



DOWNTOWN ROCKFORD STRATEGIES

TLC PLANNING APPROACH

STAKEHOLDER WORKSHOP

APRIL 10, 2015

DISCUSSION ITEMS

TAKE A TLC APPROACH

BUILDING ON PREVIOUS PLANS

MANAGE RETAIL AND HOUSING GROWTH

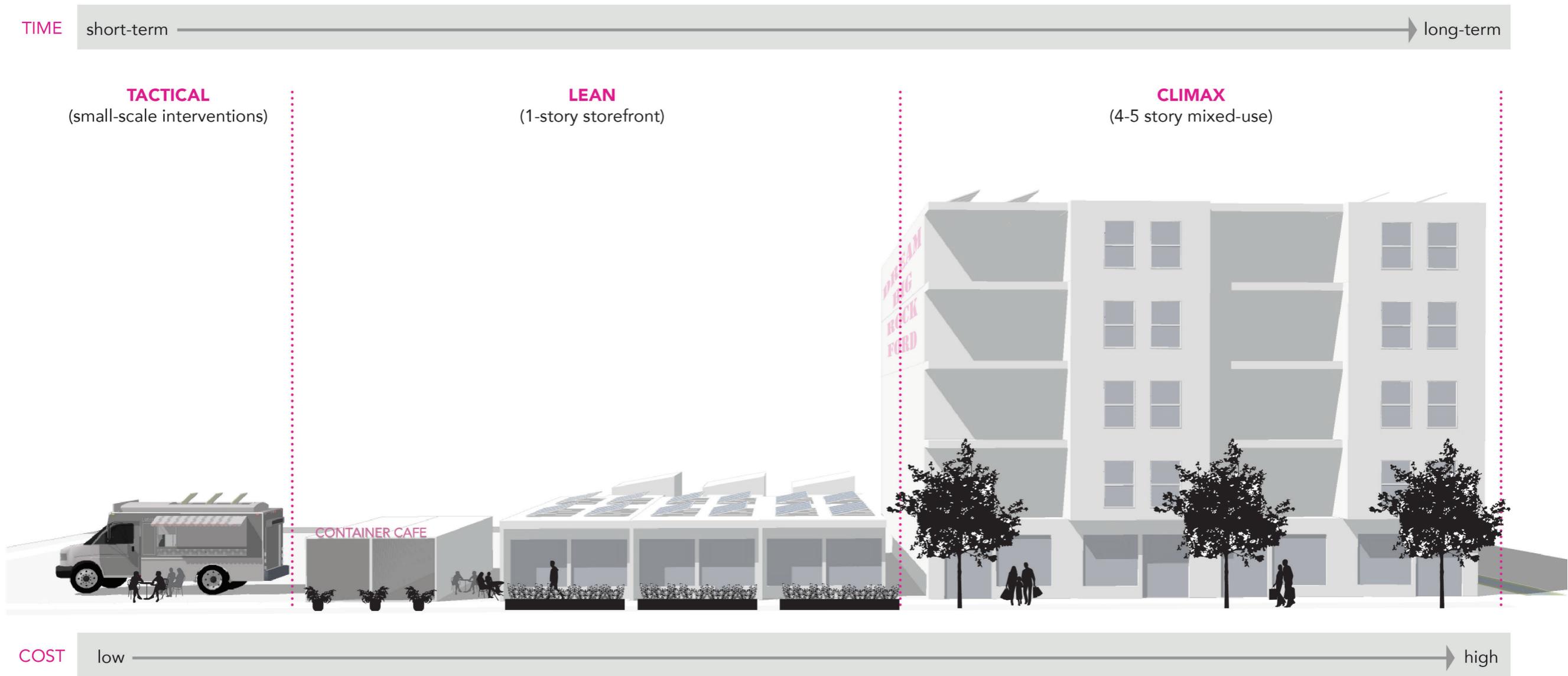
CREATE AND STRENGTHEN DESTINATIONS

CREATE BEAUTIFUL PUBLIC SPACES

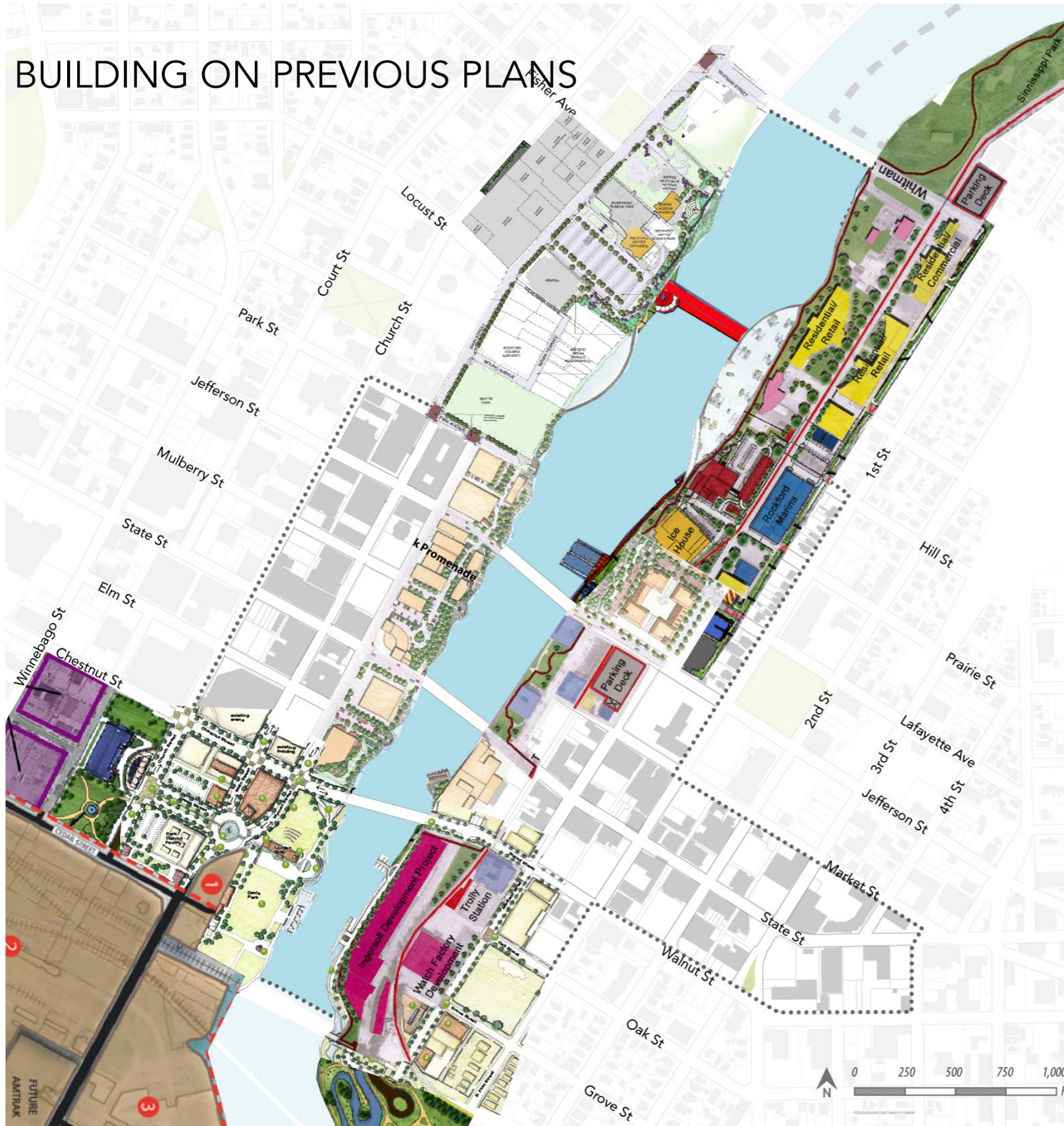
CAPITALIZE ON EXISTING MOMENTUM

NEXT STEPS

TAKE A TLC APPROACH



BUILDING ON PREVIOUS PLANS



RIVER DISTRICT FRAMEWORK PLAN

PRAIRIE STREET BREWHOUSE PLAN

ROCKFORD RIVER WALK VISION PLAN

RIVER DISTRICT FRAMEWORK PLAN UPDATE

DOWNTOWN PARKING STUDY

MUSEUM CAMPUS MASTER PLAN

REDEVELOPMENT FRAMEWORK PLAN

SOUTH MAIN CORRIDOR REVITALIZATION STRATEGY

BUILDING ON PREVIOUS PLANS



MUSEUM CAMPUS

1. Expand existing facilities
2. Park along waterfront
3. Add boat facilities
4. Pedestrian bridge across river

MADISON STREET (NORTH)

