

COLLEGE/SEMINARY FOCUS AREA ACTION PLAN

ACTION	WHO	WHEN	OUTCOME
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UPGRADE PUBLIC IMPROVEMENTS

1	Street improvements: priorities to be based on pavement condition and neighborhood input to aldermen	Public Works Dept	Annually	Improvement of all blocks judged to be have poor or very poor pavement condition to at least good condition
2	Sidewalk improvements/installation	Public Works Dept	Annually	Installation of sidewalks on blocks that do not have any; improvement of all blocks judged to have sidewalks in poor condition to at least good condition
3	Curb and gutter replacement/repair/installation	Public Works Dept	Annually	Improvement of all blocks to the point where curb and gutter are in good condition
4	Improve safety at the intersection of Baker Place and Seminary Street	Public Works Dept	Annually	Minimize the risk for people pulling out onto Seminary from Baker (blind corner)
	a. Short-term: new signage to slow traffic down	Public Works Dept	2007	
	b. Long-term: to be determined by Public Works	Public Works Dept	By 2011	
5	Improve street lighting			Improve aesthetics of the neighborhood and increase safety
	a. Inventory what exists	Community Dev Dept	2007	
	b. Create an improvement plan in concert with DPW and the aldermen	City staff and ORCHiD	2007-08	
	c. Implement planned improvements	Public Works Dept		
6	Work with Rockford School District to resolve drainage problems at Kishwaukee School, possibly using Safe Routes to Schools program	Public Works Dept, Rockford School Dist, Rockford Park Dist	2007-08	Resolution of problem at Kishwaukee School

IMPROVE SAFETY AND SECURITY

1	Improve crime prevention through environmental design			
	a. Conduct a neighborhood security survey	ORCHiD, Police Dept	2007	Determine what problems exist that can be addressed through environmental design
	b. Develop a plan of action for addressing these problems	ORCHiD, Police Dept	2007-08	Set of concrete steps for improvements
	c. Implement the action plan	ORCHiD, Police Dept	2008-2010	15% reduction in serious crimes by 2010
2	Complete swift demolition of boarded up buildings	Building, ORCHiD	Ongoing	Remove attractive nuisances from the neighborhood

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3	Pursue designation as a Weed & Seed neighborhood			
	a. Complete the application process	All interested parties	Dec-08	Application accepted by _____
	b. Implement plans included in the Weed & Seed program		Ongoing	
4	Celebrate National Night Out annually	ORCHiD, Police Dept	Annually	Positive event for the neighborhood

BRING NEW RETAIL TO THE NEIGHBORHOOD

1	Promotional marketing materials	ORCHiD, City, and others	2007-2010	Produce materials that can be used to draw new local businesses to the neighborhood
	a. Continue with existing materials	ORCHiD	2007-08	
	b. Produce marketing materials designed to attract retail businesses to the area, possibly with pro bono assistance from a marketing firm	ORCHiD with TA from the City	2008	
	c. Launch an active marketing campaign	ORCHiD with help from the City	2008-2010	Bring at least 5 new retail businesses to the neighborhood by 2011
2	Make the area more attractive to retailers by improving residential properties	ORCHiD, Comm Dev, RHA	Ongoing	Increase EAV in the neighborhood by ___% by 2009 and by ___ by 2011
	a. Redevelopment of the Jane Addams site			
	b. Make full use of the City's Owner Occupied Focus Area Rehabilitation Program	Comm Dev Dept	Ongoing	Rehab 5 homes per year for the next 4 years
	c. Continue with annual neighborhood cleanups	ORCHiD	Annually	
	d. Recruit and work with volunteer groups to aid seniors and others needing some help in improving their property	ORCHiD, possibly partnering with the Truancy Program	Ongoing	Provide assistance to those needing it while improving the appearance of the neighborhood
3	Develop a whitewater park and ancillary uses on the riverfront south of Walnut Street	City of Rockford, private developer	2008-2010	Construction of a whitewater park underway by 2010

REDEVELOPMENT OF RHA PROPERTIES IN THE NEIGHBORHOOD

1	Carry out demolition of the Jane Addams development	RHA	2007	Cleared land; interim use of green space
2	Prepare future redevelopment plan for the properties taking into account Morgan St bridge and related improvements	RHA, City, ORCHiD	2007-08	Action plan for redevelopment of these properties

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3	De-densify and upgrade Brewington Oaks	RHA	2008-2010	Return it to its original use - housing for seniors and disabled
4	Be prepared to submit application for HOPE VI if the program is retained	RHA, City	2008	HOPE VI application for redevelopment of Jane Addams and Brewington Oaks sites
5	Implement previous steps	RHA, City, Park Dist	2008-11	Reuse of the Jane Addams site that strengthens the neighborhood; reduced density in Brewington Oaks

ESTABLISH A COMMUNITY CENTER AND COMMUNITY GARDEN(S)

1	Establish an ORCHiD community center that can serve as a meeting place and resource center for the neighborhood			
	a. Determine criteria for a community center property	ORCHiD	2007	
	b. ID a property that will work and that ORCHiD can afford to buy and rehab	ORCHiD	2007	
	c. Purchase the property; plan and make improvements	ORCHiD	2007	
	d. Complete rehab of the building; begin operation	ORCHiD	2008	
2	Establish one or more community gardens on City-owned parcels			
	a. Determine locations annually	ORCHiD, City staff	Annually	Complete identification process by March each year
	b. Set basic ground rules for use and maintenance	ORCHiD, City staff	2007	Ensure equitable distribution of garden space and meeting City maintenance standards
	c. Start implementation	ORCHiD, City staff	2008	

MAKE THE NEIGHBORHOOD A SAFE PLACE FOR KIDS

1	Reseal and coat the basketball courts in Nelson Park	Park Dist	2007	
2	Find ways to bring organized events to Nelson Park	Park Dist, ORCHiD	Ongoing	Make greater use of a neighborhood asset
3	Begin implementation of the Keith Creek Greenway plan	City, Park Dist, et al	2007-11	Increase green space, access to pathways in the neighborhood
4	Take greater advantage of Park District opportunities for neighborhood programming	ORCHiD	Ongoing	Provide neighborhood residents a local venue for activities that will help strengthen community