

IMPROVE CONNECTIONS BETWEEN DESTINATIONS THROUGH TRANSPORTATION PROJECTS



CLIMAX TRANSPORTATION PROJECTS



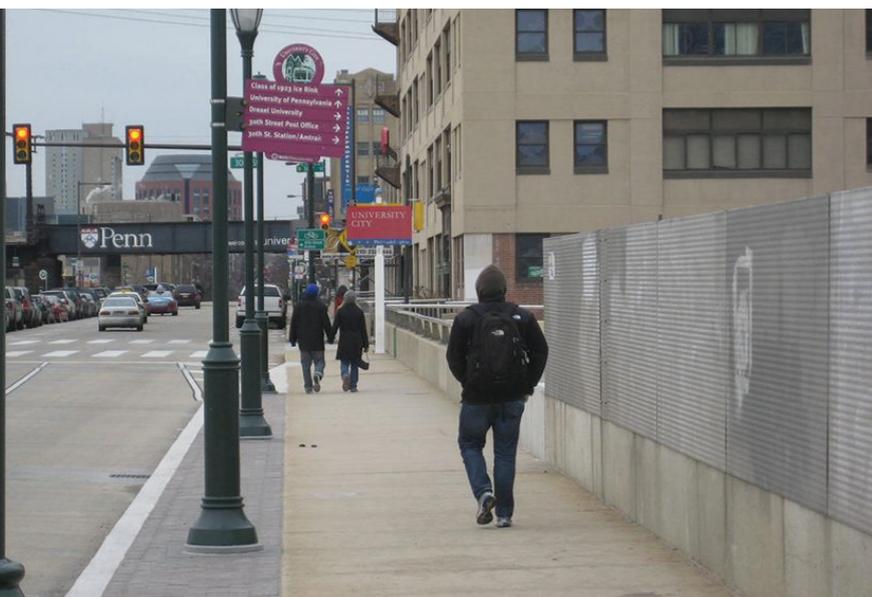
CLIMAX PEDESTRIAN SAFETY PROJECTS

Permanent Parklets on State Street and Main Street

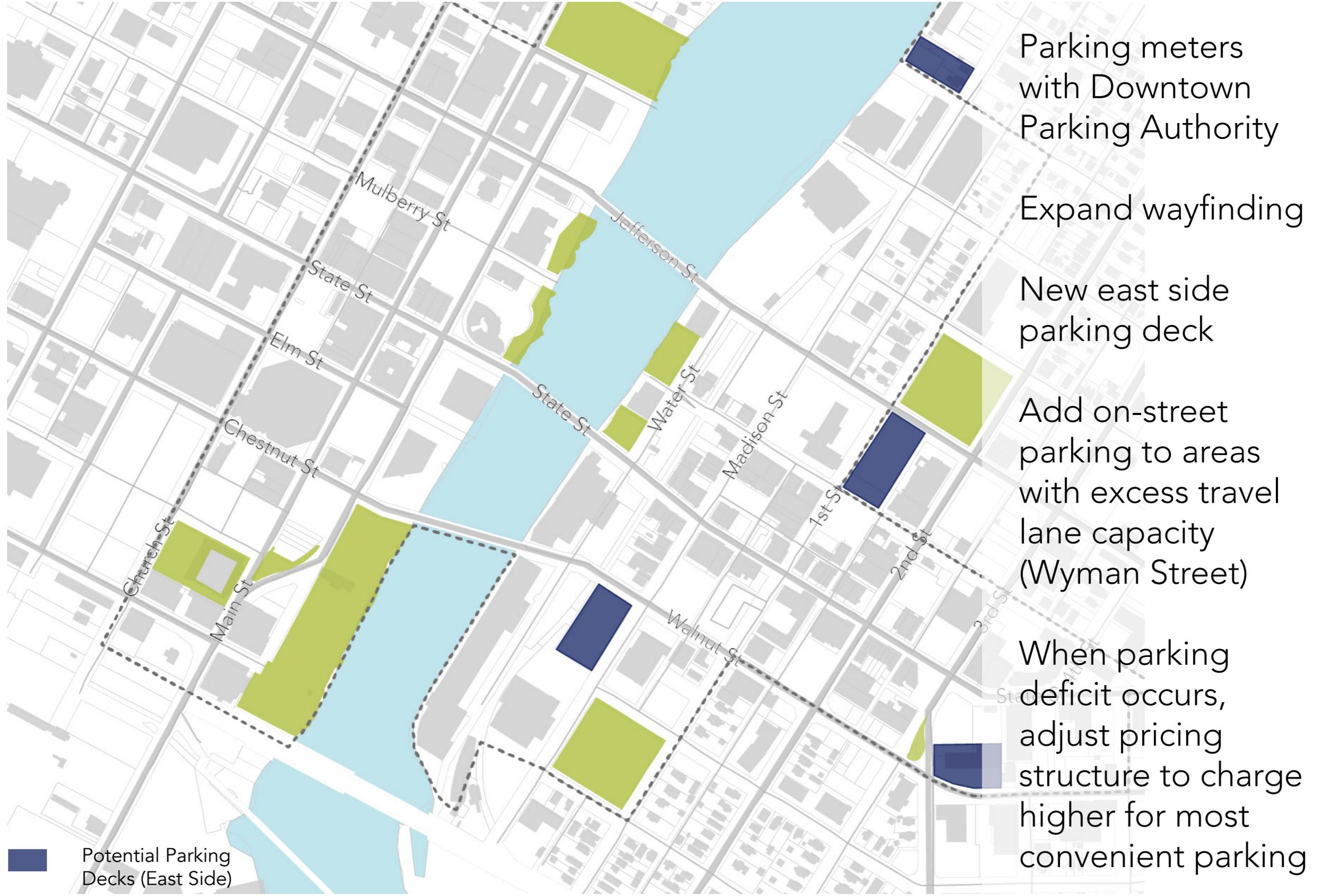
Leading Pedestrian Interval (LPI) at key intersections

Bump-outs on east side (particularly on Madison) similar to Main St

Widen sidewalks on bridges



CLIMAX PARKING STRATEGY



Potential Parking Decks (East Side)

Parking meters with Downtown Parking Authority

Expand wayfinding

New east side parking deck

Add on-street parking to areas with excess travel lane capacity (Wyman Street)

When parking deficit occurs, adjust pricing structure to charge higher for most convenient parking

COORDINATE TLC STRATEGIES TO ADVANCE VISION FOR WELLNESS CENTER



USE VACANT PORTIONS OF SITE FOR HEALTHY LIVING LAND USES



TASKS FOR IMPLEMENTATION

TASK	ENTITY RESPONSIBLE
Identify potential vacant buildings/lots for large catalytic projects	
Consider institutional partnerships (Library, schools, RMAP, etc.)	
Conversion of bridges to 2-way and widening of sidewalks	
Create an event access/egress plan	
Expand wayfinding signage for parking	
Add on-street parking on Wyman Street	
Implement LPI at key intersections	
Re-evaluate parking strategy and pricing structure with Parking Management Authority once development takes off	
Complete waterfront parks and trails	

CREATE BEAUTIFUL PUBLIC SPACES



INITIATE TACTICAL STREET AND SIDEWALK ACTIVITY



INSTALL YEAR-ROUND STREET LIGHTING ON "A" STREETS"



LARIMER SQUARE - DENVER, CO

INCENTIVIZE RESTAURANTS TO CREATE SIDEWALK CAFES



Hold a “sidewalk day” and rent out chairs and tables

Replace parking spots with parklets where sidewalk space is not sufficient and on-street parking is ample

