



SOUTH MAIN REVITALIZATION STRATEGY:
COMMUNITY VISIONING WORKSHOP

April 14, 2011

SOUTH MAIN

TEAM OVERVIEW

The Lakota Group

- Planning
- Urban Design
- Historic Preservation
- Community Relations



T.Y. Lin International

- Transportation Planning

CLUE Group

- Market Analysis
- Demographic Analysis



Arc Design Resources

- Infrastructure | Civil



PLANNING MISSION

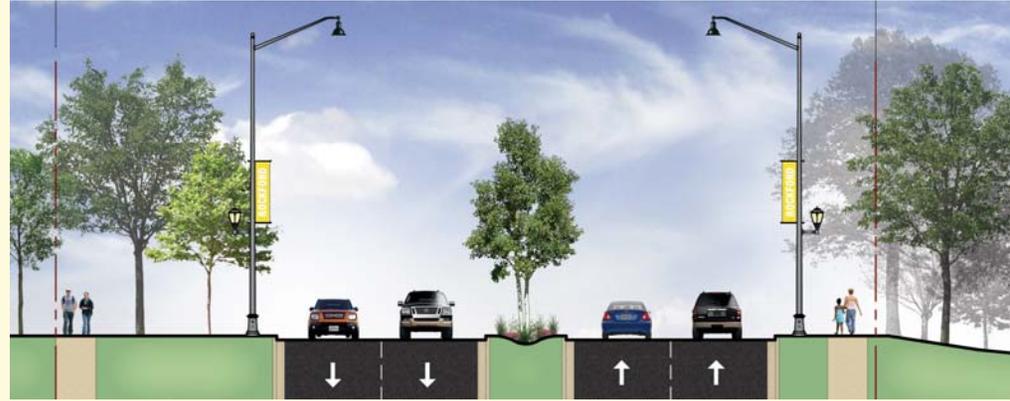
➤ Create a “game plan” for:

- Physical Improvements (streets, buildings, open spaces)
- Future development/redevelopment
- Retention of existing businesses/attraction of new businesses
- Improving connections (cars, bikes, pedestrians, train)
- Implementation and funding strategies



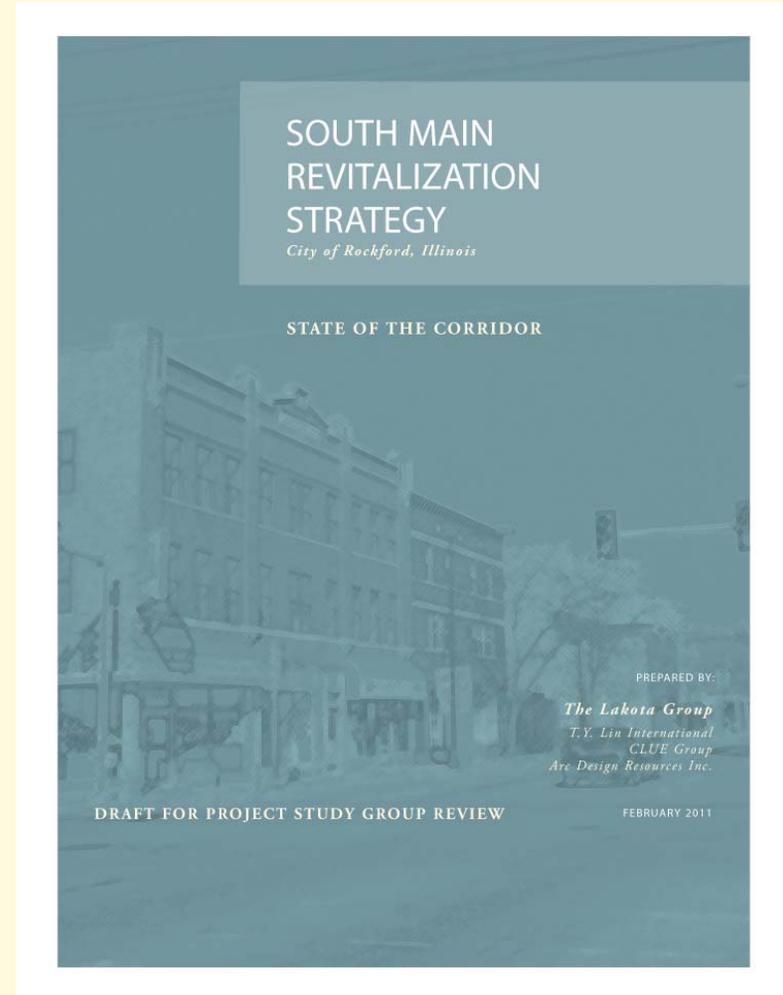
HOLISTIC APPROACH

- Roadway/Streetscape
- Open Space
- Future Transit
- Building Improvements
- Wayfinding/Branding
- Land Use Strategies
- Economic Development Strategies
- Design Recommendations



PLANNING PROCESS UPDATE

- Conducted field work/gathered data on current market & physical/transportation conditions
- Assessed and reviewed previous City studies
- Facilitated numerous Focus Groups with City leaders, staff, property/businesses owners and residents
- Held initial Community Open House
- Conducted analysis and wrote State of the Corridor report
- **Community Visioning Workshop**

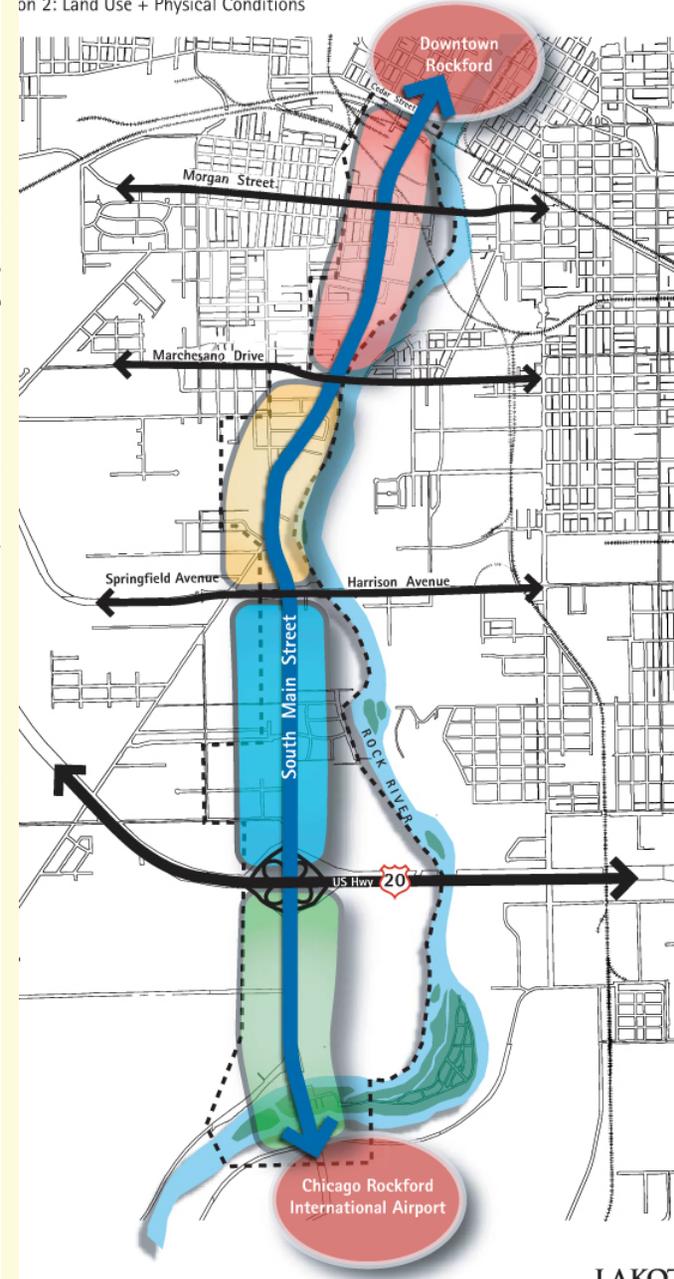
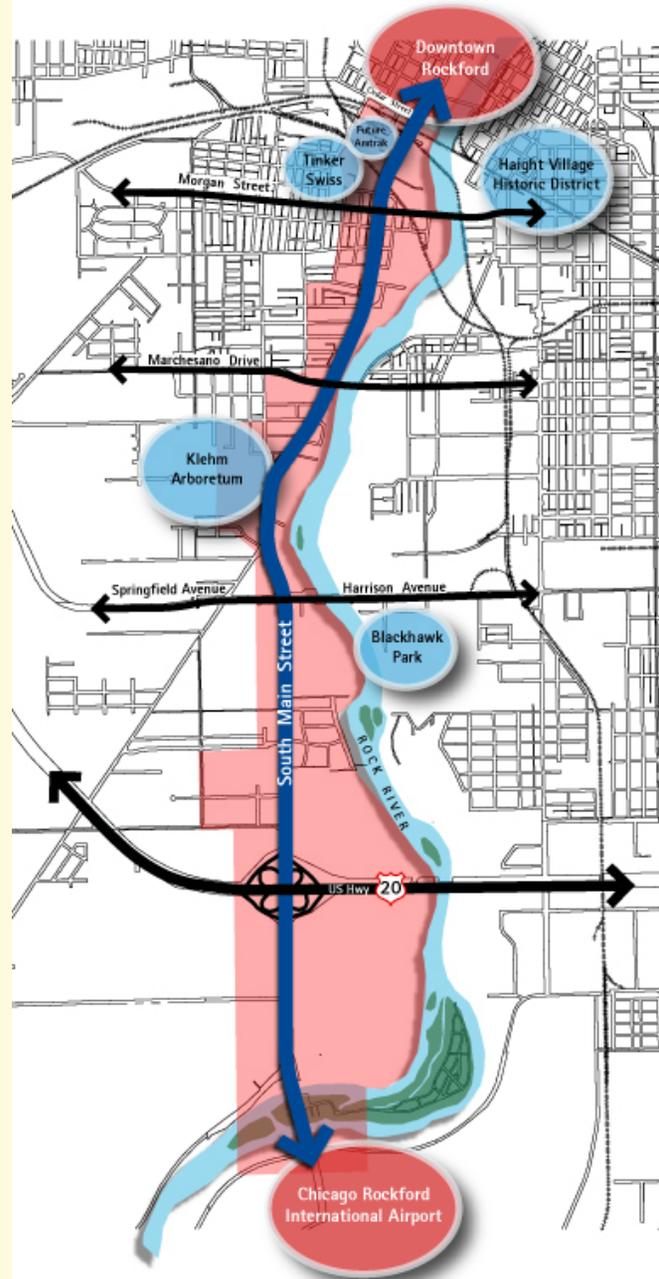


STUDY AREA

Downtown to the Airport

Character Zones

- A: Cedar to Michigan
- B: Michigan to Harrison
- C: Harrison to U.S. Highway 20
- D: U.S. Highway 20 to Airport



on 2: Land Use + Physical Conditions

LAKOT

STATE OF THE CORRIDOR: LAND USE

Cedar to Michigan

- Large industrial sites and key commercial core
- Significant areas of vacant land adjacent to South Main
- Traditional small lot single-family mixed with multi-family apartments
- Key institutions: Tinker Swiss, Booker Washington, King Elementary, Ethnic Heritage Museum, Library, St. Elizabeth Comm. & churches
- South Park, Tinker Park/Booker Park, **but little access or connection to river overall**



STATE OF THE CORRIDOR: PHYSICAL CONDITIONS

Cedar to Michigan

- Some buildings not well maintained
- Sign clutter, poor quality façade modifications
- Vacant sites...inactivity, lack of maintenance
- Overabundance of curb cuts
- Parking lots/service areas lack screening
- Sidewalk conditions are poor in many cases
- Little landscaping and street trees
- Lack of identity



STATE OF THE CORRIDOR: LAND USE

Michigan to Harrison

- Corner strip center at Marchesano is main commercial
- Very solid single-family neighborhood on west
- Newer multi-family development on the east
- Mobile home park on east within the floodplain
- Klehm Arboretum is a major regional activity generator



STATE OF THE CORRIDOR: PHYSICAL CONDITIONS

Michigan to Harrison

- Parking lots lack screening/buffering
- “Strip development” not in character with South Main on the north
- Mobile home park lacks paved streets, sidewalks, many homes in disrepair...flood zone
- Vacant shopping center detracts from character of the area
- More of a natural feel with mature trees due to Klehm/Forest Preserve and riverfront



STATE OF THE CORRIDOR: LAND USE

Harrison to U.S. Highway 20

- Very few commercial uses
- More auto-oriented...Bing's Drive-In, Mobile gas station
- Predominantly single-family homes with limited multi-family in this area
- Southrock Industrial Park is well-maintained with good access



STATE OF THE CORRIDOR: PHYSICAL CONDITIONS

Harrison to U.S. Highway 20

- General more rural feel with large swaths of trees
- Southrock Industrial Park has a clean appearance
- Some unscreened parking lots with unattractive fencing
- Very few sidewalk/bike connections in this area



STATE OF THE CORRIDOR: LAND USE/PHYSICAL COND.

