲ 2.69	❑ Like the landscaping

Image	Rating ▲ 1-2 ▲ >2-3 ⟺ 3 ▼ >3-4 ▼ >4	Comments
Streetscape/Signage/Id S-9	▲ 2.93	
Streetscape/Signage/Id S-10	▲ 2.76	❑ Like the large windows
Streetscape/Signage/Id S-11	▲ 1.71	
Streetscape/Signage/Id S-12	▲ 2.21	
Streetscape/Signage/Id S-13	▲ 1.53	❑ Classy, yet not unapproachable ❑ Fresh/modern
Streetscape/Signage/Id S-14	▲ 2.69	❑ Too small town

Image	Rating ▲ 1-2 ▲ >2-3 ⟺ 3 ▼ >3-4 ▼ >4	Comments
Streetscape/Signage/Id S-15	▲ 2.2	
Streetscape/Signage/Id S-16	⟺ 3.0	
Retail R-1	▼ 3.79	
Retail R-2	▲ 2.15	
Retail R-3	▲ 2.29	
Retail R-4	▲ 2.71	

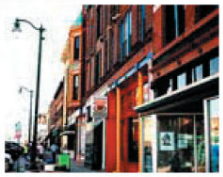
Image	Rating ▲ 1-2 ▲ >2-3 ⟺ 3 ▼ >3-4 ▼ >4	Comments
Retail R-5	⟺ 3.0	
Retail R-6	▲ 2.07	Modern/new feel
Retail R-7	▲ 2.92	❑ Needs more color
Retail R-8	▲ 2.31	❑ Nice landscaping
Retail R-9 	▲ 2.38	
Retail R-10	▼ 4.46	

Image	Rating ▲ 1-2 ▲ >2-3 ⟺ 3 ▼ >3-4 ▼ >4	Comments
Retail R-11	▲ 2.75	
Retail R-12	▼ 4.46	❑ Already done/boring ❑ No, No, No, No
Retail R-13	▲ 2.5	
Retail R-14	▲ 2.46	
Retail R-15	▲ 2.18	
Mixed-Use/Res./Adp. MR-1	▼ 3.29	

Image	Rating ▲ 1-2 ▲ >2-3 ⟺ 3 ▼ >3-4 ▼ >4	Comments
Mixed-Use/Res./Adp. MR-2	▲ 2.4	❑ Modern
Mixed-Use/Res./Adp. MR-3	▲ 2.0	❑ East coast flair
Mixed-Use/Res./Adp. MR-4	▲ 2.0	
Mixed-Use/Res./Adp. MR-5	▲ 2.67	
Mixed-Use/Res./Adp. MR-6	▼ 3.23	
Mixed-Use/Res./Adp. MR-7	▲ 2.18	Urban/modern flair

Image	Rating ▲ 1-2 ▲ >2-3 ⟺ 3 ▼ >3-4 ▼ >4	Comments
Mixed-Use/Res./Adp. MR-8	▲ 2.38	
Mixed-Use/Res./Adp. MR-9	▲ 2.77	❑ Nice three-dimensions, not flat
Mixed-Use/Res./Adp. MR-10	▲ 1.62	❑ Nice Landscaping
Mixed-Use/Res./Adp. MR-11	▲ 2.78	
Mixed-Use/Res./Adp. MR-12	▲ 2.23	

Image	Rating ▲ 1-2 ▲ >2-3 ⟺ 3 ▼ >3-4 ▼ >4	Comments
Mixed-Use/Res./Adp. MR-13	▼ 3.75	
Mixed-Use/Res./Adp. MR-14	▼ 3.17	
Mixed-Use/Res./Adp. MR-15	▲ 2.36	
Mixed-Use/Res./Adp. MR-16	▼ 4.15	
Mixed-Use/Res./Adp. MR-17	▼ 3.36	
Mixed-Use/Res./Adp. MR-18	▼ 3.4	

Image	Rating ▲ 1-2 ▲ >2-3 ⟺ 3 ▼ >3-4 ▼ >4	Comments
Mixed-Use/Res./Adp. MR-19	▲ 2.91	
Open Space OS-1	▲ 1.86	
Open Space OS-2	▲ 2.25	
Open Space OS-3	▲ 1.36	
Open Space OS-4	▲ 1.40	❑ Urban/youthful
Open Space OS-5	▲ 1.56	❑ Welcoming

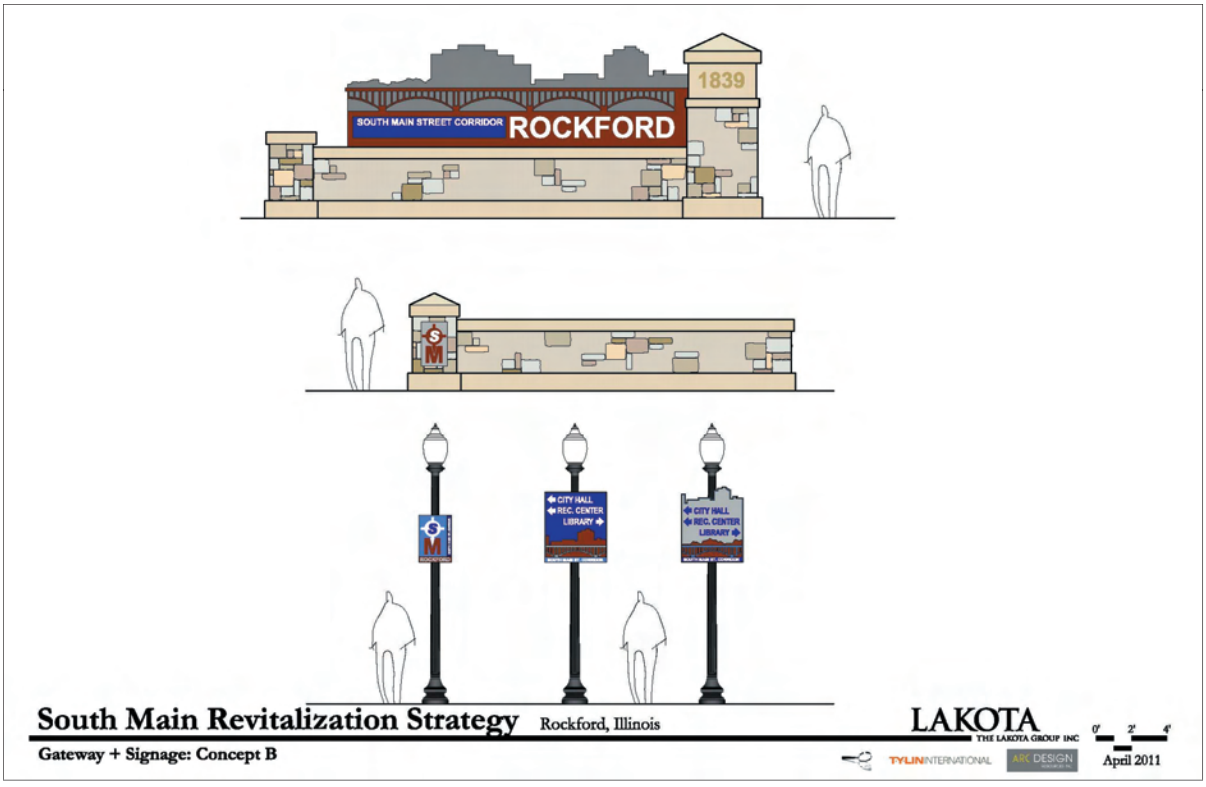
Image	Rating ▲ 1-2 ▲ >2-3 ⟺ 3 ▼ >3-4 ▼ >4	Comments
Open Space OS-6	▲ 2.85	
Open Space OS-7	▲ 1.38	❑ Like the height differences ❑ Eye catching
Open Space OS-8	▲ 2.0	❑ Farmers Market
Open Space OS-9	▼ 3.23	
Open Space OS-10	▼ 3.53	
Open Space OS-11	▲ 1.86	❑ Serene/parklike