1. Park along waterfront
2. Expand Marina facilities
3. Expand harbor
4. Add residential east/west of Madison
5. Pedestrian bridge to Museum Campus

MADISON STREET (SOUTH)

1. Trolley line/station
2. New residential
3. Connection to Whitewater

DAVIS PARK

1. Connect to Courthouse
2. Infill buildings around

Main Street

1. Plaza/Parking Lot
2. Entertainment area
3. Mixed-use

"A" STREETS IN DOWNTOWN ROCKFORD

-  Potential Gateway
-  "A" Street

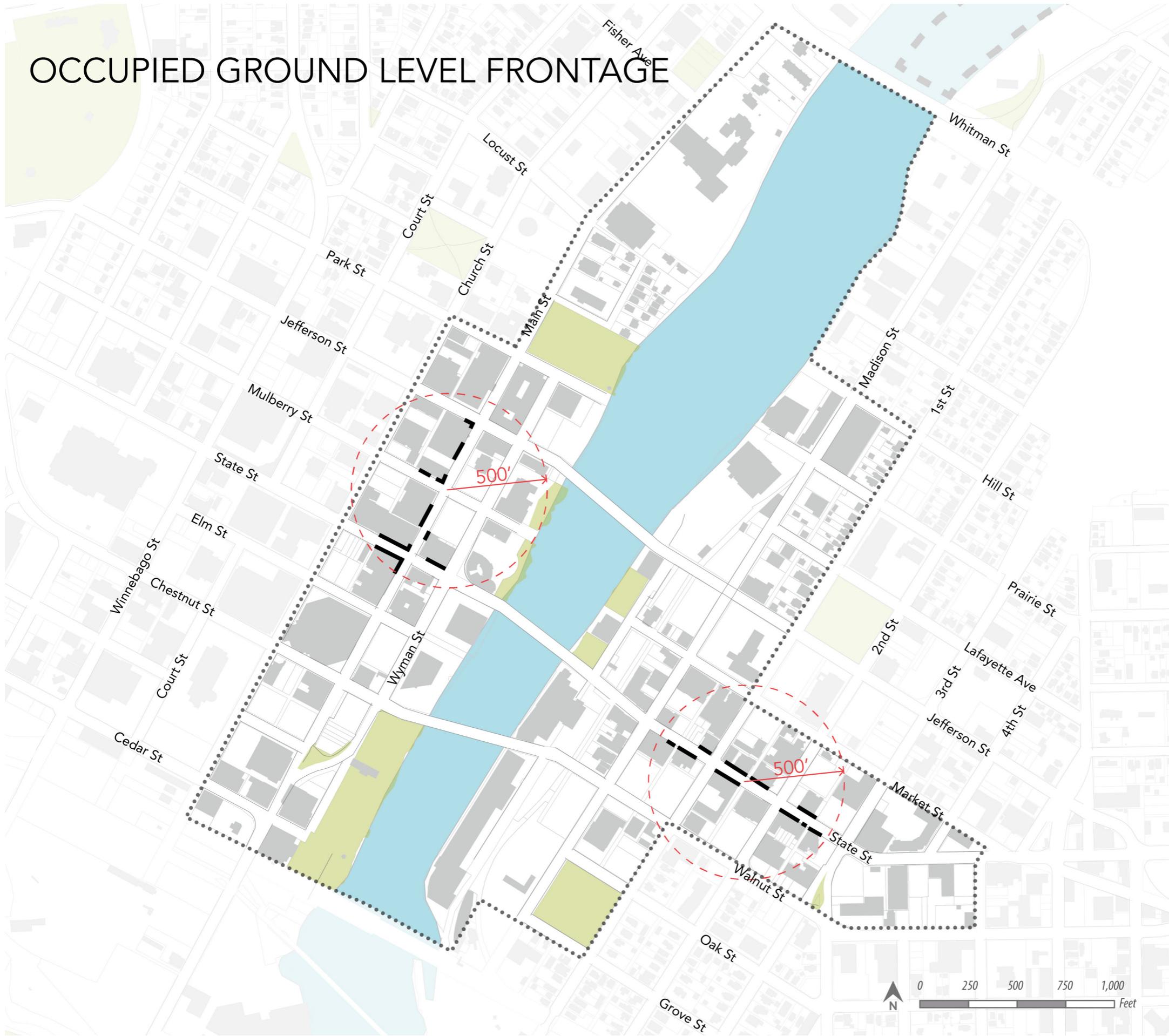


OCCUPIED GROUND LEVEL FRONTAGE

-  500' Radius
-  Occupied Frontage

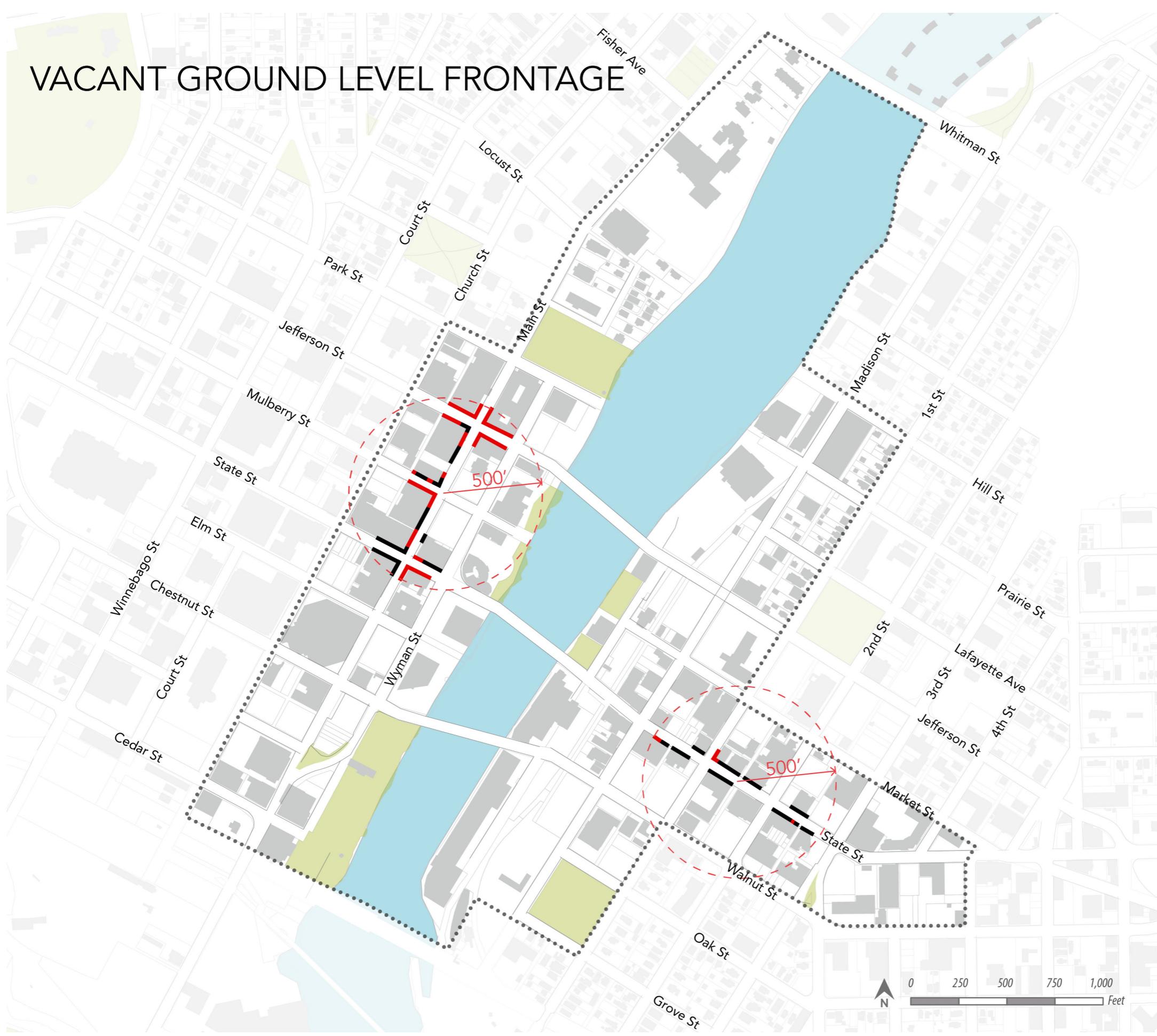
1,780' (60%)
of Ground Level Occupied

106,800 SF
of Ground Level Occupied



VACANT GROUND LEVEL FRONTAGE

-  500' Radius
-  Occupied Frontage
-  Vacant Frontage

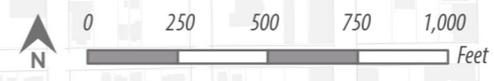


1,780' (60%)
of Ground Level Occupied

106,800 SF
of Ground Level Occupied

1,200' (40%)
of Ground Level Vacancy

72,000 SF
of Ground Level Vacancy



PARKING AND VACANT PARCEL FRONTAGE

-  500' Radius
-  Occupied Frontage
-  Vacant Frontage
-  Parking Frontage and Vacant Lots

