

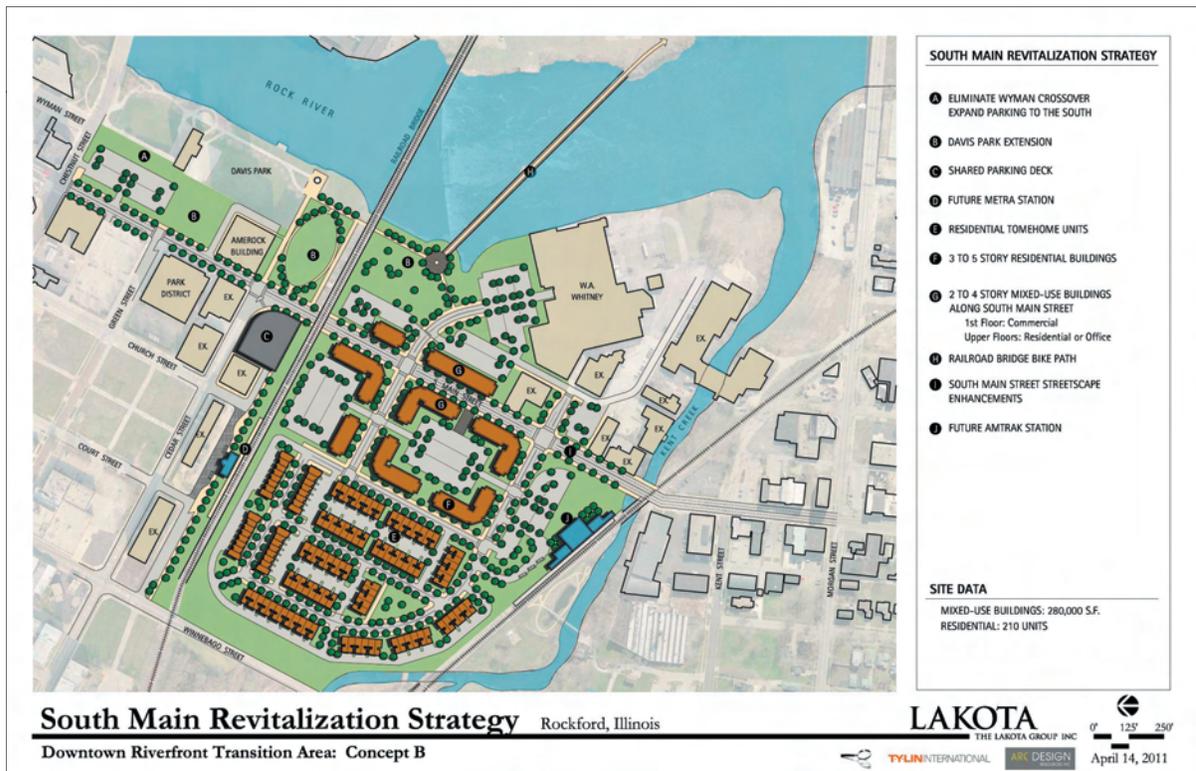
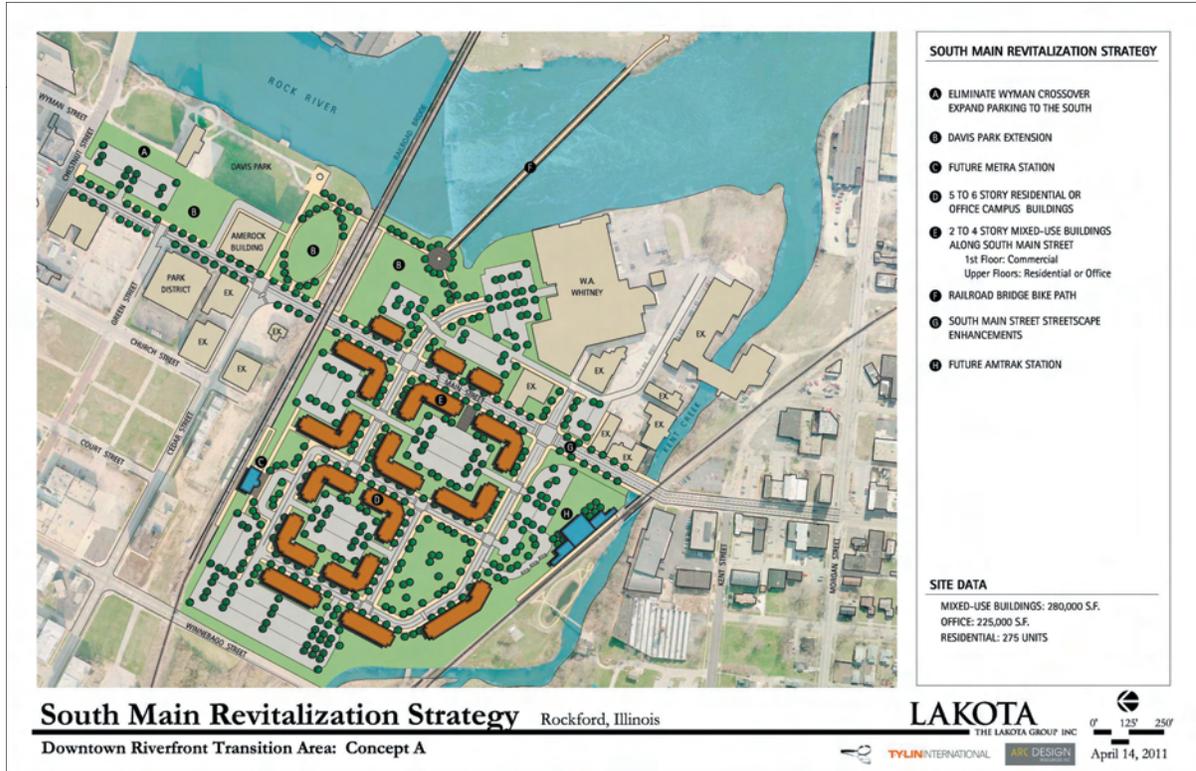
## APPENDICES