Image	Rating ▲ 1-2 ▲ >2-3 ⟺ 3 ▼ >3-4 ▼ >4	Comments
Open Space OS-12	▲ 2.27	❑ Lonely
Open Space OS-13	▲ 1.93	
Open Space OS-14	▲ 1.73	❑ Great urban treatment
Open Space OS-15	▲ 1.47	❑ Target Image ❑ Alive/Fun
Corridor Rd Character CR-1	▲ 2.79	
Corridor Rd Character CR-2	▲ 1.93	

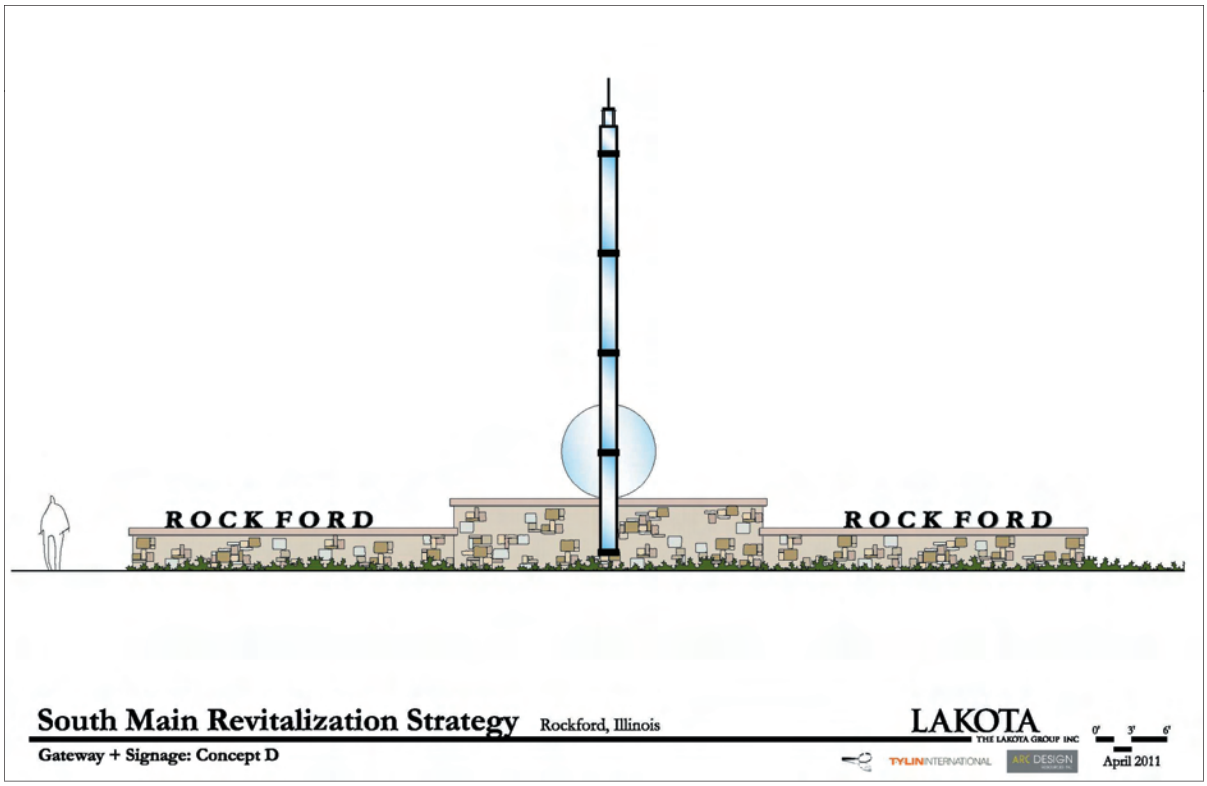
Image	Rating ▲ 1-2 ▲ >2-3 ⟺ 3 ▼ >3-4 ▼ >4	Comments
Corridor Rd Character CR-3	▼ 3.14	❑ Boring
Corridor Rd Character CR-4	▲ 2.69	
Corridor Rd Character CR-5	▲ 2.0	❑ Creative
Corridor Rd Character CR-6	▲ 2.0	
Corridor Rd Character CR-7	▲ 1.93	
Corridor Rd Character CR-8	▲ 2.14	❑ Want something similar ❑ Different colors

Appendix C: Previous Signage Concepts

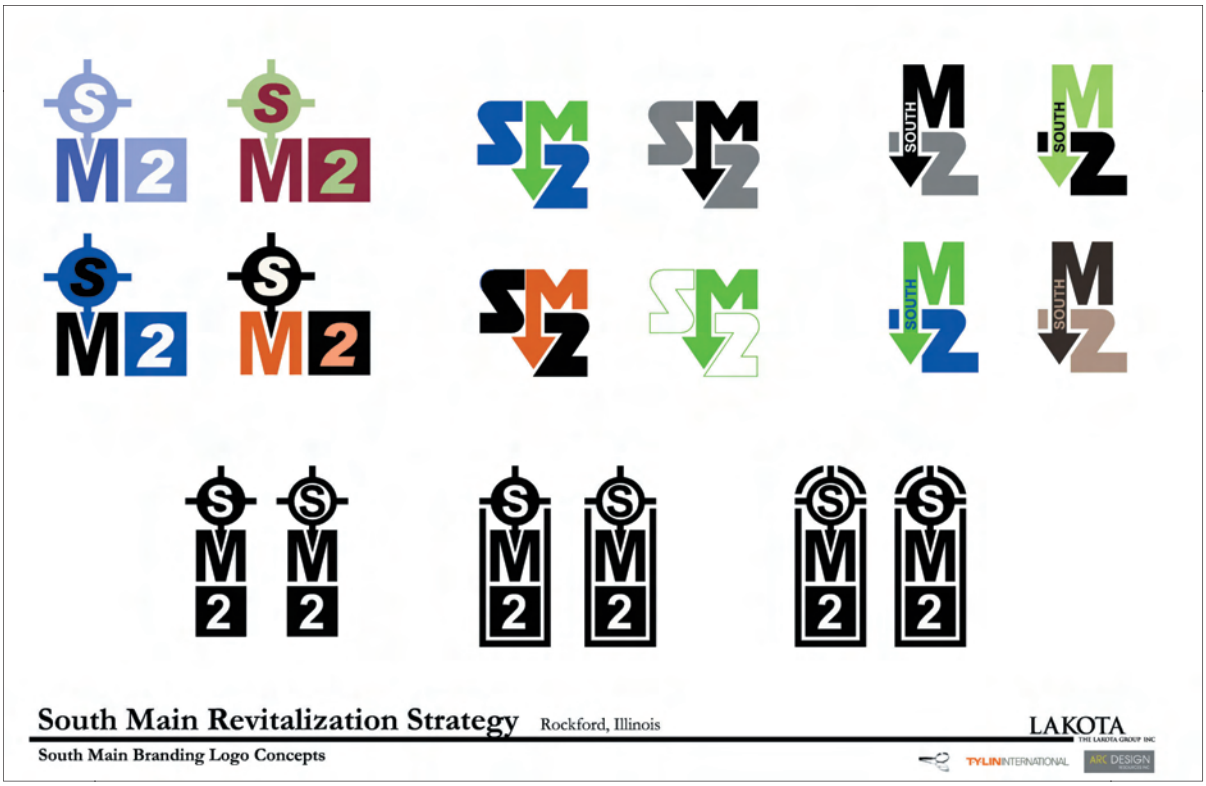
The following signage concepts were presented in Community Workshop #2 and were narrowed down and refined based on stakeholder and community involvement. The preferred signage concepts are shown in Section 1 of this report.



