

DOWNTOWN ROCKFORD STRATEGIC ACTION PLAN PROGRESS

MOBILITY

- Continued road diet and staging on State Street bridge (2015 & 2016)
- Eliminated parking zones and parking group exploring options for paid on-street parking
- Completed RMAP Bike Share Feasibility Study
- Completion of Rails to Trails Bridge
- Award of ITEP grant to Rockford Park District to repair Jefferson Street Bridge



LARGE REDEVELOPMENT

- Completion of Wellness Center
- Redevelopment of the Millennium Center into a Boutique Hotel in progress
- Redevelopment of Trust Building into 60+ luxury lofts in progress
- Completed redevelopment of former Ingersoll site – now UW Sports Factory



URBAN DESIGN

- Started beautification effort in downtown Rockford that leverages public and private funding
- Landscape and beautification of public parking lots
- Public Art Sculptures
- Drafted Public Art Policy
- Established consistent design standards for lighting, banners, signage, planters



ECONOMIC DEVELOPMENT

- Continued and strengthened Shop the Blocks
- Staged State Street bridge with outdoor seating along with food trucks on 8/15 Rockford Day
- Rock Valley College renovated portion of RRSTAR building and opened downtown campus
- Renovation of 214 E. State Street; 4 new downtown businesses opening