1,780' (60%)
of Ground Level Occupied

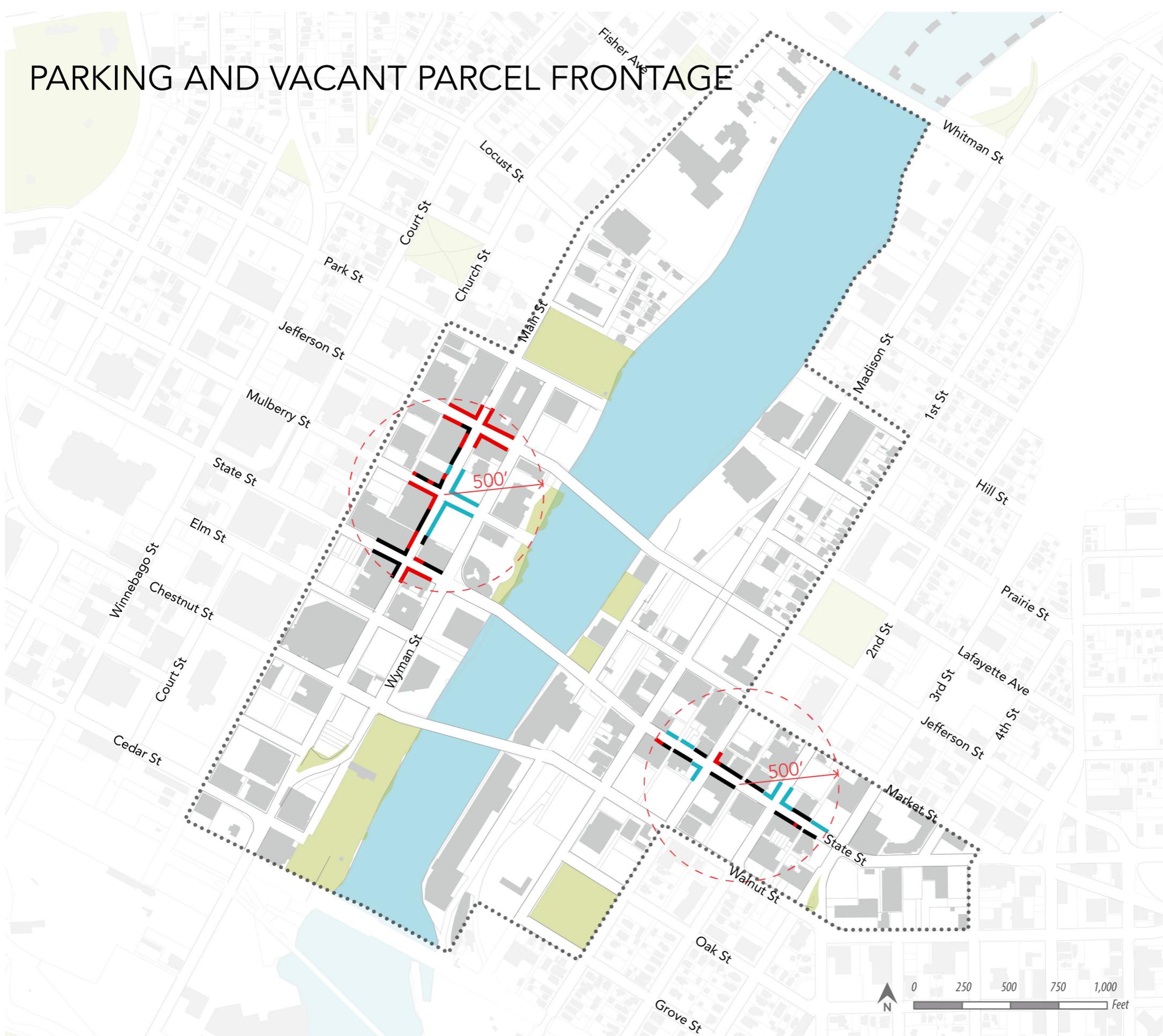
106,800 SF
of Ground Level Occupied

1,200' (40%)
of Ground Level Vacancy

72,000 SF
of Ground Level Vacancy

810'
of Parcel Vacancy

48,600 SF
of Parcel Vacancy



AVAILABLE GROUND LEVEL SQUARE FOOTAGE

120,600 sf
AVAILABLE

122,600 sf
CAN BE SUPPORTED

PARKING SURPLUS AND DEMAND



4,225 parking spaces available

Surplus of about 1,885 spaces

Can accommodate all vacancy - addition of 330 spots

Availability mostly on West side - East side would need to develop parking decks as demand nears surplus

MANAGE RETAIL AND HOUSING GROWTH



MANAGE RETAIL AND HOUSING GROWTH ON "A" STREETS AND EXPAND OUTWARD

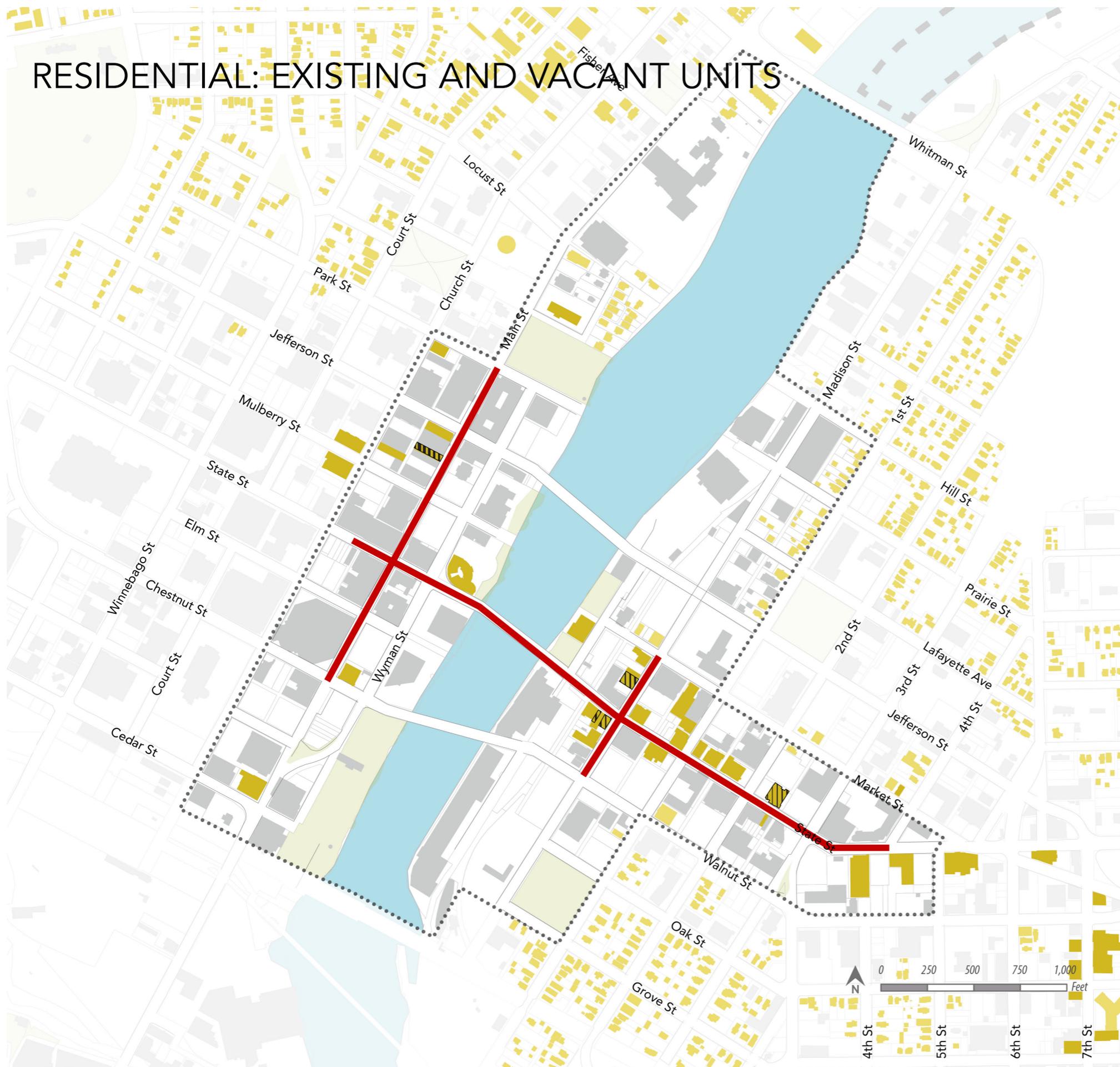


CONCENTRATED RETAIL GROWTH ON "A" STREETS

- 500' Radius
- "A" Street Initial Focus
- "A" Street Secondary Focus



RESIDENTIAL: EXISTING AND VACANT UNITS



- Existing Residential
- Existing Second Story Residential
- Vacant Second Story Residential
- "A" Street



