

# DOWNTOWN ROCKFORD STRATEGIC PLAN

PLANNING & COMMUNITY DEVELOPMENT  
PRESENTATION

01.26.15

NO  
PARKING  
ANY  
TIME

# STAKEHOLDER INTERVIEWS

## ASSETS TO BUILD ON

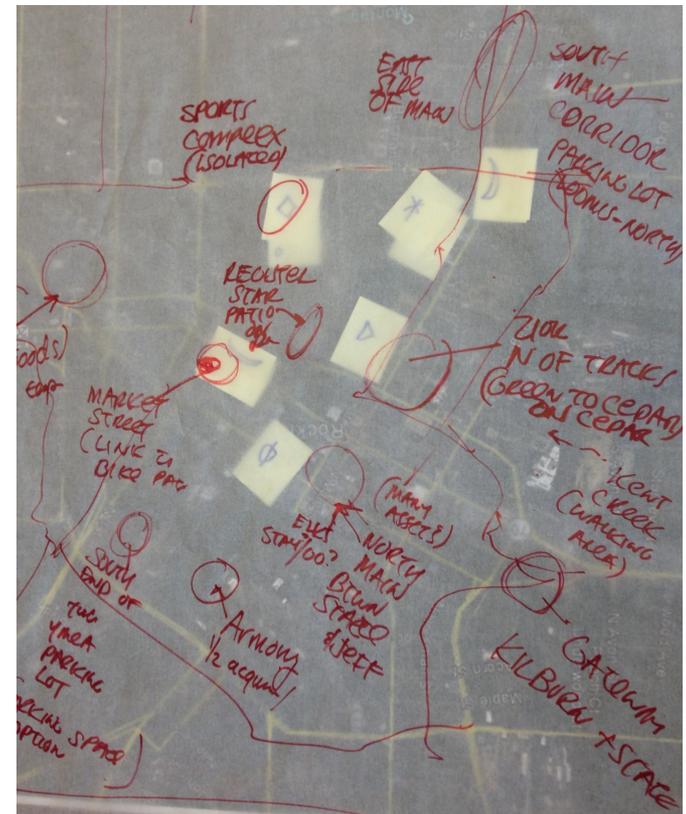
- Events bring a lot of people to Downtown (Stroll on State, City Market, Chalk Art Festival, etc.)
- Many organizations and citizens already engaged with street and storefront activation
- Lots of development currently going on that can be built upon (Amerock, Ingersoll, Prairie Street Brewhouse, etc.)



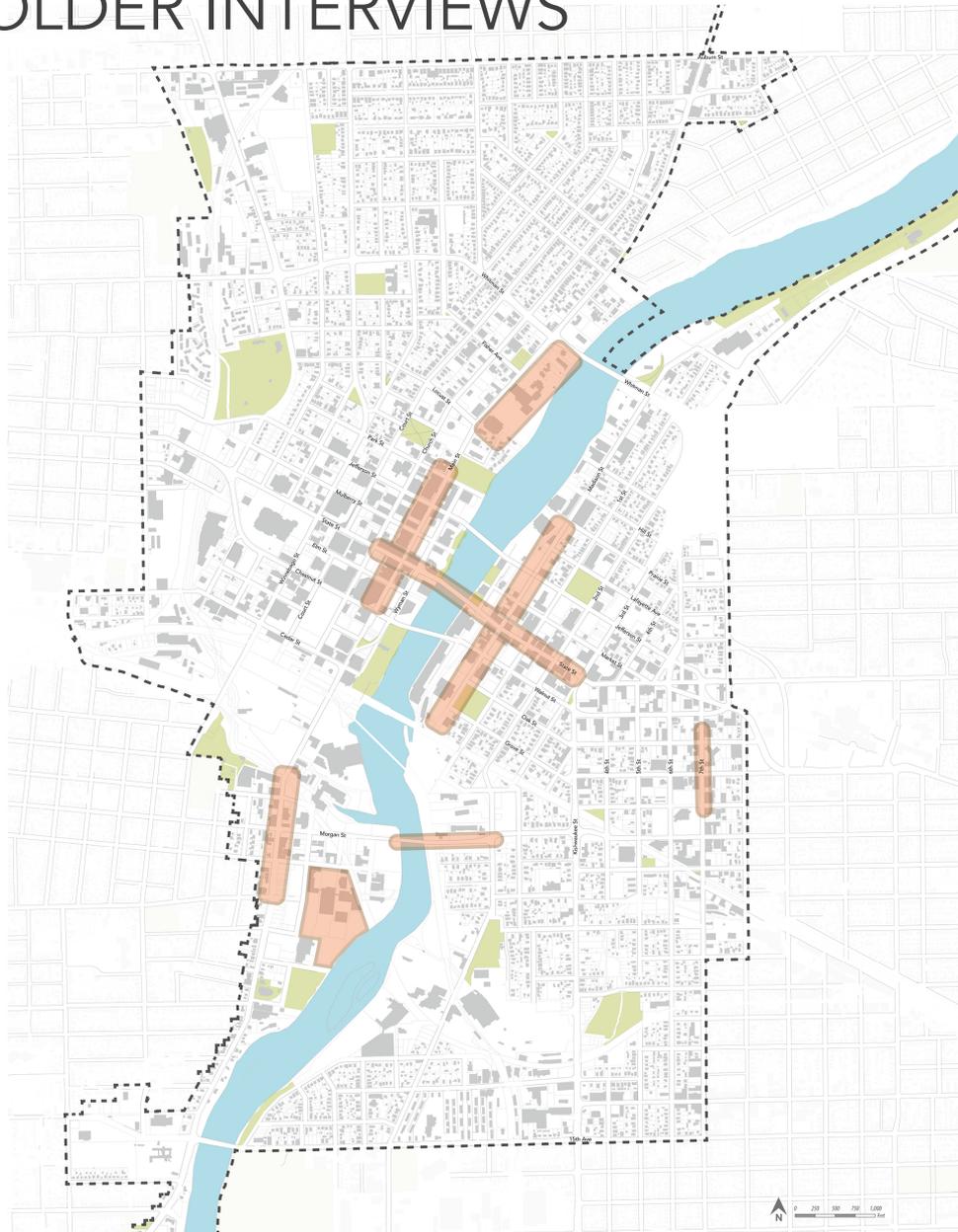
# STAKEHOLDER INTERVIEWS

## GREATEST CHALLENGES

- Work of various groups needs more coordination
- Lack of consistency in design standards
- Vacant historic buildings
- Landlords reluctant to invest money in rehab until guaranteed tenants
- Need more movement of people within downtown
- Maintaining day-to-day vibrancy



# STAKEHOLDER INTERVIEWS



Areas of Opportunity

Madison (Ice House to City Market)

Morgan/S. Main

Main (State to Park)

Main (Cedar to State)