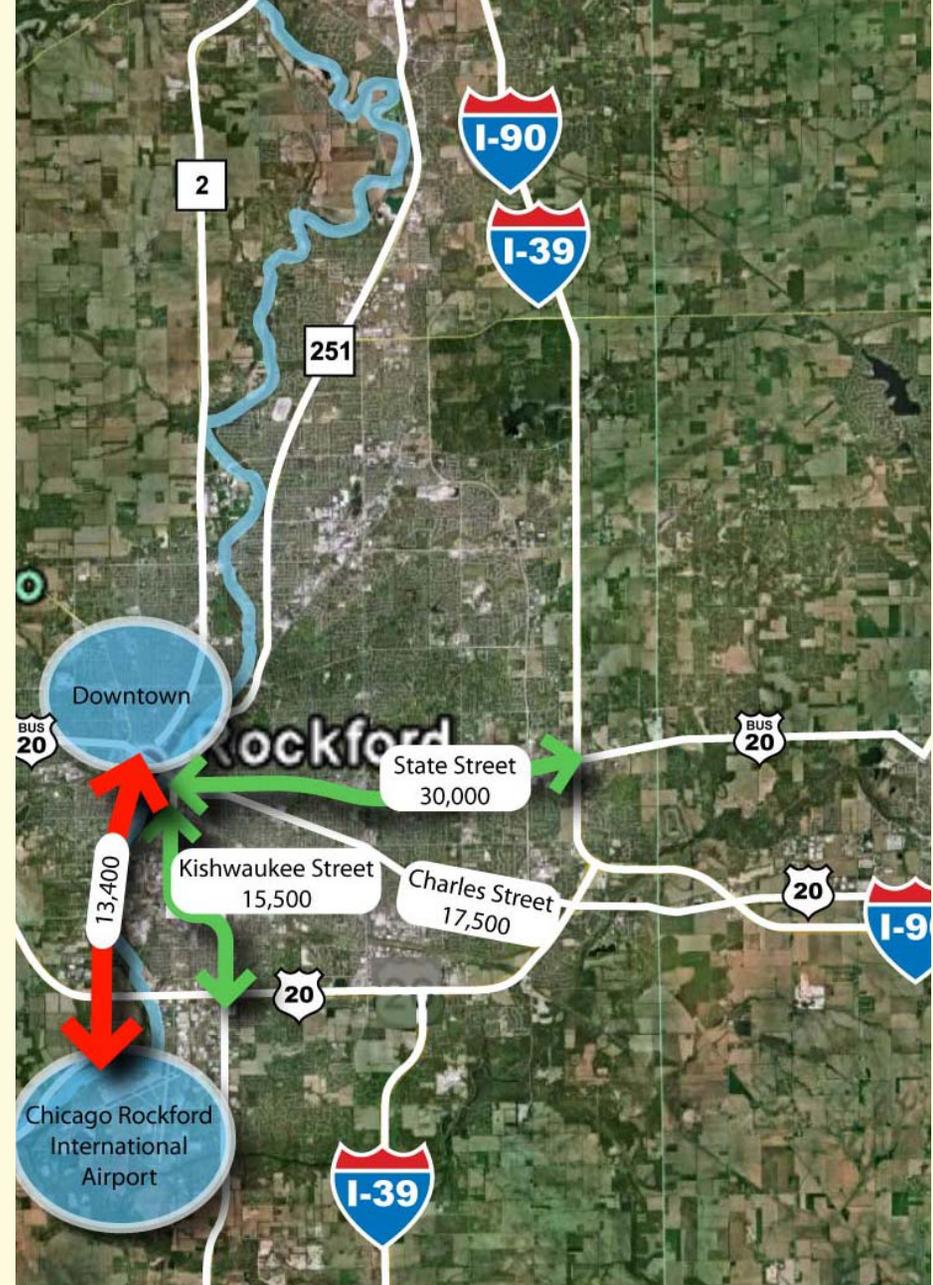
U.S. Highway 20 to Airport

- Large amount of agricultural & undeveloped property
- Commercial uses include a storage facility, gas station and tractor sales
- A large mobile home development is located on east
- Faith Center Church has a significant presence on the west
- General lack of open space in the area and little connection to the river
- Commercial uses have large areas of unscreened paving
- Lack of street trees and landscaping



STATE OF THE CORRIDOR: TRANSPORTATION

Regional Context

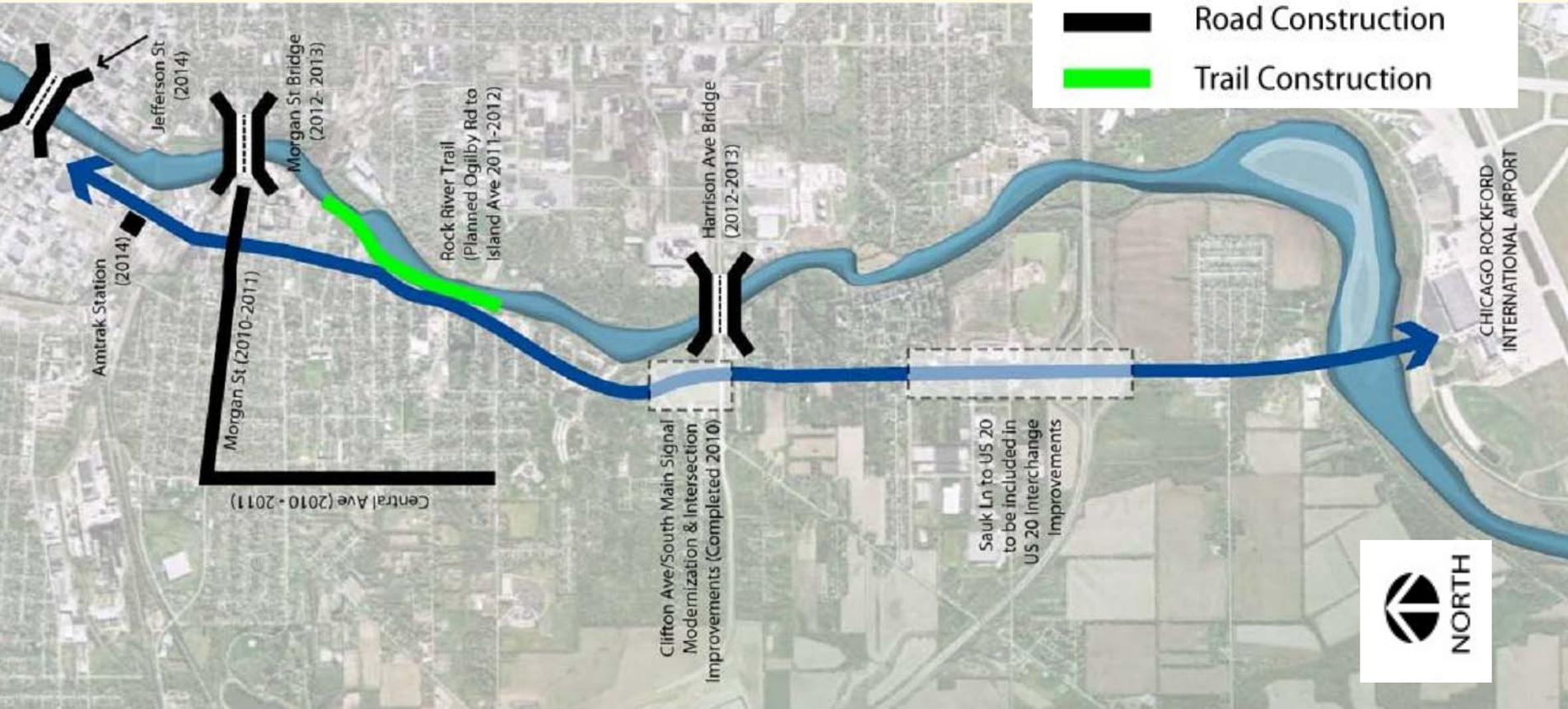


STATE OF THE CORRIDOR: TRANSPORTATION

Programmed Improvements in the Corridor

Legend

-  South Main Street
-  Bridge Construction
-  Road Construction
-  Trail Construction

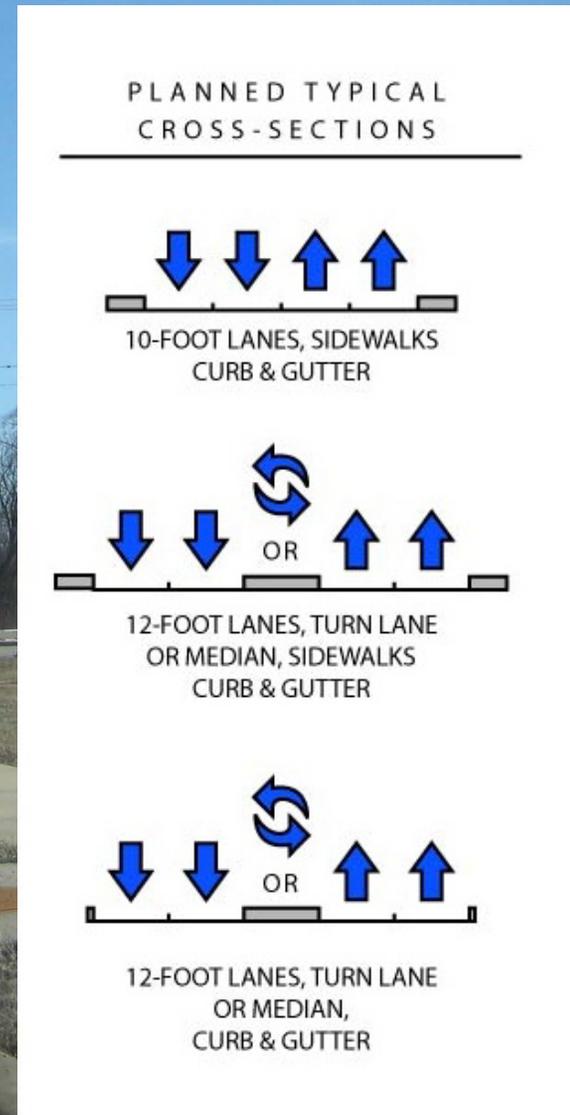


STATE OF THE CORRIDOR: TRANSPORTATION

Planned IDOT Improvements



Example of recent IDOT improvements: At Clifton Avenue, looking southeast



STATE OF THE CORRIDOR: TRANSPORTATION

Cross Streets (City Owned)

- Aging infrastructure, fair condition
- Some sidewalk gaps
- Wheelchair ramps missing
- No improvements planned (through 2015)

At Blackhawk Avenue, looking west

STATE OF THE CORRIDOR: TRANSPORTATION

Developer Funded Infrastructure

- Bike trail extension
- Sidewalk improvements
- Private property landscaping, fencing, etc.

At River Oaks Drive, looking south

STATE OF THE CORRIDOR: TRANSPORTATION

Transit

- North-South routes in corridor:
 - South Main Street
 - West Street
 - Clifton Avenue
- MTD exploring possibility of permanent bus stops, signs

At Pelley Road, looking east

STATE OF THE CORRIDOR: MARKET

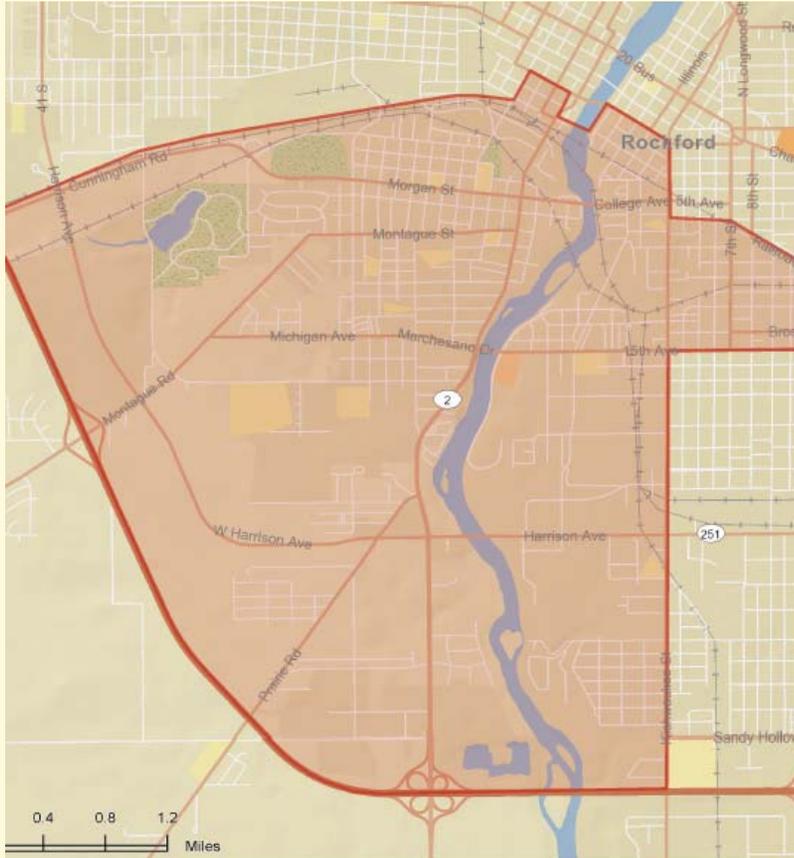
Some Market Questions



- Is there support for traditional retail?
- What types?
- What are its impacts?
- Opportunities for new residential?
- Opportunities for compatible industrial?

STATE OF THE CORRIDOR: MARKET

Population Characteristics



Race or ethnicity	City	SW Rockford
White alone	68%	39%
Black alone	18%	34%
Asian	3%	1%
Hispanic origin (any race)	16%	36%
Household income		
Median	\$48,874	\$32,029

STATE OF THE CORRIDOR: MARKET

Retail Sales



- Retail demand: \$67 million
- Retail sales: \$3.5 million
- 95% sales void
- What is the significance?

