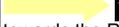
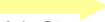


# A FORGING OF IDEAS INTO ACTION!

IL. 2 CORRIDOR-RELATED DOWNTOWN ISSUES	MAYOR'S DOWNTOWN TASK FORCE RECOMMENDATIONS	RIVER DISTRICT FRAMEWORK PLAN RECOMMENDATIONS	DOES THE ILLINOIS 2 GATEWAY PROJECT ADDRESS THESE RECOMMENDATIONS?
<p><b>AREA BETWEEN CEDAR STREET AND ELM STREET, INCLUDING:</b></p>	<p>"South Main Street has become the gateway to the center city. A dramatic and exciting entry is needed to bring a complete change for that location. The City should immediately acquire and demolish the Amerock and Tapco Buildings, expanding significantly Davis Park. The City should also remove the Lorden Building and relocate Warshawsky's to complete the transformation of this area. This massive reuse of land should result in a spectacular permanent modification of the appearance of downtown while greatly expanding Davis Park creating a vista of the Rock River."</p>	<p>"Create a gateway at the UP Railway and South Main Street to announce entry into the River District."</p>	<p> <b>YES.</b> The IL 2 Gateway Plan has developed dramatic entryway signage and landscaping to welcome visitors to Rockford at key places of importance throughout the River Corridor. The two hallmark entry treatments to the corridor are at U.S. Bypass 20 and S. Main and at the Union Pacific railroad viaduct as you enter downtown Rockford. A third entry will be developed near the Harlem Road bridge near Sportscore. More than just landscaping, this key gateway marker signifies to the driver and/or pedestrian that they have arrived at the River District, and serves as a wayfinding guide to explain the key destinations that await them, not only in the downtown River District, but north as well.</p>
<p>FEDERAL COURTHOUSE</p>		<p>"Redevelop the Park District block to create a greenway linkage to the riverfront." "Convert Green Street into a linear plaza connecting the courthouse to the riverfront. Include amenities such as water features, artwork, outdoor dining, and event space for street fairs, festivals, etc."</p>	<p> <b>YES.</b> Because of the new Federal courthouse's orientation towards the Rock River at Green Street, and its proximity to the Rockford Park District headquarters, it is a natural to create a pedestrian plaza linking these uses to Davis Park and the Rock River. Parking capacity analysis also shows that off-street parking is necessary in this area.</p>
<p>PARK DISTRICT HEADQUARTERS  DAVIS PARK</p>	<p>The City should immediately acquire and demolish the Amerock and Tapco Buildings, expanding significantly Davis Park. The City should also remove the Lorden Building and relocate Warshawsky's to complete the transformation of this area. This massive reuse of land should result in a spectacular permanent modification of the appearance of downtown while greatly expanding Davis Park creating a vista of the Rock River." "We recommend the City facilitate development of "for sale" row housing along the south side of Cedar Street and seek possible modification of some buildings for loft style development. It is essential for the long-term viability of downtown that there be a significant influx of people living and owning homes downtown. As such, city subsidies for construction should be dramatic. As this area of the city develops the city must address the need in this area of additional parking."</p>	<p>"Remove the TAPCO building and parking garage at Chestnut and Main to expand Davis Park. Construct plaza and pedestrian improvements at Chestnut and Main to "invite" MetroCentre visitors."</p>	<p> <b>YES, but...</b> The City has completed pedestrian improvements at Chestnut &amp; Main to create a "people place" for those near the Metro Centre, Davis Park, or adjacent businesses. The Study recommends that Warshawsky building be acquired and demolished. Wayfinding is needed for northbound drivers coming under the UP RR viaduct to make a decision whether to take a left on Cedar to reach the new Church Street two-way alignment and to uses along Church Street, or to travel straight on Wyman to other destinations off IL 2 Corridor. It is recommended the TAPCO building be demolished, and that off-street parking be placed on the property bounded by the UP RR tracks, Cedar, Wyman, and Church Street. Housing is not recommended. This off-street parking can be utilized for Davis Park and overflow parking for the Metro Centre, as well as potential parking for the Park District Headquarters. The study makes no recommendation in regards to the Amerock, as it is not required for parking or transportation reasons.</p>
<p>METRO CENTRE</p>		<p>"Use streetscape improvements to celebrate district identity and unify composite parts."</p>	<p> <b>YES.</b> More than anything else, the IL 2 Gateway Plan is about unifying the functionality of a very diverse corridor, and celebrating that very fact. Streetscape improvements are envisioned along the entire corridor, with emphasis at key strategic gateways and activity areas as identified on the drawings.</p>
<p><b>AREA BETWEEN ELM STREET AND JEFFERSON STREET, INCLUDING:</b></p>	<p>"In the immediate downtown area there has been growing community support for removal of the current mall on North and South Main Streets. This dramatic shift in the downtown area must be accompanied by the alternative outdoor gathering places recommended by the task force. A narrow two-lane two-way street should be constructed with wide sidewalks to allow for expanding the current open-air restaurants. The road texture and other amenities must be designed to be pedestrian friendly and obviously, no parking should be permitted on these streets."</p>	<p>"Evaluate removal of pedestrian mall and reestablishment of two-way traffic patterns on Main Street. Provide adequate sidewalk space for outdoor dining and streetscape elements such as decorative lighting, seating, landscaping, artwork, etc. Redevelop the surface parking lot south of Memorial Hall as a public "town square" plaza. Program this space for festivals, fairs, concerts, outdoor classrooms in association with the Rockford Public Library, etc. and use for parking when not in use."</p>	<p> <b>YES, but...</b> The IL 2 Gateway Study is about making the entire downtown function, not just two blocks of street. As such, it is recommended that the first priority be the conversion of Wyman Street to two-way, connecting Wyman Street with Main Street for IL 2, and converting Church Street to two-way from John Street to Cedar Street. The conversion of Main Street to two-way from John to Park and then connecting Main to Wyman will have a dramatic effect for the connectivity of downtown's most important assets. It places the Theatre District and the Mall activities on the front door of IL 2, greatly increasing its exposure. The crossover design allows for the Mall to be opened in the future as a local street, if that is what is desired. It is the recommendation of this study, however, that the conversion of the one-way pair systems be a funding priority over the opening of the Mall.</p>