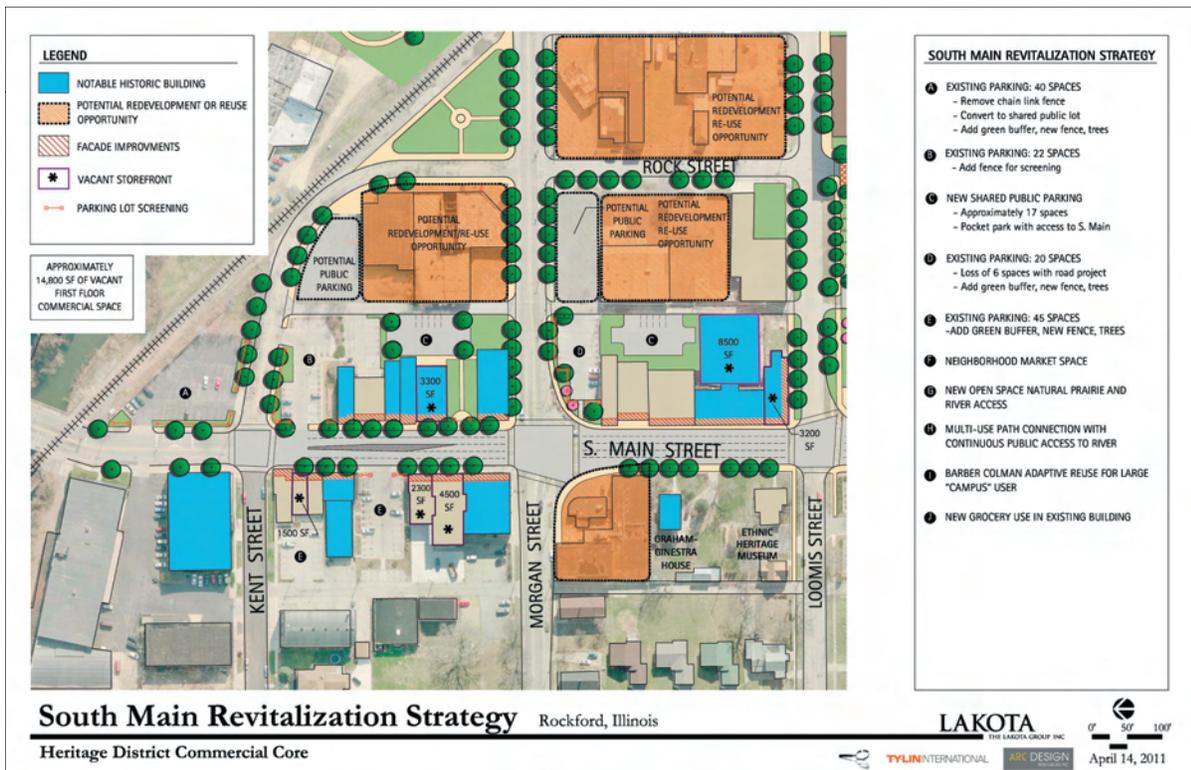
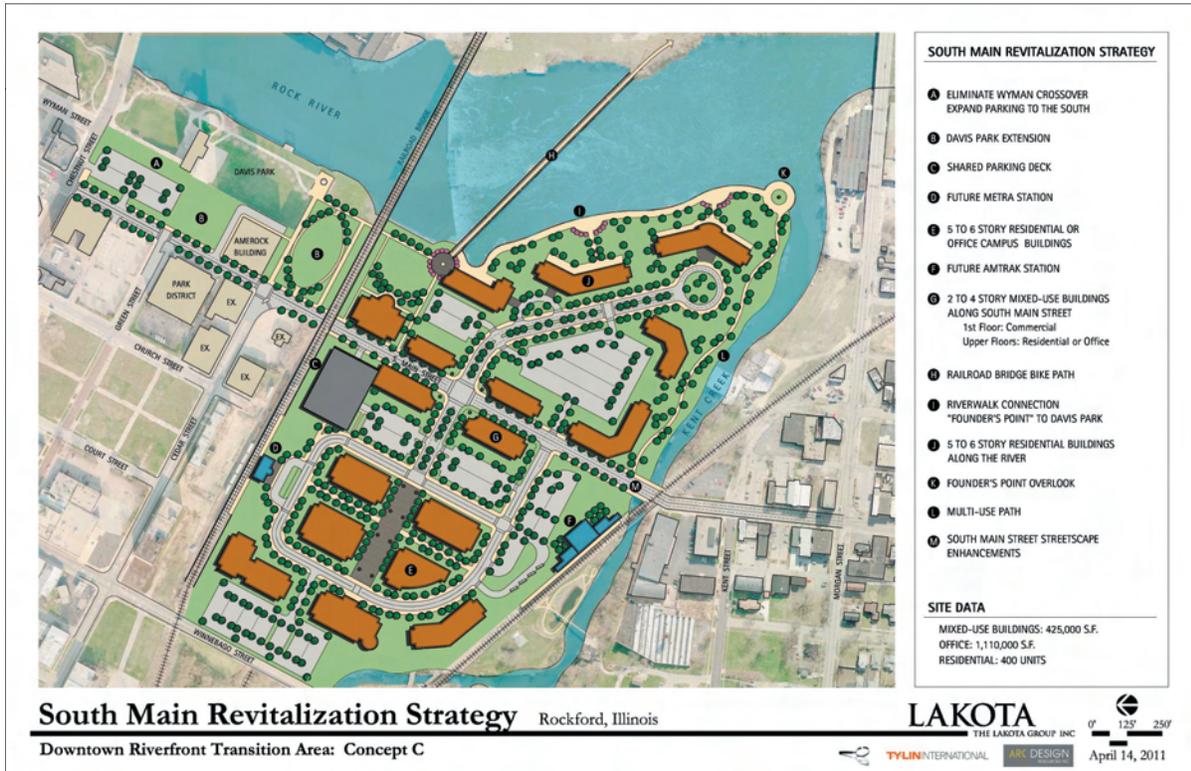
# South Main Revitalization Strategy

