

LARGE REDEVELOPMENT

REDEVELOP LIBRARY AS AN ANCHOR AND LEARNING INSTITUTION OF THE FUTURE

		STRATEGIES	LEAD AGENCY	PARTNERS	TIMELINE	FUNDING
TACTICAL	1	Use the Library as a venue for programs by joint partnerships (i.e. Rock Valley College, RMAP, EIGER Lab, etc.)	Library Board	RMAP, Rock Valley College, EIGER Lab	2016	
CLIMAX	1	Work with ComEd to redevelop the Library in Downtown Rockford - arrive at a vision and secure partnerships	Library Board	ComEd	2016	ComEd

REDEVELOP THE WELLNESS CENTER AS A HEALTHY LIVING ANCHOR IN DOWNTOWN ROCKFORD

		STRATEGIES	LEAD AGENCY	PARTNERS	TIMELINE	FUNDING
TACTICAL	1	Temporarily test entrepreneurs in vacant space for 1-day events	River District	COR	2015	
	2	Hold events at the Wellness Center focused on healthy living	COR	River District	2015/2016	
LEAN	1	Recruit businesses interested in testing pop up shops on a temporary basis (i.e. 3 months)	River District	COR	2016	
	2	Go through visioning process with stakeholders to arrive at a long-term vision for site - consider healthy living retailers, community gardening, community kitchen, and food co-ops	COR	Health institutions; River District; City Market	2015	
CLIMAX	1	Redevelop Wellness Center with permanent tenants and site programming	COR	Health Institutions; River District; City Market	2017	

BUILD AN AQUARIUM IN DOWNTOWN ROCKFORD

		STRATEGIES	LEAD AGENCY	PARTNERS	TIMELINE	FUNDING
TACTICAL	1	Generate excitement towards the Aquarium (i.e. Fish and Chips)	Aquarium Board	RWRD; Rockford Park District; RDA; RACVB	2015/2016	

LEAN	1	Install a pop-up aquarium in a vacant storefront or temporary location (i.e. Museum Campus)	Aquarium Board	RWRD; Rockford Park District ; RACVB; RPL; RDA	2016	
	2	Brand Downtown Rockford as a river ecosystem	Aquarium Board	RACVB; RDA; Rockford Park District	2015/2016	
CLIMAX	1	Find investors and develop Aquarium in Downtown	Aquarium Board	RAEDC; RACVB; RPL; RPS 205; RRWRD; Winnebago County; RLDC; RDA; Investors	2018	

ECONOMIC DEVELOPMENT

MAKE DOWNTOWN A COMMERCIAL, ENTERTAINMENT, AND CULTURAL CENTER

		STRATEGIES	LEAD AGENCY	PARTNERS	TIMELINE	FUNDING
TACTICAL	1	Identify occupiable vacant and/or underutilized storefronts that can be used for events	River District Association		Summer/Fall 2015	
	2	Recruit interested tenants to test temporary pop up shops	River District Association		Ongoing	
	3	Test temporary pop up shops in vacant storefronts for 1-day events	River District Association	City Market	Fall 2015/Ongoing	
	4	Market vacant properties through storefront stickers and banners (i.e. "I want to see _____ here")	River District Association	RACVB	Fall 2015	
	5	Host pop-up shops and food trucks in vacant lots during events (i.e. BMO)	RACVB	River District	Ongoing	
LEAN	1	Designate a Master Leaser to manage temporary businesses	River District Association		Fall 2015	
	2	Obtain Insurance options	River District Association	RAEDC; RRDP	Fall 2015	
	3	Create a contract for temporary occupancy	River District Association	RRDP	Fall 2015	
	4	Audit vacant buildings and identify up to 3 to bring up to minimum code			Fall 2015	
	5	Create Temporary Occupancy Permit that outlines minimum code requirements to be met			2015	
	6	Market vacant properties and vendor opportunities through website and social media			Summer 2015	
	7	Install container stores on vacant parcels			2017	
CLIMAX	1	Recruit permanent tenants for vacant storefronts	River District Association	COR	Ongoing	
	2	Build out vacant parcels	River District Association	COR	Ongoing	

