



*Office of Mayor Lawrence J. Morrissey
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PRESS RELEASE

FOR IMMEDIATE RELEASE:

CONTACT INFORMATION:

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DOWNTOWN STRATEGIC ACTION PLAN PUBLIC COMMENT PERIOD

ROCKFORD, IL – The City of Rockford Community & Economic Development Department invites the public to provide feedback on the Draft Downtown Strategic Action Plan that was presented to the City Council Planning & Development Committee on August 10, 2015. The public comment period ends on Wednesday, September 2, 2015. During the public comment period, there are two ways to provide feedback:

Option 1:

Rockford City Market Booth

Friday, August 21, 2015

3:00 pm – 9:00 pm

East State & Water Streets

Option 2:

Submit Written or Email Comments

Department of Community &

Economic Development

425 E. State Street, Rockford 61104

Email: david.sidney@rockfordil.gov

All planning documents, including the first draft, are available at Rockford City Hall and online at: <http://rockfordil.gov/community-economic-development/long-range-planning.aspx>. Additional information regarding the public comment period is enclosed.

For questions or comments regarding the current draft plan and public comment period, please contact the Department of Community & Economic Development at 779-348-7162 or by email at david.sidney@rockfordil.gov.

ADDITIONAL INFORMATION ON THE PLAN

What is Being Proposed? The City of Rockford is accepting public comments on a proposed Downtown Strategic Action Plan. The draft plan builds on and integrates with previous planning for achieve near and long-term improvements to downtown and surrounding areas. Draft strategies are organized into four sections: Mobility, Large Redevelopment, Economic Development and Urban Design. The goal of the Implementation Strategies is to provide a clear roadmap for accomplishing the goals laid out by previous planning efforts, as well as, additional goals identified by stakeholders and the City of Rockford.

TLC Planning Framework: Long-term planning processes often result in recommendations that are costly, resource-intensive, and have a timeline of 15-20 years. A T[actical], L[ean], C[limax] approach, on the other hand proposes shorter-term implementation tactics that ultimately lead to high-investment climax conditions. This approach allows for testing through prototypes, and more immediate results that lead to incremental, but impactful development. The implementation strategies are subdivided into TLC strategies that take a larger goal and show how to bring it to fruition through short, mid, and long-term steps.

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