## Section 8: Appendices

### Appendix A: Previous Concept Plans

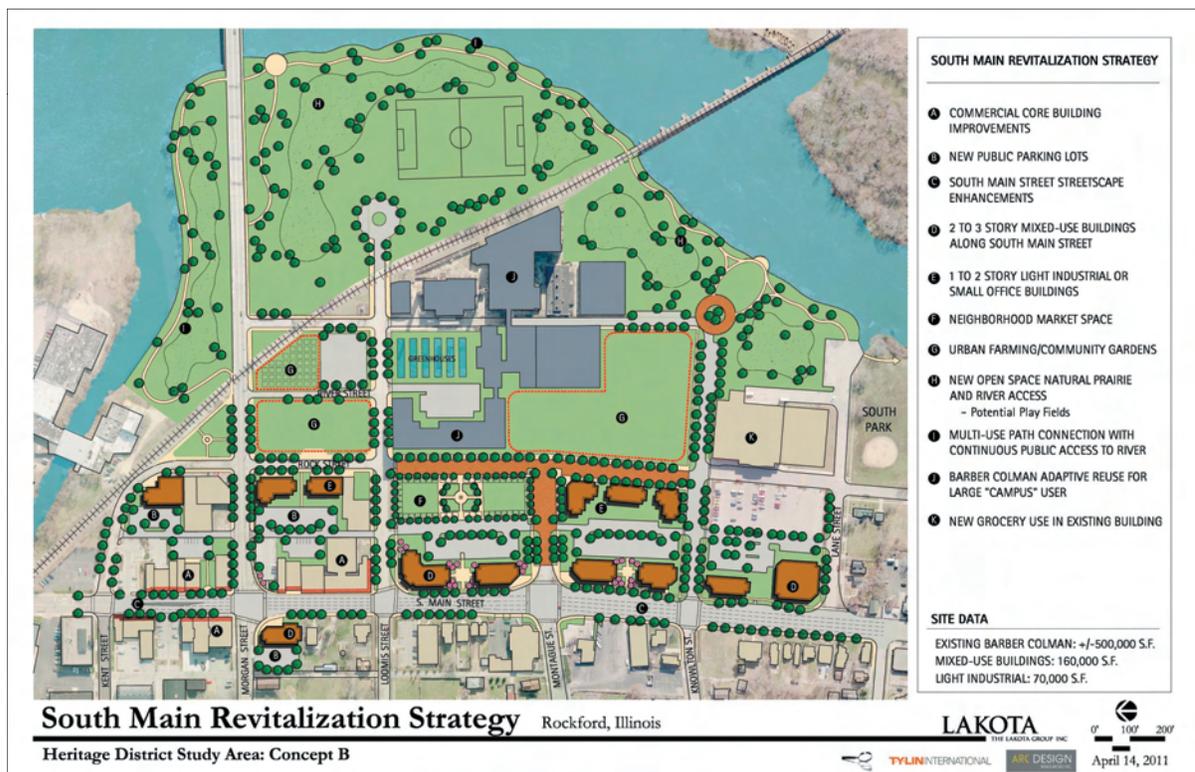
The following concept plans were presented in Community Workshop #2 and were narrowed down and refined based on stakeholder and community involvement. The preferred concept plans are shown in Section 1 of this report.