ROCKFORD
South Main Corridor
S2M
South Main Revitalization Strategy
Rockford, Illinois
Gateway + Signage: Concept C
LAKOTA
THE LAKOTA GROUP INC
TYLIN INTERNATIONAL
ARC DESIGN
April 2011


ROCKFORD
ROCKFORD
South Main Revitalization Strategy
Rockford, Illinois
Gateway + Signage: Concept D
LAKOTA
THE LAKOTA GROUP INC
TYLIN INTERNATIONAL
ARC DESIGN
April 2011

heritage
district
ETHNIC HERITAGE
MARKET DISTRICT
FOUNDERS
DISTRICT
South Main Revitalization Strategy
Rockford, Illinois
District Banner Concepts
LAKOTA
TYLININTERNATIONAL
ARC DESIGN


South Main Revitalization Strategy
Rockford, Illinois
South Main Branding Logo Concepts
LAKOTA
TYLININTERNATIONAL
ARC DESIGN

Appendix D: Planning Process + Timeline

LAKOTA TY·LIN INTERNATIONAL due group ARC DESIGN RESOURCES INC.

SM2 Implementation Plan
Projected Schedule

The following is an outline of our initial schedule based on the previously stated Project Understanding. Our Team will work closely with City of Rockford staff to refine the project scope and schedule/manage the project.

	Timing/Milestone Dates
PHASE 1 – STATE OF THE CORRIDOR	
Task 1.1: Project Start Meeting & Tour (Meeting #1)	*October 27, 2010*
Task 1.2: Technical Advisory Group Stakeholder Session (Meeting #2)	
Task 1.3: IDOT Meeting (Meeting #3)	*November 18, 2010*
Task 1.4: Base Mapping & Inventory	
Task 1.5: Data Collection & Field Reconnaissance	
Task 1.6: Stakeholder Interviews (Meeting #4)	*December 13 + 14, 2010*
Task 1.7: **Community Workshop** (Meeting #5)	*End of January*
Task 1.8: Community Workshop/Stakeholder Interview Summary	
Task 1.9: Land Use Analysis	
Task 1.10: Market Assessment	
Task 1.11: Transportation and Infrastructure Assessment	
Task 1.12: State of the Corridor/Existing Conditions Report	*Early to Mid February*
PHASE 2 – COMMUNITY VISIONING	
Task 2.1: Land Use Strategies & Development Concepts	
Task 2.2: Project Study Group/Staff Review Meeting (Meeting #6)	*March 23*
Task 2.3: **Community Visioning/Charrette Workshop** (Meeting #7)	*April 14*
Task 2.4: Workshop Summary	
PHASE 3 – CORRIDOR MASTER PLAN	
Task 3.1: Land Use & Urban Design Plan	*Currently in-progress*
Task 3.2: Transportation Recommendations	
Task 3.3: Strategic Business Plan	
Task 3.4: Zoning Recommendations	
Task 3.5: Assessment of Relevant Programs	
Task 3.6: Project Study Group/Staff Review Meeting (Meeting #8)	*May 10*
Task 3.7: **Community Workshop** (Meeting #9)	*June 28*
Task 3.8: Implementation Strategies	
Task 3.9: Draft Corridor Report	
Task 3.10: Project Study Group/Staff Review Meeting (Meeting #10)	*This meeting is flexible and can take place soon after the workshop and we can meet with the Mayor that day as well.*
Task 3.11: Final Plan & Report (Includes Real Estate Market Study, SM2 Transportation Plan and Corridor Revitalization	*Complete Sept. 1*

Appendix E: Workshop Summaries

Community Workshop #2 Summary

LAKOTA
THE LAKOTA GROUP, INC.

Planning
Urban Design
Landscape Architecture
Community Relations

MEMO

May 2, 2011

TO: Jonah Katz, Planner II, City of Rockford
South Main Project Study Group
FR: Scott Freres and Kevin Clark, Lakota
RE: **Workshop #2 Summary – Breakout Tables**

The following summarizes discussions from each of the breakout tables from the April 14, 2011 Community Workshop held at Klehm Arboretum. Comments were recorded at the workshop as each table reported back to the overall group at the end of the evening presentation. Additionally, the notes from each table's "recorder" were collected where possible, and these notes have been used to clarify and supplement each table's comments. General consensus items relating to preferred target site concepts have been collected and summarized below along with any additional comments and input for each table.

Table 1 Comments

Downtown Riverfront Transition Area

- Currently the community feels "disconnected" from downtown because of the vacant rail yards and lack of active uses on both sides of the street north of Kent Creek…would love reinvestment to "bridge the gap."
- Participants preferred mixed-use buildings along the South Main frontage.
- Most felt this area is ideal for a large user, such as Embry Riddle, to locate because of its proximity to downtown and access to other areas of town.
- River access linked to Davis Park in this area was preferred.

Heritage District

- Some participants worried about the width of the South Main Street after the reconstruction, particularly between Kent and Morgan Streets, where it is already narrow.
- Participants liked the idea of façade improvements, especially if the City can contribute to a program and assist property owners.
- The outdoor market would be a great way to attract people both from within the community and outside the neighborhood to the area… "It would be a good start" to revitalizing the neighborhood.
- Needs in the area include a pharmacy and grocery store.
- Streetscape improvements such as banners and planters were well received by the group.
- Lighting is very important for safety, not only just along South Main Street, but also within the neighborhood.

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- Participants preferred the parking to be in th gs…prefer not to have parking lots adjacent to the sidewalks.
- Participants felt that new development with cafes and a "more urban" streetscape would help change perceptions of the area, while also increasing property values.
- The more park space adjacent to the river, the better…could have opportunities for fishing, boats, active play fields, playgrounds and walking/biking trails.
- Many thought that the Barber-Colman buildings would be a great location for Embry Riddle.

