



# DAVIS PARK

PUBLIC WORKSHOP

# MASTER PLAN

September 3, 2015



JASON COOPER, Landscape Architect  
Conservation Design Forum

KAREESHMA ALI, Urban Designer  
Farr Associates

BRETT HARRIS, Landscape Designer  
Conservation Design Forum

5:30PM - 7:00PM

1. Introduction.....~ 5 min.
2. Design Team Presentation.....~ 30 min.
3. Questions & Answers.....~ 15 min.
4. Open House.....~ 30 min.
5. Wrap Up/Conclusion.....~ 10 min.

# TODAY'S AGENDA

**WE ARE HERE**



Start 05/2015

Background Review & Analysis

Community Engagement

Master Plan

Completion 10/2015

# PHASE ONE TIMELINE

**WE ARE HERE**



Start 05/2015

Completion 10/2015

Background Review & Analysis

Community Engagement

Master Plan

- Site Analyses
- Meeting #1 -- Team Meeting
- Summary Report
- Meeting # 2-- Team Meeting

- Expanded Stakeholders Meeting
- **Public Forum (TODAY)**
- Expanded Stakeholders Meeting & Public Forum (September)

- Consensus Plan
- Master Plan – Draft
- Meeting #3 – Team Meeting
- Master Plan- Final

# PHASE ONE TIMELINE

Start 01/2016

Design Development

Construction Documentation  
SITES/LEED Certification

Permitting / Construction  
Administration

Completion 06/2016?

# PHASE TWO TIMELINE



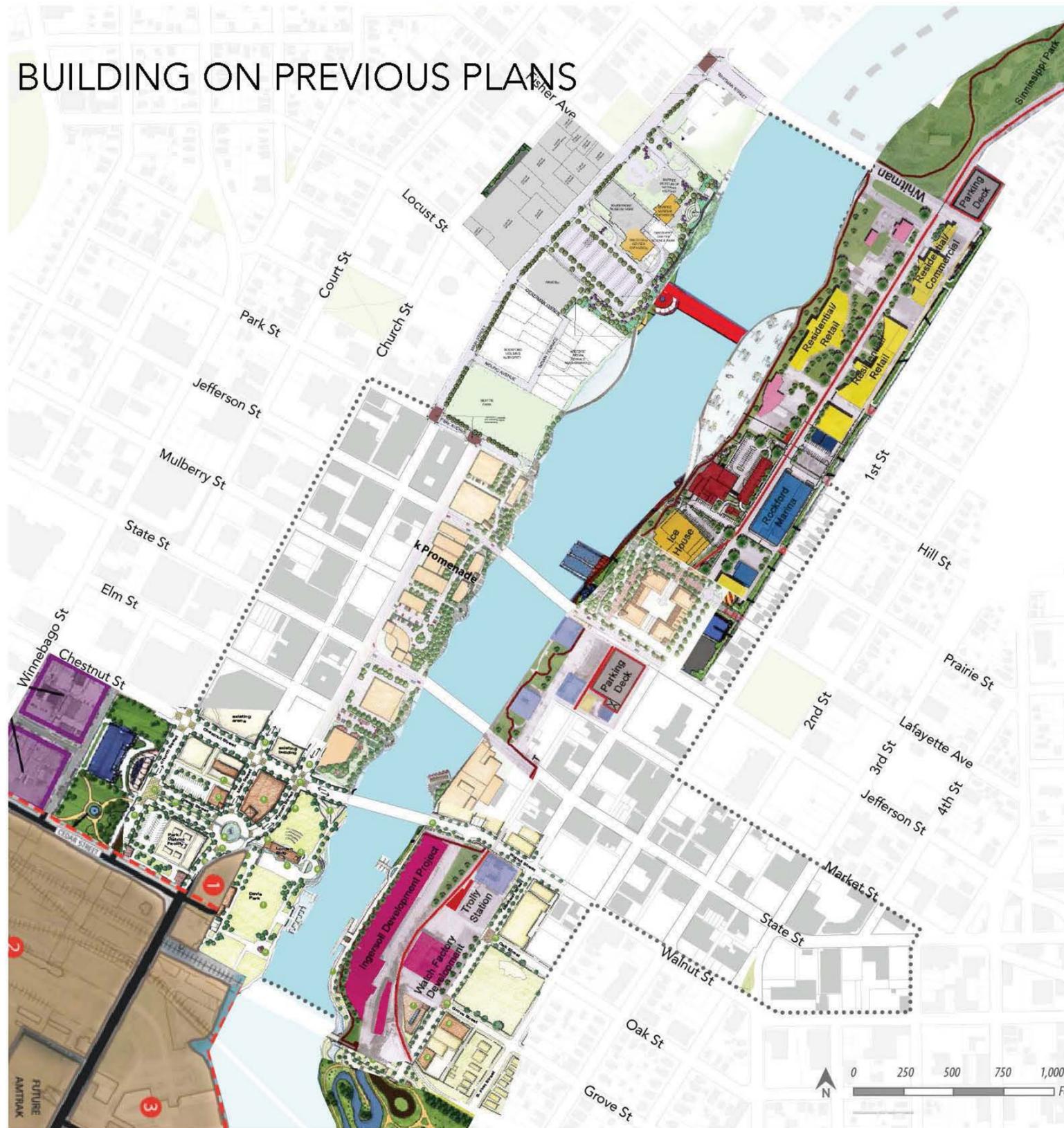
PAST PLANNING EFFORTS



- Agreement for the Acquisition and Development of the Morris & Roberta Davis Memorial Festival Centre Park (1989)
- Lease and Intergovernmental Agreement for the Operation and Development of the Morris and Roberta
- Davis Memorial Festival Park (1991)
- On the Waterfront Goal & Vision of Davis Festival Park- Downtown Visual Amenities Drawings 1996 Davis Park Master Site Plan
- Rockford Cultural Corridor Downtown Development Task Force Report (2004)
- River District Framework Plan Implementation Study (2006)
- Raising the Curtain (R.A.V.E.) Report (2010)
- Gorman Hotel & Conference Center Schematic Site Plan (2014)
- Downtown Rockford Strategies TLC Planning Approach (2015)

# PAST PLANNING EFFORTS

## 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

# PAST PLANNING EFFORTS

## 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

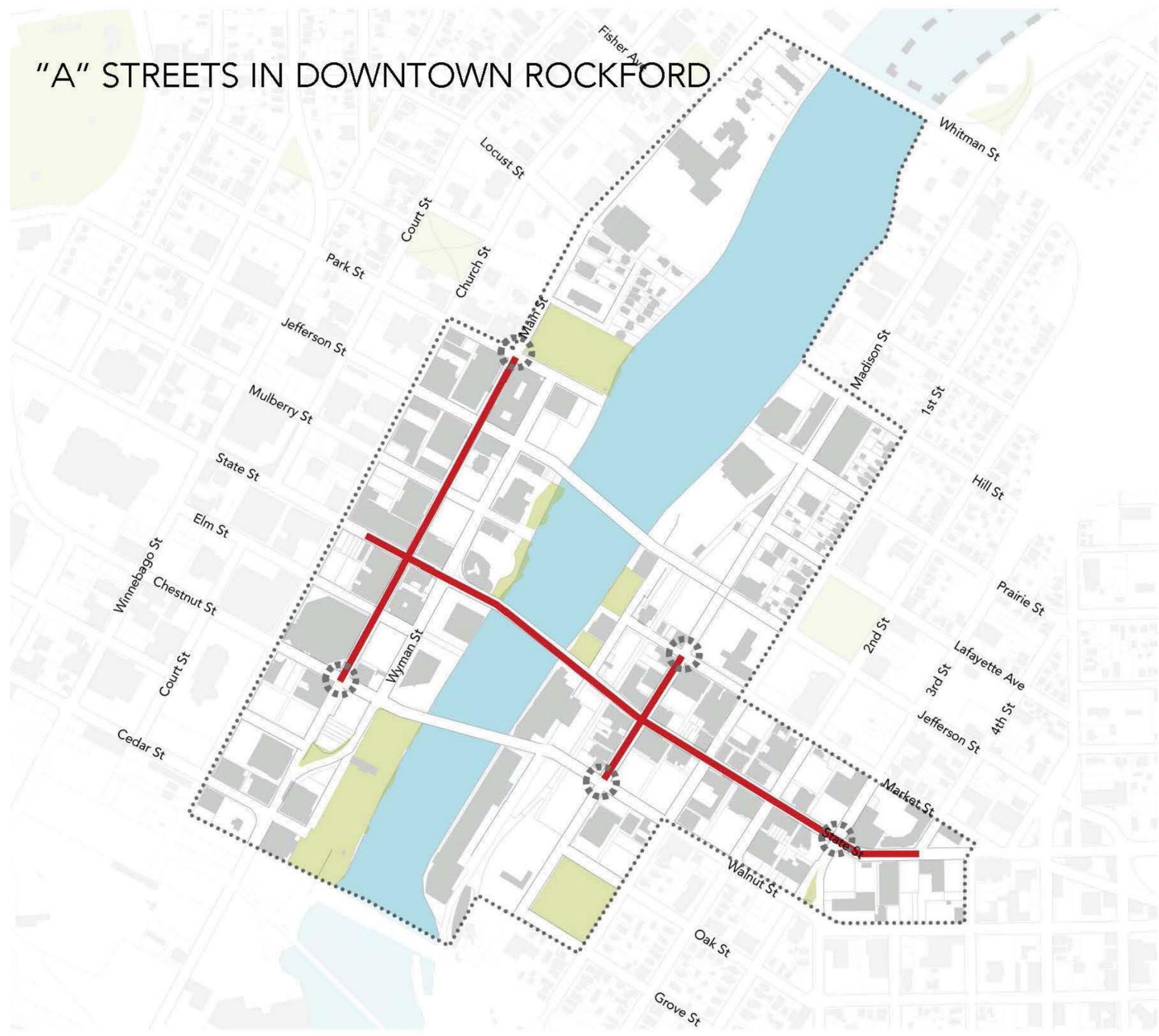
1. Connect to Courthouse
2. Infill buildings around

### Main Street

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

# PAST PLANNING EFFORTS

# "A" STREETS IN DOWNTOWN ROCKFORD



-  Potential Gateway
-  "A" Street



PLANNING PRIORITIES

## GATHERING PLACE FOR ACTIVE AND PASSIVE USE:

The project team identified the importance of maintaining park space for festival and concert activities. The team also recommends designing and implementing improvements that increase the number of park users for active and passive experiences. High-level guiding principles include:

1. The design team should evaluate the future needs for concert and/or festival space in the Park and confirm the types of facilities needed.
2. Plans should incorporate existing landscapes and appealing programmed space for active and passive usage.
3. The design should maximize park programming to appeal to multiple audiences throughout the year.
4. The design should increase usage by weekday downtown professionals and visitors.
5. The design team should evaluate the future role of the Lorden Building to determine if it should be preserved. If it remains, its benefits need to be “fully realized.”

## COMPLIMENT SURROUNDING LAND USES:

Park improvements should factor in the site and building design for planned public and private investment occurring along both sides of the Rock River. The top high-level guiding principles are:

1. Plans should incorporate the Gorman & Co (Developer) hotel and conference center site and building design to integrate with park design improvements. The design should position the hotel complex “within” the park, not next to it.
2. Plans should improve visual access and stronger connections to surrounding land uses and the downtown.
3. The design should integrate park improvements with the planned parking deck to be constructed south of the hotel and conference center.
4. The design team should develop both active and passive space to appeal to visitors at the Indoor Sports Complex along the east bank of the Rock River.

PLANNING PRIORITIES

## INTEGRATE FORWARD-THINKING RESTORATIVE DESIGN STRATEGIES

The project team recommends incorporating sustainable design strategies that take full advantage of local resources, both natural and cultural.

1. Plans should celebrate the site's location on the Rock River and focus attention on people's relationship with water.
2. Design strategies should treat all water as a resource and not a waste product. Methods for restoring the site's historic hydrology should be explored.
3. On-site, renewable sources of energy production should be integrated.
4. Plans should make efficient use of renewable or recycled products, locally produced.
5. Local art and craftsmanship should be woven into the finished plans.
6. Interpretive displays should be provided to inform visitors about the design's objectives.

## Davis Park Advisory Committee:

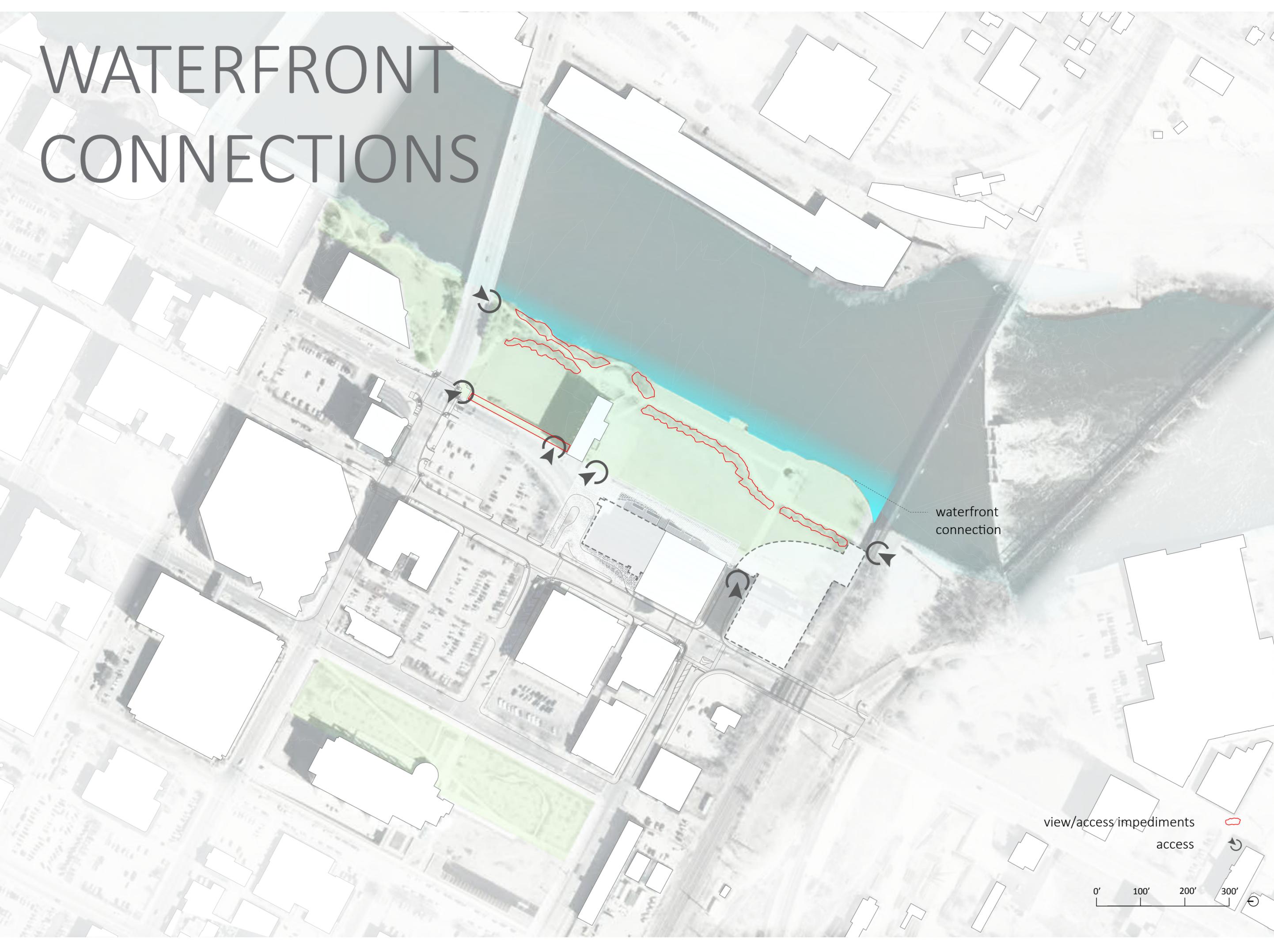
1. City of Rockford – Council Rep(s)
2. City of Rockford – Administration & Staff
3. Davis Park Founders / Original Donors
4. Midtown Association
5. Rockford Community Partners
6. River District Association
7. Rockford Area Arts Council
8. Rockford Area Visitors & Convention Bureau
9. Rockford Area Economic Development Council (RAEDC)
10. Rockford Area Venues & Entertainment (RAVE)
11. Rockford Chamber of Commerce (RCC)
12. Rockford Local Development Corporation (RLDC)
13. Rockford Metropolitan Agency for Planning (RMAP)
14. Rockford Park District (RPD)
15. Rock River Development Partnership (RRDP)
16. Southwest Ideas for Tomorrow Today
17. Transform Rockford

