



college hill district

REVITALIZATION PLAN

prepared by
Rock Island Community & Economic
Development Department

in association with
College Hill District Organization
&
visual preference components by
The Lakota Group

Adopted: December 2, 2013



acknowledgements

Key to any successful revitalization project is citizen participation and involvement of business owners. The planning process for the College Hill District Revitalization Plan mainly involved citizens on two different levels. One level was the frequent exchange of information and ideas with the Design & Promotion Committee and the Economic Restructuring & Organization Committee early in the process, and then the College Hill District Organization toward the latter part of the process. The second level was the input of the broader community and more business owners during the brainstorming, focus group, visual preference and plan review meetings.

Design & Promotion Committee

Johnna Adam, Augustana College
 Jesse Anderson, Jackson's Antiques
 Steve DePron, Bike n Hike
 Patricia Hansen, Happy Joe's
 Jennifer Horvath, Fred & Ethel's
 Sandey Jackson, Jackson's Antiques
 Charla Lundgren, Lundgren Family Chiropractic
 Ryan Mulkey, Mulkey's Restaurant
 Jennifer Prather, Hilltop Head Shop
 Benjamin Requet, PVY Development
 Lynda Requet, Platinum Hospitality Group
 Kai Swanson, Augustana College
 Doug Tschopp, Augustana College
 Pam Votroubek, Handy True Value
 Scott Votroubek, Handy True Value
 Denise Woolison, Sunshine's Performing Arts Studio & Resale Store
 Terry Woolison, Sunshine's Performing Arts Studio & Resale Store
 Annette Zapolis, Cool Beanz Coffee House

Economic Restructuring & Organization Committee

Johnna Adam, Augustana College
 Jennifer Horvath, Fred & Ethel's
 Michelle Juehring, Vintage Rose Antiques
 Tim Kavanaugh, Hilltop Tavern
 Carol Klauer, Klauer Heating & AC
 Charla Lundgren, Lundgren Family Chiropractic
 Steve Mapes, Happy Joe's
 Benjamin Requet, PVY Development
 David Requet, PVY Development
 Kai Swanson, Augustana College

Doug Tschopp, Augustana College
 Annette Zapolis, Cool Beanz Coffee House

College Hill District Organization Board of Directors (2011 & 2012)

Annette Zapolis, Chair, Cool Beanz Coffee House
 Steve Mapes, Vice -Chair ('11), Secretary ('12), Happy Joe's
 Tim Kavanaugh, Vice-Chair ('12), Kavanaugh's Hilltop Tavern
 Charla Lundgren, Secretary ('11), Lundgren Family Chiropractic
 Jeff Amidon, Treasurer ('12), Property Owner
 Michelle Juehring, West Rep. ('11), Vintage Rose Antiques
 Stephanie Nunez, West Rep. ('12), Against the Grain
 Steve DePron, East Rep. ('11), Bike n Hike
 Barb McKay, East Rep. ('12), Fabulous Finds
 Bob Votroubek, Handy True Value
 Jennifer Prather, Hilltop Head Shop
 Patricia Hansen, Happy Joe's
 Rich Nunez, Against the Grain
 Todd Seemann, Neighborhood Laundromat
 Doug Tschopp, Augustana College
 Mary Chappell, City of Rock Island

Rock Island Community & Economic Development Department

Greg Champagne, Director (Ret.), Community & Economic Development Dept.
 Alan Carmen, Administrator, Planning & Redevelopment Division
 Mary Chappell, Land & Development

Programs Coordinator
 Jill Doak, Urban Planner II
 Kathy Douglass, Graphics Specialist
 Doris Quigley, Office Assistant II
 Ellen Adams, CED Intern
 Neil Driscoll, CED Intern

The Lakota Group

Scott Freres, Principal
 Nicholas Kalogeresis, Vice President
 Kevin Clark, Senior Associate
 Justin Weidl, Planner / Landscape Designer

Brainstorming, Focus Group & Plan Review Meetings

Elaine Amidon
 Jeff Amidon
 Greg Anderson
 Jesse Anderson
 Jeff Ardoser
 Chuck Austin
 Tom Cowan
 Mike Creger
 Steve DePron
 Sandy Evoy
 Brian Fanning
 Guy Florescu
 Paul J. Foley
 Dolores Fox
 William M. Fox
 Tim Friday
 Lisa Gisel
 Irma Gripp
 Jim Gripp
 Patricia Hansen
 Steve Haverkamp
 Connie Hayes
 Deb Hayes

Kevin Hird
 Brian Hollenback
 Jennifer Horvath
 Amy Huber
 Sandey Jackson
 Jason Jones
 Michelle Juehring
 Diane Kavanaugh
 Mike Kavanaugh
 Tim Kavanaugh
 Peter Kivisto
 Susan Kivisto
 Bernard Klauer
 Carol Klauer
 Gloria Kobow
 Ted Kobow
 Colin Letendre
 David Levin
 Charla Lundgren
 Michael Mapes
 Steve Mapes
 Italo Milani
 Betty Miller
 Jill Milnes
 Judith Moens
 Greg Mosley
 Charles Mulkey
 Ryan Mulkey
 Gary Murphy
 Joy Murphy
 Joyce Murphy
 Jeff Nelson
 Rich Nunez
 Mary Anne Parrish
 Dennis Pauley
 Michael Pepping
 Jennifer Prather

Dick Reedy
 Benjamin Requet
 Dave Requet
 Dave Requet, Sr.
 Lynda Requet
 Heather Roberts
 Joshua Schipp
 Rev. Dr. Kenn Shedenhelm
 Elizabeth Somes
 Kai Swanson
 Steve Teeter
 Doug Tschopp
 Neil Vigars
 Pam Votroubek
 Robert Votroubek
 Scott Votroubek
 Bill Wear
 Heather Wear
 Cyndee Wildemuth
 Karen Williams
 Karolyn Williams
 Denise Woolison
 Terry Woolison
 Annette Zapolis

Rock Island City Council

Dennis Pauley, Mayor
 Terry M.A. Brooks, Ward 1
 David Conroy, Ward 2
 Paul J. Foley, Ward 3
 Stephen L. Tollenaer, Ward 4
 Jason Jones, Ward 5
 Joy Murphy, Ward 6
 Chuck Austin III, Ward 7



Participants were invited to share thoughts after the Visual Preference Survey Workshop.

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executive summary

THE PURPOSE OF THE COLLEGE HILL DISTRICT REVITALIZATION PLAN is to **increase business activity** for this key neighborhood business area. This purpose will be achieved with collaboration among the City, business owners, property owners, and Augustana College.

THE COLLEGE HILL DISTRICT IS A MATURE BUSINESS COMMUNITY in need of a strong business mix that is vibrant and healthy; better commerce connections to Augustana College, the surrounding neighborhood and niche markets; and a boost in curb appeal. Addressing these issues will benefit business owners, Rock Island residents, and Augustana College.

A CAREFUL ANALYSIS OF CHALLENGES AND OPPORTUNITIES, undertaken by committees focusing on promotion, design, economic restructuring and organization, created a better understanding of the existing conditions and potential in the College Hill District. Case studies and examples from other communities were explored, as were physical conditions and business data. This data is shared within specific sections of the document and in the appendix. One component of the analysis was a Visual Preference Survey, which mapped the appearance preferences of business owners and community stakeholders to guide streetscape and facade improvements.

THE CREATION OF THE COLLEGE HILL DISTRICT ORGANIZATION was an objective achieved early in the planning process. The new organization was integral to the completion of the plan document and continues to be supportive of business improvement plans, promotions, special events, and streetscape improvements.

A VISION, MISSION, GOALS AND ACTION STRATEGIES were outlined by the planning team to guide future activity in the College Hill District. These strategies are detailed in the document and focus on branding, marketing materials, neighborhood and niche markets, business diversity, special events, visual preferences, membership outreach and communication, funding mechanisms, business enrichment, underutilized properties, parking, traffic and transportation, walkability, boundaries and land use, partnerships and leveraging Augustana College. A timeline and implementing partners for 181 detailed objectives are outlined in the document and in the appendix.

THE COLLEGE HILL DISTRICT REVITALIZATION PLAN CONCLUDES with an early plan of attack on actionable strategies, many of which were addressed during the planning process. These are illustrated with a blush color in the strategy charts. A sketch budget for the first few years of implementation is in the appendix.

Contributors to the College Hill District Revitalization Plan Document:

- **Jeff Eder, Community & Economic Development Director, City of Rock Island:** administration
- **Greg Champagne, Community & Economic Development Director, City of Rock Island (Ret.):** administration, research, content
- **Mary Chappell, Development Programs Manager City of Rock Island:** project management, research, content
- **Jill Doak, Urban Planner II, City of Rock Island:** project management, research, content, text, graphic design, images
- **Kathy Douglass, Graphics Specialist, City of Rock Island:** maps
- **Doris Quigley, Office Assistant II, City of Rock Island:** images
- **Ellen Adams, CED Intern, City of Rock Island:** research, images
- **College Hill District Organization Executive Committee:** content, images
- **Promotion & Design Committee:** content
- **Economic Restructuring & Organization Committee:** content
- **The Lakota Group:** visual preference survey, images



Rocky and Alleman booster wear on display at Sports Depot.

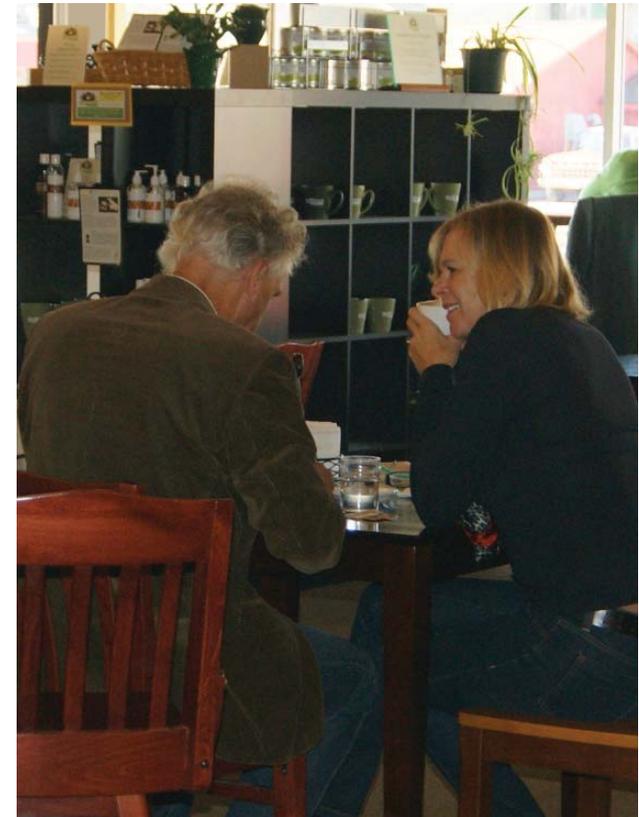
overview

The 2012 College Hill District Revitalization Plan is a tool to help the College Hill District Organization, City of Rock Island, community leaders, business owners, Augustana College and neighborhood residents build upon the College Hill District's assets and guide future development to reflect a vision of vibrancy, sustainability and quality of life appropriate for this eclectic neighborhood business area.

WITHIN THE GREATER QUAD CITIES, on the eastern side of Rock Island, nestles a small, two-node neighborhood commercial area made up of approximately 90 properties and 60 businesses. Situated at the intersections of 14th Avenue with 30th Street and 38th Street, this business area grew organically out of the southward expansion of Rock Island. Originally, the area serviced the immediate neighborhood and Augustana College. Over time, the market area has dramatically expanded with the establishment of a vibrant antiques and collectibles niche and other specialty businesses that reach customers from a hundred miles away. As overall retail in Rock Island has diminished, the College Hill District has established itself as perhaps the strongest retail concentration in the community. With its independent business owners, diverse offerings, charming mid-century setting and walkable and accessible location, College Hill is poised to be the premier shopping area in Rock Island.

THE COLLEGE HILL DISTRICT REVITALIZATION PLAN incorporates citizen input, data, goals and visual inspiration to craft a cohesive strategy that will enhance the best of this commercial area while promoting ob-

jectives to bring about important and needed change. This document outlines the steps to **make College Hill District one of the most vibrant commercial areas of the Quad Cities**, filled with businesses that provide service with personal flair.



Enjoying coffee at Cool Beanz.

challenges & benefits



The College Hill District website at www.collegehilldistrict.org is a benefit to members of the business organization, potential members, customers and tourists.



Happy Joe's Manager Patricia Hansen (right) handed out College Hill District Welcome Bags to Augustana College freshmen during move-in day on Aug. 16, 2012.

Key Challenges

The physical environment and business operations present tough challenges for the College Hill District:

- Tired building facades that do not relate well to street or pedestrian traffic;
- No cohesion in design to emphasize a sense of place in College Hill;
- Lack of basic destination branding for the College Hill experience;
- Permanent funding mechanism to carry out College Hill District initiatives; and
- Limited business education and cross promotions among College Hill businesses.

Key Opportunities

- Growing customer base for long-established and newer businesses; and
- Easy access to Augustana College students and staff for promotions and marketing.

Benefits of Revitalization: Residents

Benefits of revitalizing the College Hill District are evident for residents of the immediate neighborhood and the City of Rock Island. Those affiliated with Augustana College will benefit from an appealing and useful nearby business district that can service students and staff. A visually striking business district would also help with recruitment of students and faculty. Residents in the immediate vicinity will benefit from a diverse, walkable commercial area that services most needs. Streetscape improvements will reflect positively on their own property values. Finally, residents throughout the city will benefit from more business choices that are closer to home and a healthier sales tax base.

Benefits of Revitalization: College Hill District Organization (CHDO) Members

College Hill District member businesses will derive the most benefit from a revitalized commercial area. Since most College Hill businesses are very small, they tend to not participate with either the Quad City Chamber of Commerce or the Development Association of Rock Island. For its members, CHDO will:

- Facilitate business education opportunities;
- Arrange cross promotional and cooperative advertising opportunities among members;
- Organize special events that draw new customers;
- Advertise special promotions on the College Hill District Organization website at www.collegehilldistrict.org, along with links to business websites; and
- Serve as a stronger voice for making changes or presenting concerns.

Benefits of Revitalization: All Businesses

All College Hill businesses, regardless of membership with the business organization, will benefit in the following ways:

- Promotion of the area as a destination;
- Growth of customer base through higher traffic due to special events and cross promotions;
- Visibility in the community;
- Healthier business climate;
- Improved marketability of property; and
- Enhanced appearance of surroundings.

history

HILLTOP DEVELOPMENT did not begin in earnest in Rock Island until the Tri City Railway Company's streetcars conquered the Mississippi River bluff with the "Longview Loop" in 1903. With the railway's "car barn" located on 5th Avenue at 31st Street, one of the two "Hill Lines" positioned at 30th Street, and a connection to the Longview Loop along 13th Avenue, commercial expansion at 30th Street and 14th Avenue was perfectly situated for commercial development. Although the major retail and office locations remained in downtown Rock Island, the distance was great enough to warrant neighborhood commercial and service businesses.

Identity

For roughly a decade, the area along 30th Street identified with its proximity to South Park Presbyterian Church. By 1925 the following businesses were found in the western node: South Park Market, South Park Garage, South Park Cleaners & Dyers, and South Park Cigar Store. After the 1920s, the "South Park" moniker was no longer used by any businesses, and the term "Hill Top" or "Hilltop" was used by a number of businesses through the 1940s. There was Hill Top Club Billiards (now Bike n Hike), Hill Top Athletic Club, Hill Top Shoe Repair, Straw's Hilltop Market (Sports Depot), Hilltop Confectionery (Pure Element), Hilltop Model Shop, Hilltop Shoe Shop (Sunshine's Performing Arts Studio), and Hill Top Tavern (Kavanaugh's).

The business area eventually settled into an eclectic blend of structures, some built for commercial purposes and others converted. The decade of peak construction in the College Hill area was the 1920s, although construction occurred from the 1900s through the 1960s. Just nine buildings date after 1970.

Businesses Over Time

The oldest existing family-owned business in College Hill is Mulkey's, which was founded in 1957, and by which time the area was known as "Uptown Rock Island." However, the names for Hill Top Tavern and Corner Tap predate even Mulkey's, going back to circa 1935 and 1950, respectively.

The retail history of the area is strong. Both the east and west sides were filled with grocery and meat stores, dry goods, confectioneries, shoe shops, garages, taverns, hardware, barber and beauty shops. Less common were restaurants and clothing, although the east node boasted two different theatres and a sheet metal works. By 1945, there was a radio service shop, and two television stores were established by the 1950's. The famous Lee's Place, known to generations of Augustana College students from 1950 through the 1990s, was Henry R. Doering's Tavern from the 1930s to 1950 and located on the southeast corner of 38th Street and 14th Avenue.

Only one structure in College Hill has received independent recognition for its historic architecture. The 1945 Skelly Service Station at 3801 14th Avenue is listed as one of Rock Island's 100 Most Significant Unprotected Structures.

From the 1970s to the 1990s, some structures in College Hill were demolished and franchise stores were constructed. These buildings do not share the distinctive and eclectic flavor of the historic business locations, but are integral to the vitality of the College Hill District.

Over the decades, the business mix has changed, and some of the buildings have been altered, demolished or newly established, but the mid-century sense of place remains.



Tri City Railway Car Barn, 5th Avenue & 31st Street, Rock Island (demolished in 1970s). Courtesy of Diane Oestreich.

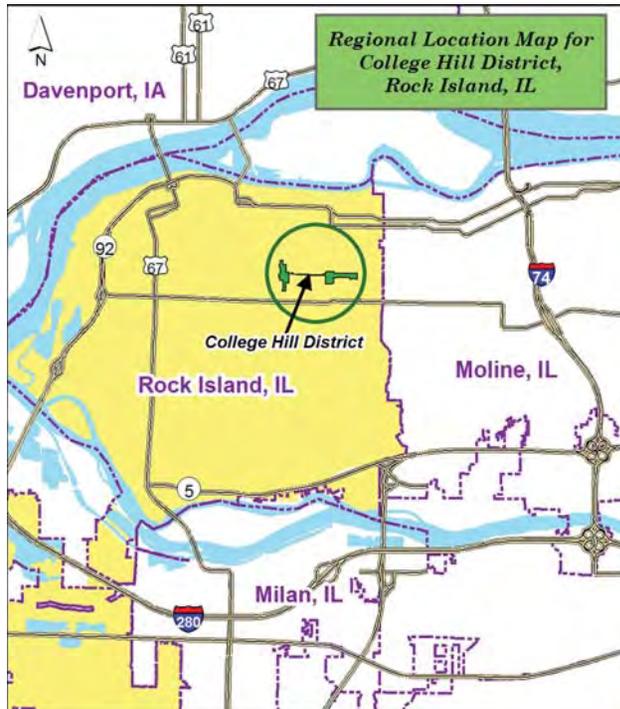


3900 block of 14th Avenue, south side. Courtesy of Augustana College Special Collections.



3801 14th Avenue, Skelly Service Station (historic name), is rare and portrays a design aesthetic from the high-style age of gas stations.

context



Architecture:

The structures in the western node are slightly older and have a heavier concentration of residential conversions. Architecturally, there is an overwhelming vernacular flavor. In the eastern node, the influences of post World War II modernistic architecture are more prevalent with the blond brick, aluminum windows and streamlined details.

WITHIN THE ILLINOIS QUAD CITIES, in the city of Rock Island, just south of Augustana College, and radiating from the intersections at 14th Avenue and 30th and 38th Streets, sits the College Hill District. The ratio of businesses between the east and west nodes is nearly equal, although the west node is oriented north-south and the east node is spread along an east-west axis.

Location & Setting

Traveling southward along the 30th and 38th Street arterials, the bluff tops out between 10th and 11th Avenues. Augustana College occupies about two-thirds of the real estate between these two arterials, from 5th Avenue to 12th Avenue. At 30th Street, the southernmost College Hill businesses touch the border of the college campus. Four blocks south of College Hill is the 18th Avenue business corridor, largely represented by the Hilltop Business Association. Physically, this corridor is dissimilar to College Hill with its wider streets, higher traffic volumes, automobile-oriented atmosphere and later construction dates.

The western node of the College Hill is located at 30th Street and 14th Avenue. Thirtieth Street is narrow, with two driving lanes and two parking lanes through the commercial heart. Businesses are concentrated along 30th Street. This node is bordered on the north by Augustana College and on the south by South Park Presbyterian Church at 15th Avenue. Residences infill all around the node, interrupted by a major ravine system about one block to the west, which inhibited completion of a 14th Avenue connection between 27th and 30th Streets until 1965. Fourteenth Avenue is the break between the unorganized neighborhood areas identified as College Circle and Hilltop.

The eastern node of the College Hill District is situated primarily along 14th Avenue from 37th

Street to the 42nd Street intersection. This commercial cluster is bordered by Horace Mann Park on the southeast and residences on the north, south and west. Significant nearby property features include Lincoln Park just north of 11th Avenue and Alleman High School, which stretches along 41st Street from 11th Avenue to the northern border of College Hill. Again, streets are narrow, promoting a pedestrian atmosphere.

KeyStone Neighborhood, an organized neighborhood association of approximately 700 households, claims borders from the Mississippi River to 14th Avenue and 38th Street to the Moline border. Hence, the north boundary of College Hill District's east node resides in the KeyStone Neighborhood.

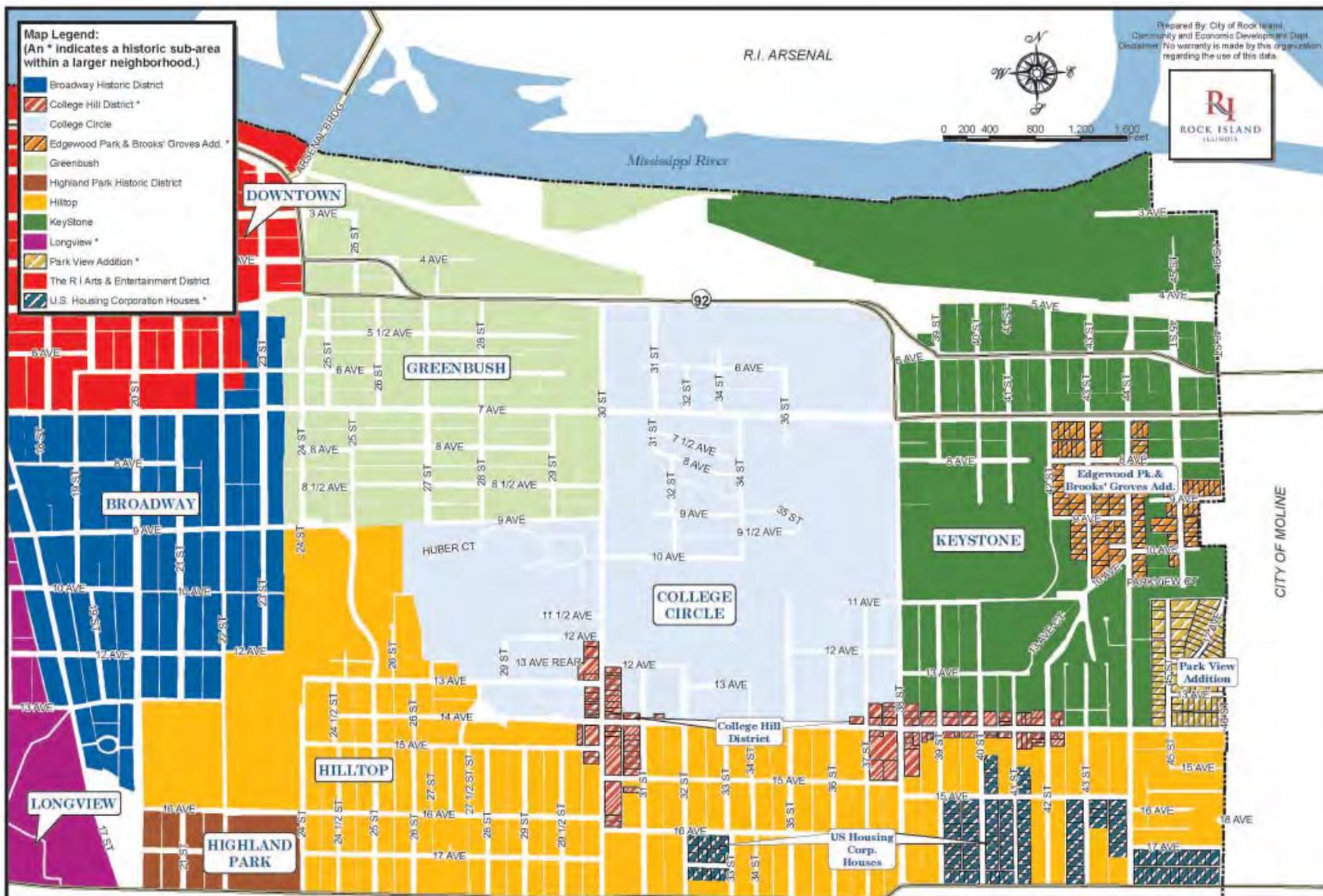
Structures

The buildings of College Hill are small with 44% of the businesses sized under 1,500 square feet. Fourteen percent of the businesses have under 1,000 square feet and 10% have more than 3,000 square feet.

The building profile is also diminutive, with just a handful of buildings exceeding one or one and a half stories. Another unique feature is the high number of businesses operating out of converted residential structures; they are one-third of the structures in the commercial district. Most of the structures crowd the public sidewalk in a zero lot line arrangement, with the exception of the residential structures, which are set back roughly 20 feet and have small front yards.

The area between the two nodes is six blocks of residential homes, largely built in the 1910s and 1920s. Architectural types include bungalow, four-square and vernacular.

neighborhood vicinity map



planning process



Planning isn't always serious. Denise Woolison, Carol & Bernie Klauer and Jennifer Prather yuck it up during one of the committee meetings.



Design & Promotion Committee members Johnna Adam, Mary Chappell, Doug Tschopp and Steve DePron debate the merits of branding.

SINCE THE EARLY 1990s, various Rock Island neighborhoods and commercial areas have undergone comprehensive planning efforts, but none were directed toward the College Hill District. However, plans that have influenced or impacted the College Hill District include:

- Rock Island Comprehensive and Future Land Use Plan (City of Rock Island - 1986)
- KeyStone Neighborhood Plan (City of Rock Island - 1996)
- Authentically Augustana (Augustana College - 2005)
- Rock Island Bikeways Plan (City of Rock Island - 2009)

Decision to Undertake Planning

In summer and fall 2010, Annette Zapolis of the newly established Cool Beanz Coffeehouse began to mobilize neighboring businesses to urge interaction and planning with the City. Simultaneously, strengthening the College Hill businesses was announced as a high priority during the annual goal setting for Rock Island City Council.

The Rock Island Community & Economic Development Department dedicated staff members from the Economic Development Division and the Planning & Redevelopment Division to coordinate a planning effort with the College Hill business owners. After early discussions with stakeholders, it was determined they wished for both a visionary planning effort and tools to help establish a successful and progressive permanent organization. A review of planning and organizational methods suggested that blending a traditional strategic planning effort with the structural framework of the National Trust Main Street program would fit the bill, and a process for the College Hill District Revitalization Plan was formed. The Rock Island Arts & Entertainment District is a Main Street Community, but during this

timeframe, the Illinois Main Street program was restructuring, making the addition of College Hill to the statewide program impossible. However, staff and stakeholders determined that the Main Street model to have considerable merit. Therefore, brainstorming topics, planning committees, and ultimately the College Hill District Organization were influenced by the Main Street model.

Brainstorming Ideas

Approximately 30 stakeholders participated in a brainstorming meeting on October 13, 2010, which also resulted in the selection of a formal name for the area, College Hill District. Participants brainstormed around the four Main Street tenets: Design, Promotion, Economic Restructuring, and Organization. Those ideas that received more than 10 voting points are listed below. Nearly all of these topics are directly addressed in the strategies outlined in this plan.

Design

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2. Entrance sign / banners..... 49
3. Parking 29
4. Landscaping 27
5. Planters / hanging baskets 19
6. Street standard signs..... 16
7. Trolley 14
8. Design standards / zoning changes 11
9. Sidewalk condition & appearance 10

Promotion

1. District branding..... 82
2. Cultural activities / street fests..... 44
3. Group advertising 35
4. Leveraging Augustana..... 27
5. Farmers market 15
6. Electronic media 14

Economic Restructuring

1. Upgrading underutilized properties..... 77
2. Professional assistance for exterior improvements..... 45
3. Business training 42
4. Funding mechanisms for home improvements in commercial areas 32
5. Faith-based partnerships..... 17
6. Funding mechanisms for targeted business incentives 16
7. Encourage business diversity..... 14
8. Augustana - demographic impact..... 13

Organization

1. Organizational structure 62
2. Outreach / communication / involvement ... 53
3. Firmly define boundaries 49
4. Connection to Hilltop Business Assn. 27
5. Priorities of goals 25
6. Employ a coordinator..... 14

Committee Work

Two committees, Promotion & Design and Economic Restructuring & Organization, were established to investigate relevant data and case studies from the ideas generated during brainstorming, and develop goals and strategies to achieve the ideas. The bulk of this planning document is the result of the analysis and prioritization that took place among these committees.

Visual Preference Survey

Despite the plethora of design elements suggested through brainstorming, preferences for the aesthetic branding of College Hill remained elusive. The eclectic nature of the buildings and storefronts did not point to a specific design trend. Ultimately, the planning committees decided to solicit the input of consultants experienced in urban design to guide stakeholders and nearby residents through a visual preference exercise.

The Lakota Group was hired to select visual images, organize the workshop and focus groups, prepare streetscape visualizations featuring College Hill, and issue conclusions in a report.

The purpose of the visual preference survey was to introduce concepts pertaining to community character related to streetscape and building facades and gauge stakeholder opinions regarding aesthetics of various elements and ideas. The survey was conducted at a public open house on September 29, 2011. The survey was given in the form of a PowerPoint presentation with electronic key pad polling to create an interactive process with instantaneous results. The interactive element was further enhanced by input from several scheduled focus groups.