Main and Marchesano

- Participants would like to see the shopping center on Marchesano and other retail in this area "cleaned up" with trees, lights and sidewalks.
- Any development that replaces vacant sites and asphalt is preferred and would help boost property values, as well as signify positive change.

Harrison/South Main Intersection

- Participants discussed that the mobile home park is not safe in the floodplain and would prefer to see a public park with recreation opportunities.
- Generally, the group felt a mix of residential and commercial development as shown in the concept would be an improvement for the area.

Interchange Study Area

- Participants preferred to see industrial uses and more "auto-oriented" commercial uses located by the interchange.

Branding/Gateways/Signage

- The group preferred the gateway sign Concept C with the industrial/aerospace theme and stone walls that match Rockford's character.

Table 2 Comments

Downtown Riverfront Transition Area

- The group generally preferred concepts that create new redevelopment opportunities within this area and connect the neighborhood to downtown.
- Participants liked the river walk ideas and improvements, as well as bike connections.

Heritage District

- Participants liked the idea and want to create business generators and home-grown businesses, which could happen within the incubator buildings shown in the concepts.
- Fostering "ethnic" businesses should be a strategy for this plan.
- Festival or market space idea would be a great way to create a place for "everyone," and eliminate the "segregated feel."
- Participants discussed saving the theater building and restoring it to use as a theater.
- The group felt the idea of saving existing buildings is important and wants strategies that will describe *how* to bring new businesses to these buildings.

LAKOTA 2 of 9

- Participants thought the idea of adding rooftop decks and/or dining to existing or new buildings would be a way to attract more people and connect to the river more with views.
- The group felt that bringing a casino to Barber-Colman would be a positive for the area and the city…but would need to be careful about the frontage of South Main to maintain or create the appropriate character.
- Façade improvements are an important step to restoring a better street character.

Main and Marchesano

- Participants noted the need to improve vacant sites and physical conditions in this area.

Harrison/South Main Intersection

- No specific comments

Interchange Study Area

- Participants preferred to see big box development near the airport, including a large super market, Target or Walmart.
- The group would like to see larger format retail within these concepts (or future concepts).

Branding/Gateways/Signage

- The group liked the term "Founders' Landing" because this celebrates and emphasizes the area where Rockford began.

Other Topics/Comments

- Participants felt the approach for revitalization shown within the presentation and the "framework" plan is very appropriate because this acknowledges that different areas serve different purposes with the corridor's context… "Can't mix small storefronts with Walmart."
- The group did not feel they should limit retail on South Main or in Southwest Rockford (in order to avoid transfer of retail sales from one side of town to another)… "This is our time" to experience new development.
- Marketing is very important…can SWIFTT be expanded to take on some of the organizational components of this strategy?
- Participants stated that they would like to create a set of "value statements" about what should be developed on South Main.

Table 3 Comments

Downtown Riverfront Transition Area

- Currently the community feels "isolated" from downtown…would like to see development in this area (as shown in the concepts).
- The regional bus system should tie into the future Amtrak Station.
- Participants felt that W.A. Whitney is a "problem" since they do not have an incentive to clean up their property and frontage… "When the city starts with investment, they should encourage investment or improvements from private sectors (i.e. W.A. Whitney)."

LAKOTA 3 of 9

Heritage District

- Participants liked the idea of adding additional public open space and access to the river… "Green space adjacent to river needs to be cleaned up or improved."
- Unsightly buildings should come down, while ones that are in good shape should be reused.
- The group noted that the community needs a new grocery store. The previous store was high-priced and did not cater to the entire community.
- Participants generally liked the idea of an outdoor market, although many felt it would be difficult to get started.
- The group discussed other potential uses, such as a hotel, bowling alley and cafes that would complement downtown and provide opportunities to create jobs.
- "Need stores that will target low and medium income residents."
- Participants noted that even chain stores would be positive additions to the neighborhood/area.
- There should be a focus on the river from 15th Avenue north into downtown.

Main and Marchesano

- Participants did not feel Concept B (complete redevelopment of the northwest corner) is feasible.
- 15th Avenue and Main Street is the center of the area; beautification should be centered at that intersection.
- The group felt the northwest corner should be improved for driving west and north and should be the gateway to Southwest Rockford.
- Participants noted that this stretch is very important to clean up and improve conditions.
- Some participants noted that Michigan Avenue has drainage problems.

Harrison/South Main Intersection

- The area in front of Klehm Arboretum should be maintained better.

Interchange Study Area

- No specific comments

Branding/Gateways/Signage

- No specific comments

Other Topics/Comments

- "Think about baby steps, not big steps."
- Getting the streets repaired will be great to improve conditions and perceptions of the area.
- "Market has shifted from Main Street to Alpine and State Street."
- "The person driving into Rockford should see wide roadway lanes, wide sidewalks, good lighting for cars and pedestrians, landscaping and the river."
- Adding a family-style restaurant somewhere along South Main Street would be a very welcome addition.

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Table 4 Comments

Downtown Riverfront Transition Area

- The group liked the idea of providing better access to the river in this area as well as throughout the corridor.
- Embry Riddle campus in this area would be a big "game changer" and could develop as shown in the concepts.
- Embry Riddle would drive demand for redevelopment and provide a market for entertainment uses.

Heritage District

- The group discussed the need for a grocery store in the area, either in the building that La Familia was in or as a new development.
- Participants noted that the addition of new riverfront parks could create new niche markets for the area, such as boat supply stores, canoe rentals, fishing supply or bike rentals.
- "Could the area museums, such as Tinker Swiss, Ethnic Heritage create a package to attract more people?"
- The group liked the idea of a farmers market square.

Main and Marchesano

- If this area is redeveloped, participants preferred residential as shown in the concept (as opposed to commercial), as well as bringing buildings to the street frontage along South Main and Marchesano.

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Interchange Study Area

- This area could have car rental businesses and hotels, as well as other airport supportive businesses/uses.

Branding/Gateways/Signage

- The group liked the name "Founders District."

Other Topics/Comments

- Lighting is very important for safety throughout the corridor and community streets.
- A possible sub-district could be a police station in redevelopment near downtown.

LAKOTA 5 of 9

Table 5 Comments

Downtown Riverfront Transition Area

- The group discussed the potential for Rock Valley College to invest in the area more and potentially expand the campus to use vacant buildings.

Heritage District

- Participants really liked the market idea with vendor stands and local produce.
- The group discussed the need for a pharmacy/drug store, small local retail establishments and restaurants in this area.
- Participants also discussed the potential for the area to have taverns, ethnic restaurants and bed & breakfasts.

Main and Marchesano

- No specific comments

Harrison/South Main Intersection

- No specific comments

Interchange Study Area

- No specific comments

Branding/Gateways/Signage

- The group preferred Concept C for the gateway…they like the natural stone and location at Klehm Arboretum.

Other Topics/Comments

- The group thought a hotel would be good somewhere close to downtown.