ENHANCE PEDESTRIAN EXPERIENCE AND SAFETY ALONG STATE STREET



ENHANCE PEDESTRIAN EXPERIENCE AND SAFETY ALONG STATE STREET

Paint/add planters to tighten radii at corners

Promote street sharing during festivals and events

Free monthly pop-up breakfast as incentive for car free commutes



ADOPT URBAN DESIGN STANDARDS

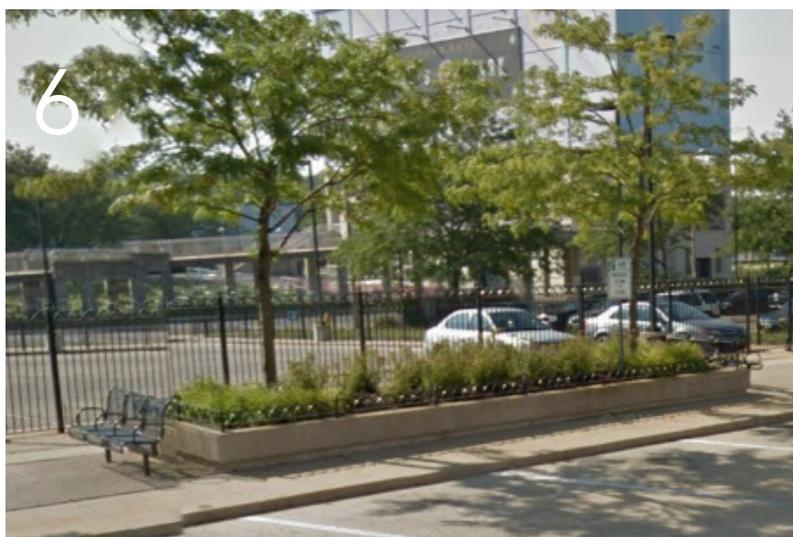
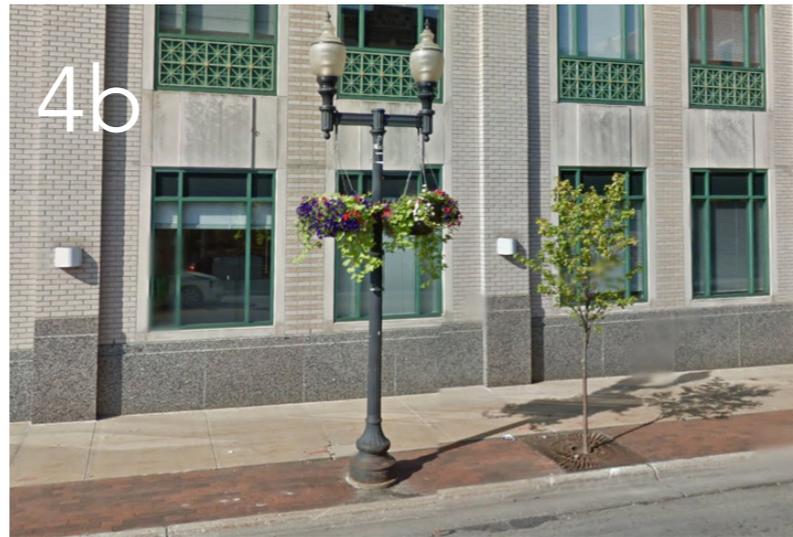
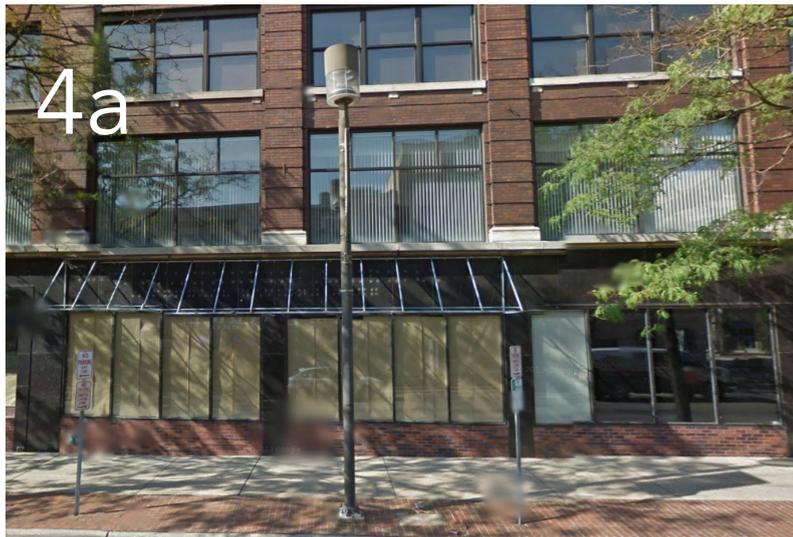
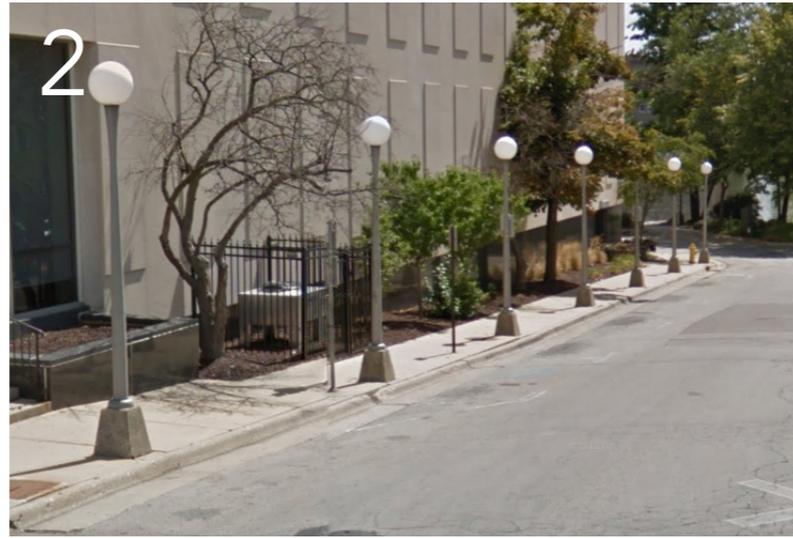


EXISTING STREETScape INCONSISTENCIES



- Current Proposed Gateways
- 1
- 2
- 3
- 4a, 4b
- 5
- 6
- 7

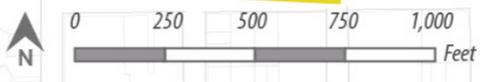
EXISTING STREETScape INCONSISTENCIES



PROPOSED STREETScape PHASING



-  Gateway Locations
-  A Streets Phase One
-  A Streets Phase Two
-  Secondary Streets Phase Three