7<sup>th</sup> Street/4<sup>th</sup> Avenue

Chick Hotel

Barber Coleman campus

Museum Campus

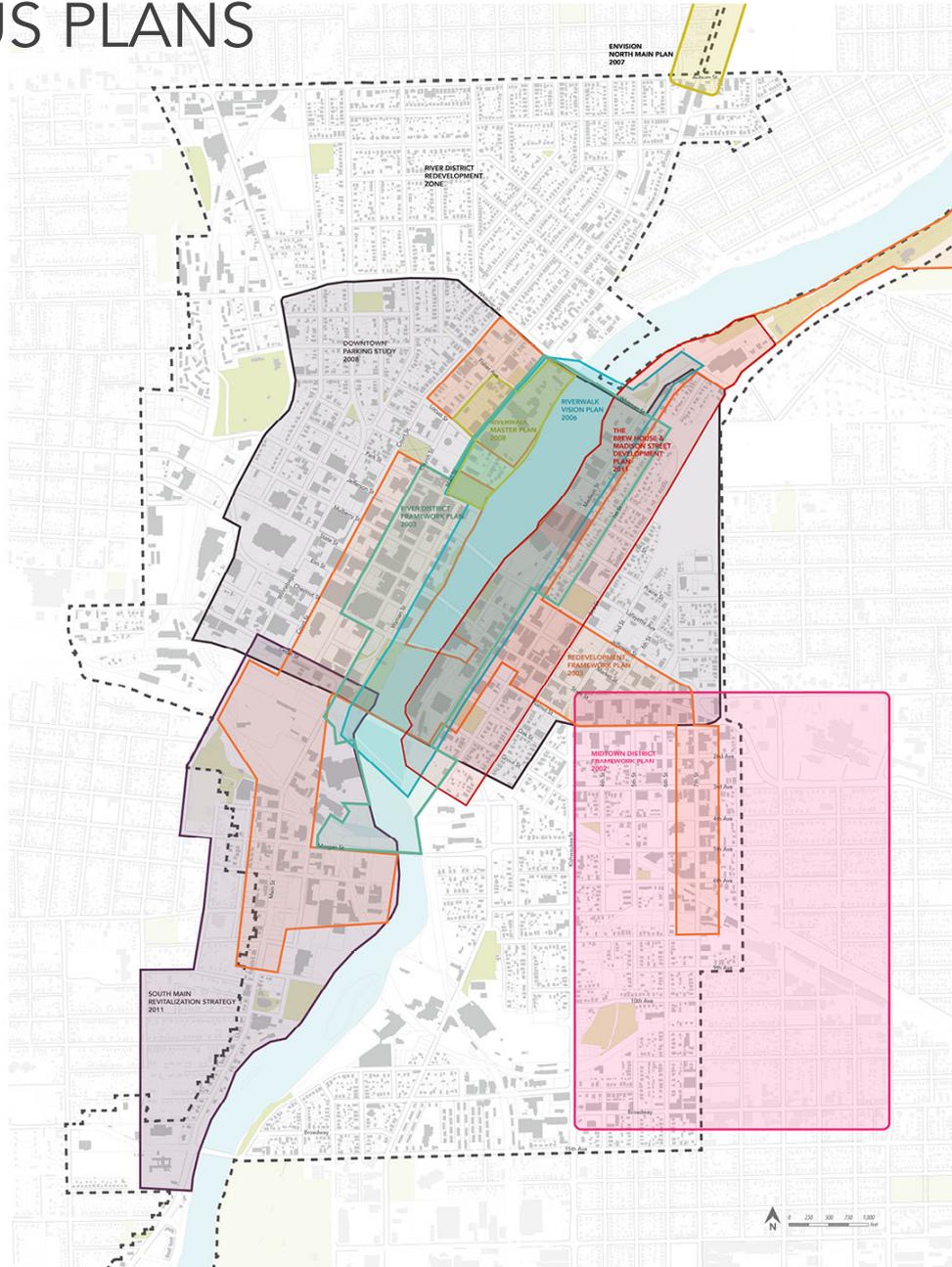
Area around Amerock

Trek Building

Ingersoll

Charles corridor

# PREVIOUS PLANS



Midtown District  
Framework Plan (2002)

Redevelopment  
Framework Plan  
(2003)

River District  
Framework Plan  
(2003)

Riverwalk Vision  
Plan (2006)

Envision North  
Main Plan (2007)

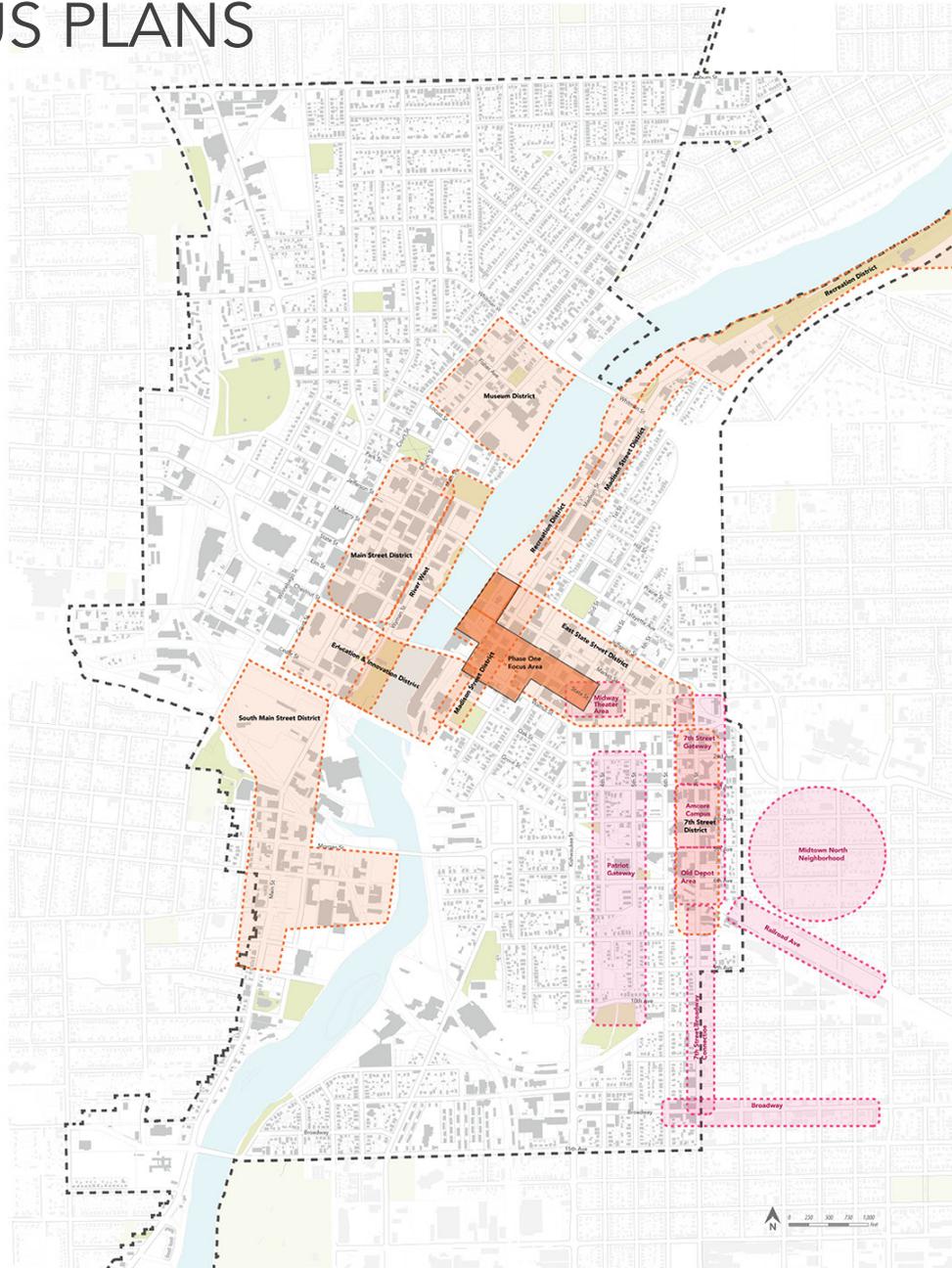
Riverwalk Master  
Plan (2008)

Downtown  
Parking Study  
(2008)

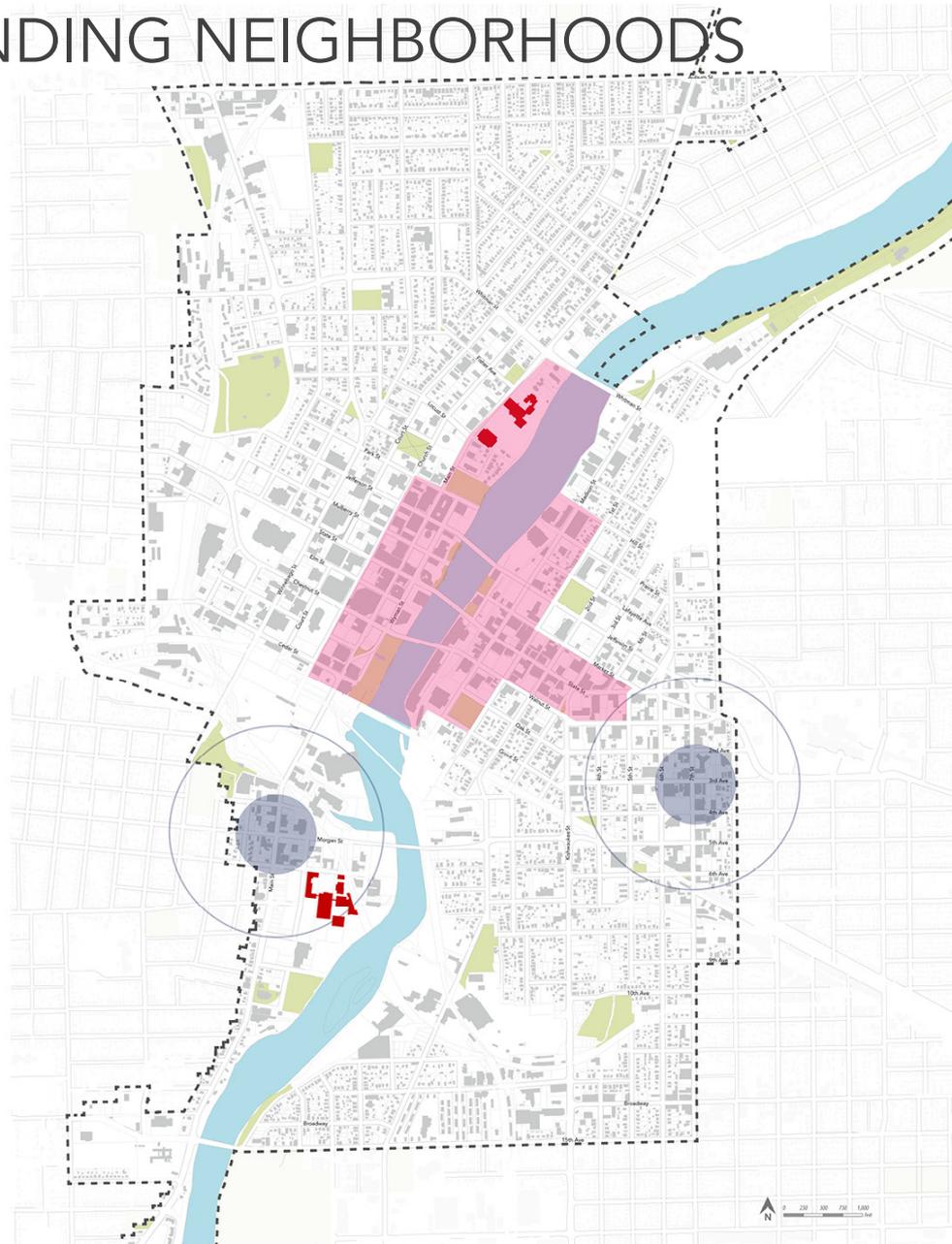
The Brewhouse  
& Madison Street  
Development Plan  
(2011)