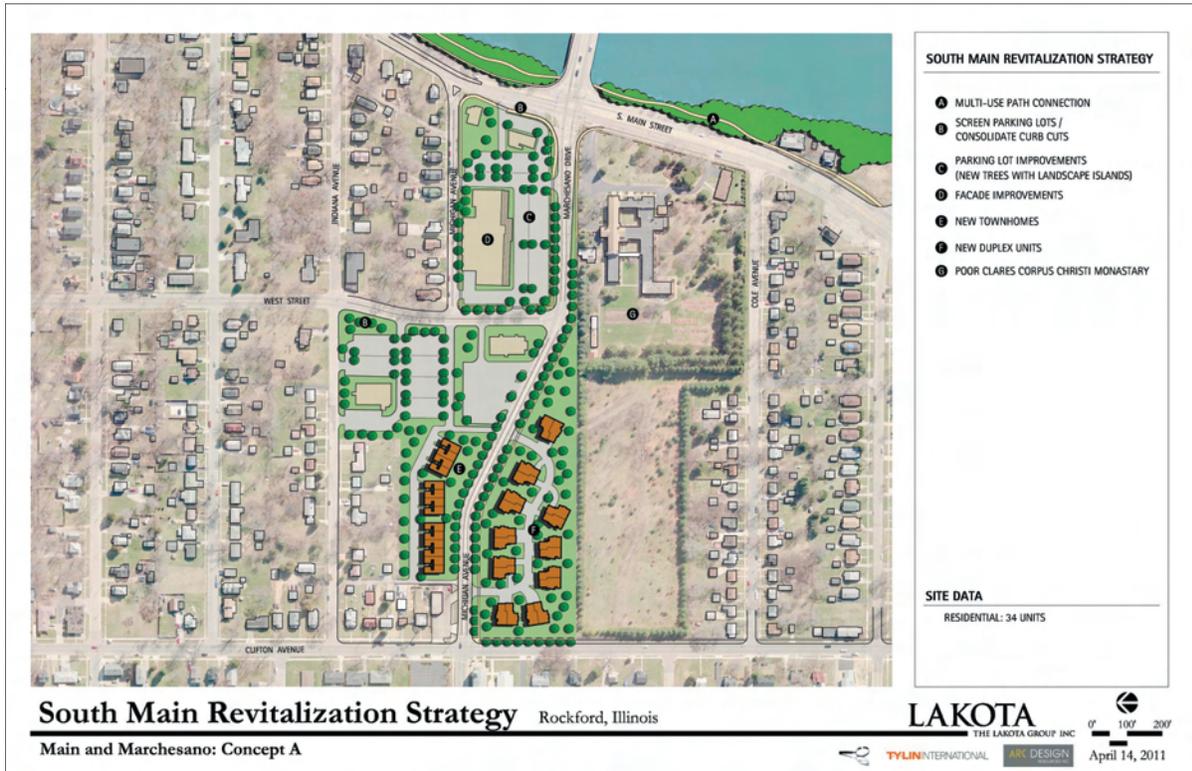




# South Main Revitalization Strategy

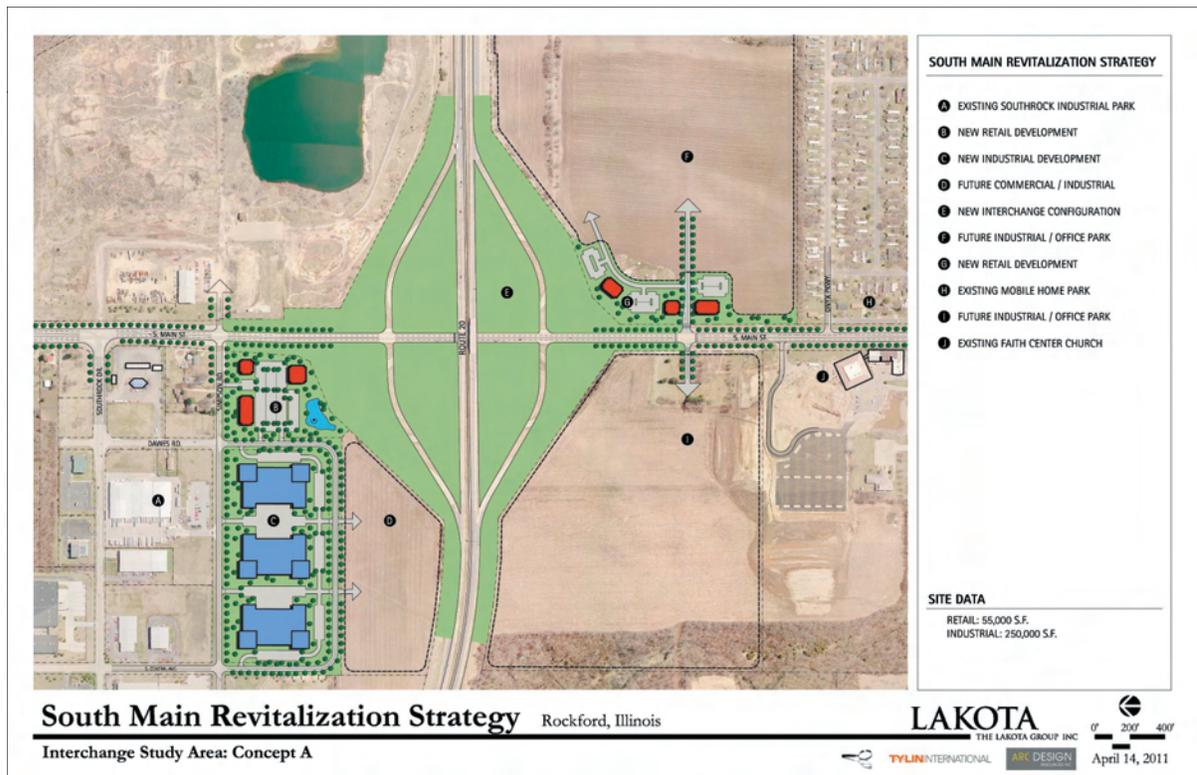
## Section 8: Appendices

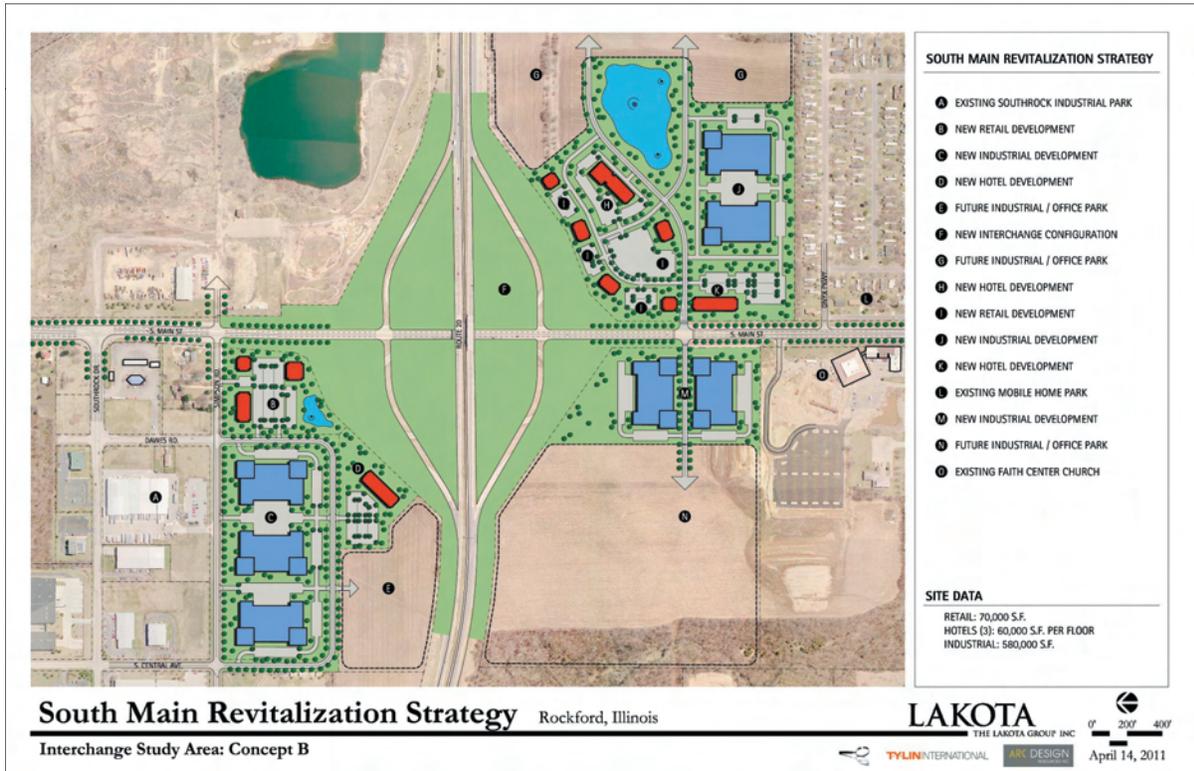




# South Main Revitalization Strategy

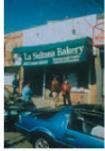
## Section 8: Appendices





## Appendix B: Visual Preference Results

Image	Rating     	Comments
Building Enhancement BE-1 	 2.65	<input type="checkbox"/> 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	<input type="checkbox"/> Ethnic flair/clean/neat
Building Enhancement BE-9 	 2.86	
Building Enhancement BE-10 	 2.5	<input type="checkbox"/> Like the blade signs
Building Enhancement BE-11 	 3.07	
Building Enhancement BE-12 	 2.19	