STAKEHOLDER REPRESENTATIVES



# SITE ANALYSIS

# WATERFRONT CONNECTIONS



waterfront connection

view/access/impediments

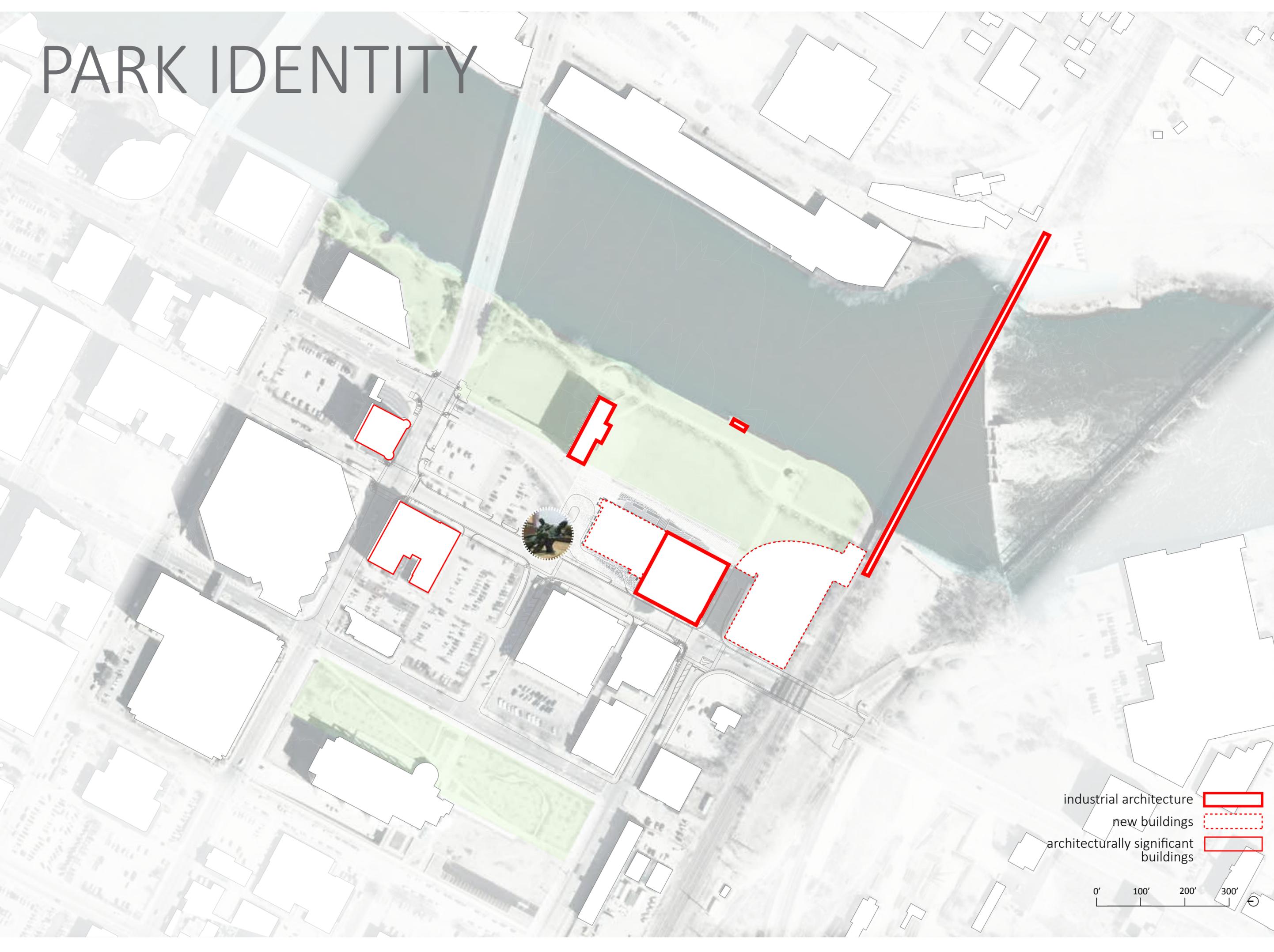
access

0' 100' 200' 300'



ROCK RIVER FRONT

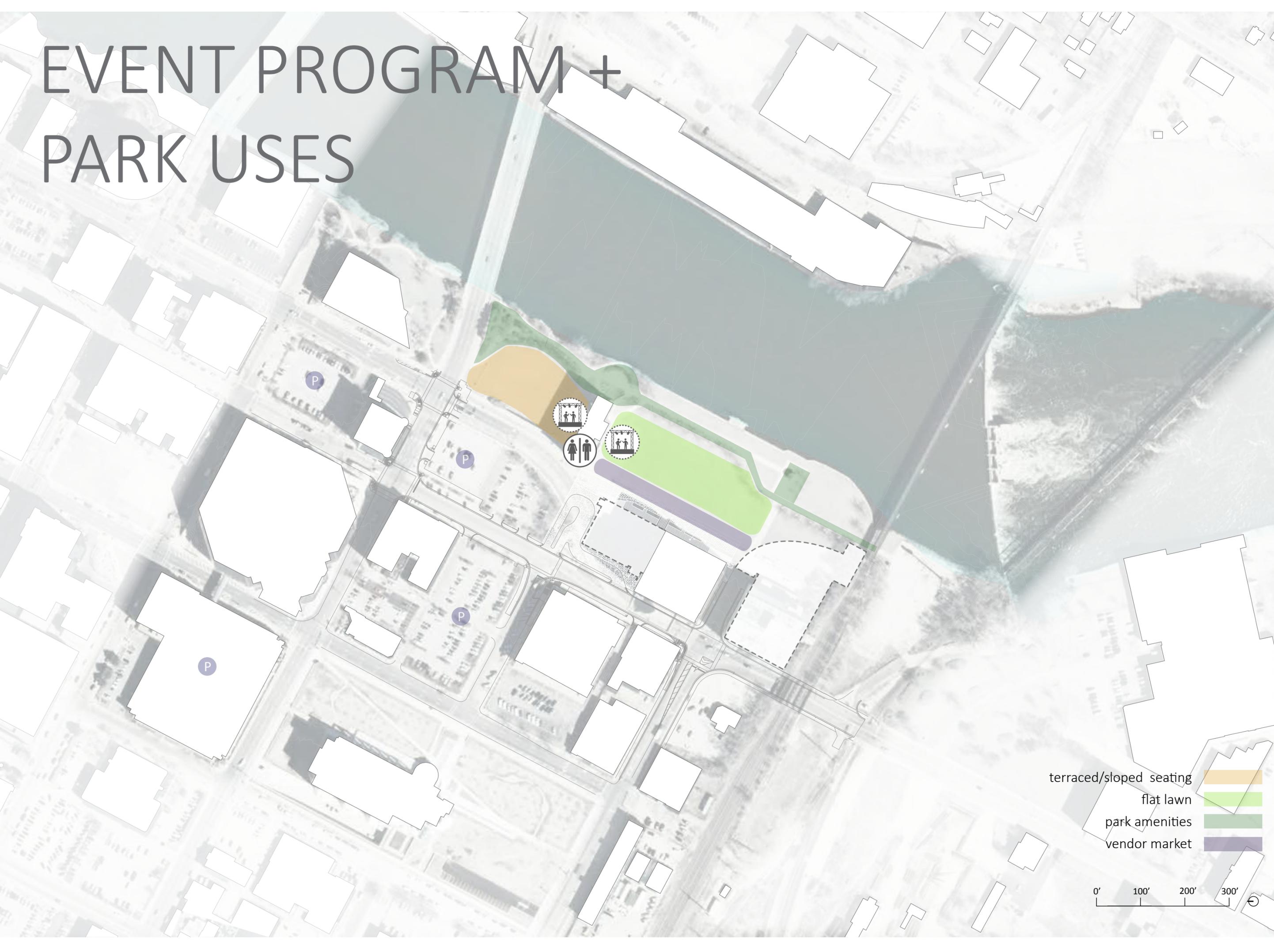
# PARK IDENTITY



- industrial architecture 
- new buildings 
- architecturally significant buildings 

0' 100' 200' 300' 

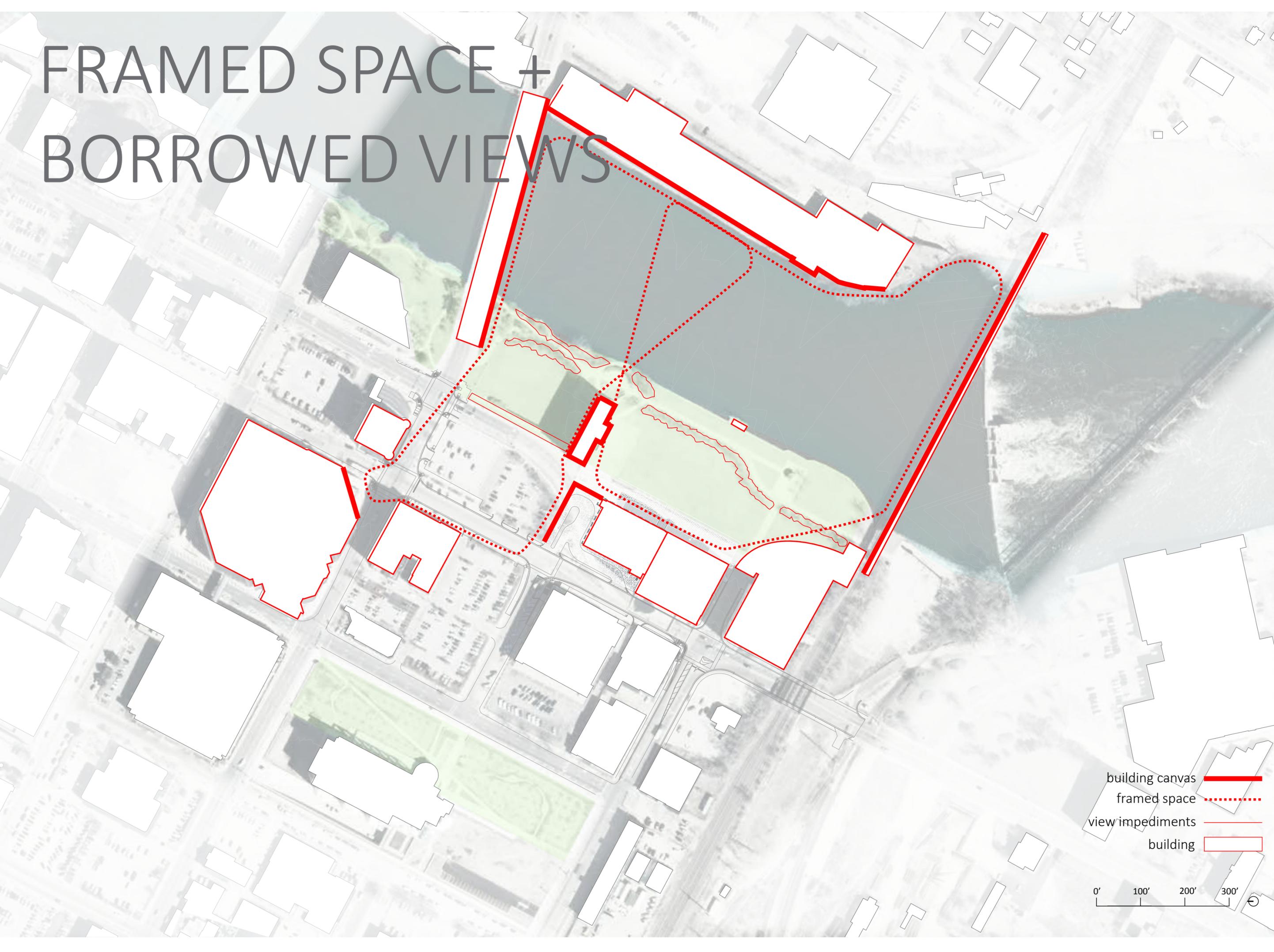
# EVENT PROGRAM + PARK USES

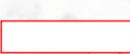


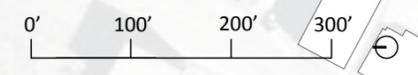
- terraced/sloped seating 
- flat lawn 
- park amenities 
- vendor market 



# FRAMED SPACE + BORROWED VIEWS



- building canvas 
- framed space 
- view impediments 
- building 





BMO HARRIS CENTER

BUILDING CANVAS



INGERSOLL BUILDING

BUILDING CANVAS



LORDEN BUILDING

BUILDING CANVAS



LORDEN BUILDING

BUILDING CANVAS



LORDEN BUILDING

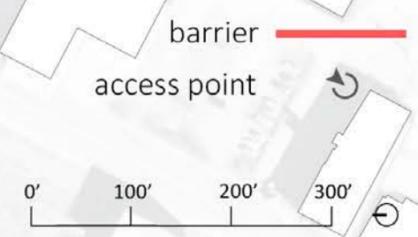
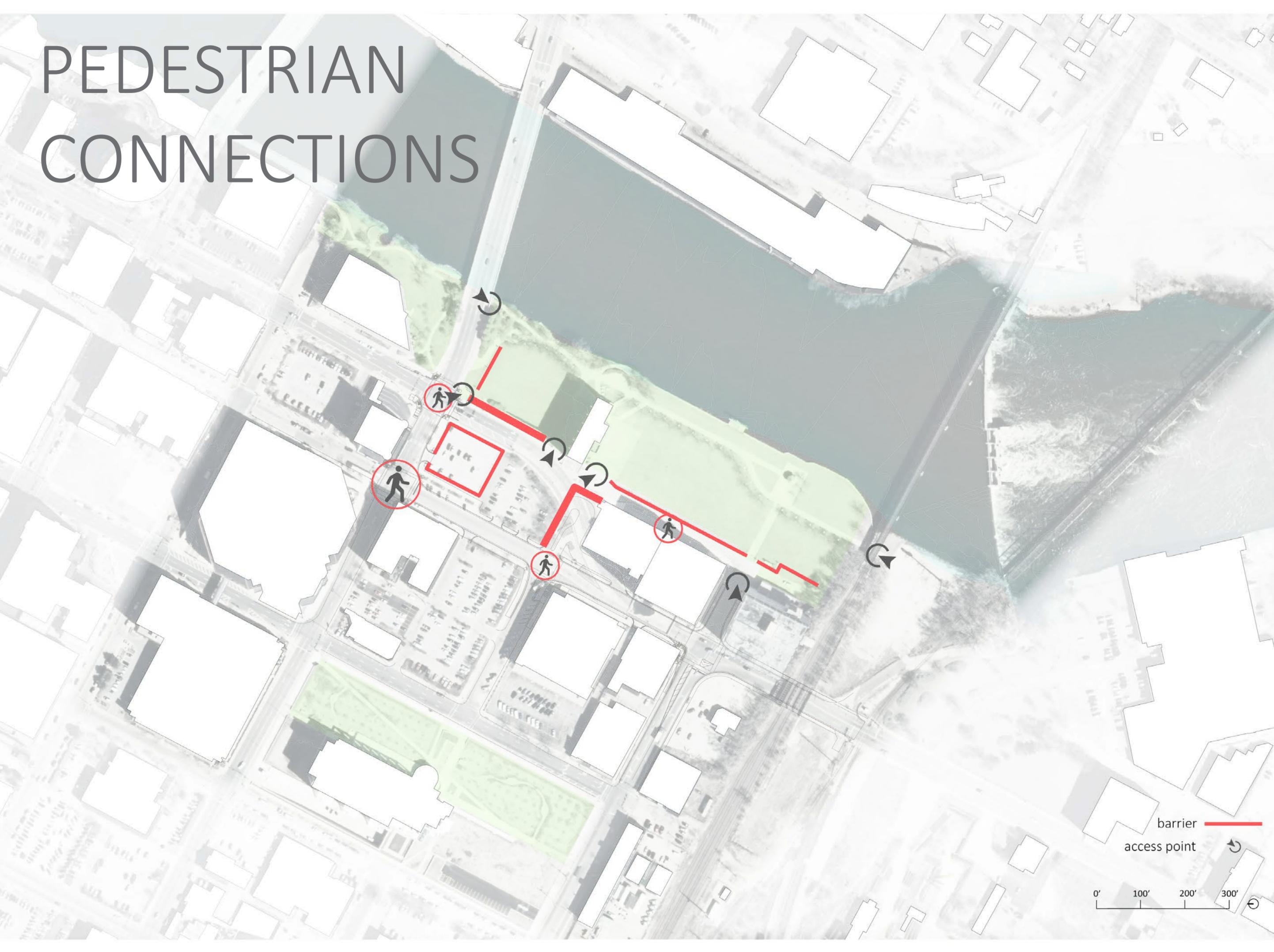
BUILDING CANVAS