South Main  
Revitalization  
Plan (2011)

# PREVIOUS PLANS

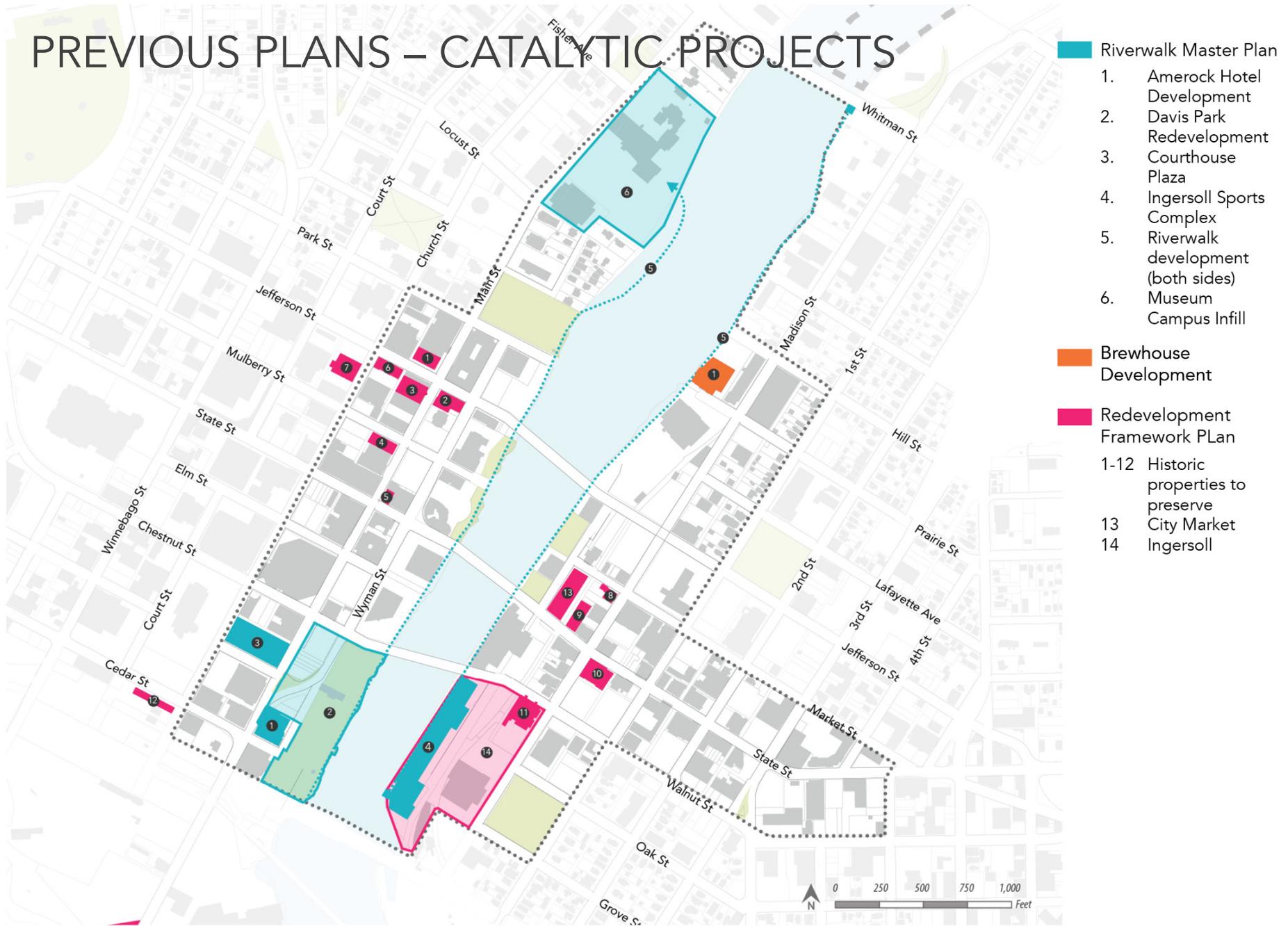


# DOWNTOWN FOCUS AREA AND SURROUNDING NEIGHBORHOODS



-  Downtown Focus Area
-  Neighborhood Centers
-  Large Redevelopment Area

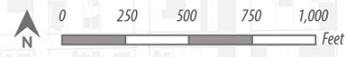
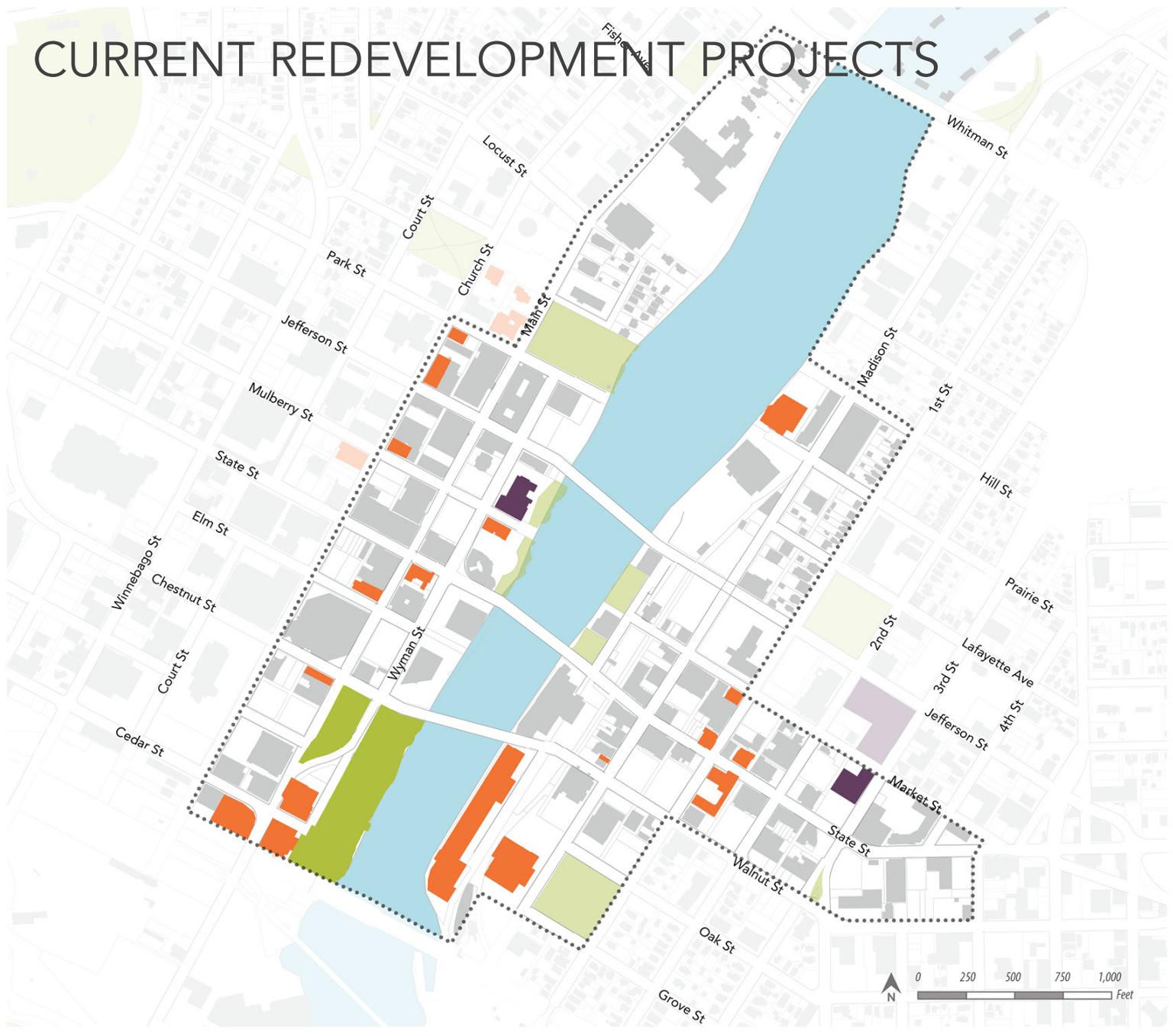
# PREVIOUS PLANS – CATALYTIC PROJECTS