Subsequent to the visual preference workshop, the College Hill District Organization Executive Committee discussed design elements expected to be regulated and potential methods for bringing the aesthetic ideals to reality.

Plan Review and Adoption

The draft plan was adopted by the College Hill District Executive Committee on February 27, 2012, and a preliminary review was conducted by stakeholders at a public meeting on March 26, 2012. A public hearing was held by the Planning Commission on April 2, 2013 and the Rock Island City Council adopted the final plan on December 2, 2013.



A focus group met at Mulkey's to discuss visual preferences and general opinions about College Hill District.



Planning Commissioner Diane Oestreich and Board of Zoning Appeals member Karen Williams bounce some ideas off Lakota Group consultant Scott Freres after the Visual Preference Workshop.

college hill district organization



Annette Zapolis addresses stakeholders after her election as the first College Hill District Organization president.



College Hill District Organization Executive Committee, February 27, 2012: Doug Tschopp, Jennifer Prather, Mary Chappell, Michelle Juehring, Dave Requet, Annette Zapolis, Steve Mapes, and Patricia Hansen.

THE COLLEGE HILL DISTRICT ORGANIZATION was formally organized in the middle of the College Hill District Revitalization Plan process. It was essentially one of the first implemented objectives of the plan.

On May 17, 2011, bylaws for the College Hill District Organization were adopted and officers were elected. The bylaws set up membership status, fees, and other standard organizational components. In early 2012, CHDO formally incorporated through the State of Illinois. The organization intends to pursue 501(c)(6) non-profit status. The first paid year of memberships began on July 30, 2012 with 19 members.

Objectives of the College Hill District Organization are to create a vibrant, growing, sustainable business and neighborhood community that enhances the quality of life for residents and visitors by transforming the College Hill District into a sustainable, mixed-use neighborhood through energized businesses.

Why Join?

Membership in College Hill District Organization will help achieve:

For Business Owners:

- Greater opportunity for growth;
- Co-Op advertising opportunities—CHD website, District map;
- Expanded customer base;
- Healthier business climate, less financial risk;
- Stronger voice for making changes or presenting concerns; and
- Guest speakers at organization meetings—improve business skills, public relations, advertising efforts, customer outreach.

For Property Owners:

- Stronger property values;
- Improved marketability of property;
- Stable, more dependable rental environment;
- Increased occupancy rates; and
- Promotion of available buildings for sale/lease to potential business owners/tenants.

For Community Partners:

- Improved quality of life in the community;
- Achievement of common goals; and
- New membership potential among new residents.

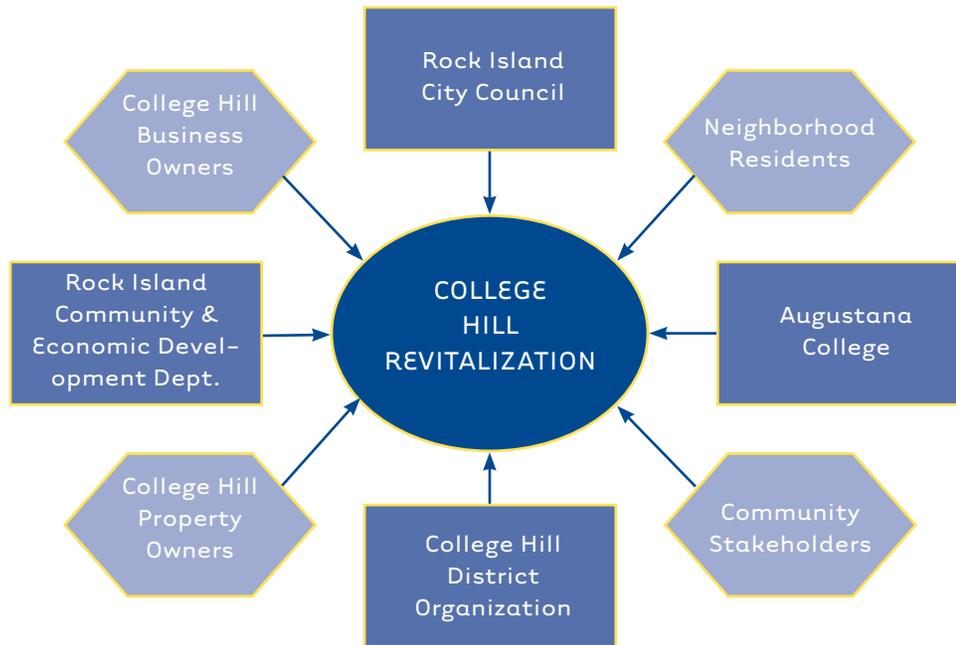
Those interested in College Hill District Organization membership should visit the membership page of the College Hill District website at www.collegehilldistrict.org.

collaborative decision-making

TO BE SUCCESSFUL over the next decades, the College Hill District Revitalization Plan paints a vision of the direction the College Hill District must take to succeed regionally, locally, and for individual business owners.

Public agencies, private institutions and individual business owners should use the College Hill District Revitalization Plan to guide decisions and actions that affect the form and function of College Hill. The plan provides a sound policy basis for citywide decision-making and strengthening College Hill's role in stabilizing the immediate neighborhoods and expanding business base. Reference this document for decisions large and small. Review the document to re-energize and re-center focus. Test new ideas against the elements of the plan and let the plan help to guide priorities.

The strategy framework outlined on the following pages present objectives that will help accomplish the mission and vision of College Hill. Implementing partners and time frames have been identified. The success of this plan is dependent on the willingness of the College Hill District Organization, City of Rock Island, Augustana College, independent business owners, community partners and neighborhood residents to implement this shared vision.



College Hill District stakeholders at the Plan Review Meeting, March 26, 2012.

vision & mission

This vision statement outlines what the College Hill District hopes to become. The mission statement relates purpose. It guides actions, spells out the overall goal, provides a path, and steers decision-making. It provides the framework or context within which the strategies are formulated. The positioning statement conveys the core values of the College Hill District and identifies whom the District wishes to impact. The tag line sums it all up with a catchy, memorable phrase.

Vision Statement

College Hill District is a vibrant, growing, sustainable business and neighborhood community that enhances the quality of life for residents and visitors.

Mission Statement

To transform the College Hill District into a sustainable mixed use neighborhood through energized businesses.

Positioning Statement

For residents and visitors who want a vibrant experience, College Hill District is an eclectic, walkable neighborhood that provides service with personal flair.

Tag Line

College Hill District. Eclectic Vibe. Neighborhood Businesses.

goals & strategies: vibrant & growing

Breaking down the vision statement, the brainstormed ideas of the stakeholders fell comfortably into categories to support the overarching vision.

“VIBRANT AND GROWING” relates to the ability of the College Hill District to project its image in a unified and appealing way, expand its market for both residents and visitors, and persuade customers to treasure College Hill for its collection of businesses, iconic events and appealing streetscape.

This will be accomplished through:

- Branding;
- Marketing materials;
- Neighborhood and niche markets;
- Business diversity;
- Special events;
- Visual preferences; and
- Design approach.



Tim's Corner, one of the College Hill District specialty businesses with a large market area, draws comic book enthusiasts from the entire region.

BRANDING: The power of a destination image.



Positioning Statement

A positioning statement is a written description of a positioning strategy. It defines the benefit of College Hill District's products and services to the customers and states how College Hill is different from the competition. A positioning statement becomes the foundation for all future communications.

College Hill District Positioning Statement

For residents and visitors who want a vibrant experience, College Hill District is an eclectic, walkable neighborhood that provides service with personal flair.

Why It's Important

People enjoy feeling the sense of community connected to their local business district. A unique image helps area residents identify with their neighborhood and attracts outside visitors.

Responding to Competition

Through training and materials available from the National Trust Main Street Center, traditional commercial areas have become more successful in developing identity, image and brand. In order to respond to competition, College Hill should do the following:

- Develop a vision for the district;
- Understand, in the clearest possible terms, what the district offers and what the marketplace desires;
- Gain consensus on the vision and the position of the district in the marketplace;
- Apply creativity to descriptive words, pictures, colors and graphics selected for use;
- Apply the product in every way that successfully and persuasively describes the look and feel of the College Hill District.

Benefits of Destination Branding

A destination brand can benefit the customer by increasing trust and confidence, saving time and effort, simplifying choices, associating positive feelings, and providing perceived added value and benefit. Achieving a destination brand looks at internal stakeholders, strengths and assets of the destination, performance of the destination area, communications and marketing, customers, competition, positive experience and trends. The College Hill Promotion & Design Committee conducted an extensive analysis, then aligned a position in keeping with the ideals expressed. Below are some of their findings:

CHD Strengths & Assets:

- Customer service with personal flair;
- Diversity of businesses in services and products;
- Adjacent to Augustana College and other Hilltop businesses;
- Moms and Pops with retro flair;
- Quaint and eclectic;
- Dense, walkable neighborhood business area;
- Family oriented businesses;
- Keeps and supports a community pulse; and
- Architecture.

What CHD Does Better Than the Competition:

- Possesses a hip wellness vibe with an eco-friendly twist;
- Is the most walkable commercial area in the Quad Cities;
- Provides excellent personal customer service; and
- Possesses an eclectic and unique visual appearance.

BRANDING: Continued.

Action Strategy (Completed are highlighted with blush)	1 Year	2 Years	3 Years	5+ Years	Lead* & Implementing Partners	Estimated Cost	Potential Funding Source	Success Benchmark
Goal: Set in place tools for “basic” destination branding.								
Implement the positioning statement: “For residents and visitors who want a vibrant experience, College Hill District is an eclectic, walkable neighborhood that provides service with personal flair.”	X				CHDO	\$0	No Cost	Insert on website and other appropriate materials.
Implement the tagline: “College Hill District. Eclectic Vibe. Neighborhood Businesses.”	X				CHDO	\$0	No Cost	Insert on website and other appropriate materials.
Utilize the colors cobalt blue and sunshine yellow on all CHD materials.	X				CHDO	\$0	No Cost	All materials color branded.
Adopt a logo developed by Augustana College professional staff for CHDO.	X				CHDO*; Augustana College	\$0	No Cost	Logo adopted by CHDO.
Create style standards for use of positioning statement, tagline, colors and logo on collateral materials and share with CHD members.	X				CHDO*; Augustana College	\$25	Memb. Fees	Style standards distributed to CHDO members.
Protect ownership rights for CHD brand tools, specifically the name, logo and tagline.	X				CHDO	\$200	Memb. Fees	Trademarks registered.
Create a reference sheet of CHD strengths and assets and distribute to membership.	X				CHDO	\$25	Private Donation	CHD Strengths & Assets sheet distributed to CHDO members.
Create a reference sheet of what the CHD does better than the competition and distribute to membership.	X				CHDO	\$25	No Cost	Reference sheet distributed to CHDO members.
Goal: Cultivate good media relations.								
Generate publicity through accurate, detailed and interesting news releases.	X	X	X	X	CHDO	\$0	No Cost	News release issued for each event.
Develop a media contact list.	X				CHDO	\$0	No Cost	List created.

BRANDING: Continued.

Goal: Periodically evaluate the relevance of CHD branding.								
Develop branding sub-areas for markets revealed through demographic and customer surveys.			X		CHDO	\$0	No Cost	Branding sub-area developed.
Evaluate the use and implementation of the basic branding tools.				X	CHDO	\$0	No Cost	Evaluation completed.
Goal: Merchandise the College Hill District brand.								
Identify potential uses and advantages of CHD merchandise, such as t-shirts, ornaments, truly unique items.		X			CHDO	\$0	No Cost	Evaluation completed.
Plan and finance a merchandising campaign.		X			CHDO	\$500	Memb. Fees	Merchandising campaign planned and financed.
Utilize special merchandise at special events.		X			CHDO	\$500	Memb. Fees	Special merchandise sold or distributed.



The first merchandise branding undertaken by College Hill District was the printing of goodie bags for multiple purposes. They were used as Welcome Bags for Augusta-na College freshmen during Move-In Day and again during College Hill-O-Ween.

MARKETING MATERIALS: The power of message.

Why It's Important

Electronic and print communication create opportunities for the College Hill District (CHD) to reach a broader audience more quickly. Successful communication from CHD will include an analysis of what the organization wants the message to accomplish, which will give purpose for the content and design. Equally important is to know the audience for the CHD message.

National Trust Main Street Center's Advice on Advertising Fundamentals:

- Place ads where they will reach the target market;
- Design ads that grab your target market;
- Make sure all participants are getting the word out;
- Produce eye-catching and high quality formats;
- Plan ahead for joint advertising and image advertising; and
- Transcend the traditional directory-type ads (add some sizzle, reflect on themes, etc.)



"Like" the College Hill District Facebook page and visit the website at www.collegehilldistrict.org.



MARKETING MATERIALS: Continued.

Action Strategy (Completed are highlighted with blush)	1 Year	2 Years	3 Years	5+ Years	Lead* & Implementing Partners	Estimated Cost	Potential Funding Source	Success Benchmark
Goal: Utilize assets of CHD in attracting new businesses and customers.								
Through electronic and print literature, promote the strengths and assets of CHD.	X				CHDO	\$0	No Cost	Placed on website and other materials.
Through electronic and print literature, promote what CHD does better than the competition.	X				CHDO	\$0	No Cost	Placed on website and other materials.
Goal: Develop attractive print promotional materials for CHD that have value to customers.								
Create an illustrated map of CHD, with a stylized, pencil-drawn or painted visualization of the buildings and a legend and synopsis of CHD businesses. Visually, the residential area along 14 th Avenue should be shown in some manner so people unfamiliar with the CHD are not confused about the distance between the east and west nodes. Also evaluate the inclusion of nearby walkable paths useful to customers.	X				CHDO*; Augustana College; CED Dept.	\$750	Current City Gaming	Promotional business map printed and distributed.
Promotional materials should carry an offer or discount beyond the norm. Never use the “business card” approach.	X	X	X	X	CHDO*; College Hill Business Owners	\$0	No Cost	Be unique in promotions each time.
Goal: Develop electronic promotional materials for CHD.								
Create a CHDO website targeted to existing and potential customers, but with a login portal for CHDO members.	X				CHDO*; Augustana College	\$300	Augie Donation; Other	Website created.
Create a Facebook page dedicated to CHD events or news, but not to be used for individual advertising.	X				CHDO	\$0	No Cost	Facebook page created.
Evaluate the need for an e-newsletter.		X			CHDO	\$0	No Cost	Evaluation completed.
Evaluate the need for a Twitter presence.		X			CHDO	\$0	No Cost	Evaluation completed.
Establish a promotion and event calendar on the website.	X				CHDO	\$0	No Cost	Calendar established.
Goal: Implement all promotional materials.								
Identify distribution methods for promotional materials.	X	X	X	X	CHDO	\$800/year	Private Donations; Memb. Fees	Promotions developed and materials distributed.

NEIGHBORHOOD & NICHE MARKETS: Analyze and act.

Why It's Important

Take advantage of a closely knit group of retailers and service providers through cooperative retail events (those who provide similar goods and merchandise), cross retail events (featuring businesses with products that complement one another), and niche promotions (target specific markets). Such coordinated promotions will expand market segment and result in reciprocal customers.

Group Retail Promotions

Businesses that share similar items should work together on promotions. It is also important for cooperative retailers to cluster a promotional event around an established holiday. For instance, the personal care services might coordinate "Love Yourself at Valentine's Day" with advertisements to pamper yourself, with a purchase at one store leading to discounts at cooperating businesses.

Cross retail promotions complement one another. College Hill retailers could devise events that build a shopping environment where one business directs customer traffic to a neighboring business. One tactic is cross retail promotions is to utilize seasonal merchandising.

By clustering products that appeal to a small target audience, College Hill business owners could further develop a niche. For instance, a participating merchant group targeting teens could include restaurants, bicycles shops, coffee houses, costume sales, comic book sales, sporting goods, sports drinks and hair cuts. Reciprocal promotional offers between these businesses is one way to build a niche market. The same principles could be applied to any number of niche markets, such as the immediate neighborhood, do-it-yourself home renovators or Augustana College staff.

Niche Business Concentrations in College Hill District:

1. Food
2. Hair/barber
3. Personal body services
4. Collectibles & antiques
5. Beverages
6. Home improvement
7. Hardware



Hilltop Headshop is just one of six barber and beauty shops in CHD. Add in the other "personal" service establishments, such as chiropractors and massage, and there is niche business concentration of 11 businesses. Above, owner Jennifer Prather and a customer.

"Crazy Collectors Gather in College Hill"

is an example of both a niche and cooperative retail promotion. College Hill District has five antique and collectible shops clustered in the west node and one in the east node.



Victorian-era antiques will be drawn to Estate of Grace (shown) or Vintage Rose Antiques.



Those interested in mid-century collectibles will browse at Fred & Ethel's (shown), JV'Stuff, Jackson's Antiques and Fabulous Finds.

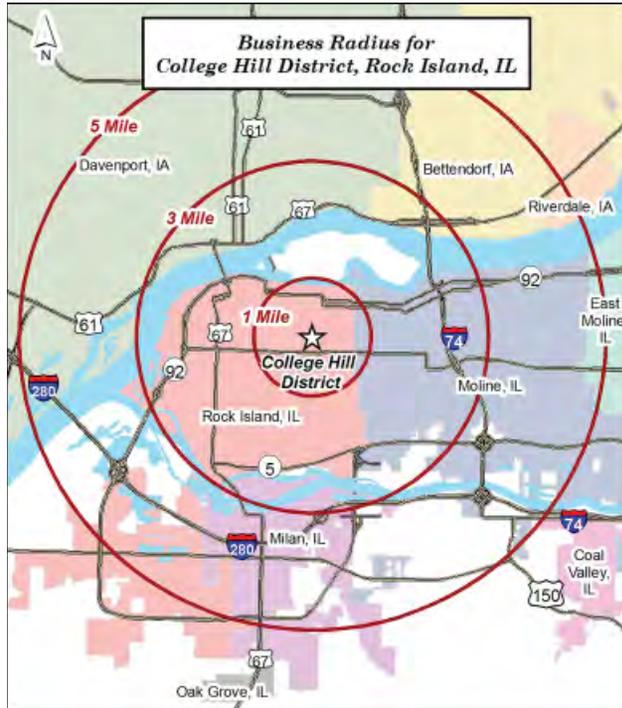
NEIGHBORHOOD & NICHE MARKETS: Continued.

Action Strategy (Completed are highlighted with blush)	1 Year	2 Years	3 Years	5+ Years	Lead* & Implementing Partners	Estimated Cost	Potential Funding Source	Success Benchmark
Goal: Analyze the demographics and potential markets.								
Pull relevant information from demographic sources, such as Augustana College Open Book and Claritas Site Demographic Reports for CHD businesses.			X		CHDO*; Augustana College; CED Dept.	\$100	TBD	Market demographic reports purchased and shared.
Craft survey tools for existing customers.			X		CHDO*; Augustana College; College Hill Business Owners	\$0	No Cost	Survey developed and implemented.
Develop market profiles using demographic and survey information.			X		CHDO*; Augustana College	\$0	No Cost	Market profiles developed.
Provide feedback on customer survey results to business owners so they can enhance in-store merchandising, displays, customer service, advertising, etc. to better correspond to the needs and expectation of customers.			X		CHDO*; Augustana College; College Hill Business Owners	\$0	No Cost	Customer survey results shared.
Establish periodic point-of-sale surveys to determine characteristics of customers, habits, market potential, customer service evaluation and more.				X	CHDO*; College Hill Business Owners	\$0	No Cost	Develop survey template for use by CHDO members.
Goal: Continue and enhance niche promotions.								
Carve niches out of the regional marketplace utilizing information from market surveys.			X		CHDO*; College Hill Business Owners	\$0	No Cost	Identify three niche markets for CHD businesses.
Create new promotional materials designed to attract identified niche markets.			X		CHDO*; College Hill Business Owners	\$500	Private Donations	Develop new promotion campaigns for three niche markets.
Promote similar retailers with a lighthearted theme that describes the merchandise category, such as "Crazy Collectors Gather Here" or "College Hill District Loves Avid Antiquers."		X		X	CHDO*; College Hill Business Owners	Budgeted in above strategy	Budgeted in above strategy	Implement cooperative promotion.
Cluster product promotions that appeal to a discrete audience (e.g. high school students).		X			CHDO*; College Hill Business Owners	\$500	Private Donations	Implement cluster promotion.

NEIGHBORHOOD & NICHE MARKETS: Continued.

Goal: Establish group retail promotions as a high priority for College Hill District.								
Establish twice-yearly cross promotion meetings for CHD businesses to share ideas for cooperative promotions.	X	X	X	X	CHDO*; College Hill Business Owners	\$0	No Cost	Twice-yearly meetings held.
Create a promotional event that would tie individual businesses together, with community people going from business to business.		X			CHDO*; College Hill Business Owners	\$500	Memb. Fees; Private Donations	Event launched.
Concentrate group retail promotions during months characterized by slower business, probably September, August and April.	X		X	X	CHDO*; College Hill Business Owners	\$500	Private Donations	Group retail promotion organized every other year.
Avoid discount-based retail promotion events and instead focus on CHD strengths related to customer service, business diversity, etc.	X				CHDO*; College Hill Business Owners	\$0	No Cost	Philosophy solidified within membership and promotions committee.
Cluster cooperative promotions around established holidays or seasonal merchandising (i.e. have the CHD personal services businesses jointly promote "Love Yourself at Valentine's Day").	X	X	X	X	CHDO*; College Hill Business Owners	\$300	Private Donations	Seasonal promotions held twice each year.
Devise reciprocal promotional events that can build a shopping environment where one CHD business directs customers to a neighboring business (i.e. when a team purchases uniform shirts from Sports Depot, they receive \$1 off coupons for comic books at Tim's Corner).	X	X	X	X	CHDO*; College Hill Business Owners	\$0	No Cost	Facilitate two reciprocal promotions each year.
Run a slow-month promotion that rewards individuals who shop heavily in CHD, where CHD business receipts are returned for prizes.		X			CHDO*; College Hill Business Owners	\$200	Memb. Fees	Promotion implemented.
Goal: Evaluate the success of group retail promotions of all kinds.								
Establish a list of criteria to evaluate the success of CHD group retail promotions or the business aspects of special or community events.	X				CHDO*; CED Dept.	\$0	No Cost	Evaluation tool created.
Within one month of any special event or group retail promotion, evaluate the success of the event.	X	X	X	X	CHDO	\$0	No Cost	Each event evaluated in a timely fashion.

BUSINESS DIVERSITY: The benefit of entrepreneurship.



Studying demographics and consumer habits in one, three and five mile radii will help CHD business owners.

Why It's Important

Diversity contributes to a business climate that responds and adapts to a changing economy. Diversity can ensure that College Hill will draw customers with varying needs for products and services.

Building & Business Inventory

Two components were inventoried during the planning process - the businesses and the buildings. The Business Inventory included information related to years at location, business type, price point, days of operation, hours of operation, busiest hours, busiest months, type of business traffic, number of employees, and media and advertising used. The Building Inventory maintains information about construction dates, building type, conversion, square footage estimate, window displays, and signs. Both inventories are summarized in the appendix.

Demographics, Spending Patterns & Sphere of Influence

Over the next five years, population within one mile of College Hill District is expected to decline an average of 2%. The median age is projected to be 36 years old. The per capita income for the area within one mile of College Hill District is about \$5,000 less than the United States as a whole. It is notable that Augustana College's student population is within the one-mile sphere of influence. Similar demographic statistics and projections are available for radii expanding three and five miles from College Hill. See the appendix.

Consumer spending patterns are useful to determine which goods and services families within 1, 3, and 5 miles are spending their income. The charts in the appendix will also relate which expenditures are expected to grow by 2015. Today, College Hill neighbors are spending a proportionately higher percentage of their income (more than 2%):

- | | |
|----------------------------|-------------------------------------|
| 1. Vehicle purchase | 10. Sports and recreation |
| 2. Housing/utilities | 11. Alcoholic beverages |
| 3. Food away from home | 12. Smoking products/services |
| 4. Prescriptions | 13. Prepared foods |
| 5. Medical Services | 14. Contributions |
| 6. Gasoline | 15. Women's apparel |
| 7. Education | 16. Personal care products/services |
| 8. Auto maintenance/repair | 17. Meat |
| 9. Travel | |

The top growth areas for consumers within one mile of College Hill are expected to be:

- | | |
|--|---------------------------------|
| 1. Computers, software and accessories | 10. Girl's apparel |
| 2. Boats and recreation vehicles | 11. Women's apparel |
| 3. TV, radio, sound equipment | 12. Major appliances |
| 4. Photographic equipment | 13. Smoking products/supplies |
| 5. Sports and recreation | 14. Small appliances/housewares |
| 6. Boy's apparel | 15. Furniture |
| 7. Infant apparel | 16. Medical services |
| 8. Footwear | 17. Misc. household equipment |
| 9. Men's apparel | 18. Household textiles |

BUSINESS DIVERSITY: Continued.

Retail Gaps Mean Entrepreneurial Opportunity

As part of the planning process, the Rock Island Community & Economic Development Department paid for a service to review demographics, consumer spending patterns and gaps in retail services. In essence, neighborhood residents are spending on the following types of retail, but going far outside the College Hill District market area for those goods. The complete opportunity gap analyses are available in the appendix.

- Specialty foods
- Sporting goods
- Florists
- Home furnishings
- Electronics and appliances
- Computers and software
- Optical care
- Clothing
- Shoes
- Jewelry
- Specialty hobbies
- Novelties and gifts

Action Strategy (Completed are highlighted with blush)	1 Year	2 Years	3 Years	5+ Years	Lead* & Implementing Partners	Estimated Cost	Potential Funding Source	Success Benchmark
Goal: Manage business inventory.								
Maintain the Business & Building Inventory to determine membership needs and available space for new businesses.	X	X	X	X	CED Dept.*; CHDO	\$0	No Cost	Inventory updated on continual basis.
Review business inventory to determine gaps in retail offerings, restaurants, and other products and services. Utilize Claritas Retail Gap reports to assist with this review.			X		CED Dept.*; CHDO	\$0	No Cost	Analysis completed.
Monitor types of business incentives and other assistance programs/opportunities available to CHD businesses.			X		CHDO*; CED Dept.	\$0	No Cost	Monitoring completed.
Develop and maintain Business Recruitment Kit to target specific businesses and markets.			X		CHDO*; CED Dept.	\$25	Private Donation	Recruitment tool compiled.
Evaluate and publicize economic progress taking place in CHD (e.g. renovations, private investment, new jobs, new businesses).		X		X	CHDO	\$0	No Cost	Evaluation completed and news release issued.
Maintain contact with influences (e.g. realtors, officials, SCORE, SBDC, Chamber, DAR!) regarding business development efforts, changes.	X	X	X	X	CHDO	\$0	No Cost	Two professionals invited each year to visit with CHDO.

SPECIAL EVENTS: The power of community connection.



A special event that has taken place for many years in CHD is the Christmas Walk. Businesses stay open for an evening of carols, cocoa, shopping and Santa. He looks right at home among the antiques at Vintage Rose.



Alleman High School sporting events at their own campus and Augustana College bring hundreds of potential customers to the College Hill area weekly. Harris Pizza might extend offers on game nights to entice some to stay in the vicinity. Others might want to try Friday night "Late Night Coffee & A Comic" as a special cross promotion with Tim's Corner and Cool Beanz.

Why It's Important

Special events are a way for CHD to strengthen its connection to the community, introduce businesses to new sets of customers, generate publicity and goodwill, and raise funds for charitable causes or CHD operations.

Community Event Planning

A basic event planning checklist will make sure an event stays focused and activities are arranged in a timely fashion. A community event planning team is usually comprised of people in charge of the following activities: overall event, logistics, program/agenda, fundraising/sponsors, media/promotion, space, equipment, food, setup/takedown, traffic, speaker/entertainment, and budget.

Destination places comprised of multiple businesses should set event goals, and those goals should take into consideration the needs of different types of businesses. Business district events should always have objectives to grow business and introduce new customers, even if the activity is a general benefit or entertainment for the wider community.

It is important to note studies have shown promotional events alone rarely change established consumer behavior patterns. Strategically, any special event should have coordinated, consumer-oriented advertising and promotions to reinforce the feelings and images created from the community event.

Measure the event's potential to support the image of College Hill District.

It is not necessary for events to appeal to only one target market. At times, it may be appropriate to stage events that will combine multiple market segments. To ensure target market segments attend an event, create activities that will appeal especially to them. However, be prepared to accept that some market segments should not be part of the event mix.

The Promotion & Design Committee brainstormed new event ideas.

Let them know your favorites!

- **St. Patrick's Day** (in conjunction with Kavanaugh's)
- **Flag Day** (multi-cultural event with the potential to host a different culture at each venue, displaying different flags; coordinate with "taste of..."; music from different countries)
- **Oktoberfest** (large number of people of German descent in immediate area around CHD; feature ribs & kraut at restaurants; polka contest; heritage and cultural activities)
- **Sporting event** (incorporating running or sprints)
- **Battle of the Bands**
- **Nerdfest** (key off Tim's Corner, high-tech businesses and Augustana College)
- **Pizza Throw Down** (among CHD pizza places; work in creative ways to link other CHD businesses)
- **Art Stroll**
- **Scooter Rally** (like Scooter Sturgis; bring collectible scooters and bicycles; focus on alternative modes of transportation)

SPECIAL EVENTS: Continued.