IMMEDIATE STRATEGIES (1-2 YEAR)

- Catalytic Development
- Vacant Storefront Occupied
- Tactical Intervention

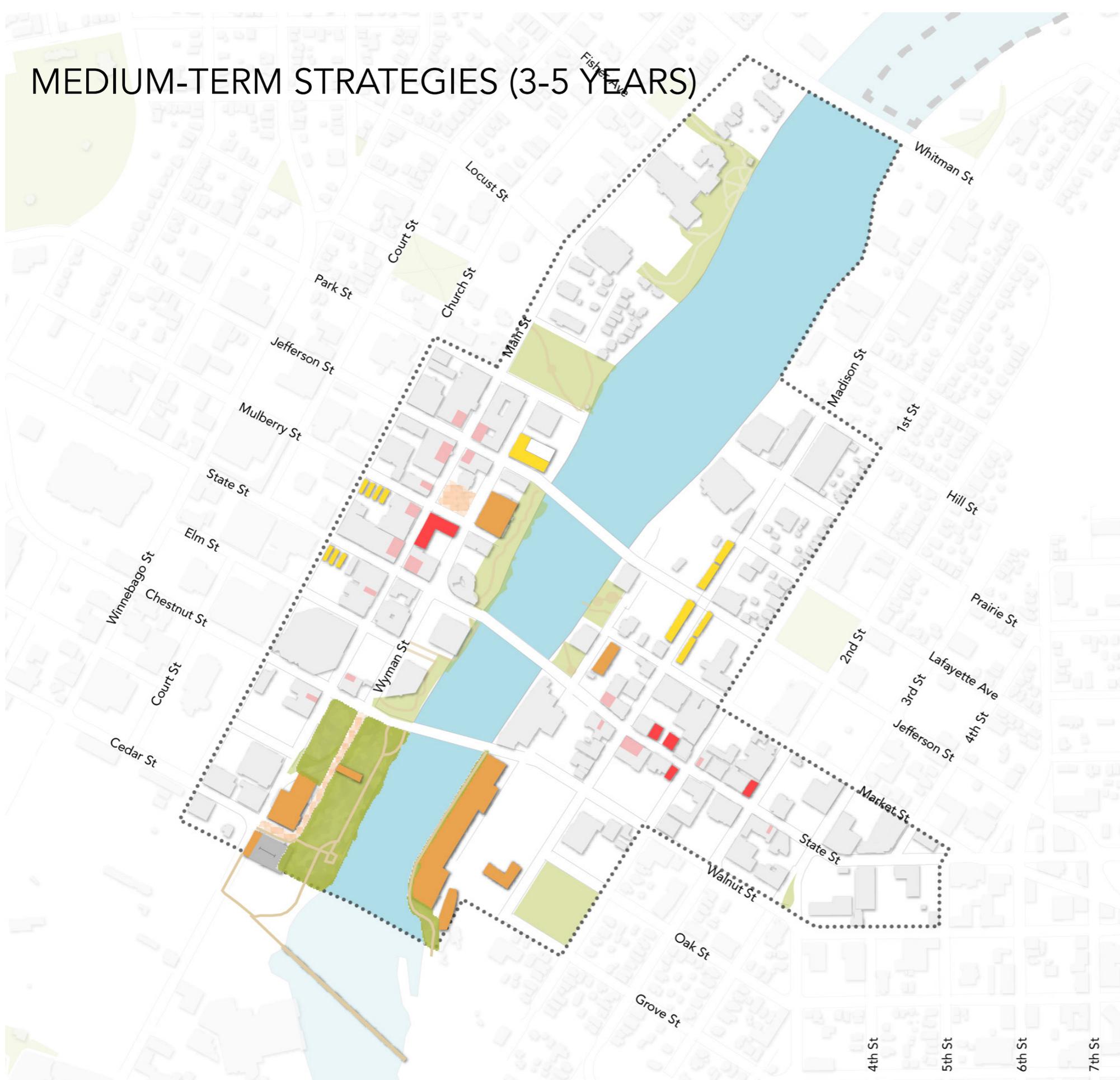


Continue to develop catalytic projects

Recruit 10-15 new businesses on "A" streets

Tactical interventions in vacant storefronts and lots

MEDIUM-TERM STRATEGIES (3-5 YEARS)



- Catalytic Development
- Mixed-Use Development
- Residential Development
- Shared Parking Deck
- Park Development/Improvement
- Vacant Storefront Occupation

Continue to develop catalytic projects

Recruit and concentrate 20 additional new businesses on "A" streets

Develop 40-50 unit housing development on the river

Develop smaller infill housing projects

LONG-TERM VISIONS (6-15 YEARS)



- Catalytic Development
- Mixed-Use Development
- Residential Development
- Shared Parking Deck
- Park Development/Improvement
- Vacant Storefront Occupation

Continue to develop catalytic projects

Add 60 housing units per year

Recruit additional retail on "A" streets as needed

LONG-TERM VISIONS (16-25 YEARS)



- Catalytic Development
- Mixed-Use Development
- Residential Development
- Shared Parking Deck
- Park Development/Improvement
- Vacant Storefront Occupation

