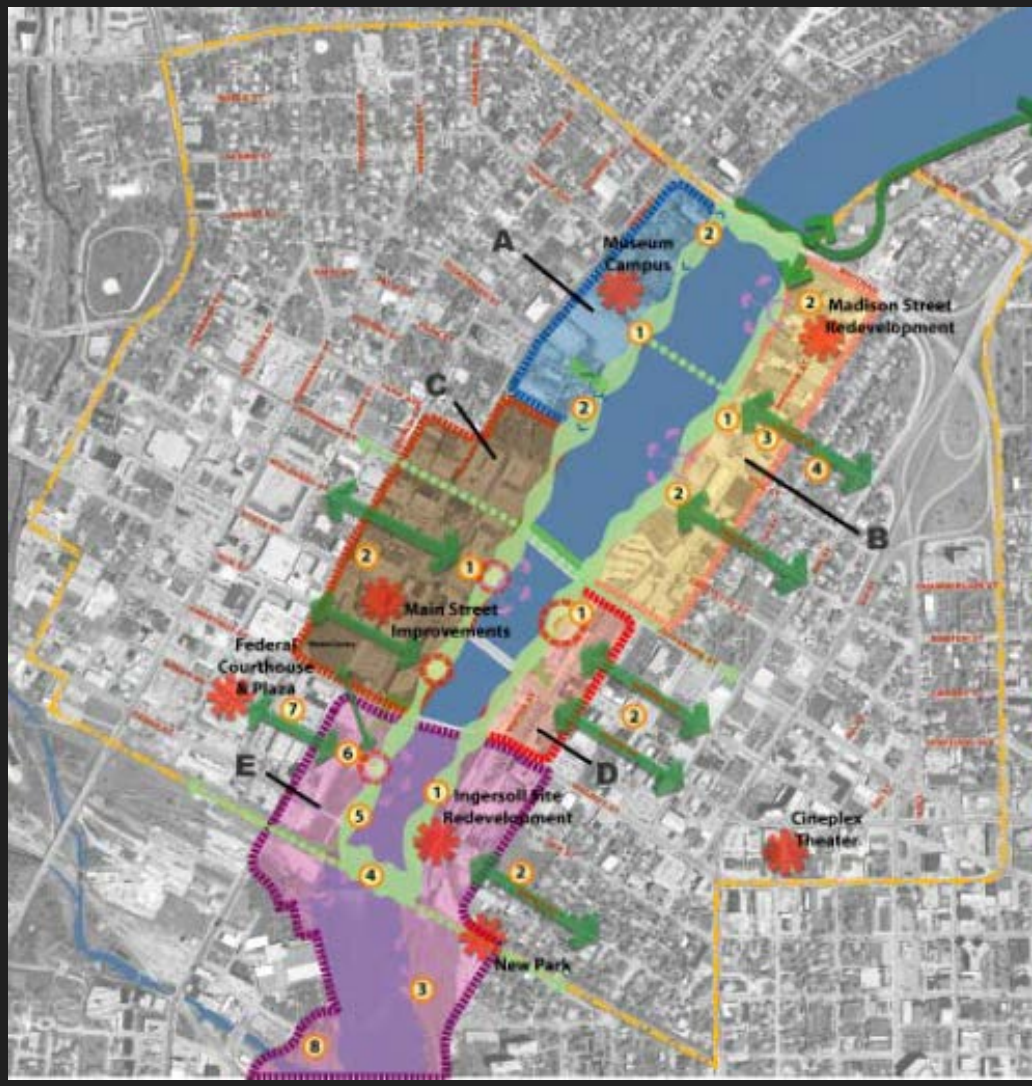
Downtown Rockford

Rockford Area Association of Realtors
Business Luncheon - April 2, 2015

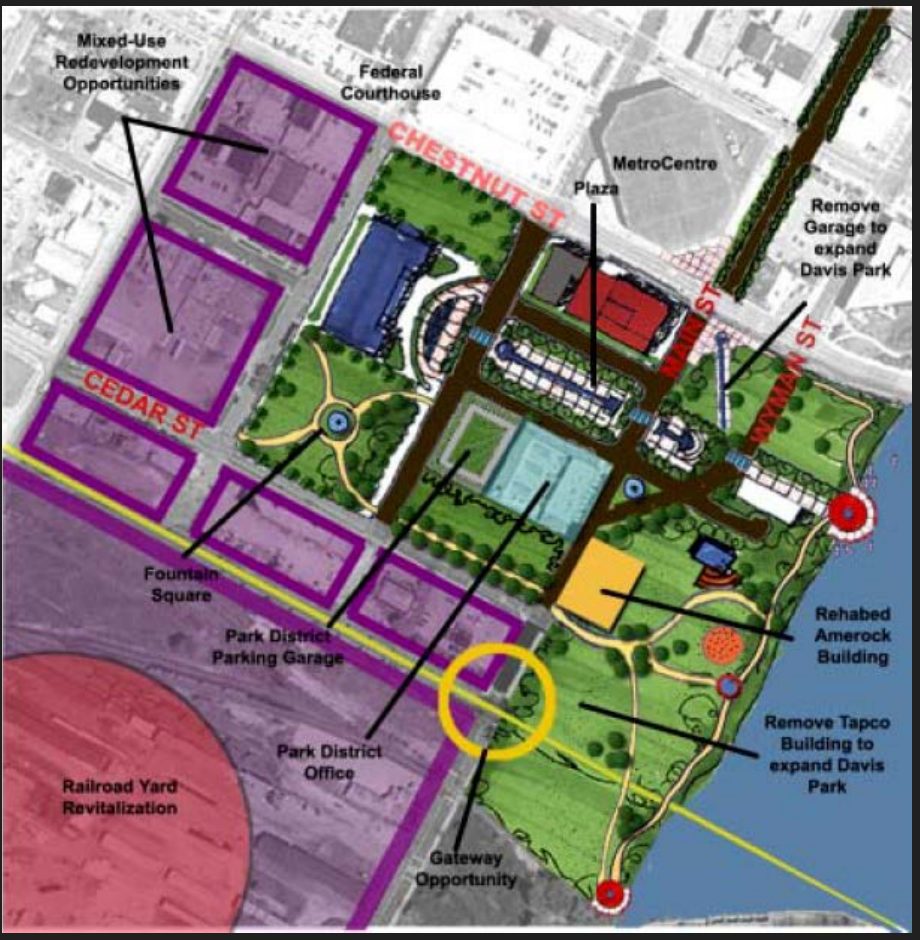
River District Framework Plan 2003

Enhance Museum Campus
Expand Riverwalk
Riverfront Redevelopment
Adaptive Reuse
Business Retention
New Housing
Street/Pedestrian Connectivity