# South Main Revitalization Strategy

## Section 8: Appendices

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	<ul style="list-style-type: none"> <li><input type="checkbox"/> Like the blade signs</li> <li><input type="checkbox"/> Easy to locate businesses</li> <li><input type="checkbox"/> Chic boutique design</li> </ul>
Streetscape/Signage/Id S-1 	 1.93	<ul style="list-style-type: none"> <li><input type="checkbox"/> Cool/Hip</li> </ul>
Streetscape/Signage/Id S-2 	 1.82	<ul style="list-style-type: none"> <li><input type="checkbox"/> Friendly</li> <li><input type="checkbox"/> Intimate setting</li> </ul>

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	<ul style="list-style-type: none"> <li><input type="checkbox"/> Don't want to shop here</li> <li><input type="checkbox"/> Already done. Boring</li> <li><input type="checkbox"/> No, No, No, No</li> </ul>
Streetscape/Signage/Id S-6 	 3.38	
Streetscape/Signage/Id S-7 	 3.93	
Streetscape/Signage/Id S-8 	 2.69	<ul style="list-style-type: none"> <li><input type="checkbox"/> Like the landscaping</li> </ul>

# South Main Revitalization Strategy

## Section 8: Appendices

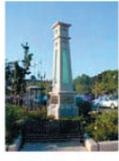
Image	Rating ▲ 1-2 ▲>2-3 ↔ 3 ▼>3-4 ▼>4	Comments
<p>Streetscape/Signage/Id S-9</p> 	<p>▲ 2.93</p>	
<p>Streetscape/Signage/Id S-10</p> 	<p>▲ 2.76</p>	<p><input type="checkbox"/> Like the large windows</p>
<p>Streetscape/Signage/Id S-11</p> 	<p>▲ 1.71</p>	
<p>Streetscape/Signage/Id S-12</p> 	<p>▲ 2.21</p>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

Image	Rating     	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	

# South Main Revitalization Strategy

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Image	Rating     	Comments
Retail R-5 	 <b>3.0</b>	
Retail R-6 	 <b>2.07</b>	Modern/new feel
Retail R-7 	 <b>2.92</b>	<input type="checkbox"/> Needs more color
Retail R-8 	 <b>2.31</b>	<input type="checkbox"/> Nice landscaping
Retail R-9 	 <b>2.38</b>	
Retail R-10 	 <b>4.46</b>	

Image	Rating  1-2  >2-3  3  >3-4  >4	Comments
Retail R-11 	 2.75	
Retail R-12 	 4.46	<input type="checkbox"/> Already done/boring <input type="checkbox"/> 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	

# South Main Revitalization Strategy

## Section 8: Appendices

Image	Rating  1-2  >2-3  3  >3-4  >4	Comments
<p>Mixed-Use/Res./Adp. MR-2</p> 	 <b>2.4</b>	<input type="checkbox"/> Modern
<p>Mixed-Use/Res./Adp. MR-3</p> 	 <b>2.0</b>	<input type="checkbox"/> East coast flair
<p>Mixed-Use/Res./Adp. MR-4</p> 	 <b>2.0</b>	
<p>Mixed-Use/Res./Adp. MR-5</p> 	 <b>2.67</b>	
<p>Mixed-Use/Res./Adp. MR-6</p> 	 <b>3.23</b>	
<p>Mixed-Use/Res./Adp. MR-7</p> 	 <b>2.18</b>	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	<input type="checkbox"/> Nice three-dimensions, not flat
Mixed-Use/Res./Adp. MR-10 	 1.62	<input type="checkbox"/> Nice Landscaping
Mixed-Use/Res./Adp. MR-11 	 2.78	
Mixed-Use/Res./Adp. MR-12 	 2.23	

# South Main Revitalization Strategy

## Section 8: Appendices

Image	Rating <span style="color: green;">▲</span> 1-2 <span style="color: teal;">▲</span> >2-3 <span style="color: gray;">↔</span> 3 <span style="color: orange;">▼</span> >3-4 <span style="color: red;">▼</span> >4	Comments
Mixed-Use/Res./Adp. MR-13 	<div style="text-align: center;"> <span style="color: orange;">▼</span>  <span style="color: orange; font-weight: bold;">3.75</span> </div>	
Mixed-Use/Res./Adp. MR-14 	<div style="text-align: center;"> <span style="color: orange;">▼</span>  <span style="color: orange; font-weight: bold;">3.17</span> </div>	
Mixed-Use/Res./Adp. MR-15 	<div style="text-align: center;"> <span style="color: teal;">▲</span>  <span style="color: teal; font-weight: bold;">2.36</span> </div>	
Mixed-Use/Res./Adp. MR-16 	<div style="text-align: center;"> <span style="color: orange;">▼</span>  <span style="color: orange; font-weight: bold;">4.15</span> </div>	
Mixed-Use/Res./Adp. MR-17 	<div style="text-align: center;"> <span style="color: orange;">▼</span>  <span style="color: orange; font-weight: bold;">3.36</span> </div>	
Mixed-Use/Res./Adp. MR-18 	<div style="text-align: center;"> <span style="color: orange;">▼</span>  <span style="color: orange; font-weight: bold;">3.4</span> </div>	

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	<input type="checkbox"/> Urban/youthful
Open Space OS-5 	 1.56	<input type="checkbox"/> Welcoming

