

		TACTICAL	Task; Entity Responsible	Completed/In Process by:
1	Improve pedestrian mobility & safety throughout Downtown - with a focus on State St corridor	Test "shared-use space" idea on State Street Bridge for 3 months	Install bollards: COR	2015

		LEAN	Task; Entity Responsible	Completed/In Process By:
	Utilize parking spaces for people space	Install temporary "parklets" for dining and gathering: COR, business		2016
		On-street bike corrals: COR, major employer		2017
	Refresh/add crosswalk striping & tighten curb radii, focus on identified intersections	COR		2017

		CLIMAX	Task; Entity Responsible	Completed/In Process By:
	Permanently reduce travel lanes on State St bridge to one in each direction	COR; Public Works		CIP, 5 year plan, 2020
	West State streetscape	Generally include tight curb radii, bump-outs, leading ped intervals (LPI): COR		CIP, 5 year plan, 2020

2	Improve walkability on Chestnut/Walnut & Jefferson corridors	Develop an event egress/ingress plan	COR	2016
		Negotiate with IDOT to study capacity requirements or bridge/corridor further. At a min, modify IDOT Chestnut bridge MUP cross sections to reduce travel lanes to 11' and widen sidewalk	COR; coordination w/ IDOT	Immediately

	Conduct traffic study to determine if Walnut & Jefferson can be reduced to 2 travel lanes each. ADT indicates that they can with appropriate signal/intersection improvements.	COR		Initiate 2015
	Expand Downtown wayfinding and directional signage using existing parking signage design	COR		2017

	Reduce travel lanes, add separated bike facilities & on-street parking (one example: see graphic on Page 140 of FHA's Separated Bike Lane Planning & Design Guide)	Public Works, coordination with IDOT		2020
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3	Improve bike connections to and through Downtown	Continue to hold reoccurring bike events (i.e. Critical Mass)	COR, Downtown businesses, Blackhawk Bicycle & Ski Club, Rockford Bicycle Co., I bike Rockford (#ibikerfd)	2015
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	Fill in on-street bike routes/signage connecting trails to Downtown	Sign priority bike routes: Mulberry, Lafayette & Market; COR		2017
	Develop a bike infrastructure master plan	COR		2017

Complete bikeway & trail network Downtown	Reduce travel lanes on Walnut & Jefferson & add separated bike lanes; see #3; COR, IDOT		2020
	IL Railway bridge; COR		2020
	Ensure connection through Ingersoll/abandoned rail/alley connection to existing riverfront trail; COR, Developer		2016
Add bike parking & partner/work with employers to provide	COR, Developers (i.e. Urban Equities)		2016
Implement Downtown Bike Share	Study the feasibility of bike share; COR		2018

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MOBILITY

		TACTICAL	Task; Entity Responsible	Completed/In Process by:
4	Create more on-street parking in Downtown	Test on-street parking at Wyman on event days	COR	2015

		LEAN	Task; Entity Responsible	Completed/In Process By:
		Continue to pursue transfer of Wyman from State	COR	2018

		CLIMAX	Task; Entity Responsible	Completed/In Process By:
		Reduce travel lanes on Wyman and introduce parking on the east side	COR, IDOT	2020

5	Improve parking strategy throughout Downtown to balance demand	Install temporary signage, balloons, and lights at parking garages on event days	COR; Parking Management	2015
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	Encourage "park-once" by creating an appealing pool of public parking	Expand wayfinding, directional signage and lighting program using existing parking deck signage design; COR		2017
		Generally improve ped mobility, see #1; COR		
	Create parking supportive of the customer experience	Better enforce time limits & work with retailers to ensure employees are not using most desirable parking spaces; COR, Parking Enforcement		2017
		Work with retailers to create incentives for consumers to shop; River District Association		2015
	Test parking meters by installing at key locations on "A" streets		COR; Parking Management Company; RACVB	2018

	Develop Downtown Parking Authority		COR, Parking management	2017
		Install meters with mobile app/payment options throughout Downtown; COR, Parking management		2020
	Create parking supportive of the customer experience	Install technology and signage to let people know of real-time parking availability in Downtown (i.e. http://web6.seattle.gov/sdot/seattleparkingmap/); COR, Parking Management		2020
		Explore option of giving mobile app users 15 minutes free; COR, Parking Management Co.; COR, Parking management		2020
	Reduce garage pricing structure to balance demand with market-rate on-street spaces		COR, Parking management	2020