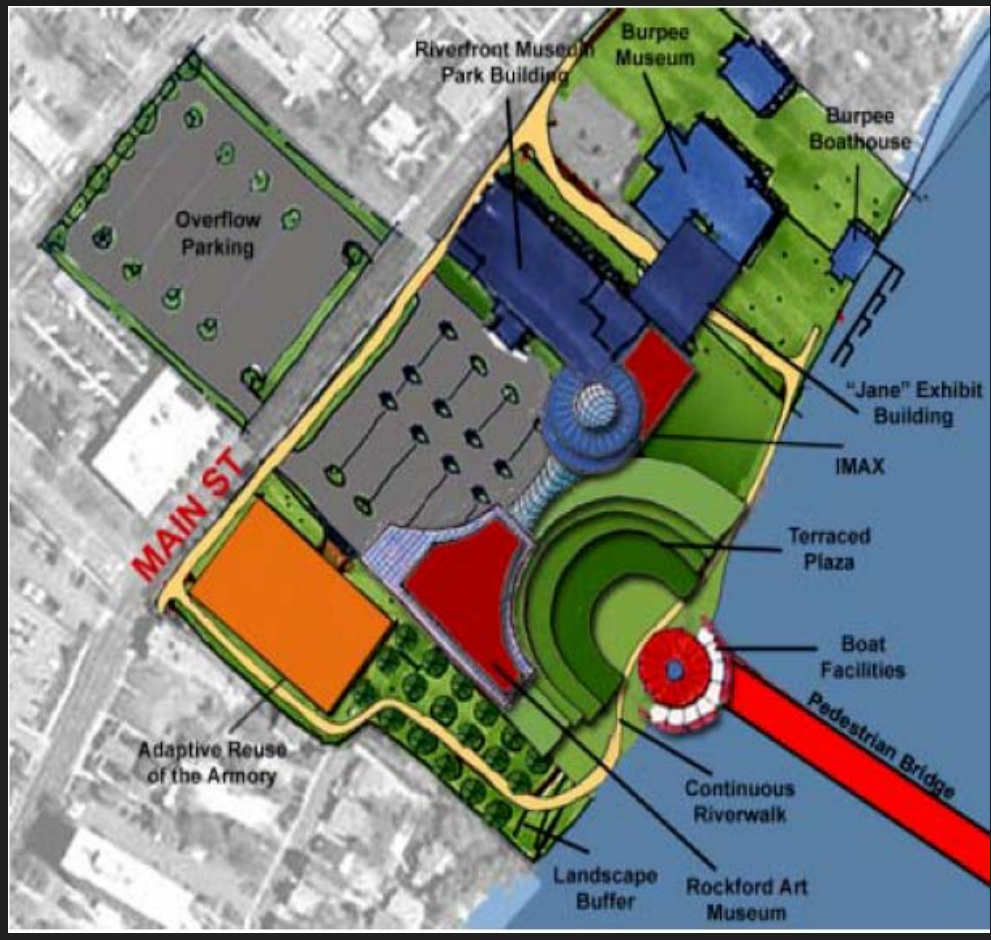
River District Plan: Area 1

Courthouse – Davis Park



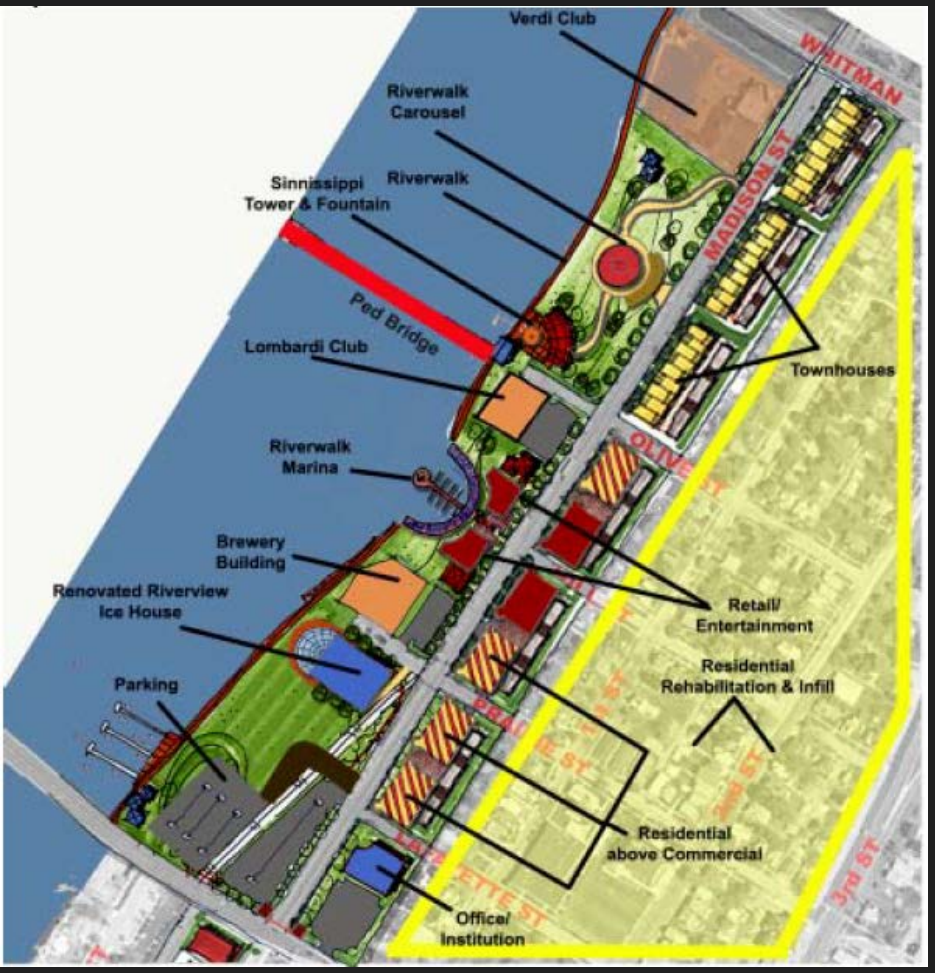
River District Plan: Area 2

Museum Campus



River District Plan: Area 3

Madison Street



River District Plan: Area 4

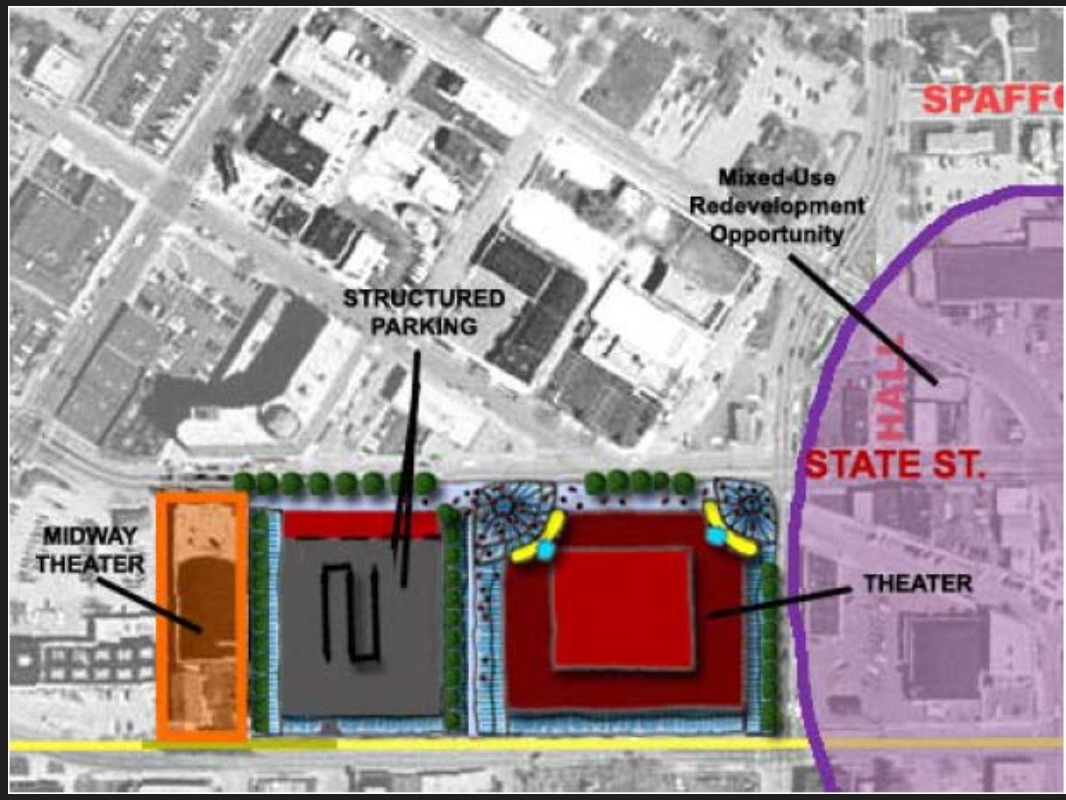
Ingersoll-ComED Site

River District Plan: Area 5

Main Street

River District Plan: Area 6

East Gateway



Downtown Rockford 2015

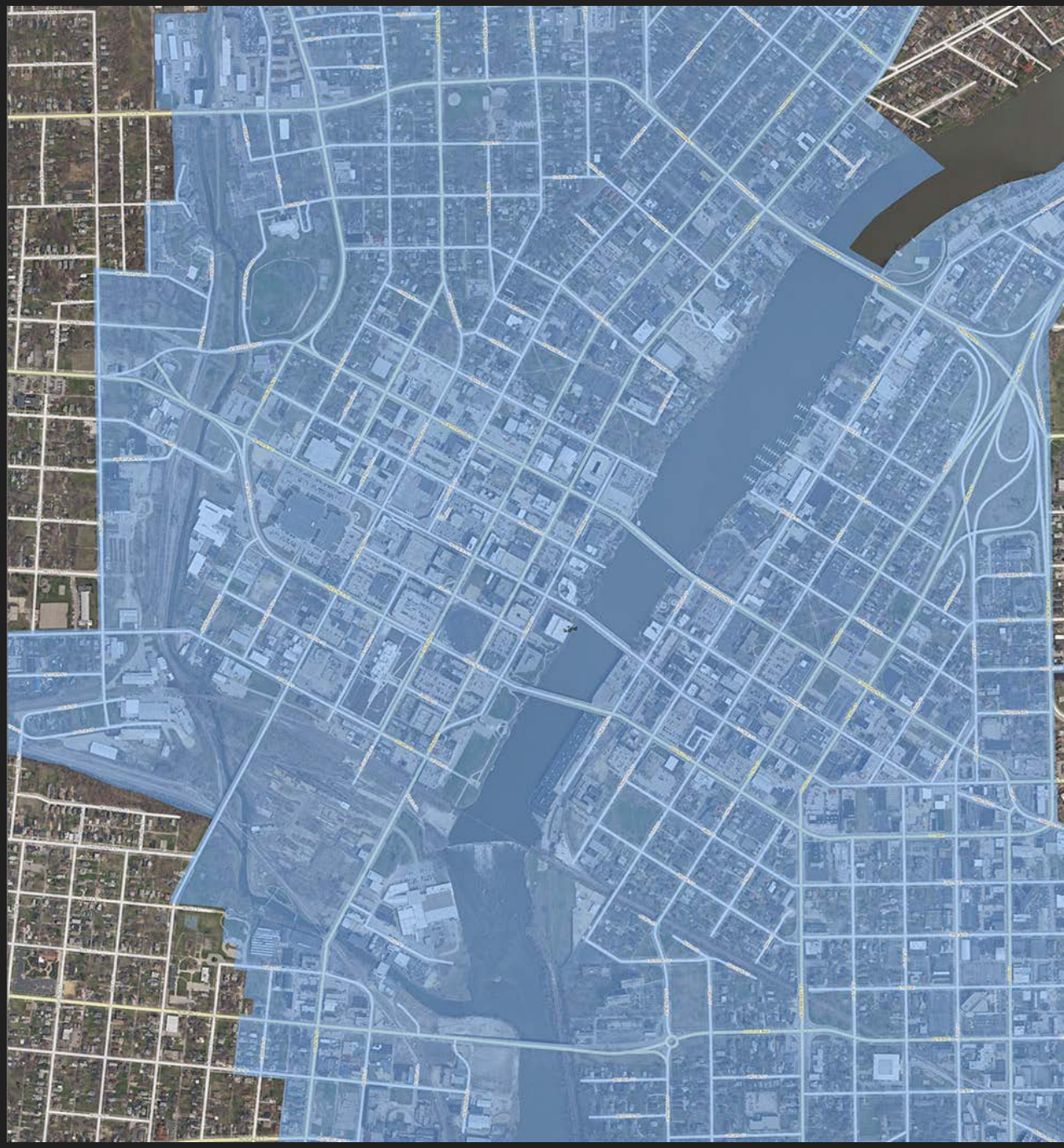
Marketplace Activity

- Professional & Business Services
- Retail Trade Services
- Leisure & Hospitality
- Multiple Housing Choices