# South Main Revitalization Strategy

## Section 8: Appendices

Image	Rating  1-2  >2-3  3  >3-4  >4	Comments
Open Space OS-6 	 2.85	
Open Space OS-7 	 1.38	<input type="checkbox"/> Like the height differences <input type="checkbox"/> Eye catching
Open Space OS-8 	 2.0	<input type="checkbox"/> Farmers Market
Open Space OS-9 	 3.23	
Open Space OS-10 	 3.53	
Open Space OS-11 	 1.86	<input type="checkbox"/> Serene/parklike

Image	Rating     	Comments
Open Space OS-12 	 2.27	<input type="checkbox"/> Lonely
Open Space OS-13 	 1.93	
Open Space OS-14 	 1.73	<input type="checkbox"/> Great urban treatment
Open Space OS-15 	 1.47	<input type="checkbox"/> Target Image <input type="checkbox"/> Alive/Fun
Corridor Rd Character CR-1 	 2.79	
Corridor Rd Character CR-2 	 1.93	

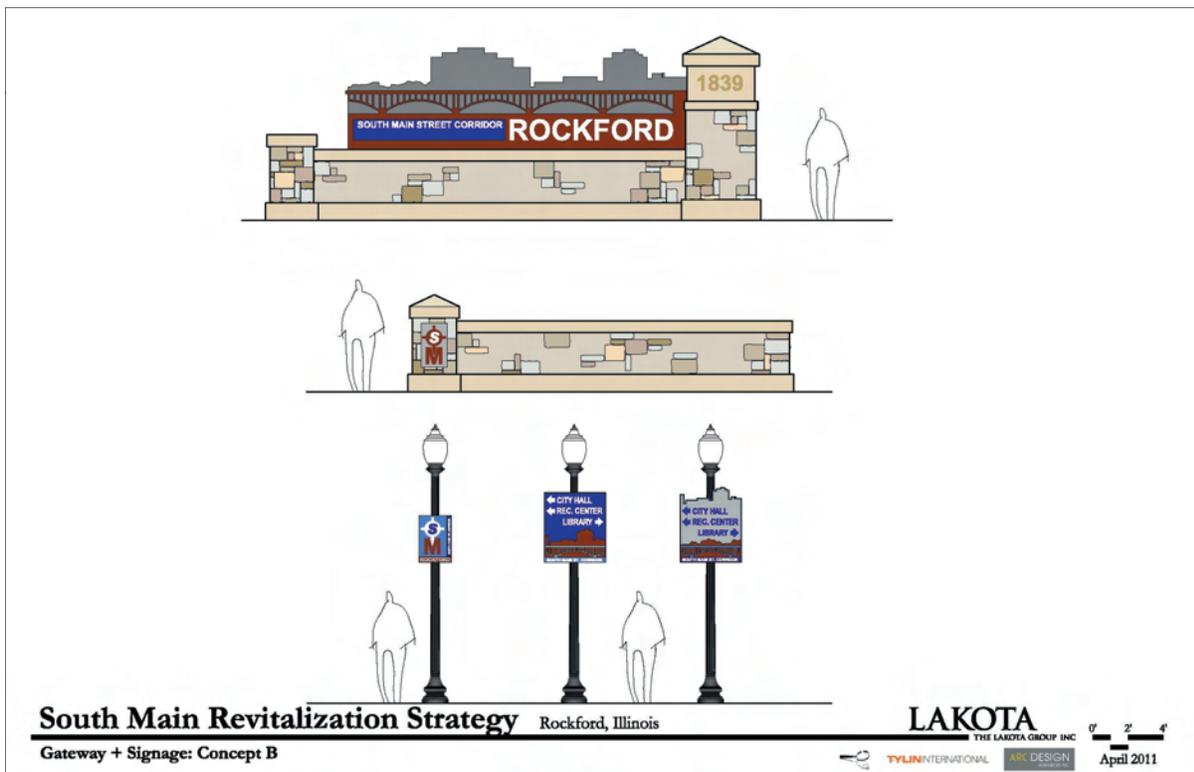
# South Main Revitalization Strategy

## Section 8: Appendices

Image	Rating 	Comments
<p>Corridor Rd Character CR-3</p> 	 <p>3.14</p>	<input type="checkbox"/> Boring
<p>Corridor Rd Character CR-4</p> 	 <p>2.69</p>	
<p>Corridor Rd Character CR-5</p> 	 <p>2.0</p>	<input type="checkbox"/> Creative
<p>Corridor Rd Character CR-6</p> 	 <p>2.0</p>	
<p>Corridor Rd Character CR-7</p> 	 <p>1.93</p>	
<p>Corridor Rd Character CR-8</p> 	 <p>2.14</p>	<input type="checkbox"/> Want something similar <input type="checkbox"/> Different colors