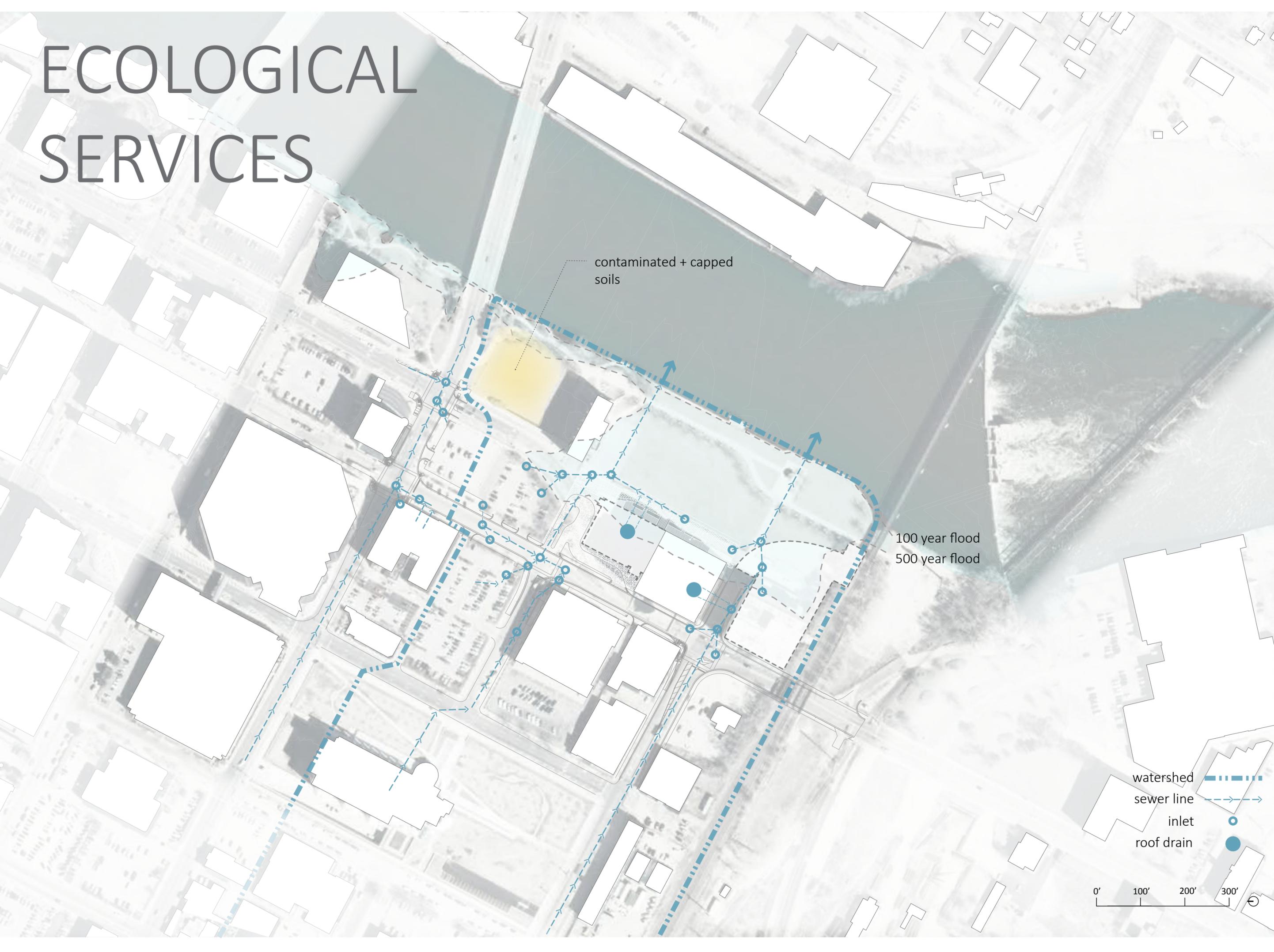
CHESTNUT ST. BRIDGE

BUILDING CANVAS

# PEDESTRIAN CONNECTIONS



# ECOLOGICAL SERVICES



contaminated + capped soils

100 year flood  
500 year flood

- watershed
- sewer line
- inlet
- roof drain



# HOTEL / CONFERENCE SYNERGIES

service turn-around

service garage

conference corridor

2 story roof

outdoor cafe space

restaurant

lobby

12 story roof w/ planned roof garden





STRATEGIES

# WATERFRONT CONNECTIONS

The placement of the park on the Rock River is what makes this site unique.

When the stages are empty, the river becomes the main focal point.

How can we further enhance its appeal?

How can pedestrian views to the river be maintained and improved?

view/access/impediments

access

0' 100' 200' 300'

waterfront connection



IMPEDED RIVER VIEWS



IMPROVED RIVER VIEWS



QUEENS BOTANIC GARDEN  
CONSERVATION DESIGN FORUM  
QUEENS, NEW YORK, NY

# STREAM + CASCADING POOLS



QUEENS BOTANIC GARDEN  
CONSERVATION DESIGN FORUM  
QUEENS, NEW YORK, NY

# STREAM + CASCADING POOLS



THE CIRCLE  
FARR ASSOCIATES  
NORMAL, IL

# STREAM + CASCADING POOLS



THE CIRCLE  
FARR ASSOCIATES  
NORMAL, IL

# STREAM + CASCADING POOLS



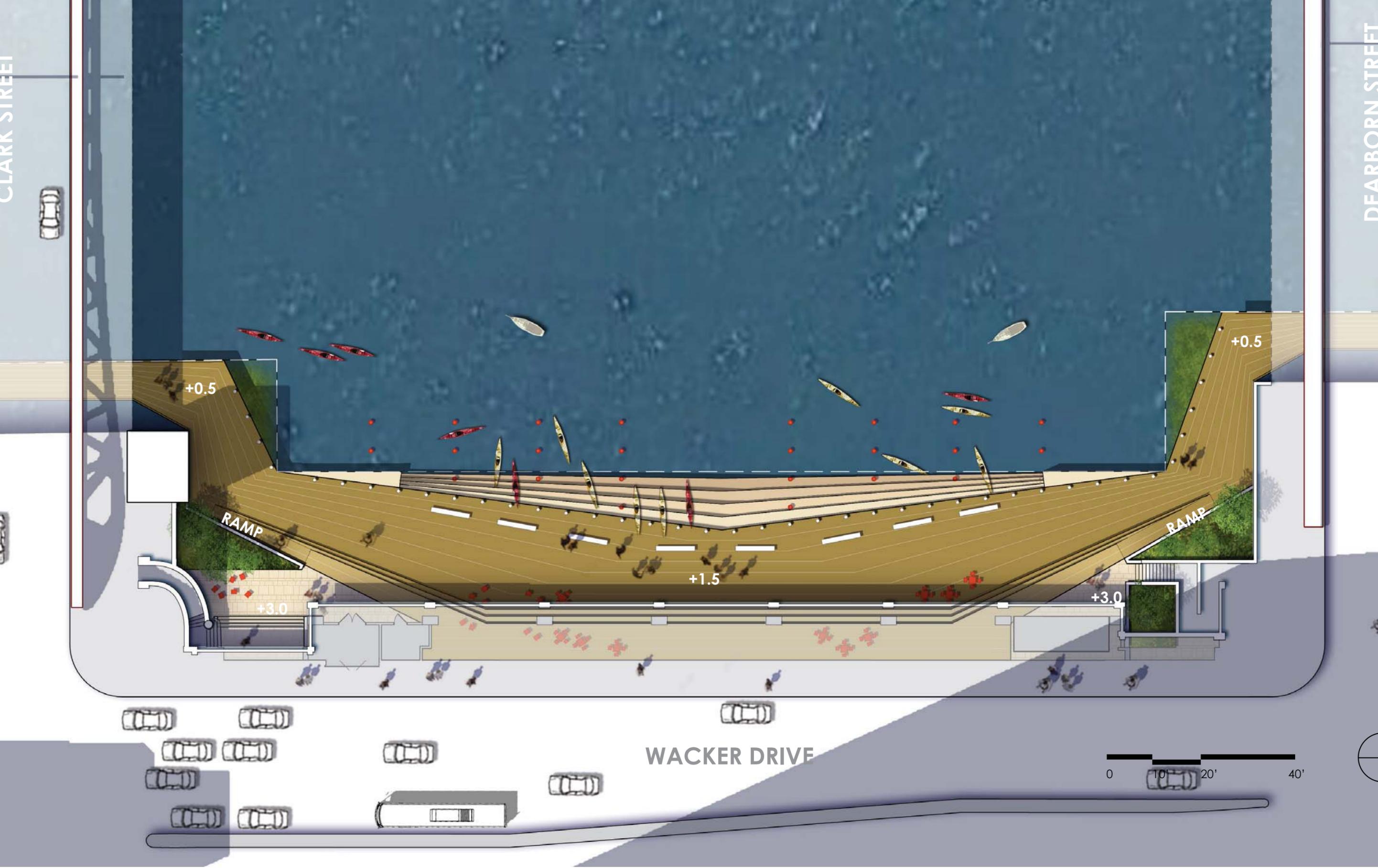
LINCOLN PARK PAVILION  
STUDIO GANG ARCHITECTS  
CHICAGO, IL

NEW FOCAL POINT



CHICAGO RIVER WALK  
SASAKI PARTNERS  
CHICAGO, IL

RIVERFRONT ACCESS



CLARK STREET

DEBORN STREET

WACKER DRIVE

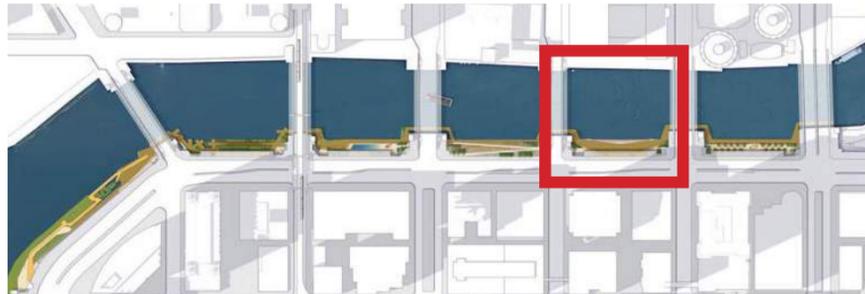
0 10' 20' 40'

CHICAGO RIVER WALK  
SASAKI PARTNERS  
CHICAGO, IL

RIVERFRONT ACCESS

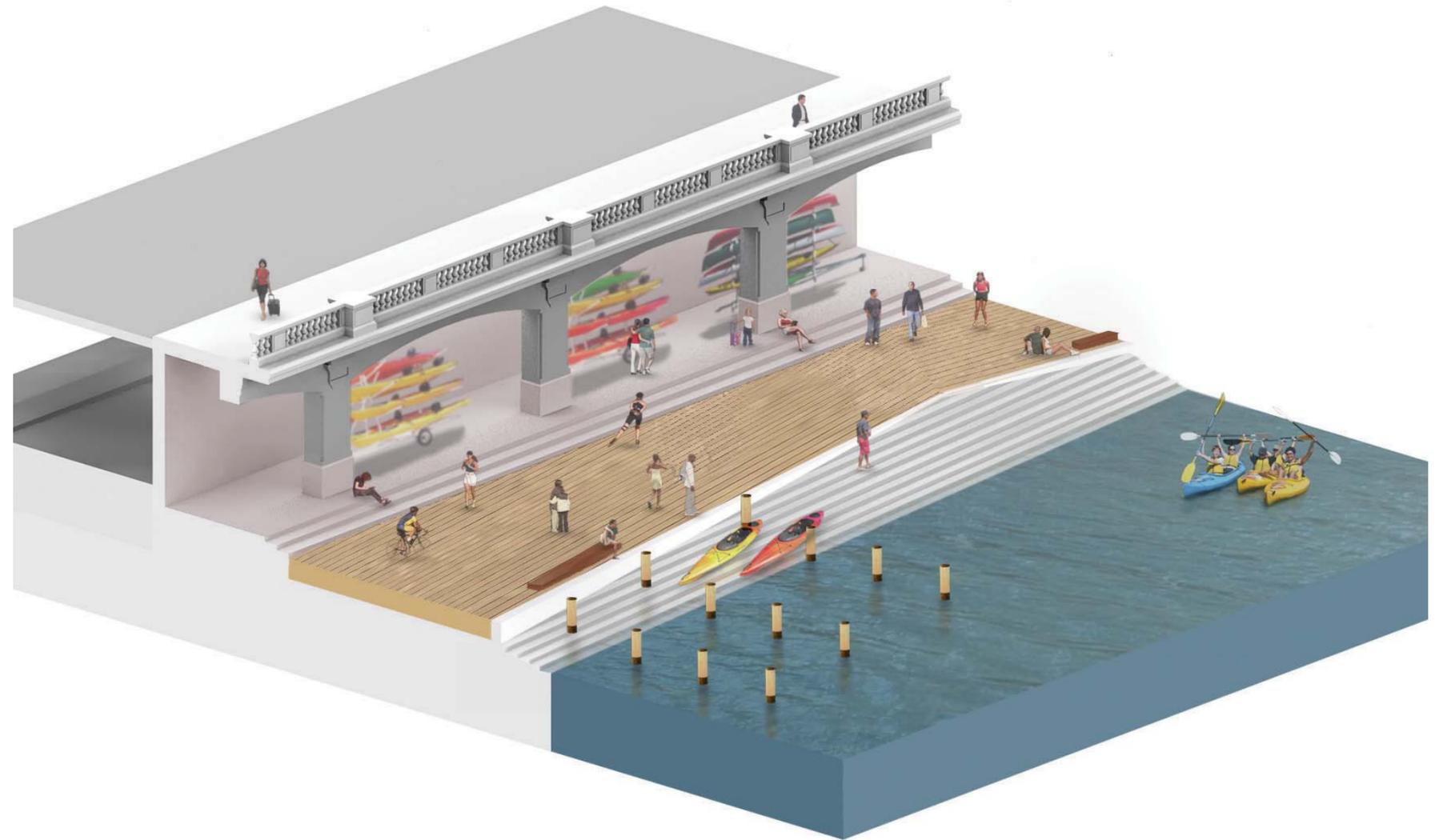
# THE COVE

14



The design of the Cove accommodates the growing presence of human-powered crafts on the Main Branch of the Chicago River. The Cove supports the current boating uses on the River, while providing a safe space for boat expansion and recreational growth opportunities. Integrated into the design are a series of amenities for kayakers including kayak launches and respite spots from rigorous river paddling. The arcade at this site has potential for a future vendor to rent kayaks, lead tours and give lessons. A paddling obstacle course and general amenities for human-powered boat recreation fill this space.