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CATALYTIC PROJECTS

		TACTICAL	Task; Entity Responsible	Completed/In Process by:	LEAN	Task; Entity Responsible	Completed/In Process By:	CLIMAX	Task; Entity Responsible	Completed/In Process By:
1	Develop more residential options in Downtown	Demonstrate how well Downtown works for daily living - jogging, grocery shopping, biking, and dog walking	Run a graphic and social media campaign in tandem with marketing available residential units: River District; Developer	2016	Remodel upper story space for residential units	COR; Landlords	Ongoing	Develop a 35-50 unit residential project that offers a unique amenity (i.e. proximity to River or a park)	Recruit urban mixed-use housing developers: COR	2018
		Market downtown residential			Identify, and develop small infill housing projects (townhouses, 4-plexes, and 3 flats)	Recruit small infill housing developers: COR	2017			
		Market adjacent residential communities within 1/2 mile of the focus area			Revise zoning codes to allow for variety of housing types	COR	2016			
					Streamline the building rehabilitation code to expedite permitting	COR	2016			
2	Redevelop Library as an anchor and learning institution of the future	Use the library as a venue for programs by joint partnerships (i.e. Rock Valley College, RMAP, EIGER Lab, etc.)	Work with partners to identify programs that can be held in partnership at the Library: Library Board,	2015				Work with ComEd to redevelop Library in Downtown Rockford	Identify the vision for the redevelopment of the Library: Library	Summer 2015
								Secure partnerships		2015/2016
3	Davis Park									
4	Redevelop Wellness Center as an anchor in Downtown Rockford	Temporarily test entrepreneurs in vacant space and lot for 1-day events	Recruit businesses interested in testing pop up shop at the Wellness Center location: River District Association; City Market	Fall 2015	Temporarily test entrepreneurs in vacant space and lot for 3-6 months	Recruit businesses interested in testing pop up shop at the Wellness Center location: River District Association; City Market	Fall 2015	Redevelop Wellness Center site to promote healthy living in Rockford	Hold a visioning charrette to form vision for Wellness Center: COR	Fall 2015
		Hold events centered around healthy living at Wellness Center site	Create a temporary use lease/contract for pop up shops at the WC: COR; River District	Fall 2015		Create a temporary use lease/contract for pop up shops at the WC: COR; River District Association; Master Leaser	Fall 2015		Recruit permanent tenants aligned with vision for Wellness Center: COR	Spring 2016
			Market the Wellness Center site as an available venue for downtown area events: COR; River District Association	Fall 2015						
5	Build an Aquarium in Downtown Rockford	Generate excitement towards Aquarium (i.e. "Fish and Chips")	Create a social media campaign to raise funds and awareness of the Aquarium (i.e. facebook,	2015	Brand Downtown Rockford as a River ecosystem	Aquarium Board; River District; RRWRD; Brand Consultant	2015-2016	Identify the vision for the Aquarium: Aquarium Board	2016	
			Install a "pop-up aquarium" in a vacant storefront or temporary location (i.e. Museum campus): Aquarium Board	Spring 2016				Identify most optimum sites for the Aquarium: Aquarium Board	Completed	
								Secure partnerships and investors for development: Aquarium Board; RRWRD; COR	2017	

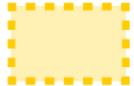
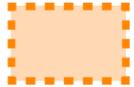
ECONOMIC DEVELOPMENT