Action Strategy (Completed are highlighted with blush)	1 Year	2 Years	3 Years	5+ Years	Lead* & Implementing Partners	Estimated Cost	Potential Funding Source	Success Benchmark
Goal: Create community events that build value for all participants.								
Set goals and objectives for each event.	X	X	X	X	CHDO	\$0	No Cost	Promotion Committee sets goals.
Identify target audience(s) for each event.	X	X	X	X	CHDO	\$0	No Cost	Promotion Committee identifies target audience.
Create a secondary focus on community service or entertainment.	X	X	X	X	CHDO	\$0	No Cost	Focus identified for each event.
Enhance events with music.	X				CHDO	\$0	No Cost	Establish one music event and evaluate.
Goal: Focus on events that bring people to the businesses at College Hill District.								
Prioritize events that bring new customers while not inconveniencing established customers.	X		X	X	CHDO	\$0	No Cost	Focus one event every other year on "new" customers.
Coordinate judiciously on scheduling special events to eliminate competition with large events in downtown Rock Island and Moline.	X				CHDO	\$0	No Cost	Events scheduled.
Goal: Plan events using solid techniques.								
Create an event planning checklist. Include goal, target audience(s), committees involved, entertainment, logistics, publicity, schedule and budget.	X				CHDO*; CED Dept.	\$0	No Cost	Checklist created.
Create goals for each event tied to target markets.	X	X	X	X	CHDO	\$0	No Cost	Goals identified for each event.
Explore ways Quad Cities Convention & Visitors Bureau can assist with special events.	X	X	X	X	CHDO	\$0	No Cost	QCCVB contacted for each event.
Select event dates and themes early in the calendar year.	X	X	X	X	CHDO	\$0	No Cost	Events scheduled.
Bring in City's Health Inspector to discuss the requirements for food at festivals.	X				CHDO*; CED Dept.	\$0	No Cost	Discussion held.
Determine requirements for blocking streets and special needs for arterial corridors near fire stations.	X				CHDO	\$0	No Cost	Requirements cleared.

SPECIAL EVENTS: Continued.

Consider membership capacity when determining the number and type of events to sponsor.	X	X	X	X	CHDO	\$0	No Cost	Considered for each event.
Keep records through special event binders to be shared from year to year.	X				CHDO	\$0	No Cost	Binder created.
Follow the National Main Street Center's "Five Essentials of a Good Festival".		X			CHDO	\$0	No Cost	Standards applied to large event.
Goal: Evaluate the success of each event through measurable achievements.								
Create a form for new special event proposals that must be submitted to the CHD Executive Board.	X				CHDO	\$0	No Cost	Form created.
Build on the success of the Halloween walk.		X			CHDO	\$0	No Cost	Annual event is enlarged and expanded.
Sponsor two large events in each calendar year.	X	X	X	X	CHDO	\$1,200	Current City Gaming; Memb. Fees	Two events held.
Consider new special event ideas (see p. 28).			X		CHDO	\$0	No Cost	New event launched.
Goal: Connect to existing Rock Island special events.								
Attach activities to the Flea Market at South Park Presbyterian Church.		X			CHDO	\$100	Private Donations	Coordination implemented.
Assign members to connect regularly with Augustana College, Alleman High School, RIHS, The District, schools, etc. to match potential special event offerings.	X				CHDO	\$0	No Cost	Assignments made.
Goal: Start a small Farmers' Market and "grow" organically.								
Start with a simple fruit stand.		X			CHDO	\$300	Vendor Fees	Implemented.
Eventually expand into Wellness Fair.			X		CHDO; College Hill Business Owners; Neighborhood Residents	\$500	Private Donations	Implemented.

National Main Street Center's "Five Essentials of a Good Festival"

- Music
- Food
- Overlapping activities
- Appeal to all ages
- Something free

VISUAL PREFERENCES: The power of pretty.

Why It's Important

Memorable places are those that have character. In College Hill District, the streetscape and building facades will make the space unique and foster an authentic awareness of human attachment and belonging. Solidifying and enhancing the core sense of place in College Hill District is the aim of visual aesthetic objectives.

Aesthetics & Regulations

Zoning codes were first adopted in the U.S. in the 1920s and have been in Rock Island since the 1940s. Appearance codes first made a debut on the national stage in the 1970s. Rock Island has had historic landmark and district review since 1984. By the 1990s, Rock Island put a riverfront overlay district in place to review limited design aesthetics in the Rock and Mississippi riverfronts and the commercial areas that bounded them.

Appearance or community character codes can be implemented in a variety of ways. The CHD Promotion & Design Committee reviewed form based codes, design standards, design guidelines, mixed design review, conservation districts and overlay districts to come to recommendations outlined in the action strategies.

Design Standards

The Design Committee determined that purely discretionary design guidelines were unlikely to result in movement toward a specific College Hill design aesthetic or result in compliance with identified design preferences unless linked to an incentive. Ultimately, the group felt the stand alone design standards were the optimal choice for aesthetics regulations because building alterations could be reviewed by the Preservation Commission or some other Council-appointed board. Appeals could be managed by Rock Island City Council rather than the Board of Zoning Appeals and enforcement could take place through the Rock Island County Municipal Code Enforcement System (MUNICES). The committee also felt CHD business owners would feel uncomfortable passing judgment on fellow business owners, so an impartial board, like the Preservation Commission which has experience in design review, could be utilized but add two CHD representatives when considering CHD cases. After looking at design standards examples from other communities and reviewing the elements of the Visual Preference Survey, the group determined the types of building and site elements that would be reviewed. See the yellow box on the right. An ordinance would need to be prepared and adopted.

Visual Preference Survey

Design elements were high-ranking ideas in the brainstorming session that kicked off the College Hill District planning process. However, as these elements were discussed by the Design & Promotion Committee, no unifying theme or direction emerged. Given the eclectic nature of the buildings and businesses, plus the scattered design discussion, it was determined to conduct a Visual Preference Survey similar to that undertaken in the New Old Chicago planning process in 2005. The Lakota Group was hired to conduct the survey, which is included in the appendix. A quick take-away from the Visual Preference Survey was that stakeholders want to see improved streetscapes and building facades, but with some restraint on design elements. As the design standards are developed, the preferences will be reviewed in their application to specific building and streetscape elements.

Design Standards Ordinance

The CHD Organization believes purely discretionary design guidelines will not be effective in implementing an overall CHD design aesthetic or result in adherence to design preferences. A proposed ordinance would review the following:

Site

- Setbacks for new construction
- Site landscaping
- Parking lots
- Living Alley building orientation

Building elements

- Height, bulk and area of buildings
- Style
- Materials
- Wall articulation/fenestration (void spaces)
- Storefront location / function
- Orientation to street, not side parking lots
- Windows

Landscape

- Plant containers

Streetscape

- Hardscape palette, materials
- Paving materials, inlays
- Street furniture
- Lighting
- Entry features
- Living Alley
- Banners
- Wayfinding signs
- Curb breaks
- Kiosks
- Outside seating barriers
- Fencing

Business Signs

- Location
- Type / character
- Size
- Materials
- Illumination
- Window advertising signs
- Temporary sign duration

VISUAL PREFERENCES: Continued.

The College Hill District Visual Preference Survey & Report, completed by The Lakota Group, contributed greatly to this section of the College Hill District Revitalization Plan. The full report is available in the appendix.



A street decal is a relatively inexpensive entry feature option in the space-challenged College Hill District intersections that would effectively link the east and west nodes. Source: The Lakota Group.



College Hill District visualization participants liked a more modest streetscape, with over-designed options less preferred. This image of the 4100 block of 14th Avenue ranked higher than one that included sidewalk pavers, bump outs and umbrella seating.

Living Alley

Goals related to walkability, linking Augustana College to CHD businesses, improving visual appeal, adding parking, and sustainability all merge with the idea of a Living Alley. In addition, alleys are seen as new ways to enliven commercial districts across the country. It is the hope that a Living Alley improvement can be a signature design element for College Hill District where people and cars share space, and a previously neglected area can become a common front yard for public use and enjoyment.

A Living Alley would be a long-term capital project aspiration and would need to be supplemented with state or federal grant funds, probably based in sustainability or multi-modal transportation. Linden Living Alley in San Francisco is the model. In College Hill, the first phase would be implemented in the alley between 30th and 31st Streets and 12th and 14th Avenues (see illustration on p. 36). Phase 2 would be the alley directly south between 14th and 15th Avenues.

Chicken or Egg Dilemma: Estimating Costs & Funding Sources for Visual Preferences

The dilemma of which comes first deeply impacts this section of the College Hill District Revitalization Plan. Without a permanent dedicated funding source (see p. 39), it is difficult to realize expenditures for visual enhancements. However, the establishment of rough cost estimates will be helpful to determine the level and type of funding College Hill District will require to design improvements. In some instances, further strategy action implementation needs to take place before costs can be realistically estimated. For instance, the “family” of street furniture, which can have a wide variance in cost and customization, will need to be determined by the Design Committee before cost estimates on planters, trash receptacles, bike racks, etc. can be undertaken.

The Design Committee is expected to finalize visual enhancement objectives over the next 18 months, including decisions on a “family” of streetscape elements and the location of those elements. Some low-cost items will be more immediately implemented, and when possible estimates were provided for visual enhancements expected to take place in the next two years. In the meantime, the Economic Restructuring Committee will more closely evaluate funding mechanisms. Communication between the two committees, College Hill property and business owners, and Rock Island City Council will be essential to implement desirable visual enhancements at an acceptable cost.

VISUAL PREFERENCES: Continued.

Action Strategy (Completed are highlighted with blush)	1 Year	2 Years	3 Years	5+ Years	Lead* & Implementing Partners	Estimated Cost	Potential Funding Source	Success Benchmark
Goal: Identify a shared community vision for the physical appearance of College Hill District.								
Guided by the tabulated results of the Visual Preference Survey, utilize the CHD Design Committee to select a “family” of streetscape elements and furniture, including benches, trash receptacles, bike racks, and planters.	X				CHDO*; CED/PW Depts.; City Council	\$0	No Cost	Streetscape design elements selected.
Guided by Visual Preference Survey results, utilize the CHD Design Committee to select a “family” of streetscape signage, including street signs, wayfinding, kiosks and gateways.	X				CHDO*; CED/PW Depts.; City Council	\$0	No Cost	Signage designs selected.
Visually brand the CHD through repeated use of logo and colors in streetscape elements.	X				CHDO*; CED/PW Depts.; City Council	\$0	No Cost	Logo and colors used in designs.
Remove diseased trees or trees that have been “topped” and detract from the overall streetscape, including those along the residential portion of 14th Avenue.			X		CHDO*; CED/PW Depts.; City Council	TBD after tree survey	Annual City Tree Contract	Trees trimmed or removed.
Improve exterior building elements, storefronts and signage to enhance community character through facade programs and establish design standards.	X				CHDO*; CED/PW Depts.; City Council; College Hill Property Owners	TBD	Current City Gaming	Design standards created and distributed.
Goal: Implement the community’s preference for visual enhancements regarding streetscape and building facades.								
Add new street trees in tree grates for CHD sidewalks that are 11 feet or wider. Trees should be spaced 25 to 30 feet apart, appropriate species for the urban environment, and not interfere with business visibility.			X		CHDO*; CED/PW Depts.; City Council; College Hill Property Owners; Neighborhood Residents	TBD	TBD	Trees installed where appropriate.
Develop a banner design based on the new College Hill District logo to be applied to existing light poles in the business area.	X				CHDO*; CED/PW Depts.; City Council	\$4,500	Current City Gaming; Possible City Labor Donation	Banners installed.
Add seasonal foliage and color with Visual Preference Survey results regarding hanging baskets, planters and window boxes.		X			CHDO*; CED/PW Depts.; City Council; College Hill Property Owners	TBD	Current City Gaming	Seasonal foliage plan created and plantings installed.
Add street furniture, street signs, kiosks, window boxes, hanging baskets and public art to CHD.			X		CHDO*; CED/PW Depts.; City Council; College Hill Property Owners	TBD	TBD	Items installed.

VISUAL PREFERENCES: Continued.

Goal: Determine strategies for visually linking the District's two major nodes/intersections.								
Paint an identical intersection decal with the CHD logo on 14th Avenue at 30th and 38th Streets.	X				CHDO*; CED/PW Depts.; City Council	\$4,000	Current City Gaming	Decals installed.
Extend College Hill District banners through the residential portion of 14th Avenue between the east and west nodes.			X		CHDO*; CED/PW Depts.; City Council	\$2,500	TBD; Possible City Labor Donation	Banners installed.
Add moveable planters at regular intervals or concentrated at intersections on 14th Avenue between the two nodes. Fill the planters with the distinctive foliage standard in CHD for that season.			X		CHDO*; CED/PW Depts.; City Council; Neighborhood Residents	TBD	TBD	Planters installed.
Add the CHD "family" of wayfinding signs and street signs between the two nodes.			X		CHDO*; CED/PW Depts.; City Council	TBD	TBD	Signs installed.
Add new trees in the 14th Avenue right-of-way between nodes.				X	CHDO*; CED/PW Depts.; City Council; Neighborhood Residents	TBD	TBD	Trees planted.
Goal: Situate College Hill visual enhancements for long-term capital improvements.								
Consider developing a gateway plaza/pocket park space on the southwest corners of 14th Avenue at 30th and 38th Streets, which are the main vehicular entrance points to CHD. Coordination and cooperation with Happy Joe's and Autozone property owners is essential.				X	CHDO*; CED/PW Depts.; City Council; College Hill Property Owners	TBD	CHD Allocation Fund	Gateways installed.
Install decorative pavers at all intersections in CHD.				X	CHDO*; CED/PW Depts.; City Council	\$272,000	TBD	Intersection pavers installed in CHD.
Consider burying power lines and other above grade utilities.				X	CHDO*; CED/PW Depts.; City Council	TBD	CHD Allocation Fund	Utilities buried.
Add new pedestrian and roadway lighting in CHD and through the 14th Avenue link.				X	CHDO*; CED/PW Depts.; City Council	TBD	CHD Allocation Fund	Decorative lighting installed.
Install new sidewalks with inlay features throughout CHD and along the 14th Avenue link.				X	CHDO*; CED/PW Depts.; City Council	TBD	TBD	Sidewalks installed.
Extend decorative intersection pavers along the residential portion of 14th Avenue.				X	CHDO*; CED/PW Depts.; City Council	\$258,000	TBD	Intersection pavers installed along 14 th Avenue residential link.

VISUAL PREFERENCES: Continued.

Goal: Create a “Living Alley” east of 30 th Street and north of 14 th Avenue.								
Seek grant funds to support sustainable ideas of “Living Alley” while reinforcing the eclectic brand of CHD.			X		CHDO*; CED/PW Depts.; City Council; Augustana College	\$0	No Cost	Grant(s) secured.
Improve the connection to Augustana College through physical and visual enhancements.				X	CHDO*; CED/PW Depts.; City Council; Augustana College; College Hill Prop- erty Owners; Neighborhood Residents	TBD	TBD	Living Alley constructed with attractive and sustainable design choices.
Provide safe pedestrian and bicycle routes.				X	CHDO*; CED/PW Depts.; City Council	TBD with engineering design	TBD	Pedestrian and bike lanes installed in alley.
Goal: Implement a unified vision for exterior building elements, storefronts, business signage and streetscape to enhance community character.								
Regulate private and public property design aesthetics through a new College Hill District design standards ordinance. Establish design review through the experienced Rock Island Preservation Commission, but add two representatives from College Hill District Organization for CHD projects. Implement a stage for administrative review, with appeals going to Preservation Commission and then Rock Island City Council, with enforcement through the Rock Island County Municipal Code Enforcement System.	X				CHDO*; CED/PW Depts.; City Council; College Hill Property Owners	\$0	No Cost	Design standards ordinance adopted.
Develop a “model block” within CHD, preferably at a key intersection, to concentrate enhancements, introduce the standard of development expected in the future and create an immediate, noticeable impact.			X		CHDO*; CED/PW Depts.; City Council; College Hill Property Owners	\$40,000	CHD Allocation Fund	Model block completed.



A "Living Alley" is conceptualized just north of 14th Avenue and east of 30th Street, linking CHD to Augustana College. Note the bike paths, unifying signage, copius landscaping, painted utility poles and permeable pavers to enhance stormwater control. Businesses on 30th Street could enlarge and enhance rear parking areas and add primary entrances along the alley. Source: The Lakota Group.

goals & strategies: sustainable businesses

The key to revitalization of the College Hill District cannot only be about image, marketing and visual vibrancy. There must also be a commitment to improving the foundation of solid business operations. In the day-to-day challenge of running a small business, it is easy to overlook the importance of traffic counts, parking, property function and appearance, improving business practices and business enrichment. The College Hill District Organization will play a key role in solidifying this founda-

A COMMITMENT TO “SUSTAINABLE BUSINESSES” really means two things. One, the College Hill District Organization will promote and conduct practices that enhance the business atmosphere of existing retail and service operations. The longevity of many CHD businesses is a building block. These eclectic businesses, and many more, have been going strong for decades: Tim’s Corner Comics, Happy Joe’s Pizza, Mulkey’s and Jackson’s Antiques.

Second, the College Hill District Organization is committed to the more modern definition of “sustainable,” which means to meet the needs of current businesses and residents without compromising the needs of future businesses and residents. This intersection of environment, social and economic needs is the heart of a sustainable business climate in an urban neighborhood.

Sustainable practices will be addressed through an emphasis on:

- Membership outreach and communication;
- Funding mechanisms;
- Business enrichment;
- Eradicating underutilized properties;
- Parking;
- Traffic and transportation; and
- Walkability.



Steve DePron, owner of Bike-n-Hike, gives his customers a feast for the eyes the minute they walk in the door. Are those model airplanes, vintage signs and antique bikes among the well-displayed merchandise?

MEMBERSHIP OUTREACH & COMMUNICATION: Collective.



Why It's Important

Branding College Hill District as a destination retail area takes commitment from the collection of business and property owners. Aristotle's phrase that the whole is greater than the sum of its parts rings true when trying to attract new businesses, new customers, City capital funds, facade improvement assistance, and sponsored business education seminars. Pursued individually, a single business is far less likely to receive this type of attention. Acting collectively makes College Hill a place to visit and an organization with influence.

Franchise businesses are part of College Hill, and recruiting these larger operations with big footprints in the area will be a priority. Working within standardized marketing and signage restrictions means less flexibility for some managers.

Action Strategy (Completed are highlighted with blush)	1 Year	2 Years	3 Years	5+ Years	Lead* & Implementing Partners	Estimated Cost	Potential Funding Source	Success Benchmark
Goal: Recruit businesses to be part of College Hill District Organization.								
Develop Membership Kit for recruitment of new CHDO members.	X				CHDO	\$25	Private Donation	Kit created.
Identify membership benefits.	X				CHDO	\$0	No Cost	Membership benefits publicized.
Layer events and promotions with incentives for College Hill District Organization members without neglecting potential members.	X				CHDO	\$0	No Cost	Create promotions that highlight members and non-members.
Goal: Develop materials to reinforce brand.								
Create depository for data collected from CHD surveys, Augustana College Open Book, and relevant demographic sources.		X			CHDO*; CED Dept.; Augustana College	\$0	No Cost	Depository created.
Utilize data to reinforce CHD brand in the development of all communications; including all types of marketing materials, such as flyers, informational brochures, website, Newsletters, Facebook, Twitter, press kit, etc.		X			CHDO	\$0	No Cost	Brand reinforced.
Provide CHDO members with basic talking points to use when discussing the organization to all outside parties.	X				CHDO	\$0	No Cost	Talking points distributed.

FUNDING MECHANISMS: The power of money.

Why It's Important

Many of the opportunities outlined in this plan document involve cash flow to achieve. In the long-term, some objectives will be difficult to accomplish without dedicated funding sources. The Economic Restructuring Committee of the College Hill District is dedicated to the goals of this section.

Funding Mechanism Types

The Economic Restructuring Committee reviewed potential funding mechanisms with officials from the City's Community & Economic Development Department. These included Tax Increment Financing, Special Service Area, Business Improvement District, Enterprise Zone, Gaming Funds, Community Development Block Grant, Private Foundations, Program Incentives and Negotiated Incentives. Some funding mechanisms have already been established, such as the City's Façade Improvement Program, and may be utilized in the College Hill District.

Probably the least familiar of these funding mechanisms is the Special Service Area (SSA), which is regulated by state law. An SSA is a contiguous area within a municipality in which special governmental services are provided in addition to those services provided generally. The cost of the special services are paid from the revenue collected from taxes levied or imposed upon property within that area. Business Improvement Districts are similar, but utilize sales tax for retail and services. See the appendix for a detailed explanation of potential funding mechanisms.



Transforming the southwest corner of 30th Street and 14th Avenue to an entry focal point will take funding and design commitment. Above is the "before" image and below is the visualization provided by The Lakota Group.



Action Strategy (Completed are highlighted with blush)	1 Year	2 Years	3 Years	5+ Years	Lead* & Implementing Partners	Estimated Cost	Potential Funding Source	Success Benchmark
Goal: Determine Funding sources to support the College Hill District Revitalization Plan.								
Secure program start-up funds to support organizational efforts (e.g. memberships dues, allocations).	X				CHDO*; City Council	\$0	No Cost	Membership dues and City allocation secured.
Review funding options to support specific projects (e.g. special events, buy a tree, park bench, banner, etc.).	X				CHDO*; CED Dept.; City Council	\$0	No Cost	Funding sources identified (e.g. in-kind donation; grants).
Identify long term funding sources to support streetscape beautification, landscaping, snow removal.		X			CHDO*; CED Dept.; City Council	\$0	No Cost	Long term funding stream secured.
Investigate in-kind support through local art councils, corporations and businesses. These might fund art for banners, benches, flowers, website, etc.			X		CHDO; Community Stakeholders	\$0	No Cost	Grants or in-kind funds secured.

BUSINESS ENRICHMENT: The power of education.



In January 2012, the College Hill District Organization offered a web design seminar, taught by Augustana College's Doug Tschopp, who advises the Web Guild at the college.

Why It's Important

The ability to launch a successful business initiative, whether new or within the confines of an existing operation, depends on the ability of the owner/operator to evaluate, plan and execute the idea for optimal results.



Just 13% of College Hill District businesses utilize windows displays. Adding window displays, colorful signage and some planters would do much to enliven the 3800 block of 14th Avenue. These properties have virtually turned their back on the pedestrian advantage. From the street, can you tell what any of them sell?

Action Strategy (Completed are highlighted with blush)	1 Year	2 Years	3 Years	5+ Years	Lead* & Implementing Partners	Estimated Cost	Potential Funding Source	Success Benchmark
Goal: Improve The business acumen of College Hill District retailers and service providers.								
Organize training and other educational opportunities for CHDO members/committees. Topics such as merchandising, financial training, window displays, employee issues, etc.	X	X	X	X	CHDO*; Community Stakeholders	\$0	No Cost	Two training opportunities per year offered.
Utilize local resources that offer assistance to CHDO members with exterior improvements.	X	X	X	X	CHDO*; CED Dept.; Community Stakeholders; Property Owners	\$0	No Cost	Outreach extended routinely.
Goal: Grow the knowledge of College Hill District business owners regarding local, state and federal resources.								
Utilize local, federal and state resources that offer assistance to CHDO members with business growth and exterior improvements.	X	X	X	X	CHDO*; CED Dept.; Community Stakeholders; Property Owners	\$0	No Cost	Outreach extended routinely.

UNDERUTILIZED PROPERTIES: Business density means success.

Why It's Important

Vacant and underutilized properties tend to be poorly maintained and do not enhance the pedestrian atmosphere of College Hill District in terms of both appearance and foot traffic. High business density means an active street life, which reinforces the vitality of a business district.

By September 2012, only 5% of College Hill District structures were vacant,
a decrease of 7% from the time the planning process started.

Two businesses shuttered their doors while the planning process was underway.

Ten businesses opened their doors during the same time frame:

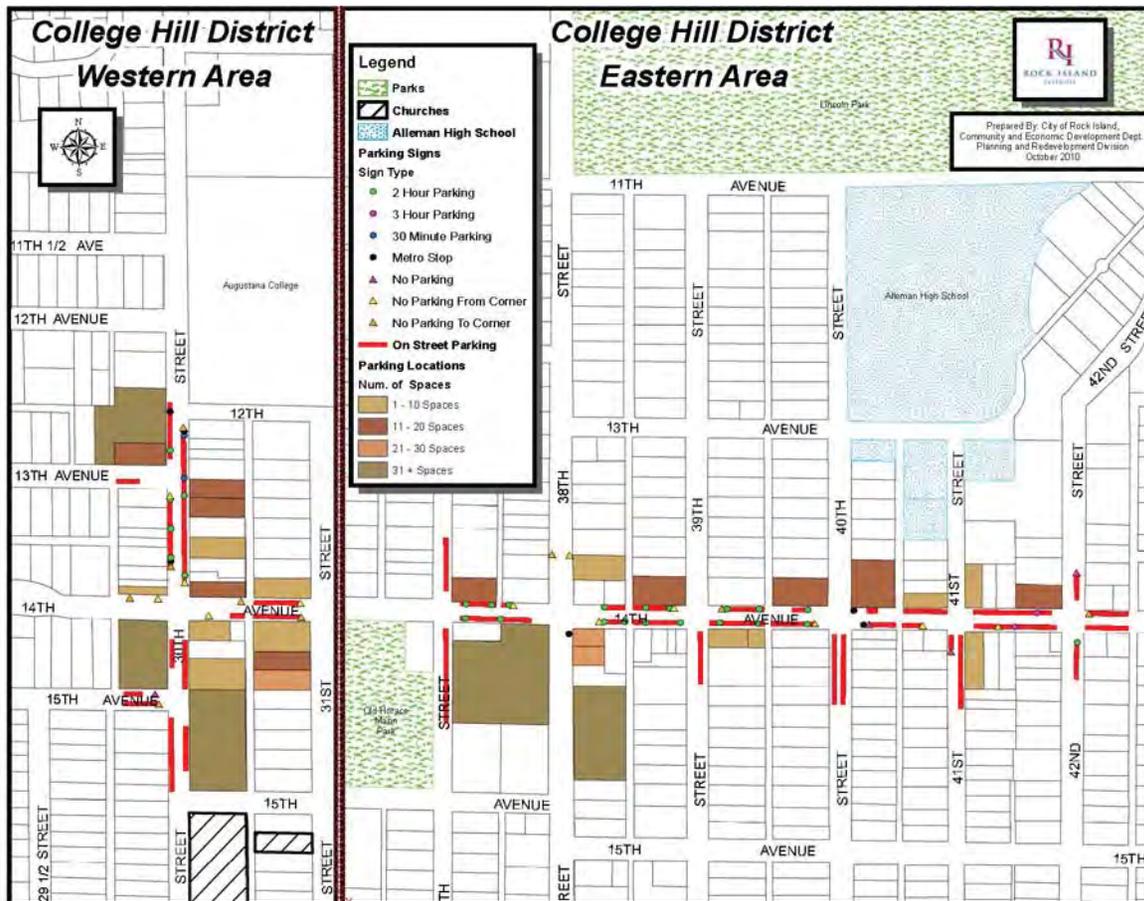
Against the Grain	Black Ram Restaurant
Complete Balance Chiropractic	Estate of Grace
Fabulous Finds	Gendler's Wine & Spirits
The Grotto	Mark's Barber Shop
Lords Technology	Pure Element



Getting underutilized and vacant storefronts into active use is imperative. This plan outlines strategies to work with realtors to turn over property more quickly and efficiently. Fabulous Finds opened in this location in summer 2012.

Action Strategy (Completed are highlighted with blush)	1 Year	2 Years	3 Years	5+ Years	Lead* & Implementing Partners	Estimated Cost	Potential Funding Source	Success Benchmark
Goal: Decrease percentage of vacant structures in College Hill District.								
Communicate with realtors and property owners regarding status of available space in CHD.	X		X	X	CHDO	\$0	No Cost	Regular communication with realtors.
Consider monthly or quarterly updates via e-mail to all interested parties (e.g. CHDO members, realtors, etc.).		X			CHDO	\$0	No Cost	Standard communication established.
Serve as advocate for new development in CHD. Coordinate with city, college, and real estate community to advance projects and promote interest.	X	X	X	X	CHDO	\$0	No Cost	Respond to inquiries.
Goal: Improve appearance of underutilized properties in College Hill District.								
Work with CHDO to maintain properties that need upkeep or basic maintenance.		X			CHDO	TBD	TBD	Properties maintained and meet code.
Goal: Manage database of underutilized properties.								
Develop database of all buildings and land in CHD. Include building dimensions, ownership information and/or tenant information.	X				CHDO*; CED Dept.	TBD	Staff Time	Database created.

PARKING: The importance of balance.



This parking location map indicates on-street parking is available throughout CHD. Large parking lots are located on the fringes and many businesses have no dedicated customer parking.

Why It's Important

In a highly pedestrian shopping area, parking should be available but not overwhelmingly visible. Small, conveniently spaced and well-screened lots should be the norm in addition to on-street parking.

On-Street Parking

On-street parking is permissible in many locations along the streets of College Hill. Duration is generally two hours by posted parking signs. By request, Public Works demarcated parking areas on the streets in an effort to maximize on-street parking. Business owners interested in regulating on-street parking in front of their premises or changing the allowable duration may submit a request to the City's Traffic Engineering Committee. Parking time limits may be five minutes, 30 minutes, and one to three hours.

Parking Lot Regulation

Many CHD businesses have adjoining parking lots. City ordinance-enforced lots are signed as such and allow property owners to call the police in instances of unpermitted vehicles in the lots.

Business owners wishing to add parking with five or more spaces must comply with engineering standards and landscaping requirements. All new off-street parking must have a concrete or asphalt surface.

New Parking Lots

The establishment of a new public lot had been explored unofficially in the east node a few years ago, but the Rock Island Community & Economic Department had determined the cost per space to be too high. Shared parking arrangements with established businesses with under-utilized lots, such as Alleman High School, Augustana College and South Park Presbyterian Church, are urged and have been explored on a limited basis to date, especially for special events. As businesses prosper it will be important to evaluate fringe properties for parking in both nodes.

PARKING: Continued.