STATE OF THE CORRIDOR: MARKET

Other Consumers



- Employees
- Ethnic consumers inside/outside city
- Klehm visitors
- Train riders?
- Students? (if Embry Riddle)

STATE OF THE CORRIDOR: MARKET

Industrial



- Strongest sector of SW Rockford
- RAEDC focus, esp.
 - Renewable energy
 - Aerospace
 - Rail parts and products
 - Software
- Opportunity for locally-grown light industries

STATE OF THE CORRIDOR: MARKET

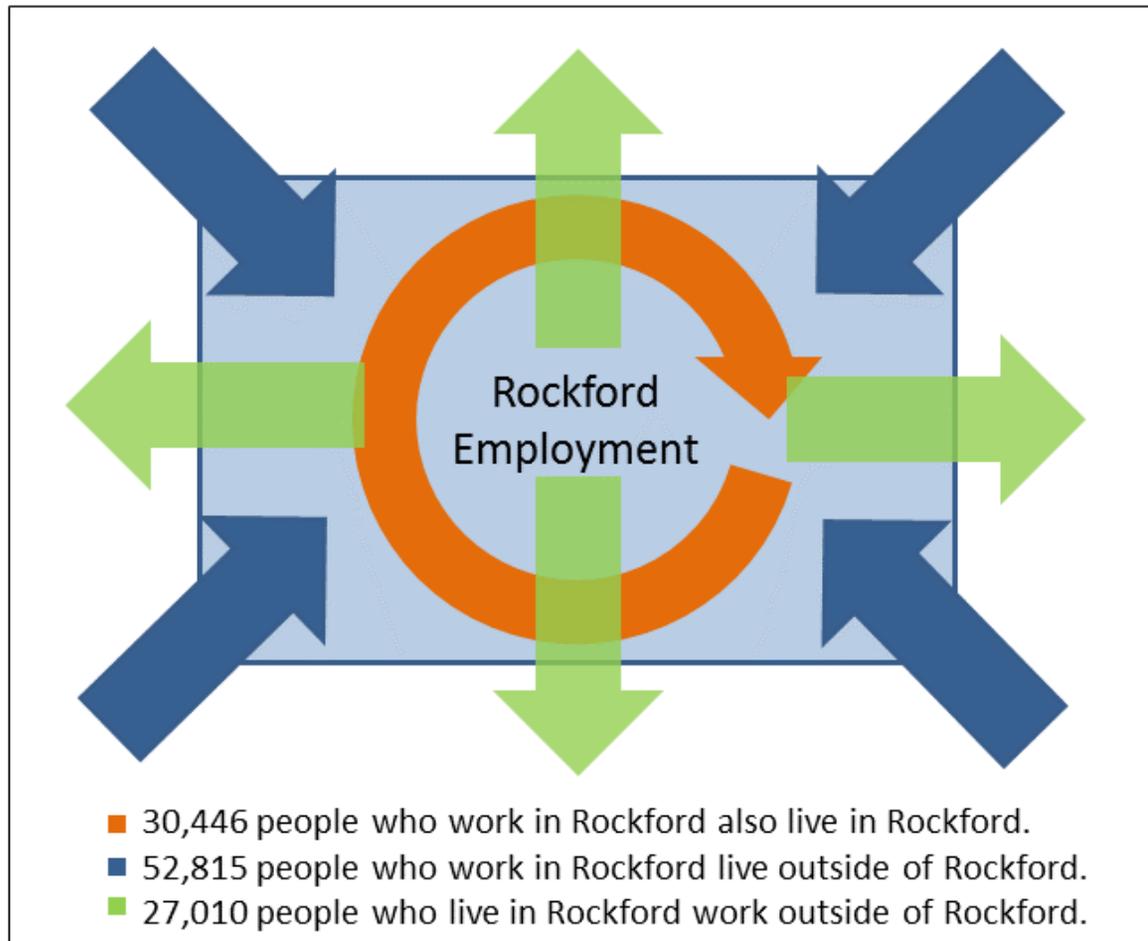
Residential



- Avg sale price \$49,200 (among lowest in city)
- Among most stable housing *values* (-0.3%)
- Low home ownership (49% v. 60% citywide)
- Disincentive to make improvements, build new inventory

STATE OF THE CORRIDOR: MARKET

Employment



STATE OF THE CORRIDOR: MARKET

Opportunities

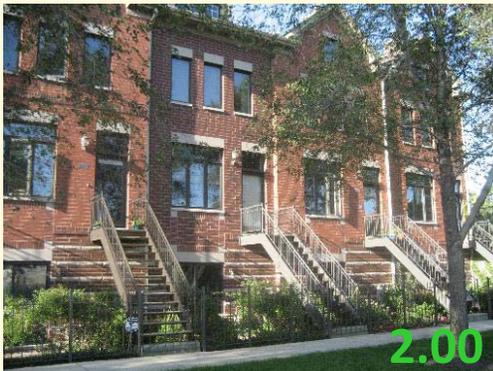
- Convenience retail
- “Ethnic cluster” (focus and depth)
- Focused light industry
- Other industry (e.g., RAEDC)
- Barber Colman redevelopment (mixed use)

STATE OF THE CORRIDOR: MARKET

Barriers

- Façade upgrades, cosmetic improvements
- Incentives
- Local entrepreneurship
- On-street parking
- Retail transfer

COMMUNITY OPEN HOUSE: VISUAL PREFERENCE RESULTS



COMMUNITY INPUT SUMMARY...WHAT WE HEARD.

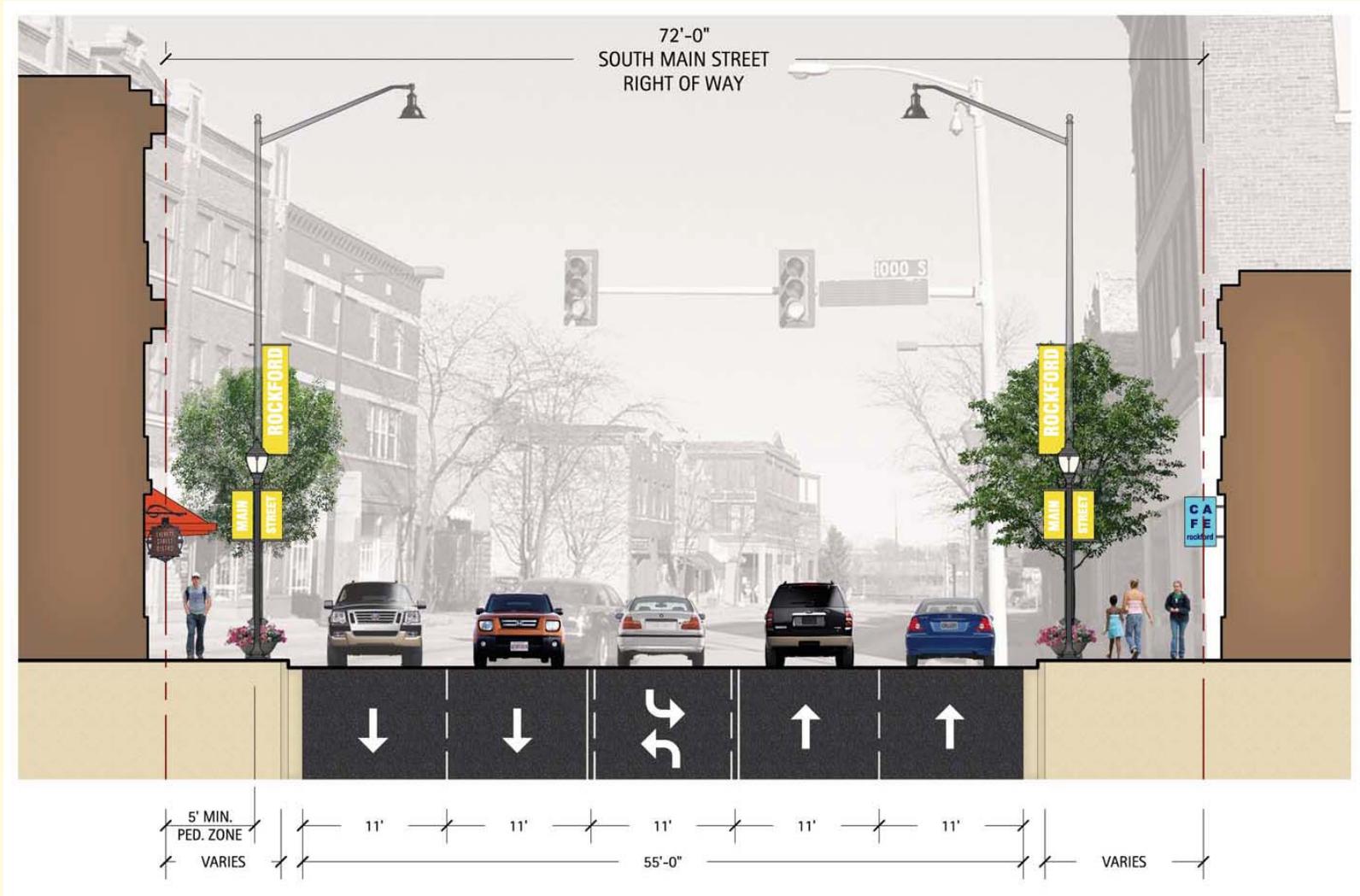
- “There has been a lack of investment in the area”
- “Mixed-income housing is needed”
- Need more variety of entertainment & restaurants
- South Main lacks activity and needed services
- More recreational open space opportunities
- There are attractions and cultural resources in the community to promote
- There are a number of development sites available
- “Build upon the biggest asset...the Rock River”
- Opportunity to “re-brand” the community
- Access and proximity to downtown are great
- “The IDOT construction provides an opportunity for positive change”