PROPOSED STREETScape STRATEGY: OVERALL DOWNTOWN

-  Gateway Locations
-  Downtown Streetscape

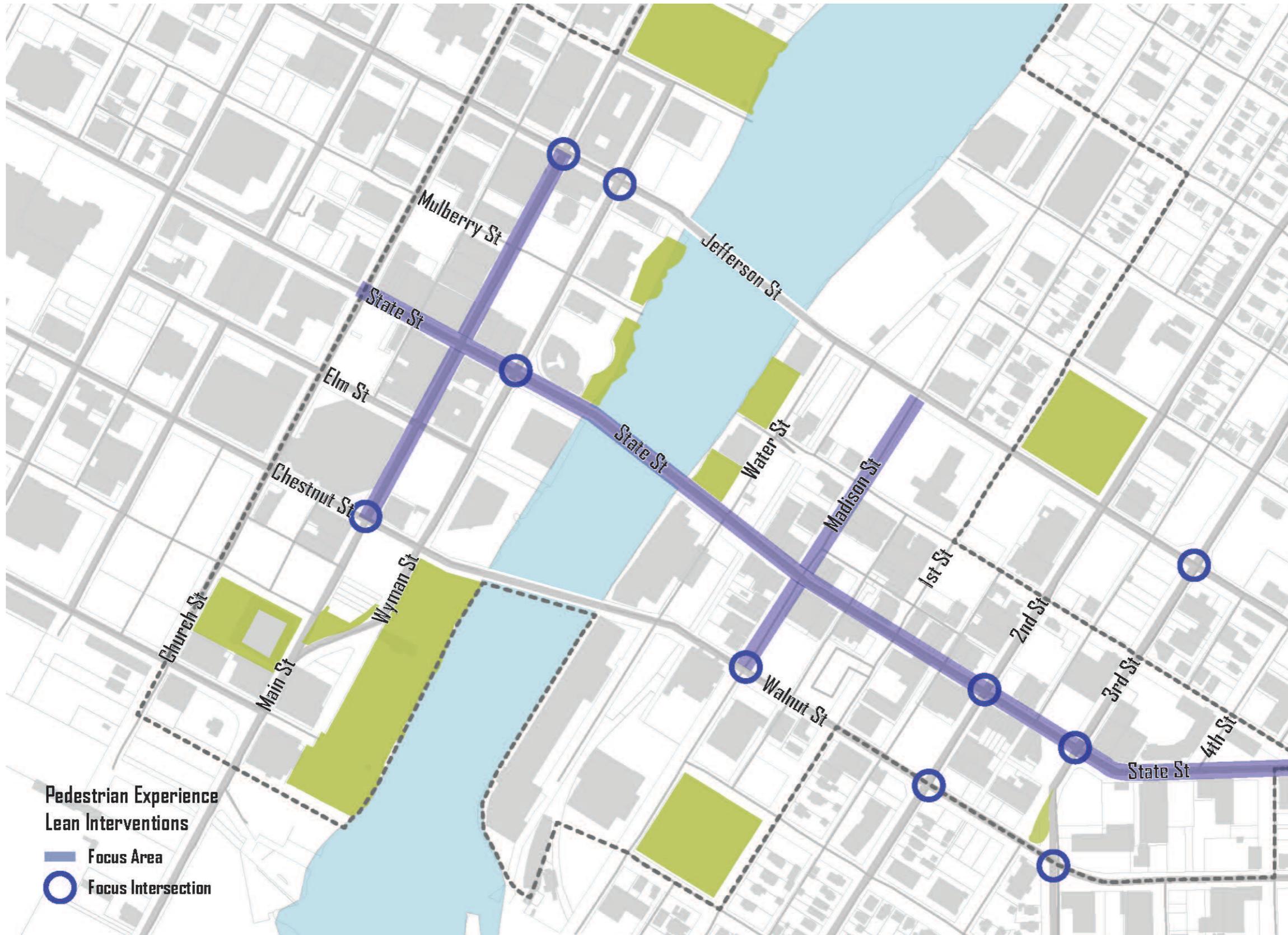


PROPOSED STREETSCAPE STRATEGY: EAST & WEST DOWNTOWN

-  Gateway Locations
-  West Streetscape
-  East Streetscape



IMPLEMENT LEAN STREET IMPROVEMENT STRATEGIES ON "A" STREETS



IMPLEMENT LEAN STREET IMPROVEMENT STRATEGIES ON "A" STREETS

Tighten radii at corners

Refresh/add crosswalk striping at focus intersections

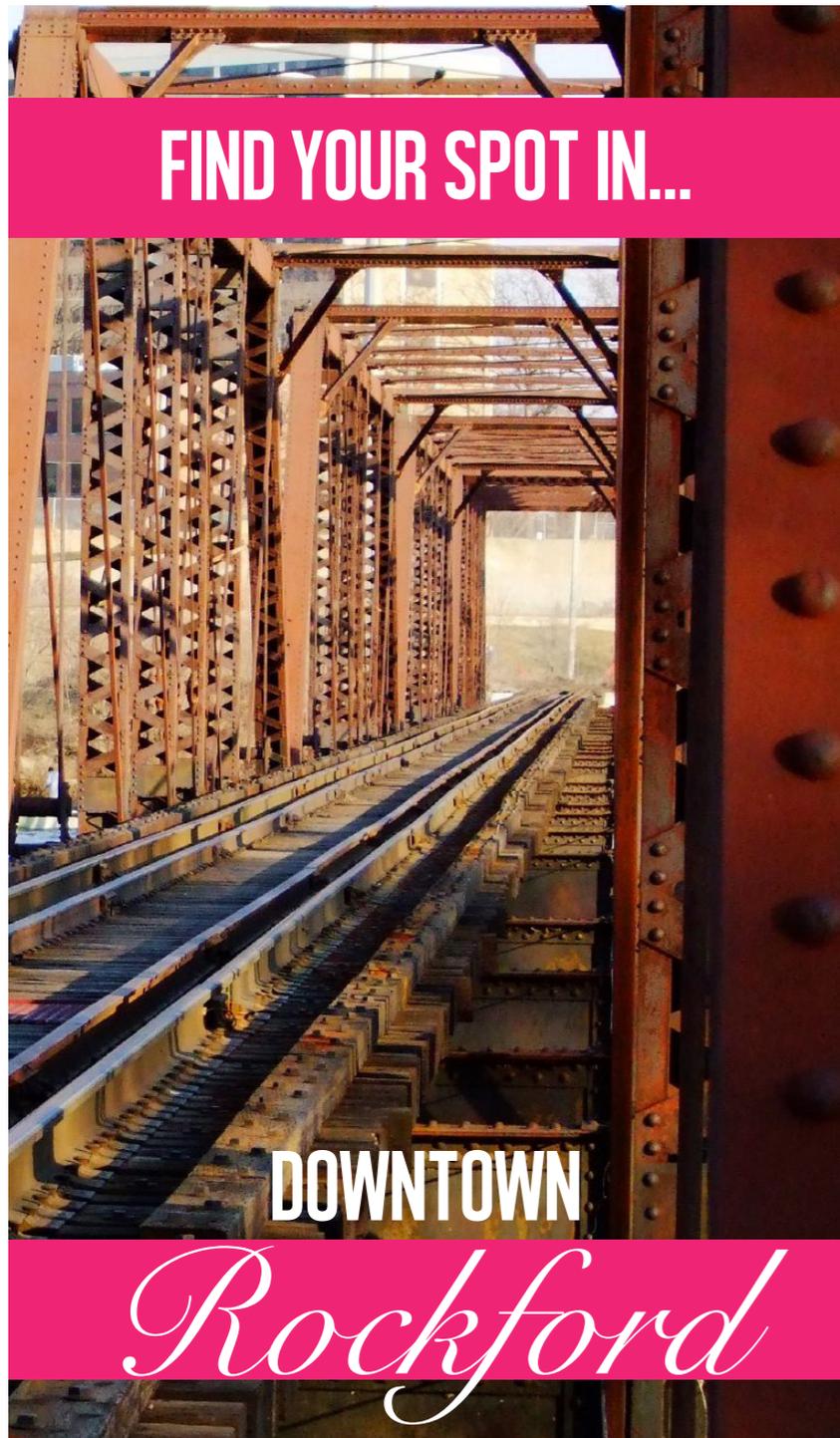
Add on-street bike corrals



IMPLEMENT A BRANDING STRATEGY



BRAND IDENTITY AROUND DAILY LIVING, EVENTS, AND UNIQUE PLACES



FIND YOUR SPOT IN...