Action Strategy (Completed are highlighted with blush)	1 Year	2 Years	3 Years	5+ Years	Lead* & Implementing Partners	Estimated Cost	Potential Funding Source	Success Benchmark
Goal: Increase parking capacity in the College Hill District.								
Broker shared parking for adjacent businesses through rental, barter or exchange means.	X				CHDO	\$0	No Cost	Shared parking agreements completed.
Study efficiency of on-site parking capacity and arrangement for CHD businesses.			X		CHDO*; CED/PW Depts.	\$0	No Cost	Study completed.
Create a rear-lot parking development incentive program for CHD that includes enhanced walking paths and landscaping.				X	CHDO*; CED Dept.	\$30,000	CHDO Allocation Fund	Incentive program created and funded.
Establish landscape requirements for small parking pads in rear lots (under 5 spaces)		X			CED Dept.*; CHDO	\$0	No Cost	Requirements completed.
Investigate the establishment of public parking at the southeast corner of 40 th Street & 14 th Avenue and the northwest corner of 41 st Street & 14 th Avenue.				X	CHDO*; CED/PW Depts.; City Council	\$0	No Cost	Study completed.
Establish delineated parking spaces on 14 th Avenue and 30 th Street in the CHD, utilizing the tightest spacing allowed by current standards.	X				PW Dept.	\$0	No Cost	Spaces striped.
Explore 30 th Street Augustana parking lots as potential lease spaces for CHD.		X			CHDO*; Augustana College	\$0	No Cost	Discussions held with Augustana College.
Goal: Identify parking capacity for special events.								
Work with Alleman High School, South Park Presbyterian Church and Augustana College (Lot R north of One Hair Place and Lot S north of Kavanaugh's) to make parking lot spaces available for special events.	X				CHDO	\$0	No Cost	Lots made available for special events.
Work with AutoZone, Hardee's and Wendy's to make fringe areas of their generous parking lots available for special events.	X				CHDO	\$0	No Cost	Lots made available for special events.

TRAFFIC & TRANSPORTATION: Keep it multi-modal.



On-street parking serves the majority of College Hill District businesses. Some, like Tim's Corner, have no off-street parking for customers.



Handy True Value has one of the larger parking lots in College Hill, but still maintains the building rhythm along 30th Street. This is preferable in an urban setting like College Hill that is courting pedestrian traffic. The site is friendlier to walkers rather than placing the parking in front with the building situated against the back of the property.

Why It's Important

Business success builds on high volume traffic counts and ease of accessibility to the store location. In business location modeling, traffic counts and population numbers are extremely important. With the location of CHD in an established neighborhood, accessed by pedestrians, bicycles, vehicles and mass transit, all are important and reinforce the intersection of social, economic and environmental sustainability of the area.

CHD Transportation Stats

Sidewalks

- Majority are in fair to good condition.
- 50-50 Sidewalk Program offered by City of Rock Island.

Bike Racks

- 5 feet of sidewalk for pedestrians must remain open next to a bike rack.
- Bike sharing experiment at Augustana College proved unsuccessful.

Bike Lanes

- Street widths in CHD are not sufficient to support dedicated bike lanes.

Special Events Trolley

- Private contracting would be necessary.

Mass Transit

- Route 57 (brown) and Route 53 (lime) cover the east and west nodes of CHD, respectively.
- Traveling by bus from one section of CHD to another requires a bus transfer.
- Potential new bus shelter locations were identified in conjunction with MetroLink.

Traffic Counts

- The highest traffic point in CHD, 8,500 average daily vehicles, is on 30th Street just south of 14th Avenue.
- Average daily traffic counts on 14th Avenue: 4,100 to 8,100.
- Average daily traffic counts on 30th Street: 6,800 to 8,500.
- Average daily traffic counts on 38th Street: 7,000.

TRAFFIC & TRANSPORTATION: Continued.

Action Strategy (Completed are highlighted with blush)	1 Year	2 Years	3 Years	5+ Years	Lead* & Implementing Partners	Estimated Cost	Potential Funding Source	Success Benchmark
Goal: Improve traffic safety in the College Hill District.								
Lower speed limits to 25 MPH on 14 th Avenue (east and west nodes) and 30 th Street.	X				CHDO*; City Council	\$0	No Cost	Speed limits lowered.
Identify designated bike routes in CHD area.	X				CED Dept.*; PW Dept.	\$0	No Cost	Routes identified.
Accommodate pedestrian and bicycle traffic as part of alley makeover project.				X	CED Dept.*; PW Dept.; City Council	\$0	No Cost	Included in Living Alley project.
Periodically request radar details from the Rock Island Police Department for speeding in CHD.	X		X	X	CHDO*; PW Dept. Police	\$0	No Cost	Radars put in place every other year.
Periodically request the speed sentry from the Rock Island Police Department for installation at perceived high speed locations in CHD.	X		X	X	CHDO*; PW Dept. Police	\$0	No Cost	Sentries put in place every other year.
Study lane markings at 30 th Street/14 th Avenue streetlight intersection for efficiency and safety.		X			CHDO; PW Dept. City Council	\$0	No Cost	Intersection study completed.
Goal: Enhance multi-modal capacity of College Hill District.								
Link east and west nodes through a pedi-cab or taxi bike.				X	CHDO	TBD	TBD	Pedi-cab established.
Establish a trolley link between east and west nodes for special events.		X			CHDO	\$300	Current City Gaming	Trolley utilized for one special event.
Establish an aesthetically compatible mass transit shelter in the north end of CHD on 30 th Street near Augustana College.			X		MetroLink*; Augustana College; CHDO	TBD	MetroLink	Shelter constructed.
Establish an aesthetically compatible mass transit shelter in the vicinity of the 37 th Street and 14 th Avenue intersection.			X		MetroLink*; Augustana College; CHDO	TBD	Metro Link	Shelter constructed.
Install bike racks in carefully chosen locations that fit the space requirements and enhance the visual theme of CHD.		X			CHDO*; PW Dept.	\$1,800	Current City Gaming	Bike racks installed.
Make single-speed bicycles available at Augustana College dormitories for use of residents.			X		Augustana College	\$1,000	Augustana; Private Donations	Bikes purchased and regulations established.

WALKABILITY: The power of the top spot.



Steve's Barber Shop and Fred & Ethel's extend a welcoming environment to pedestrians through seating and visual interest.



Why It's Important

The term "Walkability" is a measure of how friendly an area is to walking. Walkable neighborhoods offer a wide range of destinations to meet the daily needs of residents and visitors. A walkable neighborhood allows for increased social interaction and the opportunity for a healthy lifestyle, as well as improving the environment. A walkable neighborhood is increasingly popular with many demographics, from young to old, and is a highly ranked factor in "desirable" communities across the country.

Pedestrian Friendly Neighborhoods

The Walk Score website (www.walkscore.com) measures how easy it is to function in an area without a car. The website uses an algorithm which awards points based on the distance to amenities in various categories. An amenity that is within .25 miles is assigned the maximum number of points; the number of points declines as the distance approaches 1 mile. No points are awarded for amenities further than 1 mile. The points yield a score between 0 and 100.

College Hill District falls in the 80s, considered the "Very Walkable" range, where most errands can be accomplished without a car. Many neighborhoods in Rock Island fall into the "Car-Dependent" range. The average Walk Score in Rock Island is 58 – Somewhat Walkable.

Other well known Quad City neighborhood business areas that are considered only "somewhat walkable" are: Village of East Davenport, Davenport Campus Hilltop Village, Old Towne Moline, and Downtown LeClaire. College Hill District also outscores Old Towne Moline and Downtown Galena. A centrally located address was used to generate the walk score for each area.

How Does College Hill District's Walk Score Compare to the Competition?

- **College Hill District: 86**
- Rock Island Arts & Entertainment District: 82
- 18th Avenue Corridor: 78
- Rock Island's Average: 58
- Village of East Davenport: 69
- Davenport Campus Hilltop Village: 69
- Davenport's Average: 51.
- Old Towne, Moline: 75
- Moline's Average: 55.
- Downtown Le Claire, IA: 58
- Downtown Geneseo, IL: 89
- Downtown Iowa City, IA: 92
- Downtown Galena, IL: 82

WALKABILITY: Continued.

Growing Trend

More than just a pleasant amenity, “walkability” translates directly into higher home values. Homes located in more walkable neighborhoods—those with a mix of common daily shopping and social destinations within a short distance—command a price premium over otherwise similar homes in less walkable areas. Recent national studies show a positive correlation between walkability and housing prices in the vast majority of housing markets. These results show that consumers attach a positive value to living within easy walking distance of shopping, services, schools and parks.

The nation’s urban leaders are paying close attention to walkability as a key measure of urban vitality and as impetus for public policy that will increase overall property values. Article after article in major newspapers are touting that walkable urban neighborhoods have replaced suburbs as preferred real estate. By encouraging a diverse mix of businesses and an atmosphere safe and appealing to pedestrians, the College Hill District will be a well positioned asset for the renaissance of housing demand in the KeyStone, Hilltop and College Circle neighborhoods.

Action Strategy (Completed are highlighted with blush)	1 Year	2 Years	3 Years	5+ Years	Lead* & Implementing Partners	Estimated Cost	Potential Funding Source	Success Benchmark
Goal: Identify and improve pathways into neighborhoods to increase residential-business pedestrian connection.								
Create “living alleys” by improving and landscaping alleys to accommodate pedestrian, bike and automobile traffic, along with parking. Initially target alleys east and west of 30 th Street between 13 th and 14 th Avenues and east of 38 th Street south of 14 th Avenue. Second tier would be alley east of 30 th Street between 14 th & 15 th Avenues.				X	CED Dept*; City Council; Augustana College; College Hill Property Owners	See Visual Preference Section	See Visual Preference Section	Living Alley implemented.
Maintain sidewalks and alleys so that they are clear of weeds, overgrowth, snow and ice at all times.	X	X	X	X	College Hill Property Owners; Neighborhood Residents	\$0	No Cost	Alleys kept clean.
Consider the establishment of a joint sidewalk and alley snow shoveling contract for CHD.		X			CHDO	TBD	Membership Fees	Agreement established.
Participate in the City's 50/50 Sidewalk and Curb program for sidewalk improvements when needed.	X				College Hill Property Owners; Neighborhood Residents; PW Dept.	\$0		Five participate in program.
Evaluate the effectiveness of nighttime lighting for pedestrians in alleys and along streets in the CHD and in a buffer area around CHD.			X		CHDO*; Augustana College; CED/PW Depts.; City Council	\$0		Analysis completed; recommendations implemented.
Utilize and access the Augustana College sustainable walking map for College Hill District businesses.	X				CHDO; Augustana College	\$0		Distributed.

WALKABILITY: Continued.

Goal: Establish and brand College Hill District as the most walkable commercial area in the Quad Cities.								
Strive to move the "Walk Score" for CHD from the 80s to 90+ and be deemed a "Walker's Paradise."	X				CHDO	\$0	No Cost	Score increased.
Input all CHD businesses and those within one mile into the Walk Score website in order to improve the score algorithm.	X				CHDO	\$0	No Cost	Input completed.
Verify that no other Quad City shopping area has a Walk Score in the 80s except The Rock Island Arts & Entertainment District.	X				CED Dept.	\$0	No Cost	Scan of QC shopping areas completed.
Advertise the very high Walk Score of CHD.	X		X	X	CHDO	\$0	No Cost	Three ads contain collateral walkability phrasing.
Identify roadblocks to walkability and resolve them.			X		CHDO	\$0	No Cost	Identified and resolved.
Court business types that can help to increase the Walk Score and are only available more than one mile away.			X		CHDO	\$0	No Cost	Business recruitment strategy implemented.
Add points of interest throughout CHD, such as history markers, Augustana College references, mileage markers, etc. as an attraction for pedestrians.				X	CHDO	\$3,000	CHDO Allocation Fund	Markers installed.
Goal: Support causes related to pedestrian advocacy.								
Partner with Augustana College group(s) to present pedestrian advocacy forums.			X		CHDO*; Augustana College	\$3,000	TBD	Forum held.
Sponsor a College Hill Walk as an annual event for walking advocacy that will also illustrate the close link between the east and west nodes of CHD.			X		CHDO*; College Hill Businesses	\$200	Private Dontaions	Event held.
Include factoids on the CHD website related to the healthful and economic positives of walking and bicycling and the convenience of living and working near CHD. America Walks is one such resource.		X			CHDO	\$0	No Cost	Articles inserted under "Live Local" on CHDO website.
Apply to health foundations to support CHD's pedestrian advocacy projects.				X	CHDO	\$0	No Cost	Applications submitted.

goals & strategies: neighborhood community

Evident throughout the planning process, and emphasized by objectives prioritized by the Design & Promotion Committee, rests a profound dedication to community by the College Hill District business owners. They see more than just customers in the people who walk through their doors. They see hometown friends. With Augustana College students, they see the future. A consistent thread in all discussions with College Hill District has been a distinct desire to give back to the community.

“NEIGHBORHOOD” IS PART OF THE COLLEGE HILL DISTRICT TAGLINE, which indicates community is integral to the identity of the business owners. The plan includes ways to link the businesses and nearby residents and institutions, and to link College Hill to Augustana College. The two nodes of CHD are nestled in the heart of an urban neighborhood. Considering the location, attention in the plan has been paid to boundaries, land use and appearance, and the impact on residential areas.

CHD business owners estimate 37% of their business comes from the immediate neighborhood, and 58% from Rock Island. With 59% of the businesses having six or seven days of operation and hours running from 6 a.m. to after midnight, they are an active aspect of neighborhood life.

The commitment to neighborhood and community is emphasized through:

- Boundaries & land use;
- Partnerships; and
- Leveraging Augustana College.



Mulkey's has been a neighborhood institution for over 50 years.

BOUNDARIES & LAND USE: Compatible Uses.



Houses on 30th Street have been long converted to commercial uses, but the Plan does not recommend further expansion into residential areas.

Why It's Important

The commercial core of the College Hill District is immersed in a residential area. For the health and vitality of both the commercial and residential aspects of the neighborhood, it is important to respect boundaries. Firm boundaries will provide residential property owners confidence to invest and CHD members will be committed to filling underutilized commercial properties rather than remaining neutral on the expansion of commercial uses to the residential fringe.

Zoning & Future Land Use

The Zoning Ordinance regulates the development of land within the City of Rock Island, including, but are not limited to, the following: permitted land use, minimum lot sizes, building setback requirements, height limitations, and supplementary regulations such as required parking for various uses.

The commercial core of the College Hill District is zoned B-1, which is Neighborhood Business District. The Neighborhood Business District is intended to permit the development of retail sales and personal services required to meet the day-to-day needs of a fully developed neighborhood. Stores, businesses and offices in this zone should be useful to the majority of the neighborhood residents. The convenience nature of the various business uses located in a B-1 District requires them to be in close proximity to residences and is intended to include a narrow range of retail services and convenience goods. It is worth noting that there is a 25' front yard setback required in a B-1 District, which is contrary to considerable existing development in College Hill. The recommended design standards ordinance (p. 31) would address front yard setbacks in a cohesive and complementary way for College Hill. The fringe area is zoned R-3, which is a one and two-family residential district.

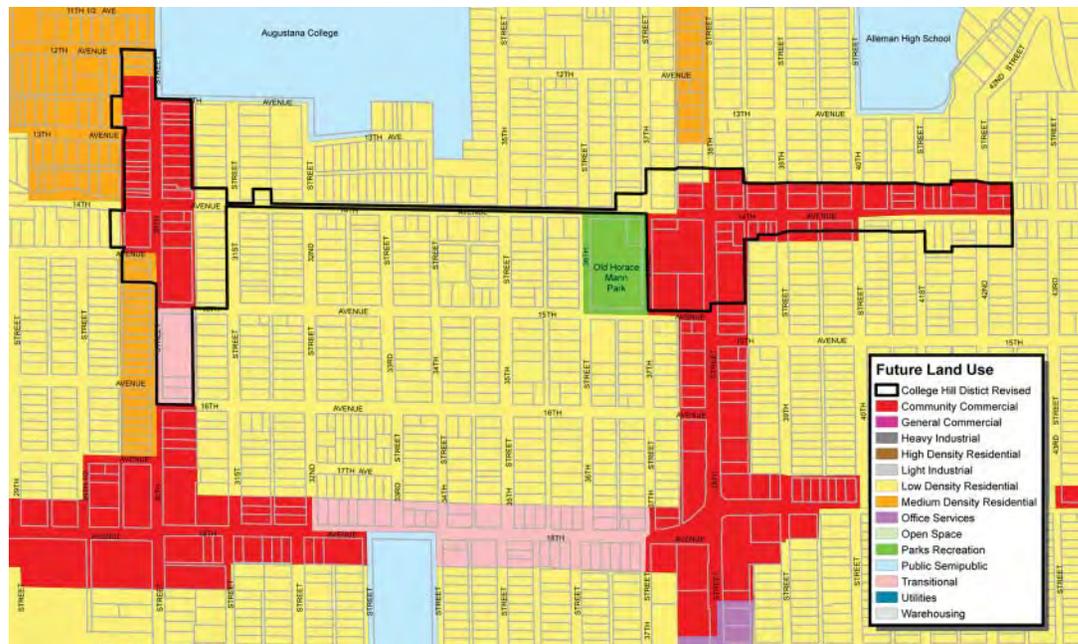
The Future Land Use Map defines the urban form that development will take in the future by assigning future land use designations to properties throughout the city. The designation describes allowed uses or mixes of uses, building forms and styles, and scale for various neighborhoods. Together, these variables — use, form, and scale — define how a block or neighborhood feels and functions. The future land use indicator for the core of College Hill District is "community commercial." Fringe locations are identified to be low or medium density residential.

Ironically, the zoning map is more true to the current commercial boundary area in CHD than the Future Land Use Map. Since future land use designations are a lead indicator for zoning change requests, it is important that the Future Land Use Map reflect the commercial boundary area for College Hill. Both the Zoning and Future Land Use Maps are included in the appendix, but a small clip of the Future Land Use Map is on p. 51.



BOUNDARIES & LAND USE: Continued.

Action Strategy (Completed are highlighted with blush)	1 Year	2 Years	3 Years	5+ Years	Lead* & Implementing Partners	Estimated Cost	Potential Funding Source	Success Benchmark
Goal: Enhance College Hill District identity with clear boundaries.								
Adopt attached boundary map as the formal boundaries for the College Hill District.	X				CHDO	\$0	No Cost	Map adopted.
Prepare a City-wide Comprehensive Plan to formalize boundaries and have Future Land Use Map reflect desired land uses for the College Hill District.	X				CED Dept. *; City Council	TBD	IKE Grant	Comprehensive plan adopted.
Goal: Enhance Create and support a compact commercial core.								
Encourage and support the reuse of existing buildings in the Neighborhood Business-zoned core rather than expand commercial uses to the residential fringe through rezoning or special use permits outside the CHD boundaries.	X	X	X	X	CED Dept. *; City Council; CHDO; CHD Property Owners; Neighborhood Residents	\$0	No Cost	Land use decisions reinforce commercial core.



Future Land Use Map with College Hill District boundaries superimposed.

PARTNERSHIPS: Working together for a common cause.



South Park Presbyterian Church has been very supportive of College Hill revitalization, offering their facility numerous times for public meetings, including the meeting that created the College Hill District Organization in May 2011. The church also participates in special events and allows their parking lot to be used for those occasions.

Why It's Important

As one of the largest retail areas in Rock Island, College Hill is integral to the community. Forming relationships with institutions, business associations and neighborhood organizations is important for the health, development and connection of the area. College Hill District is a commercial entity large enough to have influence and promote community causes.



College Hill District is perfectly positioned to support the community-wide initiative for "Shop Smart. Shop Local." This billboard was located in CHD between Mulkey's and Hardee's.

Action Strategy (Completed are highlighted with blush)	1 Year	2 Years	3 Years	5+ Years	Lead* & Implementing Partners	Estimated Cost	Potential Funding Source	Success Benchmark
Goal: Develop and maintain partnerships.								
Build awareness about CHD with residential stakeholders. Leaflet the adjacent neighborhood to introduce businesses, promote events, and other news.		X			CHDO* ; Neighborhood Residents	\$500	Current City Gaming	Splashy intro to neighborhood completed.
Communicate with organized neighborhood associations to build awareness.	X				CHDO*; Community Stakeholders	\$0	No Cost	Communication with established neighborhoods.
Apply for and maintain memberships with Hilltop Association, Development Association of Rock Island, various QC Chambers, Next Generation, The District, QC Realtors, and other business organizations.		X			CHDO*; Community Stakeholders	\$1,000	Memb. Fees	Membership initiated with pertinent organizations.
Develop relationship with area schools and churches.	X				CHDO*; Community Stakeholders	\$0	No Cost	Contacts made on consistent basis.

LEVERAGING AUGUSTANA COLLEGE: Resource Heaven.

Why It's Important

Augustana College has an interest in the health and vitality of College Hill District. Their most recent facility and strategic planning efforts have included a focus on strengthening ties to the community and improving the neighborhoods surrounding the campus. Occupied storefronts, businesses that serve students and attractive streetscapes in CHD will be a selling point for the college to prospective students. In turn, the 2,500 students and hundreds of faculty and administration are a very strategic market for neighborhood businesses and valuable resources for the CHDO.

Augustana College at a Glance

Founded in 1860 by Swedish settlers, Augustana College is a selective, independent college of the liberal arts and sciences, related to the Evangelical Lutheran Church in America. The 115-acre wooded campus is located between 30th and 38th Streets from 5th to 12th Avenue and borders College Hill District on the north. There are 2,551 students from varied geographic, social, ethnic, and religious backgrounds. Student-to-faculty ratio is 12-to-one. Augustana College is one of the largest employers in the Quad Cities. Learn more about Augustana College at www.augustana.edu.

More Than Customers

Though Augustana College is a valuable resource for the College Hill District in terms of customers from students and staff, there are opportunities to maximize assistance from the college in many other ways.

The college's Community Engagement Center is a gateway for the College Hill District Organization and businesses to connect with students, faculty and staff. This center is a valuable outlet for interns and volunteers, plus offers meeting space. Faculty and staff can provide expertise useful to businesses and the organization. For instance, marketing students are working with a collection of CHD businesses to align their marketing programs and improve them. Branches of the Community Engagement Center will help students with career exploration, combine academic instruction with community service, entrepreneurial activities, service learning and volunteering. Resources are limited only by imagination.



With direction by the Design & Promotion Committee, staff at Augustana College developed and donated this logo.



One of the focus groups for the Visual Preference Survey was largely dedicated to Augustana College faculty and staff. They met at Cool Beanz to discuss their opinions and ideas.

LEVERAGING AUGUSTANA COLLEGE: Continued.

Action Strategy (Completed are highlighted with blush)	1 Year	2 Years	3 Years	5+ Years	Lead* & Implementing Partners	Estimated Cost	Potential Funding Source	Success Benchmark
Goal: Develop And maintain relationship with Augustana College.								
Secure occasional use of parking lots for special events.	X				CHDO*; Augustana College	\$0	No Cost	Negotiation completed.
Promote apartments available in the CHD on the list of residential options provided to students.		X			CHDO*; Augustana College	\$0	No Cost	Promotion completed.
Contact College Security to assist with student behavior situations.		X			CHDO*; Augustana College	\$0	No Cost	Contact made.
Place CHD in new student packets.	X				CHDO*; Augustana College	\$150	Current City Gaming	Packets handed out during Freshmen Move In Day.
Promote CHD businesses to parents of students.	X				CHDO*; Augustana College	Budgeted above	Budgeted above	Packets handed out during Freshmen Move In Day.
Survey students, faculty and staff to determine special products or services that CHD businesses could provide.			X		CHDO*; Augustana College	\$0	No Cost	Services provided in response to survey.
Contact Campus Recreation staff to receive activity schedule at Pepsico Center.	X				CHDO*; Augustana College	\$0	No Cost	Items entered on web calendar.
Hold separate “welcome” events for new students and/ or parents and family members, such as Orientation and Family Weekends.		X			CHDO*; Augustana College	\$150	Private Donations	Move In Day Events enhanced.
Develop list of contacts on campus to gain copies of various college calendars (admissions, athletics, music dept., art, etc.).	X				CHDO*; Augustana College	\$0	No Cost	List developed and items entered on calendar.
Gain access to bulletin boards or kiosks on campus to promote CHD businesses and activities.		X			CHDO*; Augustana College	\$0	No Cost	Access approved.
Determine meaningful ways to support Augustana College. Establish key contact person to review ideas, events, etc.			X		CHDO*; Augustana College	\$0	No Cost	Contact established and discussions take place.

LEVERAGING AUGUSTANA COLLEGE: Continued.

Goal: Utilize professional and student resources of Augustana College.								
Utilize Community Engagement Center as a source for student volunteers, internship placement and promotions on WVIK.	X				CHDO*; Augustana College	\$0	No Cost	Classes work with CHDO businesses on marketing, volunteers, etc. Three points of contact each year should be goal.
Utilize design assistance to create new logo and other graphics for the CHDO materials.	X				CHDO*; Augustana College	\$0	No Cost	Logo created.
Review cost saving opportunities through College's buying group.			X		CHDO*; Augustana College	\$0	No Cost	Info shared with CHDO members.
Work with staff and students to create and maintain CHD website.	X				CHDO*; Augustana College	Budgeted in Branding	Budgeted in Branding	Website created.
Work with Geography Dept. to develop CHD maps.	X				CHDO*; Augustana College	\$100	Memb.Fees	Map implemented on promo piece.

moving forward

The College Hill District Revitalization Plan provides a Vision, Mission, Goals and Strategies to guide the renaissance of College Hill District over the rest of this decade. Moving forward, a combination of smart decisions, dedication to implementing this plan and broad participation in the College Hill District Organization will shape success.

ADOPTION OF THIS PLAN SIGNIFIES CITY COUNCIL'S SUPPORT of the goals and strategies identified herein. The implementation activities outlined in this plan will be carried out by a range of entities, both public and private. In fact, implementation is already underway. In 2010, City Council identified “Support the College Hill Businesses District Development” as a Target for Action in the 2011-2012 City of Rock Island Goals. The he City Council dedicated \$25,000 to the College Hill District Organization (CHDO) to support plan implementation. The CHDO also had a head start in implementing the plan’s marketing and branding activities due to its dedicated and proactive members. CHDO continues to move forward in achieving goals and tackling action strategies outlined in this plan.

Continued success in plan implementation will require not only a well-coordinated effort among private and public entities, but also a phased approach—as demonstrated by the 1 year, 2 years, 3 years, and 5+ years timeframe in the action strategies tables. Securing funding for projects that require direct public expenditures can be a challenging component in any revitalization plan. While some activities are no-cost or low-cost and relatively easy to undertake, others identified are complex, expensive, or may require a number of years to achieve. For example, striping parking spaces or bicycle lanes can often be completed quickly at a relatively low cost, whereas more extensive public improvements, such as major streetscape enhancements or burying utility lines, can be significantly more expensive. These higher cost public improvements have been placed on the longer-term track (5+ years) so that they may be initiated as they become financially feasible, as determined by City Council. Council will ultimately lead decision making with regard to timing and allocation of future public expenditures to implement this plan.



Just as the owner of Bix Furniture carefully and strategically restores this cane chair, the College Hill District stakeholders must plan and implement revitalization of this eclectic neighborhood commercial area. Fix it up, use the best materials and the right technique, and everything will be as good as new.



Soup
cup: 2.75
bowl: 5.95
w/grilled bread

• CHICKEN TORTILLA
• MUSHROOM w/ BARLEY

Chui Kenyan
Today We Are Brewing...