Table 6 Comments

Downtown Riverfront Transition Area

- Participants liked essentially all concepts that showed improvements and increased access to the river… "need to take advantage of this unique green space."

Heritage District

- The group noted that the neighborhood needs a grocery store, pharmacy and bank. The community is currently underserved in all of these areas.
- Expectations for the type of retail that goes into the core commercial zone needs to balance income of residents and the desires of the community.
- The community should celebrate and promote its diversity…outdoor market idea can help achieve that, while also creating opportunities for new businesses to get started.
- The next grocery needs to be a "success"…would an Aldi work in this area?
- Thought additional park space would increase activity in the area, especially uses that activate the river; noted existing boat dock at South Park.

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Main and Marchesano

- Need to get quality stores in this area… "existing uses do not represent the character" the neighborhood wants to achieve.

Harrison/South Main Intersection

- The floodplain areas need to be "properly treated." Mobile home park should not be in the floodplain…river park access would be successful here, as shown in the concept.

Interchange Study Area

- No specific comments

Branding/Gateways/Signage

- Promote and celebrate the diversity of the area.
- The participants thought it would be successful to identify this area through unique lighting, as opposed to the "typical" Rockford street light.
- The group came up with the slogan: "First Gateway to Rockford."

Other Topics/Comments

- Revitalization of the area is dependant on safety for females and children… "People should feel safe walking around the neighborhood."
- Revitalization is also important to help the community get over the negative perceptions and "image issues" that many have of the area.
- Participants discussed getting churches and organizations involved to have weekly walks through the area and show a presence on the street and conduct a "lean and clean" campaign to help maintain the neighborhood and streets.
- Generally, there is a need for daycare services in the area.
- The group felt there is a need for more youth activities:
    - Art programs
    - What activities do they want?
    - Engage them as stakeholders
- Highlight the baseball team "Foresters" and promote college age summer ball at Marinelli Field to help create identity and draw visitors.

Table 7 Comments

Downtown Riverfront Transition Area

- There is opportunity for major change in this area, such as a large group looking to develop (like Embry Riddle).
- The group thought any of the concepts would be a positive change for the community and Rockford as a whole.

Heritage District

- Participants really liked the idea of focusing on the ethnic flavor with an outdoor market or small businesses geared toward the community.
- The group thought it would a key strategy to "build from the heart of the community" and radiate out to create a more concentrated core, as opposed to being too spread out.

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- The outdoor market, new park spaces and building improvements would be good ways to harness community energy and highlight the diversity of the area.
- The concepts help visualize what change can be, as well as memorialize what the community desires.

Main and Marchesano

- Participants would like to see new development at vacant sites as well as improving buildings and conditions in the area.

Harrison/South Main Intersection

- Participants preferred the concept that shows a new riverfront park with an overlook, bike/walking paths and possibly a playground or play field for children.

Interchange Study Area

- No specific comments

Branding/Gateways/Signage

- No specific comments

Other Topics/Comments

- The group discussed the need to "do it right the first time" when redeveloping and improving conditions in order to make it last.
- The MetroCentre site could provide a hotel, rental/condominium residential, as well as a restaurant.
- Any business that creates more local jobs would be positive and welcome in the area.
- The group talked about improving their competitive position within the city and region.

Overall Summary: Common Themes

- **Downtown Transition:** Generally, participants at the workshop responded positively to mixed-use, office and residential redevelopment of the rail yards, as well as the properties across South Main Street adjacent to the river.

- **River:** An overwhelmingly consistent theme was the desire for more opportunities for access to and recreation near the river.

- **"Ethnic" Market:** Most participants thought a market—whether indoor or outdoor—would be a successful way to bring the community together, celebrate the diversity of the area and create opportunities for new businesses and/or momentum for positive change.

- **Physical Improvements:** Almost all groups noted the need and expressed the desire for physical improvements throughout the corridor, including streetscape, landscape, roadway and building enhancements.

- **Commercial Core "Heritage District":** Participants generally agreed with the approach of infill redevelopment in the Heritage District and reuse of the Barber-Colman buildings, as well as other vacant buildings, where feasible.

- **Mobile Home Redevelopment:** Nearly every group expressed the desire to redevelop the mobile home neighborhood across from Klehm Arboretum into a public park space.
- **Interchange Redevelopment:** There seemed to be little opposition to the approach of locating larger, more auto-oriented commercial uses and new industrial near the U.S. Highway 20 interchange.
- **Walkable Development:** Generally, the concept of creating higher density, compact, walkable environments was well received.
- **Branding:** Most participants agreed that the community/district and corridor would benefit from a more defined branding strategy.

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Community Workshop #3 Summary

LAKOTA
THE LAKOTA GROUP, INC.

Planning
Urban Design
Landscape Architecture
Community Relations

MEMO

June 30, 2011

TO: Jonah Katz, Planner II, City of Rockford
South Main Project Study Group
FR: Scott Freres and Kevin Clark, Lakota
RE: **Workshop #3 Summary – Breakout Tables**

The following summarizes discussions from each of the breakout tables from the June 28, 2011 Community Workshop (Workshop #3) held at Pilgrim Baptist Church. Comments were recorded at the workshop as each table reported back to the overall group at the end of the evening presentation. Additionally, the notes from each table's "recorder" were collected where possible, and these notes have been used to clarify and supplement each table's comments. General consensus items relating to preferred target site concepts, as well as branding/signage and streetscape ideas have been collected and summarized below along with any additional comments and input for each table.

Table 1 Comments

Downtown Riverfront Transition Area

- The group feels redevelopment of the vacant rail yard site, as well as the frontage east of

er

ıe

- The group liked the idea of adding new green spaces to Davis Park, as well as increasing views and access to the river.
- New residential in the area could encourage people to walk to work if they work downtown.

Heritage District

- Bike/pedestrian paths and connections to the river were seen as very important concepts to re-energizing the area.
- The group discussed the importance of improving the "image" of the neighborhood, commercial areas, public spaces, roadways and streetscapes. It is believed that if the image can be improved, then momentum for other improvements and initiatives can be achieved.
- The outdoor market would provide a central place for gathering, while allowing smaller businesses a location to sell their products and services. Participants wanted to make sure this market would be different from the City Market with a focus on the neighborhood.

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- The commercial area needs a better mix of s staurants, but also services, offices and other retail. One issue nc nesses need to stay open past 5 o'clock to increase activity.
- Façade improvements are seen as a key component to improving the image of the area and restoring the historic fabric of the community.
- A large user is needed at the Barber Colman site to act as an "anchor" and draw people to the area. Some ideas included attracting Rock Valley College, restaurants, professional office and/or creating space for classes/educational learning center.
- Some participants discussed the idea of having a location for performances, such as concerts to attract local talent. The park space near Morgan Street Bridge at the river would be an interesting place for an amphitheater—this area has some of the best views of the city along the river.
- Participants felt that it would be appropriate to locate statues of Rockford's founders, or other key local historical figures, in the park spaces. This could occur at the market space or within the riverfront parks.
- It was noted that the area could use a preschool/child care center.