DOWNTOWN

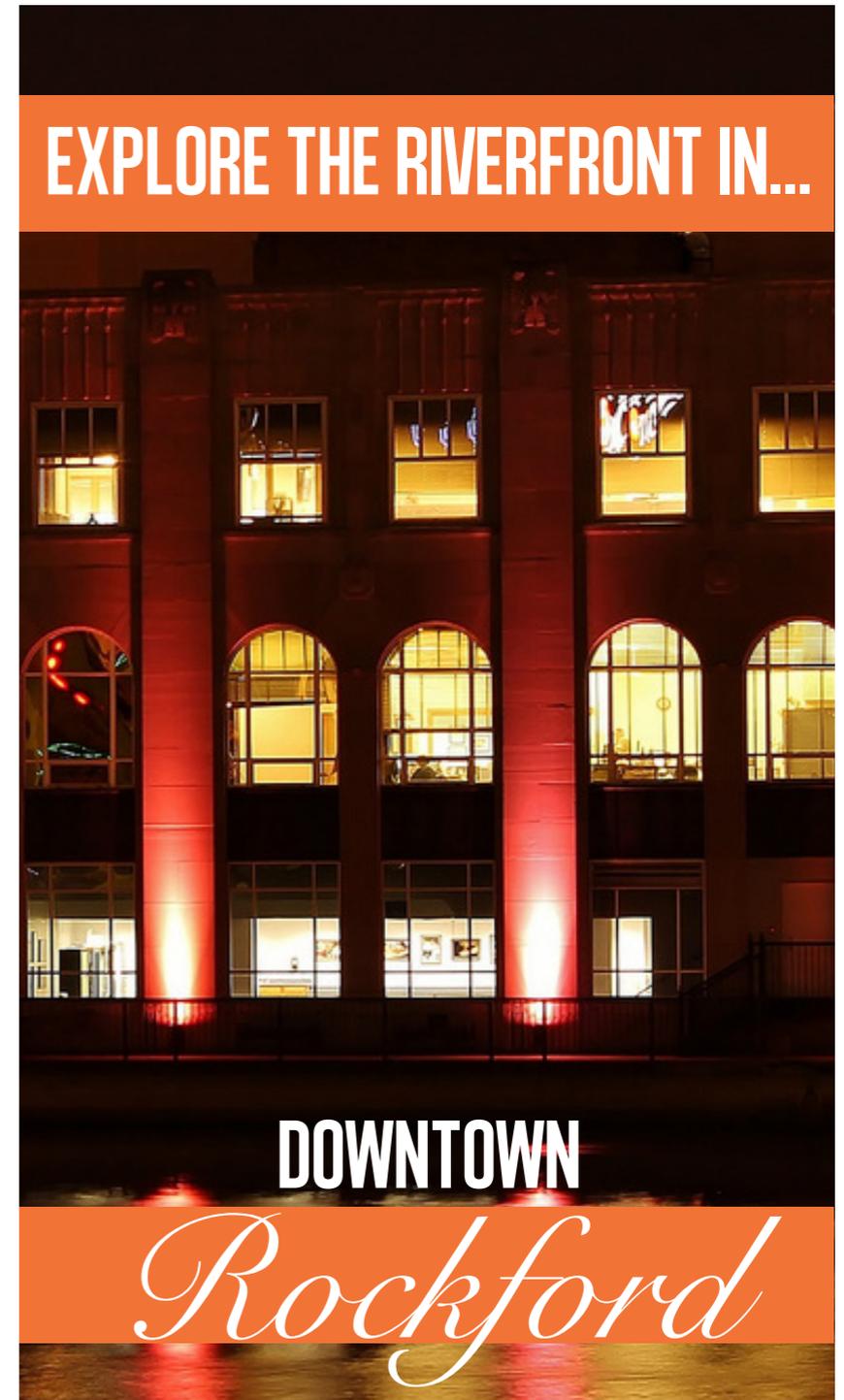
Rockford



EAT, DRINK, & BE MERRY IN...

DOWNTOWN

Rockford



EXPLORE THE RIVERFRONT IN...

DOWNTOWN

Rockford

TASKS FOR IMPLEMENTATION

TASK	ENTITY RESPONSIBLE
Install string of lights on "A" Streets	
Hold a "Sidewalk Day"	
Install temporary parklet on "A" Street	
Hire a consultant to develop Urban Design Standards	
Work with a consultant to develop a "brand Identity" used by all organizations promoting Downtown Rockford	
Demonstrate how well downtown works for activities of daily living—jogging, grocery shopping, biking, and dog walking.	
Identify Downtown places for that can host major community events and sell Downtown as an event location to all Rockford organizations	
Implement streetscape improvements along "A" Streets	

CAPITALIZE ON EXISTING MOMENTUM



LEVERAGE ENTREPRENEURIAL MOMENTUM TO FILL VACANCY



ESTABLISH AN UMBRELLA ORGANIZATION THAT ACTS AS A MASTER LEASER

Confirm regulations governing temporary business locations (should be limited to "A" streets)

Establish operational requirements for temporary businesses

- Signage
- Hours
- Permits (Itinerant Vendor)
- Insurance

Designate Management Organization

- Property owner contracts
- Umbrella insurance contract
- Utility activation and payment
- Standard temporary tenant lease
- Inventory management program for % leasing

MODELS FOR TEMPORARY BUSINESSES

Blank Slate Venues:

- Requires continuous conversations with landlords

Micro-Businesses

- Existing businesses sublet to other uses/tenants

Pop-Up Events

- Temporary events held inside businesses



PROCESS FOR TEMPORARY/PERMANENT OCCUPANCY

Breakeven Goal

- Building owners rent for actual cost
- Pay-off is permanent tenants

Potential Tenants

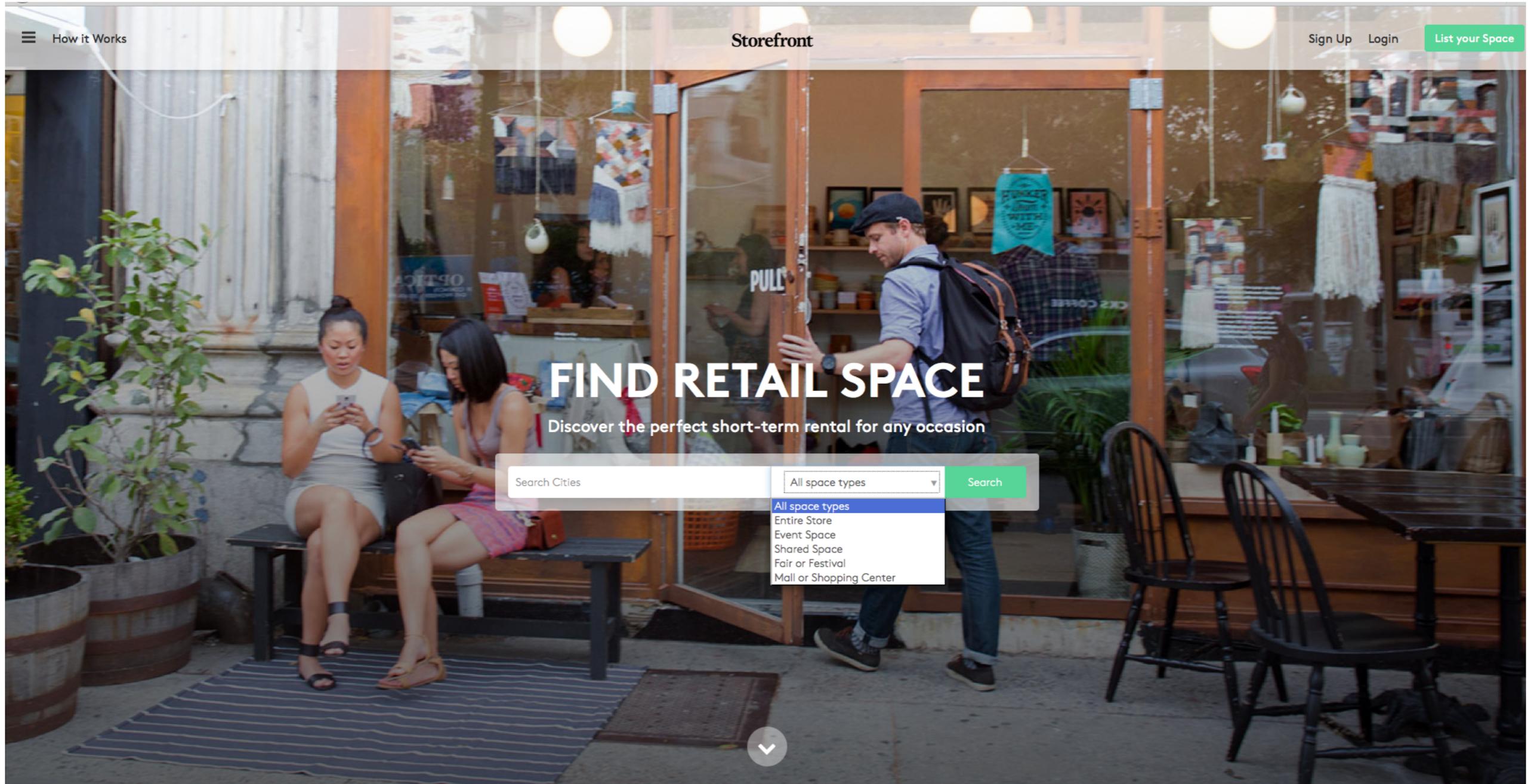
- Apply for location
- Choose space
- Choose hours
- Agree to payment model (Base + % sales)
- Required to give an exit interview



ACTIVATE VACANCY WHILE ENGAGING CITIZENS



LAUNCH WEBSITE TO MARKET AVAILABLE RETAIL SPACE



Set up shop anywhere

Access thousands of move-in ready spaces in sought-after neighborhoods

Need help? Live chat. 

EXPLORE TEMPORARY BUILDING OPTIONS ON VACANT LOTS



DEKALB MARKET - BROOKLYN, NY

EXPLORE TEMPORARY BUILDING OPTIONS ON VACANT LOTS



DEKALB MARKET - BROOKLYN, NY

EXPLORE TEMPORARY BUILDING OPTIONS ON VACANT LOTS



CONTAINER BAR - AUSTIN

TRANSITION FROM TEMPORARY TO LEAN BUILDINGS

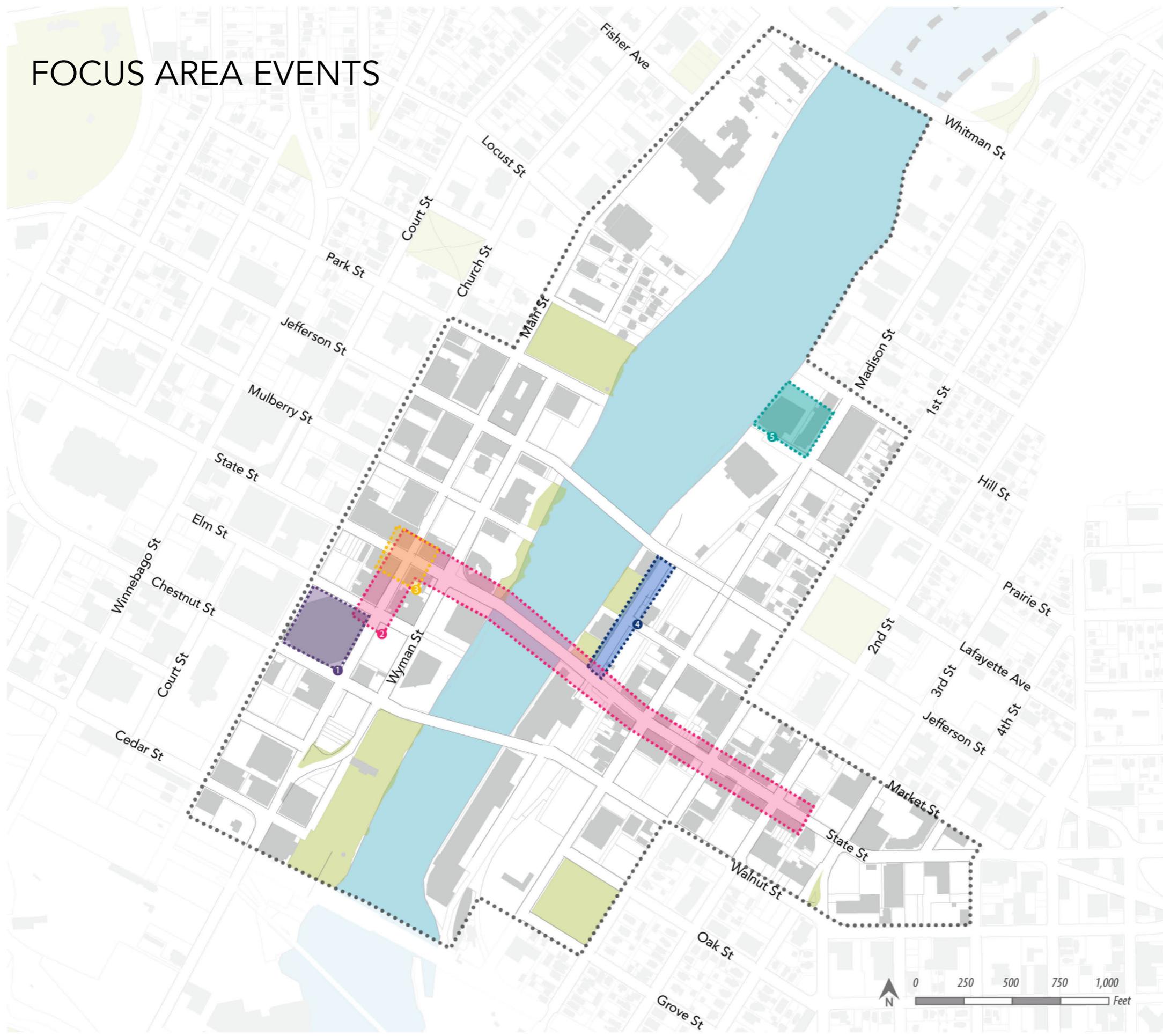


LANSING CITY MARKET - LANSING, MI

USE EVENTS AS AN OPPORTUNITY TO TEST TACTICS AND MARKET VACANCY



FOCUS AREA EVENTS



"A Street" Events

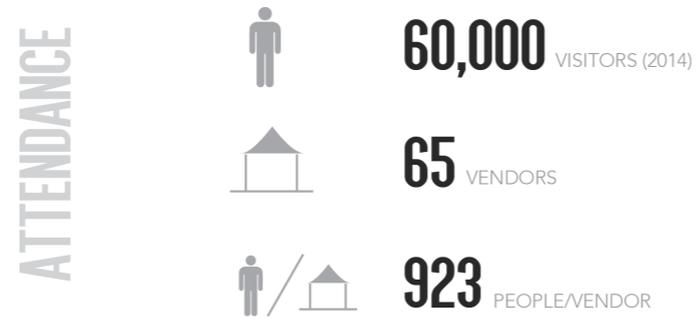
- 1 Ice Hogs
- 2 Stroll on State
- 3 Screw City BeerFest