Annette Zapolis, owner of Cool Beanz Coffeehouse, welcomes a customer.

appendix

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college hill district

REVITALIZATION PLAN



college hill district

REVITALIZATION PLAN
appendix

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College Hill District
Assessed Property Value by Address

	A	B	C
1	PRP_ADDR	RES_LAND	RES_BLDG
2	1201 30 ST	0	0
3	1202 30 ST	0	0
4	1206 30 ST	0	0
5	1207 30 ST	0	0
6	1209 30 ST	0	0
7	1211 30 ST	0	0
8	1228 30 ST	47538	23124
9	1230 30 ST	11605	44092
10	1255 37 ST	10606	19129
11	1257 37 ST	17714	0
12	1300 30 ST	4801	17710
13	1301 30 ST	13448	14861
14	1303-1305 30 ST	12104	5940
15	1306 30 ST	4801	8125
16	1309 1/2 30 ST	13448	23722
17	1310 30 ST	6484	19176
18	1311 30 ST	13448	41812
19	1312 30 ST	5524	20187
20	1315 30 ST	8747	24509
21	1316-1320 30 ST	12004	29834
22	1319 30 ST	6995	28945
23	1320 38 ST	5303	22834
24	1322-1324 30 ST	8045	22300
25	1325 30 ST	12911	29047
26	1326 30 ST	4081	21701
27	1326 38 ST	2299	21125
28	1326 40 ST	5341	27747
29	1327 38 ST	5994	29737
30	1328 30 ST	4801	35596
31	1328 38 ST	3003	21125
32	1329 39 ST	5341	19687
33	1330 39 ST	4995	21125
34	1330 42 ST	6096	17637
35	1333 42 ST	5228	17535
36	1334 41 ST	0	0
37	1335 38 ST	5994	15500
38	1335 42 ST	3290	23074
39	1336 41 ST	7533	0
40	1340 31 ST	5376	31287
41	1400 40 ST/ 3922- 14 AVE	13351	58598
42	1401 40 ST	2149	0
43	1402 38 ST	113288	189893
44	1403 40 ST	2149	0
45	1403-05-07 30 ST	16134	80642
46	1405 38 ST	10590	0

College Hill District
Assessed Property Value by Address

	A	B	C
1	PRP_ADDR	RES_LAND	RES_BLDG
47	1407 42 ST	5228	20100
48	1408 31 ST	16744	0
49	1408 42 ST	2611	21125
50	1409 38 ST	14918	0
51	1409-11 30 ST	20173	80376
52	1412 30 ST	48982	73954
53	1412 31 ST	16744	0
54	1412 42 ST	2611	21125
55	1414 31 ST	5376	30406
56	1415 38 ST	73418	155664
57	1416 31 ST	5376	26971
58	1417 37 ST	65688	0
59	1418 31 ST	8677	0
60	1424 31 ST	5376	0
61	1428 31 ST	5161	22125
62	1431-35 30 ST	66963	125243
63	1432 38 ST	49157	122953
64	1502 30 ST	12834	26704
65	1508 30 ST	7183	26100
66	1531 30 ST	0	0
67	1531 30TH ST	0	0
68	1535 30 ST	0	0
69	2965 15 AVE	4224	24098
70	3000 14 AVE/1401 30 ST	11525	27711
71	3012 14 AVE	3840	13805
72	3014 14 AVE	20173	11442
73	3115 14 AVE	7494	29652
74	3635 14 AVE/1326 37TH ST	13259	24855
75	3702-3706-3708 14 AVE	11567	60461
76	3739 14 AVE	15905	17030
77	3800 14 AVE	9214	79786
78	3801 14 AVE	11068	16015
79	3805-07 14 AVE	5761	29383
80	3814-16 14 AVE	11525	90508
81	3817 14 AVE	17481	51676
82	3822-24 14 AVE	6977	41088
83	3826 14 AVE	5405	39149
84	3830 14 AVE	2747	30574
85	3832 14 AVE	2747	31395
86	3900 14 AVE	9344	45210
87	3901-03-09-13 14 AVE	18692	119384
88	3910 14 AVE	4009	27981
89	3929 14 AVE	18692	39366
90	4001 14TH AVE	25815	17018
91	4014 14 AVE	1922	23100

College Hill District
Assessed Property Value by Address

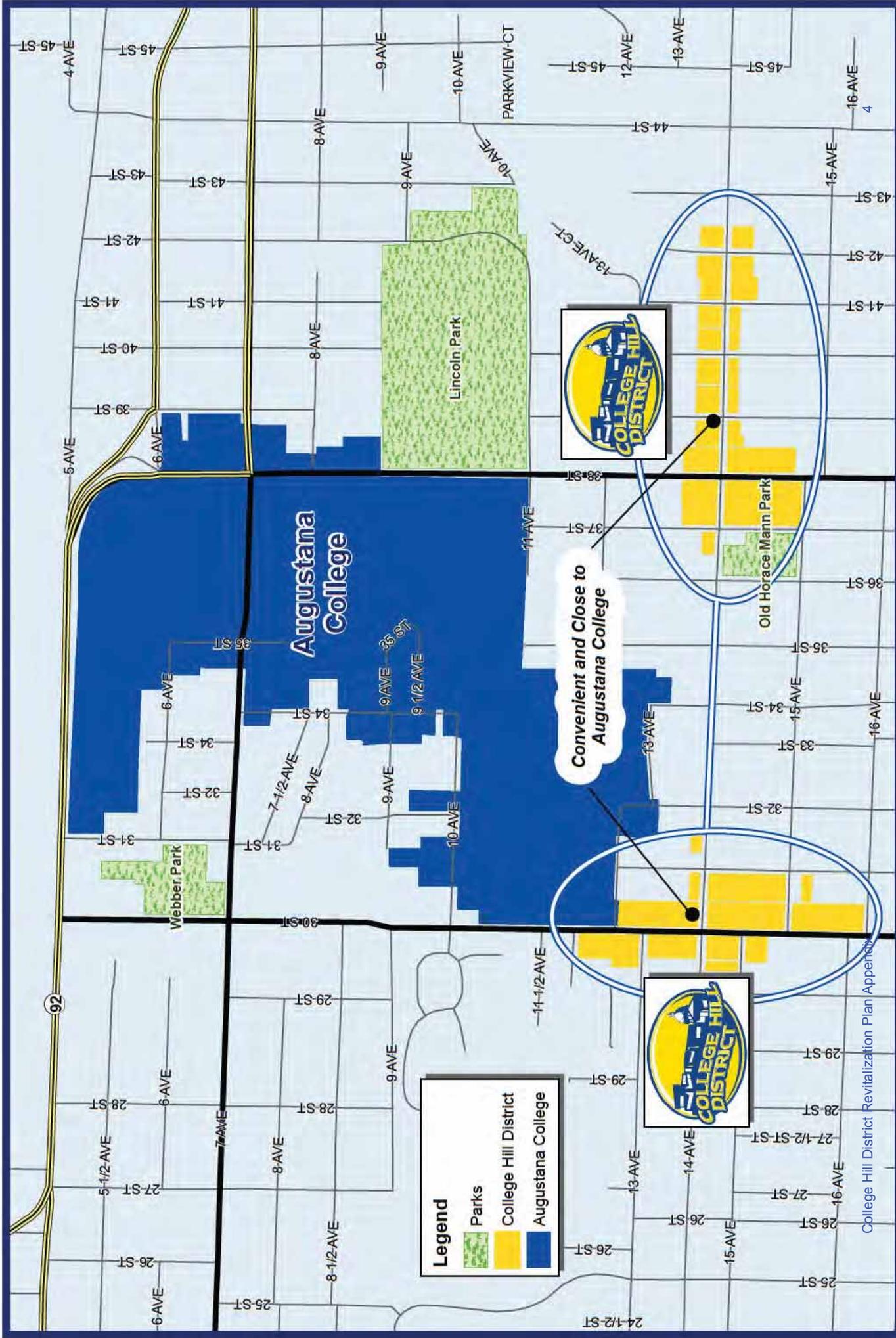
	A	B	C
1	PRP_ADDR	RES_LAND	RES_BLDG
92	4015 14 AVE	7533	0
93	4018 14 AVE	5957	29346
94	4100 14 AVE	13706	0
95	4101-03 14 AVE	9680	38532
96	4105 14 AVE	7371	19662
97	4107-09-11 14 AVE	11298	26870
98	4108 14 AVE	4608	22450
99	4110 14 AVE	4608	22450
100	4114-16-18-20-28 14 AVE	10823	37648
101	4117-19 14 AVE	13061	22597
102	4128 14 AVE	2237	16998
103	4200 14 AVE	6181	27399
104	4203 14 AVE	1937	21125
105	4208 14 AVE	2753	23100
106	Total	1216918	2979066

College Hill District

Neighborhood Businesses. Eclectic Vibe.



Prepared By: City of Rock Island,
Community and Economic Development Dept.
July 2012



College Hill District

Business Directory

Neighborhood Businesses. Eclectic Vibe.



Prepared By: City of Rock Island
Community and Economic Development Dept.
July 2012

Food & Spirits

1340 31 ST	Against the Grain Brewery & Alehouse	20
1407 30 ST	Black Ram Restaurant	25
1325 30 ST	Cool Beans Coffee House	18
4018 14 AVE	Corner Tap	56
3708 14 AVE	Dominio's Pizza	34
1407 30 ST	Gendler's Wine and Spirits	24
1407 30 ST	Grotto Bar	26
1412 30 ST	Happy Joe's Pizza	23
1419 30 ST	Hordee's	30
3903 14 AVE	Harris Pizza	48
1228 30 ST	Kavanaugh's Hilltop Tavern	1
4118 14 AVE	La Rancherita	58
4128 14 AVE	Lee's on 14th	59
3800 14 AVE	Mulkey's Restaurant	40
4101 14 AVE	Quarter TII Tap	57
1432 38 ST	Wendy's	38
1230 30 ST	Pure Element	4

Retail

3929 14 AVE	Rock Island Diamond Co.	52
1402 38 ST	Auto Zone	37
9913 14 AVE	Bike & Hike	51
1230 30 ST	Estate of Grace	3
3922 14 AVE	Fabulous Finds	54
1326 30 ST	Fred and Ethel's	15
1311 30 ST	GV's Stuff	11
1435 30 ST	Handy True Value Hardware	30
3822 14 AVE	Hudson Floor Covering	43
1310 30 ST	Jackson's Antiques	8
3900 14 AVE	Lamp's Flower Shop	49
3805 14 AVE	M & M Hardware	42
1319 30 ST	Portofino Gallery	14
1316 30 ST	Sports Depot	12
2963 14 AVE	Tim's Corner	17
2961 14 AVE	Vintage Rose	16

Personal Care Services

3832 14 AVE	Complete Balance Chiropractic	47
3706 14 AVE	Da Bears Den Barber Shop	33
1409 30 ST	DePaep's Gym	27
3115 14 AVE	Donna's Tanning & Resale	31
1311 30 ST	General Dentistry	10
1309 30 ST	Hilltop Headshop	7
1320 38 ST	It's All About You Massage	35
1340 38 ST	Luon's Mane, The	36
2965 13 AVE	Lundgren Chiropractic	2
3828 14 AVE	Magic Wand, The	45
3910 14 AVE	Mark's Barber Shop	50
1301 30 ST	One Hair Place	5
3826 14 AVE	Rites of Passage III Custom Tattoos	44
1312 30 ST	Steve's Barber Shop	9

Other

4001 14 AVE	Bell's Auto	55
2965 15 AVE	Bix Furniture	22
3024 14 AVE	Bowman Accounting, Inc.	21
1502 30 ST	Connell Agency	28
3009 14 AVE	Klauser Heating & Air Conditioning	19
3929 14 AVE	Lords Technology	53
3702 14 AVE	Mainstream Home Improvement	32
4200 14 AVE	Neighborhood Laundramat	60
1315 30 ST	Picture Perfect Travel	13
1508 30 ST	Shutterbug Memories	29
1501 30 ST	South Park Presbyterian Church	61
1303 30 ST	Sunshine's Performing Arts	6
3830 14 AVE	United Camera Repair	46
3901 14 AVE	Wagtenwerks	41

College Hill District Revitalization Plan Appendix

College Hill District Building Inventory Summary

Total Buildings in the B1 Zoning District
in College Hill: 87

Use of Displays:
Window: 11 (13%)
Interior: 11 (13%)

Decade Buildings Constructed

1900s: 11 (13%)
1910s: 6 (7%)
1920s: 16 (18%)
1930s: 7 (8%)
1940s: 7 (8%)
1950s: 1 (1%)
1960s: 4 (5%)
1970s: 7 (8%)
1980s: 1 (1%)
1990s: 1 (1%)
2000s: 0
Unknown: 26 (30%) [when time allows, estimates
can be produced]

Sign Usage:
Façade: 25 (29%)
Window: 16 (18%)
Advertising: 6 (7%)
Internally Lit: 18 (21%)
Externally Lit: 5 (6%)
Fascia Board: 12 (14%)
Projecting: 9 (10%)
Freestanding: 14 (16^)
Neon: 10 (12%)
3-Dimensional: 1 (1%)
Custom: 2 (2%)
Awning: 9 (10%)

Building Type:

Commercial: 38 (44%)
Residential: 29 (33%)
Split Use: 16 (18%)
Unknown: 4 (5%)

**Buildings Converted from Residential to
Commercial: 9 (10%)**

Vacant Structures: 12 (14%)

Square Footage:

under 1,000: 12 (14%)
1,000 to 1,250: 17 (20%)
1,251 to 1,500: 9 (10%)
1,501 to 1,750: 4 (5%)
1,751 to 2,000: 5 (6%)
2,001 to 2,250: 2 (2%)
2,251 to 2,500: 4 (5%)
2,501 to 2,750: 6 (7%)
2,751 to 3,000: 1 (1%)
3,000 +: 9 (10%)
Unknown: 18 (21%)

College Hill District Business Inventory Summary

Total Businesses = 52

Businesses with Websites = 12 (23%)

Business with Non-Owner Managers = 14 (27%)

Years at Location:

0-4: 9 (17%)
5-9: 11 (21%)
10-19: 8 (15%)
20-29: 9 (17%)
30-39: 3 (6%)
40-49: 4 (8%)
50 or more: 2 (4%)
unknown: 6 (12%)

Oldest College Hill Business:

Mulkey's (since 1957)

Business Type:

Service: 20 (38%)
Retail: 25 (48%)
Both: 7 (14%)

Merchandise Concentrations:

food: 9
collectibles & antiques: 4
beverages, alcoholic: 4
home improvement: 4
apparel: 3
hardware: 2

Service Concentrations:

hair/barber: 6
personal body services: 5
photography: 2

Price Point (some identified multiple)

Discount: 14 (27%)
Mid-Range: 34 (65%)
High End: 7 (13%)
Unknown: 5 (10%)

Days of Operation:

7 Days: 14 (26%)
6 Days: 17 (33%)
5 Days: 12 (23%)
4 Days: 3 (6%)
1 Day: 1 (2%)
By appointment: 5 (10%)

Businesses Closed on Sundays: 38 (73%)
Businesses Closed on Saturdays: 11 (21%)
Businesses Closed on Mondays: 11 (21%)

Hours of Operation:

Extremely variable without discernable patterns

Busiest Hours:

Morning: 12 (23%)
Afternoon: 16 (31)
Evening: 6 (12%)
Undetermined: 18 (35%)

Busiest Months (in order):

1. June
2. December
3. May
4. March
5. July
6. October
7. November
8. February
9. January
10. April
11. August
12. September

Type of Business Traffic (multiple answers possible)

Neighborhood: 19 (37%)
Destination: 11 (21%)
Impulse: 0
Rock Island: 30 (58%)
Quad Cities: 26 (50%)
Other: 3 (6%)

of Employees:

1: 6 (12%)
2-4: 20 (38%)
5-9: 11 (21%)
10-19: 5 (10%)
20-29: 3 (6%)
30+: 2 (4%)
Unknown: 5 (10%)

Media/Advertising:

Other: 24 (46%): Yellow Pages (8, 15%); Word of Mouth (11, 21%); Hilltop sign (2, 4%)
Argus/Dispatch: 14 (27%)
Internet: 11 (21%)
Radio: 10 (19%)
TV: 7 (13%)
Facebook: 7 (13%)
QC Times: 6 (12%)
Other Print: 5 (Hola America, Women's Edition, antique guide) (10%)
River Cities Reader: 4 (8%)
Direct Mail: 3 (6%)

FUNDING MECHANISMS FOR REVITALIZATION

Business Improvement District (BID) – Like Tax Increment Finance Districts and Special Service Areas (see below), BIDs are regulated by state law. The purpose of the BID is rooted in incentives to create employment, retain commercial businesses and eradicate blight if blight is present in a contiguous business area. The establishment of a BID and the adoption of the plan for the BID is a carefully outlined public procedure, with multiple notices of public hearings taking place between 10 and 30 days before the hearing date. At the public hearing any interested person may file written objections with the municipal clerk and may be heard orally. Minor changes to the plan may be made during the public hearing, but changes of a substantial nature (boundary, tax rate, project redevelopment locations, etc), would require a subsequent public hearing with proper notification. Within 90 days of the public hearing, the business district plan, which includes boundary description, descriptions and locations of projects, estimated costs and revenue, types of obligations expected, plus the rate of tax to be imposed, may be adopted as an ordinance. A petition against the establishment of the BID must be filed with the city clerk within 21 days after the publication of the ordinance by no less than 15% of the number of electors voting for the mayor or president at the last municipal election. Funds collected from the BID are held pending approval by a majority of voters at the next regularly scheduled election.

A BID allows the municipality to enter into contracts with developers that provides for the sharing, rebate, or payment of retailers' occupation taxes or service occupation taxes; acquire land and property through various means, including eminent domain; demolish buildings and clear land; install or repair public streets, utilities and other site improvements; renovate and repair buildings, structures and utilities; construct public improvements; construct buildings; finance and obligate costs; relocate businesses and property; and disburse project costs to the developer or other nongovernmental persons. Only if blight is determined, may the municipality impose an occupation tax to retailers, service-based businesses or hotel operators in the BID. The Business District Tax Allocation Fund is collected from all persons engaged in the sale of tangible goods or property or sales of services at rates not to exceed 1%, and may be imposed only in 0.25% increments. The tax may not be imposed for food consumed off premises, medicines and some other limited items. Hotel operators can also be assessed an occupation tax at the same rate. Persons subject to any BID tax may reimburse themselves by separately stating the tax as an additional charge when filing state taxes. If a refund is made by the Illinois Department of Revenue, the refund shall be paid out of the BID's occupation tax fund. A dissolution date for the BID may be set, but cannot extend beyond 20 years. A BID may be created in combination with a Special Service Area (see below).

Community Development Block Grant (CDBG) – CDBG is a 25+ year old federal program that makes available funds to address three national program objectives: elimination of slums and blight, to meet an urgent local need; and to support programs that benefit low and moderate income persons. Rock Island is what is known as an "entitlement" community under the CDBG program, which means that the city receives an annual allocation of grant funds based on a formula that considers age of housing stock, income levels and other factors. These funds are used to support three areas; staff costs associated with delivering CDBG eligible programs and activities, actual program costs for delivery of housing rehabilitation and code enforcement activities, neighborhood and historic preservation activities and operations at the Martin Luther King Center. The city's entitlement for FY12 was \$904,514. Over the years, CDBG has been a diminishing source of revenue being reduced by half since the program's inception in 1975. Most of that reduction, 29%, occurred in the past three years.

Enterprise Zone – Enterprise Zones are geographically designated areas where certain city and state incentives are offered to stimulate development activity. The state Enterprise zone Act governs the establishment and operation of enterprise zones. Rock Island's enterprise zone was created in 1985 and originally included all industrially zoned property in the city. Over the years, the zone has been expanded to include the city's TIF districts and other development areas. State regulations allow an enterprise zone to be expanded to support an "imminent" project. Local incentives offered to enterprise zone projects include a waiver of retail sales taxes on construction materials used in a project in the zone and a rebate of a percentage of the increased property taxes that result from a project in the zone. State incentives include a .5% investment tax credit for qualified investments in a zone property, a .5% investment tax

credit for businesses that add a minimum of five new jobs and the waiver of state retail sales taxes on construction materials used in a project in the enterprise zone.

Foundations – Private foundations tend to support projects or activities directed towards specific issues or concerns. For example, the Doris & Victor Day Foundation makes grants to 501(c)(3) organizations who address basic human needs such as food, shelter, clothing, medical care and education. The Rock Island Community Foundation awards grants to 501(c)(3) organizations that sponsor projects that preserve or improve the quality of life in Rock Island. Many national corporations have foundations with a variety of purposes. The Foundation Center serves as a clearinghouse helping to match grant makers with grant seekers.

Gaming Funds – Under the state Riverboat Gaming Act, cities in which a gaming operation is located receive 5% of the Adjusted Gross Receipts from the gaming operation as well as \$1 for each person who enters the gaming area of the casino. Gaming fund revenue to the city for FY11 was \$5 million. The City Council has adopted several policies with respect to the use of gaming funds; only gaming funds already received are budgeted for expenditure (when the city's annual budget is prepared other revenue sources are estimated but past uncertainty about gaming makes this revenue source a greater challenge to predict so only "money in the bank" is budgeted). Gaming funds are to be used for contract services, economic development and capital projects.

Incentives – The city offers a variety of incentives to support both existing and new businesses in the community. Funding for incentives is generally drawn from TIF, CDBG and Gaming revenue but may also involve rebates of city sales or property taxes. Incentives are of two types: Program and Negotiated.

- **Program Incentives** – Program incentives consist of programs the city has adopted over time aimed at fostering a certain type of activity. For example, the Façade Improvement Program covers a percentage of the cost of exterior improvements to commercial properties in the city. The program was developed about 20 years ago with the goal of improving the appearance of commercial properties. Program administration is handled by the Community & Economic Development Department staff, who work with guidelines approved by the City Council. Program participants complete an application and if program requirements are met, the rebate is paid.
- **Negotiated Incentives** – Negotiated incentives differ from program incentives primarily because a negotiated incentive takes the approval of the City Council, typically in the form of a development agreement placed on a Council agenda for consideration. Several factors are considered when determining whether or not a negotiated incentive is appropriate. These factors may include: does the project support a Council priority; will the city realize a return on its investment in terms of new or retained jobs; increases property, food/beverage or retail sales taxes; is public support necessary for the project to happen; what is the track record of the party undertaking the project, i.e. have they been successful in other endeavors; are there likely to be spin-off benefits from the project, other new development, elimination of blight, utility extensions that might serve other property.

Special Service Area (SSA) – Like Tax Increment Finance districts (below), SSA's are regulated by state law. SSA's are legally defined as "a contiguous area within a municipality or county in which special governmental services are provided in addition to those services provided generally throughout the municipality or county; the cost of special services are to be paid from revenue collected from taxes levied or imposed upon property within that area." The imposition of an SSA begins with one of two parties: the public or the local government. Private individuals (the public) can submit a proposal to their local government requesting imposition of an SSA. However, the more common approach is for the local government to propose an SSA for a designated area of the community. The proposal is made by way of an ordinance approved by the City Council which establishes, among other things, the boundaries of the SSA. State law sets out in some detail the method for notifying affected property owners about the proposed SSA. Essentially, property owners must be notified within 60 days of the approval of the ordinance of the pending SSA. The ordinance and notice must set a time and place for a public hearing regarding the proposed SSA. In addition to notifying individual property owners, a notice must be published in a general circulation newspaper. At the public hearing any interested person may file written objections to the SSA and may be heard orally. At the next regularly scheduled city council meeting, the

city can delete an area or certain properties from the SSA. If written objections are signed by 51% of the electors and 51% of the landowners of record living within the SSA, the contemplated SSA action is automatically rejected. From a practical standpoint, significant opposition to an SSA will generally cause elected officials to not move forward with imposing the SSA. Revenue for an SSA is generated by the imposition of a “special” tax generally added to the existing property tax bill. SSA funds can be used for a variety of municipal services. The city has one SSA that is in place on property at the Quad City Industrial Center.

Tax Increment Finance (TIF) – TIF is a redevelopment tool made available to cities throughout Illinois by virtue of legislation initially approved by the Illinois General Assembly in the early 1980s. The establishment of TIF districts and how TIF funds can be used are governed by the state law. A tax increment is the difference between the amount of property tax revenue generated before creation of the TIF district and the amount of revenue generated after the district is established. The increment includes new tax revenue from all tax bodies so that although tax revenue to the school district, the county and other jurisdictions is not reduced, growth of tax revenue is curtailed for the life of the district which can be for a maximum of 23 years (unless special legislation is passed by the General Assembly extending the life to 35 years). TIF funds can be expended on a variety of eligible costs which include: property acquisition, rehabilitation studies and plans, marketing sites within the TIF, professional services, demolition and site preparation. State law sets out a number of physical and economic characteristics that must be present in order for an area to qualify as a TIF District, sometimes referred to as “blighting requirements.” In addition, the city must show that these conditions will not be addressed without some local action, often called the “but for” test. Along with meeting these requirements, the city must prepare a redevelopment plan for the proposed TIF district justifying the need to establish the district and outlining improvement plans. Rock Island currently has five TIF districts that include downtown, 11th Street (north and south), the casino area and Columbia Park (QCIC former Farmall area).

College Hill District, Rock Island IL



Prepared By: City of Rock Island,
Community and Economic Development Dept.,
Planning and Redevelopment Division
February 2011

Lincoln Park

Allenman High School

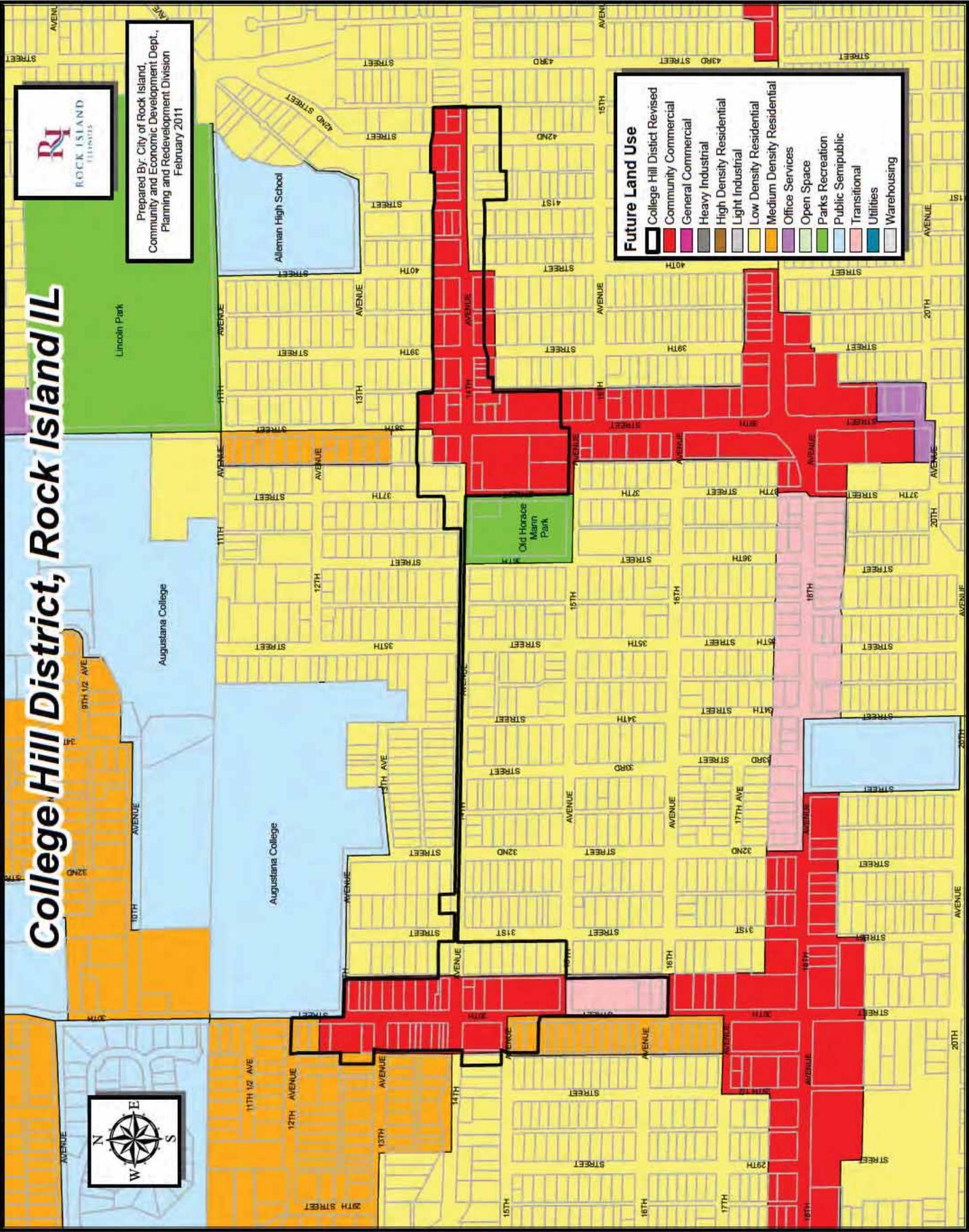
Old Horace Mann Park

Augustana College

Augustana College

Future Land Use

- College Hill District Revised
- Community Commercial
- General Commercial
- Heavy Industrial
- High Density Residential
- Light Industrial
- Low Density Residential
- Medium Density Residential
- Office Services
- Open Space
- Parks Recreation
- Public Semipublic
- Transitional
- Utilities
- Warehousing





**Nielsen Demographic
Update
Summary
Methodology
Document**

May 2010



Nielsen Demographic Update

This document will outline the methodology behind the 2010 Nielsen Demographic Update. With over 30 years of experience, Nielsen has a proven track record as an industry leader producing quality data. Nielsen has been able to maintain this position by continually looking for new ways to innovate and improve upon their update methodology, taking advantage of new external resources that can lead to increased accuracy, and continually keeping an eye to the future as well as changes that will impact the demographic estimation process. One example of this was the replacement of the Census Long Form with the American Community Survey (ACS).

This document will outline the methodology process for the development of the 2010 update that includes household and population data covering over 4,000 demographic variables from Census 1990 and Census 2000 as well as current year estimates and five-year projections.

Experienced Leadership

The Nielsen demographics team is headed by Dr. Ken Hodges who brings a 25-year history of groundbreaking contributions to the field of applied demography. After earning his doctorate in Sociology and Demography from Cornell University, Dr. Hodges joined Donnelly Marketing Information Services (DMIS) in 1982 before moving to Claritas, now part of The Nielsen Company, in 1993.

During his tenure, Dr. Hodges has developed and refined methods for using consumer database information as input to small area estimates, and adapted standard demographic methods for use in nationwide small area estimates.

In addition to his work at Nielsen, Dr. Hodges' professional involvements include the following:

- Member, 2010 Census Advisory Committee
- Co-Author, *A Compass for Understanding and Using American Community Survey Data: What the Business Community Needs to Know*
- Board Member, Association of Public Data Users
- Board Member, Council of Professional Associations on Federal Statistics
- Member, Population Association of America Committee on Population Statistics
- Member, ICSC North America Research Taskforce

In addition to the extensive experience of Dr. Hodges, the Nielsen Demographics Estimation Program draws upon the strengths of some of the industry's pioneering programs including: National Planning Data Corporation, Donnelly Marketing Information Services, National Decision Systems, and Market Statistics.

Evaluation and Support Materials

The Nielsen Demographic Update is supported by extensive research and evaluation, with results often documented in professional papers. In addition to this methodology document, papers describing the following topics are available:

- Evaluation of 2000 estimates against Census 2000 results.
- Evaluation of consumer database counts against Census 2000 results.
- Comparison of 1996 estimates and 2001 projections from alternative suppliers.
- Evaluation of geometric data retrieval methods.

Demographic Update

The update is a shorthand term for the massive set of demographic estimates and projections produced multiple times per year for the Nielsen Pop-Facts products. Estimates consist of data prepared for the current year, and projections (sometimes called forecasts) are prepared for dates five years in the future.

The update is brought up to date multiple times per year for many geographic levels including national, state, county, place (city/town), census tract, and block group. Data is also available for commonly-used areas such as metropolitan areas, ZIP Codes, and media areas such as DMAs. Because it is produced for small areas, the update can be easily aggregated to custom geographic areas specified by the user.

The update begins with the estimation and projection of base counts, such as total population, household population, group quarters population, households, family households, and housing units. Characteristics related to these base counts are then estimated. Population characteristics include age, sex, race, and Hispanic ethnicity. Households are estimated by age of householder and income. Owner-occupied housing units are estimated by value.

Recent Methodological Changes and New Data Sources

With over three decades of experience to learn from, Nielsen is always looking for ways to innovate and improve on estimation techniques in order to adapt to a changing demographic landscape and to take advantage of new resources. In recent updates, the changes below were implemented.

Enhanced Aggregation of Estimates to ZIP Codes

In 2008, in some very small, high growth ZIP Codes, rapid growth was successfully estimated for block groups, but was not being fully allocated to the correct ZIP Code. For example, growth that should have been allocated to ZIP Code A was allocated to adjacent ZIP Code B, thus leaving ZIP Code A inconsistent with residential address counts from the United States Postal Service (USPS). This enhanced aggregation provides more up-to-date factors by which to identify the percent of block group growth in ZIP Code A versus ZIP Code B.