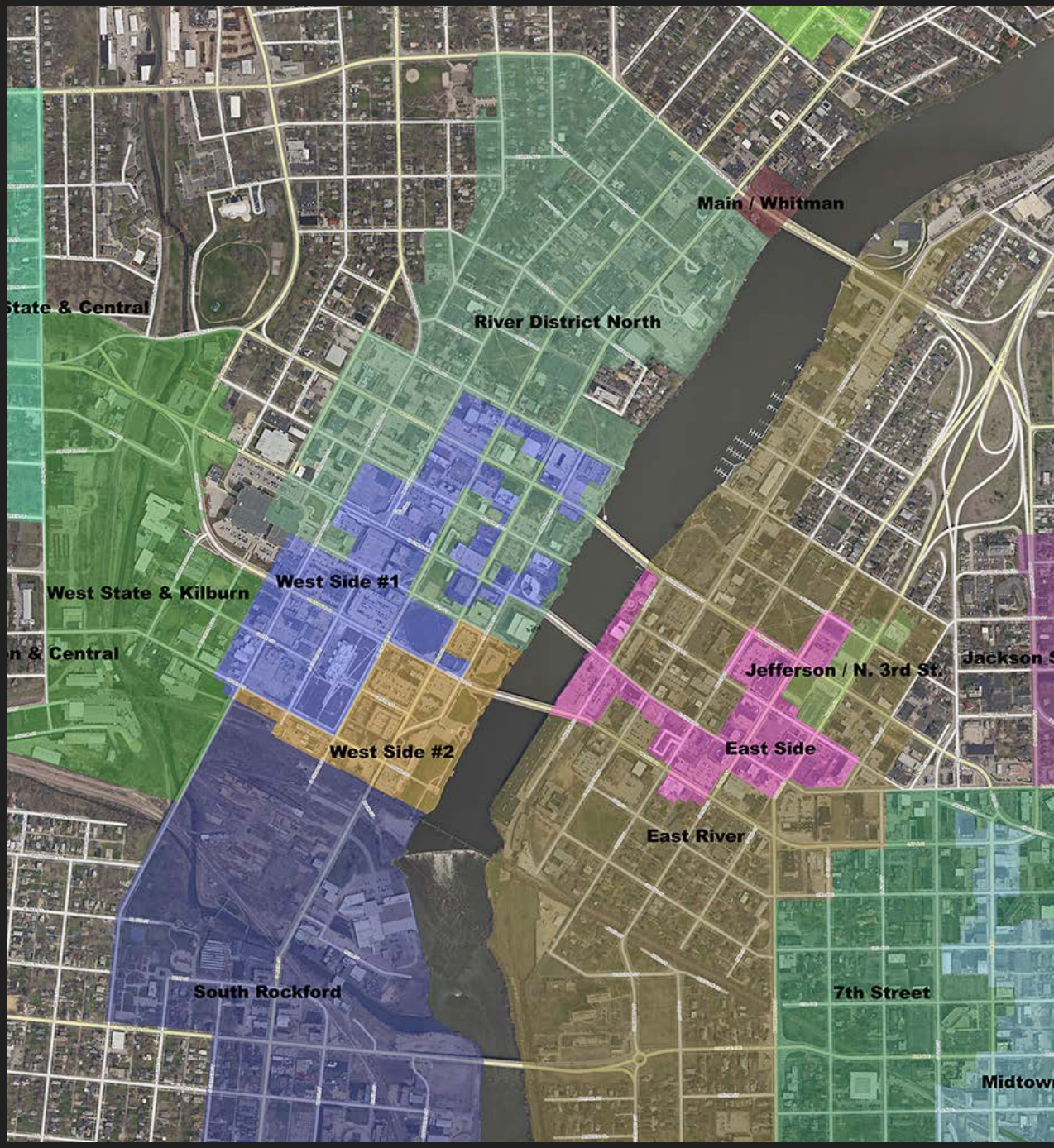
Cost Reduction Tools

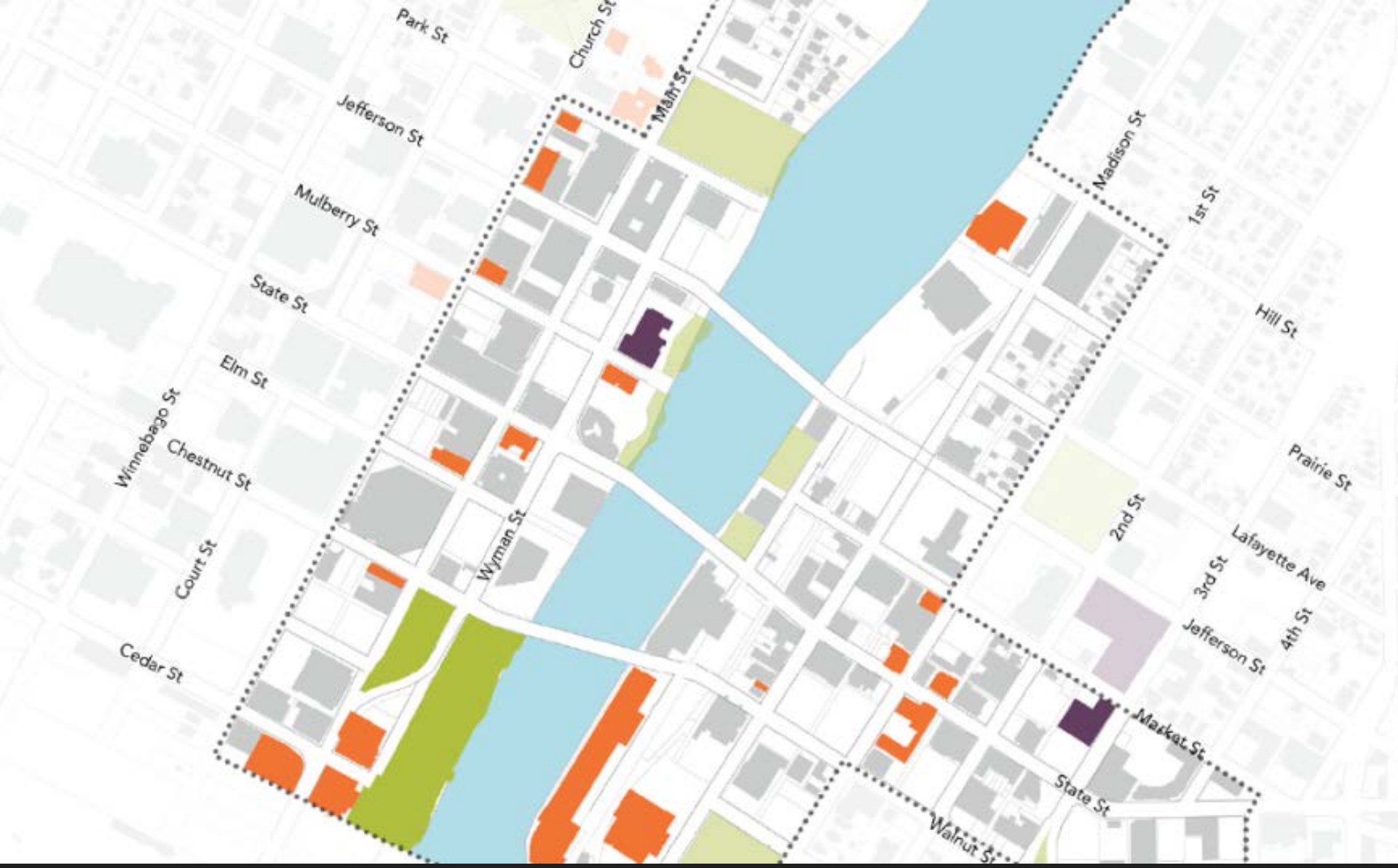
- Tax Increment Financing (T.I.F.)
- River's Edge Tax Credits
- Federal Historic Rehabilitation Tax Credit
- State Historic Rehabilitation Tax Credit
- Sales Tax Exemption of Construction Materials