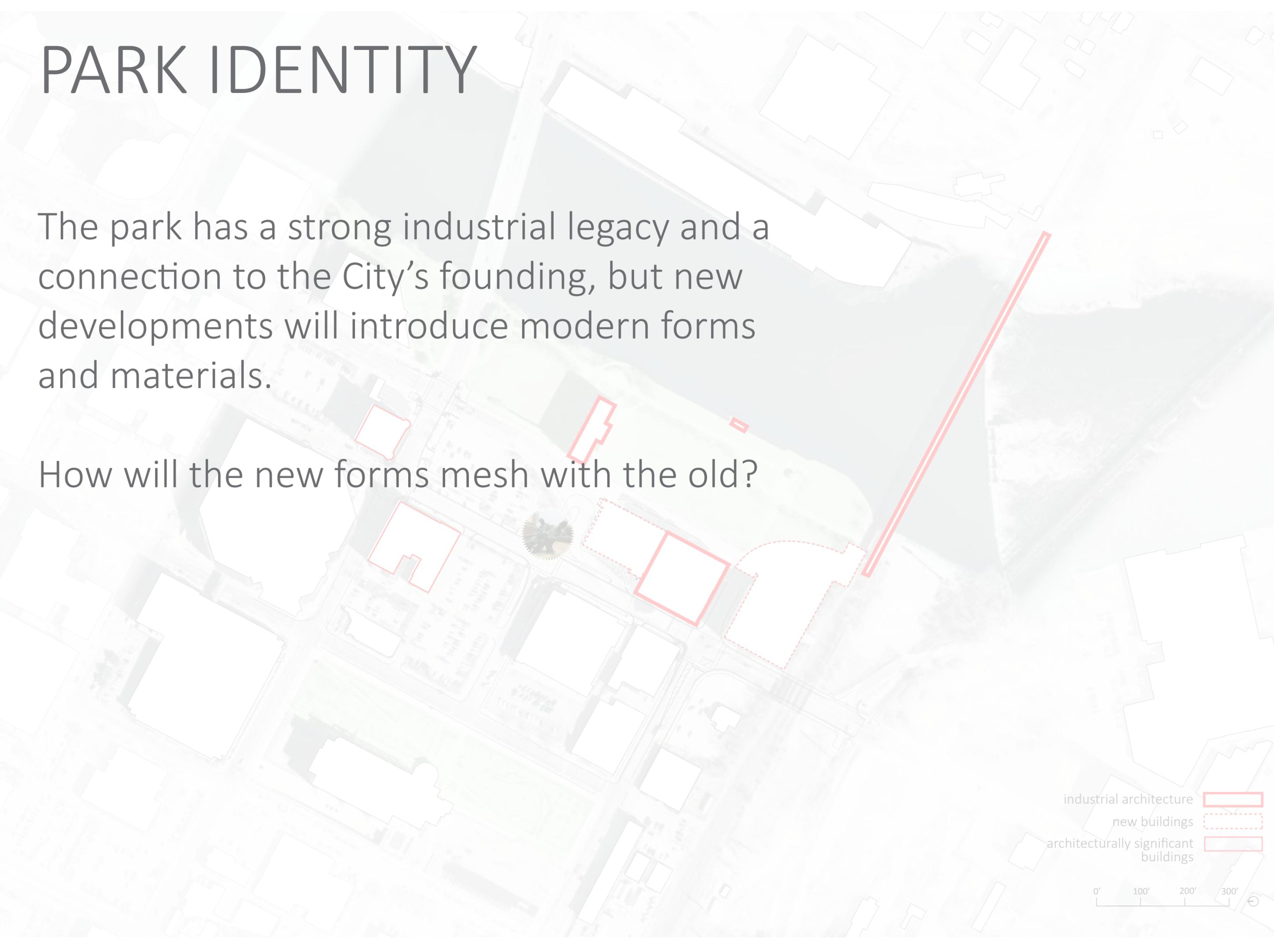
In general, the Cove mediates the transition between the River and the City by creating an intermediate zone between land and water. All programmatic features of the Cove are designed to focus the pedestrian on the observation of the River. Long and gracious seating elements offer dynamic views of the moving boaters and river activities. Motion-censored lighting features, inspired by an installation in the Charles River during Spring 2011, double as buoys and mark the transitional space between water and land.



# PARK IDENTITY

The park has a strong industrial legacy and a connection to the City's founding, but new developments will introduce modern forms and materials.

How will the new forms mesh with the old?



industrial architecture  
new buildings  
architecturally significant buildings

0' 100' 200' 300'



SHAW TLC  
FARR ASSOCIATES  
CHICAGO, IL

INDUSTRIAL / MODERN



SHAW TLC  
FARR ASSOCIATES  
CHICAGO, IL

INDUSTRIAL / MODERN



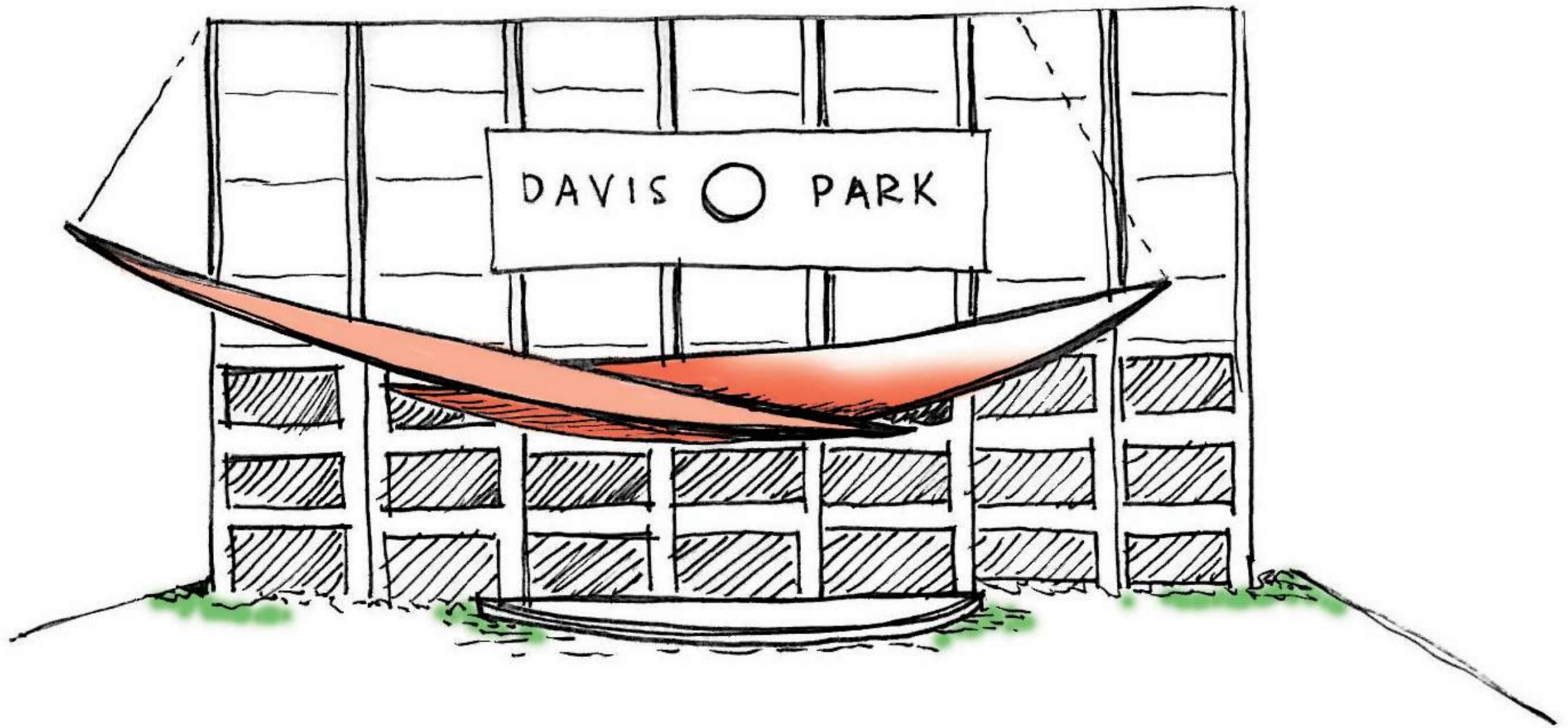
LOUVRE MUSEUM ADDITION  
I. M. PEI  
PARIS, FRANCE

INDUSTRIAL / MODERN

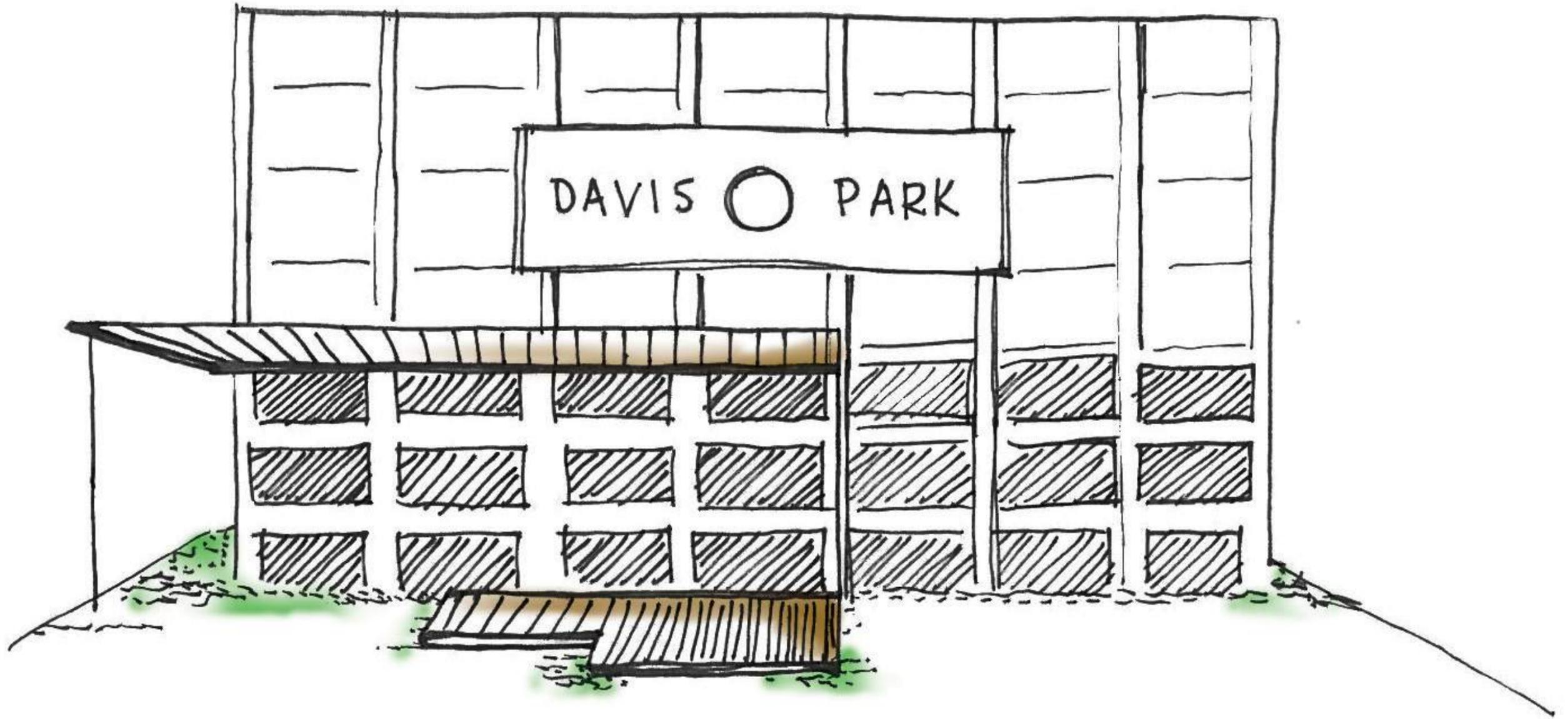


ROTTERMAN QUARTER  
HANNO GROSSCHMIDT ARCHITECTS  
TALLMIN, ESTONIA

INDUSTRIAL / MODERN



SCULPTURAL STAGE



SCULPTURAL STAGE



SCULPTURAL STAGE



'PULLING TOGETHER'  
Eugene Horvath  
1976

# FOUNDERS SCULPTURE

# EVENT PROGRAM + PARK USES

There is a desire for a better mix of park, festival, and concert space. Currently, the park is nearly 100% festival space.

What is the right mix of park/festival/concert areas?

- 
- terraced/sloped seating
  - flat lawn
  - park amenities
  - vendor market

0' 100' 200' 300'

# RIVER EDGE PARK

AURORA, IL



CAPACITY 8,500

PARK 80%

BUILDING 4%

SLOPED SEAT 9%

LAWN SEAT 5%

MARKET 3%

permanent stage



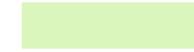
fixed seating



terraced/sloped seating



lawn seating



park amenities



vendor market



Parking



Building



Davis Park Outline



Entrance





JOHN C. DUNHAM PAVILION

RIVER EDGE PARK  
WILCOMES  
**IDINA MENZEL**  
HOSTED BY  
**DUNHAM FUND**  
PACE

RIVER EDGE PARK  
**THANK YOU TO OUR 2013 SPONSORS**  
**DUNHAM FUND**  
**PACE**  
PARAMOUNT ARTS CENTRE ENDOWMENT  
AURORA  
PARAMOUNT

RIVER EDGE PARK  
TERRY GUEN DESIGN ASSOCIATES  
AURORA, IL

JOHN C. DUNHAM PAVILION

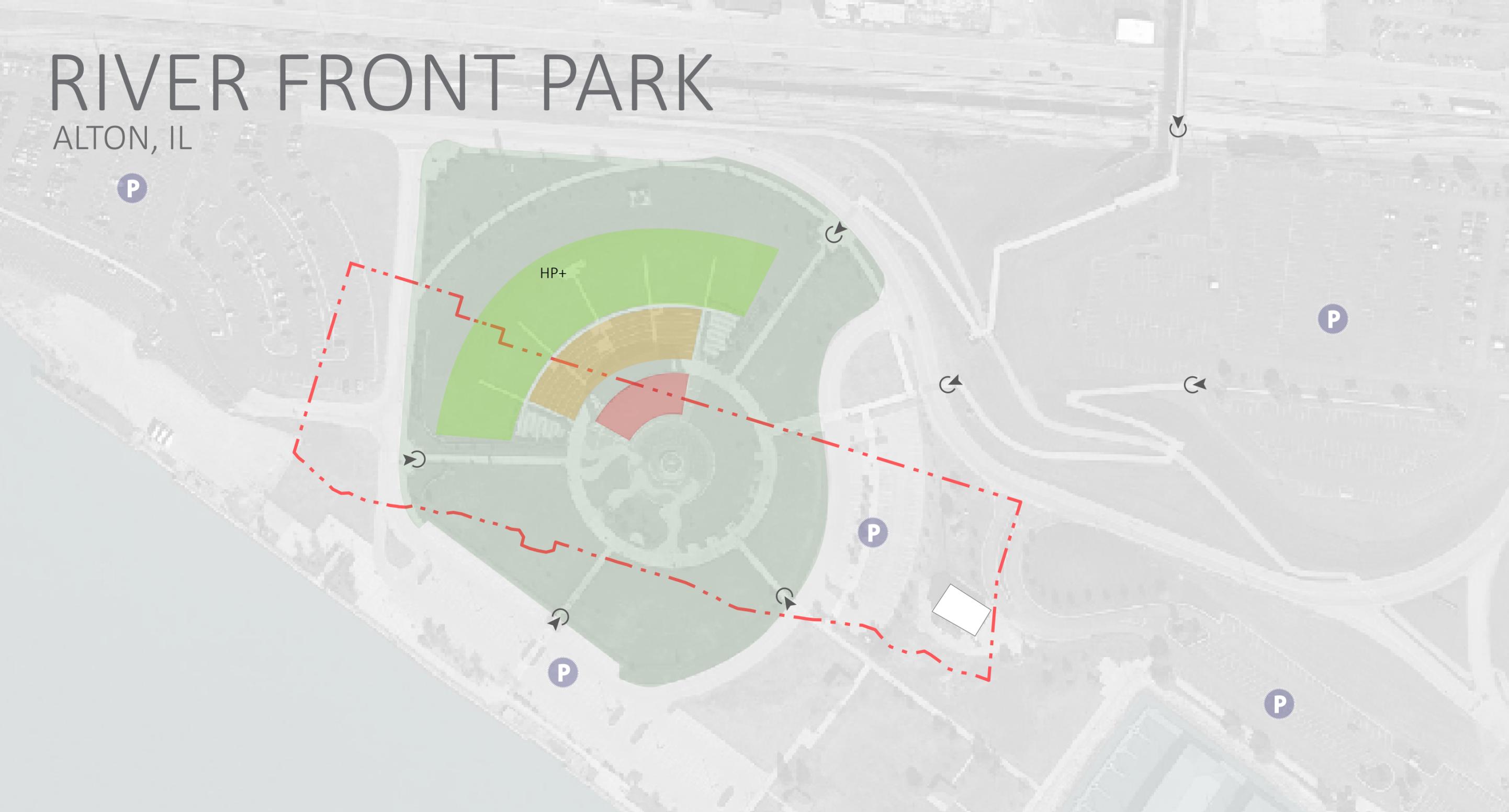


RIVER EDGE PARK  
TERRY GUEN DESIGN ASSOCIATES  
AURORA, IL

# JOHN C. DUNHAM PAVILION

# RIVER FRONT PARK

ALTON, IL



CAPACITY 4,100

PARK 77%

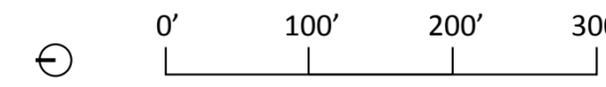
BUILDING 2%

TERRACE SEAT 7%

LAWN SEAT 9%

- permanent stage
- fixed seating
- terraced/sloped seating
- lawn seating
- park amenities
- vendor market