Other Events

- 4 City Market
- 5 Dinner on the Dock
Handmade Market
Meltfest

INTRODUCE VENDOR CAPACITY AT MAJOR EVENTS AND VENUES

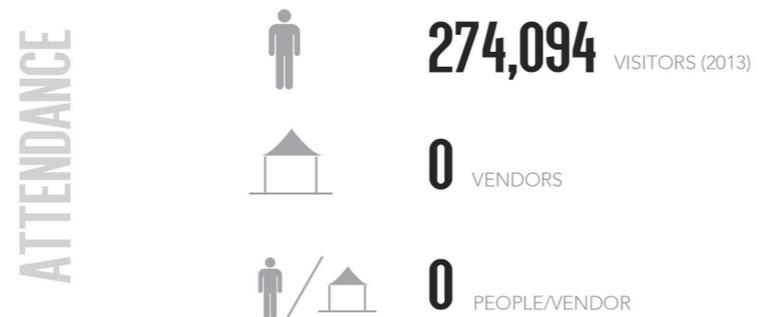
STROLL ON STATE



SCREW CITY BEER FEST



BMO HARRIS BANK CENTER



ADD VENDORS TO LEVERAGE
LARGE CROWDS

LAUNCH WEBSITE TO STREAMLINE THE PROCESS FOR VENDORS

VENDORS CAN VIEW AND SIGN UP FOR ALL EVENTS AT ONCE

VENDORS CAN VIEW LOCATIONS OF OTHER VENDORS AND CHOOSE THEIR PREFERRED LOCATION

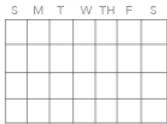
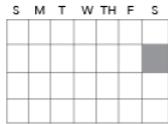
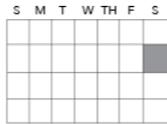
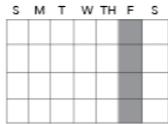
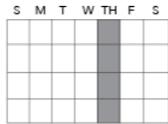
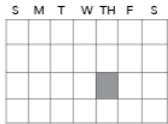
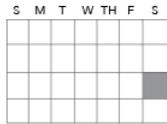
The screenshot displays the 'Rockford MOBILE MARKET' website. The navigation menu includes 'ABOUT', 'EVENTS', 'VENDORS', 'APPLY', and 'FAQS'. A large banner image shows a market scene with white tents. Below the banner is a teal bar with the text 'APPLY TO BE A 2015-2016 VENDOR!'. The main content area features a search section with filters for 'ALL' and letters A-Z, and dropdown menus for 'Search by Event' and 'Search by Month'. A 'Search' button is also present. The event listings are as follows:

- SCREW CITY BEER FEST** (53 VENDING SPOTS)
 - OLD CHICAGO PIZZA & TAPROOM (See location on event map)
 - ROCKFORD BREWING COMPANY (Vending at 2 other events, See location on event map)
- STROLL ON STATE** (65 VENDING SPOTS)
 - ANNETTE'S ITALIAN COOKIES (Vending at 2 other events, See location on event map)
 - BALLOONS & FLOWERS BY HALEY (Vending at 1 other event, See location on event map)
 - MARY'S MARKET (Vending at 4 other events, See location on event map)
 - ROCKFORD BREWING COMPANY (Vending at 2 other events, See location on event map)

On the right side, there are two sections:

- UPCOMING EVENTS**
 - 27 FEB: BMO Harris Bank Center: Professional Championship Bullriders and Barrell Racing (7:30 pm)
 - 21 MAR: MeltFest 2015 (10:00 am to 6:00 pm)
 - 4 APR: Eggstravaganza! (10:00 am to 4:00 pm)
- FEATURED VENDOR**
 - The Vintage Beau**: A caricature of a man in a bow tie.
 - [ALL VENDORS >>](#)

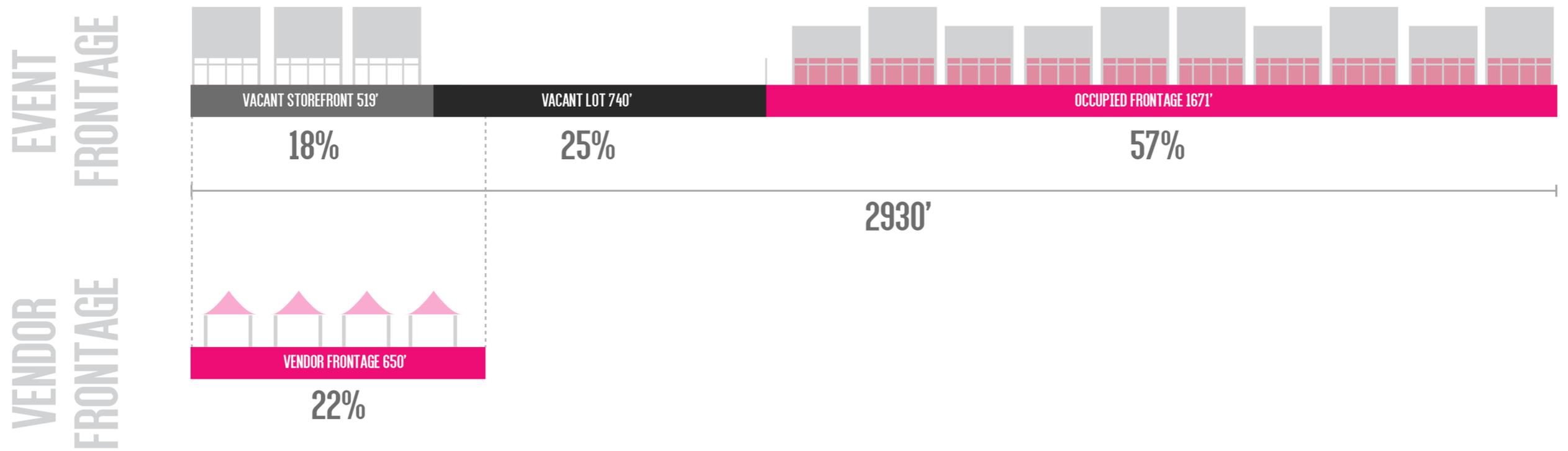
HOST A SPRING/SUMMER VERSION OF STROLL ON STATE

	1 STROLL ON STATE*	2 BMO HARRIS BANK CENTER*	3 SCREW CITY BEER FEST*	4 CITY MARKET	5 DINNER ON THE DOCKS	6 HANDMADE MARKET	7 MELT FEST
	60,000	274,0094 2013 VISITORS	2,000	73,750	250 - 1000	250	3,000
							
							

WHAT EVENT IN THE SPRING/SUMMER BRINGS 60,000 PEOPLE TO DOWNTOWN?