River Edge Zone



Tax Increment Financing



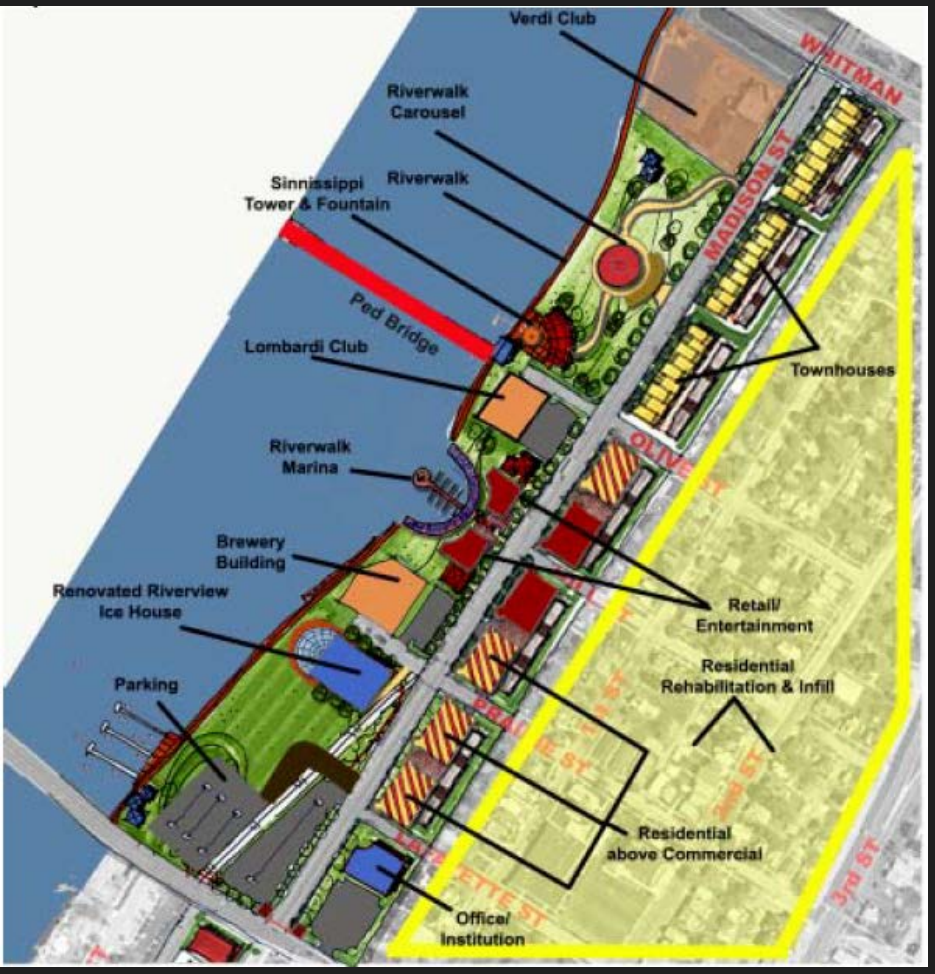


Central Planning Area

Development Projects

River District Plan: Area 3

Madison Street



River District Plan: Area 4

Ingersoll-ComED Site

Prairie Street Brewhouse

Prairie Street Brewhouse, LLC

300 Block East State Street

Urban Equity Properties

400 Block
E. State Street

Urban Equity Properties

River District Plan: Area 3

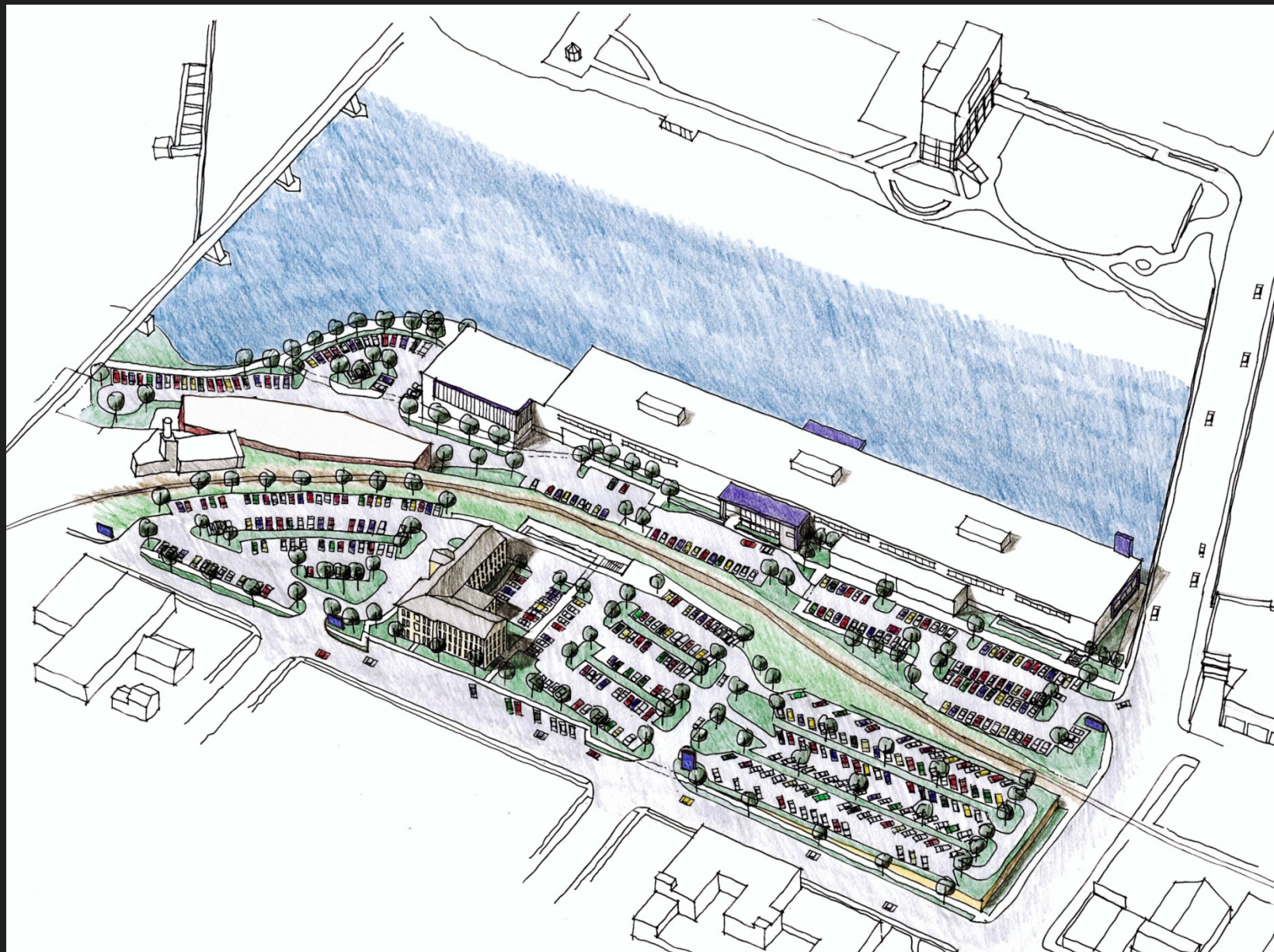
Madison Street

River District Plan: Area 4

Ingersoll-ComED Site

Downtown Sports Complex

City of Rockford & Rockford Park District

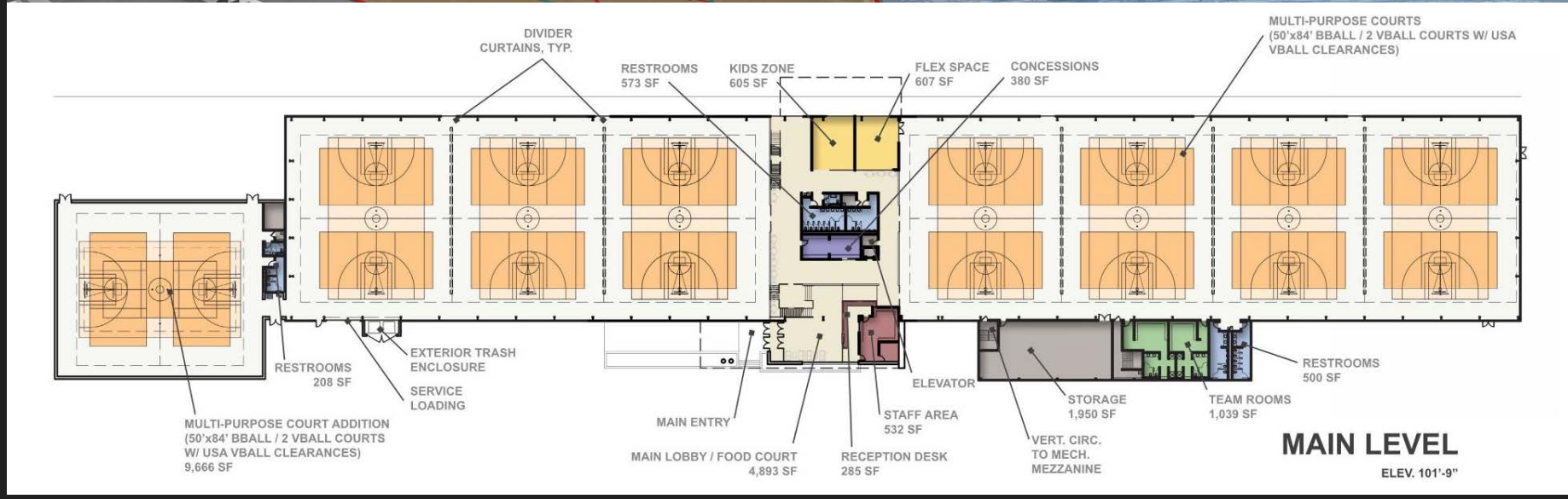


Downtown Sports Complex

City of Rockford & Rockford Park District

Downtown Sports Complex

City of Rockford & Rockford Park District



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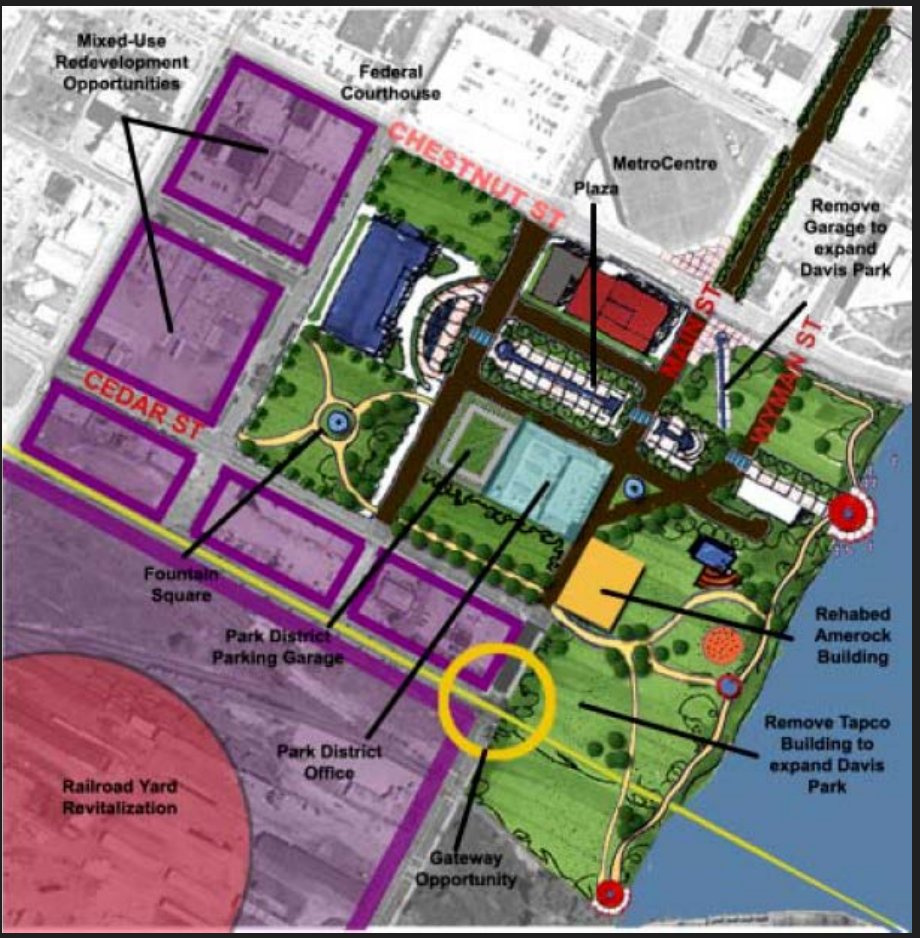