- Parking
- Building
- Davis Park Outline
- Entrance





RIVER FRONT PARK  
JACOBS, INC  
ALTON, IL

# LIBERTY BANK AMPHITHEATER

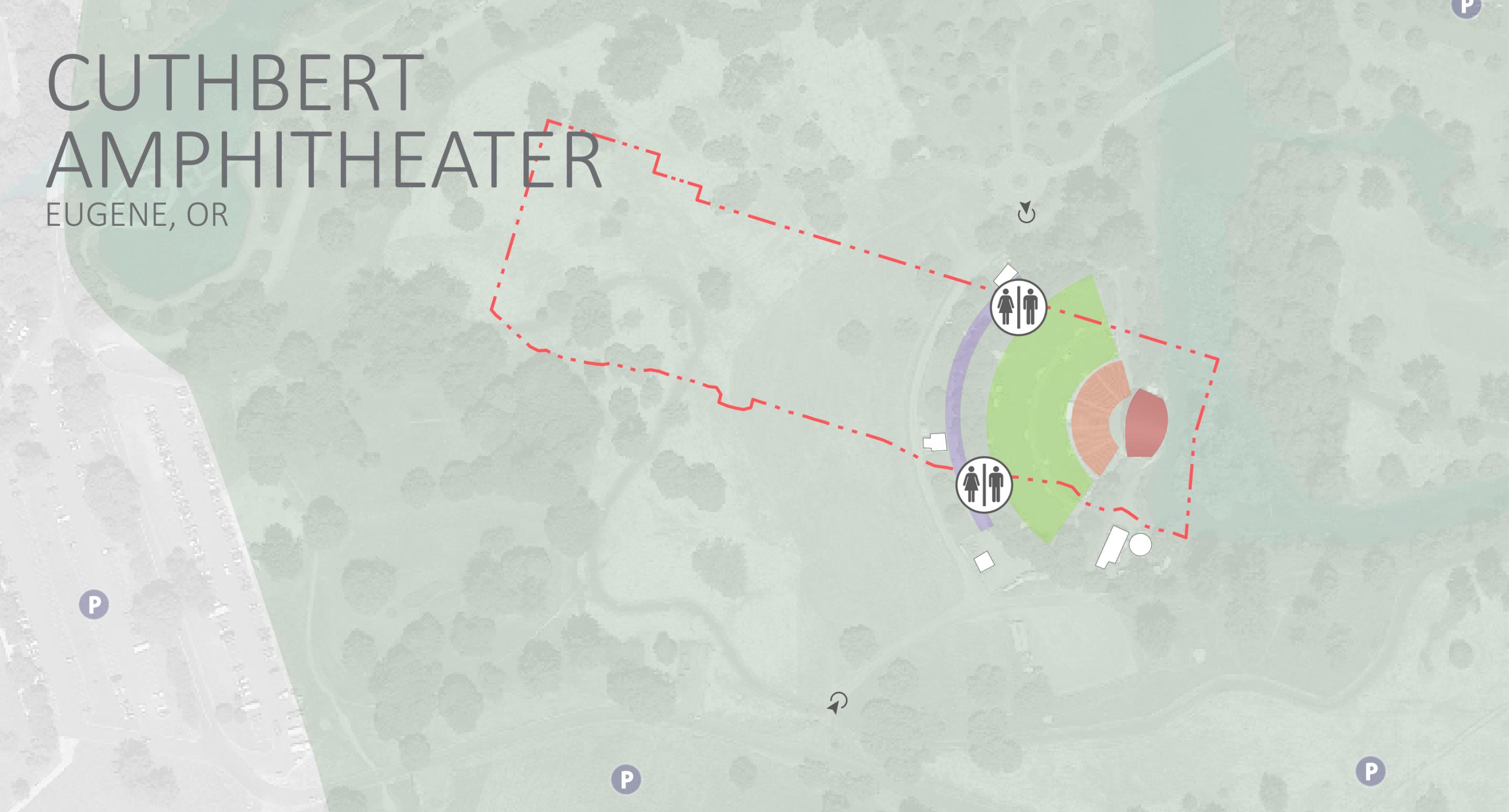


RIVER FRONT PARK  
JACOBS, INC  
ALTON, IL

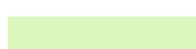
# LIBERTY BANK AMPHITHEATER

# CUTHBERT AMPHITHEATER

EUGENE, OR



<b>CAPACITY</b>	<b>5,000</b>
FIXED	1,600
<b>PARK</b>	<b>98.7%</b>
FIXED SEAT	0.1%
LAWN SEAT	0.8%
MARKET	0.4%

permanent stage	
fixed seating	
terraced/sloped seating	
lawn seating	
park amenities	
vendor market	

Parking	
Building	
Davis Park Outline	
Entrance	
	
	0' 100' 200' 300'



ALTON BAKER PARK  
DAUGHTERY LA  
EUGENE, OR

# CUTHBERT AMPHITHEATER



ALTON BAKER PARK  
DAUGHTERY LA  
EUGENE, OR

# CUTHBERT AMPHITHEATER

# RIVER FRONT PARK

NASHVILLE, TN

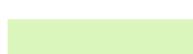
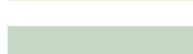
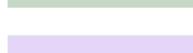


CAPACITY 9,000

PARK 36%

TERRACE SEAT 44%

MARKET 20%

- permanent stage 
- fixed seating 
- terraced/sloped seating 
- lawn seating 
- park amenities 
- vendor market 

- Parking 
  - Building 
  - Davis Park Outline 
  - Entrance 
- 0' 100' 200' 300'
- 



RIVER FRONT PARK  
NASHVILLE, TN

CMA FEST

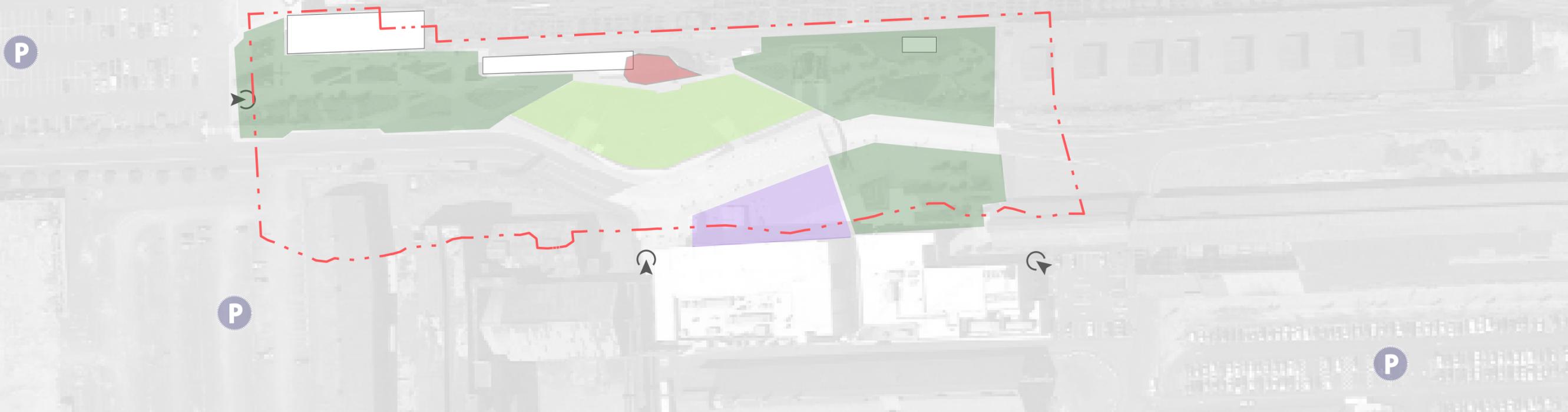


RIVER FRONT PARK  
NASHVILLE, TN

CMA FEST

# STEEL STACKS ART CENTER

BETHLEHEM, PA



CAPACITY 2,500

PARK 70%

BUILDING 9%

LAWN SEAT 10%

MARKET 5%

STREET 6%

- permanent stage
- fixed seating
- terraced/sloped seating
- lawn seating
- park amenities
- vendor market

- Parking P
  - Building
  - Davis Park Outline
  - Entrance
- 0' 100' 200' 300'



STEEL STACKS ART CENTER  
WALLACE, ROBERTS, & TODD  
BETHLEHEM, PA

LEVITT PAVILION



STEEL STACKS ART CENTER  
WALLACE, ROBERTS, & TODD  
BETHLEHEM, PA

LEVITT PAVILION

# RECOMMENDED USE DISTRIBUTION



- concert
- festival
- park





CLIMBING WALL  
ENTRE PRISES USA, INC  
MAGGIE DALEY PARK  
CHICAGO, IL

PARK AMENITIES



ICE SKATING RIBBON  
MVVA  
MAGGIE DALEY PARK  
CHICAGO, IL

PARK AMENITIES



FISHING PIERS  
RIVERFRONT.ORG  
HARTFORD, CT

PARK AMENITIES



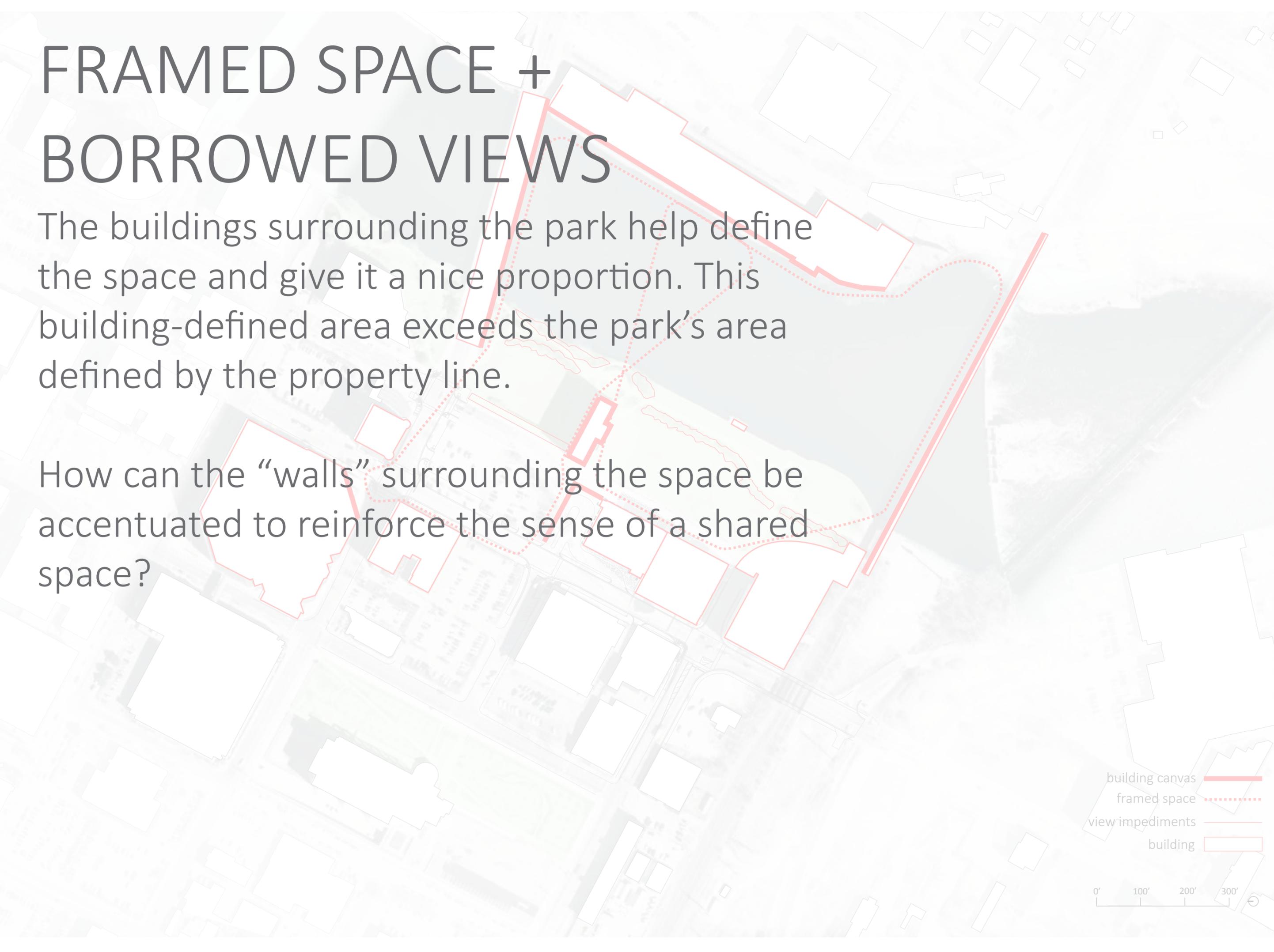
**ZIPLINE**  
ADVENTURE ZIPLINE  
GREENWOOD, LOUISIANA

**PARK AMENITITES**

# FRAMED SPACE + BORROWED VIEWS

The buildings surrounding the park help define the space and give it a nice proportion. This building-defined area exceeds the park's area defined by the property line.

How can the “walls” surrounding the space be accentuated to reinforce the sense of a shared space?



building canvas  
framed space  
view impediments  
building

0' 100' 200' 300'