Continue to develop catalytic projects

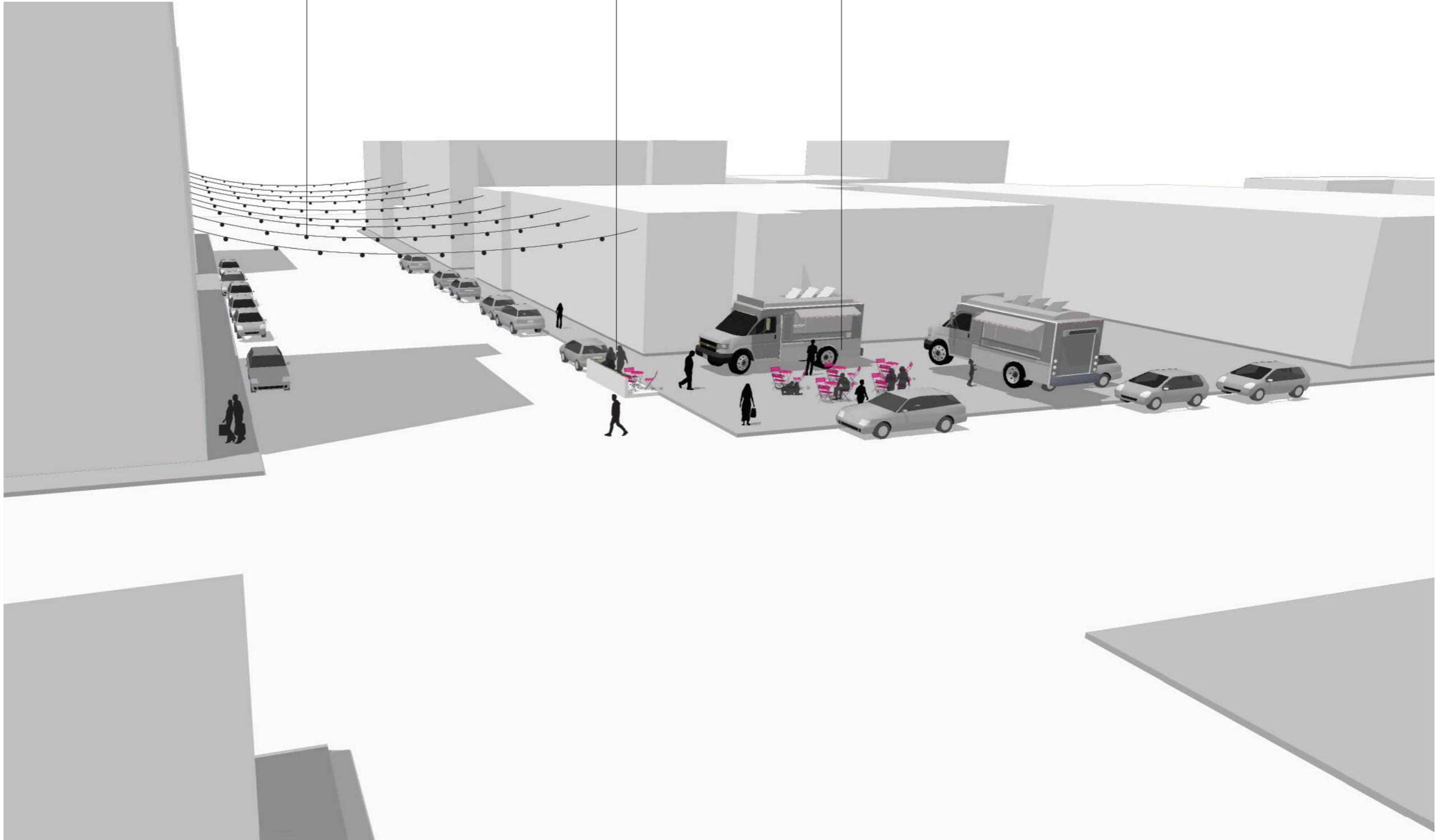
Add 60 housing units per year

Recruit additional retail on "A" streets as needed

Street Lighting

Temporary
Parklet

Temporary
Vendor
Spaces

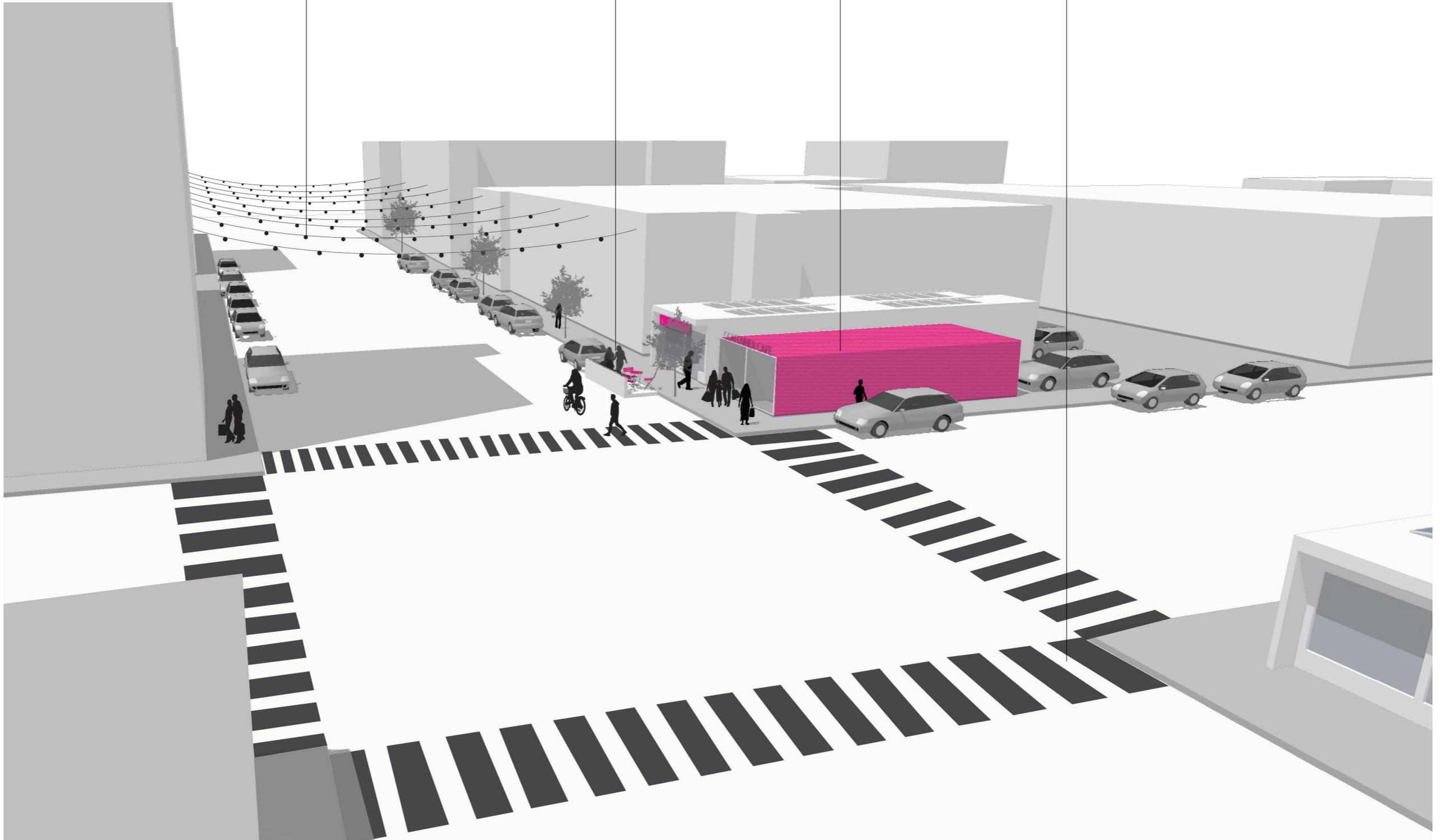


Street Lighting

Temporary
Parklet

Lean development/
Pop-Up Spaces

Improved
Pedestrian
Amenities

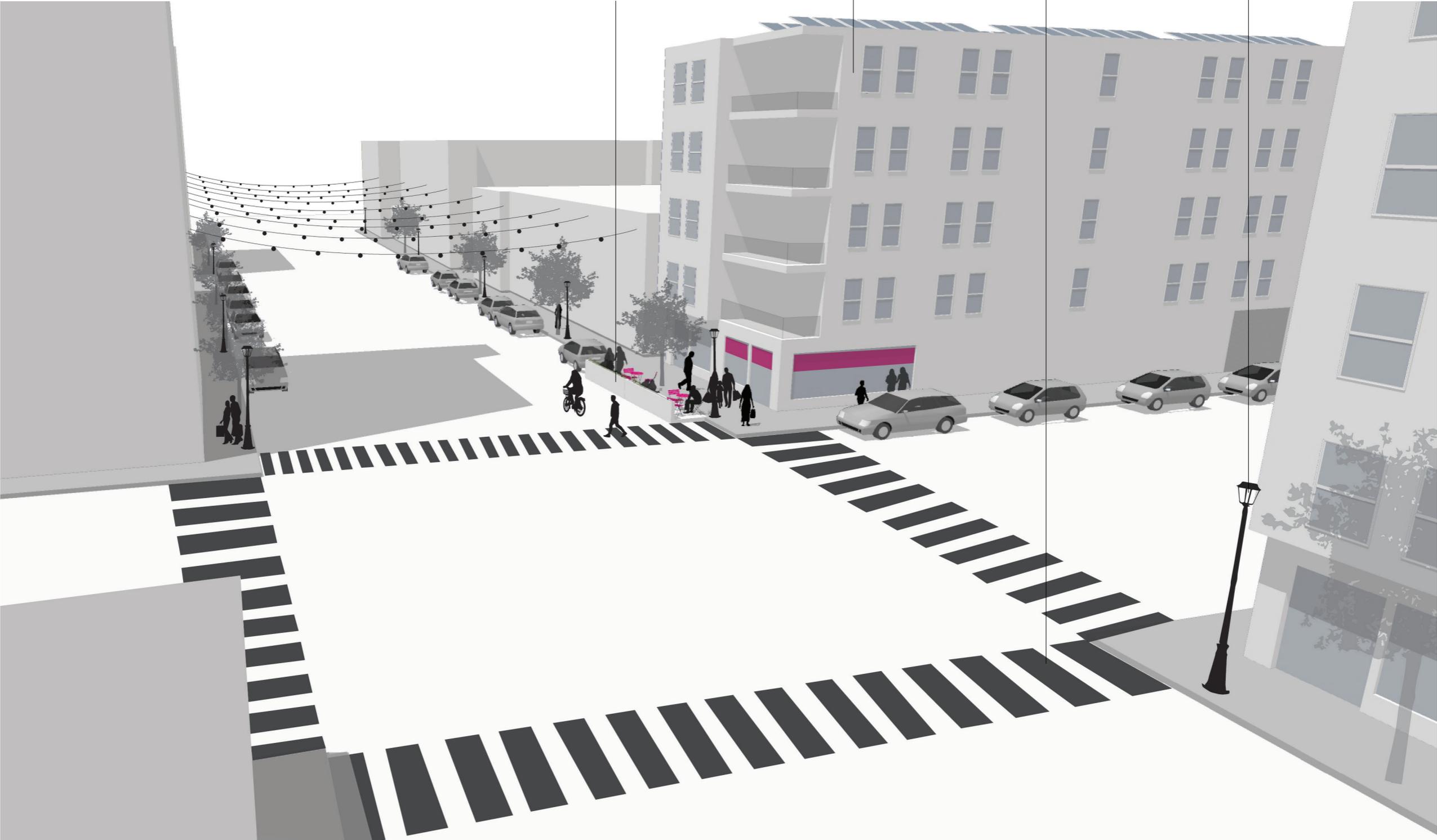


Expanded Outdoor Seating/Parklet

Climax Mixed-Use Development

Improved Pedestrian Amenities

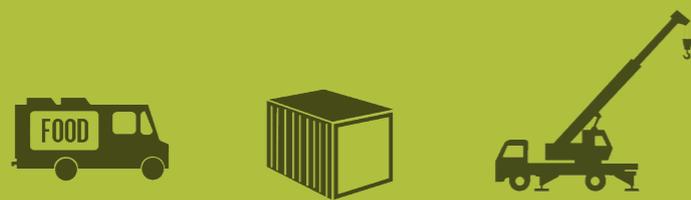
Permanent Streetscape Improvements



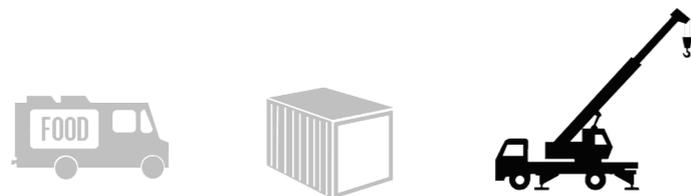
TASKS FOR IMPLEMENTATION

TASK	ENTITY RESPONSIBLE
<p>In Year 1, grow by 5 businesses in existing space on each side of the River</p> <p>In Year 2, grow by additional 10 businesses</p> <p>In