		TACTICAL	Task; Entity Responsible	Completed/In	LEAN	Task; Entity Responsible	Completed/In	CLIMAX	Task; Entity Responsible	Completed/In						
1	Make Downtown Rockford a commercial, entertainment, and cultural center that residents speak of with pride and consumers within a 20-minute drive time visit often for unique experiences and products.	Designate a Master Leaser to manage temporary businesses	Obtain insurance options: River District Association	Summer 2015	Find three temporary occupants to fill vacant storefronts for a period of 3-6 months	Audit vacant buildings and identify 3 to bring up to minimum code (with Fire, Building Code, Utility Reps): COR	Complete by August 2015	Attract permanent tenants to vacant store fronts	River District Association; Tenants	Ongoing						
			Create Contract for Temporary Occupancy: River District Association	Summer 2015												
		Test temporary pop up shops in vacant storefronts for 1-day events	Identify occupiable shops that can be used for events: River District	Summer 2015		Recruit interested tenants to test temporary pop up shops: River District Association; City Market	Fall 2015				Create Temporary Occupancy Permit that outlines minimum code requirements to be met: COR	Fall 2015				
			Market vacant properties through storefront stickers and "I want to see ___ here" banners	River District Association; RACVB									Fall 2015			
		Host pop-up shops and food trucks in vacant lots centered around events	Identify locations where food trucks and pop up shops may be located: Farr/COR	Fall 2015		Recruit interested tenants to test pop up shops: River District Association; City Market	Fall 2015				Install container stores on vacant parcels	Tenant; COR	2017	Fully build out vacant parcels	COR; Developer	2017
			Market vacant properties and vendor opportunities through website and social media	River District Association, City Market								Summer 2015	Revise Zoning ordinance (festival zones) to allow use of vacant parcels for temporary pop-up shops along "A" streets: COR			
2	Create a narrative and brand identity specifically for Downtown Rockford	Create elevator speech about the identity of Downtown Rockford for all organizations and ambassadors to use.	COR; Brand Consultant	Summer 2015	Work with a consultant to develop a "brand identity" used by all organizations in Downtown Rockford	COR; Brand Consultant	2016	Run a National campaign that promotes the revitalized Rockford	Hire a Brand Consultant to go through branding exercises and implement campaign: COR; Brand Consultant	2016						
					Provide signage for designated running and walking trips; add dog waste disposal stations	COR; RACVB										
		Schedule community events for Downtown locations	Publicize locations for any community organization events: COR; River District; RACVB	2015	Develop "brand image" to be used by all organizations promoting Downtown Rockford	Create steering committee to identify best elements of existing identity programs: COR	Fall 2015									
			Create a master schedule: COR; River District; RACVB	2015							Engage a project leader with experience creating focused identity programs: COR	Fall 2015				
			Interview users about experience so that the locations can easily be promoted to additional organizations: River District; RACVB	Fall 2015												

STREETSCAPE STANDARDS

		TACTICAL	Task; Entity Responsible	Completed/In	LEAN	Task; Entity Responsible	Completed/	CLIMAX	Task; Entity	Completed/In
1	Unify Streetscape Standards throughout Downtown				Install consistent banners on "A" streets and key intersections on both sides of the River	COR	2016	Work with an Environmental Design Consultant to create uniform design standards for Downtown Rockford	Hire an environmental design consultant to create design standards: COR	December 2015
					Install hanging street lights or hanging balls on "A" and "B" streets	Identify areas where hanging lights can go: Farr/COR	Summer 2015		Present design standards to stakeholders for feedback and approval: Urban Design Committee	Spring 2016
						Install lights: COR	Fall 2015		Install streetscape elements as per design standards: COR; Public Works	Begin by December 2016
2	Create day-to-day vibrancy in Downtown Rockford	Hold a "Sidewalk Day" where retailers and restaurants can test sidewalk shops (set for July 3rd, 2015)	Sign up retailers to participate in Sidewalk Day: River District	Summer 2015	Create "parklets" in parking spaces for outdoor dining and sitting		Summer 2015			
			Waive Sidewalk Day permitting fees: COR							
			Provide precedents and costs to show what sidewalk cafes should look like: Farr/COR							
		Secure tables and chairs for tenants to rent for Sidewalk Day: River District Association/COR			Identify parking spaces that can be occupied as parklets: COR					
		Post artwork, lighting, and/or community engagement boards in vacant storefronts and blank walls on "A" streets and side streets (i.e. "Before I Die"... board, "I wish this was" stickers)	RACVB	Fall 2015	Create a Sidewalk Café blanket permit that allows outdoor dining options as-of-right: COR					
					Install temporary parklets: COR					

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BUILDING TYPOLOGIES		PARKING LOT LINER HOUSING	TOWNHOMES	DUPLEX	4-PLEX	ELEVATOR APT	IMPERMANENT (CONTAINER, MOBILE)	1-STORY RETAIL	MIXED-USE
LR Lean Residential									
CR Climax Residential									
LRT Lean Retail									
CR Climax Mixed-Use									

 **ALLOWED**

 **TEMPORARILY ALLOWED**