© GARY FOREMAN

PENNSYLVANIA PROPOSAL  
GARY FOREMAN

BUILDING CANVAS



© GARY FOREMAN

“THE DISCOVERY”  
GARY FOREMAN  
DEER PARK, TX

BUILDING CANVAS

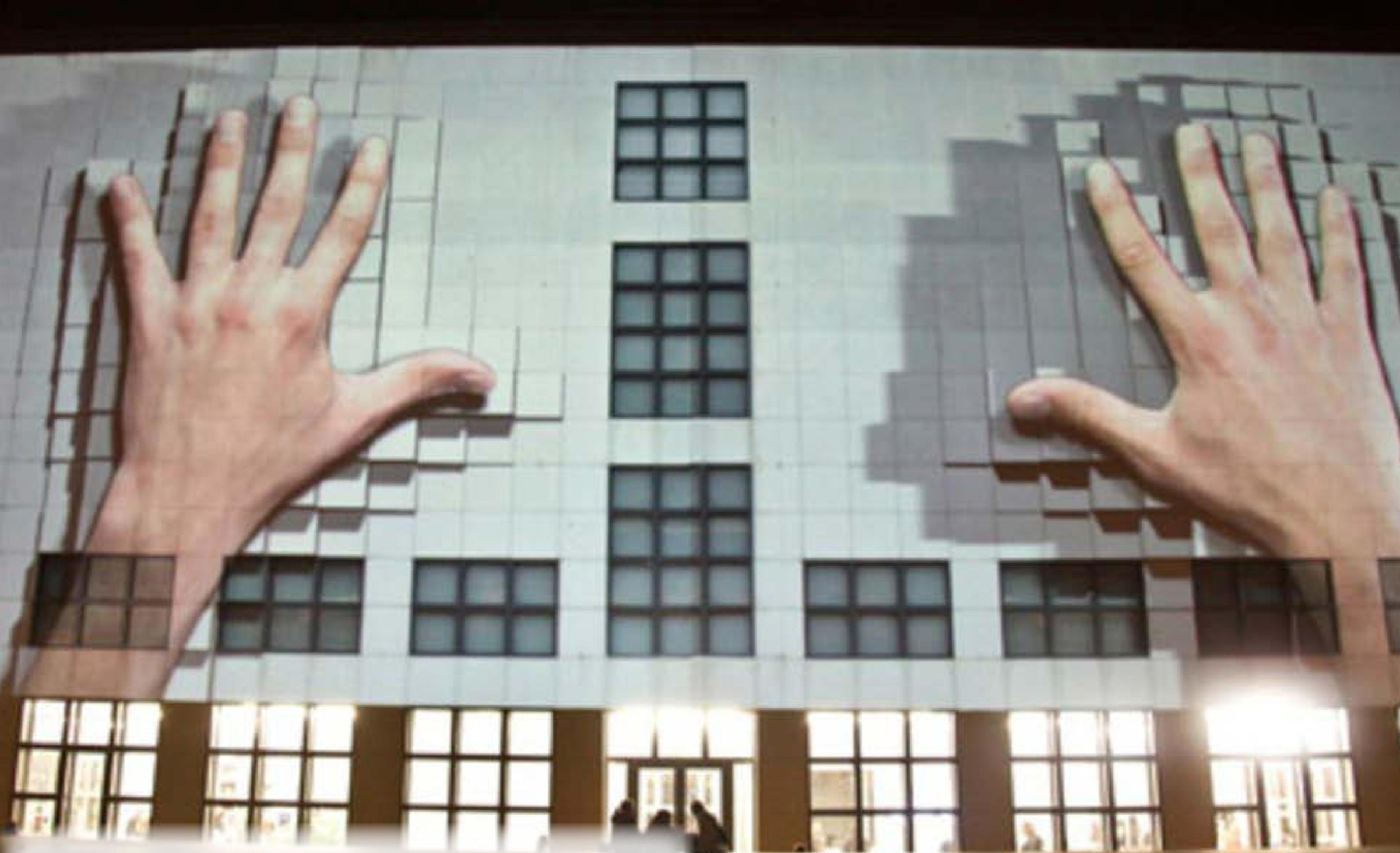


© GIJS VANHEE

'UNTITLED'  
BART SMEETS  
MECHELEN, BELGIUM

# BUILDING CANVAS

© Gijs V

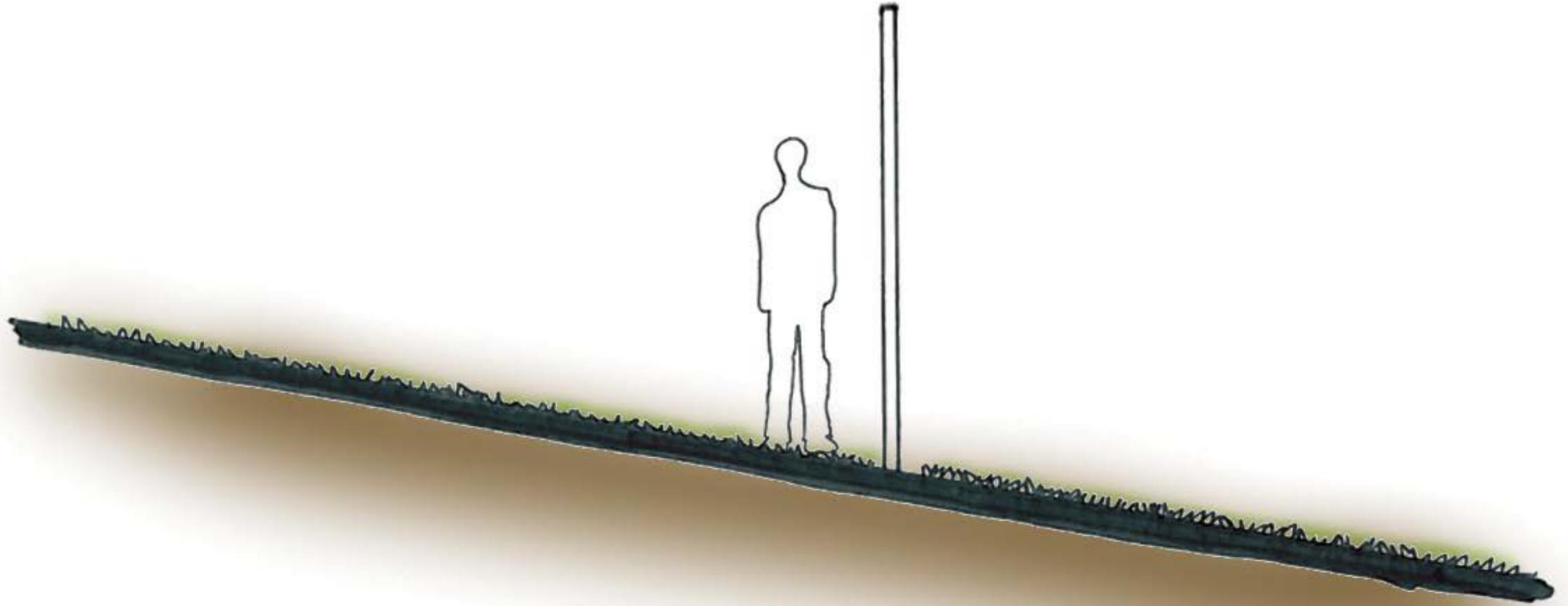


[VIDEO LINK](#)