Year 3-5, grow by 20 additional businesses</p> <p>(If the businesses average 1,400 square feet this will fill more than 49,000 square feet)</p>	
<p>Identify and tout a 35 to 50 unit project that offers a unique amenity (i.e. river access)</p>	
<p>Remodel upper story space for 60 residential units per year</p>	
<p>Identify housing projects outside of the study area but within the ½ mile character district that can be built/sold in phases of 30 to 40 units</p>	

CREATE AND STRENGTHEN DESTINATIONS



STRATEGICALLY POSITION LIBRARY TO BE A LEARNING CENTER OF THE FUTURE



PALISADES BRANCH STOREFRONT LIBRARY - MESA COUNTY, CO

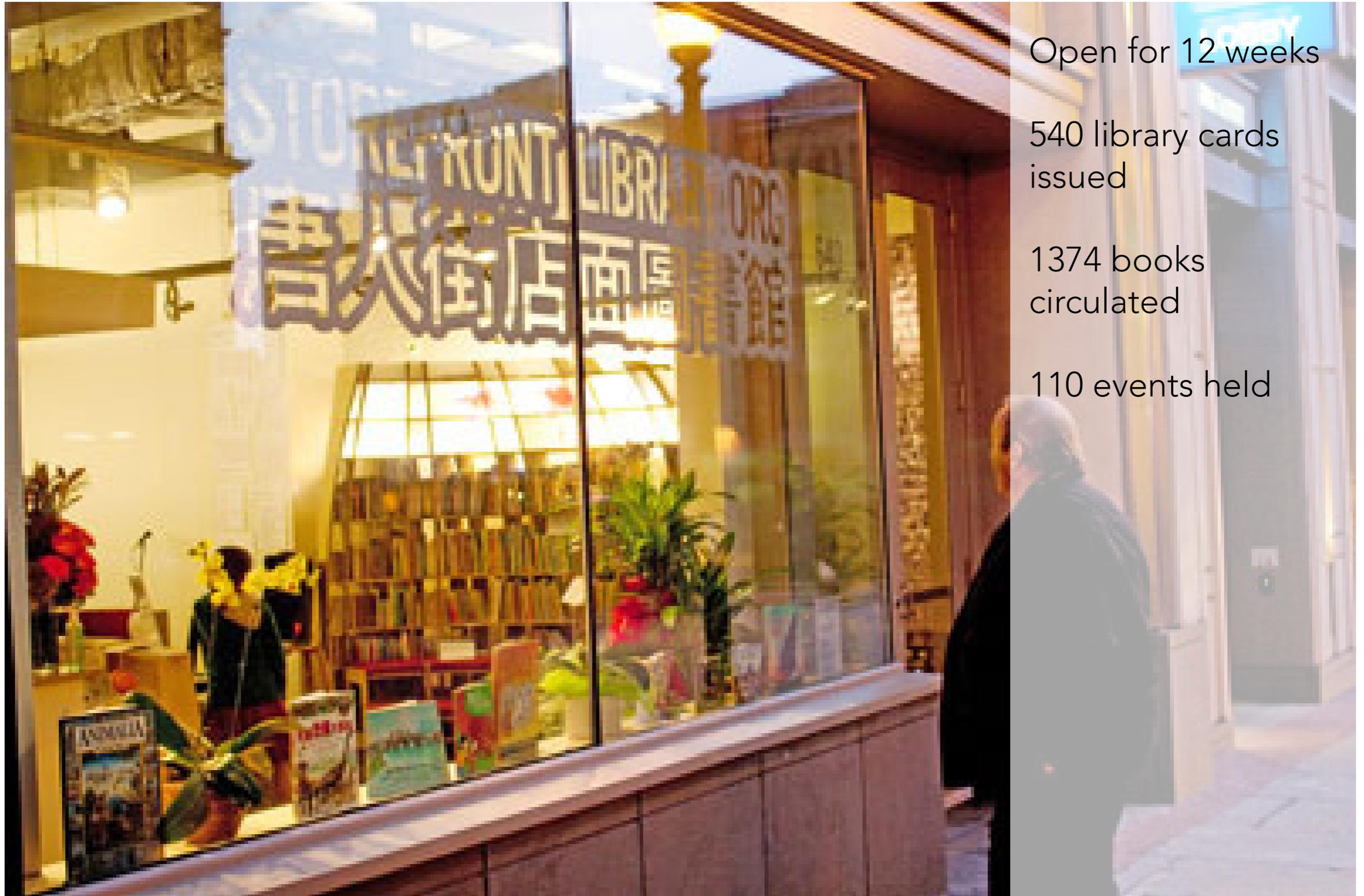


Building owner offered main street building, housing an art gallery, jewelry shop, and architect's office, to the library