Main and Marchesano

- Participants would like to see the shopping center on Marchesano and other retail in this area "cleaned up" with trees, lights and sidewalks. The façade improvement visualization was very well received.
- This area needs an infusion of improvements, including lighting, parking lot improvements, streetscape enhancements and new development, if feasible.

Harrison/South Main Intersection

- Participants discussed that the mobile home park is not safe in the floodplain and would prefer to see a public park with recreation opportunities. They noted that this could also be a location for an amphitheater since the grade is already sloping toward the river.
- It was noted that any athletic fields would need to be outside of the floodplain for purposes of maintaining them in the long term.
- The group felt that a park space would relate well to Klehm Arboretum.
- Participants did not object to higher density housing south of Harrison in the long run and noted that there had previously been a plan for senior housing in this area.

Interchange Study Area

- Participants preferred to see the uses such as those found on State Street kept near the interchange, as shown in the concept.

Branding/Gateways/Signage

- The stone gateway signs were very well received. The group thought they should extend all the way to the interchange as a "unifying" element to tie the whole corridor together.
- The group liked both "Founders" and "Heritage" as a way to define the district.
- Participants preferred the red Founders logo and the "diversity" themed banner (with faces), as well as the "industry" themed banner (brown and tan color scheme).
- All participants felt that a sign at the overpass for the airport ("Welcome to Rockford" on the other side) would be a huge improvement for the area and seen as a landmark.

LAKOTA 2 of 6

Table 2 Comments

Downtown Riverfront Transition Area

- The group generally preferred the concept and noted that any development in this area would be good as an extension of downtown.

Heritage District

- The outdoor/farmers market concept would be a big attraction for the local community/neighborhood.
- Façade improvements are as important as any redevelopment…eliminating bars on windows and doors would add a more welcome appearance to the shops. Building improvements establish a rhythm to the street.
- Festival or market space with other improvements would be a great way to restore the character of the area.
- Participants questioned how a façade improvement program would be funded.

Main and Marchesano

- Participants felt the parking lot and façade improvements for the market/strip center were extremely effective and would drastically improve the area.

Harrison/South Main Intersection

- The group liked the idea of adding a more "passive" park space in this portion of the corridor.

Interchange Study Area

- No specific comments.

Branding/Gateways/Signage

- The group preferred the "Heritage District" theme better for the light pole banners and signage.
- The red "Founders" logo was the group's favorite, although they would prefer it to say "Heritage District."
- The overpass sign is a great idea and should be pursued in the future.

Other Topics/Comments

- The group felt that a casino located in this area would bring activity, as well as be a major attraction for the area.
- Some suggested that participation would be higher at the workshops if the churches were more involved.

LAKOTA 3 of 6

Table 3 Comments

Downtown Riverfront Transition Area

- This concept may have too much residential density; participants felt this could be balanced by light industrial uses.

Heritage District

- Participants generally liked the multiple areas shown for outdoor seating and gathering throughout the concepts.
- It was discussed that this corridor is a good candidate for a satellite school campus, potentially at Barber Colman.

Main and Marchesano

- Participants liked this concept and felt revitalizing the existing buildings would increase activity at this commercial node.

Harrison/South Main Intersection

- Klehm Arboretum is a big draw and could potentially have more residential development around it.

Interchange Study Area

- The group also discussed this area as a potential satellite college campus.

Branding/Gateways/Signage

- The group liked the idea of branding the area and thought any of the concepts would help create a district.
- Participants liked the idea of "Heritage" as a theme, but also felt that it could be refined. Thoughts included allusions to stability, healthy community, diversity, family and fabric.

Other Topics/Comments

- The group discussed the potential of the casino, but felt it should be kept separate from the "Heritage District."
- Participants felt that the concepts should be flexible to allow for changes in market conditions.
- The group liked the approach to break the corridor down into different focus areas since the character of the interchange is different from downtown.

Table 4 Comments

Downtown Riverfront Transition Area

- Participants liked having additional access to the riverfront, as well as expanded park spaces.
- Developing the rail yard site would increase walkability from downtown to the neighborhood.
- The group generally liked the concept with townhomes/rowhomes and mixed-use buildings along South Main.

Heritage District

- The group still liked the "ethnic village" or market idea in the concept.
- Participants noted that increased lighting is important for safety and better visibility, including promoting the shops.
- The group liked the streetscape ideas, particularly the hanging baskets. It was discussed that what is ultimately installed should be low maintenance and easy to keep looking good.
- Image is important to draw ethnic and family businesses back to the area.
- The group talked about the possibility of creating a way to promote sponsorship opportunities as a way to allow people to invest in the community in other ways.
- Participants discussed ways that long-term residents could be involved, as well as how property could be maintained.

Main and Marchesano

- The façade improvements shown for this area were very well received.

Harrison/South Main Intersection

- Participants like the concept, but noted an idea in which the Clifton Triangle has been discussed as a potential community garden space.

Interchange Study Area

- No specific comments.

Branding/Gateways/Signage

- The group agreed that identity was important and liked most of the concepts. They generally felt that ethnicity needs to be played up more.
- The overpass signage was well received by the group as both a wayfinding element and a landmark element.
- Banners should be colorful to attract attention and add vibrancy to the streetscape design.

Other Topics/Comments

- The group talked about the effect new development would have on property taxes and property values.
- For streetscape, participants thought benches should have center arms to deter the homeless from sleeping on them. Also, the group noted that decorative trash receptacles should also be installed throughout the main portions of the corridor on the north.

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Appendix F: Interview Questions

South Main Revitalization Strategy
Stakeholder Questionnaire

Instructions: Please fill out the following questionnaire and place it in the basket.

Questions about you

- Do you live and/or work near South Main Street Street?
- If so how long have you lived/worked in the area?
- Do you have children under the age of 18 living at home?
- Do you have other family in the area?
- If you live in the South Main Street area, do you travel to other parts of town to obtain the necessary goods and services you require?

South Main Revitalization Strategy
Stakeholder Questionnaire

Instructions: Please fill out the following questionnaire and place it in the basket.

Neighborhood/South Main Perceptions – (Station 2)

- What do you feel are the South Main Street Corridor's/neighborhood's strengths and opportunities?
- What do you feel are the South Main Street Corridor's/neighborhood's weaknesses and issues?
- What are the top places along South Main Street or in the surrounding neighborhood that you and/or your family frequent (day or night)?
- What are the services, businesses or amenities you would like to see along the South Main Street/in the neighborhood that are currently lacking?
- What recreational, cultural or educational activities are there for kids in the South Main Street area? Are there any other places or activities you would like to see along the Corridor/in the neighborhood for kids?
- Do you feel South Main Street and surrounding area is visually attractive? Overall, what do you feel needs to be done, if anything to improve conditions in the area?
- List important landmarks, buildings, institutions and attractions in the area.

South Main Revitalization Strategy
Stakeholder Questionnaire

Instructions: Please fill out the following questionnaire and place it in the basket.