River District Plan: Area 2

Museum Campus

Hotel & Conference Center

Gorman & Company

Multimodal Station (Amtrak)

Amtrak/Illinois/City of Rockford

Emerging Projects

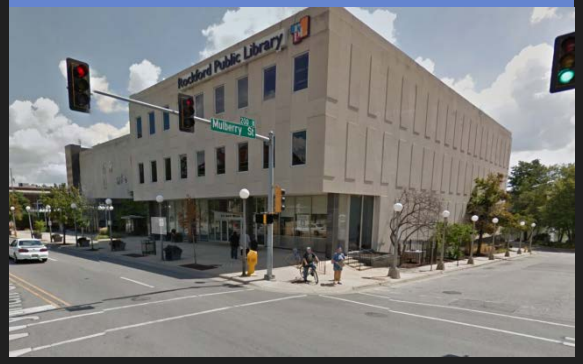
Oak Street Health

Hanley Building

Trust Building

Ralston Block

Library Relocation



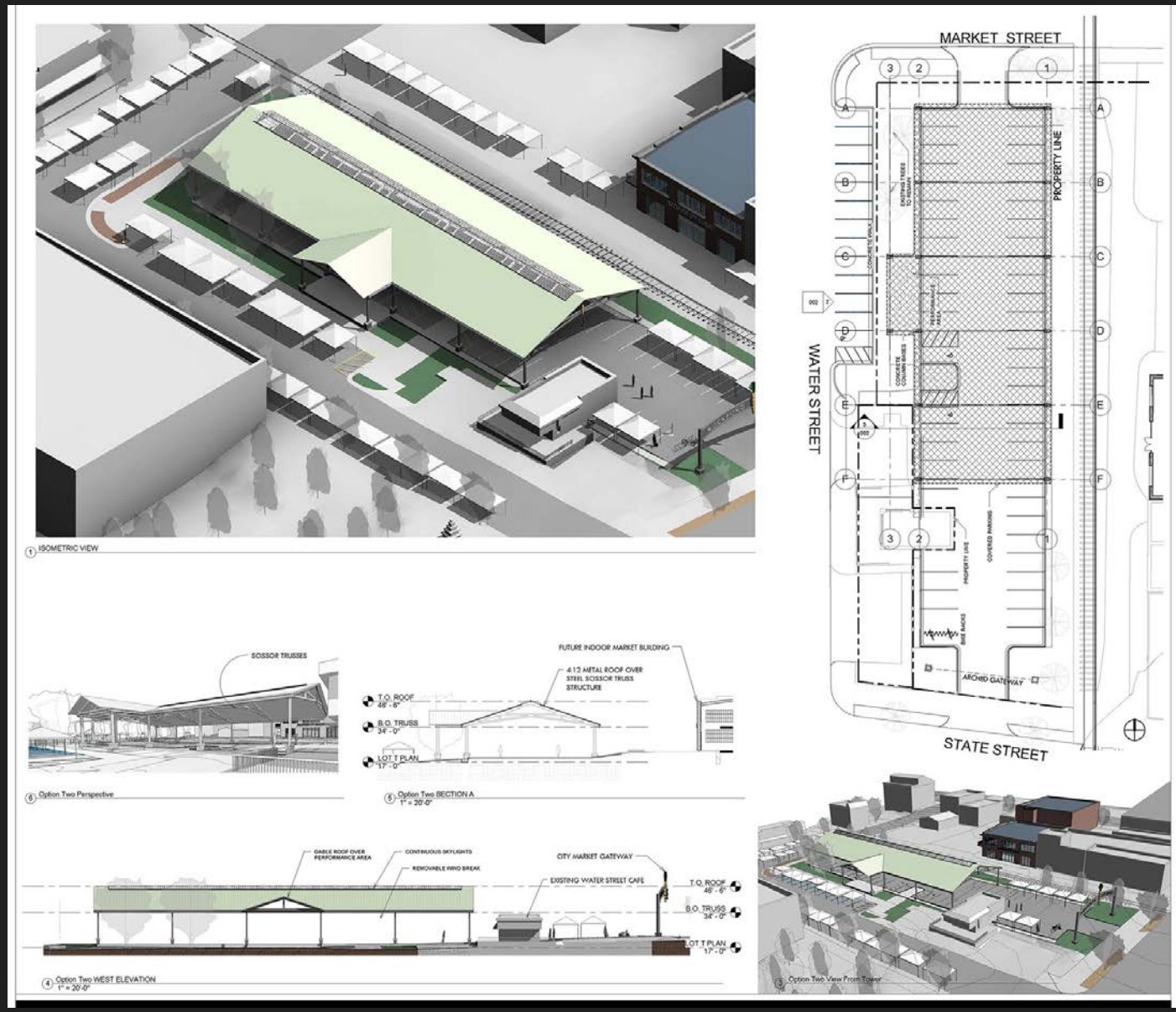
134 N. Main

Central Planning Area

Infrastructure Investment Public Works

Parking Lot T/ Outdoor City Market

City of Rockford



West State Street Reconstruction

City of Rockford & State of Illinois

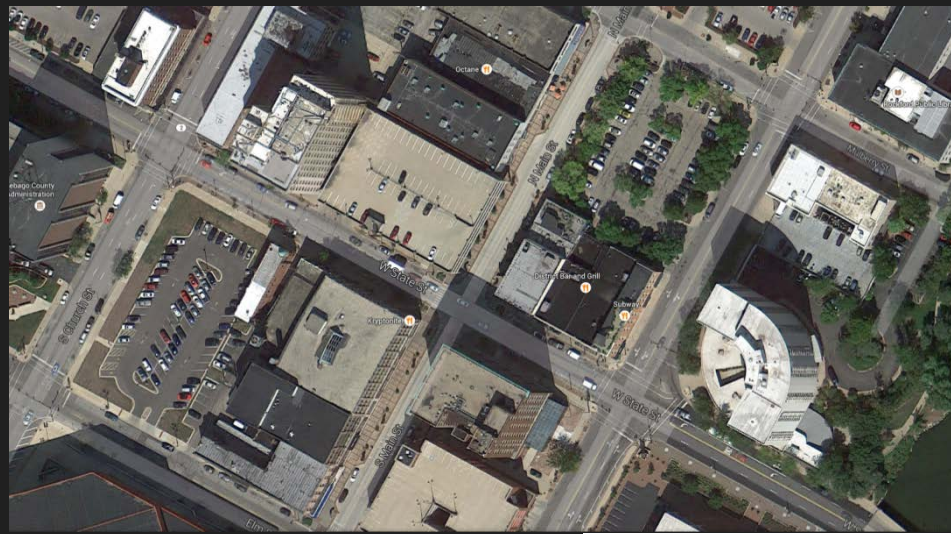
Illinois Railway Bridge Conversion

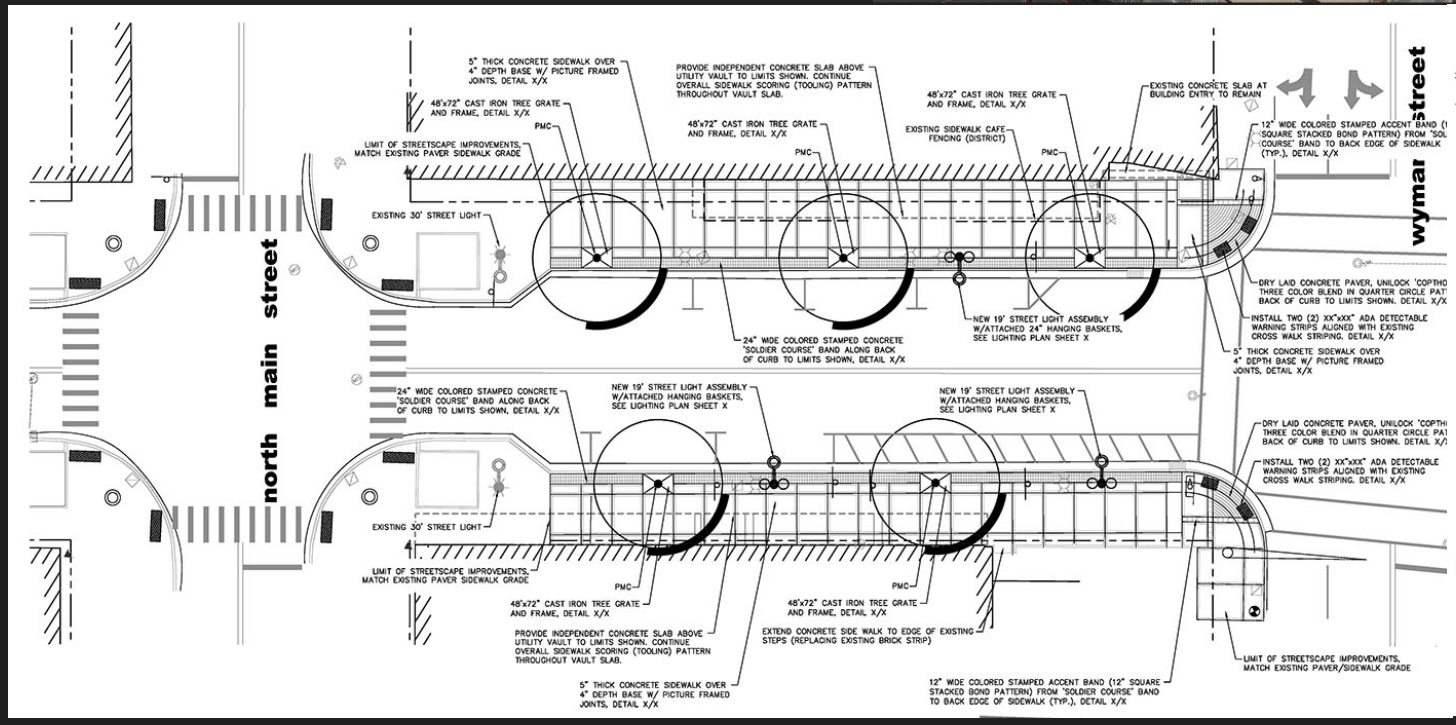
City of Rockford & State of Illinois

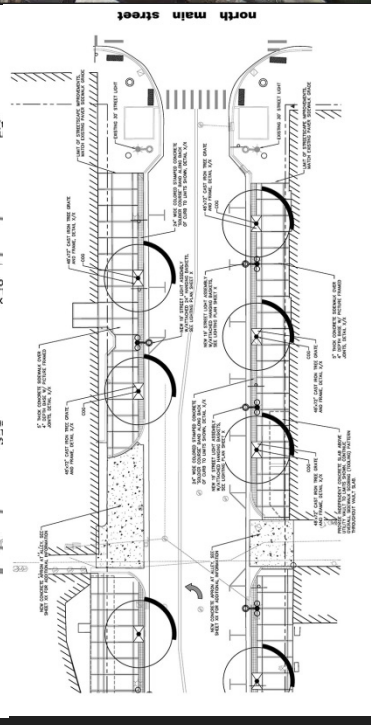
Streetscape Improvements

West State Street

(Wyman to Church Streets)