ROAD AND STREETScape IMPROVEMENTS

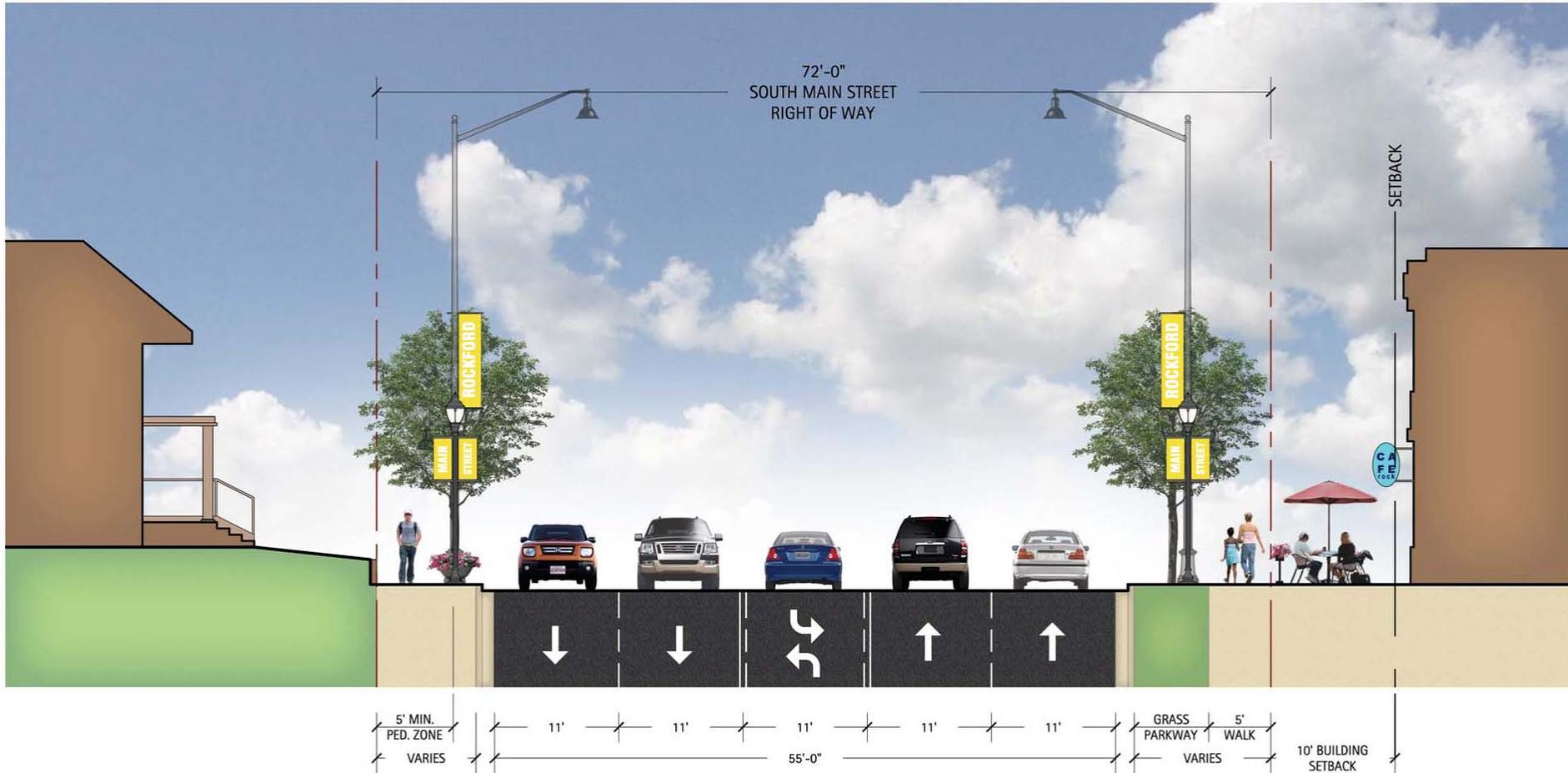
ROAD AND STREETScape IMPROVEMENTS

Between Kent and Morgan Streets



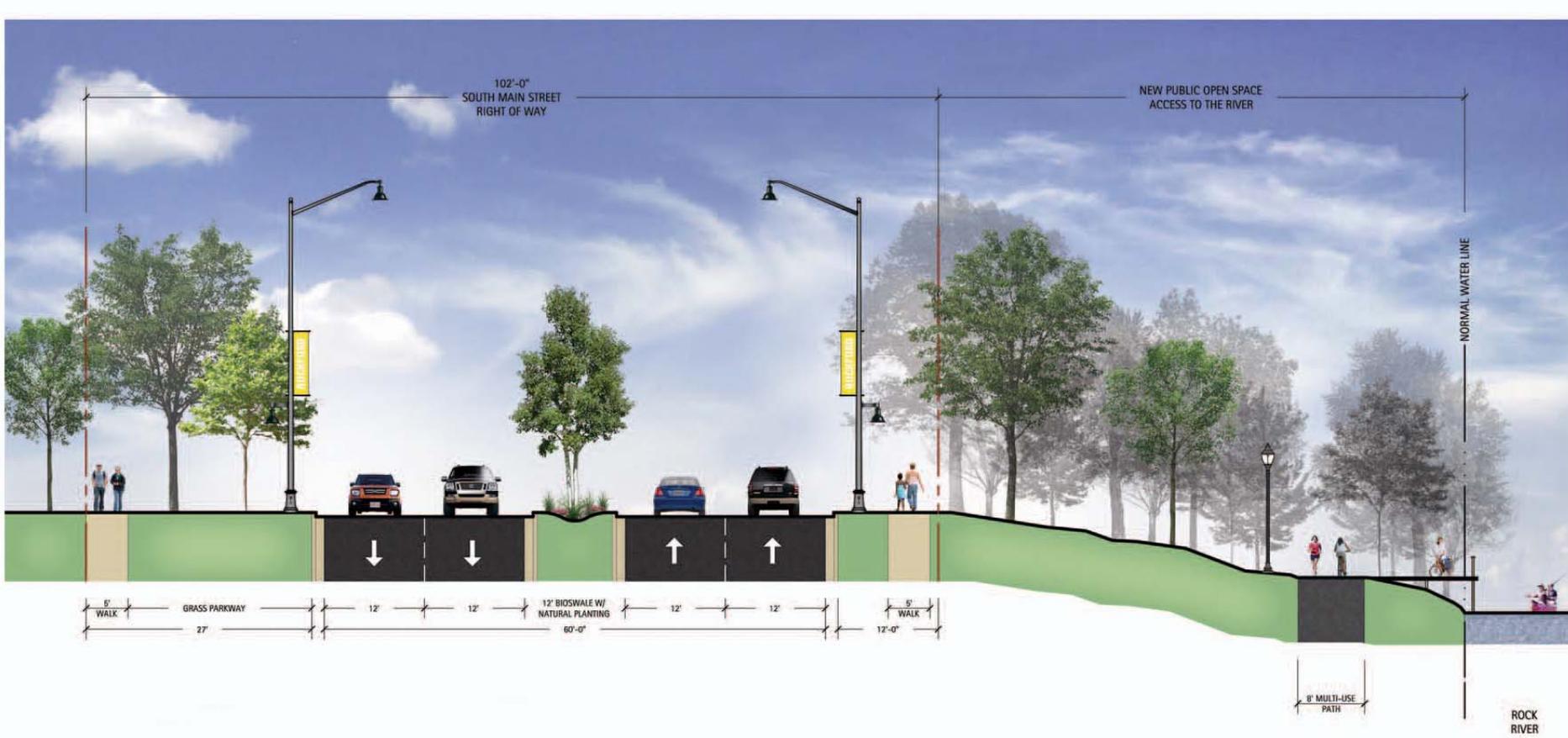
ROAD AND STREETScape IMPROVEMENTS

Between Loomis and Montague Streets



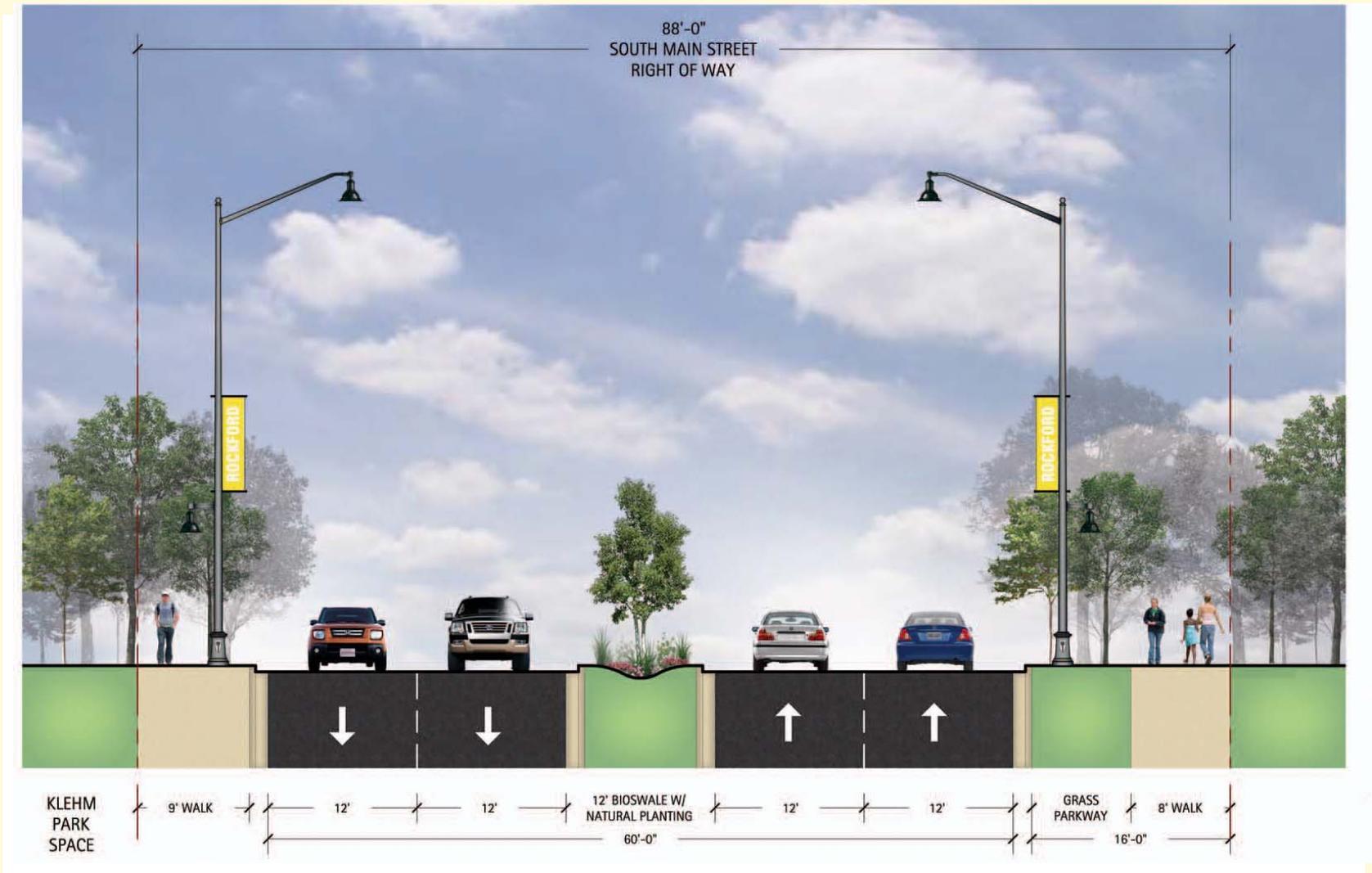
ROAD AND STREETScape IMPROVEMENTS

Between Indiana and Michigan Avenues



ROAD AND STREETScape IMPROVEMENTS

South of Pond Street/Parkview Terrace



DEVELOPMENT CONCEPTS

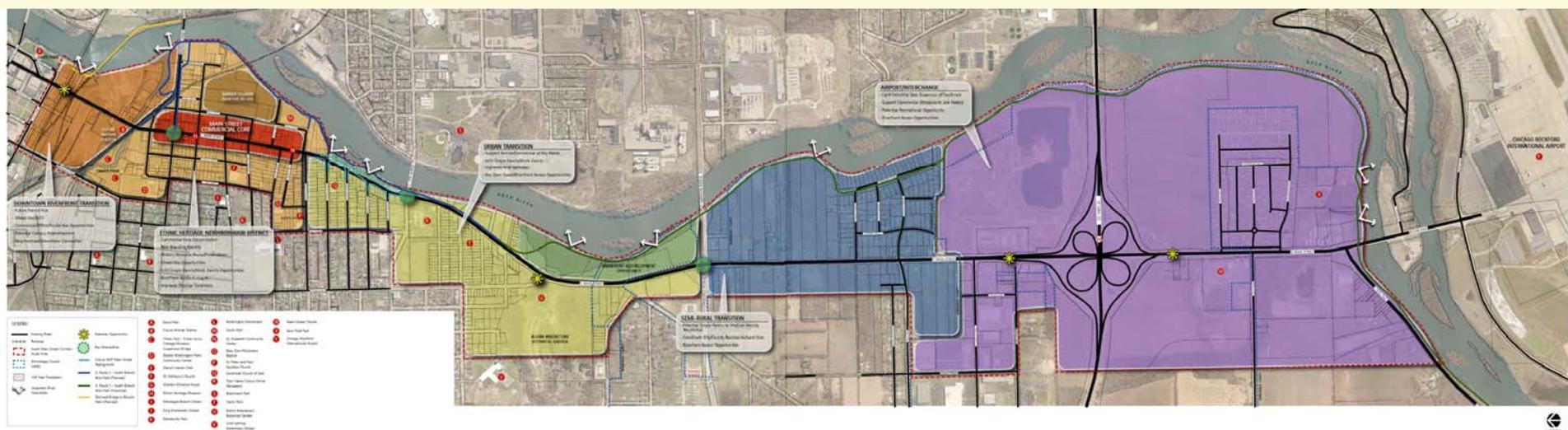
REVITALIZATION FRAMEWORK

Districts or Sub-Areas

- Downtown | Riverfront Transition
- Heritage Neighborhood District
- Urban Transition
- Semi-Rural Transition
- Airport | Interchange Zone

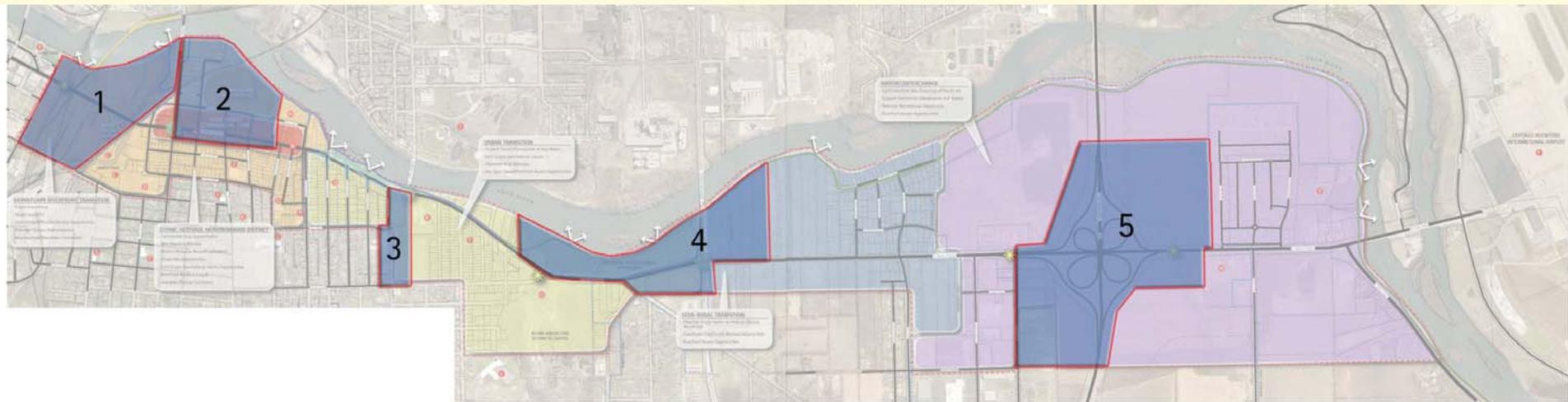
Defining Characteristics

- Roadway character
- Land Uses and Existing Buildings
- Relationship to River
- Access to major streets
- Potential Future Development



TARGET AREAS

- 1: Downtown/Riverfront Transition
- 2: Heritage District
- 3: Marchesano/South Main
- 4: Harrison/South Main Intersection
- 5: Interchange



DOWNTOWN | RIVERFRONT TARGET AREA



DOWNTOWN | RIVERFRONT TRANSITION: CONCEPT A



SOUTH MAIN REVITALIZATION STRATEGY

- A** ELIMINATE WYMAN CROSSOVER
EXPAND PARKING TO THE SOUTH
- B** DAVIS PARK EXTENSION
- C** FUTURE METRA STATION
- D** 5 TO 6 STORY RESIDENTIAL OR
OFFICE CAMPUS BUILDINGS
- E** 2 TO 4 STORY MIXED-USE BUILDINGS
ALONG SOUTH MAIN STREET
1st Floor: Commercial
Upper Floors: Residential or Office
- F** RAILROAD BRIDGE BIKE PATH
- G** SOUTH MAIN STREET STREETScape
ENHANCEMENTS
- H** FUTURE AMTRAK STATION

SITE DATA

MIXED-USE BUILDINGS: 280,000 S.F.
OFFICE: 225,000 S.F.
RESIDENTIAL: 275 UNITS

DOWNTOWN | RIVERFRONT TRANSITION: CONCEPT B



SOUTH MAIN REVITALIZATION STRATEGY

- A** ELIMINATE WYMAN CROSSOVER
EXPAND PARKING TO THE SOUTH
- B** DAVIS PARK EXTENSION
- C** SHARED PARKING DECK
- D** FUTURE METRA STATION
- E** RESIDENTIAL TOMEHOME UNITS
- F** 3 TO 5 STORY RESIDENTIAL BUILDINGS
- G** 2 TO 4 STORY MIXED-USE BUILDINGS
ALONG SOUTH MAIN STREET
1st Floor: Commercial
Upper Floors: Residential or Office
- H** RAILROAD BRIDGE BIKE PATH
- I** SOUTH MAIN STREET STREETSCAPE
ENHANCEMENTS
- J** FUTURE AMTRAK STATION