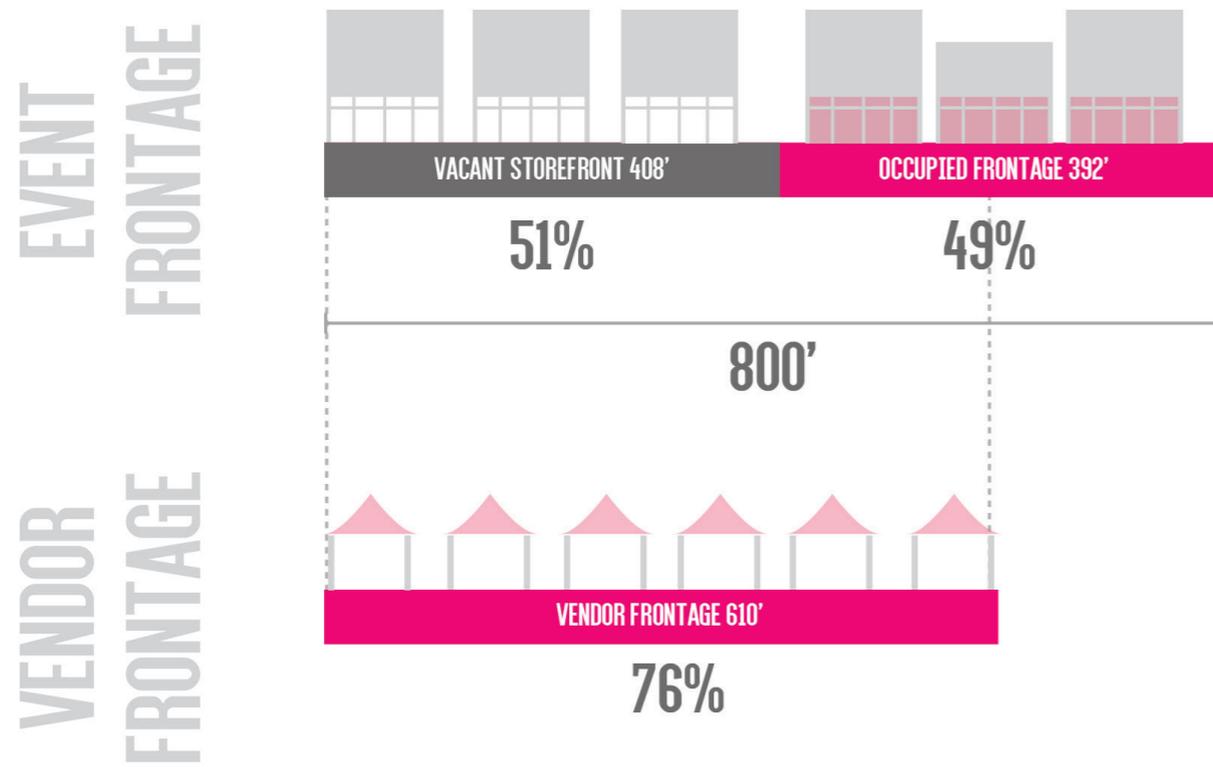
TEST POP-UP RETAIL IN VACANT STOREFRONTS