Displaced businesses occupied other vacant storefronts

Library increased checkouts and surrounding businesses increased sales

BOSTON STOREFRONT LIBRARY EXPERIMENT



Open for 12 weeks

540 library cards issued

1374 books circulated

110 events held

PARTNER WITH OTHER INSTITUTIONS TO OCCUPY AND REVITALIZE MULTIPLE PROPERTIES



PARTNER WITH CULINARY ARTS AND MAKER SPACES TO ATTRACT A GREATER AUDIENCE



Meadow Ridge Library - Madison, WI

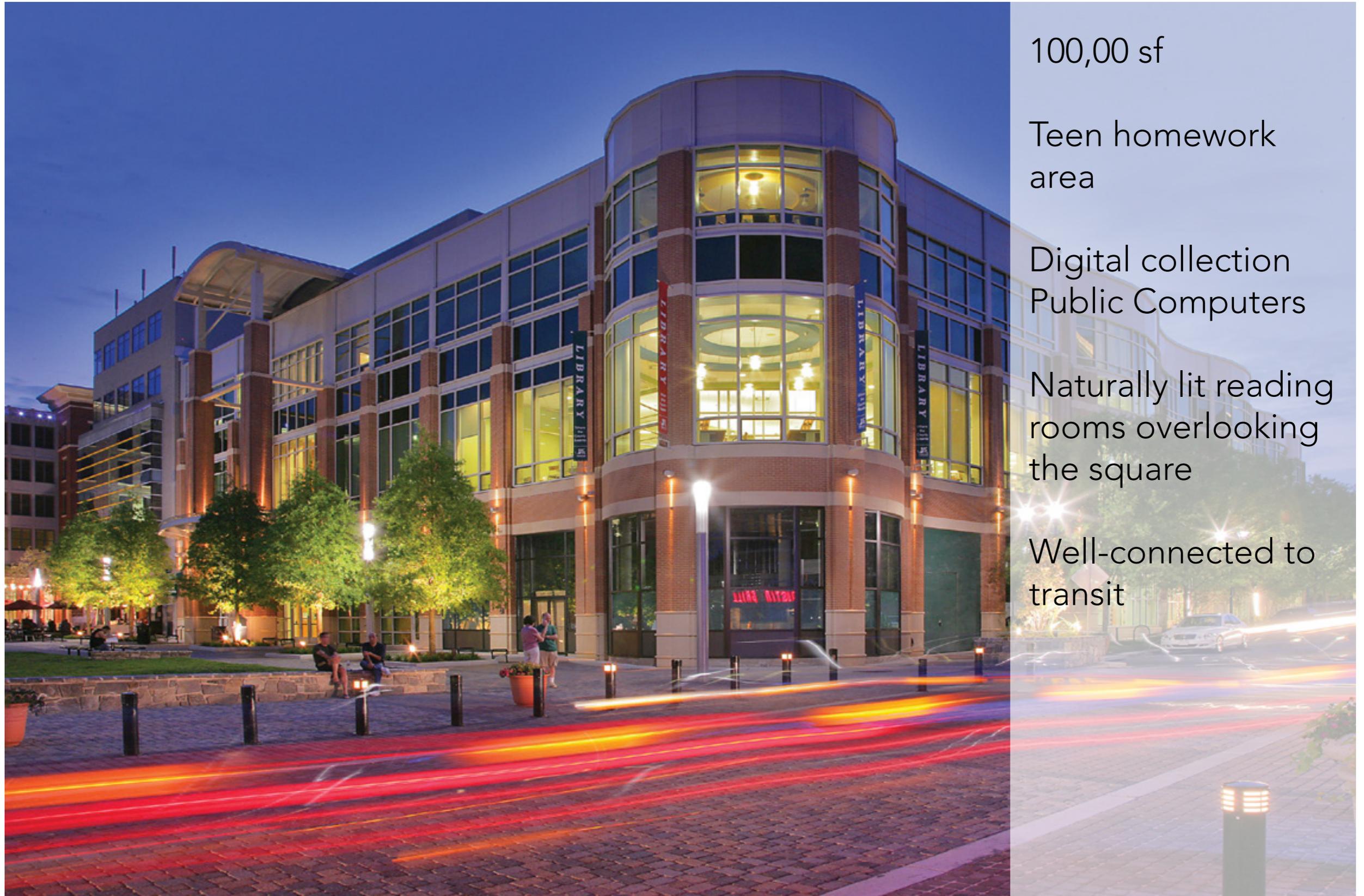


Rosa F. Keller Library - New Orleans, LA



Harold Washington Library - Chicago, IL

ROCKVILLE, MARYLAND PUBLIC LIBRARY



100,00 sf

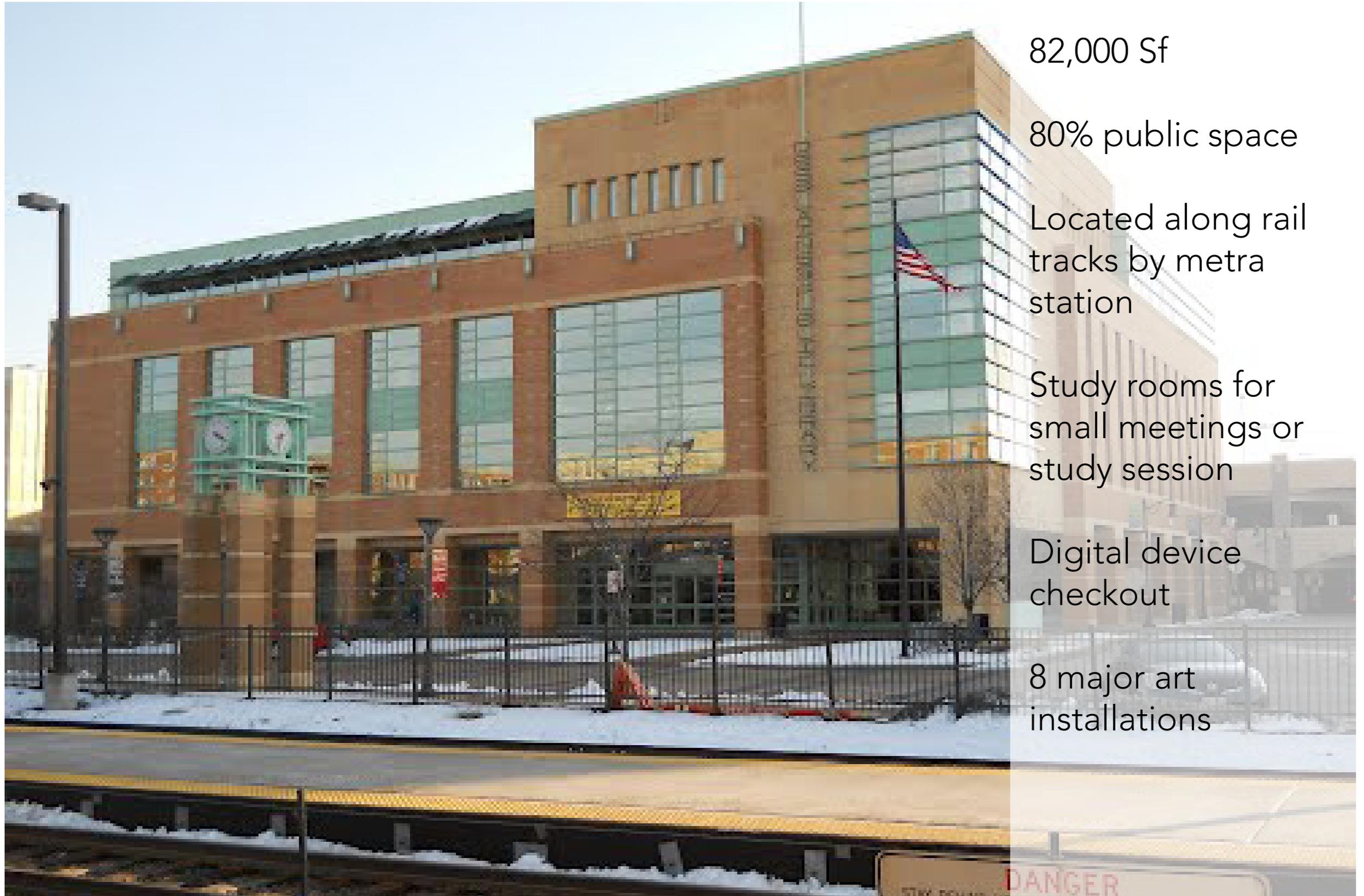
Teen homework area

Digital collection
Public Computers

Naturally lit reading rooms overlooking the square

Well-connected to transit

DOWNTOWN DES PLAINES LIBRARY



82,000 Sf

80% public space

Located along rail tracks by metra station

Study rooms for small meetings or study session

Digital device checkout

8 major art installations

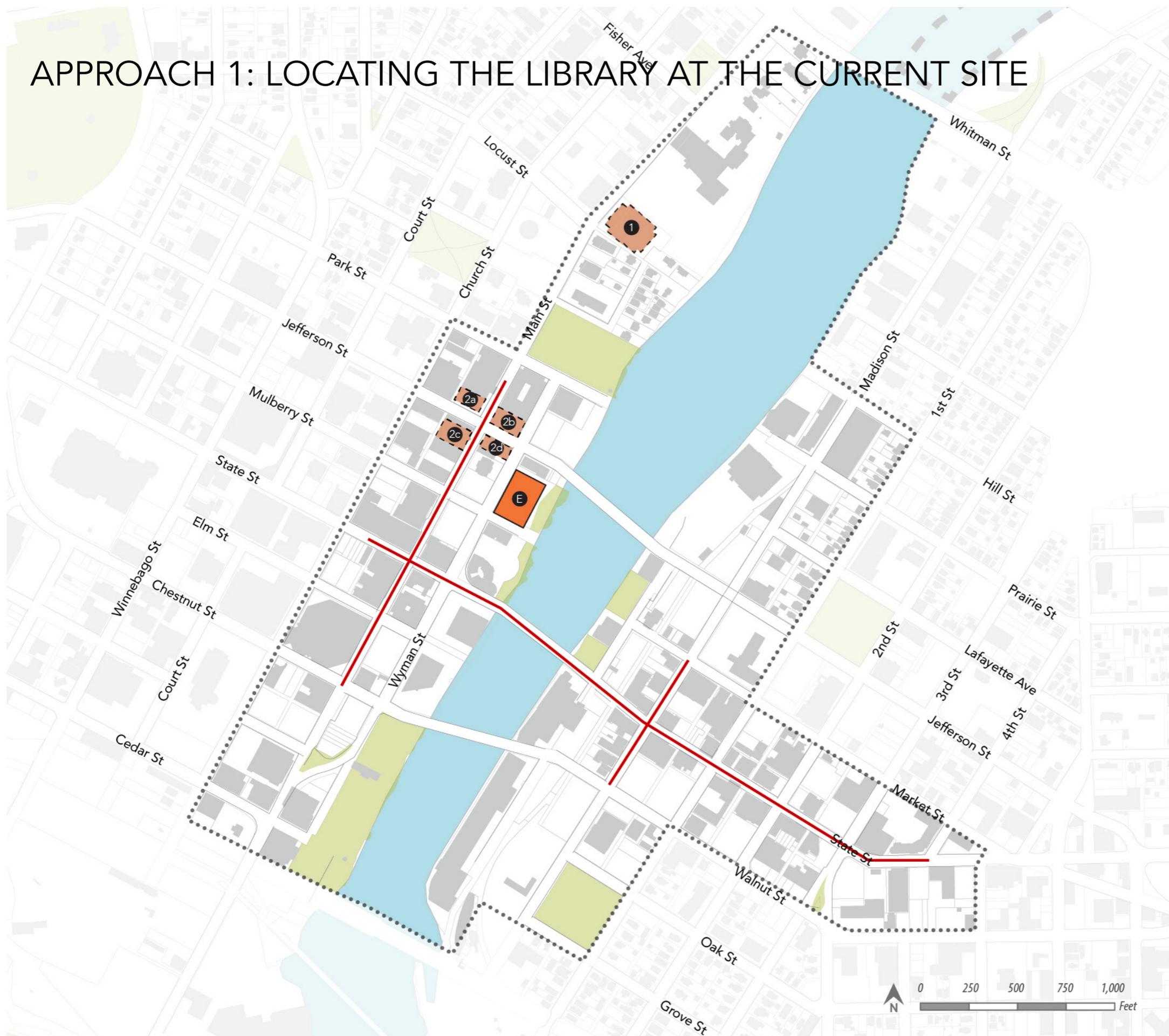
HISTORIC PATCHOGUE CARNEGIE LIBRARY



Historic building moved to vacant parking lot

Replaced with new \$100 million mixed-use development in downtown

APPROACH 1: LOCATING THE LIBRARY AT THE CURRENT SITE



- Rebuild Library On Same Site
- Interim Library Locations
- A Streets

LOCATIONS

- E. Existing Library
- 1. National Guard Armory
- 2. Cluster of Buildings
 - 2a. Conesco Building
 - 2b. 303 N Main
 - 2c. Times Theater
 - 2d. 223 N Main

APPROACH 1: LOCATING THE LIBRARY AT THE CURRENT SITE

BENEFITS

Retains historic Carnegie site location

Temporary relocation activates vacant and underutilized properties

