



# SOUTH MAIN REVITALIZATION STRATEGY

*City of Rockford, Illinois*

## VOLUME 2 : REVITALIZATION VISION + IMPLEMENTATION

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DECEMBER 2011



## **Acknowledgements**

The City of Rockford gratefully acknowledges the following for the time, energy and resources given to create the South Main Revitalization Strategy:

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### **Supporting Agencies**

Federal Highway Administration  
Federal Transit Administration  
Rockford Area Economic Development Council  
Winnebago County  
Illinois Department of Transportation, District 2  
Office of Planning and Programming, Illinois Department of Transportation  
Rockford Metropolitan Agency for Planning

We would particularly like to acknowledge Alderman Venita Hervey, who hosted many of our planning discussions concurrently with her regular Ward meetings, ensuring a high level of participation among the community. Additionally, we thank the organizations that hosted our successful community planning meetings and allowed the convenient use of their facility space throughout this planning process:

Klehm Arboretum  
Pilgrim Baptist Church  
Comprehensive Community Solutions  
Southwest Ideas for Today and Tomorrow (SWIFTT)  
Rockford Public Library

This plan is especially dedicated to the legacy and work of former Alderman Victory Bell. Representing Southwest Rockford for over 35 years, Alderman Bell was a tireless advocate for the South Main Corridor as the area went through many turbulent times. His dedicated support for community investment and redevelopment into the 5th Ward for decades established a foundation of strong neighborhoods and dedicated stakeholder groups that have made our outreach and planning efforts throughout the course of this project tremendously successful. The millions of dollars of investment in South Main that will be underway in the next few years serve as a fine tribute to Alderman Bell's service, and the strategy outlined in this corridor revitalization document reflect the ideals he brought as an influential Rockford leader for over a generation.

We also appreciate the involvement of the many community residents, business owners and organizational representatives who dedicated their time to participate in interviews, focus groups, community forums, and online surveys, which ultimately helped craft the following vision as presented in this document.

## Volume 2 Contents

### **REVITALIZATION VISION**

REVITALIZATION VISION.....	6.1
GOALS AND OBJECTIVES.....	6.3
REVITALIZATION STRATEGY COMPONENTS .....	6.6
ZONING RECOMMENDATIONS.....	6.32
STREETSCAPE IMPROVEMENTS .....	6.36
GATEWAYS   SIGNAGE   BRANDING .....	6.44
TRANSPORTATION AND INFRASTRUCTURE.....	6.49
ECONOMIC DEV. STRATEGIES AND RECOMMENDATIONS ...	6.62

### **IMPLEMENTATION**

IMPLEMENTATION STRATEGY .....	7.1
REDEVELOPMENT TIMING AND APPROACH.....	7.1
COMMUNICATION AND COORDINATION.....	7.2
PRIORITY ACTIONS AND CATALYTIC PROJECTS .....	7.5
FUNDING SOURCES AND INCENTIVE PROGRAMS .....	7.11

### **APPENDICES**

PREVIOUS PLAN CONCEPTS.....	8.1
VISUAL PREFERENCE RESULTS.....	8.7
PREVIOUS SIGNAGE CONCEPTS .....	8.22
PLANNING PROCESS + TIMELINE.....	8.25
WORKSHOP SUMMARIES.....	8.26
INTERVIEW QUESTIONS .....	8.40
SIGNAGE SURVEY .....	8.43

For Sections 1 through 5, please see *South Main Revitalization Strategy, Volume 1: State of the Corridor* under a separate cover.