Central Planning Area

Ongoing Planning Process

DOWNTOWN ROCKFORD STRATEGIC PLAN

PLANNING & COMMUNITY DEVELOPMENT PRESENTATION

01.26.15

Discovery Phase & Next Steps

Evaluation/Analysis

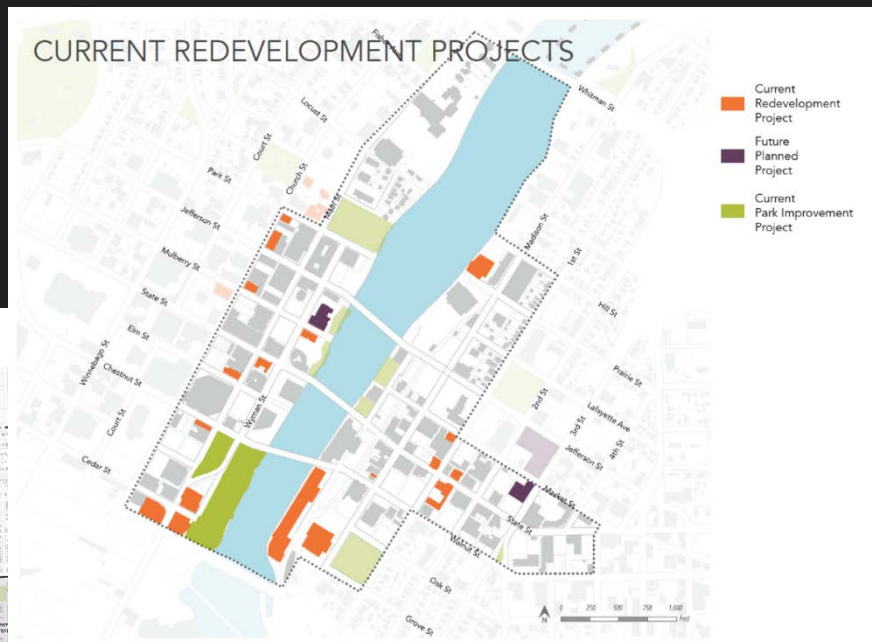
- Past Planning Review
- Current and Planned Projects
- Stakeholder Interviews
- Market Analysis
- Community Survey

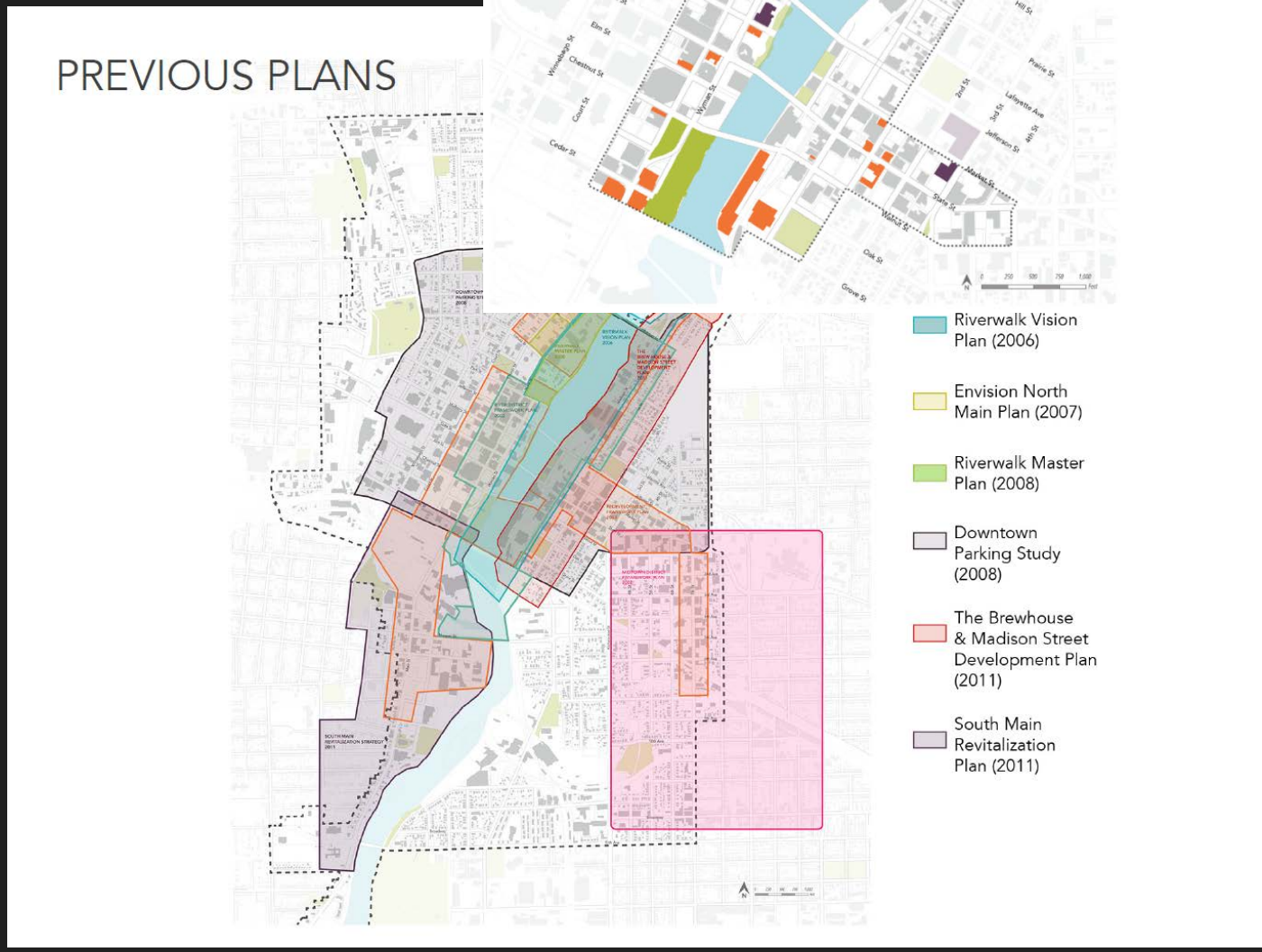
Next Phase

- Best Practices Evaluation
- Scenario Planning
- Economic/Financial Analysis
- TLC Implementation Plan (Tactical/Lean/Climax)

Evaluation Analysis

RMAP
City of Rockford
Farr Associates





Evaluation Analysis

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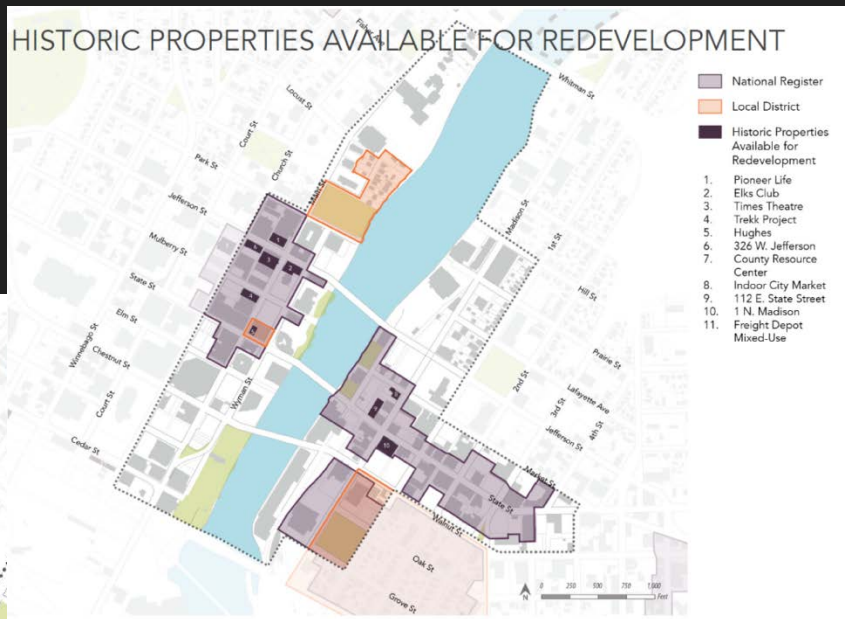