Note: This enhancement did not reflect a change to the estimation method, but rather to the process used to aggregate block group estimates to ZIP Codes.

New Data Sources

The 2009 update introduced Hanley Wood data on new residential development. Identifying the construction and sale of new residential housing units, this source is a

valuable addition to the resources for estimating population and housing growth at the neighborhood level.

Also introduced in 2009 was Hispanic population data from Ethnic Technologies (E-Tech). E-Tech Hispanic counts provides a powerful new tool for estimating changes in Hispanic composition at the neighborhood level. Data from E-Tech is used to enhance the estimation of Hispanic ethnicity in areas that have experienced the most rapid growth of this population group. The E-Tech Hispanic counts—based on analyses of first names, surnames, prefixes, and suffixes against name/address database resources—are not used as is, but as a way to identify tracts where preliminary Hispanic estimates need to be increased.

American Community Survey Data

Although the ACS will not provide block group data until 2011, it was already providing valuable estimates for states and large counties (those with populations of 20,000 or more) as early as 2009. And with new ACS estimates released every year, the Nielsen Demographic Update continues to make use of ACS estimates of median income and home value to guide estimates at these levels.

Effective with the 2010 update, the ratio-adjusted data was significantly upgraded through the use of control totals based on the most recent one-year and three-year estimates from the ACS. The 2010 Nielsen Demographic Update represents the most extensive implementation of one-year and three-year ACS data inputs to date. A list of ratio-adjusted data items is included later in this document.

Top-Down vs. Bottom-up Methodologies

Over the years, some descriptions of small area estimation methods have emphasized a distinction between top-down and bottom-up methodologies. The distinction is overdone, as estimates produced with pure top-down or bottom-up methods are rare. A pure top-down method might produce estimates at the county level, and then distribute to tracts and block groups without reference to any post-census tract and block group data. This approach has obvious and severe limitations for small areas. On the other hand, a pure bottom-up method would use post-census block group data to produce estimates at that level, and then sum to all larger areas, without reference to independent estimates for larger areas such as cities, counties, and states. This approach has severe limitations for larger areas.

Nielsen estimates combine the strengths of top-down and bottom-up methods. Post-census data for tracts and block groups drive the estimates at those levels, while post-census data for cities, counties, and states drive the estimates at those levels. The small area estimates are then adjusted to conform with the independent estimates for larger areas. This approach is common because it is designed to achieve maximum accuracy at all levels. Thus it cannot be described as either top-down or bottom-up.

In a bottom-up approach Nielsen identifies growth trends using small data sources such as USPS, local government agencies (where available), new construction data, Hanley Wood residential development counts, and the Nielsen Master Address File (MAF). The Master Address File contains over 135 million records and is informed by various household level sources such as Equifax, Valassis, and InfoUSA.

Once the trends have been identified and estimates have been generated at the block group level, a top-down approach is taken in applying controls that will prevent the generation of unrealistic estimates at larger geographic levels such as county or state. Nielsen utilizes county level data provided annually by the Census Bureau and other federal agencies as control totals for the small area estimates.

Trending

To take full advantage of methodological refinements and new data resources, each set of updates begins not with the previous year's estimates, but with data from the most recent decennial census. For this reason, the difference between estimates for consecutive years is not an estimate of change from one year to the next. Change is estimated with reference to the previous census numbers.

Estimation Date

The target date for estimates and projections is January 1 of the relevant year.

Variable Categories

The 2010 Nielsen Demographic Update includes the categories and data items listed below.

Population & Race	<ul style="list-style-type: none"> --Base Count Population, Households, Housing Units, Families, Group Quarters --Population by Age, Sex, Race, Ethnicity --Population by Ancestry/Origin --Population by Language Spoken --Population by Marital Status --Means and Medians
Housing & Household Composition	<ul style="list-style-type: none"> --Households by Age, Race, Ethnicity, and Tenure --Housing Units by Value --Households by Size (number of persons) and Presence of Children --Housing Units by Year Built --Housing Units by Number of Units --Households by Year Householder Moved In --Households by Vehicles Available --Means and Medians
Affluence & Education	<ul style="list-style-type: none"> --Households by Income, Age, Race and Ethnicity of Householder --Effective Buying Income (EBI) --Household Income by Type --Families by Poverty Status --Population Educational Attainment by Sex and Ethnicity --Means and Medians
Employment & Occupation	<ul style="list-style-type: none"> --Population by Employment Status and Sex --Population by Transportation to Work --Population by Travel Time to Work --Population by Class of Worker --Population by Industry and Occupation --Means and Medians

Geography

The 2010 Nielsen Demographic Update is prepared for a wide range of geographic areas.

Standard Macro Geographies	Standard Micro Geographies	Industry Geographies
Country* [1]	Place [25K+]	Cable [9K+]
State* [51]	Tract* [60K+]	Wire Centers [20K+]
County* [3K+]	Block Group* [200K+]	Yellow Pages Directory (YPD) [7K+]
Designated Market Area (DMA) [200+]	Block* [8M+]	Major & Basic Trading Area Wireless (MTA & BTA) [500 +]
Combined Statistical Area (CSA) [100+]	Zip Code [30K+]	Metro/Rural Service Area for Wireless (RSA) [700+]
Core Based Statistical Area – Metropolitan/Micropolitan (CBSA) [900+]	Minor Civil Division (MCD) [Includes Census Civil Divisions (CCD)*] [35K+]	
Three-Digit Zip (TDZ) [800+]		

* Census geographies

Data Item Summary

Base Counts

Base counts are the basic totals for population, households, family households, group quarters population, and housing units. At the national, state, county, and place geography levels, base count updates are based on estimates from the Census Bureau and, in some cases, state demographers. At the census tract and block group levels, base count information is based on sources including local estimates, trends in United States Postal Service (USPS) deliverable address counts, counts from the Nielsen Master Address File, Hanley Wood new residential development data, and Valassis counts of new housing units.

Population Characteristics

Population is estimated for the following demographic characteristics:

- Age
- Sex
- Race
- Hispanic ethnicity
- Age by sex by race by Hispanic ethnicity

Population by Age/Sex

Age/sex distribution is estimated using a modified cohort survival method, which ages population based on age/sex specific survival probabilities, and estimates births

over the estimation period. Group quarters and other populations that do not age in place are not aged. The method is applied first at county level, using the United States Census Bureau's most recent estimates of county population by age/sex as a starting point. Tract age/sex estimates are produced next, and controlled to the county estimates, then block group age/sex estimates are produced and controlled to tract level.

Population by Race/Ethnicity

Race by Hispanic ethnicity is estimated for 14 categories reflecting single classification race. County estimates are produced first, based on the Census Bureau's most recent county race/Hispanic estimates. Tract estimates are produced next based on 1990-2000 census trends and E-Tech Hispanic population counts, and are controlled to county level. Block group race/Hispanic estimates are produced next based on projected 1990-2000 census trends, and are controlled to tract level. The 1990-2000 census trends are identified through Nielsen bridging of Census 1990 race data to the Census 2000 race definitions. Estimates of all-inclusive race are derived from the single classification estimates through the use of Census 2000 ratios of race counts and tallies.

Household Characteristics

Households are estimated for the following characteristics:

- Household income
- Household size
- Age of householder
- Race and ethnicity
- Year householder moved into unit

Household Income

Income estimates and projections reflect the census money income definition, and are produced for current dollar values. Rates of change in median income are estimated first, then Census 2000 income distributions are advanced to reflect the estimated rate of change. Income estimates at the county level and above reflect income change indicated by the Bureau of Economic Analysis (BEA) income estimates, income statistics from the Internal Revenue Service (IRS), and in large counties, income estimates from the Census Bureau ACS.

Income change at the tract and block group levels is estimated based on a combination of:

- Change in consumer financial information from the Equifax Consumer Marketing database
- Change in income summarized from the TotalSource consumer household database
- Projections of inter-censal trends

Distributions of Census 2000 income are advanced to the estimated and projected to target dates through a process that estimates the movement of households from one income category to the next based on the specific area's estimated rate of income growth.

Household Size

The distribution of households by size starts with Census 2000 distributions, and advances them to current year based on estimated change in persons per household (average household size). Iterative proportional fitting (IPF) is then used to ensure consistency with previously estimated household totals and average household size. For more information about IPF, see the "Additional Terminology" section.

Income by Age of Householder

The income-by-age estimates are produced after those for population by age and households by income. The household-by-income estimates serve as totals for the income dimension, but persons-by-age estimates are converted to householders-by-age through the use of headship rates reflecting Census 2000 householder-by-age data. The households-by-income and householders-by-age estimates serve as income and age row and column totals for the estimated income by age table. Cell values (specific income-by-age categories) are estimated through iterative proportional fitting of Census 2000 income-by-age data to the estimated income and age totals. This process yields income-by-age values that not only sum to the income and age estimates, but also preserve the statistical relationship between income and age for each area as measured by the census.

Housing Unit Characteristics

Housing units are estimated for the following characteristics:

- Total number of owner-occupied units
- Value of owner-occupied units
- Year structure built

Housing Value

Housing value is estimated for all owner occupied housing units. As with income, the method begins with the estimation of a rate of change, which is then used to advance 2000 census distribution to current and projection year.

At the state and national levels, target rates of change in value are based on change in value estimated by the 2008 ACS, as well as change in the House Price Index from the Federal Housing Finance Agency (FHFA). FHFA is the federal agency formerly known as the Office of Federal Housing Enterprise Oversight (OFHEO).

At the metropolitan area level, the FHFA data is combined with change in median sales price data from the National Association of Realtors (NAR) to estimate change. An additional data source contributing to the estimates in counties with large populations, is the annual data from the ACS that is currently available for counties with populations in excess of 20,000. Tract rates of change are estimated based on a combination of projected inter-censal trends, post-2000 change in average mortgage amounts from the Equifax Consumer Marketing database, and home value data from Axiom files.

As with income, estimated rates of change are used to advance the Census 2000 distributions to current year. The national and state rates serve only as targets (not control totals) for the county estimates, while the tract and block group estimates are both controlled to the next higher level.

Ratio-Adjusted

In addition to the demographic estimates and projections, past updates have provided a series of detailed Census 2000 tables that have been ratio adjusted to relevant current-year totals. Effective with the 2010 update, most of these tables have been enhanced with the most recent ACS estimates for counties with populations of 20,000 or more.

Why Nielsen Claritas?

What sets Nielsen Claritas apart as the demographic industry leader?

- | Methodology for Creating Demographic Estimates
- | Creating Small-Area Population and Household Estimates
- | Local Input Source Used to Create Small-Area Population and Household Estimates
- | Substantive Methodology Enhancements Developed by Claritas
- | R&D Resources Committed to Demographic Estimates
- | The Most Accurate Demographic Estimates
- | Preparation of Estimates for Nonstandard Geographic Areas
- | Identification and Estimation of Very Rapid Growth for Tracts
- | Impact of Military Base Closings and Catastrophic Events
- | Full Cross-Tabulation Provided by Age by Sex by Race by Hispanic or Latino
- | Age Breaks for Age/Sex Estimates
- | Nielsen Claritas' Demographic Estimates Experience and Credentials

Methodology for Creating Demographic Estimates

Nielsen Claritas has documented its methodology in a comprehensive paper detailing the methods used to estimate small (local) area demographics. This document is updated on a yearly basis by the demographers that produce the estimates and projections so that the most recent Update methodology is always available to you. We believe that disclosure of these methods is essential to the data users' understanding of the estimates produced.

Nationwide sets of small area demographic estimates and projections were pioneered by the private sector 30 years ago, and such updates are still a unique product of the private suppliers. These suppliers have developed a variety of approaches to annual demographic estimation, and the results for small areas can vary widely. Users are encouraged to familiarize themselves with the methods used to produce such data.

For more information regarding Census 2000 and Nielsen Claritas products, visit our special Census website.

Creating Small-Area Population and Household Estimates

Nielsen Claritas adapts standard demographic methods to use with the best data at each geographic level. For example, Nielsen Claritas tracks neighborhood-level growth and decline from the annual acquisition of current small-area data from across the nation. Sources include estimates from local governments, consumer database counts, and postal delivery statistics. Such sources allow a "bottom-up" methodology grounded in authoritative local sources. Nielsen Claritas also uses Census Bureau estimates and other federal data to produce highly accurate totals for larger areas such as cities, counties and states. These independent estimates are used as control totals for the small area estimates, thus providing the internal consistency of a "top-down" process. Nielsen Claritas has refined this approach over the past three decades and annually evaluates new data sources and techniques to ensure maximum accuracy.

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Local Input Source Used to Create Small-Area Population and Household Estimates

The best demographic estimation methods are only as good as the data used as input, so the selection and incorporation of accurate input is critical at all geographic levels. At the census tract and block group levels, the Claritas method measures change based on sources including local estimates, Donnelley Marketing database trends, counts from the Equifax TotalSource database and the Equifax Consumer Marketing Database, and United States Postal Service (USPS) delivery statistics.

For the current year, national and state estimates were based on Census Bureau estimates. County estimates were based on Census Bureau estimates, combined with state-produced county estimates in selected states. At the tract and block group levels, post-2000 trends were based on local estimates and post 2000 trends in USPS address counts and TotalSource consumer database households. Each year, the Demographic Update Methodology lists the numerous resources incorporated into the Update, and explains how Nielsen Claritas uses those data in the estimation process.

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Substantive Methodology Enhancements Developed by Nielsen Claritas

Nielsen Claritas continually strives to improve its methods for creating demographic estimates. Some of the substantive enhancements include:

- | Age/sex/race/Hispanic-specific application of cohort survival methods – with important refinements to the cohort survival assumptions.

- ‡ Estimation of population by single year of age (0 – 100+). This kind of detail makes custom age breaks a simple process of addition rather than error-prone percentaging.
- ‡ Introduction of post-census input data in areas where local estimates are not available. Important sources used in the past and being developed for post-2000 include Equifax, Donnelley Marketing, USPS, and the Census Bureau's American Community Survey.
- ‡ The Rapid Change Review: Nielsen Claritas gives individual attention to tracts where post-census sources indicate very rapid change since the most recent census. This process is greatly enhanced by the crosscheck capability provided by having multiple sources in many areas.
- ‡ A procedure for estimating the impact of military base closings and natural disasters such as floods, hurricanes, and fires.
- ‡ Use of post-census input data directly at the block group level.

R&D Resources Committed to Demographic Estimates

Nielsen Claritas' commitment to research and development is evident in its expert demographic staff and data acquisition investment. The Nielsen Claritas methodology and resources for demographic estimates integrates the strengths of several previously competitive programs, now part of the Nielsen Claritas/VNU family, including National Planning Data Corporation, Donnelley Marketing Information Services (DMIS), National Decision Systems (NDS), Market Statistics and Nielsen Claritas. Through these acquisitions, Claritas has gained a great deal of experience and knowledge about the production of demographic estimates. Many of the staff that led these programs now collaborate on the Demographic Update as Nielsen Claritas staff. This gives Nielsen Claritas the combined methods and resources of several companies, plus decades of cumulative experience and expertise.

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The Most Accurate Demographic Estimates

The opportunity to evaluate the accuracy of small-area estimates comes only once every 10 years when the new census results become available. Unlike many data suppliers, Nielsen Claritas has conducted such evaluations and made available papers that substantiate the accuracy of our 1990 and 2000 estimates when compared to the respective census counts. Only Nielsen Claritas can cite results from a 1980 evaluation – the industry's first evaluation of nationwide small-area estimates. In short, we put our numbers to the test whenever possible and often make the results available. Because the demographic estimation process requires considerable skill, expertise, and ongoing evaluation, and because the results will have significant impact on the marketing decisions you make, we encourage you to review the Update Methodology.

Preparation of Estimates for Nonstandard Geographic Areas

The methods used to prepare estimates for nonstandard areas, such as postal, media, communications, and other industry geographies, are different from those used to create estimates for census geographies. Estimates for nonstandard geographies are created as reconfigurations of already completed block group estimates. These geographic estimation processes are distinct from, and should not be confused with, demographic estimation methods.

Identification and Estimation of Very Rapid Growth for Tracts

Nielsen Claritas knows that rapid population and household growth at the tract and block group levels can take place over the course of a year. Because this growth can affect your market significantly, we put our small-area input data through a "rapid change review." Our demographers manually review any tract where the input data indicate a change in growth beyond an established threshold. Before estimating exceptional growth, tracts are reviewed and crosschecked with other input data to rule out spurious indications of growth.

Impact of Military Base Closings and Catastrophic Events

Using data from the Defense Manpower Data Center, Nielsen Claritas estimates the impact of military base closings and realignments at the tract level. A concerted effort is made to build the impacts of events such as fires, hurricanes, and floods into our estimates at the tract level. We do so through the use of our tract level sources guided by consultation with local demographers.

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Full Cross-Tabulation Provided by Age by Sex by Race by Hispanic or Latino

Nielsen Claritas estimates the full cross-tabulation of population by age by sex by race by Hispanic or Latino.

Age Breaks for Age/Sex Estimates

Nielsen Claritas can provide age/sex estimates for single years of age from 0 – 100+ years. This yields the most accurate estimates for custom age distribution requests.

Claritas' Demographic Experience and Credentials

It is important to realize that while nationwide block group estimates have become routine in the information industry, they are unheard of outside the industry. Over the years, Nielsen Claritas demographers have advanced both the methods of private sector demography and its reputation. These gains owe much to professional activity, including the evaluation of census-year estimates, the innovative incorporation of new

data sources and the candid presentation of methods in professional papers. The Nielsen Claritas demographers chart new territory every time they produce an annual Update, and by representing their work responsibly within their profession, they gain recognition for advancing the science and art of applied demography.

Nielsen Claritas' professional involvement extends beyond the demographic estimates. Nielsen Claritas demographers regularly attend professional conferences, present on a variety of topics, and serve on professional panels addressing issues of importance to all data users. They maintain a close working relationship with the Census Bureau, having contributed to the planning of the 2000 census and participating in the planning of the 2010 census through involvement in professional panels and census advisory committees.

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Executive Summary

14th & 30th, Rock Island, IL

Radius 1: 14TH AVE AT 30TH ST, ROCK ISLAND, IL 612, 0.00 - 1.00 Miles, Total



- The population in this area is estimated to change from 16,696 to 15,887, resulting in a decline of -4.8% between 2000 and the current year. Over the next five years, the population is projected to decline by -2.2%.
The population in the United States is estimated to change from 281,421,906 to 306,624,699, resulting in a growth of 9.0% between 2000 and the current year. Over the next five years, the population is projected to grow by 5.1%.
- The current year median age for this population is 35.7, while the average age is 38.6. Five years from now, the median age is projected to be 36.7.
The current year median age for the United States is 36.8, while the average age is 37.6. Five years from now, the median age is projected to be 37.7.
- Of this area's current year estimated population:
82.4% are White Alone, 8.5% are Black or African Am. Alone, 0.6% are Am. Indian and Alaska Nat. Alone, 2.0% are Asian Alone, 0.1% are Nat. Hawaiian and Other Pacific Isl. Alone, 3.4% are Some Other Race, and 2.9% are Two or More Races.
For the entire United States:
72.5% are White Alone, 12.5% are Black or African Am. Alone, 0.9% are Am. Indian and Alaska Nat. Alone, 4.4% are Asian Alone, 0.2% are Nat. Hawaiian and Other Pacific Isl. Alone, 6.7% are Some Other Race, and 2.9% are Two or More Races.
- This area's current estimated Hispanic or Latino population is 9.2%, while the United States current estimated Hispanic or Latino population is 15.5%.



- The number of households in this area is estimated to change from 6,638 to 6,322, resulting in a decrease of -4.8% between 2000 and the current year. Over the next five years, the number of households is projected to decrease by -2.2%.
The number of households in the United States is estimated to change from 105,480,101 to 115,306,103, resulting in an increase of 9.3% between 2000 and the current year. Over the next five years, the number of households is projected to increase by 5.2%.



- The average household income is estimated to be \$53,080 for the current year, while the average household income for the United States is estimated to be \$69,376 for the same time frame.
The average household income in this area is projected to increase 9.1% over the next five years, from \$53,080 to \$57,911. The United States is projected to have a 10.3% increase in average household income.
- The current year estimated per capita income for this area is \$21,924, compared to an estimate of \$26,410 for the United States as a whole.



Prepared On: Thurs Feb 04, 2010 Page 1 Of 10

Claritas Tech Support: 1 800 866 6511

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SITE REPORTS

Prepared For: City of Rock Island

Prepared By:

Executive Summary

14th & 30th, Rock Island, IL

Radius 1: 14TH AVE AT 30TH ST, ROCK ISLAND, IL 612, 0.00 - 1.00 Miles, Total



- For this area, 48.8% of the population is estimated to be employed and age 16 and over for the current year. The employment status of this labor force is as follows:
0.0% are in the Armed Forces, 59.9% are employed civilians, 5.0% are unemployed civilians, and 35.1% are not in the labor force.
For the United States, 47.3% of the population is estimated to be employed and age 16 and over for the current year. The employment status of this labor force is as follows:
0.5% are in the Armed Forces, 60.2% are employed civilians, 3.6% are unemployed civilians, and 35.6% are not in the labor force.
- For this area, 48.8% of the population is estimated to be employed and age 16 and over for the current year. The occupational classifications are as follows:
26.4% have occupation type blue collar, 54.6% are white collar, and 19.0% are Service & farm workers.
For the United States, 47.3% of the population is estimated to be employed and age 16 and over for the current year. The occupational classifications are as follows:
23.8% have occupation type blue collar, 60.2% are white collar, and 16.0% are Service & farm workers.
- For the civilian employed population age 16 and over in this area, it is estimated that they are employed in the following occupational categories:
7.9% are in "Management, Business, and Financial Operations", 19.7% are in "Professional and Related Occupations", 18.3% are in "Service", and 27.1% are in "Sales and Office".
0.6% are in "Farming, Fishing, and Forestry", 8.2% are in "Construction, Extraction, and Maintenance", and 18.2% are in "Production, Transportation, and Material Moving".
For the civilian employed population age 16 and over in the United States, it is estimated that they are employed in the following occupational categories:
13.8% are in "Management, Business, and Financial Operations", 20.3% are in "Professional and Related Occupations", 14.6% are in "Service", and 26.7% are in "Sales and Office".
0.7% are in "Farming, Fishing, and Forestry", 9.5% are in "Construction, Extraction, and Maintenance", and 14.4% are in "Production, Transportation, and Material Moving".



- Currently, it is estimated that 6.6% of the population age 25 and over in this area had earned a Master's, Professional, or Doctorate Degree and 12.8% had earned a Bachelor's Degree.

In comparison, for the United States, it is estimated that for the population over age 25, 8.9% had earned a Master's, Professional, and Doctorate Degree, while 15.8% had earned a Bachelor's Degree.



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Prepared For: City of Rock Island

Prepared By:

Executive Summary

14th & 30th, Rock Island, IL

Radius 1: 14TH AVE AT 30TH ST, ROCK ISLAND, IL 612, 0.00 - 1.00 Miles, Total



- Most of the dwellings in this area (63.2%) are estimated to be Owner-Occupied for the current year. For the entire country the majority of the housing units are Owner-Occupied (67.1%).
- The majority of dwellings in this area are estimated to be structures of 1 Unit Detached (67.2%) for the current year. In the United States, the majority of dwellings are estimated to be structures of 1 Unit Detached (60.8%) for the same year.
- The majority of housing units in this area (44.6%) are estimated to have been Housing Unit Built 1939 or Earlier for the current year. The majority of housing units in the United States (16.2%) are estimated to have been Housing Unit Built 1970 to 1979 for the current year.



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SITEREPORTS

Prepared For: City of Rock Island

Prepared By:

Executive Summary

14th & 30th, Rock Island, IL

Radius 2: 14TH AVE AT 30TH ST, ROCK ISLAND, IL 612, 0.00 - 3.00 Miles, Total



- The population in this area is estimated to change from 78,537 to 75,240, resulting in a decline of -4.2% between 2000 and the current year. Over the next five years, the population is projected to decline by -1.8%.
The population in the United States is estimated to change from 281,421,906 to 306,624,699, resulting in a growth of 9.0% between 2000 and the current year. Over the next five years, the population is projected to grow by 5.1%.
- The current year median age for this population is 36.1, while the average age is 38.0. Five years from now, the median age is projected to be 36.8.
The current year median age for the United States is 36.8, while the average age is 37.6. Five years from now, the median age is projected to be 37.7.
- Of this area's current year estimated population:
74.4% are White Alone, 14.2% are Black or African Am. Alone, 0.5% are Am. Indian and Alaska Nat. Alone, 2.0% are Asian Alone, 0.0% are Nat. Hawaiian and Other Pacific Isl. Alone, 5.5% are Some Other Race, and 3.3% are Two or More Races.
For the entire United States:
72.5% are White Alone, 12.5% are Black or African Am. Alone, 0.9% are Am. Indian and Alaska Nat. Alone, 4.4% are Asian Alone, 0.2% are Nat. Hawaiian and Other Pacific Isl. Alone, 6.7% are Some Other Race, and 2.9% are Two or More Races.
- This area's current estimated Hispanic or Latino population is 12.4%, while the United States current estimated Hispanic or Latino population is 15.5%.



- The number of households in this area is estimated to change from 31,847 to 30,496, resulting in a decrease of -4.2% between 2000 and the current year. Over the next five years, the number of households is projected to decrease by -2.0%.
The number of households in the United States is estimated to change from 105,480,101 to 115,306,103, resulting in an increase of 9.3% between 2000 and the current year. Over the next five years, the number of households is projected to increase by 5.2%.



- The average household income is estimated to be \$51,711 for the current year, while the average household income for the United States is estimated to be \$69,376 for the same time frame.
The average household income in this area is projected to increase 8.2% over the next five years, from \$51,711 to \$55,954. The United States is projected to have a 10.3% increase in average household income.
- The current year estimated per capita income for this area is \$21,467, compared to an estimate of \$26,410 for the United States as a whole.



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SITE REPORTS

Prepared For: City of Rock Island

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Executive Summary

14th & 30th, Rock Island, IL

Radius 2: 14TH AVE AT 30TH ST, ROCK ISLAND, IL 612, 0.00 - 3.00 Miles, Total



- For this area, 45.8% of the population is estimated to be employed and age 16 and over for the current year. The employment status of this labor force is as follows:
0.1% are in the Armed Forces, 58.2% are employed civilians, 5.3% are unemployed civilians, and 36.5% are not in the labor force.
For the United States, 47.3% of the population is estimated to be employed and age 16 and over for the current year. The employment status of this labor force is as follows:
0.5% are in the Armed Forces, 60.2% are employed civilians, 3.6% are unemployed civilians, and 35.6% are not in the labor force.
- For this area, 45.8% of the population is estimated to be employed and age 16 and over for the current year. The occupational classifications are as follows:
26.7% have occupation type blue collar, 53.5% are white collar, and 19.8% are Service & farm workers.
For the United States, 47.3% of the population is estimated to be employed and age 16 and over for the current year. The occupational classifications are as follows:
23.8% have occupation type blue collar, 60.2% are white collar, and 16.0% are Service & farm workers.
- For the civilian employed population age 16 and over in this area, it is estimated that they are employed in the following occupational categories:
8.8% are in "Management, Business, and Financial Operations", 18.1% are in "Professional and Related Occupations", 19.5% are in "Service", and 26.6% are in "Sales and Office".
0.2% are in "Farming, Fishing, and Forestry", 7.5% are in "Construction, Extraction, and Maintenance", and 19.2% are in "Production, Transportation, and Material Moving".
For the civilian employed population age 16 and over in the United States, it is estimated that they are employed in the following occupational categories:
13.8% are in "Management, Business, and Financial Operations", 20.3% are in "Professional and Related Occupations", 14.6% are in "Service", and 26.7% are in "Sales and Office".
0.7% are in "Farming, Fishing, and Forestry", 9.5% are in "Construction, Extraction, and Maintenance", and 14.4% are in "Production, Transportation, and Material Moving".



- Currently, it is estimated that 6.3% of the population age 25 and over in this area had earned a Master's, Professional, or Doctorate Degree and 12.9% had earned a Bachelor's Degree.
In comparison, for the United States, it is estimated that for the population over age 25, 8.9% had earned a Master's, Professional, and Doctorate Degree, while 15.8% had earned a Bachelor's Degree.



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Prepared For: City of Rock Island

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Executive Summary

14th & 30th, Rock Island, IL

Radius 2: 14TH AVE AT 30TH ST, ROCK ISLAND, IL 612, 0.00 - 3.00 Miles, Total



- Most of the dwellings in this area (60.9%) are estimated to be Owner-Occupied for the current year. For the entire country the majority of the housing units are Owner-Occupied (67.1%).
- The majority of dwellings in this area are estimated to be structures of 1 Unit Detached (64.3%) for the current year. In the United States, the majority of dwellings are estimated to be structures of 1 Unit Detached (60.8%) for the same year.
- The majority of housing units in this area (44.2%) are estimated to have been Housing Unit Built 1939 or Earlier for the current year. The majority of housing units in the United States (16.2%) are estimated to have been Housing Unit Built 1970 to 1979 for the current year.



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Prepared For: City of Rock Island

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Executive Summary

14th & 30th, Rock Island, IL

Radius 3: 14TH AVE AT 30TH ST, ROCK ISLAND, IL 612, 0.00 - 5.00 Miles, Total



- The population in this area is estimated to change from 171,520 to 166,633, resulting in a decline of -2.8% between 2000 and the current year. Over the next five years, the population is projected to decline by -0.9%.
The population in the United States is estimated to change from 281,421,906 to 306,624,699, resulting in a growth of 9.0% between 2000 and the current year. Over the next five years, the population is projected to grow by 5.1%.
- The current year median age for this population is 37.6, while the average age is 38.6. Five years from now, the median age is projected to be 38.3.
The current year median age for the United States is 36.8, while the average age is 37.6. Five years from now, the median age is projected to be 37.7.
- Of this area's current year estimated population:
82.2% are White Alone, 8.8% are Black or African Am. Alone, 0.4% are Am. Indian and Alaska Nat. Alone, 1.9% are Asian Alone, 0.0% are Nat. Hawaiian and Other Pacific Isl. Alone, 3.8% are Some Other Race, and 2.8% are Two or More Races.
For the entire United States:
72.5% are White Alone, 12.5% are Black or African Am. Alone, 0.9% are Am. Indian and Alaska Nat. Alone, 4.4% are Asian Alone, 0.2% are Nat. Hawaiian and Other Pacific Isl. Alone, 6.7% are Some Other Race, and 2.9% are Two or More Races.
- This area's current estimated Hispanic or Latino population is 8.8%, while the United States current estimated Hispanic or Latino population is 15.5%.



