

## Principle 6.

### Establish Kishwaukee Street as an Aesthetically-Pleasing “Gateway” to the City

In addition to overall efforts to foster high-quality redevelopment throughout the Corridor, streetscape upgrades at key “gateway” entry points to the Corridor will have a strong visual impact. These streetscaping upgrades will function to establish a “brand” identity for the Corridor as well as providing wayfinding signage to the Downtown and Chicago Rockford International Airport. These gateways, depicted in [Figure 19: Gateway Opportunities](#), include:

First priority:

- Broadway and Kishwaukee Street (Mid Town Gateway)
- “Heart of Kishwaukee Industry” monument (Kishwaukee Street / 23rd Avenue)
- Harrison Avenue and Kishwaukee Street

In conjunction with redevelopment at key opportunity areas, “branding” elements should be incorporated into streetscape and intersection treatments. In addition to a monument at 23rd Avenue, signage at both Harrison Avenue and Broadway is a priority.

Second priority:

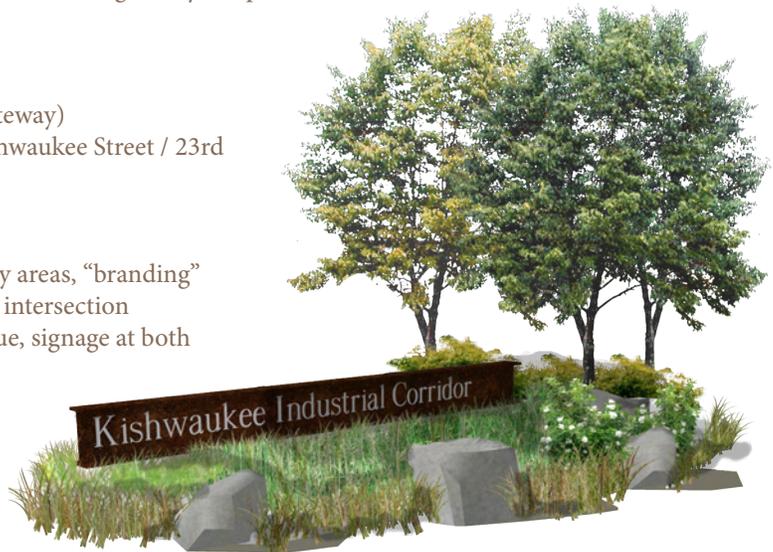
- Haight Village between 5th / College Avenue
- Keith Creek Greenway / railroad crossing
- Sandy Hollow Road / Kishwaukee Street

These potential improvements, though not in designated opportunity areas, would provide impact in the Corridor. Improvements could be coordinated with open space enhancements in cooperation with the Park District or other partners.

Third priority:

- Whitman Street Interchange
- Downtown intersections, including State and 3rd Street
- 15th Avenue at the Rock River crossing

As longer-term and broader initiatives move forward, including Downtown and riverfront enhancements and a potential reconfiguration of the Whitman Street Interchange, opportunities exist to identify and guide visitors to the Kishwaukee Street Corridor.

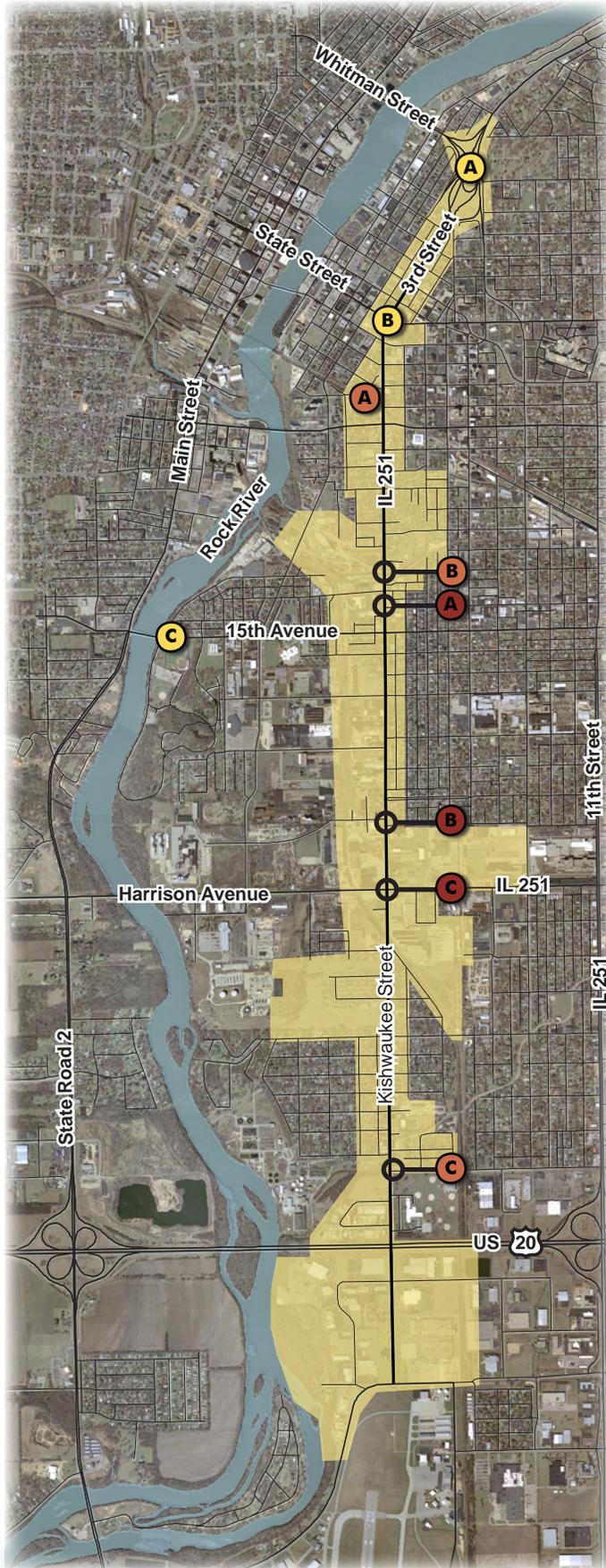


Potential Corner Gateway Feature at Harrison and Kishwaukee



**HNTB**

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**First Priority:**

- A** Broadway/ Kishwaukee Street (Mid Town Gateway)
- B** "Heart of Kishwaukee Industry" Monument
- C** Harrison Avenue / Kishwaukee Street

**Second Priority:**

- A** Haight Village Pocket Park
- B** Keith Creek Greenway / Railroad Crossing
- C** Sandy Hollow Road / Kishwaukee Street

**Third Priority:**

- A** Whitman Street Interchange
- B** Downtown Intersections, Including State and 3rd Street
- C** 15th Avenue at Rock River Crossing

Figure 20



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