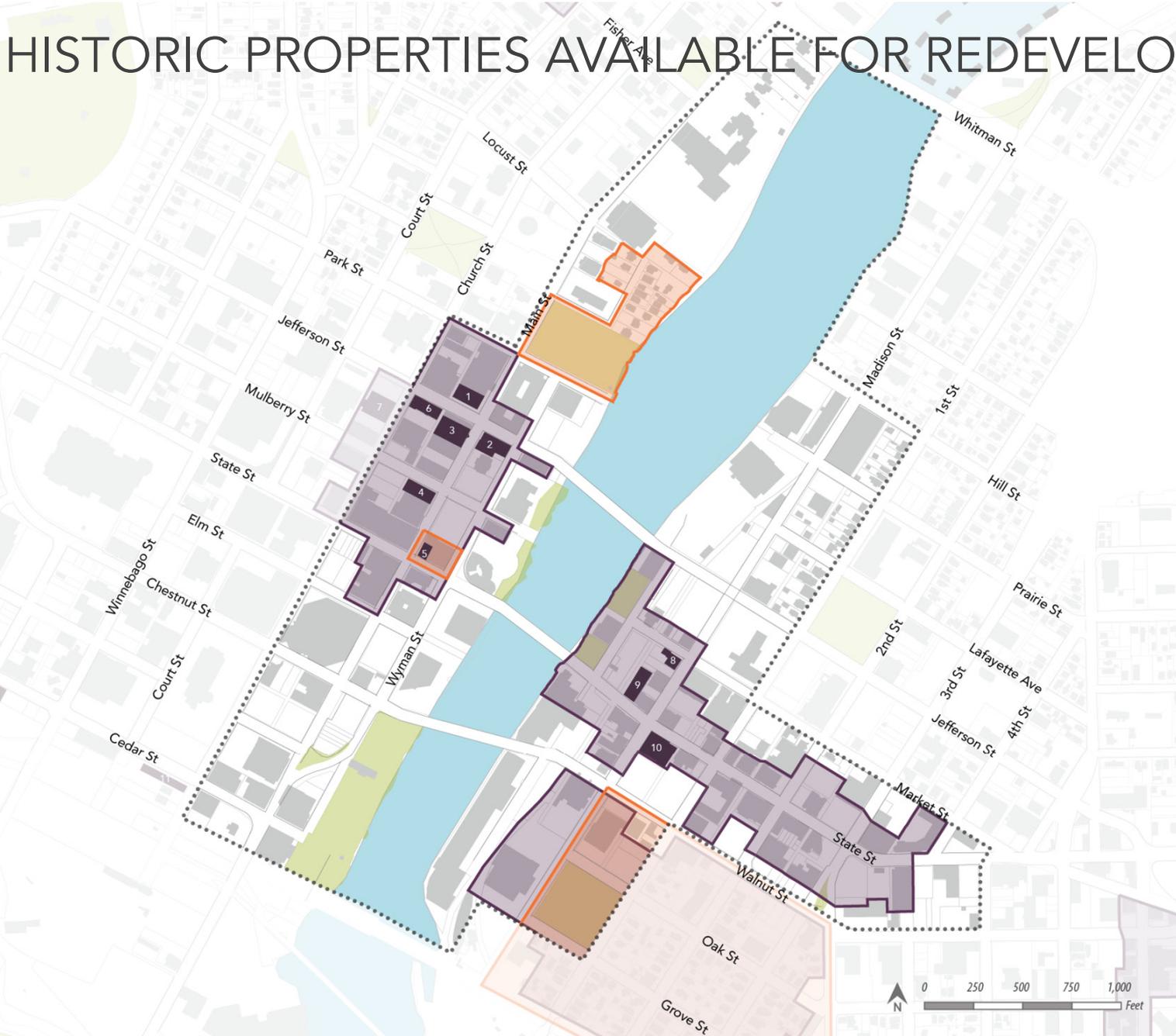
- Riverwalk Master Plan
  1. Amerock Hotel Development
  2. Davis Park Redevelopment
  3. Courthouse Plaza
  4. Ingersoll Sports Complex development
  5. Riverwalk development (both sides)
  6. Museum Campus Infill
- Brewhouse Development
- Redevelopment Framework Plan
  - 1-12 Historic properties to preserve
  - 13 City Market
  - 14 Ingersoll

# CURRENT REDEVELOPMENT PROJECTS

- Current Redevelopment Project
- Future Planned Project
- Current Park Improvement Project



# HISTORIC PROPERTIES AVAILABLE FOR REDEVELOPMENT

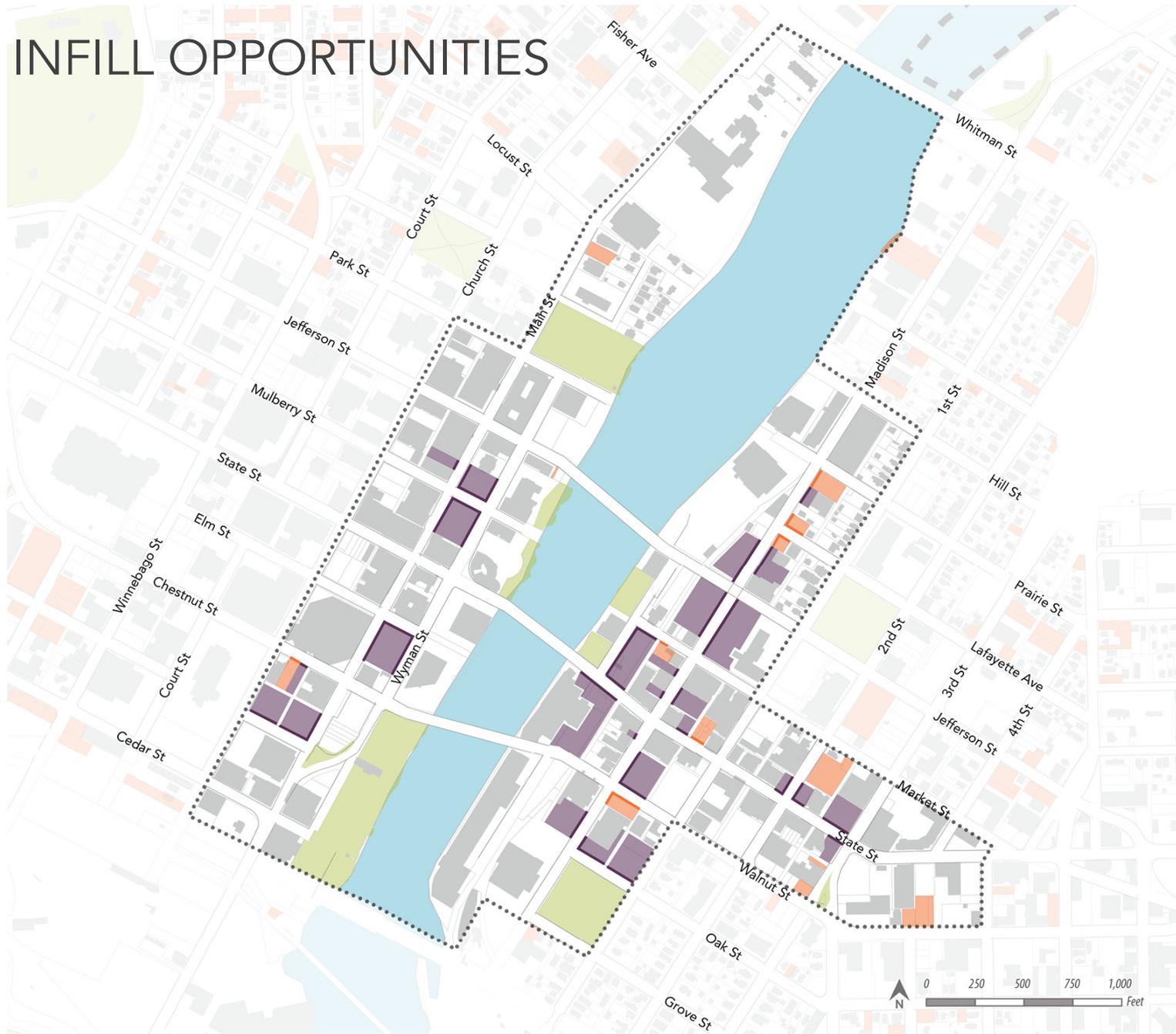


- National Register
- Local District
- Historic Properties Available for Redevelopment