- The number of households in this area is estimated to change from 70,704 to 69,277, resulting in a decrease of -2.0% between 2000 and the current year. Over the next five years, the number of households is projected to decrease by -0.7%.
The number of households in the United States is estimated to change from 105,480,101 to 115,306,103, resulting in an increase of 9.3% between 2000 and the current year. Over the next five years, the number of households is projected to increase by 5.2%.



- The average household income is estimated to be \$53,956 for the current year, while the average household income for the United States is estimated to be \$69,376 for the same time frame.
The average household income in this area is projected to increase 7.5% over the next five years, from \$53,956 to \$57,983. The United States is projected to have a 10.3% increase in average household income.
- The current year estimated per capita income for this area is \$22,783, compared to an estimate of \$26,410 for the United States as a whole.



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SITE REPORTS

Prepared For: City of Rock Island

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Executive Summary

14th & 30th, Rock Island, IL

Radius 3: 14TH AVE AT 30TH ST, ROCK ISLAND, IL 612, 0.00 - 5.00 Miles, Total



- For this area, 48.0% of the population is estimated to be employed and age 16 and over for the current year. The employment status of this labor force is as follows:
0.1% are in the Armed Forces, 60.9% are employed civilians, 4.3% are unemployed civilians, and 34.7% are not in the labor force.
For the United States, 47.3% of the population is estimated to be employed and age 16 and over for the current year. The employment status of this labor force is as follows:
0.5% are in the Armed Forces, 60.2% are employed civilians, 3.6% are unemployed civilians, and 35.6% are not in the labor force.
- For this area, 48.0% of the population is estimated to be employed and age 16 and over for the current year. The occupational classifications are as follows:
25.2% have occupation type blue collar, 57.0% are white collar, and 17.8% are Service & farm workers.
For the United States, 47.3% of the population is estimated to be employed and age 16 and over for the current year. The occupational classifications are as follows:
23.8% have occupation type blue collar, 60.2% are white collar, and 16.0% are Service & farm workers.
- For the civilian employed population age 16 and over in this area, it is estimated that they are employed in the following occupational categories:
10.9% are in "Management, Business, and Financial Operations", 18.0% are in "Professional and Related Occupations", 17.6% are in "Service", and 28.1% are in "Sales and Office".
0.2% are in "Farming, Fishing, and Forestry", 7.6% are in "Construction, Extraction, and Maintenance", and 17.6% are in "Production, Transportation, and Material Moving".
For the civilian employed population age 16 and over in the United States, it is estimated that they are employed in the following occupational categories:
13.8% are in "Management, Business, and Financial Operations", 20.3% are in "Professional and Related Occupations", 14.6% are in "Service", and 26.7% are in "Sales and Office".
0.7% are in "Farming, Fishing, and Forestry", 9.5% are in "Construction, Extraction, and Maintenance", and 14.4% are in "Production, Transportation, and Material Moving".



- Currently, it is estimated that 7.0% of the population age 25 and over in this area had earned a Master's, Professional, or Doctorate Degree and 14.1% had earned a Bachelor's Degree.
In comparison, for the United States, it is estimated that for the population over age 25, 8.9% had earned a Master's, Professional, and Doctorate Degree, while 15.8% had earned a Bachelor's Degree.



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SITE REPORTS

Prepared For: City of Rock Island

Prepared By:

Executive Summary

14th & 30th, Rock Island, IL

Radius 3: 14TH AVE AT 30TH ST, ROCK ISLAND, IL 612, 0.00 - 5.00 Miles, Total



- Most of the dwellings in this area (66.9%) are estimated to be Owner-Occupied for the current year. For the entire country the majority of the housing units are Owner-Occupied (67.1%).
- The majority of dwellings in this area are estimated to be structures of 1 Unit Detached (68.9%) for the current year. In the United States, the majority of dwellings are estimated to be structures of 1 Unit Detached (60.8%) for the same year.
- The majority of housing units in this area (31.0%) are estimated to have been Housing Unit Built 1939 or Earlier for the current year. The majority of housing units in the United States (16.2%) are estimated to have been Housing Unit Built 1970 to 1979 for the current year.



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SITEREPORTS

Prepared For: City of Rock Island

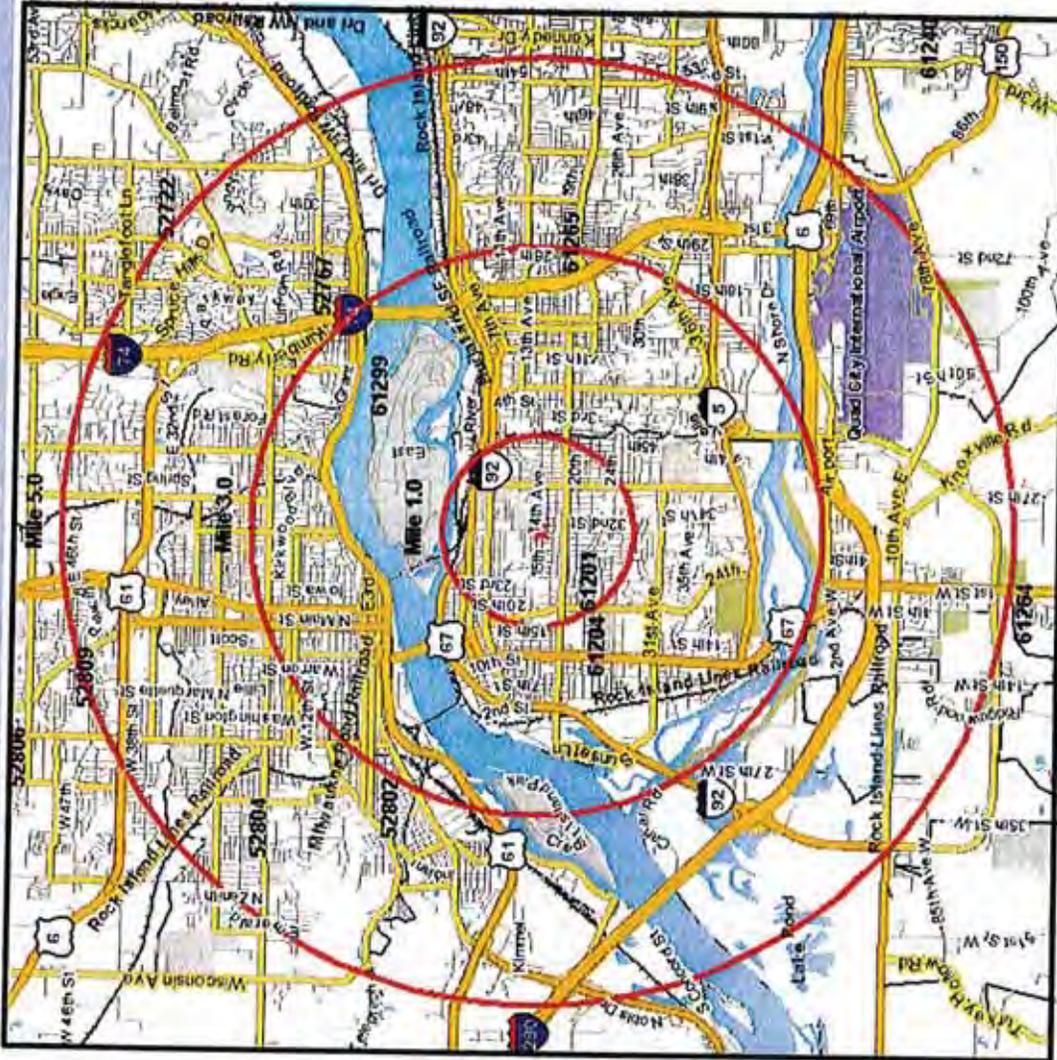
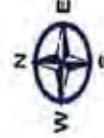
Prepared By:

Area Map

Prepared For: City of Rock Island
 Project Code: College Hill District

Order #: 969392274
 Site: 01

30TH ST AT 14TH AVE
 30TH STREET AND 14TH AVENUE, IL 61201
 Coord: 41.497621, -90.557200
 Radius - See Appendix for Details



Pop-Facts: Demographic Snapshot 2010 Report

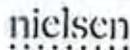
College Hill District 30th St & 14th Ave

Radius 1: 30TH ST AT 14TH AVE, 30TH STREET AND 14TH AVEN, IL 61201, aggregate

Radius 2: 30TH ST AT 14TH AVE, 30TH STREET AND 14TH AVEN, IL 61201, aggregate

Radius 3: 30TH ST AT 14TH AVE, 30TH STREET AND 14TH AVEN, IL 61201, aggregate

Description	0.00 - 1.00 miles <i>Radius 1</i>		0.00 - 3.00 miles <i>Radius 2</i>		0.00 - 5.00 miles <i>Radius 3</i>	
		%		%		%
Population						
2015 Projection	15,570		74,486		167,517	
2010 Estimate	15,976		75,841		168,983	
2000 Census	16,649		78,258		171,577	
1990 Census	16,997		79,362		173,693	
Growth 2010-2015	-2.54%		-1.79%		-0.87%	
Growth 2000-2010	-4.04%		-3.09%		-1.51%	
Growth 1990-2000	-2.05%		-1.39%		-1.22%	
2010 Est. Pop by Single Race Class						
White Alone	13,188	82.55	56,315	74.25	138,543	81.99
Black or African American Alone	1,402	8.78	10,960	14.45	15,279	9.04
Amer. Indian and Alaska Native Alone	86	0.54	390	0.51	679	0.40
Asian Alone	280	1.75	1,470	1.94	3,167	1.87
Native Hawaiian and Other Pac. Isl. Alone	10	0.06	20	0.03	33	0.02
Some Other Race Alone	568	3.56	4,282	5.65	6,593	3.90
Two or More Races	442	2.77	2,405	3.17	4,688	2.77
2010 Est. Pop Hisp or Latino by Origin						
Not Hispanic or Latino	14,465	90.54	66,155	87.23	153,549	90.87
Hispanic or Latino:	1,511	9.46	9,686	12.77	15,434	9.13
Mexican	1,385	91.66	8,991	92.82	14,197	91.99
Puerto Rican	47	3.11	180	1.86	336	2.18
Cuban	3	0.20	8	0.08	33	0.21
All Other Hispanic or Latino	76	5.03	507	5.23	866	5.61
2010 Est. Hisp or Latino by Single Race Class						
White Alone	803	53.14	4,603	47.52	7,361	47.69
Black or African American Alone	21	1.39	172	1.78	292	1.89
American Indian and Alaska Native Alone	24	1.59	86	0.89	143	0.93
Asian Alone	8	0.53	15	0.15	38	0.25
Native Hawaiian and Other Pacific Islander Alone	0	0.00	0	0.00	0	0.00
Some Other Race Alone	552	36.53	4,179	43.14	6,422	41.61
Two or More Races	103	6.82	630	6.50	1,179	7.64



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 Project Code: College Hill District
 Prepared For: City of Rock Island

Prepared By:

Nielsen Solution Center 1 800 866 6511



SITE REPORTS

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Pop-Facts: Demographic Snapshot 2010 Report

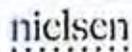
College Hill District 30th St & 14th Ave

Radius 1: 30TH ST AT 14TH AVE, 30TH STREET AND 14TH AVEN, IL 61201, aggregate

Radius 2: 30TH ST AT 14TH AVE, 30TH STREET AND 14TH AVEN, IL 61201, aggregate

Radius 3: 30TH ST AT 14TH AVE, 30TH STREET AND 14TH AVEN, IL 61201, aggregate

Description	0.00 - 1.00 miles		0.00 - 3.00 miles		0.00 - 5.00 miles	
	Radius 1	%	Radius 2	%	Radius 3	%
2010 Est. Pop. Asian Alone Race by Cat	280		1,470		3,167	
Chinese, except Taiwanese	28	10.00	142	9.66	293	9.25
Filipino	33	11.79	96	6.53	250	7.89
Japanese	18	6.43	84	5.71	154	4.86
Asian Indian	60	21.43	258	17.55	579	18.28
Korean	30	10.71	119	8.10	304	9.60
Vietnamese	77	27.50	654	44.49	1,336	42.19
Cambodian	6	2.14	18	1.22	20	0.63
Hmong	0	0.00	0	0.00	0	0.00
Laotian	16	5.71	25	1.70	29	0.92
Thai	0	0.00	7	0.48	30	0.95
All Other Asian Races Including 2+ Category	12	4.29	67	4.56	173	5.46
2010 Est. Population by Ancestry	15,976		75,841		168,983	
Pop, Arab	6	0.04	209	0.28	330	0.20
Pop, Czech	36	0.23	216	0.28	775	0.46
Pop, Danish	52	0.33	238	0.31	713	0.42
Pop, Dutch	128	0.80	710	0.94	1,979	1.17
Pop, English	707	4.43	3,152	4.16	8,197	4.85
Pop, French (except Basque)	121	0.76	729	0.96	1,972	1.17
Pop, French Canadian	38	0.24	159	0.21	413	0.24
Pop, German	2,979	18.65	13,258	17.48	36,510	21.61
Pop, Greek	43	0.27	190	0.25	550	0.33
Pop, Hungarian	11	0.07	59	0.08	186	0.11
Pop, Irish	1,349	8.44	6,201	8.18	15,359	9.09
Pop, Italian	570	3.57	1,772	2.34	3,346	1.98
Pop, Lithuanian	18	0.11	88	0.12	178	0.11
Pop, United States or American	874	5.47	3,589	4.73	8,593	5.09
Pop, Norwegian	96	0.60	767	1.01	2,114	1.25
Pop, Polish	240	1.50	808	1.07	1,923	1.14
Pop, Portuguese	0	0.00	0	0.00	0	0.00
Pop, Russian	9	0.06	112	0.15	259	0.15
Pop, Scottish	120	0.75	623	0.82	1,651	0.98
Pop, Scotch-Irish	153	0.96	692	0.91	1,451	0.86
Pop, Slovak	18	0.11	34	0.04	70	0.04
Pop, Sub-Saharan African	500	3.13	1,879	2.48	2,374	1.40
Pop, Swedish	496	3.10	2,488	3.28	5,467	3.24
Pop, Swiss	31	0.19	173	0.23	495	0.29
Pop, Ukrainian	2	0.01	26	0.03	99	0.06
Pop, Welsh	20	0.13	126	0.17	344	0.20
Pop, West Indian (exc Hisp groups)	0	0.00	1	0.00	14	0.01
Pop, Other ancestries	4,828	30.22	25,853	34.09	45,508	26.93



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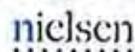
College Hill District 30th St & 14th Ave

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Description	0.00 - 1.00 miles		0.00 - 3.00 miles		0.00 - 5.00 miles	
	Radius 1	%	Radius 2	%	Radius 3	%
2010 Est. Population by Ancestry						
Pop, Ancestry Unclassified	2,531	15.84	11,691	15.42	28,115	16.64
2010 Est. Pop Age 5+ by Language Spoken At Home						
Speak Only English at Home	13,771	91.68	62,457	88.64	143,240	91.04
Speak Asian/Pac. Isl. Lang. at Home	290	1.93	1,124	1.60	1,976	1.26
Speak IndoEuropean Language at Home	245	1.63	1,013	1.44	2,590	1.65
Speak Spanish at Home	700	4.66	5,308	7.53	8,662	5.51
Speak Other Language at Home	15	0.10	557	0.79	869	0.55
2010 Est. Population by Sex						
Male	7,505	46.98	36,792	48.51	82,074	48.57
Female	8,471	53.02	39,049	51.49	86,909	51.43
2010 Est. Population by Age						
Age 0 - 4	956	5.98	5,381	7.10	11,646	6.89
Age 5 - 9	937	5.87	5,052	6.66	11,268	6.67
Age 10 - 14	891	5.58	4,844	6.39	10,838	6.41
Age 15 - 17	562	3.52	2,941	3.88	6,604	3.91
Age 18 - 20	1,364	8.54	4,088	5.39	7,669	4.54
Age 21 - 24	1,023	6.40	4,315	5.69	9,042	5.35
Age 25 - 34	2,101	13.15	10,212	13.47	21,415	12.67
Age 35 - 44	1,977	12.37	9,555	12.60	21,886	12.95
Age 45 - 54	1,933	12.10	9,980	13.16	22,942	13.58
Age 55 - 64	1,595	9.98	8,078	10.65	19,649	11.63
Age 65 - 74	1,039	6.50	5,303	6.99	12,749	7.54
Age 75 - 84	891	5.58	3,875	5.11	9,014	5.33
Age 85 and over	708	4.43	2,217	2.92	4,261	2.52
Age 16 and over	13,022	81.51	59,637	78.63	133,138	78.79
Age 18 and over	12,630	79.06	57,623	75.98	128,627	76.12
Age 21 and over	11,266	70.52	53,535	70.59	120,958	71.58
Age 65 and over	2,639	16.52	11,396	15.03	26,024	15.40
2010 Est. Median Age						
	35.78		36.14		37.75	
2010 Est. Average Age						
	38.80		38.10		38.70	



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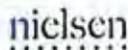
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Description	0.00 - 1.00 miles		0.00 - 3.00 miles		0.00 - 5.00 miles	
	Radius 1	%	Radius 2	%	Radius 3	%
2010 Est. Male Population by Age	7,505		36,792		82,074	
Age 0 - 4	486	6.48	2,736	7.44	5,918	7.21
Age 5 - 9	482	6.42	2,599	7.06	5,790	7.05
Age 10 - 14	459	6.12	2,460	6.69	5,563	6.78
Age 15 - 17	276	3.68	1,463	3.98	3,433	4.18
Age 18 - 20	551	7.34	1,885	5.12	3,678	4.48
Age 21 - 24	455	6.06	2,107	5.73	4,487	5.47
Age 25 - 34	1,047	13.95	5,141	13.97	10,632	12.95
Age 35 - 44	1,002	13.35	4,873	13.24	11,040	13.45
Age 45 - 54	978	13.03	4,980	13.54	11,281	13.74
Age 55 - 64	791	10.54	3,996	10.86	9,569	11.66
Age 65 - 74	466	6.21	2,424	6.59	5,833	7.11
Age 75 - 84	337	4.49	1,510	4.10	3,569	4.35
Age 85 and over	175	2.33	619	1.68	1,282	1.56
2010 Est. Median Age, Male	34.96		35.01		36.39	
2010 Est. Average Age, Male	37.10		36.60		37.30	
2010 Est. Female Population by Age	8,471		39,049		86,909	
Age 0 - 4	470	5.55	2,645	6.77	5,729	6.59
Age 5 - 9	455	5.37	2,453	6.28	5,478	6.30
Age 10 - 14	431	5.09	2,384	6.11	5,275	6.07
Age 15 - 17	286	3.38	1,478	3.78	3,171	3.65
Age 18 - 20	813	9.60	2,203	5.64	3,991	4.59
Age 21 - 24	568	6.71	2,208	5.65	4,555	5.24
Age 25 - 34	1,054	12.44	5,071	12.99	10,783	12.41
Age 35 - 44	975	11.51	4,682	11.99	10,846	12.48
Age 45 - 54	955	11.27	5,000	12.80	11,661	13.42
Age 55 - 64	804	9.49	4,082	10.45	10,079	11.60
Age 65 - 74	574	6.78	2,880	7.38	6,916	7.96
Age 75 - 84	554	6.54	2,365	6.06	5,445	6.27
Age 85 and over	533	6.29	1,599	4.09	2,979	3.43
2010 Est. Median Age, Female	36.63		37.31		39.12	
2010 Est. Average Age, Female	40.30		39.40		40.10	



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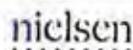
College Hill District 30th St & 14th Ave

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Description	0.00 - 1.00 miles		0.00 - 3.00 miles		0.00 - 5.00 miles	
	Radius 1	%	Radius 2	%	Radius 3	%
2010 Est. Pop Age 15+ by Marital Status	13,192		60,564		135,231	
Total, Never Married	4,859	36.83	20,884	34.48	42,489	31.42
Males, Never Married	2,488	18.86	11,050	18.25	22,559	16.68
Females, Never Married	2,370	17.97	9,833	16.24	19,930	14.74
Married, Spouse present	4,960	37.60	23,735	39.19	59,642	44.10
Married, Spouse absent	567	4.30	2,429	4.01	4,037	2.99
Widowed	1,258	9.54	5,160	8.52	10,770	7.96
Males Widowed	267	2.02	1,172	1.94	2,413	1.78
Females Widowed	992	7.52	3,988	6.58	8,357	6.18
Divorced	1,548	11.73	8,356	13.80	18,293	13.53
Males Divorced	639	4.84	3,721	6.14	7,835	5.79
Females Divorced	909	6.89	4,635	7.65	10,457	7.73
2010 Est. Pop. Age 25+ by Edu. Attainment	10,243		49,221		111,915	
Less than 9th grade	385	3.76	2,517	5.11	4,279	3.82
Some High School, no diploma	904	8.83	4,626	9.40	9,400	8.40
High School Graduate (or GED)	3,067	29.94	14,794	30.06	33,814	30.21
Some College, no degree	2,564	25.03	11,970	24.32	26,768	23.92
Associate Degree	988	9.65	4,402	8.94	10,405	9.30
Bachelor's Degree	1,543	15.06	7,404	15.04	18,205	16.27
Master's Degree	553	5.40	2,365	4.80	6,435	5.75
Professional School Degree	117	1.14	764	1.55	1,719	1.54
Doctorate Degree	122	1.19	378	0.77	890	0.80
2010 Est Pop Age 25+ by Edu. Attain, Hisp. or Lat	806		5,000		7,867	
Less than 9th grade	136	16.87	1,053	21.06	1,605	20.40
Some High School, no diploma	176	21.84	1,090	21.80	1,553	19.74
High School Graduate (or GED)	166	20.60	1,380	27.60	2,144	27.25
Some College, no degree	111	13.77	729	14.58	1,185	15.06
Associate Degree	71	8.81	312	6.24	549	6.98
Bachelor's Degree	137	17.00	370	7.40	676	8.59
Graduate or Professional Degree	9	1.12	66	1.32	154	1.96



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Description	0.00 - 1.00 miles		0.00 - 3.00 miles		0.00 - 5.00 miles	
	Radius 1	%	Radius 2	%	Radius 3	%
Households						
2015 Projection	6,129		30,101		69,752	
2010 Estimate	6,310		30,725		70,219	
2000 Census	6,618		31,766		70,730	
1990 Census	6,703		32,202		70,375	
Growth 2010-2015	-2.87%		-2.03%		-0.67%	
Growth 2000-2010	-4.65%		-3.28%		-0.72%	
Growth 1990-2000	-1.27%		-1.35%		0.50%	
2010 Est. Households by Household Type						
Family Households	3,492	55.34	17,767	57.83	42,978	61.21
Nonfamily Households	2,818	44.66	12,958	42.17	27,241	38.79
2010 Est. Group Quarters Population						
	1,701		3,820		5,560	
2010 HHs by Ethnicity, Hispanic/Latino						
	415	6.58	2,626	8.55	4,247	6.05
2010 Est. HHs by HH Income						
Income Less than \$15,000	694	11.00	5,340	17.38	9,790	13.94
Income \$15,000 - \$24,999	840	13.31	4,318	14.05	9,222	13.13
Income \$25,000 - \$34,999	898	14.23	4,129	13.44	9,296	13.24
Income \$35,000 - \$49,999	1,243	19.70	5,096	16.59	11,981	17.06
Income \$50,000 - \$74,999	1,311	20.78	5,693	18.53	14,269	20.32
Income \$75,000 - \$99,999	696	11.03	2,969	9.66	7,577	10.79
Income \$100,000 - \$124,999	350	5.55	1,511	4.92	4,082	5.81
Income \$125,000 - \$149,999	130	2.06	677	2.20	1,771	2.52
Income \$150,000 - \$199,999	72	1.14	395	1.29	1,035	1.47
Income \$200,000 - \$499,999	60	0.95	490	1.59	997	1.42
Income \$500,000 and more	15	0.24	108	0.35	199	0.28
2010 Est. Average Household Income						
	\$53,726		\$52,498		\$55,261	
2010 Est. Median Household Income						
	\$43,718		\$39,639		\$43,515	
2010 Est. Per Capita Income						
	\$22,055		\$21,788		\$23,321	



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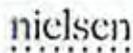
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Description	0.00 - 1.00 miles		0.00 - 3.00 miles		0.00 - 5.00 miles	
	Radius 1	%	Radius 2	%	Radius 3	%
2010 Median HH Inc by Single Race Class. or Ethn						
White Alone	44,659		42,233		45,061	
Black or African American Alone	29,321		23,555		24,624	
American Indian and Alaska Native Alone	47,500		43,716		43,077	
Asian Alone	78,500		64,500		65,048	
Native Hawaiian and Other Pacific Islander Alone	41,000		41,250		41,667	
Some Other Race Alone	39,091		38,533		40,943	
Two or More Races	38,750		40,272		39,534	
Hispanic or Latino	41,265		37,004		38,158	
Not Hispanic or Latino	43,895		39,926		43,906	
2010 Est. Family HH Type, Presence Own Children						
Married-Couple Family, own children	902	25.83	4,460	25.10	11,073	25.76
Married-Couple Family, no own children	1,507	43.16	7,428	41.81	19,923	46.36
Male Householder, own children	207	5.93	932	5.25	1,849	4.30
Male Householder, no own children	124	3.55	650	3.66	1,354	3.15
Female Householder, own children	471	13.49	2,708	15.24	5,438	12.65
Female Householder, no own children	280	8.02	1,589	8.94	3,340	7.77
2010 Est. Households by Household Size						
1-person household	2,318	36.74	10,917	35.53	23,201	33.04
2-person household	1,940	30.74	9,272	30.18	23,014	32.77
3-person household	900	14.26	4,508	14.67	10,682	15.21
4-person household	671	10.63	3,237	10.54	7,838	11.16
5-person household	303	4.80	1,601	5.21	3,454	4.92
6-person household	116	1.84	694	2.26	1,274	1.81
7 or more person household	62	0.98	497	1.62	755	1.08
2010 Est. Average Household Size						
	2.26		2.34		2.33	



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Description	0.00 - 1.00 miles		0.00 - 3.00 miles		0.00 - 5.00 miles	
	Radius 1	%	Radius 2	%	Radius 3	%
2010 Est. Households by Presence of People	6,310		30,725		70,219	
Households with 1 or more People under Age 18:	1,701	26.96	8,646	28.14	19,108	27.21
Married-Couple Family	961	56.50	4,674	54.06	11,242	58.83
Other Family, Male Householder	225	13.23	1,029	11.90	1,967	10.29
Other Family, Female Householder	511	30.04	2,913	33.69	5,798	30.34
Nonfamily, Male Householder	5	0.29	30	0.35	100	0.52
Nonfamily, Female Householder	0	0.00	0	0.00	0	0.00
Households no People under Age 18:	4,609	73.04	22,079	71.86	51,111	72.79
Married-Couple Family	1,381	29.96	6,736	30.51	18,051	35.32
Other Family, Male Householder	96	2.08	490	2.22	1,088	2.13
Other Family, Female Householder	222	4.82	1,178	5.34	2,498	4.89
Nonfamily, Male Householder	1,272	27.60	6,475	29.33	13,495	26.40
Nonfamily, Female Householder	1,638	35.54	7,202	32.62	15,980	31.27
2010 Est. Households by Number of Vehicles	6,310		30,725		70,219	
No Vehicles	546	8.65	3,548	11.55	5,979	8.51
1 Vehicle	2,754	43.65	13,006	42.33	27,498	39.16
2 Vehicles	2,129	33.74	9,878	32.15	25,817	36.77
3 Vehicles	705	11.17	3,296	10.73	8,225	11.71
4 Vehicles	97	1.54	623	2.03	1,946	2.77
5 or more Vehicles	79	1.25	374	1.22	754	1.07
2010 Est. Average Number of Vehicles	1.58		1.54		1.65	
Family Households						
2015 Projection	3,393		17,382		42,708	
2010 Estimate	3,492		17,767		42,978	
2000 Census	3,676		18,472		43,466	
1990 Census	3,890		19,565		45,689	
Growth 2010-2015	-2.84%		-2.17%		-0.63%	
Growth 2000-2010	-5.01%		-3.82%		-1.12%	
Growth 1990-2000	-5.50%		-5.59%		-4.87%	
2010 Est. Families by Poverty Status	3,492		17,767		42,978	
2010 Families at or Above Poverty	3,136	89.81	15,456	86.99	38,911	90.54
2010 Families at or Above Poverty with Children	1,453	41.61	7,004	39.42	16,374	38.10
2010 Families Below Poverty	356	10.19	2,311	13.01	4,067	9.46
2010 Families Below Poverty with Children	297	8.51	2,036	11.46	3,507	8.16