Evaluation Analysis

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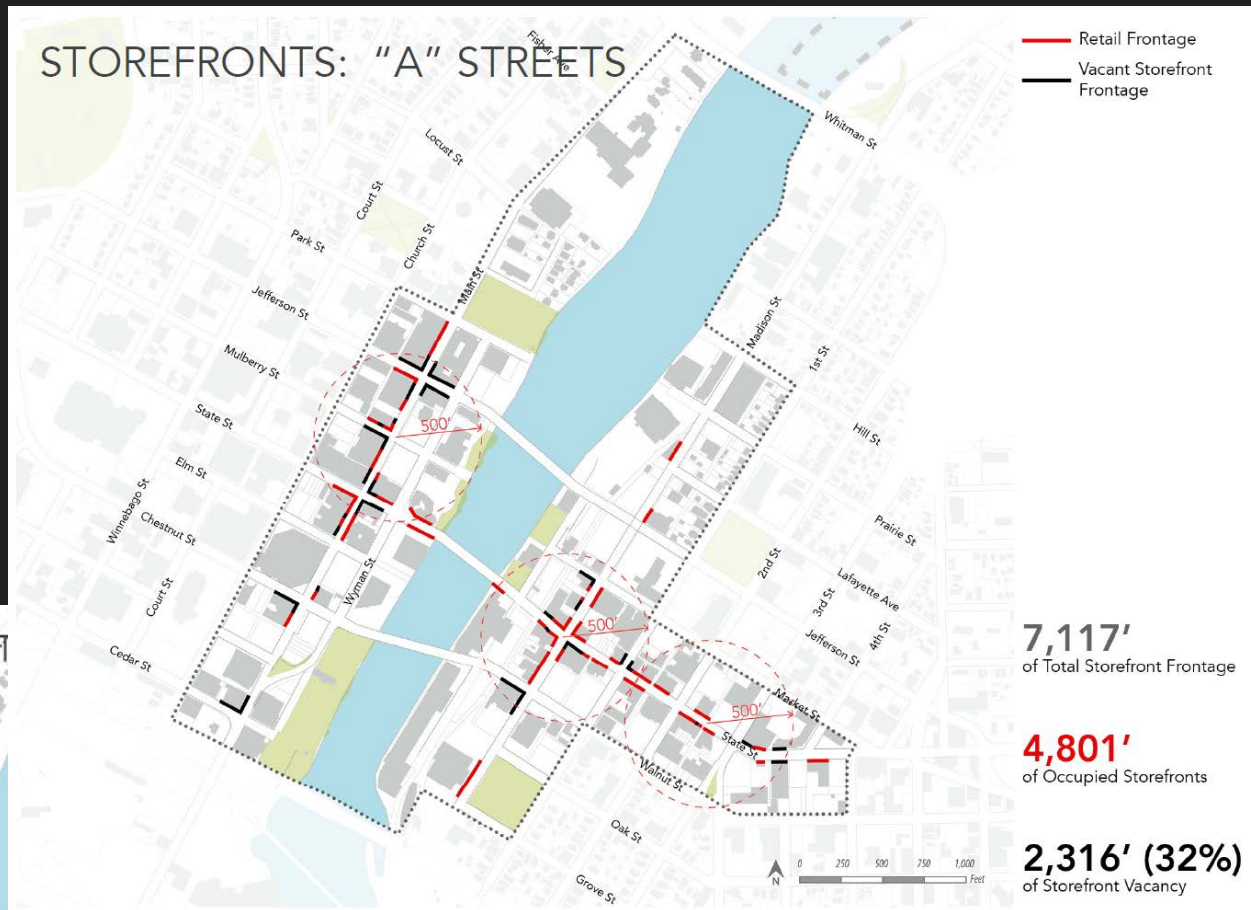

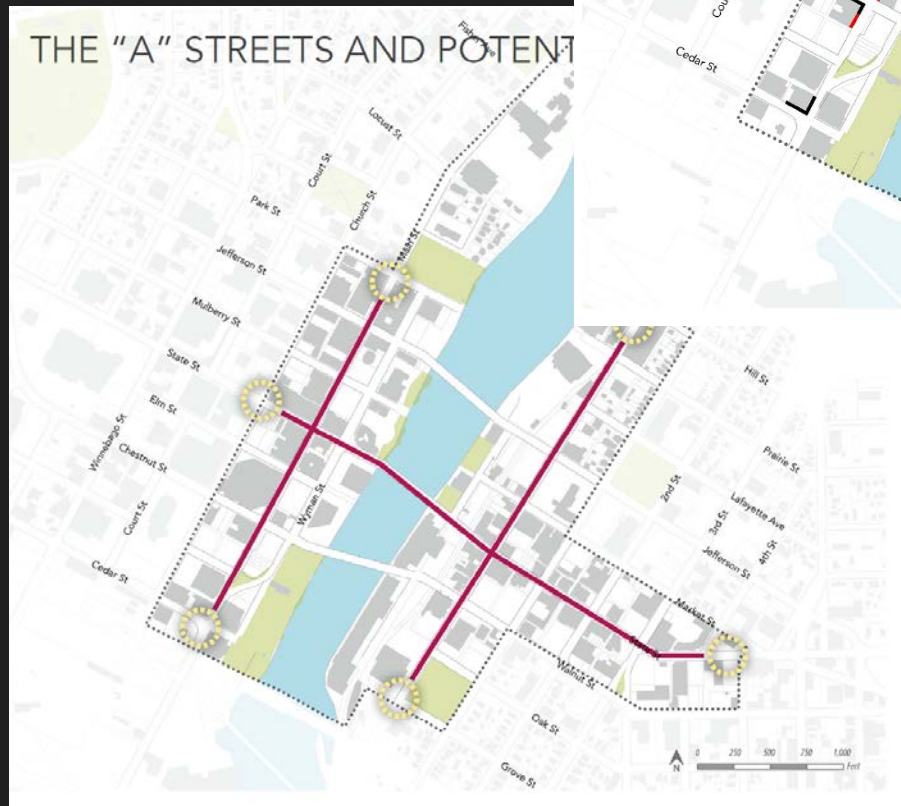

Evaluation Analysis

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City of Rockford
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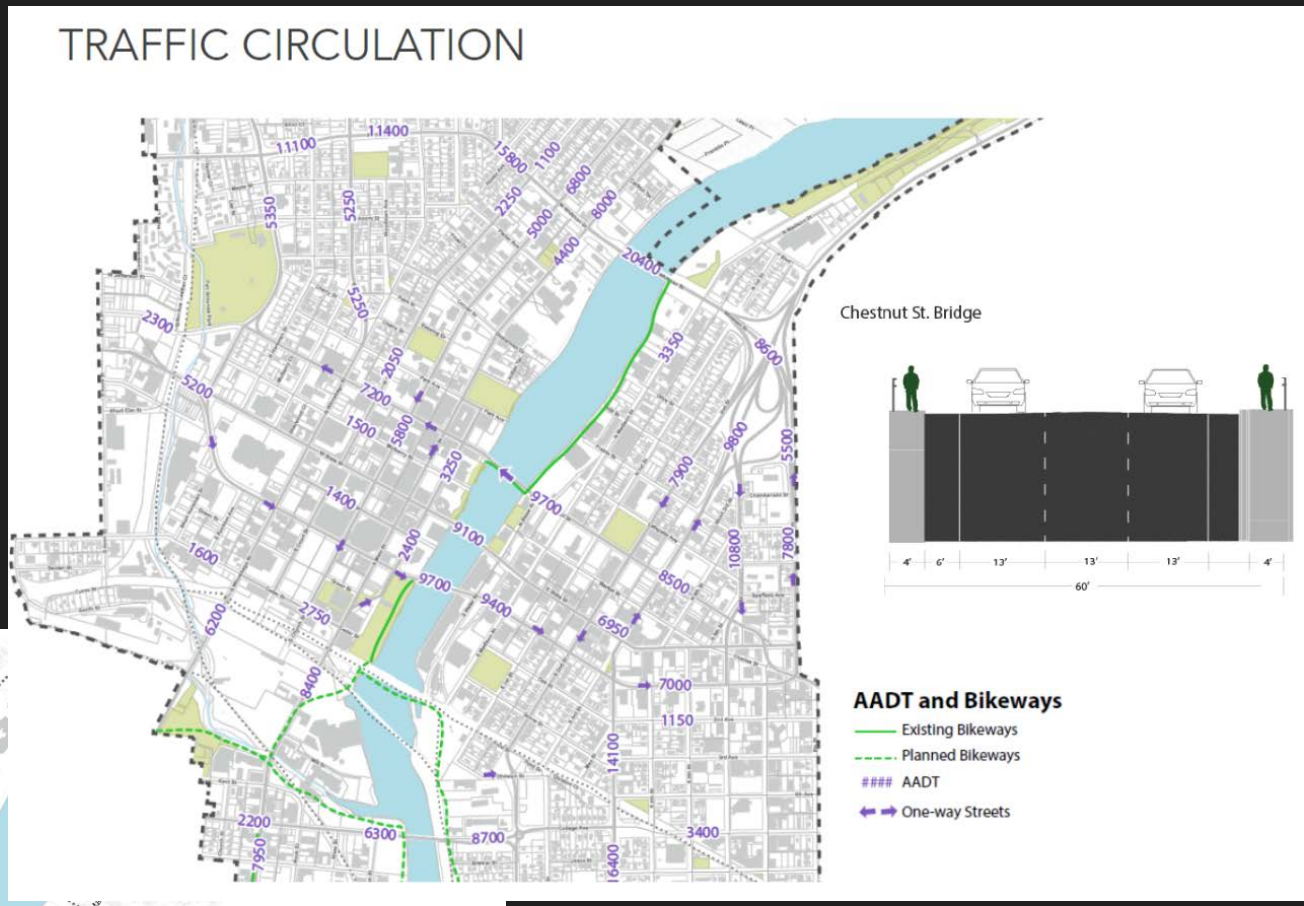
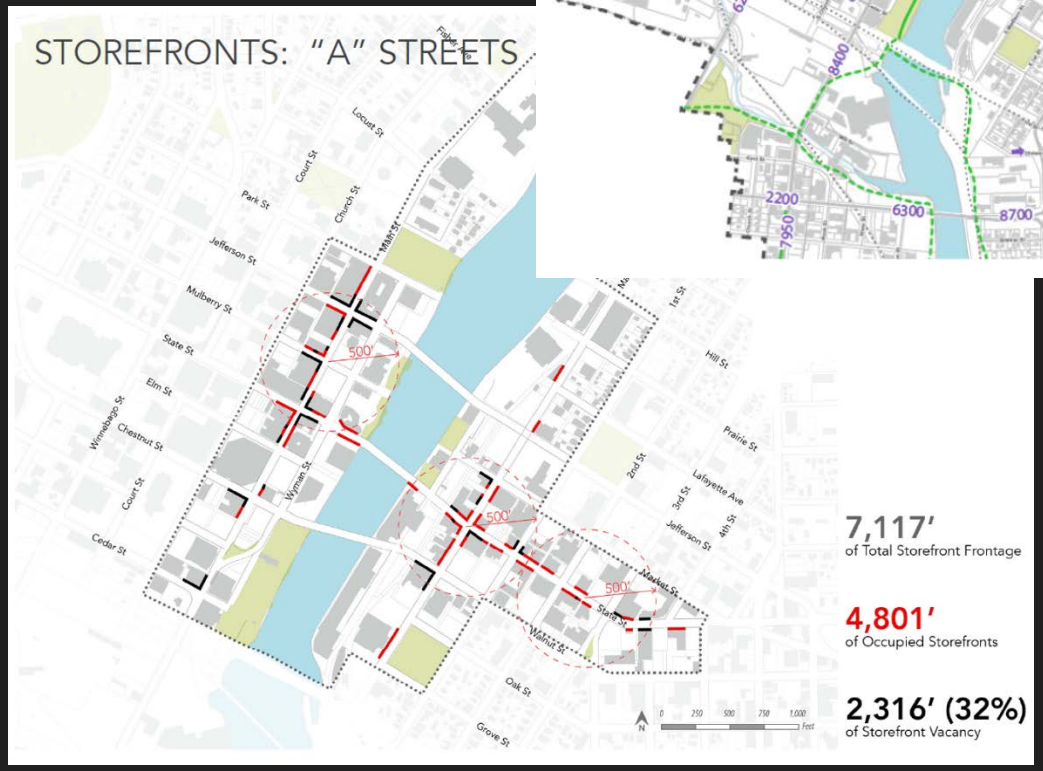
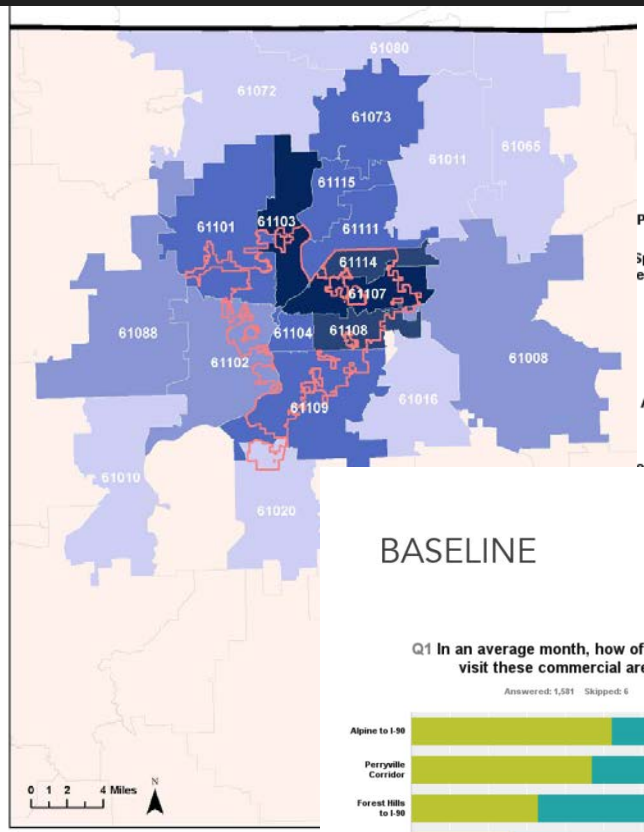
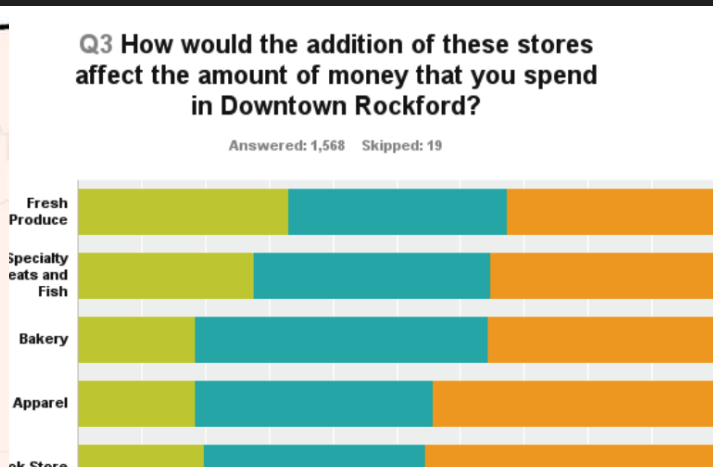