1. Pioneer Life
2. Elks Club
3. Times Theatre
4. Trekk Project
5. Hughes
6. 326 W. Jefferson
7. County Resource Center
8. Indoor City Market
9. 112 E. State Street
10. 1 N. Madison
11. Freight Depot Mixed-Use



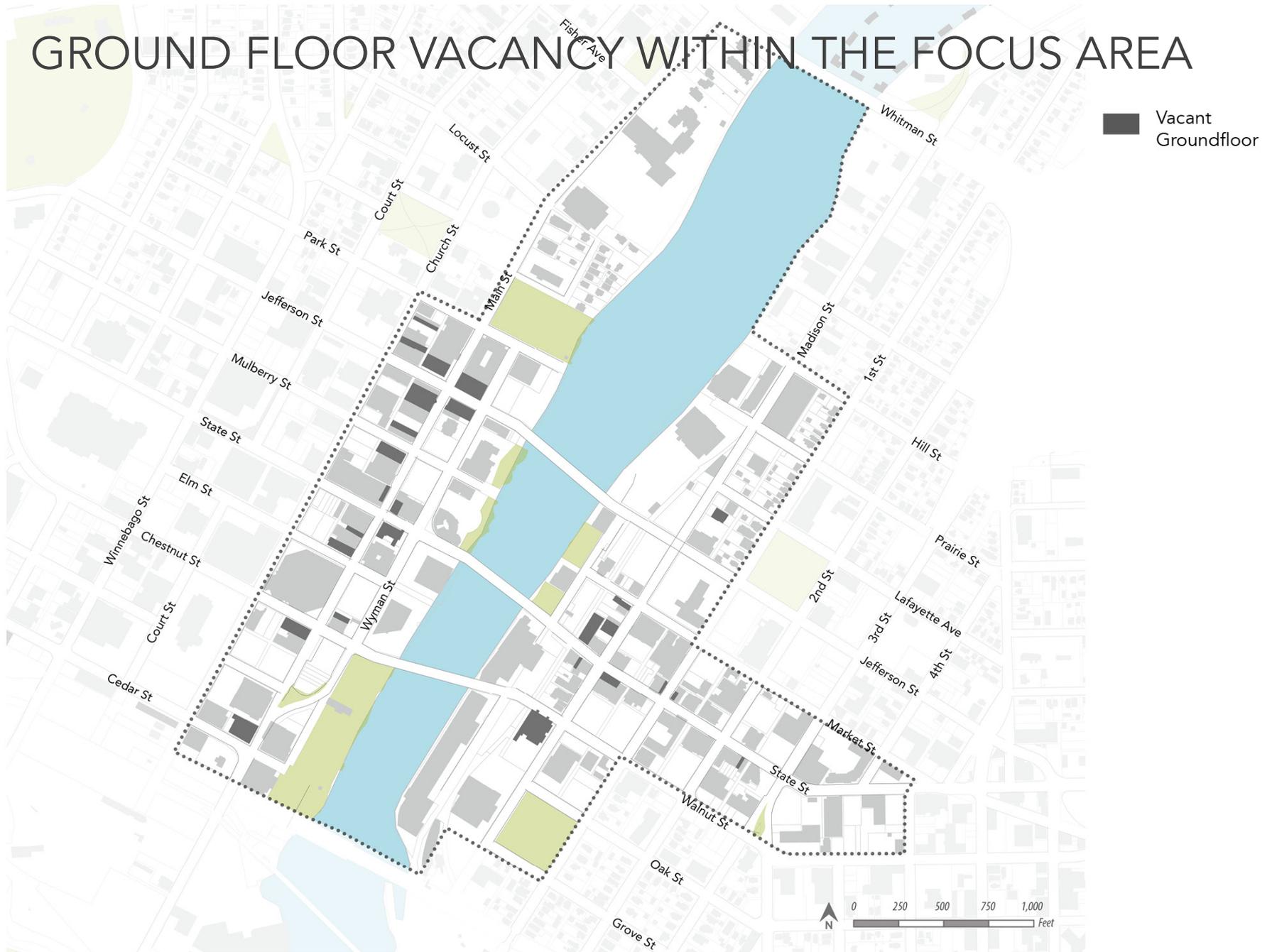
# INFILL OPPORTUNITIES



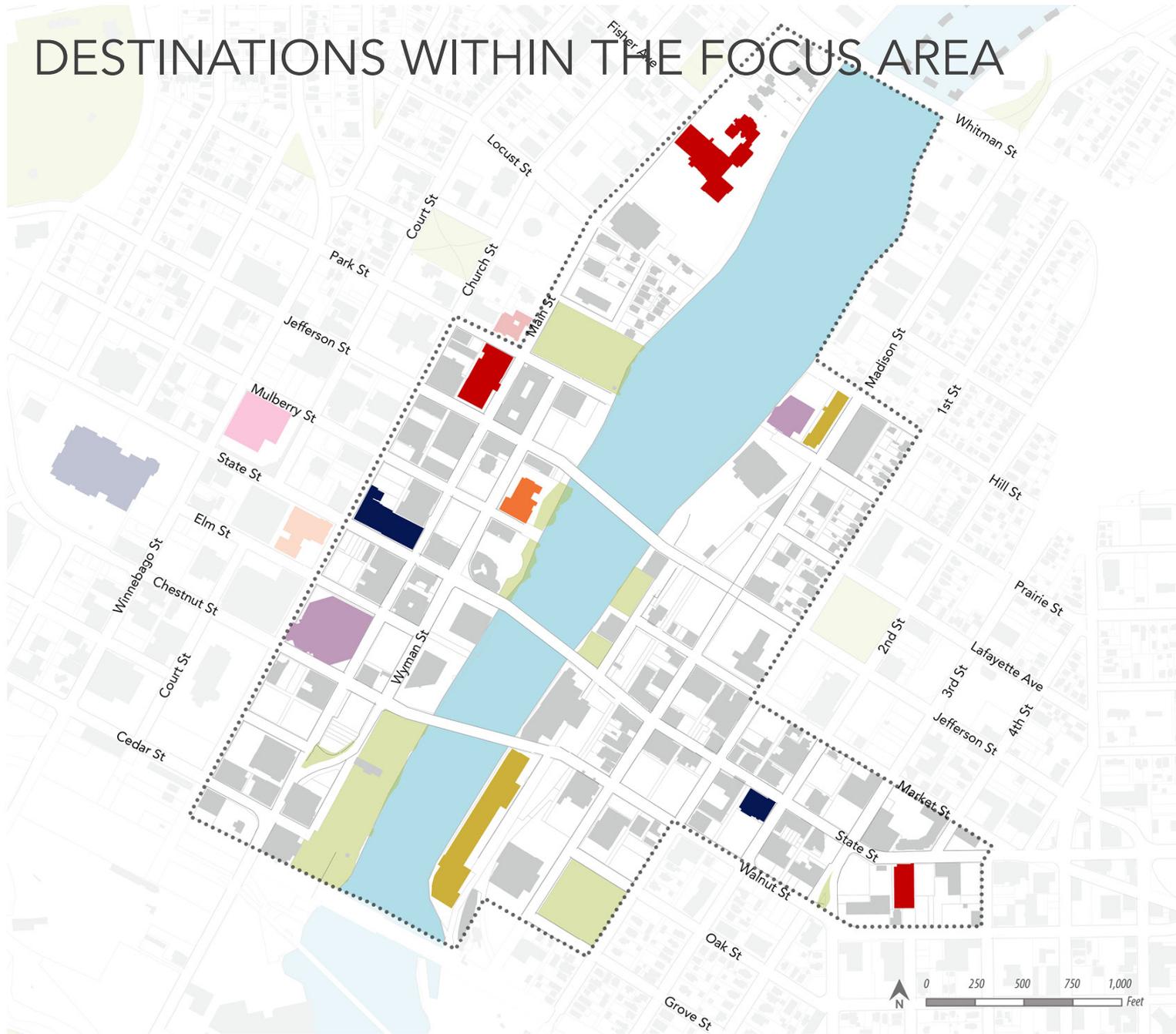
- Surface Parking Lot
- Vacant Parcel
- Parking Frontage
- Vacant Frontage