DEVELOP MORE RESIDENTIAL OPTIONS IN DOWNTOWN

		STRATEGIES	LEAD AGENCY	PARTNERS	TIMELINE	FUNDING
	1	Run a graphic and social media campaign in tandem with marketing available residential units	RACVB	River District; RACVB	2016	

LEAN	2	Demonstrate how well Downtown works for daily living - jogging, grocery shopping, biking, and dog walking	RACVB		2016	
	3	Market adjacent residential communities within 1/2 mile of focus area	RACVB		2016	
	4	Remodel vacant upper story for residential units	COR	Landlords	2016	
	5	Recruit small infill housing developers to develop infill housing projects (townhouses, 4-plexes, and 3 flats) at identified locations	COR	Developers; RRDP; RACVB; RDA; RAEDC	2017	
	6	Revise zoning codes to allow for a variety of housing types	COR		2017	
	7	Expedite and streamline the permitting process to advance building rehabilitation	COR		2017	
CLIMAX	1	Recruit an Urban Developer to develop a 35-50 unit residential project that offers a unique amenity (i.e. proximity to River or park)	COR	Developers; RAEDC; RLDC	2018	

MOBILITY

IMPROVE WALKABILITY ON STATE, CHESTNUT/WALNUT & JEFFERSON CORRIDORS

	STRATEGIES	LEAD AGENCY	PARTNERS	TIMELINE	FUNDING
TACTICAL	1 Test shared-use space on State Street for 3 months	Public Works		Summer 2015	
	2 Test shared-use space on Jefferson Bridge for 3 months	Public Works		Summer 2016	
LEAN	1 Refresh/add crosswalk striping and tighten curb radii on identified intersections	Public Works		2017	
	2 Continue development of an event ingress/egress plan	COR	Public Works	2016	
	3 Negotiate with IDOT to study capacity reqmts for bridge/corridors further. At a minimum, modify IDOT Chestnut Bridge MUP cross sections to reduce travel lanes to 11' and widen sidewalk	Public Works	IDOT	Immediately	
	4 Conduct a traffic study to determine if Walnut and Jefferson can be reduced to 2 travel lanes each. ADT indicates that they can with appropriate signal intersection improvements	Public Works	IDOT	Initiate in 2015	
CLIMAX	1 Permanently reduce travel lanes on State Street Bridge to one in each direction	Public Works		CIP 5-Year Plan, 2020	CIP
	2 Reduce travel lane on Chestnut/Walnut and Jefferson, add separated bike facilities & on-street parking	Public Works	IDOT	2020	

IMPROVE BIKE CONNECTIONS TO AND THROUGH DOWNTOWN

	STRATEGIES	LEAD AGENCY	PARTNERS	TIMELINE	FUNDING
TACTICAL	1 Continue to hold reoccurring bike events (i.e. Critical Mass)		COR - WB; River District Association, RMAP, RPD	Ongoing	
	1 Fill in on-street bike routes/signage connecting trails to Downtown (Mulberry, Lafayette, and Market are priority)	Rockford Community Partners	Public Works	2016	
	2 Develop a bike facilities master plan	Rockford Community Partners	RMAP	Immediately	

LEAN	3	Require new developments and places of employment to provide bike parking for employees and residents	COR	Developers/Employers	Initiate in 2016	
	4	Commission a feasibility study on the riverfront bike/ped connection from (South) IL Railway Bridge to the (North) Museum Campus on both sides of the river	COR	Public Works	Initiate in 2015	

CLIMAX	1	Reduce travel lanes on Walnut & Jefferson and add separated bike lanes	Public Works	IDOT	2020	
	2	Ensure connection through Ingersoll/abandoned rail/alley connection to existing riverfront trail	Public Works		2017	
	3	Study the feasibility of Downtown Bike Share	COR		2018	

CREATE MORE ON-STREET PARKING IN DOWNTOWN

		STRATEGIES	LEAD AGENCY	PARTNERS	TIMELINE	FUNDING
LEAN	1	Continue to pursue transfer of Wyman from State of Illinois	COR	IDOT	2018	
CLIMAX	1	Modify cross section to include parallel parking on the northbound side of Wyman Street	Public Works	IDOT	2020	
	2	Add on-street parking in identified locations on State, Jefferson, and Walnut Streets	Public Works		2018	