Improved building sets the table for future occupancy upon library moving back

CHALLENGES

Square footage needed for relocation may require multiple vacant buildings

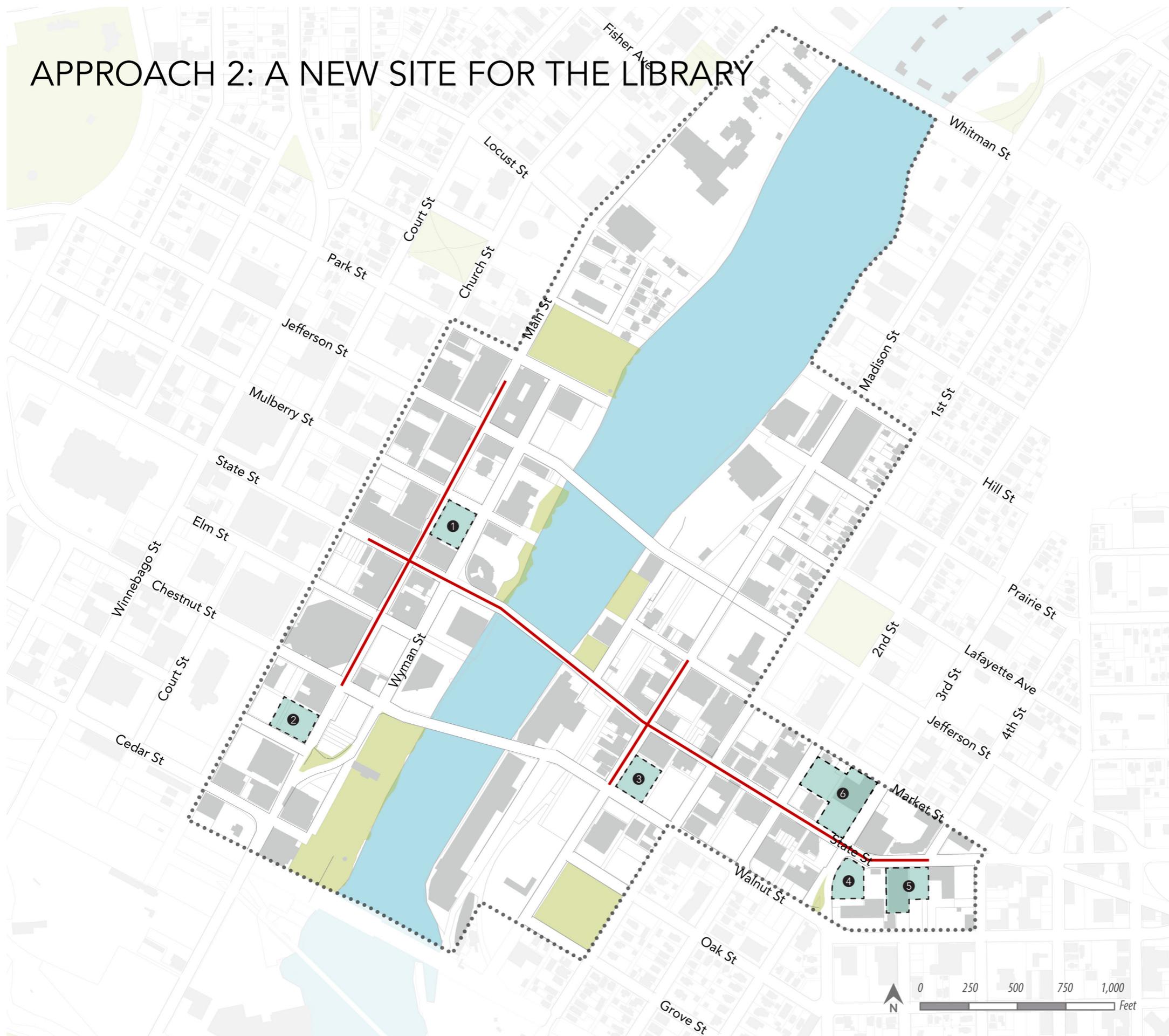
Two moves would have to take place - may be more costly

APPROACH 2: A NEW SITE FOR THE LIBRARY

-  New Library Location Options
-  A Streets

LOCATIONS

1. City-Owned Lot
2. City-Owned Lot
3. City-Owned Lot
4. City-Owned Lot
5. Midway Theater + Adjacent Lot
6. Kral Building and Adjacent Lot



APPROACH 2: A NEW SITE FOR THE LIBRARY

BENEFITS

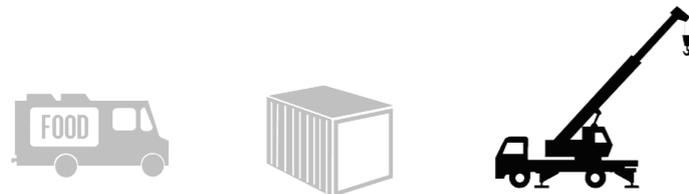
Opportunity for occupying a vacant parcel or renovating a vacant building

Opportunity for finding the most optimum location for library to serve as a future learning center

CHALLENGES

Current library site would be vacant until new development comes along

LOCATE THE AQUARIUM ON THE WEST SIDE TO
COMPLEMENT OTHER VISITOR ATTRACTIONS



NATIONAL MISSISSIPPI RIVER MUSEUM & AQUARIUM - DUBUQUE, IA



Started out in the railroad freighthouse

Added the neighboring train depot

Situated adjacent to conference center, steamboat casino, and water park

TENNESSEE AQUARIUM - CHATTANOOGA, TN



Chattanooga built this aquarium to revitalize the city's decaying riverfront and central business district in 1992

Acknowledged as a key component of the \$2 billion in downtown development since it opened

More than 100 stores and restaurants have opened within a few blocks of the Aquarium

AQUARIUM LOCATION OPTIONS

-  Anchor Institutions
-  Potential Aquarium Locations
-  Retail Streets

- AQUARIUM OPTIONS**
1. Armory
 2. Lorden Building & Davis Park
 3. Public Library

- ANCHORS**
- A. Museum
 - B. BMO Center
 - C. Davis Park
 - D. Ingersoll