**3,572'**  
of Parking Frontage

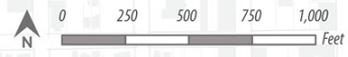
# GROUND FLOOR VACANCY WITHIN THE FOCUS AREA



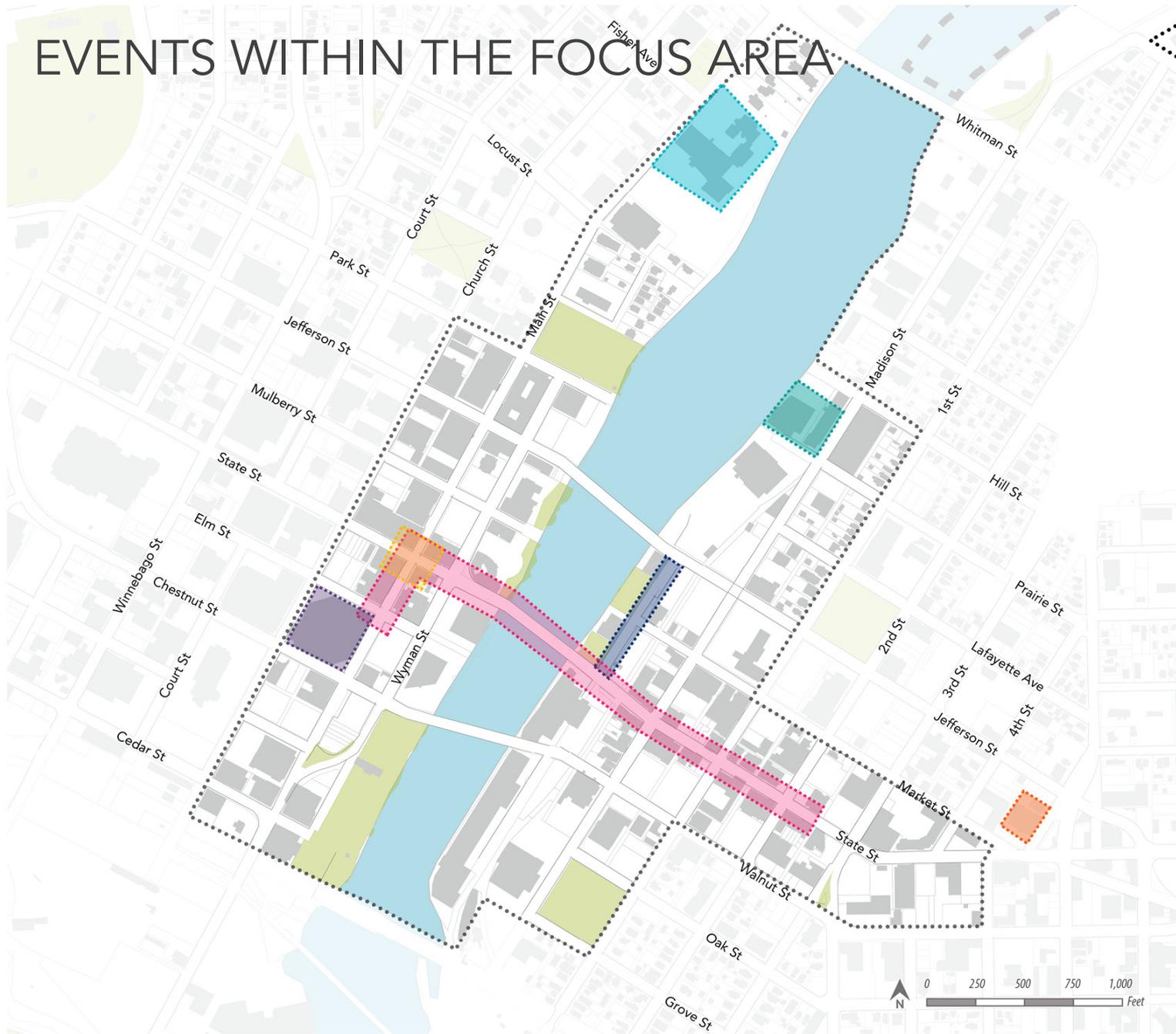
# DESTINATIONS WITHIN THE FOCUS AREA



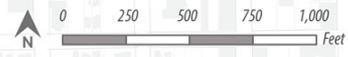
- Cultural
- Civic
- Attraction
- Community
- Recreational



# EVENTS WITHIN THE FOCUS AREA



- City Market
- Stroll on State
- Ice Hogs
- Screw City BeerFest
- Dinner on the Dock
- Handmade Market
- Meltfest
- GreekFest



# CITY MARKET



# STROLL ON STATE



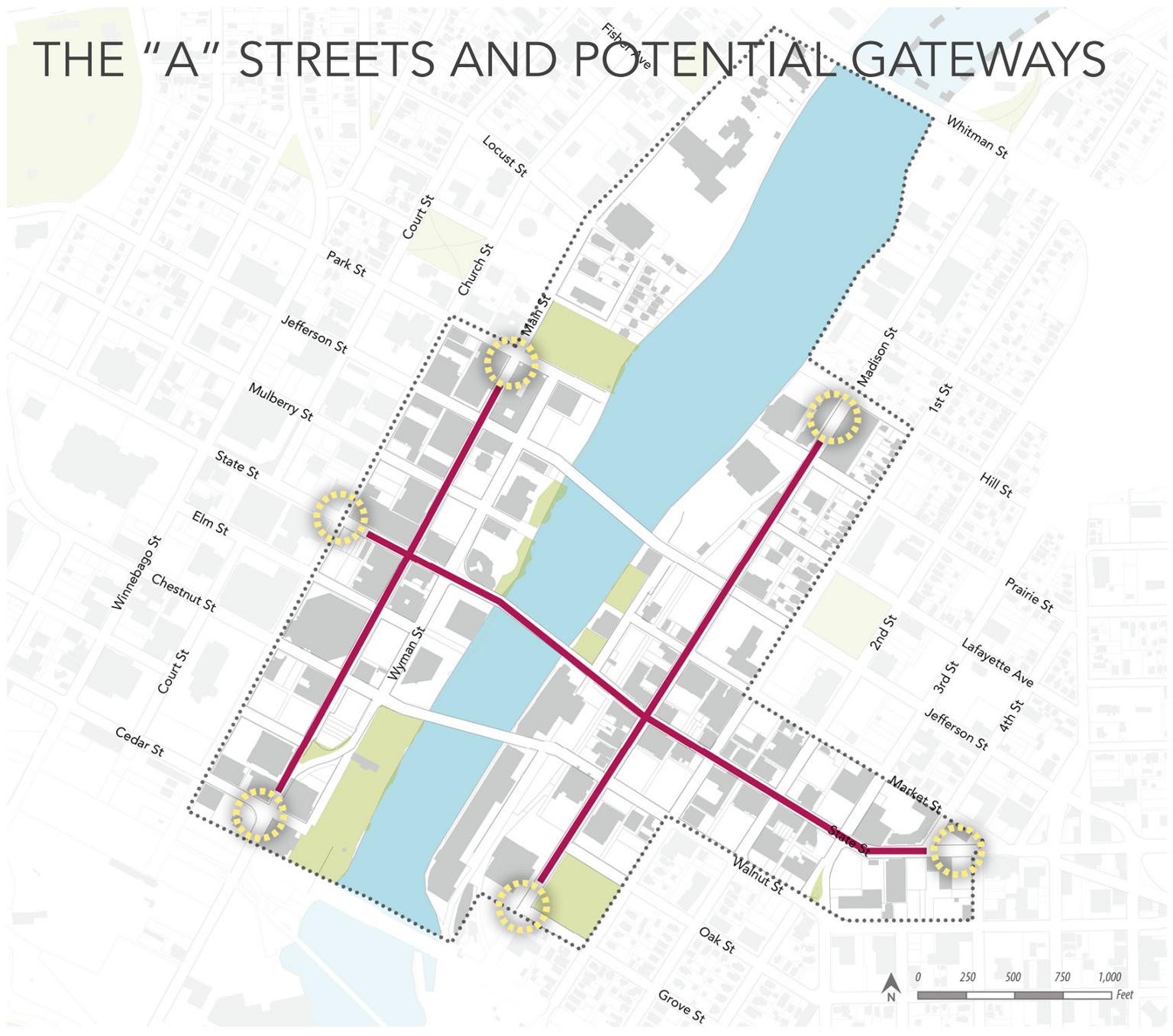
# SCREW CITY BEER FEST



# THE "A" STREETS AND POTENTIAL GATEWAYS

 Potential Gateway

 "A" Street



# THE "A" STREETS AND POTENTIAL GATEWAYS

## A-Street:

A street that is designed with or otherwise characterized by features that promote the safety, comfort, and convenience of pedestrians. Such streets typically feature sidewalks at least five feet wide, narrow streets, buildings pulled up close to the street, pedestrian-scaled lighting, on-street parking, aligned building facades, building entrances on the street, and a modest turning radius.