Transportation/Infrastructure – (Station 3)

- What forms of transportation do you use within the neighborhood? (Circle any that apply.)
  - Car
  - Bike
  - Walk
  - Bus
  - Private shuttle
  - Other _____
- What forms of transportation or transit do you use within the greater Rockford Area?
  - Car
  - Bike
  - Walk
  - Bus
  - Private shuttle
  - Other _____
- Do you ever walk or bike in the area? If not, what are the reasons?
- Are you familiar with the proposed Amtrak Station close downtown along South Main Street? If yes, would you use it, and where to?
- Have you ever used the Chicago Rockford International airport? Do you see the airport as a major asset for Rockford?
- South Main Street is to be rebuilt by the Illinois Department of Transportation within the next few years. Do you feel that the other neighborhood infrastructure (road surface, curbs, sidewalks, street lights, trees) needs improvement? If yes, please describe.

Appendix G: Signage Survey

Final Community Open House + Online Results

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South Main Implementation Plan
Branding + Signage Preference

Please select the desired District Logo, Banner and Gateway concepts that best fit within the South Main Corridor. Please (Circle) 1 for "strongly like" and 5 for "strongly dislike"

District Logo Concepts

A) 1 2 3 4 5
B) 1 2 3 4 5
C) 1 2 3 4 5

Please (Circle) preferred District name –
Founder's District
Heritage District

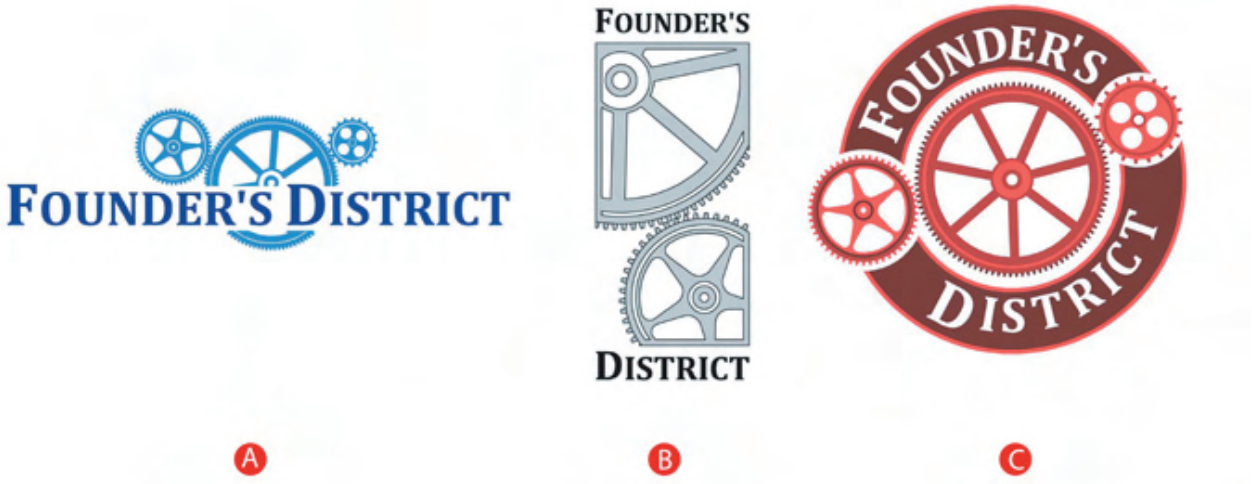
District Banner Concepts

A) 1 2 3 4 5
B) 1 2 3 4 5
C) 1 2 3 4 5
D) 1 2 3 4 5
E) 1 2 3 4 5
F) 1 2 3 4 5

District Gateway Concepts

A) 1 2 3 4 5
B) 1 2 3 4 5
C) 1 2 3 4 5
D) 1 2 3 4 5

South Main Revitalization Strategy



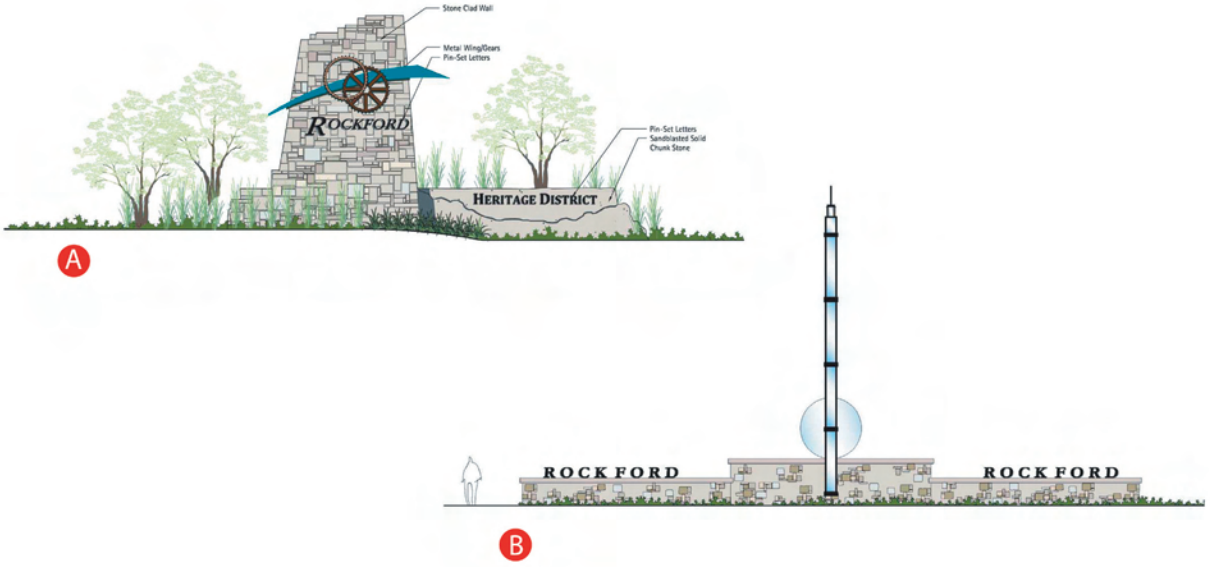
DISTRICT LOGO CONCEPTS LAKOTA TYLININTERNATIONAL

South Main Revitalization Strategy

DISTRICT BANNER CONCEPTS

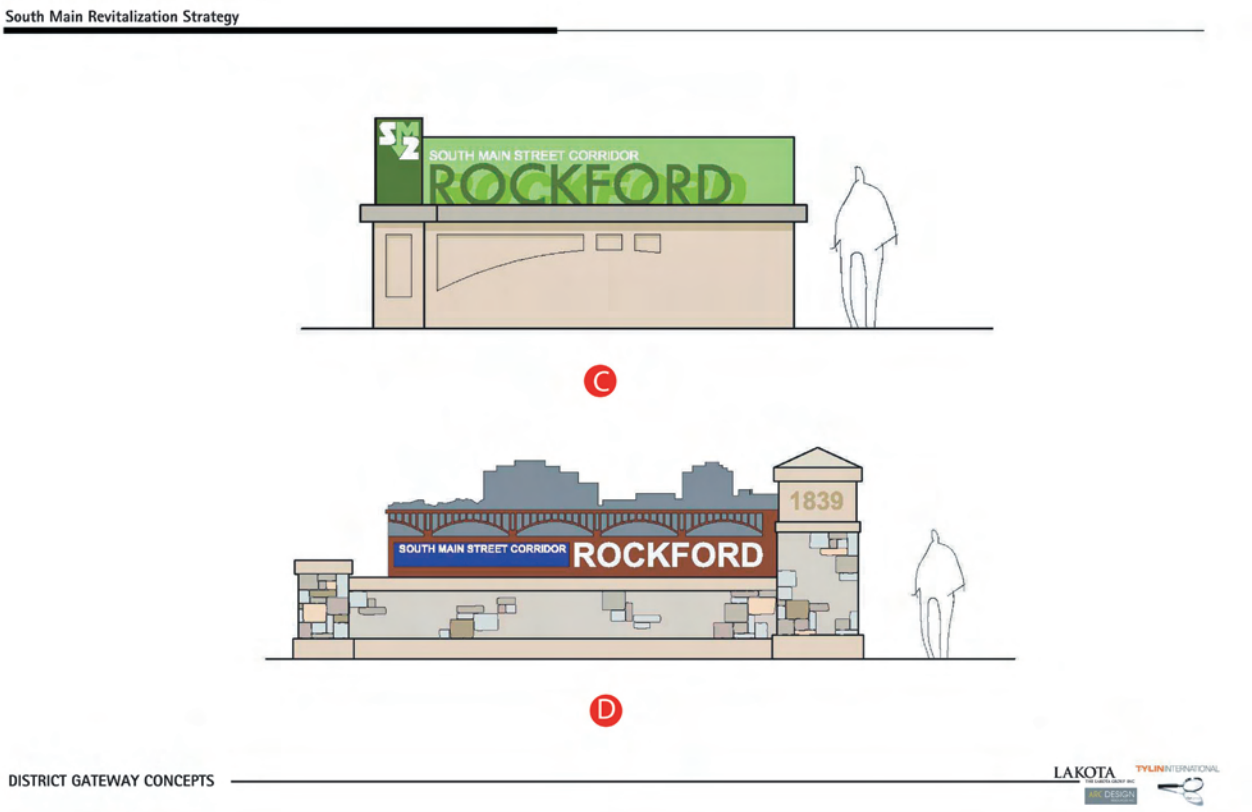
LAKOTA TYLININTERNATIONAL

South Main Revitalization Strategy



DISTRICT GATEWAY + SIGNAGE

LAKOTA TYLININTERNATIONAL



South Main Implementation Plan
Branding + Signage Preference

No. of Participants 44

	Paper Surveys	Online	Answers	1	2	3	4	5	Skip	
District Logo Concepts										