SITE DATA

MIXED-USE BUILDINGS: 280,000 S.F.
RESIDENTIAL: 210 UNITS

DOWNTOWN | RIVERFRONT TRANSITION: CONCEPT C



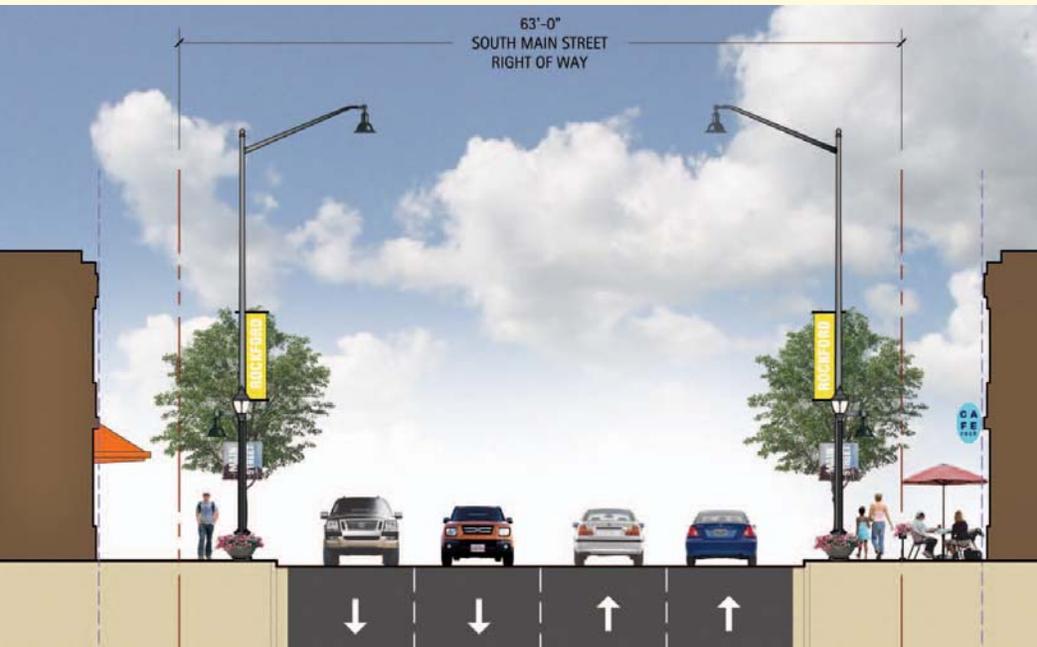
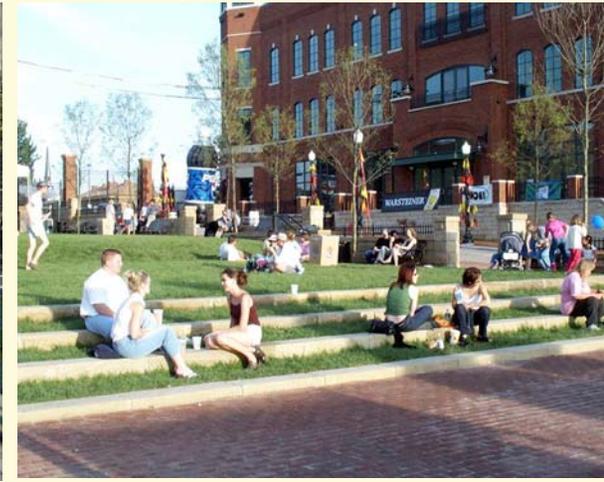
SOUTH MAIN REVITALIZATION STRATEGY

- A** ELIMINATE WYMAN CROSSOVER
EXPAND PARKING TO THE SOUTH
- B** DAVIS PARK EXTENSION
- C** SHARED PARKING DECK
- D** FUTURE METRA STATION
- E** 5 TO 6 STORY RESIDENTIAL OR
OFFICE CAMPUS BUILDINGS
- F** FUTURE AMTRAK STATION
- G** 2 TO 4 STORY MIXED-USE BUILDINGS
ALONG SOUTH MAIN STREET
1st Floor: Commercial
Upper Floors: Residential or Office
- H** RAILROAD BRIDGE BIKE PATH
- I** RIVERWALK CONNECTION
"FOUNDER'S POINT" TO DAVIS PARK
- J** 5 TO 6 STORY RESIDENTIAL BUILDINGS
ALONG THE RIVER
- K** FOUNDER'S POINT OVERLOOK
- L** MULTI-USE PATH
- M** SOUTH MAIN STREET STREETSCAPE
ENHANCEMENTS

SITE DATA

MIXED-USE BUILDINGS: 425,000 S.F.
OFFICE: 1,110,000 S.F.
RESIDENTIAL: 400 UNITS

DOWNTOWN | RIVERFRONT TRANSITION: CHARACTER



VISION.



HERITAGE DISTRICT TARGET AREA

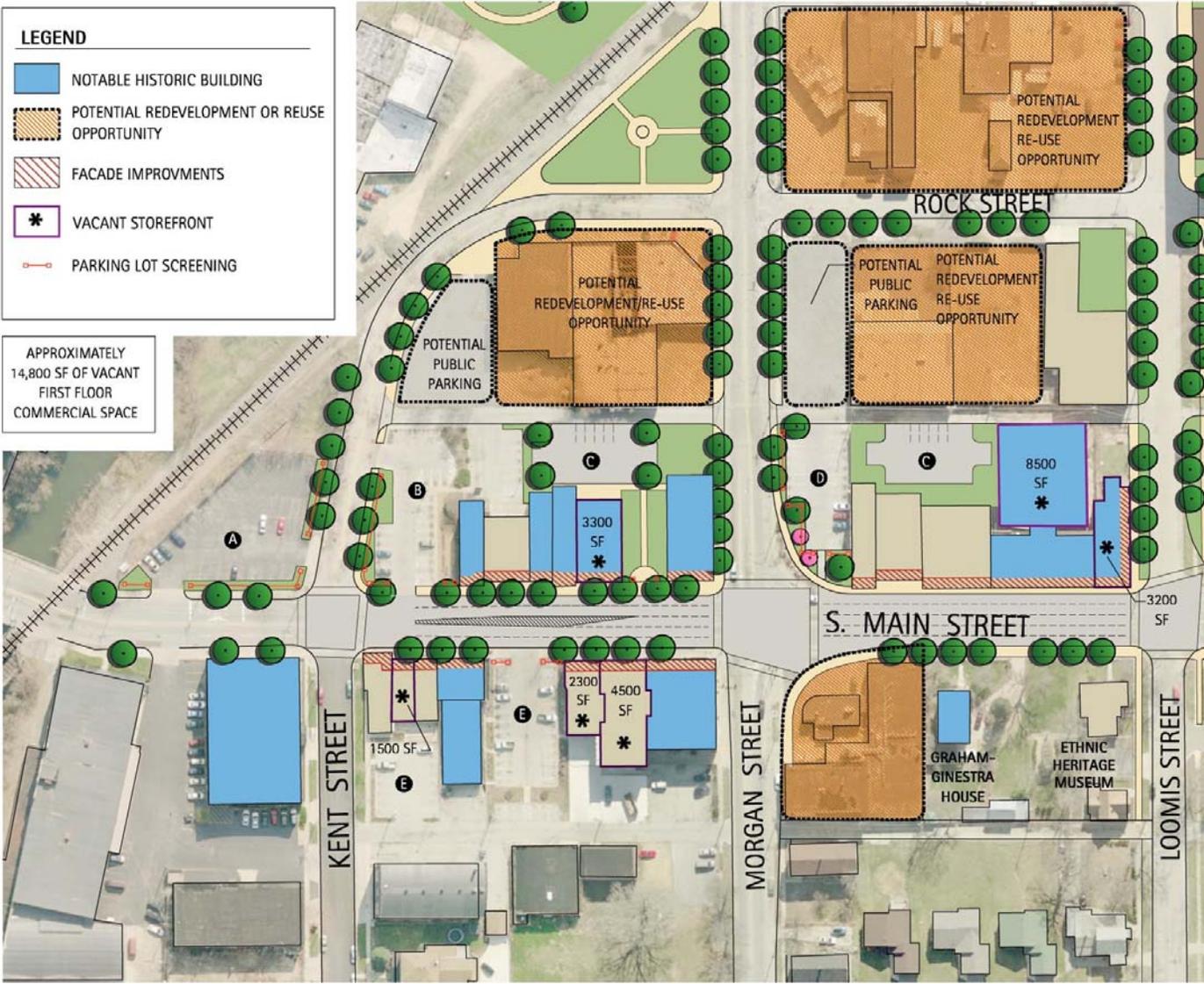


HERITAGE DISTRICT: EXISTING CORE

LEGEND

- NOTABLE HISTORIC BUILDING
- POTENTIAL REDEVELOPMENT OR REUSE OPPORTUNITY
- FACADE IMPROVEMENTS
- * VACANT STOREFRONT
- PARKING LOT SCREENING

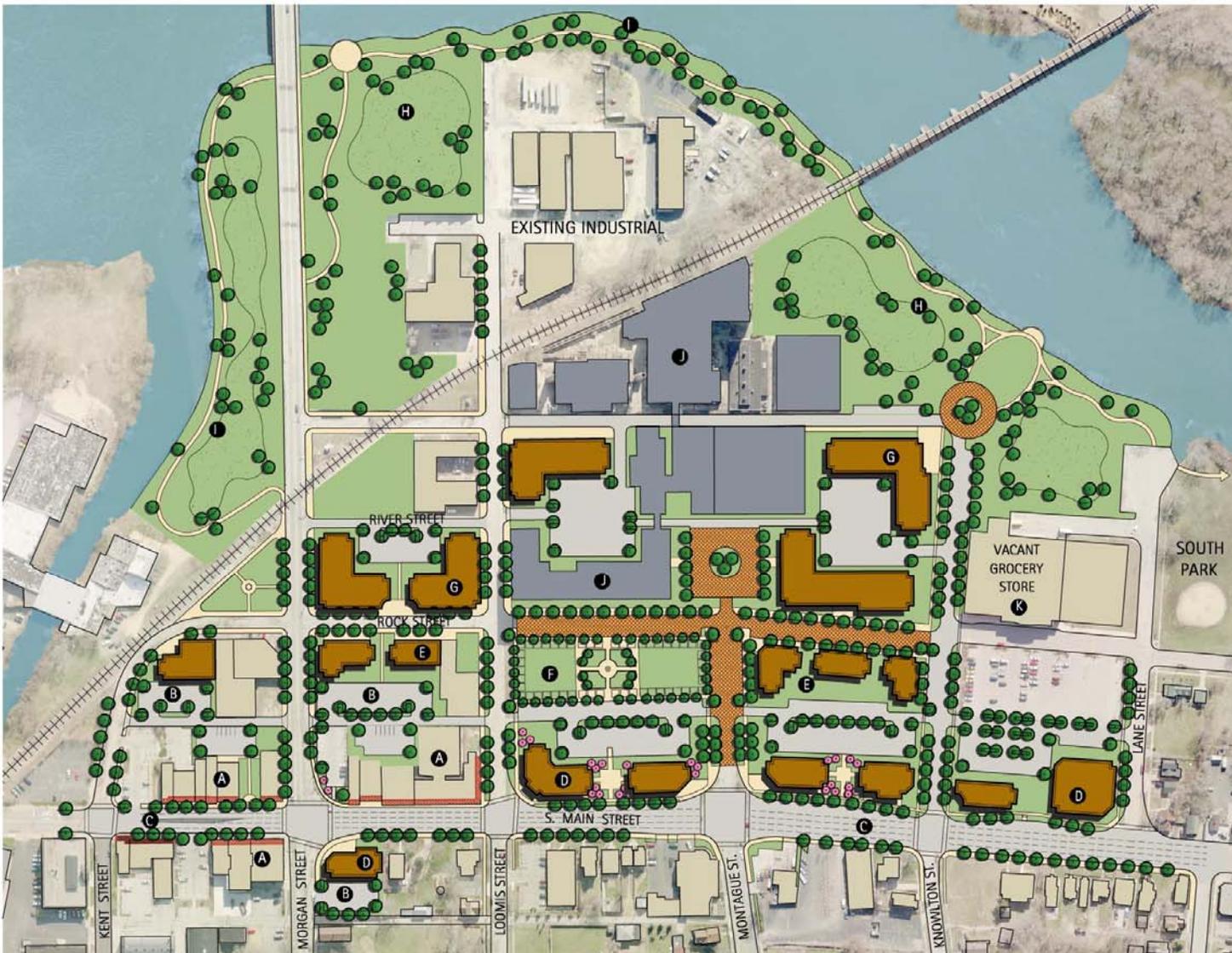
APPROXIMATELY
14,800 SF OF VACANT
FIRST FLOOR
COMMERCIAL SPACE



SOUTH MAIN REVITALIZATION STRATEGY

- A** EXISTING PARKING: 40 SPACES
 - Remove chain link fence
 - Convert to shared public lot
 - Add green buffer, new fence, trees
- B** EXISTING PARKING: 22 SPACES
 - Add fence for screening
- C** NEW SHARED PUBLIC PARKING
 - Approximately 17 spaces
 - Pocket park with access to S. Main
- D** EXISTING PARKING: 20 SPACES
 - Loss of 6 spaces with road project
 - Add green buffer, new fence, trees
- E** EXISTING PARKING: 45 SPACES
 - ADD GREEN BUFFER, NEW FENCE, TREES
- F** NEIGHBORHOOD MARKET SPACE
- G** NEW OPEN SPACE NATURAL PRAIRIE AND RIVER ACCESS
- H** MULTI-USE PATH CONNECTION WITH CONTINUOUS PUBLIC ACCESS TO RIVER
- I** BARBER COLMAN ADAPTIVE REUSE FOR LARGE "CAMPUS" USER
- J** NEW GROCERY USE IN EXISTING BUILDING

HERITAGE DISTRICT: CONCEPT A



SOUTH MAIN REVITALIZATION STRATEGY

- A** COMMERCIAL CORE BUILDING IMPROVEMENTS
- B** NEW PUBLIC PARKING LOTS
- C** SOUTH MAIN STREET STREETSCAPE ENHANCEMENTS
- D** 2 TO 3 STORY MIXED-USE BUILDINGS ALONG SOUTH MAIN STREET
- E** 1 TO 2 STORY LIGHT INDUSTRIAL OR SMALL OFFICE BUILDINGS
- F** NEIGHBORHOOD MARKET SPACE
- G** 4 TO 5 STORY "CAMPUS" OR OFFICE BUILDING
- H** NEW OPEN SPACE NATURAL PRAIRIE AND RIVER ACCESS
- Potential Play Fields
- I** MULTI-USE PATH CONNECTION WITH CONTINUOUS PUBLIC ACCESS TO RIVER
- J** BARBER COLMAN ADAPTIVE REUSE FOR LARGE "CAMPUS" USER
- K** NEW GROCERY USE IN EXISTING BUILDING

SITE DATA

EXISTING BARBER COLMAN: +/-500,000 S.F.
 MIXED-USE BUILDINGS: 160,000 S.F.
 CAMPUS/OFFICE BUILDINGS: 465,000 S.F.
 LIGHT INDUSTRIAL: 70,000 S.F.