As defined by The Lexicon of New Urbanism  
Duany, Plater-Zyberk Co.

# "A" STREETS



EDGEWOOD – ATLANTA, GA

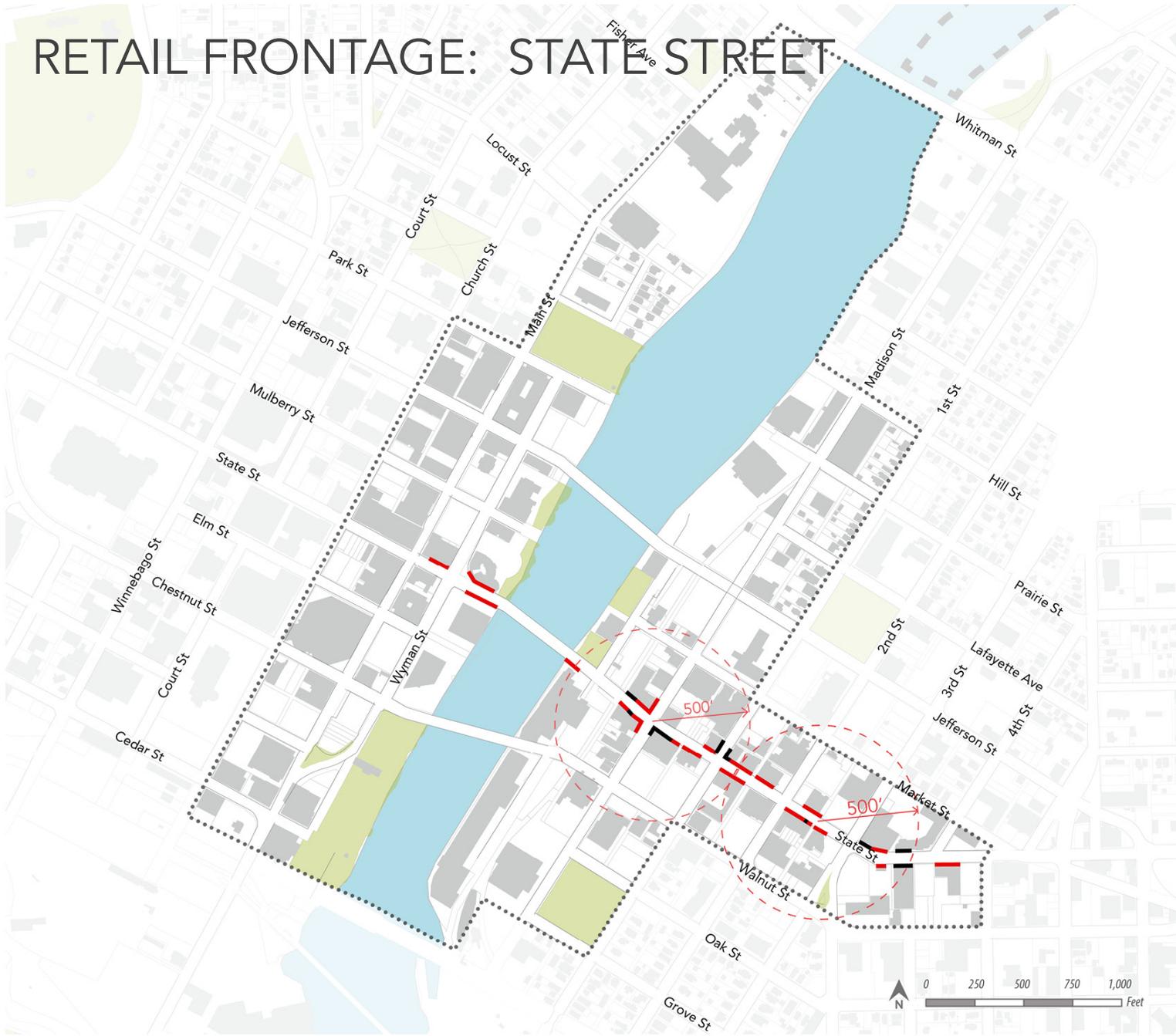
# POTENTIAL GATEWAYS



LINCOLN SQUARE – CHICAGO, IL

# RETAIL FRONTAGE: STATE STREET

-  Retail Frontage
-  Vacant Storefront Frontage



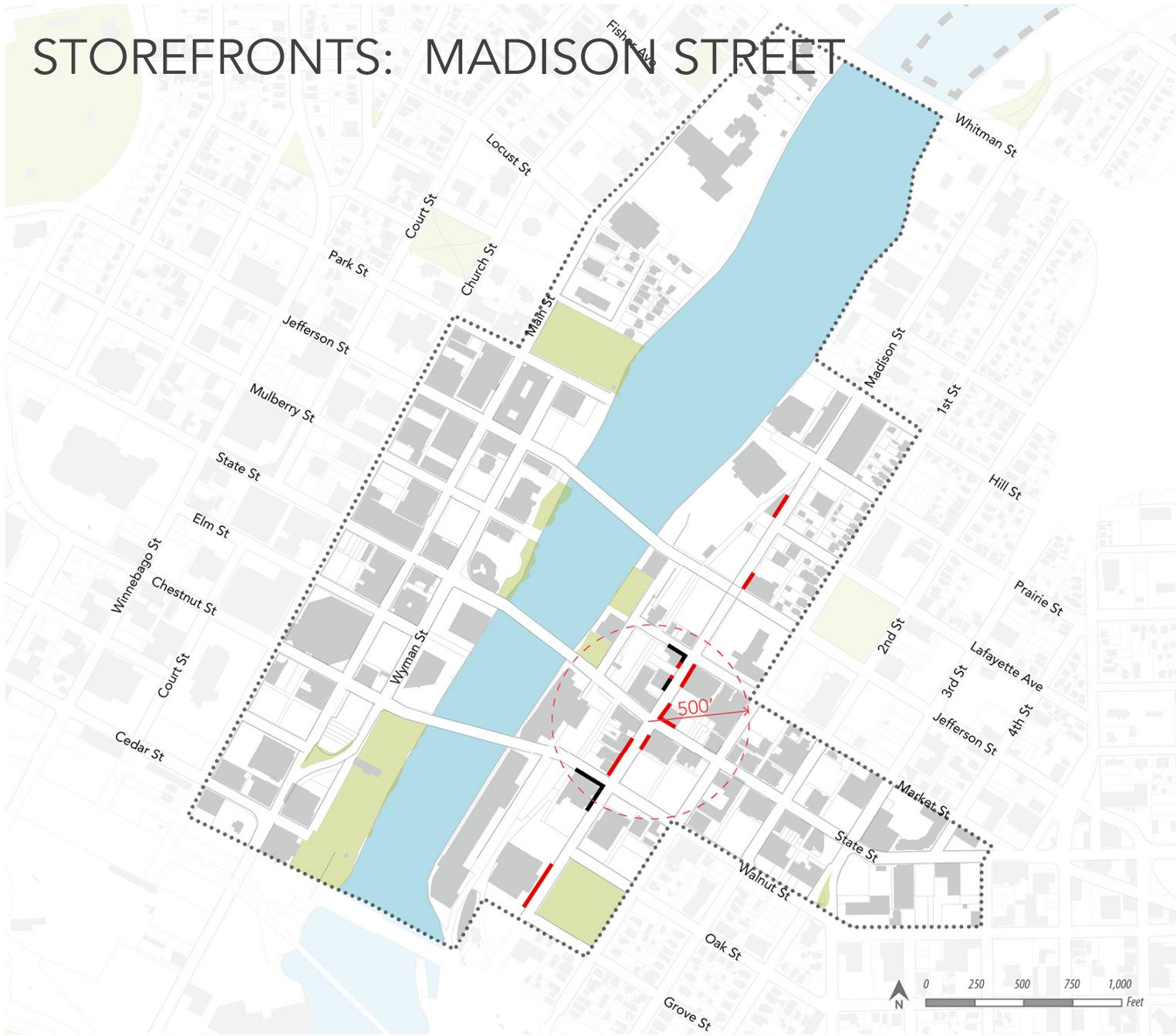
**3,304'**  
of Total Storefront Frontage