Option A	3 1 1 2 3 5 1 - - 4 2 5 3 3 4 3 3 5 3 3 1 - 1 3 4 1 - 2 3	1 5 1 5 1 3 5 1 5 2 4 2 - 2 5	2.84	23% 10	14% 6	25% 11	9% 4	18% 8	11% 5	Option A
Option B	2 3 - 3 3 3 3 5 1 1 3 2 5 1 1 1 5 5 5 - 3 - - 1 4 2 - 5 2	3 4 5 5 1 3 5 2 5 5 1 5 - 3 -	3.13	18% 8	11% 5	23% 10	5% 2	23% 12	16% 7	Option B
Option C	1 3 - 4 1 1 2 - - 3 1 1 3 4 2 2 1 1 1 1 1 1 - 2 1 5 1 5 4	4 1 5 5 1 3 5 3 5 1 2 1 - 1 -	2.34	41% 18	11% 5	11% 5	9% 4	14% 6	14% 6	Option C
Preferred District Name			**Total Votes**							
Founder's District	1 1 1 1 1 1 1 1 1	5	16							
Heritage District	1 1 1 1 1 1 1 1 1	10	22							
District Banner Concepts			**Answers**	**1**	**2**	**3**	**4**	**5**	**Skip**	
Option A	2 4 1 1 3 5 4 - - 1 2 5 1 5 - 5 1 1 2 4 3 - - - 5 3 1 1 3	4 - 2 1 5 2 2 1 2 1 4 1 - 1 1	2.5	32% 14	14% 7	9% 4	11% 5	14% 6	18% 8	Option A
Option B	1 3 - 4 5 2 2 5 1 4 1 1 4 1 - 1 3 4 4 2 1 1 - 2 2 1 - 5 3	3 - 5 5 1 4 4 - 3 2 1 5 - 3 5	2.81	25% 11	14% 6	14% 6	16% 7	16% 7	16% 7	Option B
Option C	3 4 - 3 3 3 1 - 3 4 3 4 3 5 - 3 3 3 4 5 3 - - 2 1 5 - 2 5	2 - 2 5 1 3 4 2 3 5 2 5 - 3 5	3.25	7% 3	14% 6	32% 14	11% 5	18% 8	18% 8	Option C
Option D	3 - - 2 3 2 3 - 3 1 3 5 2 5 - 4 4 4 3 5 3 - - - 5 4 - 2 3	3 - 1 1 4 4 2 - 1 2 4 1 1 4 2	3.14	14% 6	16% 7	20% 9	18% 8	9% 4	23% 10	Option D
Option E	3 5 - 3 3 3 5 - 5 3 3 5 2 2 - 5 3 2 3 1 3 - - - 5 2 - 3 4	2 1 5 2 3 1 1 3 3 5 4 2 - 3 2	3.05	9% 4	18% 8	32% 14	5% 2	18% 8	18% 8	Option E
Option F	2 4 - 4 3 1 3 - 2 4 2 2 5 2 1 2 2 5 5 2 3 - 1 1 2 1 - 5 4	2 5 2 5 1 2 4 3 3 5 1 5 - 2 5	2.89	16% 7	27% 13	11% 5	11% 5	20% 9	11% 5	Option F
District Gateway Concepts			**Average**	**1**	**2**	**3**	**4**	**5**	**Skip**	
Option A	1 1 1 2 5 2 1 5 1 2 1 5 5 1 2 2 1 1 3 1 1 1 1 1 2 5 3 - 1 5	2 1 2 1 4 2 3 1 5 1 3 1 2 3 -	2.21	43% 19	23% 10	11% 5	2% 1	16% 7	5% 2	Option A
Option B	3 4 - 3 3 3 2 - - 3 2 1 3 3 5 5 4 4 1 5 5 - - 3 5 5 - 2 3	1 5 1 5 2 3 4 2 5 3 1 - 4 1 -	3.16	14% 6	11% 5	25% 11	11% 5	20% 9	18% 8	Option B
Option C	4 3 - 3 3 5 4 - - 4 4 4 2 5 5 4 2 4 4 4 4 4 - - 3 5 4 - 4 2	2 3 2 5 1 3 4 1 1 2 3 - 2 3 3	3.27	7% 3	16% 7	20% 9	30% 13	11% 5	16% 7	Option C
Option D	3 2 - 4 3 1 3 - - 1 2 2 4 1 1 1 2 3 2 2 1 - - 1 1 1 1 1 4	2 1 1 1 5 2 2 2 2 1 1 1 2 1 3	1.89	41% 18	27% 12	11% 5	7% 3	2% 1	11% 5	Option D