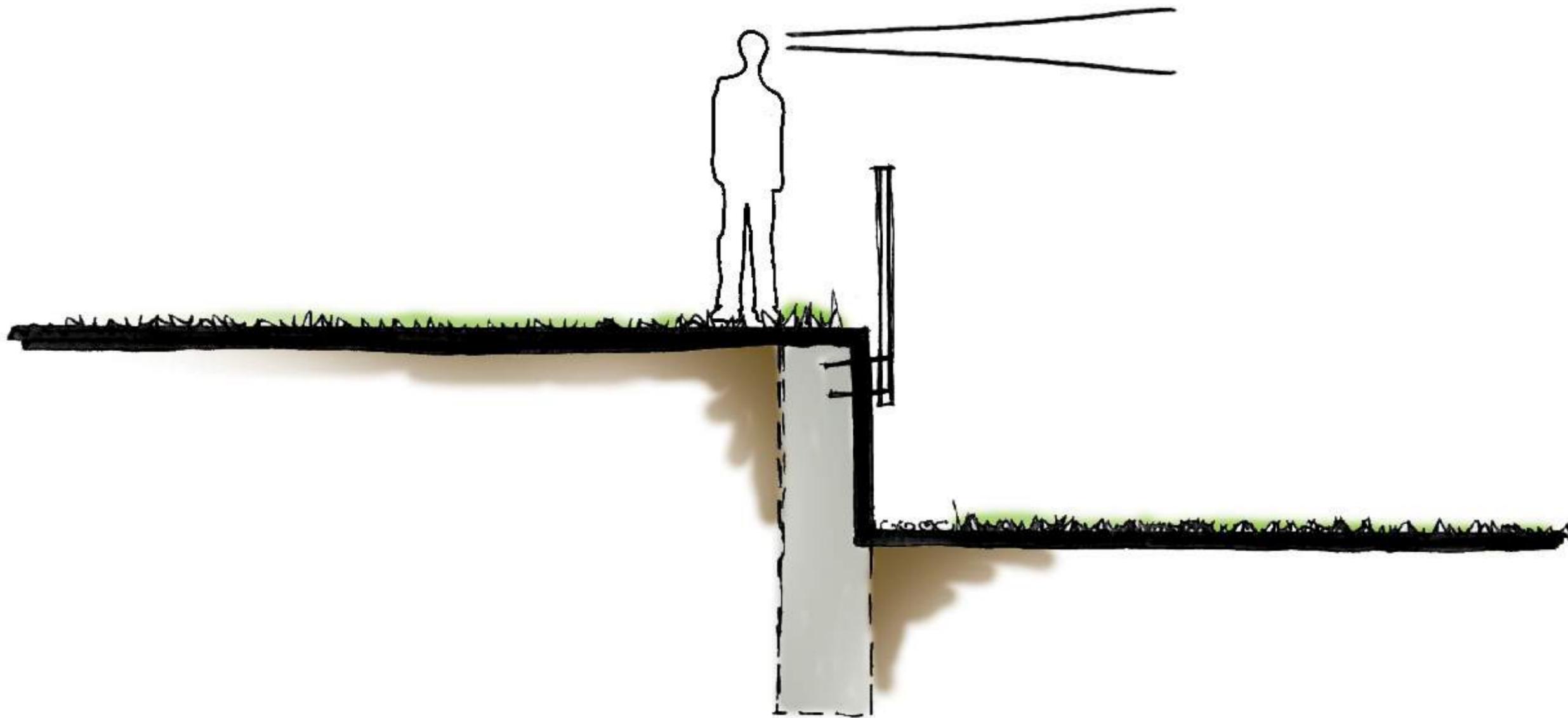
© URBANSCREEN

555 KUBICK  
URBANSCREEN  
HAMBURG, GERMANY

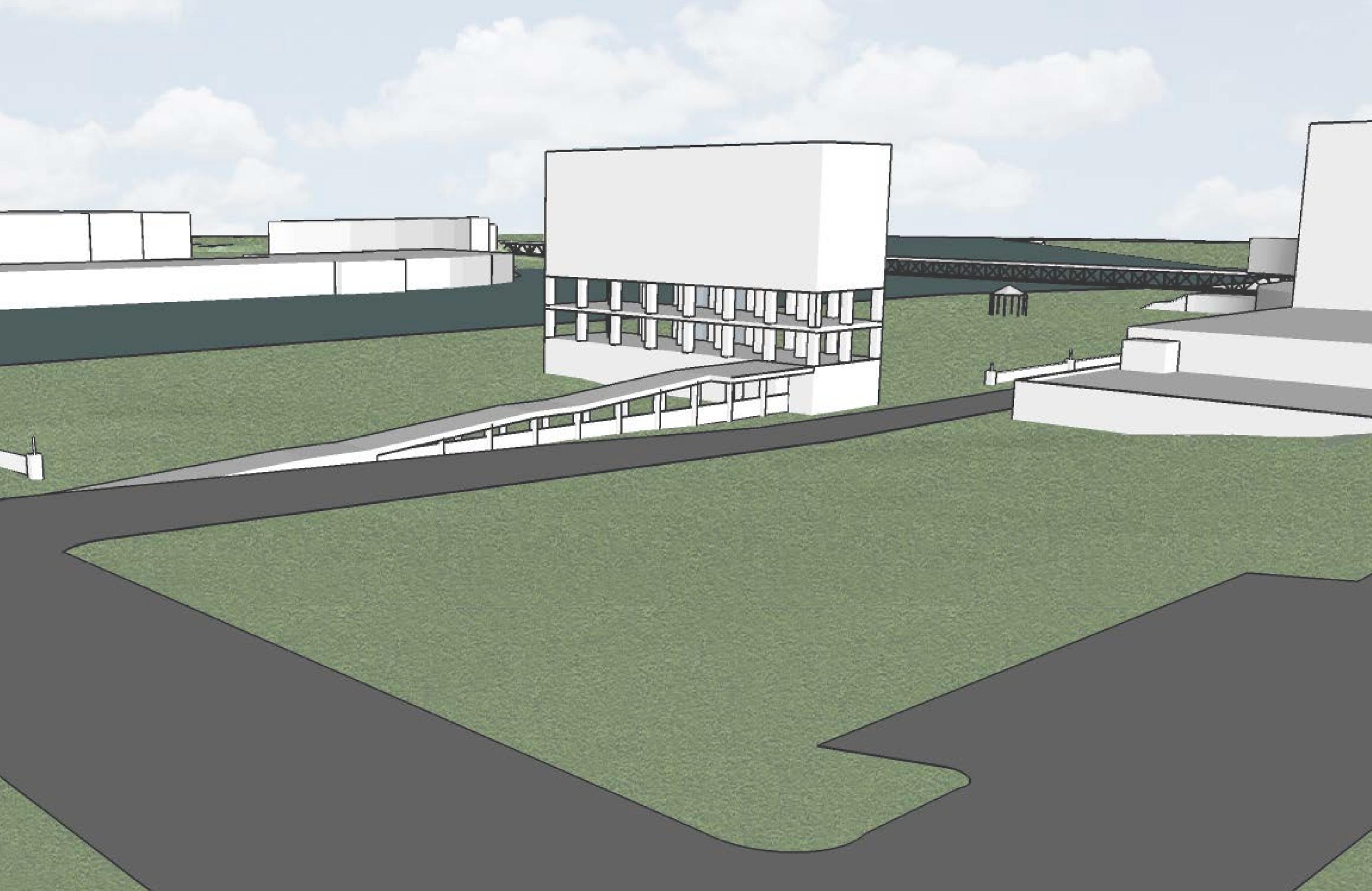
BUILDING CANVAS



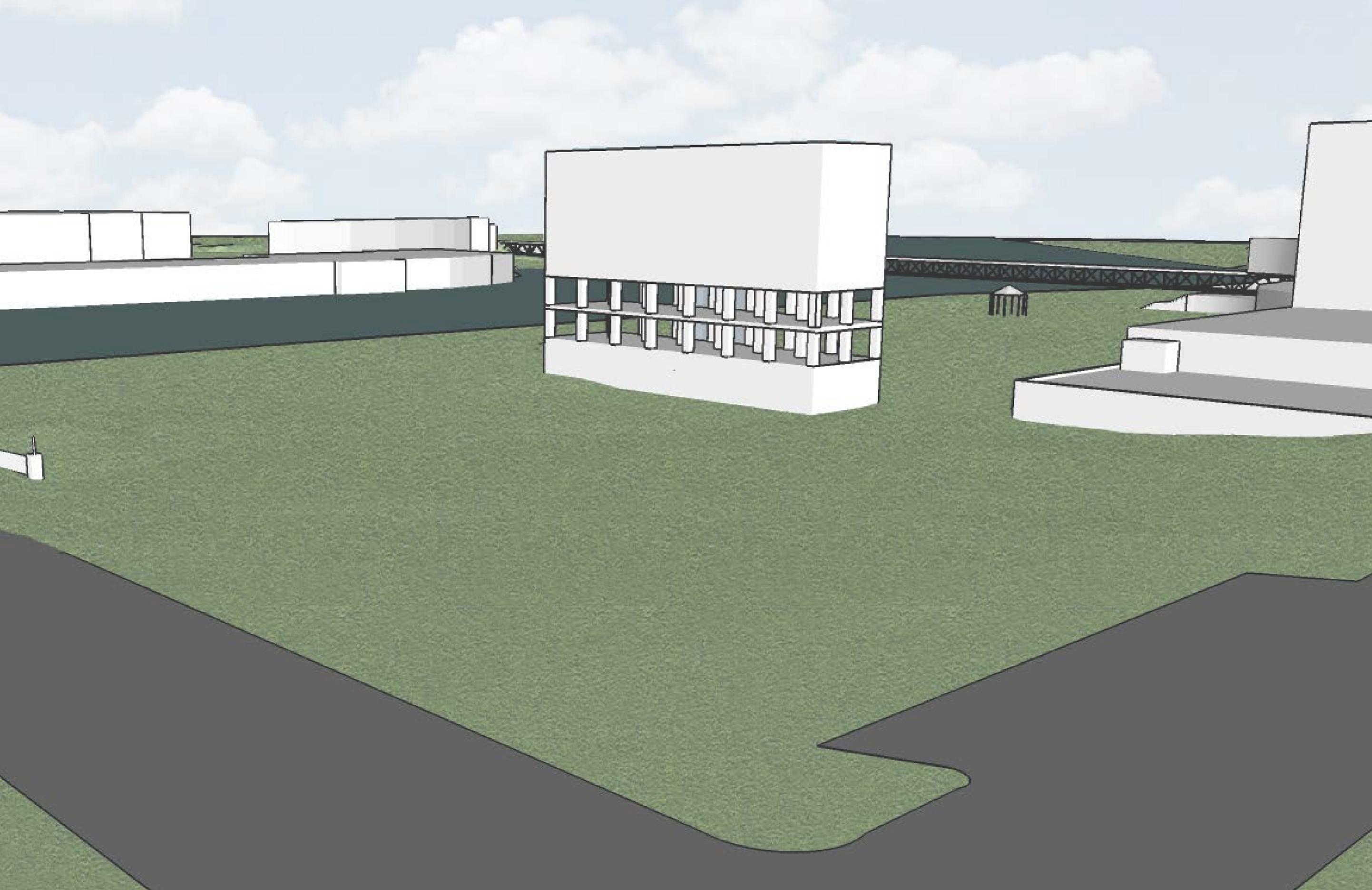
SECURITY FENCE



SECURITY FENCE



REMOVAL OF RAMP



REMOVAL OF RAMP

# PEDESTRIAN CONNECTIONS

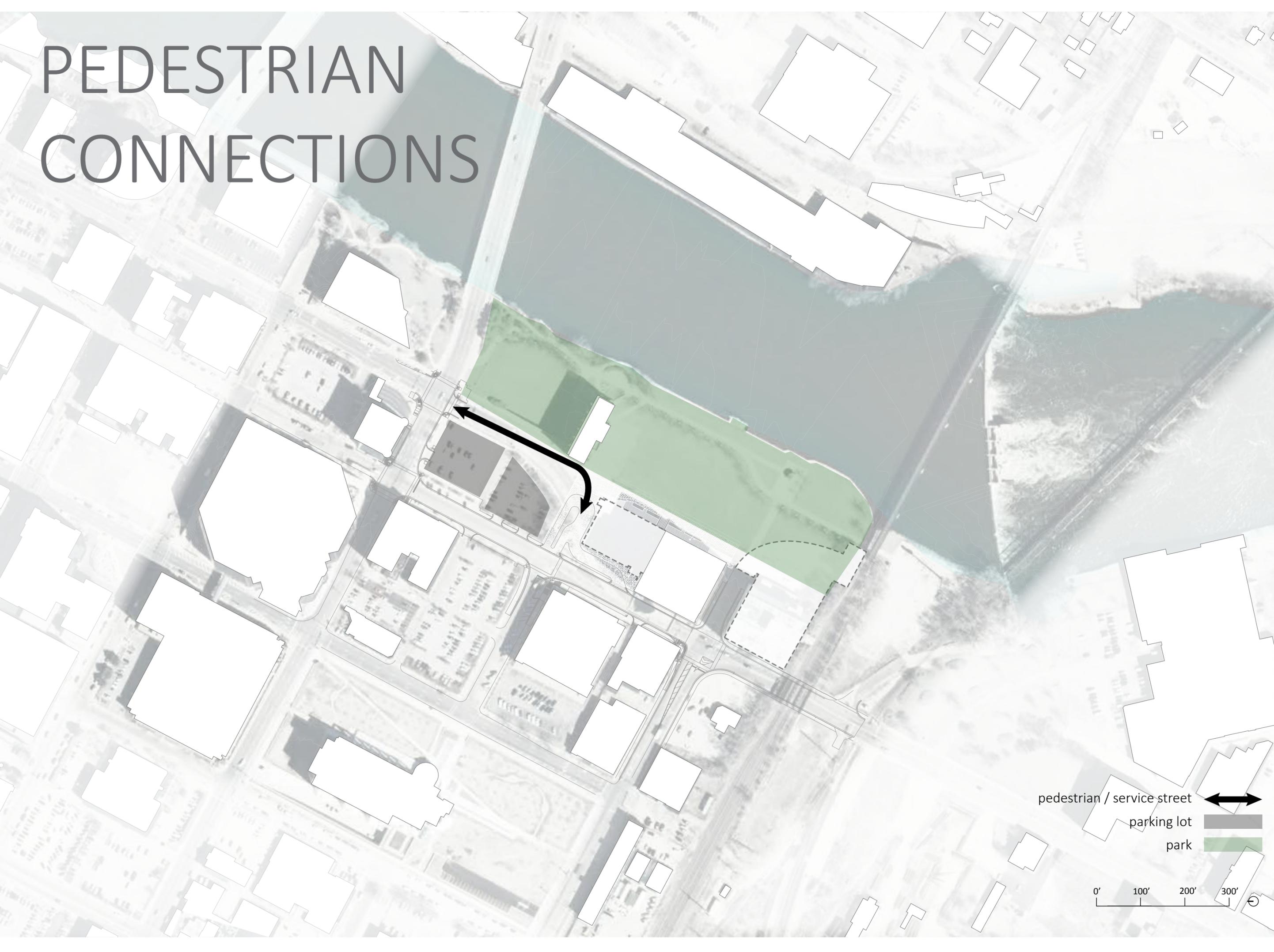
The park does not have strong pedestrian connections into the primary open areas.

If the park is going to be used more frequently by “daily users” from downtown, how can pedestrian connections and views into the park be strengthened?

How can surrounding properties be integrated into the park better?



# PEDESTRIAN CONNECTIONS



pedestrian / service street   
parking lot   
park 

0' 100' 200' 300' 

# PEDESTRIAN CONNECTIONS



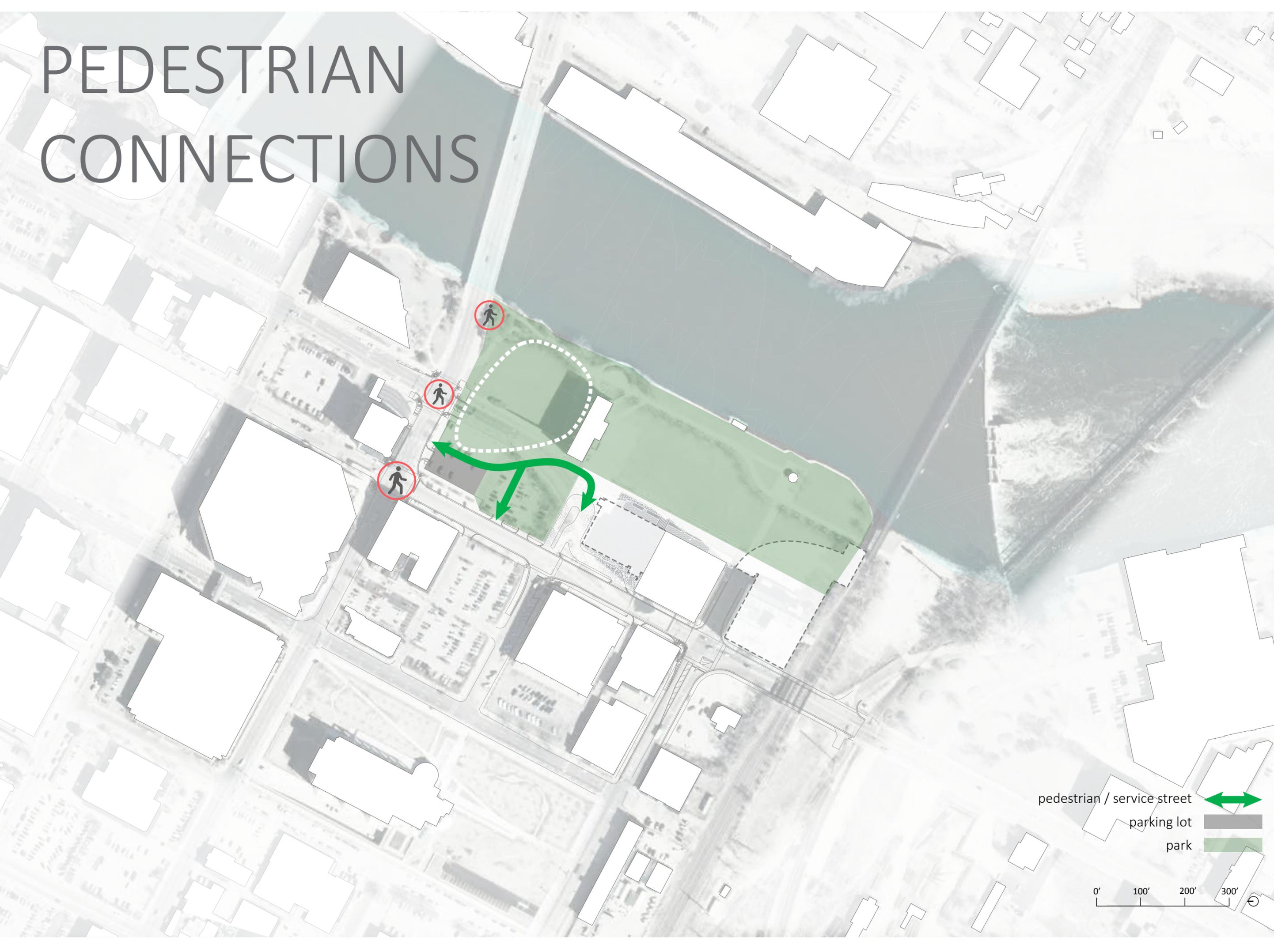
pedestrian / service street 

parking lot 

park 

0' 100' 200' 300' 

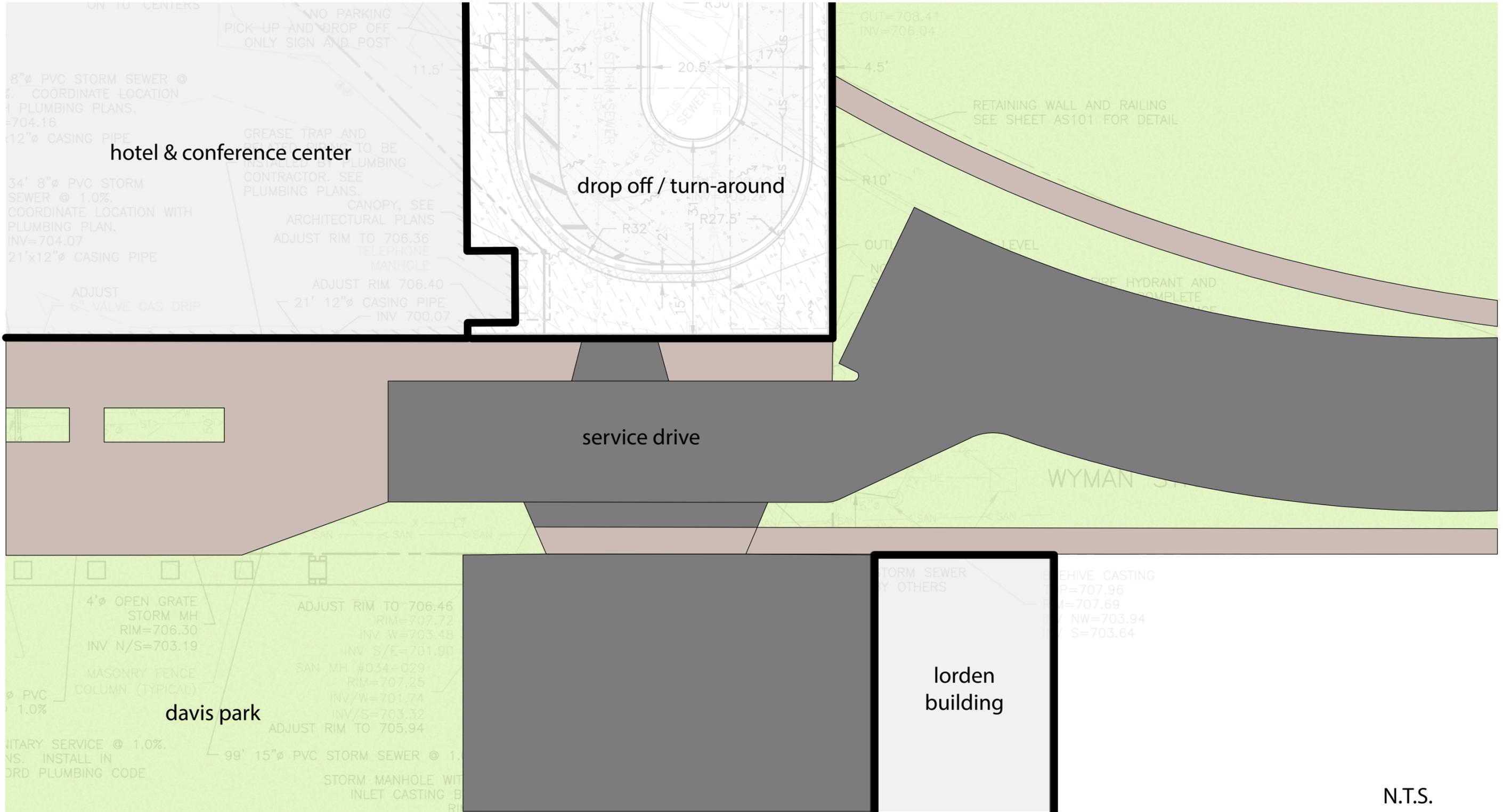
# PEDESTRIAN CONNECTIONS



pedestrian / service street   
parking lot   
park 

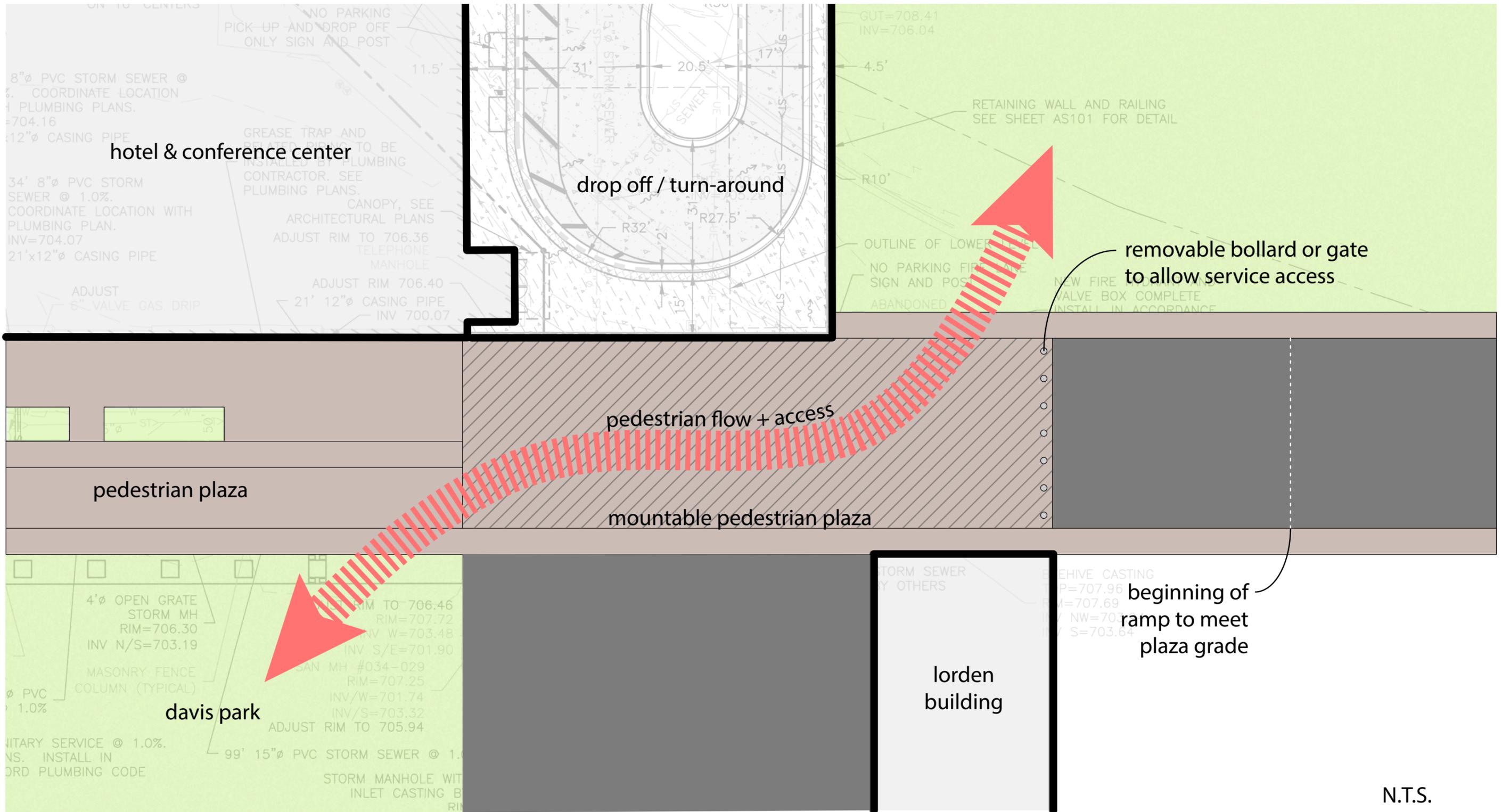
0' 100' 200' 300' 

# PEDESTRIAN CONNECTIONS



N.T.S.

# PEDESTRIAN CONNECTIONS





WATER TAXI

# ECOLOGICAL SERVICES

The health of the Rock River is vital to the growth of Downtown Rockford.

How can development in the park restore ecological functions including climate regulation, air and water cleansing, habitat, human health and well-being?

Can a restorative approach to development be a catalyst for introducing these strategies to the larger region?

contaminated + capped soils

100 year flood  
500 year flood

watershed  
sewer line  
inlet  
roof drain

0' 100' 200' 300'



COFFEE CREEK  
CONSERVATION DESIGN FORUM  
CHESTERTON, IN

# CLEANSING WETLANDS



JCI HEADQUARTERS  
CONSERVATION DESIGN FORUM  
MILWAUKEE, WI

RENEWABLE ENERGY



IOWA GREEN STREETS  
CONSERVATION DESIGN FORUM  
WEST UNION, IA

GEO THERMAL



JCI HEADQUARTERS  
CONSERVATION DESIGN FORUM  
MILWAUKEE, WI

L.E.D. + P.U.P



JCI HEADQUARTERS  
CONSERVATION DESIGN FORUM  
MILWAUKEE, WI

WATER STORAGE + REUSE



ANN ARBOR MUNICIPAL CENTER  
CONSERVATION DESIGN FORUM

BIORETENTION

# HOTEL / CONFERENCE SYNERGIES

The new hotel will introduce a whole new group of daily users and event goers to the park.

Frequent cross-over use is likely between the hotel's restaurant and the park. The hotel's northeast corner compresses the entrance into the park for most pedestrians coming from the downtown. The bare, 13 foot tall, concrete wall planned for the conference center's north façade will be an eyesore.

How can all of the sites be developed to take full advantage of the hotel/park synergies without compromising the basic needs of each?