**2,613'**  
of Occupied Storefronts

**691' (19%)**  
of Storefront Vacancy

# STOREFRONTS: MADISON STREET

-  Retail Frontage
-  Vacant Storefront Frontage



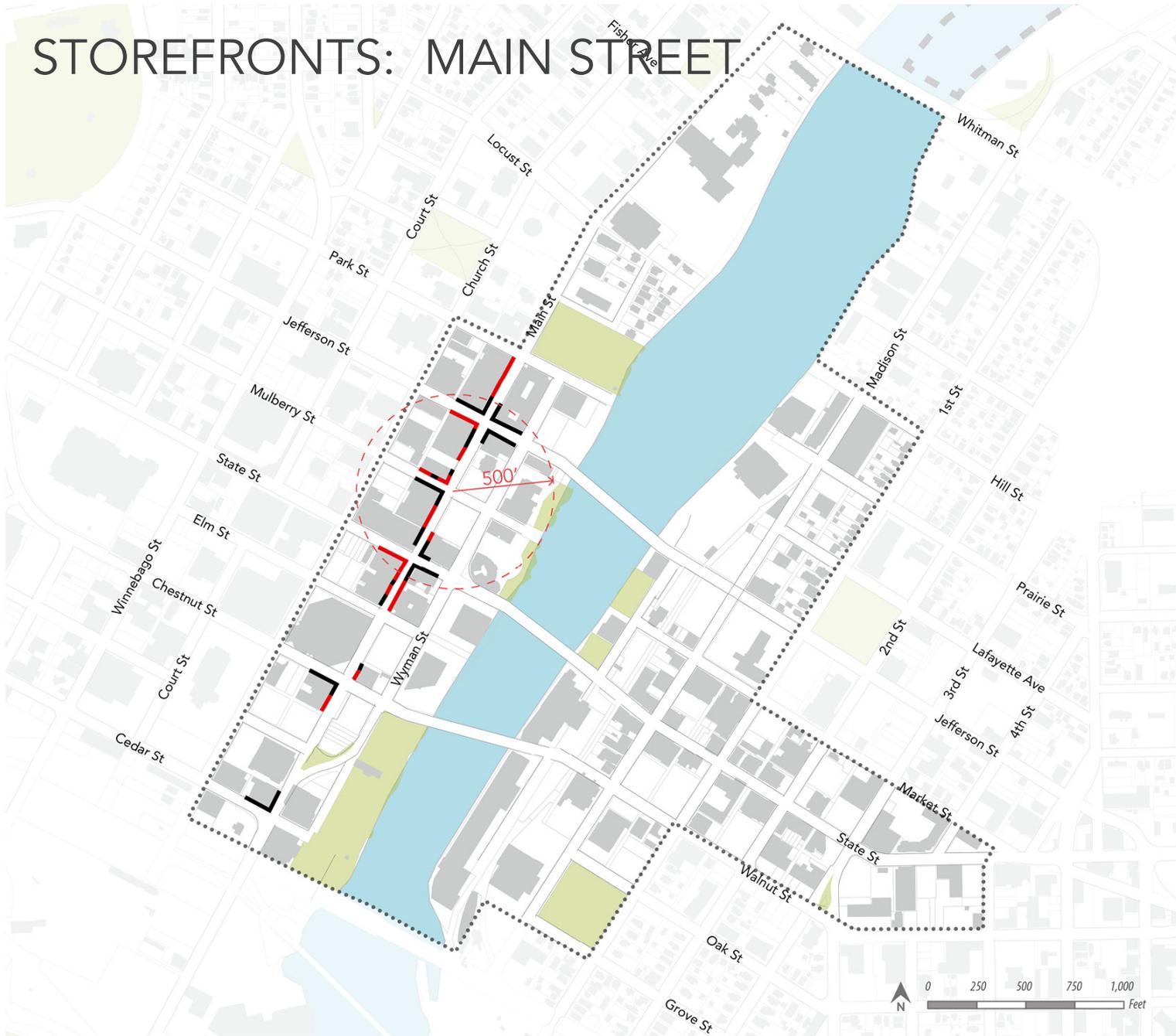
**1,728'**  
of Total Storefront Frontage

**1,188'**  
of Occupied Storefronts

**540' (31%)**  
of Storefront Vacancy

# STOREFRONTS: MAIN STREET

-  Retail Frontage
-  Vacant Storefront Frontage



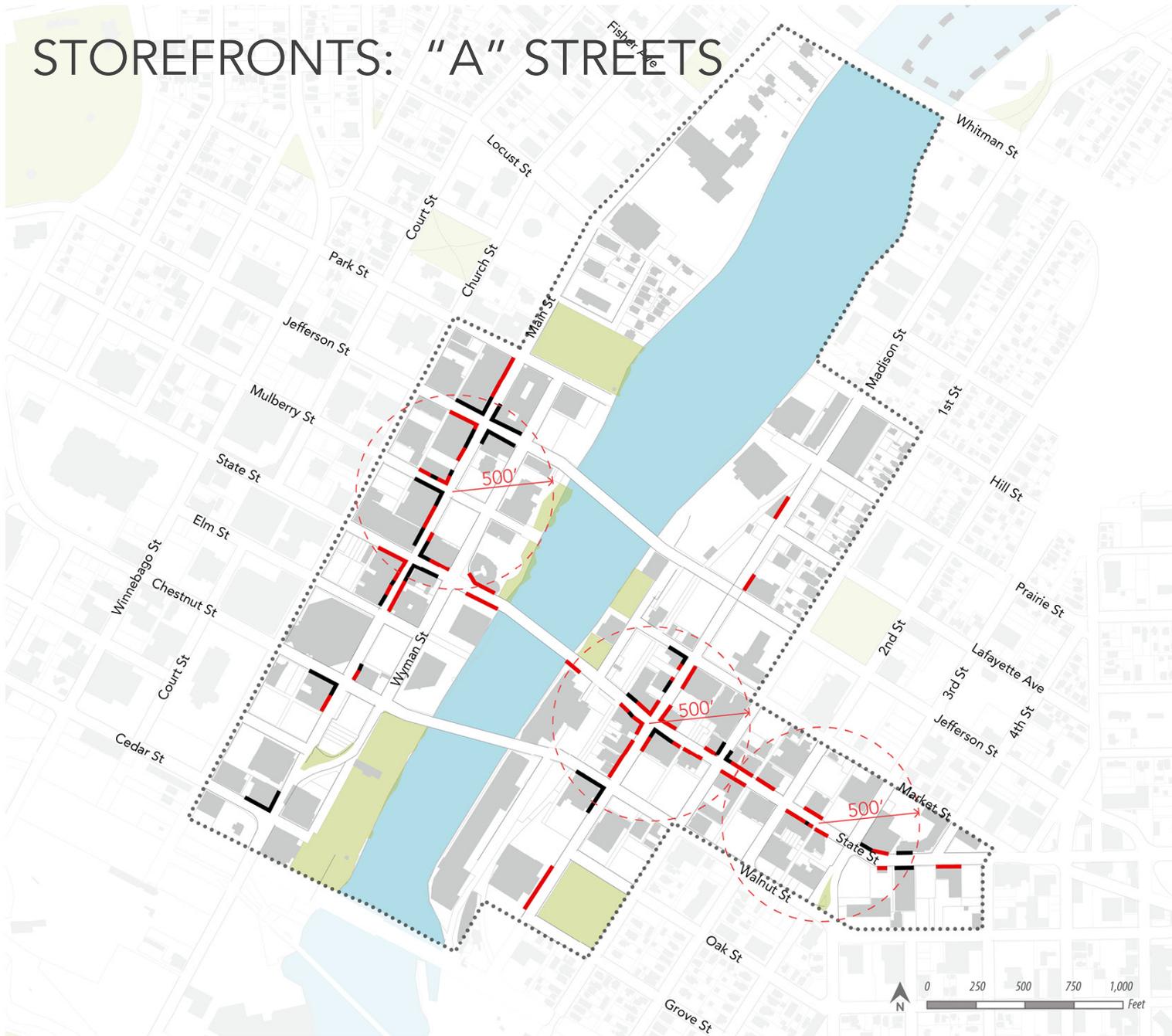
**2,085'**  
of Total Storefront Frontage

**1,000'**  
of Occupied Storefronts

**1,085' (52%)**  
of Storefront Vacancy

# STOREFRONTS: "A" STREETS

-  Retail Frontage
-  Vacant Storefront Frontage



**7,117'**  
of Total Storefront Frontage

**4,801'**  
of Occupied Storefronts

**2,316' (32%)**  
of Storefront Vacancy

# OBSERVATIONS WITHIN THE FOCUS AREA



MAIN STREET - ROCKFORD

# OBSERVATIONS WITHIN THE FOCUS AREA



STATE STREET - ROCKFORD

# OBSERVATIONS WITHIN THE FOCUS AREA



MAIN STREET, BMO - ROCKFORD

# OBSERVATIONS WITHIN THE FOCUS AREA



# A LITTLE TLC!