HERITAGE DISTRICT: CHARACTER

- Neighborhood Market
- Community Events
- Adaptive Reuse
- Distinct “District” Character
- River Connections



HERITAGE DISTRICT: CONCEPT B



SOUTH MAIN REVITALIZATION STRATEGY

- A** COMMERCIAL CORE BUILDING IMPROVEMENTS
- B** NEW PUBLIC PARKING LOTS
- C** SOUTH MAIN STREET STREETScape ENHANCEMENTS
- D** 2 TO 3 STORY MIXED-USE BUILDINGS ALONG SOUTH MAIN STREET
- E** 1 TO 2 STORY LIGHT INDUSTRIAL OR SMALL OFFICE BUILDINGS
- F** NEIGHBORHOOD MARKET SPACE
- G** URBAN FARMING/COMMUNITY GARDENS
- H** NEW OPEN SPACE NATURAL PRAIRIE AND RIVER ACCESS
- Potential Play Fields
- I** MULTI-USE PATH CONNECTION WITH CONTINUOUS PUBLIC ACCESS TO RIVER
- J** BARBER COLMAN ADAPTIVE REUSE FOR LARGE "CAMPUS" USER
- K** NEW GROCERY USE IN EXISTING BUILDING

SITE DATA

EXISTING BARBER COLMAN: +/-500,000 S.F.
 MIXED-USE BUILDINGS: 160,000 S.F.
 LIGHT INDUSTRIAL: 70,000 S.F.

HERITAGE DISTRICT: CHARACTER

- Community building
- Local
- Organic
- Healthy neighborhood
- Sustainable
- Short-term land use



HERITAGE DISTRICT: COMMERCIAL INFILL



HERITAGE DISTRICT: OUTDOOR MARKET



HERITAGE DISTRICT: OTHER STRATEGIES

“Smaller” Initiatives

- Streetscape Project
- Design Guidelines
- Establishing a Main Street organization
- Changing zoning to match desired development
- Community art projects
- Façade Improvements



HERITAGE DISTRICT: FAÇADE IMPROVEMENTS



HERITAGE DISTRICT: FAÇADE IMPROVEMENTS



HERITAGE DISTRICT: FAÇADE IMPROVEMENTS



MAIN & MARCHESANO TARGET AREA



MAIN & MARCHESANO: CONCEPT A



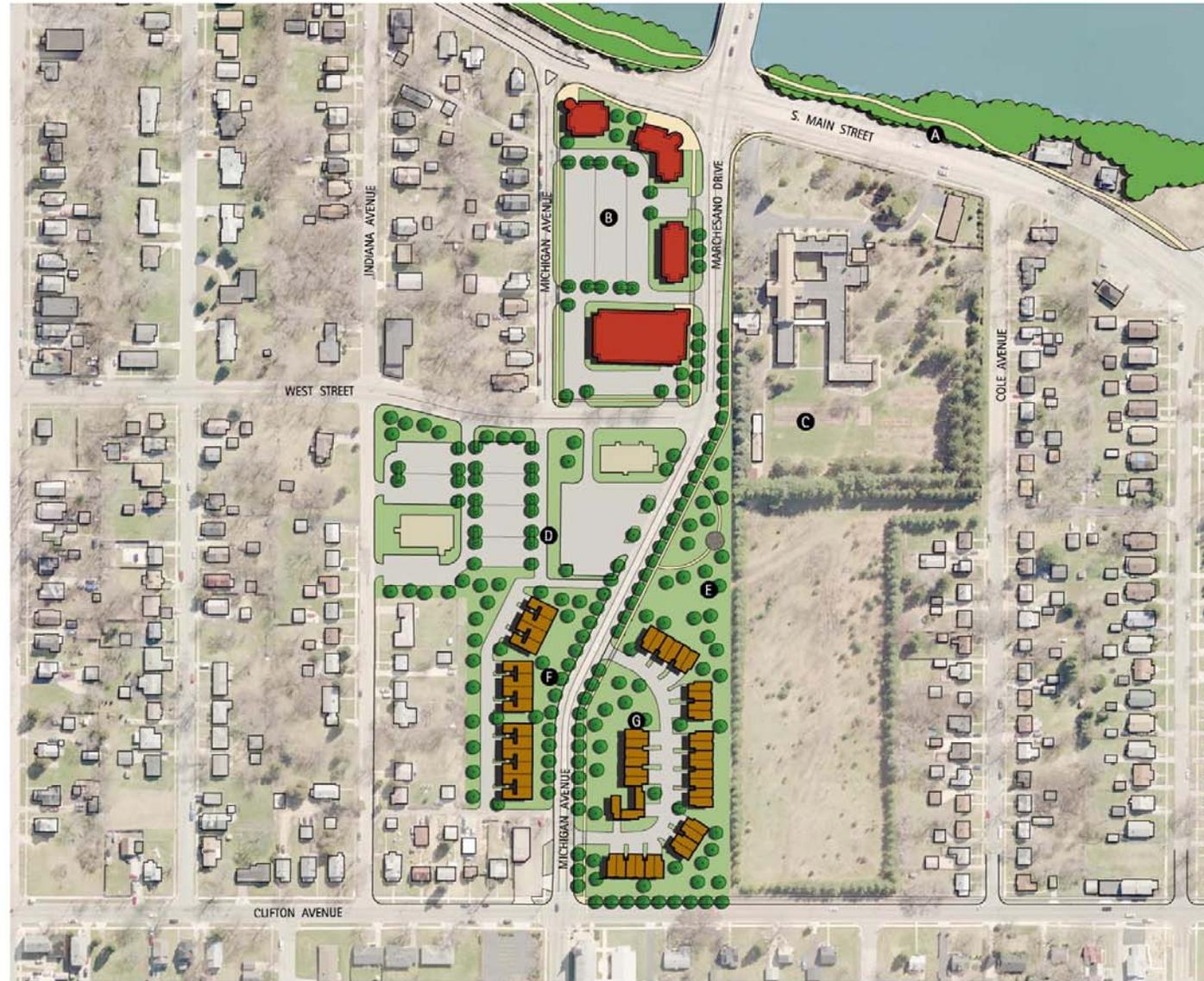
SOUTH MAIN REVITALIZATION STRATEGY

- A** MULTI-USE PATH CONNECTION
- B** SCREEN PARKING LOTS / CONSOLIDATE CURB CUTS
- C** PARKING LOT IMPROVEMENTS (NEW TREES WITH LANDSCAPE ISLANDS)
- D** FACADE IMPROVEMENTS
- E** NEW TOWNHOMES
- F** NEW DUPLEX UNITS
- G** POOR CLARES CORPUS CHRISTI MONASTERY

SITE DATA

RESIDENTIAL: 34 UNITS

MAIN & MARCHESANO: CONCEPT B



SOUTH MAIN REVITALIZATION STRATEGY

- A** MULTI-USE PATH CONNECTION
- B** NEW NEIGHBORHOOD COMMERCIAL/ SERVICE NODE
- C** POOR CLARES CORPUS CHRISTI MONASTERY
- D** SCREEN PARKING LOTS / CONSOLIDATE CURB CUTS
- E** NEW URBAN POCKET PARK
- F** NEW TOWNHOMES
- G** NEW TOWNHOMES

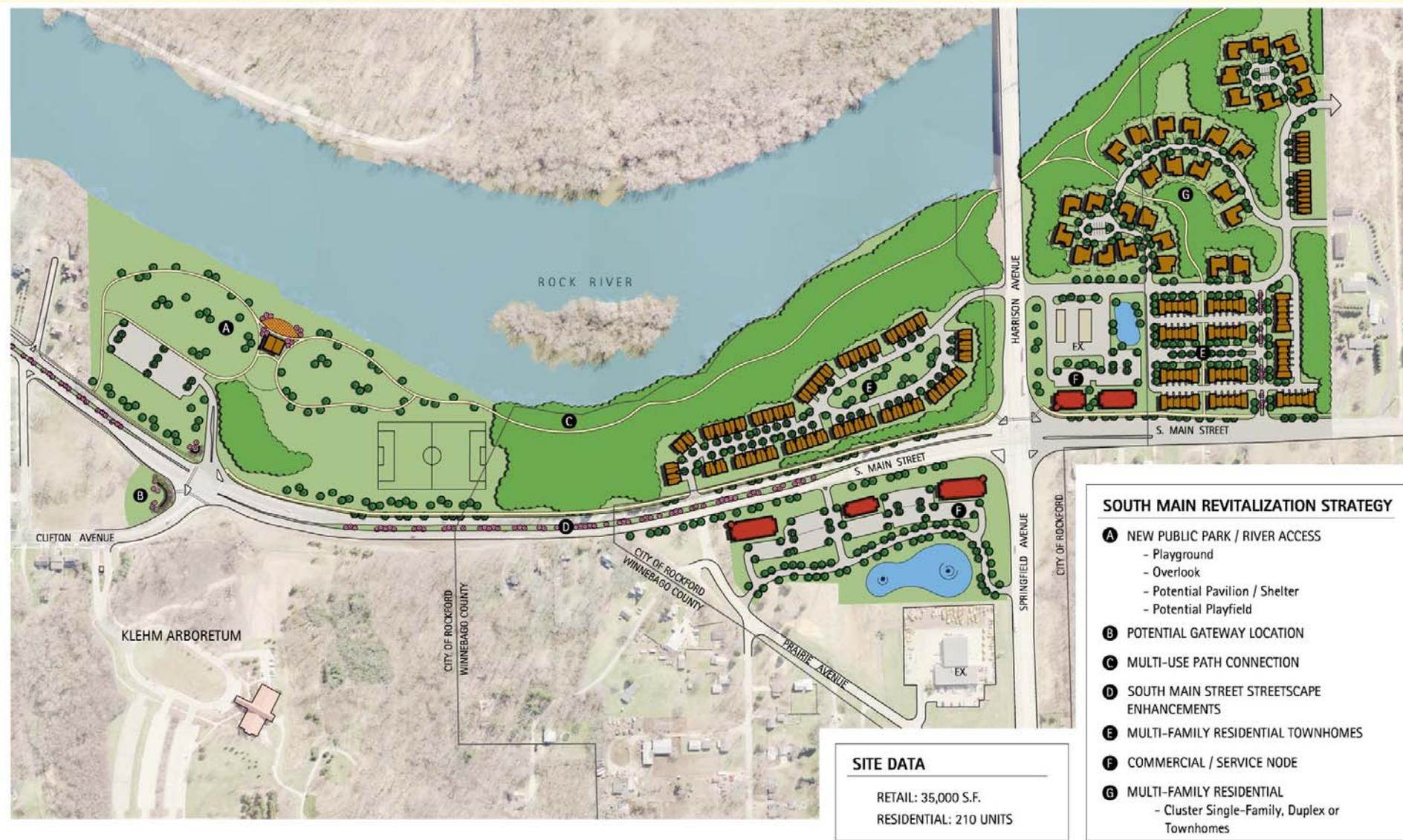
SITE DATA

RETAIL: 34,000 S.F.
RESIDENTIAL: 51 UNITS

MAIN & HARRISON INTERSECTION



MAIN & HARRISON INTERSECTION



SOUTH MAIN REVITALIZATION STRATEGY

- A** NEW PUBLIC PARK / RIVER ACCESS
 - Playground
 - Overlook
 - Potential Pavilion / Shelter
 - Potential Playfield
- B** POTENTIAL GATEWAY LOCATION
- C** MULTI-USE PATH CONNECTION
- D** SOUTH MAIN STREET STREETScape ENHANCEMENTS
- E** MULTI-FAMILY RESIDENTIAL TOWNHOMES
- F** COMMERCIAL / SERVICE NODE
- G** MULTI-FAMILY RESIDENTIAL
 - Cluster Single-Family, Duplex or Townhomes