2 story roof

outdoor cafe space

restaurant

lobby

12 story roof w/ planned  
roof garden

0' 100' 200' 300'



BRYANT PARK CAFÉ  
NEW YORK, NY

OUTDOOR CAFÉ



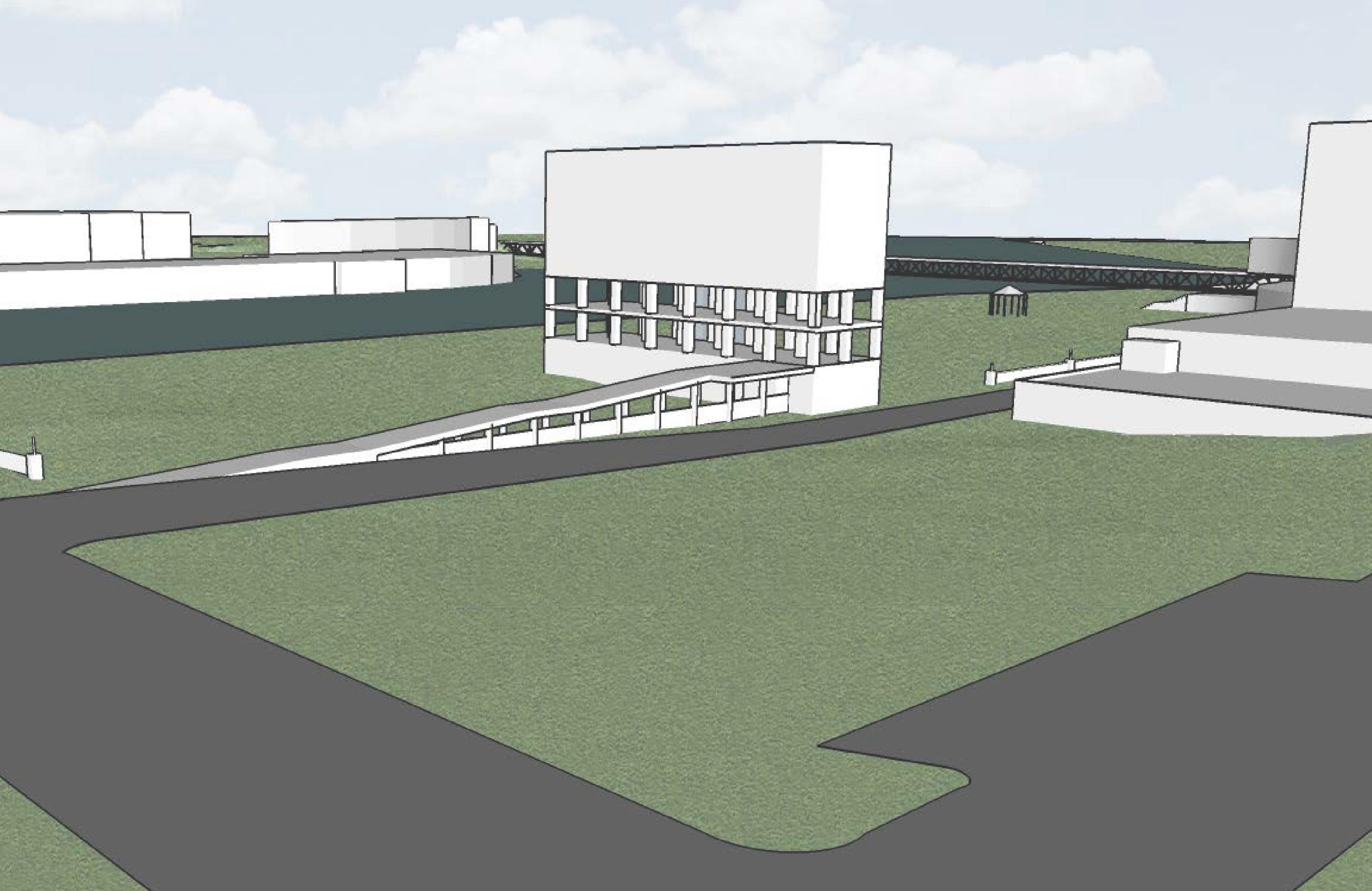
PONT MAX JUVENAL  
PATRICK BLANC  
AIX EN PROVENCE, FRANCE

# ARCHITECTURAL TREATMENTS

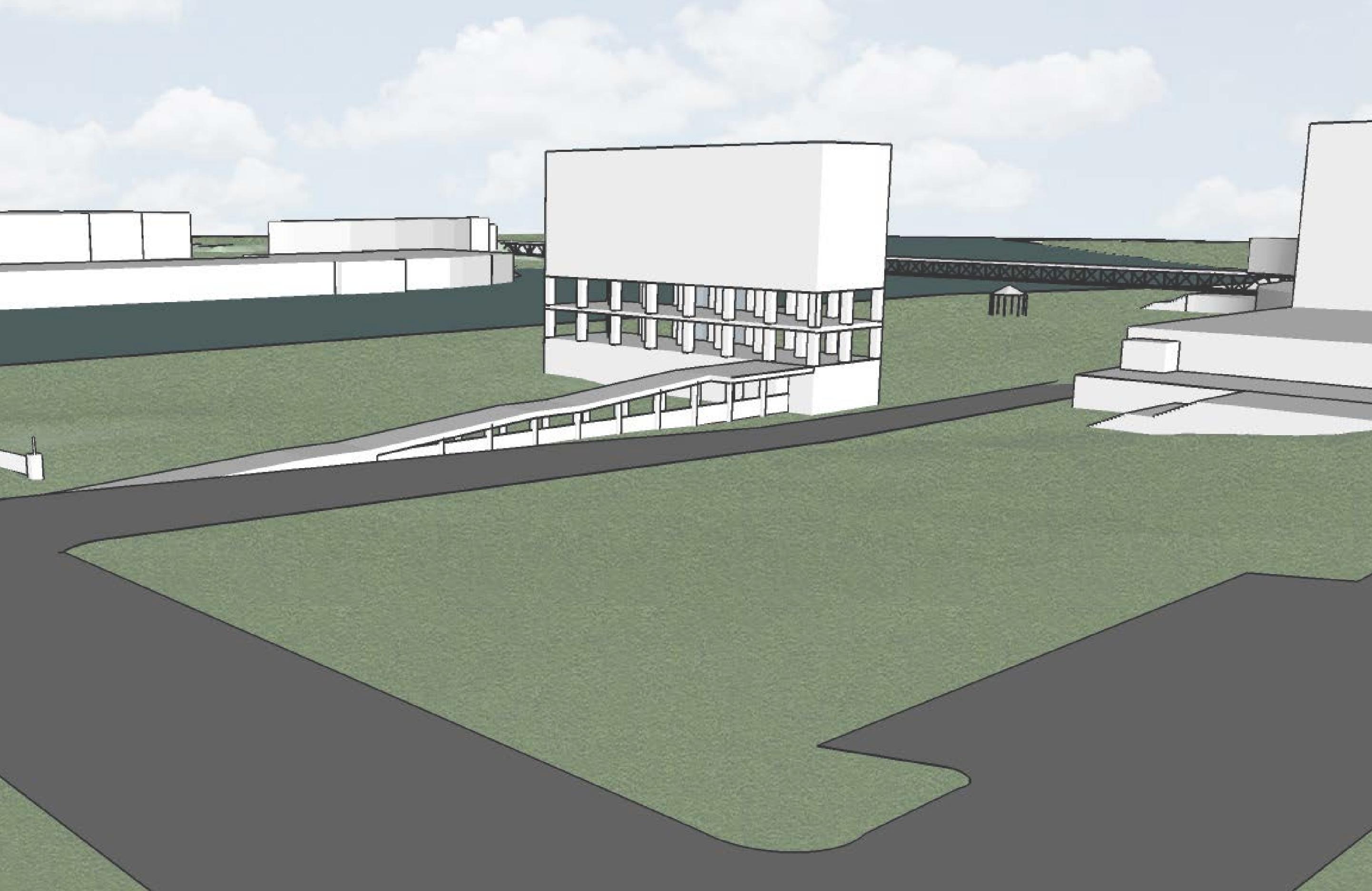


©GREENSCREEN

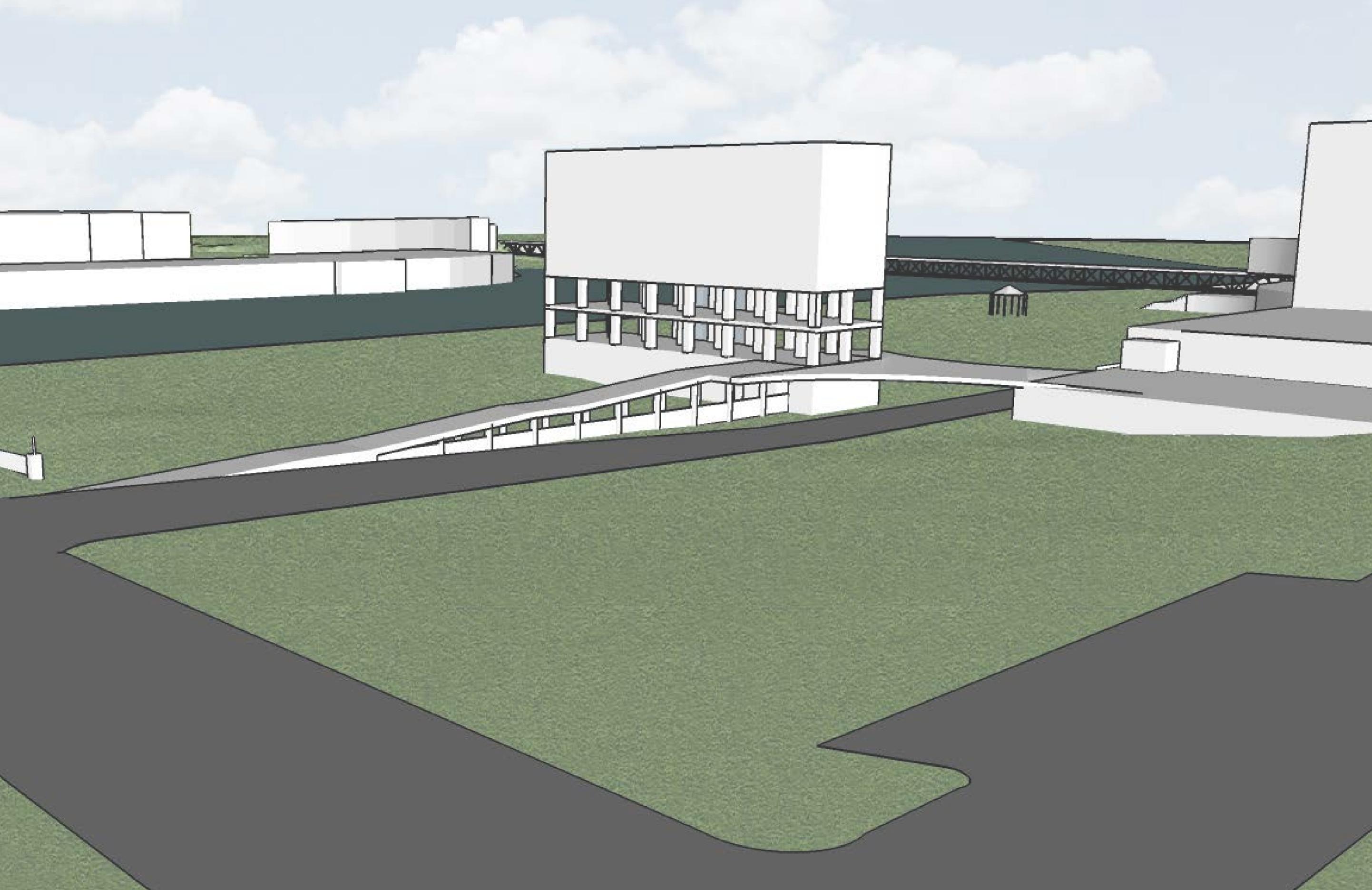
# ARCHITECTURAL TREATMENTS



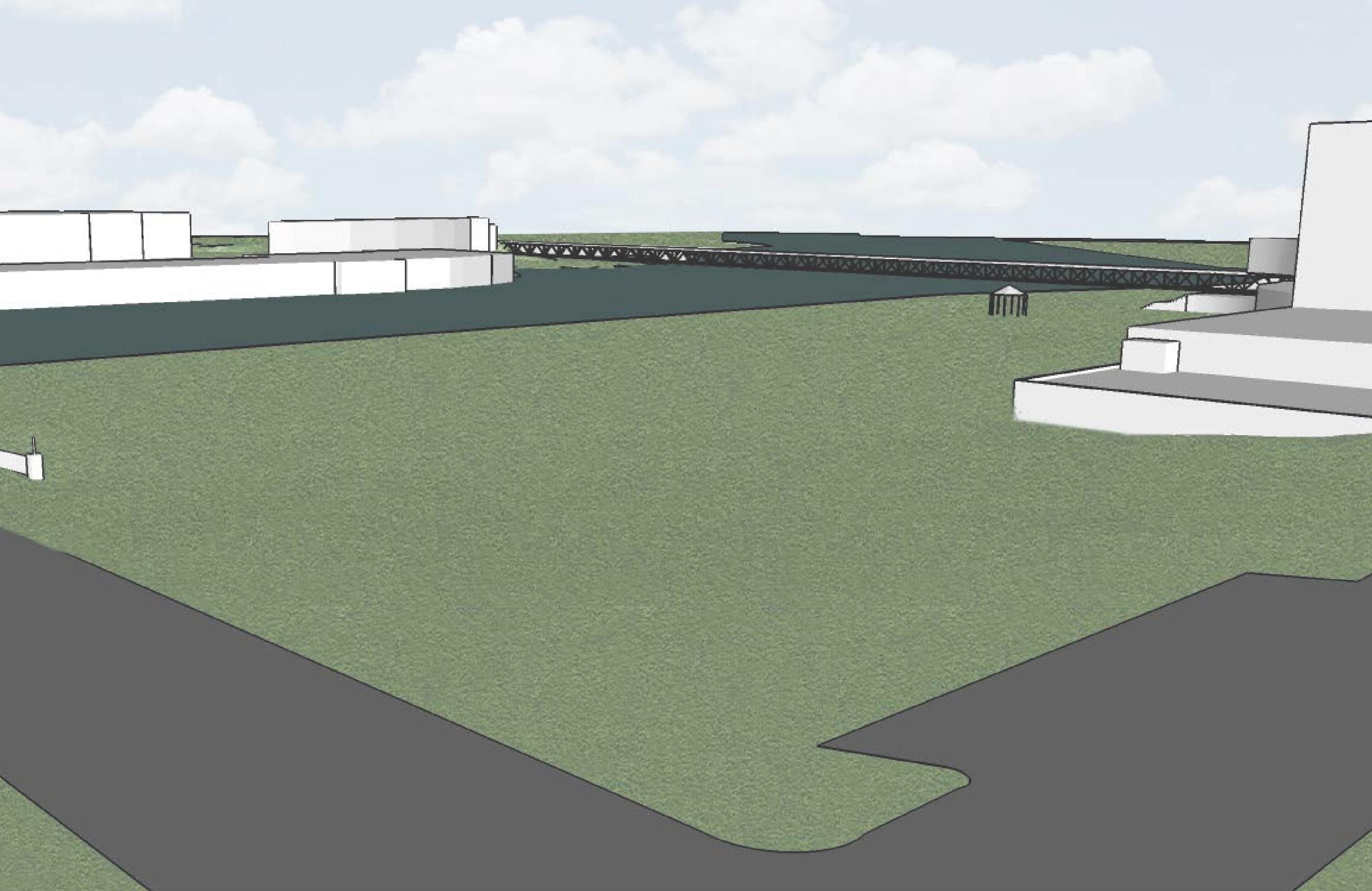
CURRENT DESIGN



SCALED BACK TURNAROUND



BRIDGE CONNECTION



REMOVE LORDEN



OPEN HOUSE

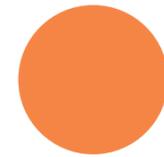


# Open House

VOTE FOR YOUR FAVORITE GOAL, OBJECTIVES, AND STRATEGIES



ONE (1) PINK DOT FOR MOST IMPORTANT GOAL



FOUR (4) ORANGE DOTS FOR MOST IMPORTANT OBJECTIVES



EIGHT (8) GREEN DOTS FOR FAVORITE STRATEGIES

OR, WRITE DOWN A NEW IDEA AND PLACE ON "OTHER IDEAS"

TAKE-HOME BROCHURES ARE AVAILABLE, OR VISIT

[www.surveymonkey.com/r/DavisParkSurvey](http://www.surveymonkey.com/r/DavisParkSurvey)

# OPEN HOUSE



THANK YOU