**YES, but...**

# A FORGING OF IDEAS INTO ACTION!

IL. 2 CORRIDOR-RELATED DOWNTOWN ISSUES	MAYOR'S DOWNTOWN TASK FORCE RECOMMENDATIONS	RIVER DISTRICT FRAMEWORK PLAN RECOMMENDATIONS	DOES THE ILLINOIS 2 GATEWAY PROJECT ADDRESS THESE RECOMMENDATIONS?
<p>"TO MALL OR NOT TO MALL, THAT IS THE QUESTION...."</p> <p>THEATRE DISTRICT</p> <p>MEMORIAL HALL</p> <p>MAIN LIBRARY</p>	<p>"With the mall opened, South Main Street is no longer appropriate for the staging and truck related functions of the MetroCentre. A final decision should be made to demolish the Stewart's Parking Deck with an intention to move the staging area after the completion of a traffic study including the potential closing of Elm Street. The final determination should be subject to the project's land planning."</p>	<p>"Improve conditions on Main Street, whether the pedestrian mall is retained or removed. Use streetscape improvements on Main Street, as well as Mulberry Street, to create an entertainment/civic district theme. Integrate the Metro Centre and Coronado Theatre streetscapes, visually linking the whole district."</p>	<p> <b>YES, but...</b> With the proposed closure of Green Street to allow for a pedestrian plaza to the south, and Chestnut Street being a one-way pair system, careful consideration should be made as to whether Elm Street should be closed. It is the IL 2 Gateway Study recommendation that east-west connectivity between Wyman Street and Church Street should be maintained for local road access, whether the mall opens or not. With the Stewart Parking Deck being demolished, this property could be appropriate land for event staging and truck-related functions of the Metro Centre, as long as it was designed with a pedestrian streetscape in mind near the sidewalks.</p> <p> <b>YES.</b> The IL 2 Gateway Study agrees with this recommendation, and is proposing streetscape improvements throughout Main Street. One concept is to create more of a nightlife experience in the Mall through fiber optic lights on the building and outdoor sound. Another concept is to stop calling it "the Mall" and brand and market it something unique and exciting that connects the Theatre District with the Metro Centre and Davis Park. Live the experience. Catch people's eye as they drive down IL 2.</p>
<p><b>AREA BETWEEN JEFFERSON STREET AND WHITMAN STREET, INCLUDING:</b></p>	<p>"The City must also address the beautification of North Main Street, and transportation needs (i.e. a two-way street and potential boulevard). In addition, on a community-wide basis, but specifically in this area, the City must immediately address the signage issues, which are currently woefully inadequate."</p>	<p>"Integrate all uses into a unified, cohesive campus."</p>	<p> <b>YES.</b> The conversion of Main Street from Whitman to Mulberry will have a dramatic impact on the Theatre District and the Museum campus. That, coupled with streetscape improvements, signage, lighting, pedestrian improvements, and public art will make this area truly alive with activity. The section between Park and Whitman Streets should truly celebrate and complement the activities within the Museum Campus. Gateway and signage elements with similar materials and locations will lend a unifying element to the Museum District.</p>
<p>THEATRE DISTRICT</p> <p>MUSEUM CAMPUS</p> <p>INDIAN TERRACE NEIGHBORHOOD</p>		<p>"Continue a riverfront pedestrian and bicyclist pathway system."</p>	<p> <b>YES.</b> Pedestrian improvements also need to occur along Main Street, with new sidewalks, landscaping, and lighting. In addition, it is proposed that a pedestrian underpass be constructed under Whitman Street to enable safer pedestrian crossings and link residential neighborhoods from the north with activity centers on Main and the Rock River. More engineering analysis needs to occur on actual alignment and construction of a riverwalk near the Museum Campus, as grades and terrain are difficult.</p>