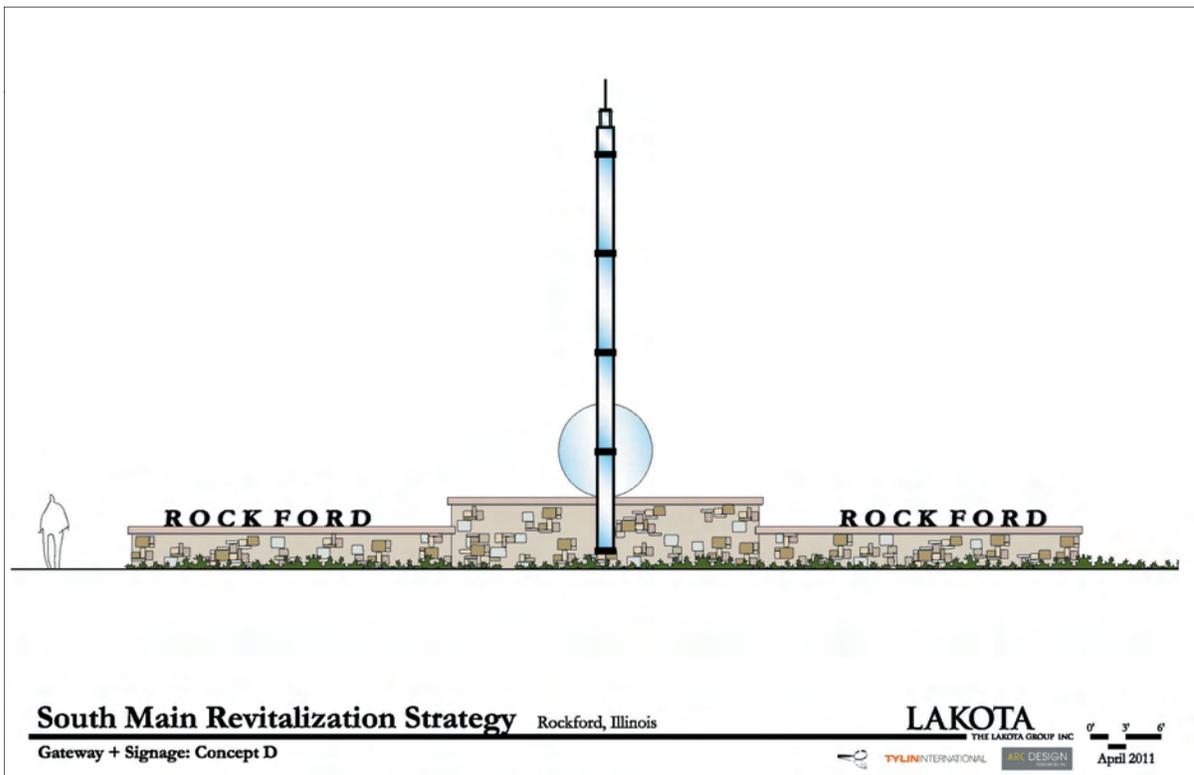
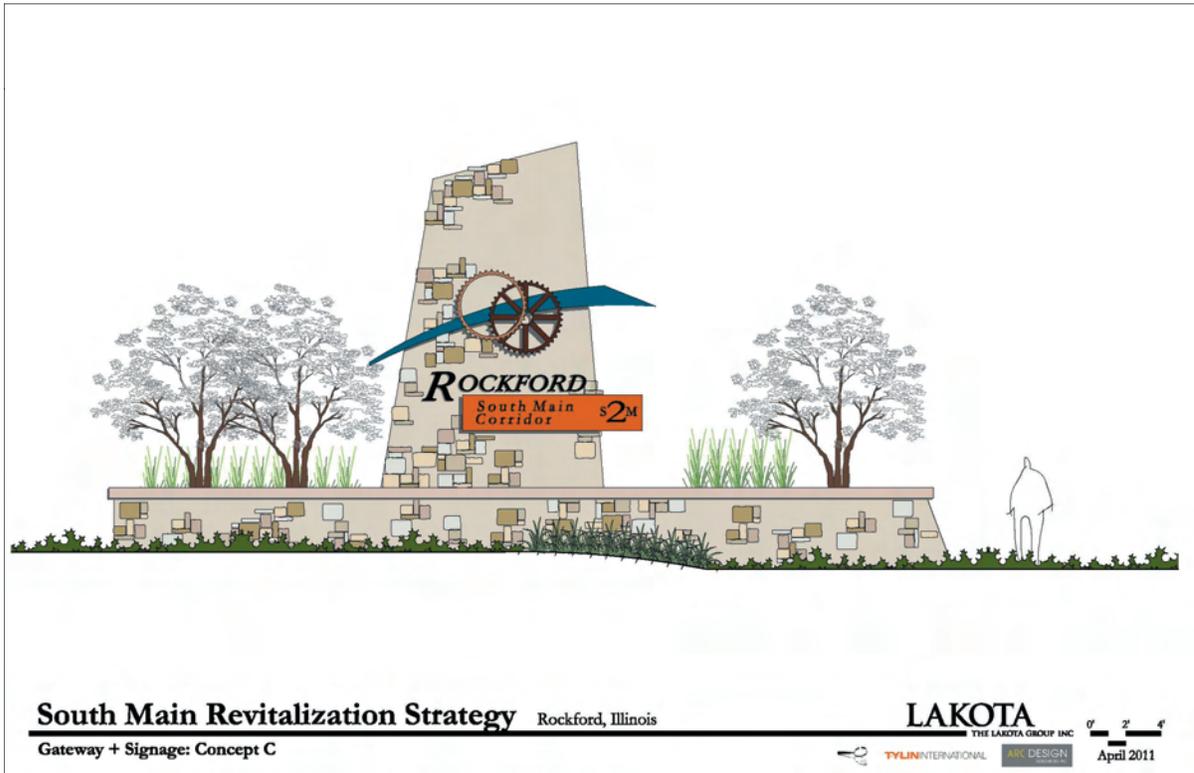
## Appendix C: Previous Signage Concepts