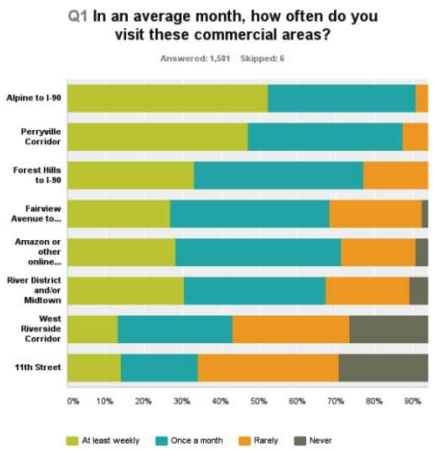
SURVEY RESULTS

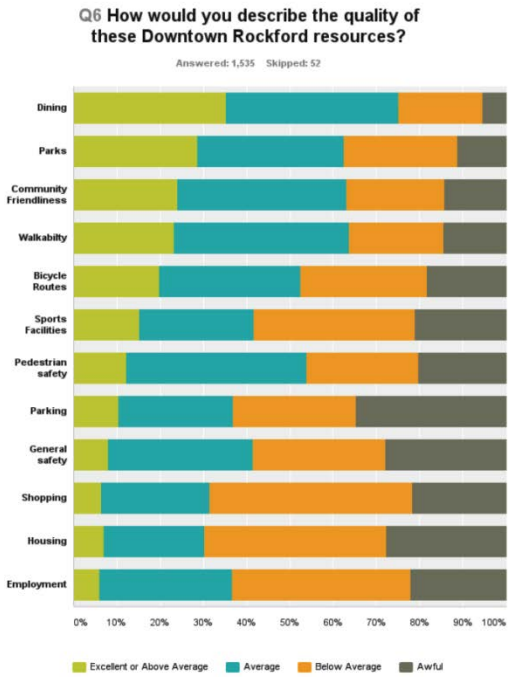
- 1,587 responses
- Closed January 25
- Subgroup analysis?
  - Parking "likers"
  - Millenials
  - Boomers





BASELINE

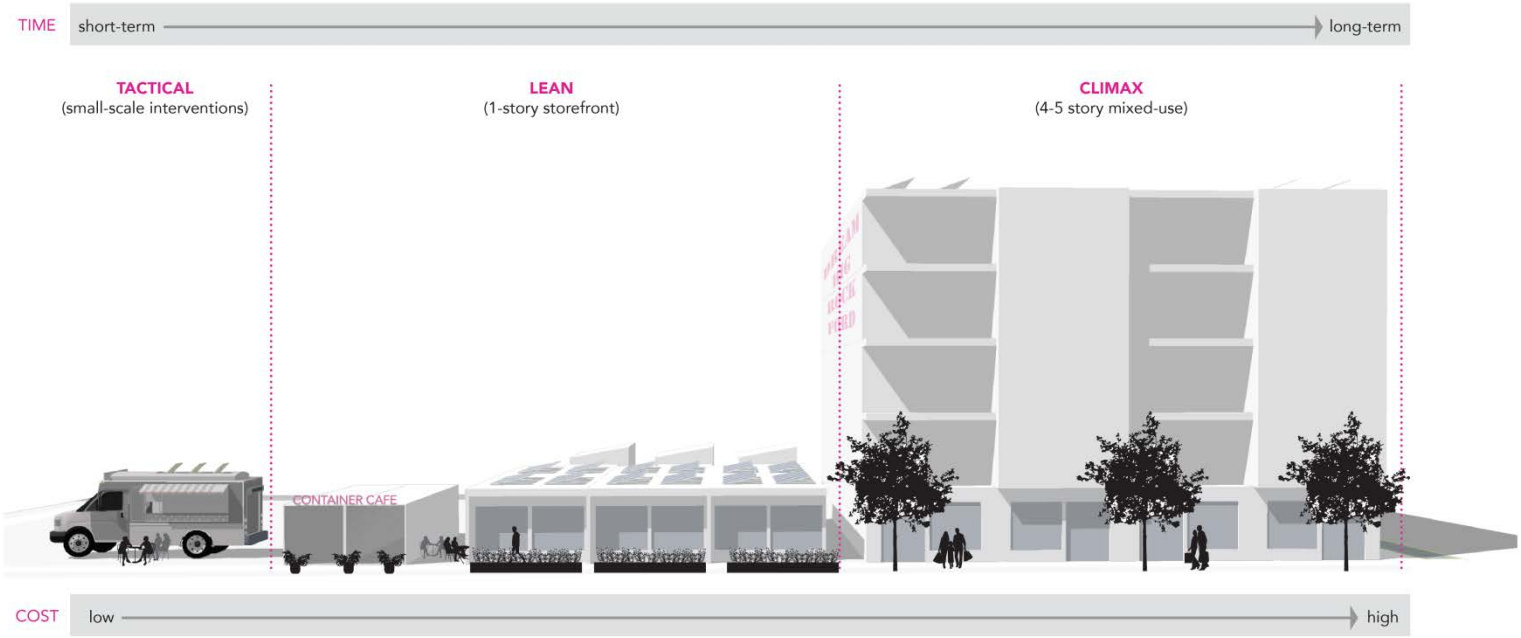




Evaluation Analysis

RMAP
City of Rockford
Farr Associates

Tactical Urbanism | **Lean** Urbanism | **Climax** Urbanism



Land Use Mobility Transportation Design Guidelines
Economic Development Branding

TLC Implementation Plan

Thank you!

THE CITY OF ROCKFORD ILLINOIS, USA

Todd Cagnoni, AICP
Director, Community & Economic Development Department

David Sidney, AICP
Manager, Comprehensive Planning & Design