SITE DATA

RETAIL: 35,000 S.F.
RESIDENTIAL: 210 UNITS

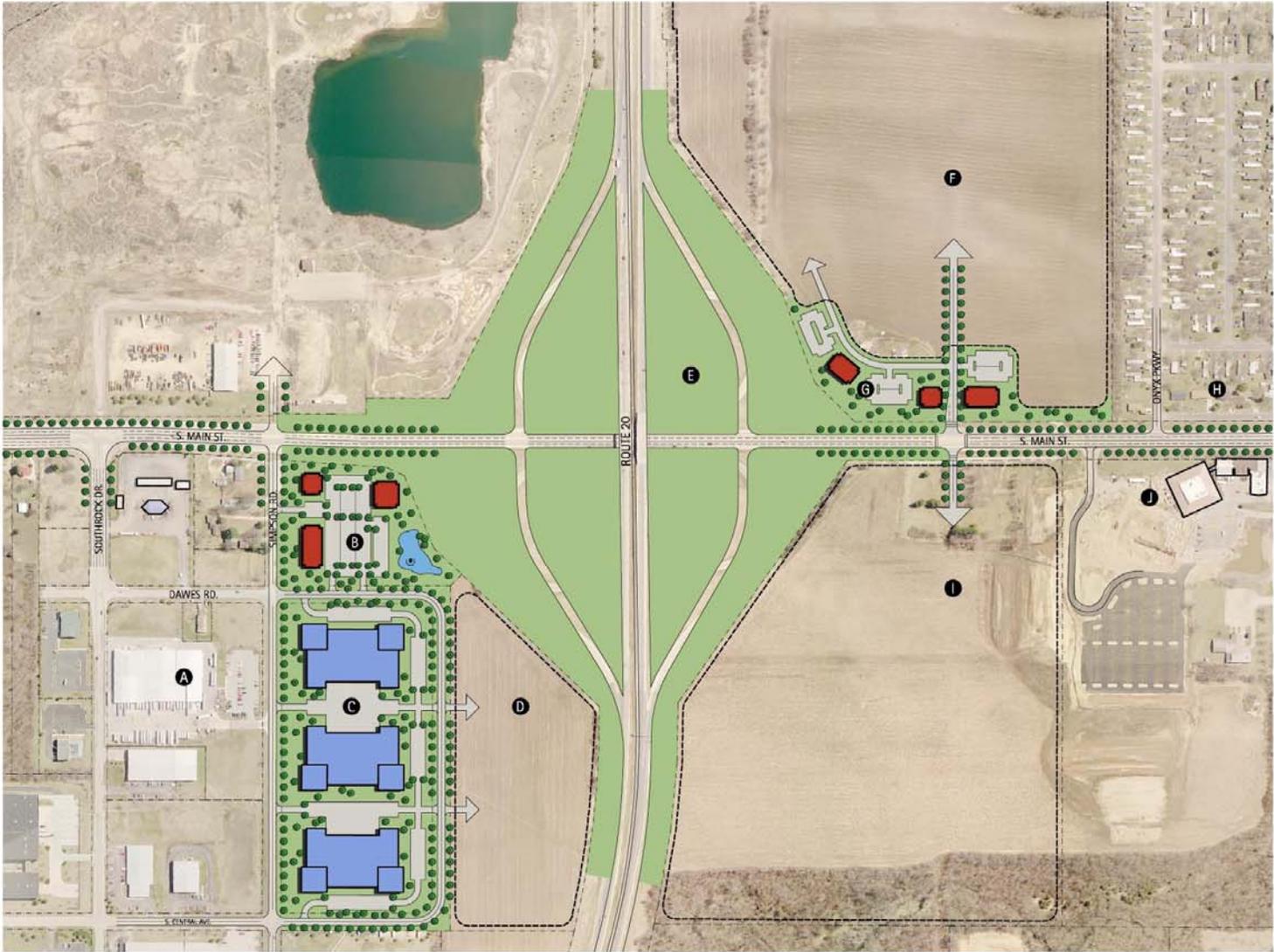
MAJOR GATEWAY AT KLEHM ARBORETUM



INTERCHANGE TARGET AREA



INTERCHANGE: CONCEPT A



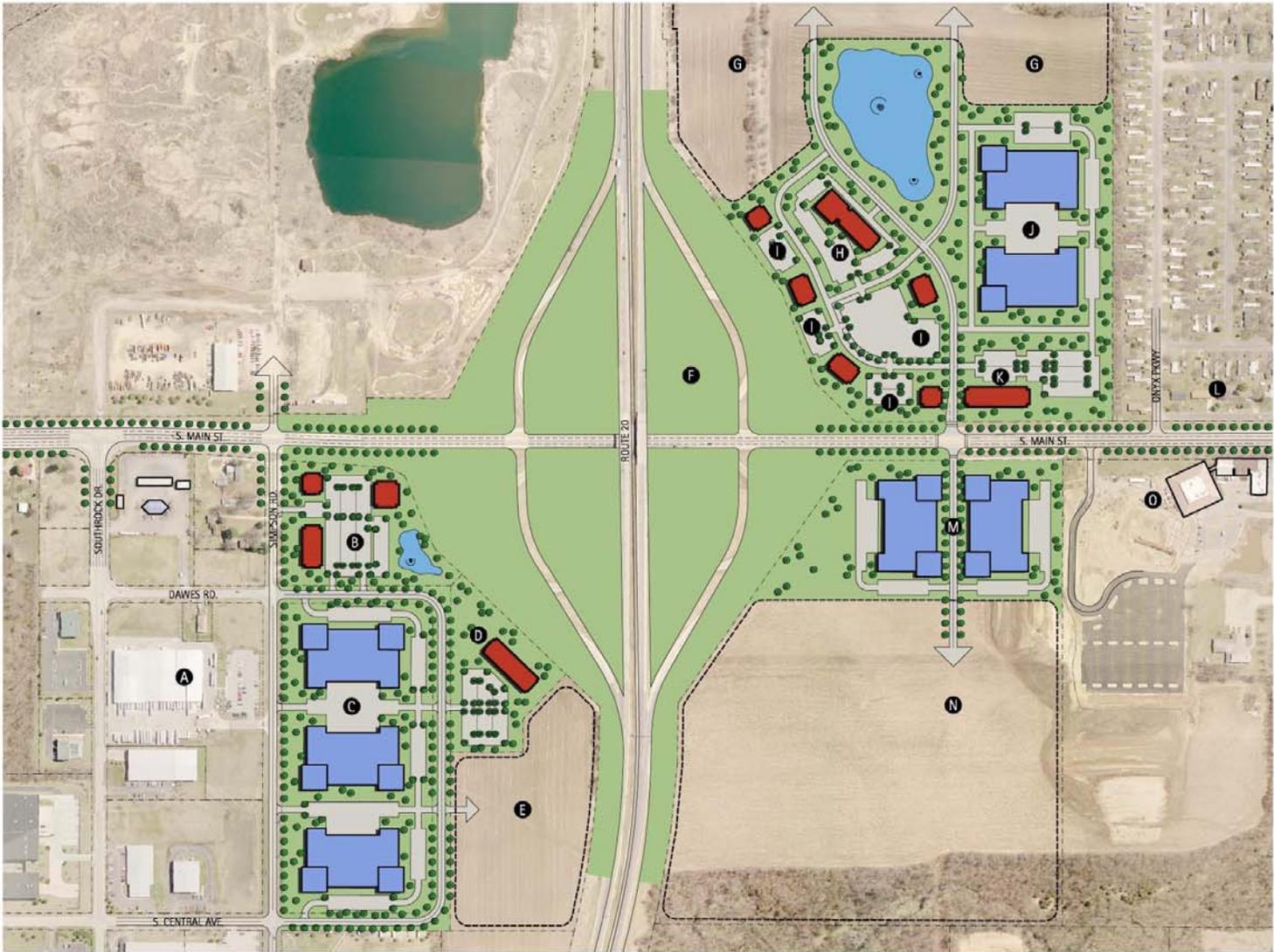
SOUTH MAIN REVITALIZATION STRATEGY

- Ⓐ EXISTING SOUTHROCK INDUSTRIAL PARK
- Ⓑ NEW RETAIL DEVELOPMENT
- Ⓒ NEW INDUSTRIAL DEVELOPMENT
- Ⓓ FUTURE COMMERCIAL / INDUSTRIAL
- Ⓔ NEW INTERCHANGE CONFIGURATION
- Ⓕ FUTURE INDUSTRIAL / OFFICE PARK
- Ⓖ NEW RETAIL DEVELOPMENT
- Ⓗ EXISTING MOBILE HOME PARK
- Ⓘ FUTURE INDUSTRIAL / OFFICE PARK
- ⓰ EXISTING FAITH CENTER CHURCH

SITE DATA

RETAIL: 55,000 S.F.
 INDUSTRIAL: 250,000 S.F.

INTERCHANGE: CONCEPT B



SOUTH MAIN REVITALIZATION STRATEGY

- A** EXISTING SOUTHRock INDUSTRIAL PARK
- B** NEW RETAIL DEVELOPMENT
- C** NEW INDUSTRIAL DEVELOPMENT
- D** NEW HOTEL DEVELOPMENT
- E** FUTURE INDUSTRIAL / OFFICE PARK
- F** NEW INTERCHANGE CONFIGURATION
- G** FUTURE INDUSTRIAL / OFFICE PARK
- H** NEW HOTEL DEVELOPMENT
- I** NEW RETAIL DEVELOPMENT
- J** NEW INDUSTRIAL DEVELOPMENT
- K** NEW HOTEL DEVELOPMENT
- L** EXISTING MOBILE HOME PARK
- M** NEW INDUSTRIAL DEVELOPMENT
- N** FUTURE INDUSTRIAL / OFFICE PARK
- O** EXISTING FAITH CENTER CHURCH

SITE DATA

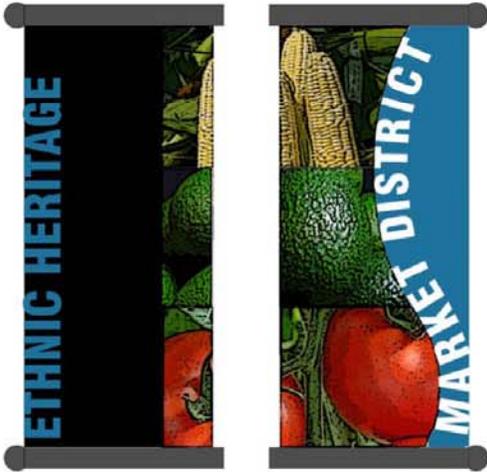
RETAIL: 70,000 S.F.
 HOTELS (3): 60,000 S.F. PER FLOOR
 INDUSTRIAL: 580,000 S.F.