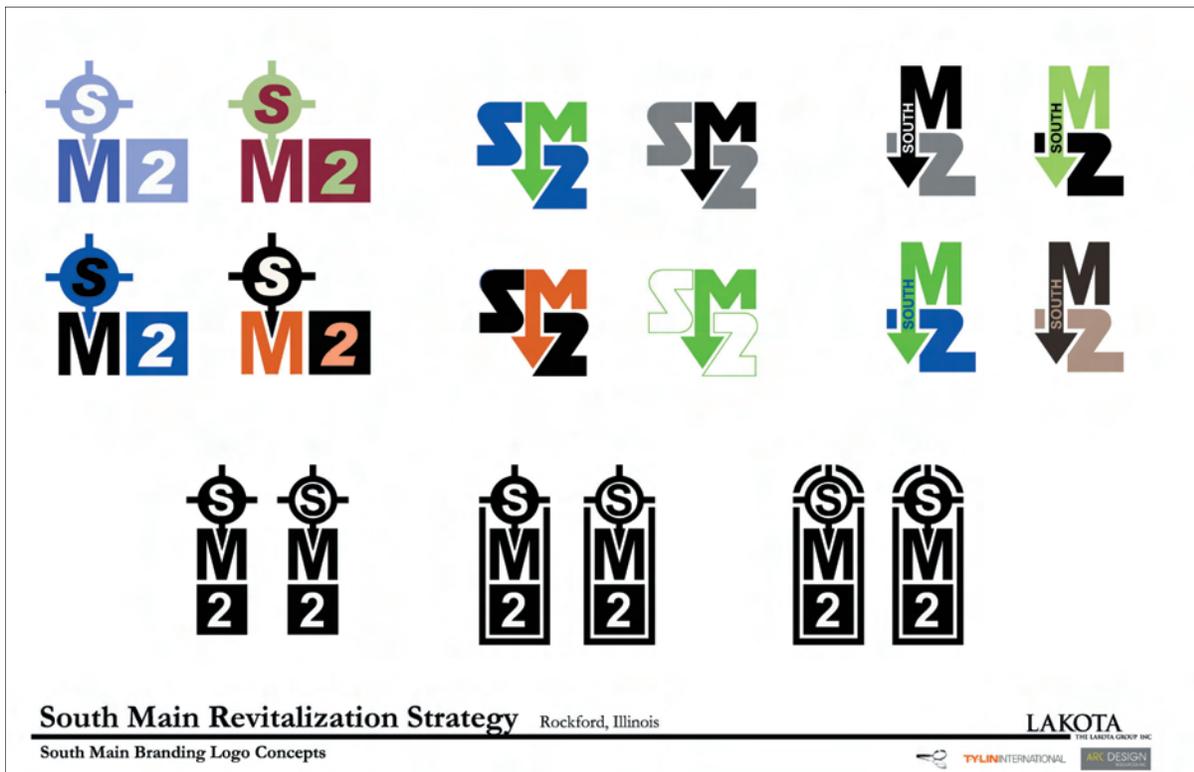
The following signage concepts were presented in Community Workshop #2 and were narrowed down and refined based on stakeholder and community involvement. The preferred signage concepts are shown in Section 1 of this report.



# South Main Revitalization Strategy

## Section 8: Appendices





### Appendix D: Planning Process + Timeline

  	
<h4>SM2 Implementation Plan</h4> <h4>Projected Schedule</h4> <p>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.</p>	
	Timing/Milestone Dates
<b>PHASE 1 – STATE OF THE CORRIDOR</b>	
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: <b>Community Workshop</b> (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
<b>PHASE 2 – COMMUNITY VISIONING</b>	
Task 2.1: Land Use Strategies & Development Concepts	
Task 2.2: Project Study Group/Staff Review Meeting (Meeting #6)	March 23
Task 2.3: <b>Community Visioning/Charrette Workshop</b> (Meeting #7)	April 14
Task 2.4: Workshop Summary	
<b>PHASE 3 – CORRIDOR MASTER PLAN</b>	
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: <b>Community Workshop</b> (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)	<i>This meeting is flexible and can take place soon after the workshop and we can meet with the Mayor that day as well.</i>
<b>Task 3.11: Final Plan &amp; Report (Includes Real Estate Market Study, SM2 Transportation Plan and Corridor Revitalization</b>	Complete Sept. 1

## Appendix E: Workshop Summaries

### Community Workshop #2 Summary



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.

- Participants preferred the parking to be in the area...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**

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### **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.

- ❑ 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 SWIFIT 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**

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### **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).”

### 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 15<sup>th</sup> Avenue north into downtown.

### Main and Marchesano

- ❑ Participants did not feel Concept B (complete redevelopment of the northwest corner) is feasible.
- ❑ 15<sup>th</sup> 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.

**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.

### Table 5 Comments

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#### 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

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#### 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.

### 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.

- ❑ 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.



- ❑ The commercial area needs a better mix of services, offices and other retail. One issue noted was that businesses 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.

### 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.

**Table 3 Comments**

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**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

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#### 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.

## 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

**LAKOTA** TYLIN INTERNATIONAL 

**South Main Implementation Plan**  
Branding + Signage Preference

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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

---



A



B



C

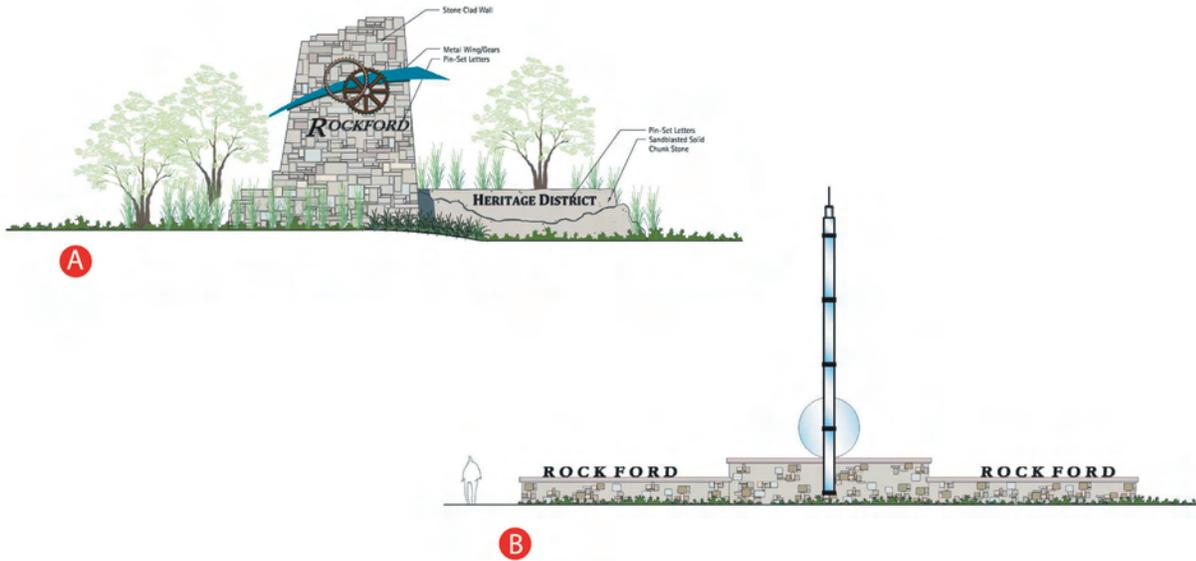
### South Main Revitalization Strategy



DISTRICT BANNER CONCEPTS



### South Main Revitalization Strategy



DISTRICT GATEWAY + SIGNAGE