STROLL ON STATE



TEST POP-UP RETAIL IN VACANT STOREFRONTS

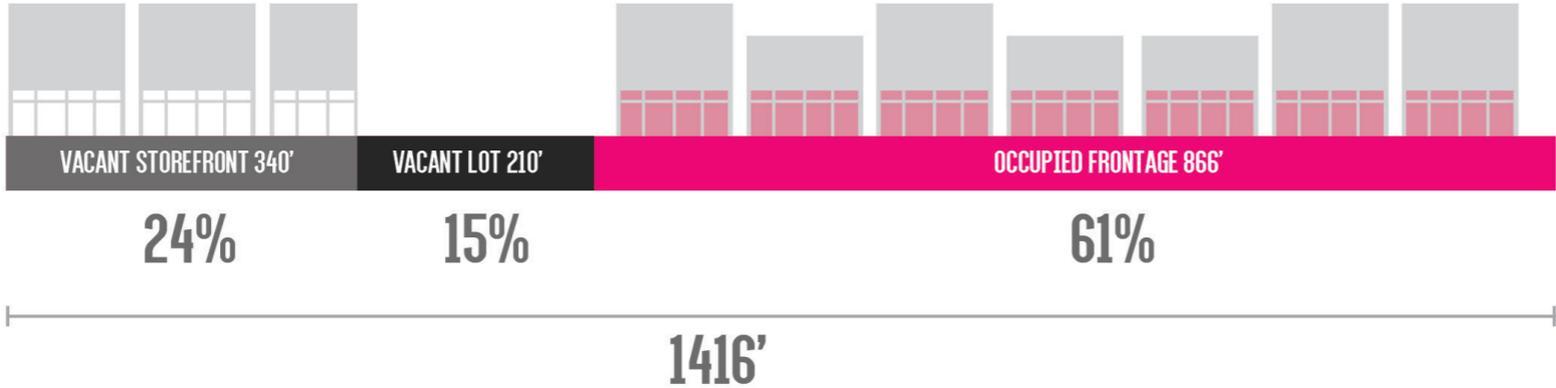
SCREW CITY BEER FEST



TEST POP-UP RETAIL IN VACANT STOREFRONTS

BMO HARRIS BANK CENTER

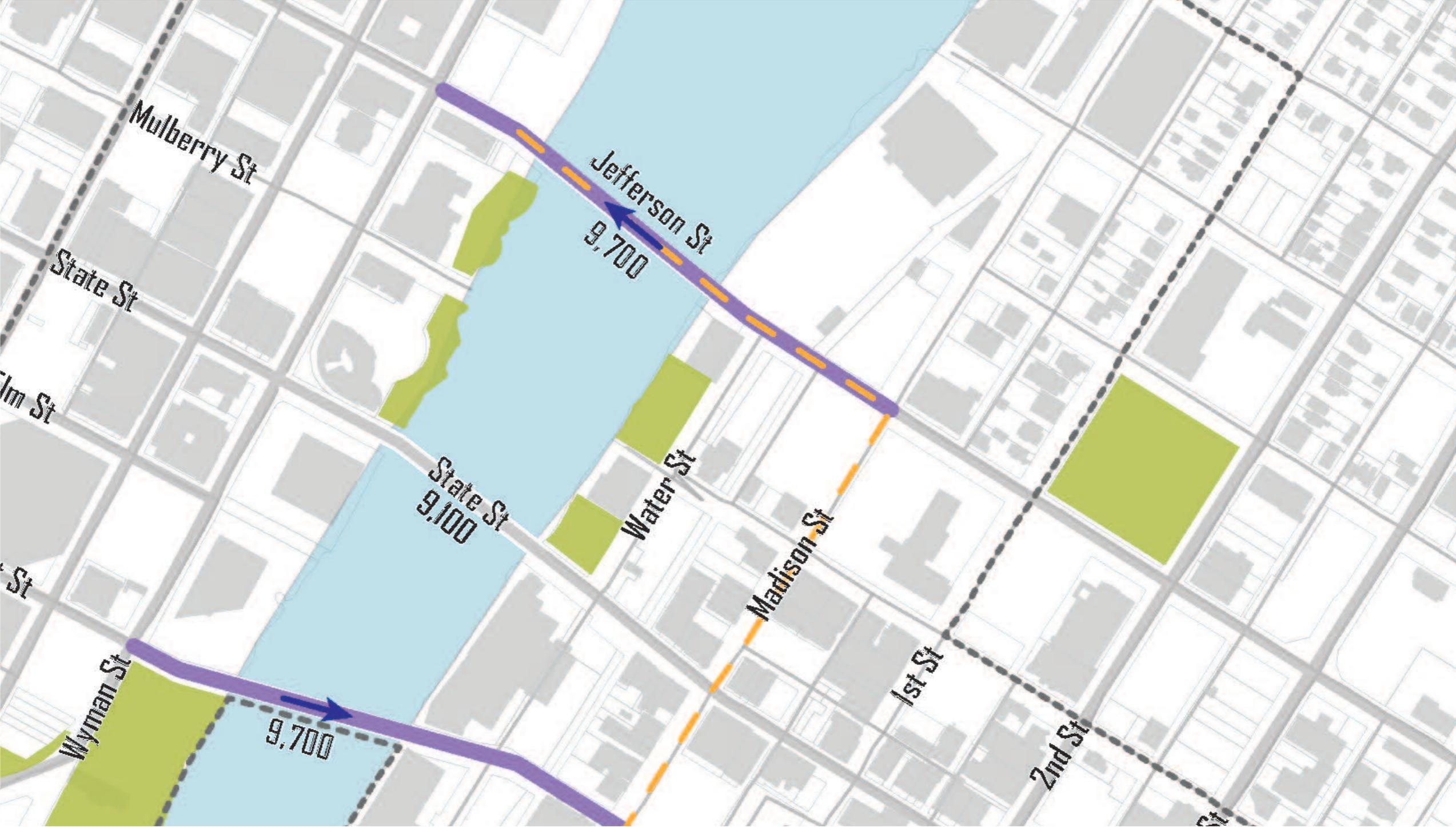
EVENT
FRONTAGE



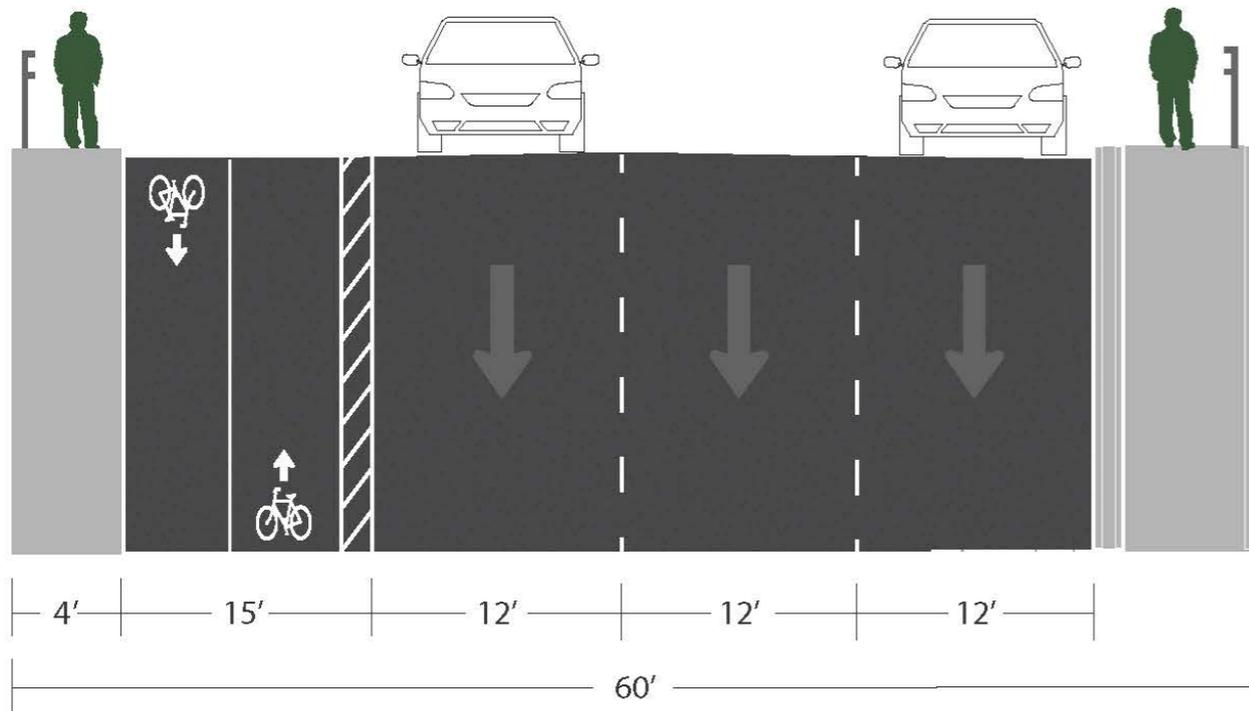
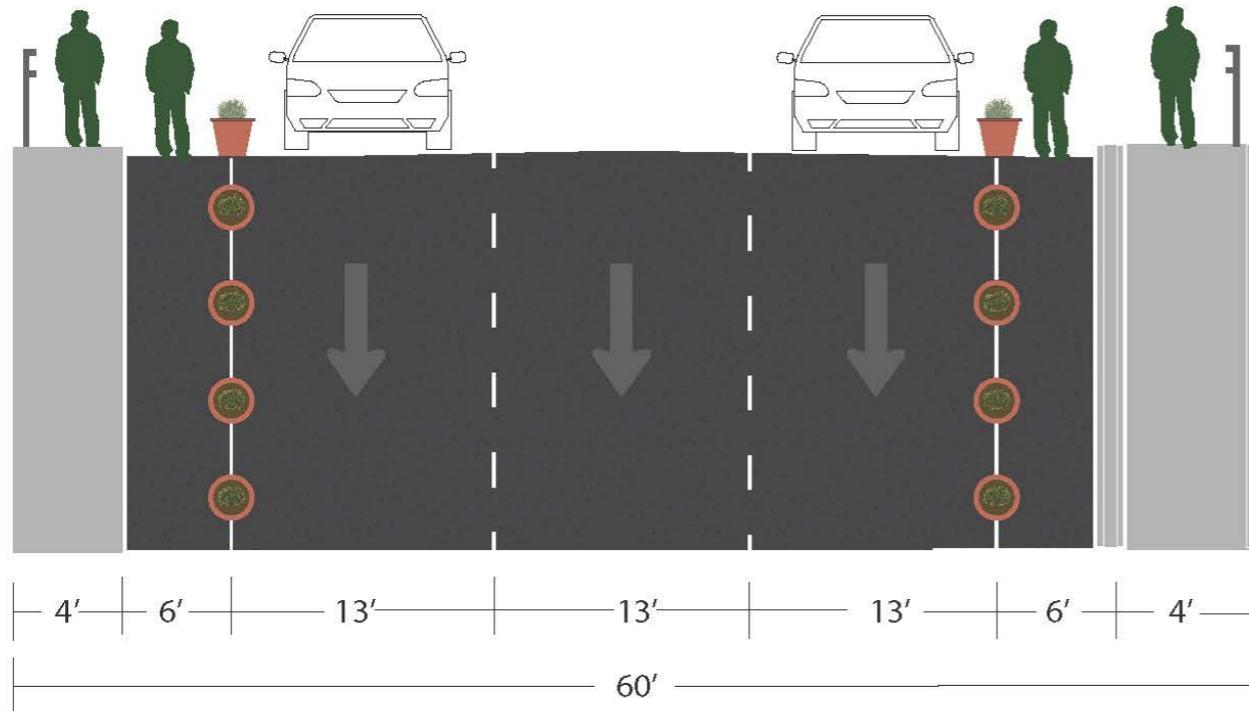
VENDOR
FRONTAGE

VENDOR FRONTAGE 0'
0%

TRANSPORTATION TACTICS



TRANSPORTATION TACTICS ON CHESTNUT ST AND JEFFERSON ST BRIDGES



TASKS FOR IMPLEMENTATION

TASK	ENTITY RESPONSIBLE
Establish an organization to act as a Master Leaser	
Establish regulations and documents (signage, permitting, insurance, contracts) to support temporary occupancy	
Launch website and post signage to market available vacant space	
Introduce vendor capacity at major venues and events	
Launch vendor website to streamline process	
Host a summer event similar to "Stroll on State"	
Test pop-up retail in vacant storefronts during events	
Test transportation tactics at City Market and other events	

NEXT STEPS

WORK SESSIONS WITH FOCUS GROUPS

TASKS ASSIGNED TO ENTITIES

SHORT-TERM IMPLEMENTATION