IDENTITY + BRANDING

IDENTITY AND BRANDING: DISTRICT IDENTITY



**LOCAL ARTIST BANNER
CONTEST**

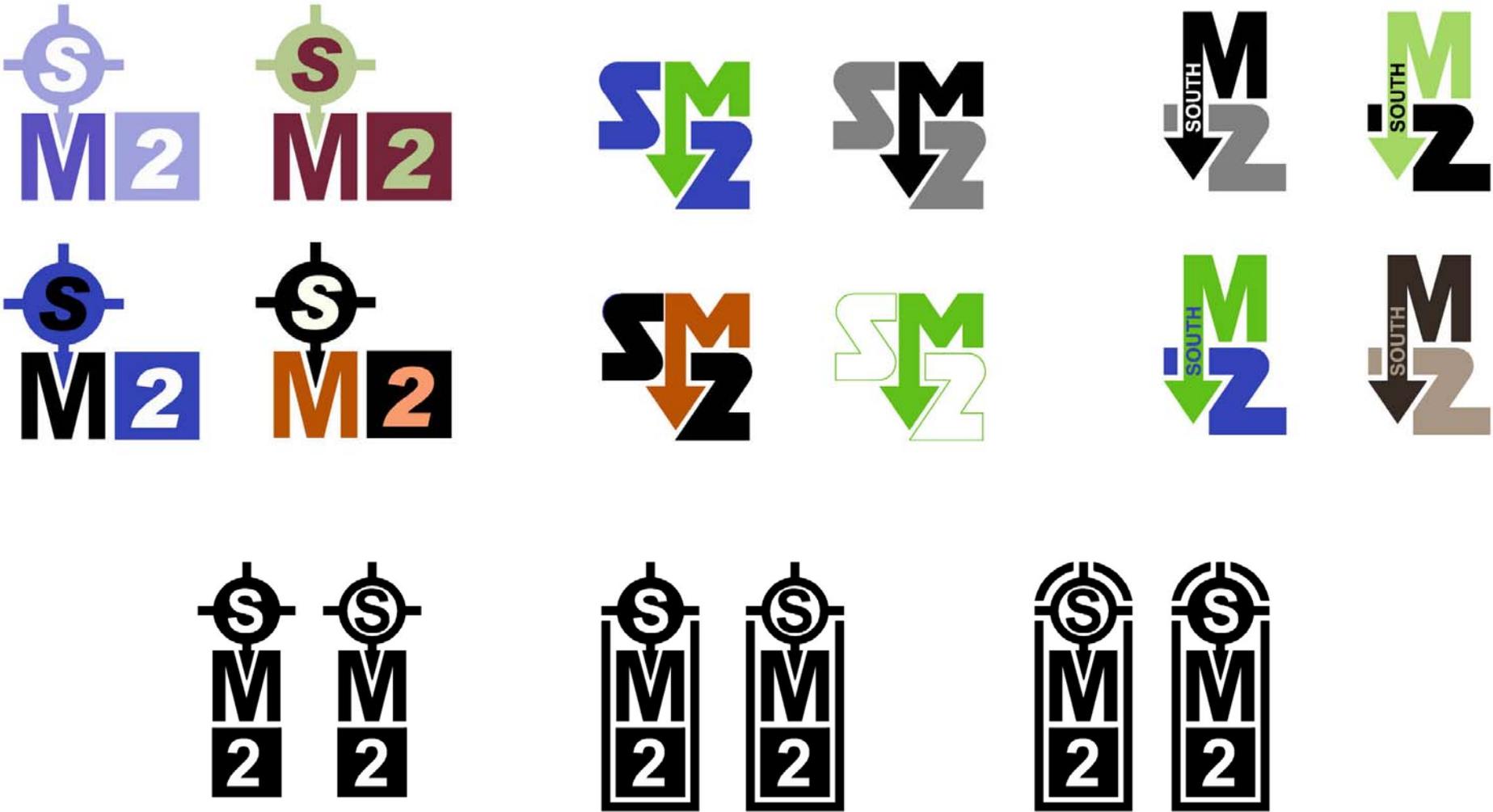


**LOCAL FOOD OR
COMMUNITY INSPIRED**

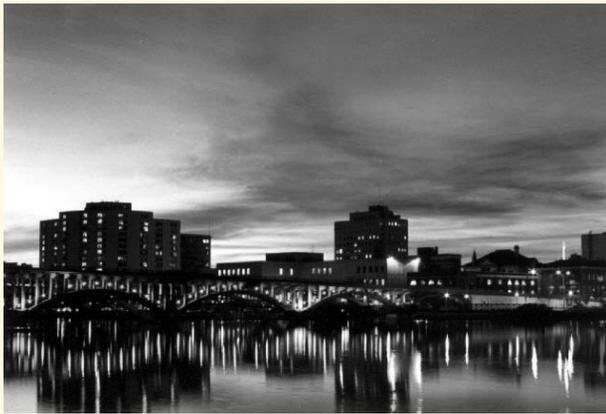
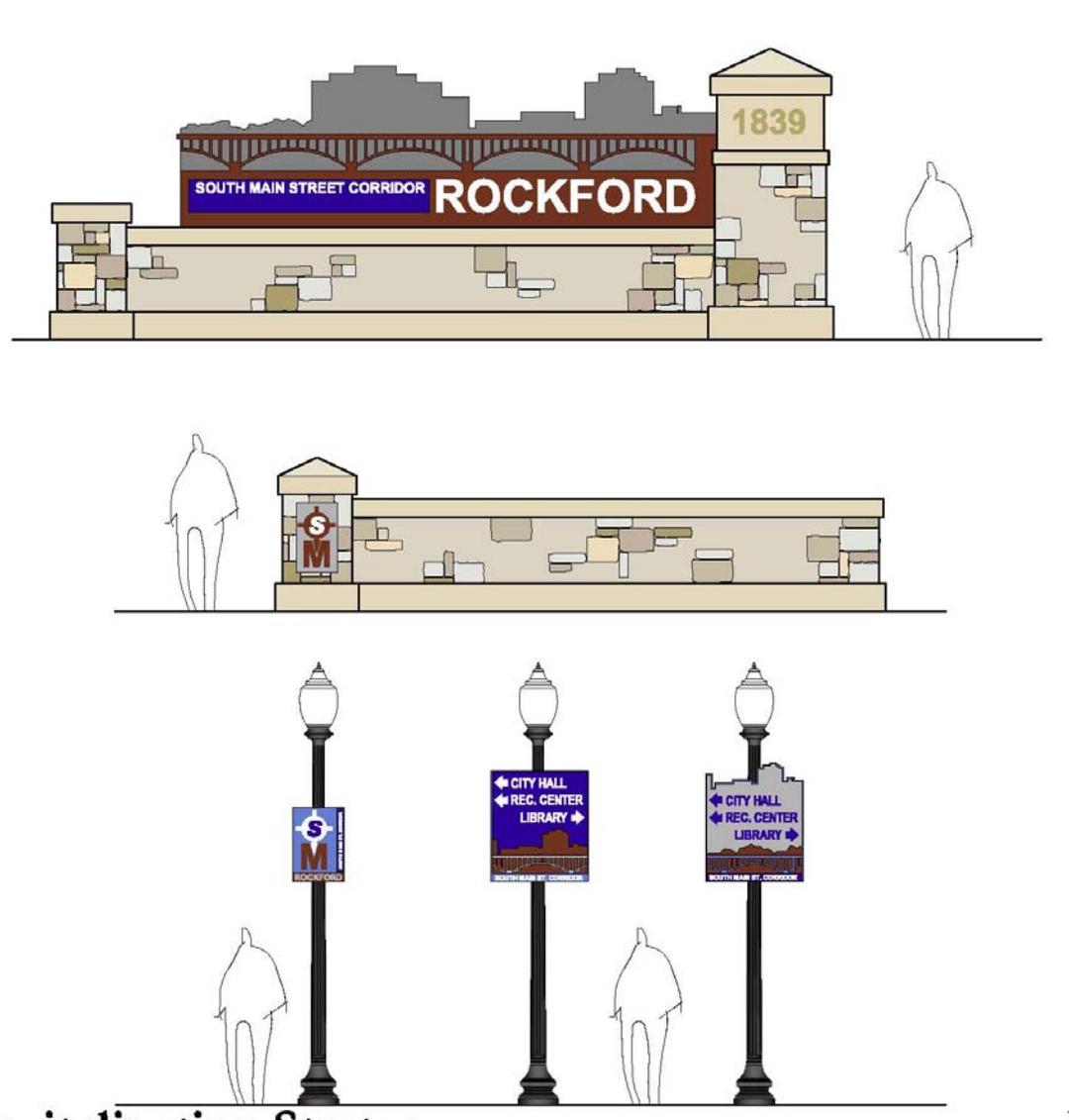


INDUSTRIAL PAST

IDENTITY AND BRANDING: CORRIDOR LOGO



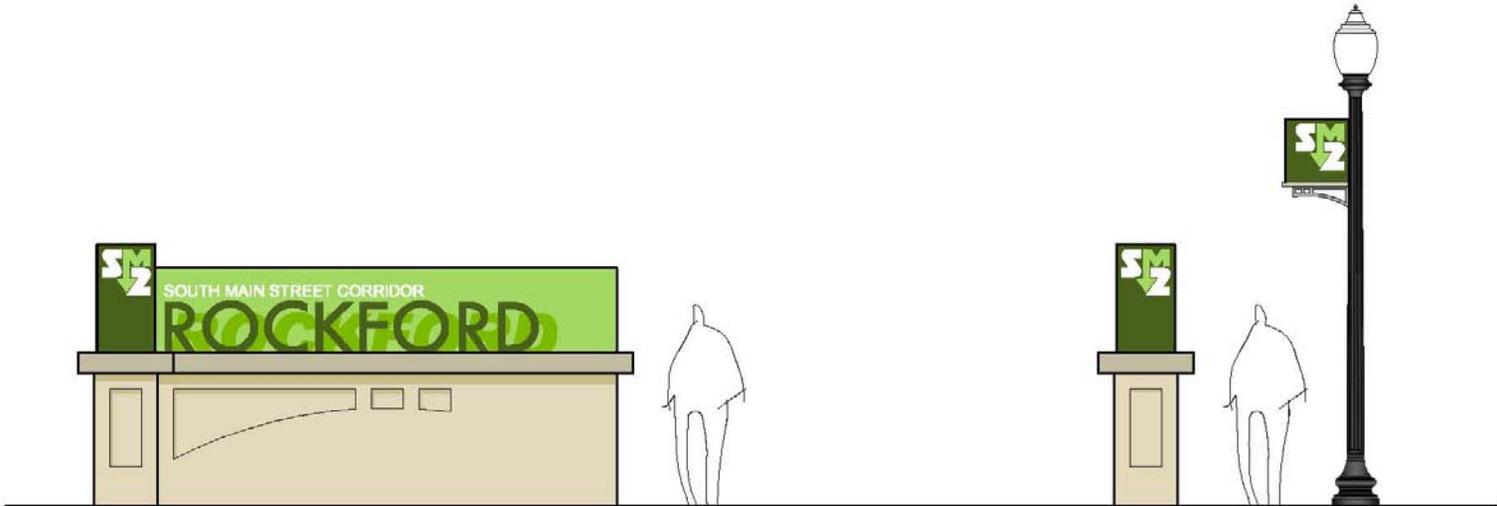
IDENTITY AND BRANDING: GATEWAYS



➤ Bridge

➤ Skyline

IDENTITY AND BRANDING: GATEWAYS

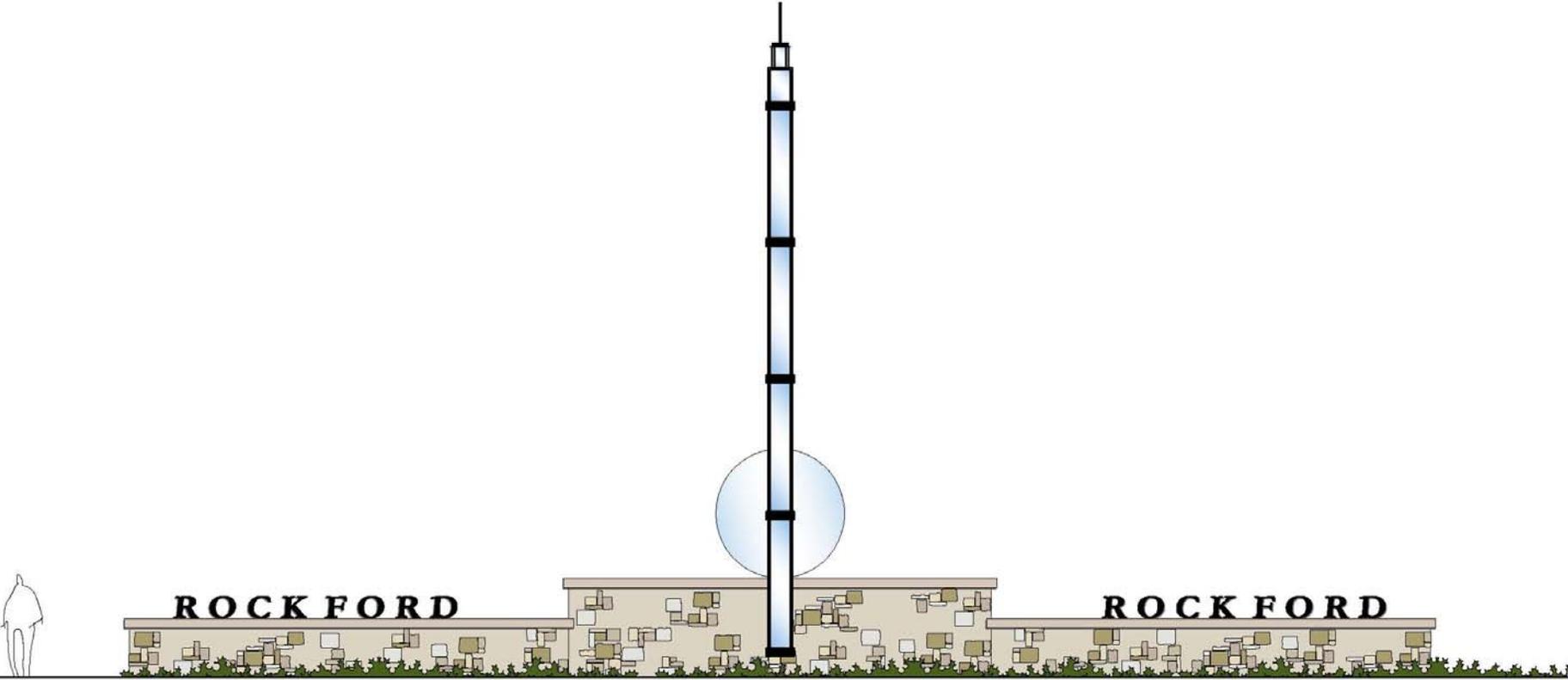


IDENTITY AND BRANDING: GATEWAYS

- Aerospace
- Industry



IDENTITY AND BRANDING: GATEWAYS



Breakout Tables

- Discussion about Concepts
- Preferences, Ideas, Likes/Dislikes
- Report back to the larger group



Breakout Table 1 - KC

- **Loved access to river**
- **Loved Market idea – good starting point**
- **Open space at mobile home park good**
- **Disconnected from Downtown – railyard vacant**
 - **Would love reinvestment to bridge gap**
- **Love banners, trees, lights**

Breakout Table 2 - JB

- **Preservation of existing areas is important**
 - Different areas have different needs
- **Home grown business areas**
- **Ethnic mix is important – good idea**
 - Festivals great
- **Eliminate segregated feel – create flow**
- **How do you get new businesses in restored buildings?**
- **Importance of marketing – SWIFTT – expand on group**
- **Can't mix small storefronts with a Walmart**
- **If casino came to South Main – still could create the right kind of frontage and character on the street – would need to be careful**
- **Hotel in the long-range**

Breakout Table 3 - JC

- **Think about baby steps, not big steps**
- **Market has shifted**
- **Any little investments would be appreciated – low and middle income targeted**
- **Gateway to the southwest side (at 15th?) needed**
- **Person coming into town wants to see**
 - Wide sidewalks
 - Landscape
 - The River
 - Lighting

Breakout Table 4 - DS

- **Businesses – capture access to the river**
 - Boat supply at South Park – rentals
 - Bike rentals tied to path
 - Museum – Tinker Swiss – Incentives and marketing package to build momentum
- **Embry Riddle would be a big game changer**
 - Entertainment uses
- **Hotel and restaurants and car rental off of 20**
- **Liked Founder’s District branding idea**
- **Liked park idea – opportunity to activate youth with nature/water resource education**
- **Supermarket – strong need/desire**

Breakout Table 5 - MR

- **College – education/investment linked**
- **Liked market idea – farmer/vendor/food stands**
- **Good location for drug stores**
- **Smaller retail more appropriate**
- **Gateways**
 - Like Concept C (not D)
- **See some taverns, bed & breakfast, hotels, sports bars**

Breakout Table 6 - DG

- **Need Grocery Store, Bank and Pharmacy**
- **Balance regarding income and desires**
- **Revitalization dependant on safety for females and children**
- **Image issues to overcome**
- **Promote and celebrate diversity**
- **Get Churches/organizations involved**
 - **Weekly walks/presence on street**
 - **“Lean and Clean”**
- **Would an ALDI be supported?**
- **Want to identify this area with unique lighting**
- **“1st Gateway to Rockford”**

Breakout Table 6 Continued - DG

- **Take advantage of unique greenspace**
- **Make river accessible**
- **Boat dock @ South Park**
- **Opportunities for youth**
 - Bring them to the table
 - What do they want to do?
 - Bring in the arts
- **Daycare uses welcome and needed**
- **Properly treat floodplains**
- **Highlight baseball team “Foresters”**
 - College age summer ball at Marinelli Field

Breakout Table 7 - SF

- **Focus on ethnic flavor**
- **Build from heart of community**
- **Diverse mix of people**
- **Harness community energy**
- **When/certainty of infrastructure projects**
 - **Need to believe/be positive**
- **Do it right the first time – make it last**
- **Competitive position (within City and Region)**
 - **Challenges of Union**
 - **What can we do to improve position**
 - **Code changes/other ideas**

Breakout Table 7 Continued - SF

- Lay groundwork for change
- Create and memorialize vision
- There is opportunity in the area – people looking like Emory Riddle
- Creating local jobs
- Metro Center site
 - Create a self-contained building on that site
 - Restaurant with roof deck
 - Condos/rentals/hotels
 - Self-contained parking