IMPROVE PARKING STRATEGY THROUGHOUT DOWNTOWN TO BALANCE DEMAND

		STRATEGIES	LEAD AGENCY	PARTNERS	TIMELINE	FUNDING
TACTICAL	1	Install temporary signage, and lights at garages on event days (particularly for City Market)	COR	RACVB; City Market	Summer 2015	
LEAN	1	Encourage "park once" attitude by creating an appealing pool of public parking - expand wayfinding directional signage and lighting, maintain cleanliness of decks, improve general mobility to and from	COR	RACVB	2016	
	2	Better enforce parking time limits	COR		2016	

	3	Work with employers to provide employee parking in decks or lots	River District		2016	
	4	Work with retailers to create incentives to shop	River District		2015	
	5	Test parking meters by installing at key locations on "A" streets	Public Works		2018	

CLIMAX	1	Develop a Downtown Parking Authority	COR		2017	
	2	Install meters with mobile app/payment options in Downtown	Downtown Parking Authority	Public Works	2020	
	3	Install technology at parking garages and lots to let people know of real-time parking availability in Downtown	Downtown Parking Authority	Public Works	2020	
	4	Adjust garage pricing structure to balance demand with market-rate on-street spaces	Downtown Parking Authority	COR	2020	

URBAN DESIGN

MAINTAIN DAY-TO-DAY VIBRANCY IN DOWNTOWN

		STRATEGIES	LEAD AGENCY	PARTNERS	TIMELINE	FUNDING
TACTICAL	1	Hold a "Sidewalk Day" where retailers and restaurants can test sidewalk shops	COR	River District	Summer/Fall 2015/Ongoing	
	2	Waive sidewalk permitting fees	COR			
	3	Secure tables and chairs for tenants to rent for Sidewalk Day	River District Association	City Market		
	4	Post artwork, lighting, and community engagement boards in vacant storefronts and on blank walls on "A" streets and "B" streets	RACVB	RACVB		
LEAN	1	Create "parklets" in parking spaces for outdoor dining and sitting	COR	River District; RACVB		
	2	Create a blanket permit that allows outdoor dining and seating as-of-right	Public Works			
	3	Create a contract for all businesses/employees to sign in Downtown with terms for upkeep, snow removal, and parking requirements	River District			

ADOPT CONSISTENT STREETSCAPE STANDARDS FOR DOWNTOWN

		STRATEGIES	LEAD AGENCY	PARTNERS	TIMELINE	FUNDING
TACTICAL	1	Recruit interested tenants to test temporary pop up shops				
	2	Test temporary pop up shops in vacant storefronts for 1-day events	River District Association	City Market		
	3	Market vacant properties through storefront stickers and banners (i.e. "I want to see _____ here")	River District Association	RACVB		
	4	Host pop-up shops and food trucks in vacant lots during events (i.e. BMO)	RACVB	River District		
	1	Patch and repair critical streetscapes based on priority list provided	River District Association			

LEAN	2	Continue to install consistent banners on "A" streets and key intersections on both sides of the River as part of the Banner Program	RACVB			
	3	Install hanging street lights, lights at intersections, and/or tree lights on "A" and "B" streets	RACVB	Fall 2015		

CLIMAX	1	Create design standards for Downtown Rockford	RACVB	Environmental Design Consultant	2017	
	2	Present Design Standards to stakeholders for feedback and approval	RACVB		2018	
	3	Install and enforce streetscape standards	COR		2020	

CREATE A NARRATIVE AND BRAND IDENTITY SPECIFICALLY FOR DOWNTOWN ROCKFORD

		STRATEGIES	LEAD AGENCY	PARTNERS	TIMELINE	FUNDING
TACTICAL	1	Create an elevator speech about the identity of Downtown Rockford for all organizations and ambassadors to use	RACVB	River District Association	2015	
	2	Schedule community events for Downtown locations	RACVB	River District Association	Ongoing	
LEAN	1	Work with a consultant to develop a "brand identity" used by all organizations in Downtown Rockford	RACVB	River District Association; Brand Consultant	2015/2016	
CLIMAX	1	Run a national campaign that promotes the revitalized Rockford	RACVB	Brand Consultant	2017	