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Description	0.00 - 1.00 miles		0.00 - 3.00 miles		0.00 - 5.00 miles	
	Radius 1	%	Radius 2	%	Radius 3	%
2010 Est. Pop Age 16+ by Employment Status	13,022		59,637		133,138	
In Armed Forces	4	0.03	79	0.13	205	0.15
Civilian - Employed	7,830	60.13	35,036	58.75	82,115	61.68
Civilian - Unemployed	681	5.23	3,125	5.24	5,630	4.23
Not in Labor Force	4,506	34.60	21,396	35.88	45,189	33.94
2010 Est. Civ Employed Pop 16+ Class of Worker	7,798		34,691		81,022	
For-Profit Private Workers	5,602	71.84	25,387	73.18	59,817	73.83
Non-Profit Private Workers	917	11.76	3,737	10.77	8,400	10.37
Local Government Workers	478	6.13	2,069	5.96	4,900	6.05
State Government Workers	150	1.92	595	1.72	1,327	1.64
Federal Government Workers	271	3.48	1,262	3.64	3,030	3.74
Self-Emp Workers	332	4.26	1,527	4.40	3,339	4.12
Unpaid Family Workers	48	0.62	114	0.33	209	0.26
2010 Est. Civ Employed Pop 16+ by Occupation	7,798		34,691		81,022	
Architect/Engineer	95	1.22	559	1.61	1,548	1.91
Arts/Entertain/Sports	161	2.06	564	1.63	1,124	1.39
Building Grounds Maint	237	3.04	1,387	4.00	3,246	4.01
Business/Financial Ops	266	3.41	1,227	3.54	3,516	4.34
Community/Soc Svcs	321	4.12	1,026	2.96	2,102	2.59
Computer/Mathematical	135	1.73	556	1.60	1,354	1.67
Construction/Extraction	282	3.62	1,339	3.86	3,375	4.17
Edu/Training/Library	476	6.10	1,680	4.84	4,073	5.03
Farm/Fish/Forestry	78	1.00	150	0.43	253	0.31
Food Prep/Serving	413	5.30	2,587	7.46	5,743	7.09
Health Practitioner/Tec	308	3.95	1,725	4.97	4,123	5.09
Healthcare Support	138	1.77	1,080	3.11	2,335	2.88
Maintenance Repair	243	3.12	954	2.75	2,624	3.24
Legal	51	0.65	218	0.63	462	0.57
Life/Phys/Soc Science	37	0.47	162	0.47	357	0.44
Management	432	5.54	2,112	6.09	5,828	7.19
Office/Admin Support	1,202	15.41	5,000	14.41	11,979	14.78
Production	835	10.71	3,843	11.08	7,818	9.65
Protective Svcs	198	2.54	576	1.66	1,303	1.61
Sales/Related	846	10.85	3,731	10.75	9,062	11.18
Personal Care/Svc	406	5.21	1,371	3.95	2,816	3.48
Transportation/Moving	636	8.16	2,846	8.20	5,983	7.38



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Project Code: College Hill District

Prepared For: City of Rock Island

Prepared By:

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Pop-Facts: Demographic Snapshot 2010 Report

College Hill District 30th St & 14th Ave

Radius 1: 30TH ST AT 14TH AVE, 30TH STREET AND 14TH AVEN, IL 61201, aggregate

Radius 2: 30TH ST AT 14TH AVE, 30TH STREET AND 14TH AVEN, IL 61201, aggregate

Radius 3: 30TH ST AT 14TH AVE, 30TH STREET AND 14TH AVEN, IL 61201, aggregate

Description	0.00 - 1.00 miles		0.00 - 3.00 miles		0.00 - 5.00 miles	
	Radius 1	%	Radius 2	%	Radius 3	%
2010 Est. Pop 16+ by Occupation Classification	7,798		34,691		81,022	
Blue Collar	1,997	25.61	8,982	25.89	19,799	24.44
White Collar	4,331	55.54	18,559	53.50	45,527	56.19
Service and Farm	1,470	18.85	7,150	20.61	15,696	19.37
2010 Est. Workers Age 16+, Transp. To Work	7,629		34,052		79,769	
Drove Alone	5,884	77.13	26,724	78.48	65,726	82.40
Car Pooled	656	8.60	3,560	10.45	7,689	9.64
Public Transportation	85	1.11	773	2.27	1,133	1.42
Walked	780	10.22	1,925	5.65	3,021	3.79
Bicycle	28	0.37	118	0.35	325	0.41
Other Means	35	0.46	230	0.68	348	0.44
Worked at Home	161	2.11	722	2.12	1,527	1.91
2010 Est. Workers Age 16+ by Travel Time to Work *						
Less than 15 Minutes	3,857		15,576		34,739	
15 - 29 Minutes	2,847		13,719		34,019	
30 - 44 Minutes	360		2,116		5,404	
45 - 59 Minutes	192		848		1,666	
60 or more Minutes	210		1,022		2,189	
2010 Est. Avg Travel Time to Work in Minutes	17.40		18.37		18.49	
2010 Est. Tenure of Occupied Housing Units	6,310		30,725		70,219	
Owner Occupied	4,074	64.56	18,862	61.39	47,032	66.98
Renter Occupied	2,236	35.44	11,863	38.61	23,187	33.02
2010 Owner Occ. HUs: Avg. Length of Residence	17		18		18	
2010 Renter Occ. HUs: Avg. Length of Residence	7		7		7	



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 Project Code: College Hill District
 Prepared For: City of Rock Island

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Pop-Facts: Demographic Snapshot 2010 Report

College Hill District 30th St & 14th Ave

Radius 1: 30TH ST AT 14TH AVE, 30TH STREET AND 14TH AVEN, IL 61201, aggregate

Radius 2: 30TH ST AT 14TH AVE, 30TH STREET AND 14TH AVEN, IL 61201, aggregate

Radius 3: 30TH ST AT 14TH AVE, 30TH STREET AND 14TH AVEN, IL 61201, aggregate

Description	0.00 - 1.00 miles		0.00 - 3.00 miles		0.00 - 5.00 miles	
	Radius 1	%	Radius 2	%	Radius 3	%
2010 Est. All Owner-Occupied Housing Values	4,074		18,862		47,032	
Value Less than \$20,000	28	0.69	264	1.40	1,004	2.13
Value \$20,000 - \$39,999	197	4.84	1,059	5.61	1,690	3.59
Value \$40,000 - \$59,999	540	13.25	2,632	13.95	4,429	9.42
Value \$60,000 - \$79,999	878	21.55	3,430	18.18	6,921	14.72
Value \$80,000 - \$99,999	1,004	24.64	3,572	18.94	8,581	18.25
Value \$100,000 - \$149,999	1,102	27.05	4,794	25.42	14,625	31.10
Value \$150,000 - \$199,999	245	6.01	1,807	9.58	5,319	11.31
Value \$200,000 - \$299,999	63	1.55	757	4.01	2,858	6.08
Value \$300,000 - \$399,999	12	0.29	337	1.79	1,055	2.24
Value \$400,000 - \$499,999	3	0.07	95	0.50	279	0.59
Value \$500,000 - \$749,999	1	0.02	70	0.37	190	0.40
Value \$750,000 - \$999,999	0	0.00	20	0.11	33	0.07
Value \$1,000,000 or more	0	0.00	24	0.13	48	0.10

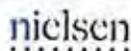
2010 Est. Median All Owner-Occupied Housing Value	\$87,841	\$91,453	\$103,048
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2010 Est. Housing Units by Units in Structure	6,911	34,099	75,837	
1 Unit Attached	188	2.72	2,329	3.07
1 Unit Detached	4,859	70.31	22,712	66.61
2 Units	445	6.44	2,388	7.00
3 or 4 Units	501	7.25	2,188	6.42
5 to 19 Units	574	8.31	3,245	9.52
20 to 49 Units	149	2.16	776	2.28
50 or More Units	153	2.21	1,542	4.52
Mobile Home or Trailer	21	0.30	166	0.49
Boat, RV, Van, etc.	22	0.32	27	0.08

2010 Est. Housing Units by Year Structure Built	6,911	34,099	75,837	
Housing Unit Built 2000 or later	114	1.65	953	2.79
Housing Unit Built 1990 to 1999	64	0.93	651	1.91
Housing Unit Built 1980 to 1989	330	4.77	1,184	3.47
Housing Unit Built 1970 to 1979	369	5.34	2,110	6.19
Housing Unit Built 1960 to 1969	656	9.49	3,377	9.90
Housing Unit Built 1950 to 1959	1,091	15.79	5,208	15.27
Housing Unit Built 1940 to 1949	1,123	16.25	5,276	15.47
Housing Unit Built 1939 or Earlier	3,164	45.78	15,339	44.98
2010 Est. Median Year Structure Built **	1943	1943	1953	

*This row intentionally left blank. No total category data is available.

**1939 will appear when at least half of the Housing Units in this reports area were built in 1939 or earlier.



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Area Map

Prepared For:
Project Code: College Hill District

Order #: 969392274
Site: 03

38TH ST AT 14TH AVE
38TH STREET AND 14TH AVENUE, IL 61201
Coord: 41.497363, -90.547661
Radius - See Appendix for Details



Pop-Facts: Demographic Snapshot 2010 Report

Radius 1: 38TH ST AT 14TH AVE, 38TH STREET AND 14TH AVEN, IL 61201, aggregate

Radius 2: 38TH ST AT 14TH AVE, 38TH STREET AND 14TH AVEN, IL 61201, aggregate

Radius 3: 38TH ST AT 14TH AVE, 38TH STREET AND 14TH AVEN, IL 61201, aggregate

Description	0.00 - 1.00 miles Radius 1		0.00 - 3.00 miles Radius 2		0.00 - 5.00 miles Radius 3	
Population						
2015 Projection	15,961		76,235		171,439	
2010 Estimate	16,316		77,610		173,094	
2000 Census	16,871		79,984		176,021	
1990 Census	17,287		81,334		177,757	
Growth 2010-2015	-2.18%		-1.77%		-0.96%	
Growth 2000-2010	-3.29%		-2.97%		-1.66%	
Growth 1990-2000	-2.41%		-1.66%		-0.98%	
2010 Est. Pop by Single Race Class						
White Alone	13,508	82.79	59,470	76.63	142,024	82.05
Black or African American Alone	954	5.85	10,256	13.21	15,312	8.85
Amer. Indian and Alaska Native Alone	67	0.41	339	0.44	676	0.39
Asian Alone	283	1.73	1,151	1.48	3,432	1.98
Native Hawaiian and Other Pac. Isl. Alone	4	0.02	19	0.02	35	0.02
Some Other Race Alone	1,048	6.42	4,090	5.27	6,847	3.96
Two or More Races	453	2.78	2,285	2.94	4,768	2.75
2010 Est. Pop Hisp or Latino by Origin						
Not Hispanic or Latino	13,865	84.98	68,206	87.88	157,039	90.72
Hispanic or Latino:	2,452	15.03	9,404	12.12	16,055	9.28
Mexican	2,279	92.94	8,725	92.78	14,753	91.89
Puerto Rican	51	2.08	173	1.84	351	2.19
Cuban	2	0.08	9	0.10	33	0.21
All Other Hispanic or Latino	119	4.85	497	5.28	917	5.71
2010 Est. Hisp or Latino by Single Race Class						
White Alone	1,247	50.86	4,549	48.37	7,691	47.90
Black or African American Alone	15	0.61	156	1.66	281	1.75
American Indian and Alaska Native Alone	19	0.77	79	0.84	145	0.90
Asian Alone	1	0.04	16	0.17	38	0.24
Native Hawaiian and Other Pacific Islander Alone	0	0.00	0	0.00	0	0.00
Some Other Race Alone	1,032	42.09	3,989	42.42	6,680	41.61
Two or More Races	138	5.63	615	6.54	1,221	7.61



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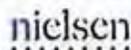
Radius 1: 38TH ST AT 14TH AVE, 38TH STREET AND 14TH AVEN, IL 61201, aggregate

Radius 2: 38TH ST AT 14TH AVE, 38TH STREET AND 14TH AVEN, IL 61201, aggregate

Radius 3: 38TH ST AT 14TH AVE, 38TH STREET AND 14TH AVEN, IL 61201, aggregate

Description	0.00 - 1.00 miles		0.00 - 3.00 miles		0.00 - 5.00 miles	
	Radius 1	%	Radius 2	%	Radius 3	%
2010 Est. Pop. Asian Alone Race by Cat	283		1,151		3,432	
Chinese, except Taiwanese	27	9.54	143	12.42	335	9.76
Filipino	33	11.66	96	8.34	258	7.52
Japanese	16	5.65	74	6.43	162	4.72
Asian Indian	59	20.85	265	23.02	770	22.44
Korean	31	10.95	120	10.43	329	9.59
Vietnamese	84	29.68	340	29.54	1,277	37.21
Cambodian	6	2.12	20	1.74	23	0.67
Hmong	0	0.00	0	0.00	0	0.00
Laotian	12	4.24	26	2.26	45	1.31
Thai	0	0.00	7	0.61	35	1.02
All Other Asian Races Including 2+ Category	14	4.95	61	5.30	196	5.71

2010 Est. Population by Ancestry	16,316	77,610	173,094			
Pop, Arab	20	0.12	236	0.30	361	0.21
Pop, Czech	42	0.26	241	0.31	779	0.45
Pop, Danish	49	0.30	241	0.31	735	0.42
Pop, Dutch	124	0.76	735	0.95	2,046	1.18
Pop, English	681	4.17	3,461	4.46	8,504	4.91
Pop, French (except Basque)	143	0.88	742	0.96	2,041	1.18
Pop, French Canadian	40	0.25	162	0.21	413	0.24
Pop, German	3,071	18.82	13,845	17.84	37,072	21.42
Pop, Greek	41	0.25	224	0.29	591	0.34
Pop, Hungarian	11	0.07	59	0.08	187	0.11
Pop, Irish	1,431	8.77	6,498	8.37	15,703	9.07
Pop, Italian	569	3.49	1,814	2.34	3,431	1.98
Pop, Lithuanian	22	0.13	90	0.12	196	0.11
Pop, United States or American	837	5.13	3,701	4.77	8,732	5.04
Pop, Norwegian	137	0.84	817	1.05	2,129	1.23
Pop, Polish	271	1.66	847	1.09	1,993	1.15
Pop, Portuguese	0	0.00	0	0.00	0	0.00
Pop, Russian	10	0.06	111	0.14	277	0.16
Pop, Scottish	114	0.70	694	0.89	1,695	0.98
Pop, Scotch-Irish	147	0.90	746	0.96	1,498	0.87
Pop, Slovak	16	0.10	38	0.05	73	0.04
Pop, Sub-Saharan African	385	2.36	1,865	2.40	2,464	1.42
Pop, Swedish	593	3.63	2,832	3.65	5,723	3.31
Pop, Swiss	39	0.24	193	0.25	506	0.29
Pop, Ukrainian	2	0.01	15	0.02	98	0.06
Pop, Welsh	14	0.09	130	0.17	357	0.21
Pop, West Indian (exc Hisp groups)	0	0.00	0	0.00	14	0.01
Pop, Other ancestries	4,902	30.04	25,420	32.75	46,795	27.03



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SITE REPORTS

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Radius 2: 38TH ST AT 14TH AVE, 38TH STREET AND 14TH AVEN, IL 61201, aggregate

Radius 3: 38TH ST AT 14TH AVE, 38TH STREET AND 14TH AVEN, IL 61201, aggregate

Description	0.00 - 1.00 miles		0.00 - 3.00 miles		0.00 - 5.00 miles	
	Radius 1	%	Radius 2	%	Radius 3	%
2010 Est. Population by Ancestry						
Pop, Ancestry Unclassified	2,606	15.97	11,853	15.27	28,682	16.57
2010 Est. Pop Age 5+ by Language Spoken At Home						
Speak Only English at Home	13,403	87.57	64,565	89.31	146,332	90.74
Speak Asian/Pac. Isl. Lang. at Home	386	2.52	935	1.29	2,224	1.38
Speak IndoEuropean Language at Home	219	1.43	1,002	1.39	2,681	1.66
Speak Spanish at Home	1,258	8.22	5,245	7.25	8,972	5.56
Speak Other Language at Home	39	0.25	548	0.76	1,049	0.65
2010 Est. Population by Sex						
Male	7,728	47.36	37,593	48.44	84,061	48.56
Female	8,588	52.64	40,017	51.56	89,034	51.44
2010 Est. Population by Age						
Age 0 - 4	1,011	6.20	5,315	6.85	11,836	6.84
Age 5 - 9	971	5.95	5,020	6.47	11,477	6.63
Age 10 - 14	926	5.68	4,823	6.21	11,024	6.37
Age 15 - 17	576	3.53	2,949	3.80	6,736	3.89
Age 18 - 20	1,447	8.87	4,092	5.27	7,810	4.51
Age 21 - 24	1,084	6.64	4,335	5.59	9,235	5.34
Age 25 - 34	2,210	13.54	10,397	13.40	21,998	12.71
Age 35 - 44	2,017	12.36	9,691	12.49	22,321	12.90
Age 45 - 54	1,937	11.87	10,409	13.41	23,601	13.63
Age 55 - 64	1,605	9.84	8,540	11.00	20,256	11.70
Age 65 - 74	1,083	6.64	5,597	7.21	13,135	7.59
Age 75 - 84	874	5.36	4,159	5.36	9,264	5.35
Age 85 and over	575	3.52	2,284	2.94	4,401	2.54
Age 16 and over	13,240	81.15	61,526	79.28	136,619	78.93
Age 18 and over	12,832	78.65	59,503	76.67	132,021	76.27
Age 21 and over	11,385	69.78	55,411	71.40	124,211	71.76
Age 65 and over	2,531	15.51	12,040	15.51	26,801	15.48
2010 Est. Median Age						
	34.69		36.93		37.88	
2010 Est. Average Age						
	38.00		38.60		38.80	



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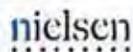
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Description	0.00 - 1.00 miles		0.00 - 3.00 miles		0.00 - 5.00 miles	
	Radius 1	%	Radius 2	%	Radius 3	%
2010 Est. Male Population by Age	7,728		37,593		84,061	
Age 0 - 4	510	6.60	2,705	7.20	6,011	7.15
Age 5 - 9	500	6.47	2,576	6.85	5,894	7.01
Age 10 - 14	489	6.33	2,432	6.47	5,661	6.73
Age 15 - 17	281	3.64	1,478	3.93	3,502	4.17
Age 18 - 20	606	7.84	1,867	4.97	3,756	4.47
Age 21 - 24	472	6.11	2,117	5.63	4,584	5.45
Age 25 - 34	1,120	14.49	5,239	13.94	10,940	13.01
Age 35 - 44	1,023	13.24	4,940	13.14	11,278	13.42
Age 45 - 54	949	12.28	5,185	13.79	11,621	13.82
Age 55 - 64	787	10.18	4,213	11.21	9,857	11.73
Age 65 - 74	487	6.30	2,561	6.81	5,989	7.12
Age 75 - 84	344	4.45	1,630	4.34	3,647	4.34
Age 85 and over	159	2.06	649	1.73	1,320	1.57
2010 Est. Median Age, Male	33.97		35.77		36.49	
2010 Est. Average Age, Male	36.60		37.20		37.40	
2010 Est. Female Population by Age	8,588		40,017		89,034	
Age 0 - 4	501	5.83	2,611	6.52	5,825	6.54
Age 5 - 9	472	5.50	2,444	6.11	5,584	6.27
Age 10 - 14	437	5.09	2,391	5.97	5,363	6.02
Age 15 - 17	294	3.42	1,470	3.67	3,234	3.63
Age 18 - 20	841	9.79	2,225	5.56	4,053	4.55
Age 21 - 24	612	7.13	2,218	5.54	4,651	5.22
Age 25 - 34	1,090	12.69	5,158	12.89	11,058	12.42
Age 35 - 44	993	11.56	4,751	11.87	11,043	12.40
Age 45 - 54	988	11.50	5,223	13.05	11,980	13.46
Age 55 - 64	817	9.51	4,326	10.81	10,399	11.68
Age 65 - 74	596	6.94	3,036	7.59	7,147	8.03
Age 75 - 84	530	6.17	2,529	6.32	5,617	6.31
Age 85 and over	416	4.84	1,635	4.09	3,081	3.46
2010 Est. Median Age, Female	35.47		38.14		39.30	
2010 Est. Average Age, Female	39.30		39.90		40.20	



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Project Code: College Hill District

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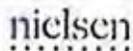
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Description	0.00 - 1.00 miles		0.00 - 3.00 miles		0.00 - 5.00 miles	
	Radius 1	%	Radius 2	%	Radius 3	%
2010 Est. Pop Age 15+ by Marital Status	13,408		62,452		138,757	
Total, Never Married	4,887	36.45	20,939	33.53	43,237	31.16
Males, Never Married	2,520	18.79	11,190	17.92	23,020	16.59
Females, Never Married	2,366	17.65	9,749	15.61	20,217	14.57
Married, Spouse present	5,334	39.78	25,516	40.86	61,659	44.44
Married, Spouse absent	495	3.69	2,266	3.63	4,086	2.94
Widowed	1,170	8.73	5,330	8.53	11,164	8.05
Males Widowed	236	1.76	1,179	1.89	2,428	1.75
Females Widowed	935	6.97	4,152	6.65	8,736	6.30
Divorced	1,521	11.34	8,400	13.45	18,611	13.41
Males Divorced	588	4.39	3,722	5.96	7,989	5.76
Females Divorced	934	6.97	4,678	7.49	10,622	7.66
2010 Est. Pop. Age 25+ by Edu. Attainment	10,301		51,076		114,976	
Less than 9th grade	492	4.78	2,431	4.76	4,435	3.86
Some High School, no diploma	936	9.09	4,525	8.86	9,522	8.28
High School Graduate (or GED)	3,124	30.33	15,081	29.53	34,426	29.94
Some College, no degree	2,605	25.29	12,561	24.59	27,491	23.91
Associate Degree	921	8.94	4,622	9.05	10,581	9.20
Bachelor's Degree	1,512	14.68	8,050	15.76	19,072	16.59
Master's Degree	508	4.93	2,606	5.10	6,771	5.89
Professional School Degree	113	1.10	819	1.60	1,762	1.53
Doctorate Degree	90	0.87	381	0.75	916	0.80
2010 Est Pop Age 25+ by Edu. Attain, Hlsp. or Lat	1,300		4,893		8,236	
Less than 9th grade	243	18.69	950	19.42	1,693	20.56
Some High School, no diploma	266	20.46	1,048	21.42	1,593	19.34
High School Graduate (or GED)	353	27.15	1,394	28.49	2,275	27.62
Some College, no degree	204	15.69	724	14.80	1,259	15.29
Associate Degree	74	5.69	316	6.46	553	6.71
Bachelor's Degree	157	12.08	388	7.93	704	8.55
Graduate or Professional Degree	3	0.23	74	1.51	158	1.92



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Project Code: College Hill District

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SITE REPORTS

Pop-Facts: Demographic Snapshot 2010 Report

Radius 1: 38TH ST AT 14TH AVE, 38TH STREET AND 14TH AVEN, IL 61201, aggregate

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Radius 3: 38TH ST AT 14TH AVE, 38TH STREET AND 14TH AVEN, IL 61201, aggregate

Description	0.00 - 1.00 miles		0.00 - 3.00 miles		0.00 - 5.00 miles	
	Radius 1	%	Radius 2	%	Radius 3	%
Households						
2015 Projection	6,164		31,389		71,653	
2010 Estimate	6,330		32,002		72,187	
2000 Census	6,597		32,984		72,807	
1990 Census	6,590		33,374		72,123	
Growth 2010-2015	-2.62%		-1.92%		-0.74%	
Growth 2000-2010	-4.05%		-2.98%		-0.85%	
Growth 1990-2000	0.11%		-1.17%		0.95%	
2010 Est. Households by Household Type						
Family Households	3,694	58.36	18,549	57.96	44,011	60.97
Nonfamily Households	2,635	41.63	13,453	42.04	28,176	39.03
2010 Est. Group Quarters Population						
	1,477		3,607		5,577	
2010 HHs by Ethnicity, Hispanic/Latino						
	655	10.35	2,589	8.09	4,434	6.14
2010 Est. HHs by HHI Income						
	6,330		32,002		72,187	
Income Less than \$15,000	660	10.43	5,245	16.39	10,036	13.90
Income \$15,000 - \$24,999	805	12.72	4,373	13.66	9,425	13.06
Income \$25,000 - \$34,999	956	15.10	4,200	13.12	9,423	13.05
Income \$35,000 - \$49,999	1,324	20.92	5,303	16.57	12,184	16.88
Income \$50,000 - \$74,999	1,322	20.88	6,008	18.77	14,751	20.43
Income \$75,000 - \$99,999	649	10.25	3,285	10.26	7,889	10.93
Income \$100,000 - \$124,999	327	5.17	1,727	5.40	4,279	5.93
Income \$125,000 - \$149,999	137	2.16	758	2.37	1,884	2.61
Income \$150,000 - \$199,999	76	1.20	446	1.39	1,089	1.51
Income \$200,000 - \$499,999	58	0.92	540	1.69	1,024	1.42
Income \$500,000 and more	15	0.24	118	0.37	202	0.28
2010 Est. Average Household Income						
	\$53,473		\$54,244		\$55,593	
2010 Est. Median Household Income						
	\$43,423		\$41,176		\$43,875	
2010 Est. Per Capita Income						
	\$21,184		\$22,843		\$23,533	



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Project Code: College Hill District

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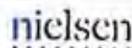
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Description	0.00 - 1.00 miles		0.00 - 3.00 miles		0.00 - 5.00 miles	
	Radius 1	%	Radius 2	%	Radius 3	%
2010 Median HH Inc by Single Race Class. or Ethn						
White Alone	43,727		43,615		45,377	
Black or African American Alone	33,056		23,708		24,755	
American Indian and Alaska Native Alone	47,500		45,179		42,350	
Asian Alone	80,952		68,750		69,633	
Native Hawaiian and Other Pacific Islander Alone	42,500		41,250		41,667	
Some Other Race Alone	39,643		40,677		41,234	
Two or More Races	41,522		41,075		39,707	
Hispanic or Latino	41,750		38,056		38,512	
Not Hispanic or Latino	43,604		41,493		44,292	
2010 Est. Family HH Type, Presence Own Children						
Married-Couple Family, own children	1,019	27.59	4,732	25.51	11,433	25.98
Married-Couple Family, no own children	1,589	43.02	8,065	43.48	20,462	46.49
Male Householder, own children	200	5.41	932	5.02	1,891	4.30
Male Householder, no own children	134	3.63	642	3.46	1,383	3.14
Female Householder, own children	464	12.56	2,633	14.19	5,488	12.47
Female Householder, no own children	288	7.80	1,546	8.33	3,354	7.62
2010 Est. Households by Household Size						
1-person household	2,158	34.09	11,426	35.70	24,068	33.34
2-person household	1,968	31.09	9,870	30.84	23,574	32.66
3-person household	965	15.24	4,645	14.51	10,907	15.11
4-person household	705	11.14	3,358	10.49	8,047	11.15
5-person household	325	5.13	1,584	4.95	3,530	4.89
6-person household	128	2.02	667	2.08	1,298	1.80
7 or more person household	80	1.26	451	1.41	763	1.06
2010 Est. Average Household Size						
	2.34		2.31		2.32	



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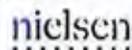
Pop-Facts: Demographic Snapshot 2010 Report

Radius 1: 38TH ST AT 14TH AVE, 38TH STREET AND 14TH AVEN, IL 61201, aggregate

Radius 2: 38TH ST AT 14TH AVE, 38TH STREET AND 14TH AVEN, IL 61201, aggregate

Radius 3: 38TH ST AT 14TH AVE, 38TH STREET AND 14TH AVEN, IL 61201, aggregate

Description	0.00 - 1.00 miles		0.00 - 3.00 miles		0.00 - 5.00 miles	
	Radius 1	%	Radius 2	%	Radius 3	%
2010 Est. Households by Presence of People	6,330		32,002		72,187	
Households with 1 or more People under Age 18:	1,801	28.45	8,827	27.58	19,589	27.14
Married-Couple Family	1,074	59.63	4,951	56.09	11,624	59.34
Other Family, Male Householder	220	12.22	1,027	11.63	2,018	10.30
Other Family, Female Householder	502	27.87	2,823	31.98	5,849	29.86
Nonfamily, Male Householder	5	0.28	27	0.31	98	0.50
Nonfamily, Female Householder	0	0.00	0	0.00	0	0.00
Households no People under Age 18:	4,529	71.55	23,175	72.42	52,599	72.86
Married-Couple Family	1,463	32.30	7,355	31.74	18,568	35.30
Other Family, Male Householder	104	2.30	487	2.10	1,108	2.11
Other Family, Female Householder	232	5.12	1,168	5.04	2,519	4.79
Nonfamily, Male Householder	1,182	26.10	6,609	28.52	13,833	26.30
Nonfamily, Female Householder	1,548	34.18	7,556	32.60	16,570	31.50
2010 Est. Households by Number of Vehicles	6,330		32,002		72,187	
No Vehicles	467	7.38	3,476	10.86	6,187	8.57
1 Vehicle	2,720	42.97	13,435	41.98	28,239	39.12
2 Vehicles	2,194	34.66	10,553	32.98	26,667	36.94
3 Vehicles	778	12.29	3,483	10.88	8,390	11.62
4 Vehicles	110	1.74	666	2.08	1,939	2.69
5 or more Vehicles	61	0.96	389	1.22	764	1.06
2010 Est. Average Number of Vehicles	1.62		1.56		1.65	
Family Households						
2015 Projection	3,600		18,170		43,694	
2010 Estimate	3,694		18,549		44,011	
2000 Census	3,862		19,224		44,594	
1990 Census	4,034		20,412		46,795	
Growth 2010-2015	-2.54%		-2.04%		-0.72%	
Growth 2000-2010	-4.35%		-3.51%		-1.31%	
Growth 1990-2000	-4.26%		-5.82%		-4.70%	
2010 Est. Families by Poverty Status	3,694		18,549		44,011	
2010 Families at or Above Poverty	3,371	91.26	16,386	88.34	39,961	90.80
2010 Families at or Above Poverty with Children	1,576	42.66	7,297	39.34	16,876	38.34
2010 Families Below Poverty	323	8.74	2,164	11.67	4,050	9.20
2010 Families Below Poverty with Children	266	7.20	1,876	10.11	3,454	7.85



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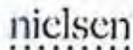
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Radius 3: 38TH ST AT 14TH AVE, 38TH STREET AND 14TH AVEN, IL 61201, aggregate

Description	0.00 - 1.00 miles		0.00 - 3.00 miles		0.00 - 5.00 miles	
	Radius 1	%	Radius 2	%	Radius 3	%
2010 Est. Pop Age 16+ by Employment Status	13,240		61,526		136,619	
In Armed Forces	4	0.03	83	0.13	202	0.15
Civilian - Employed	7,888	59.58	36,609	59.50	84,454	61.82
Civilian - Unemployed	740	5.59	3,040	4.94	5,737	4.20
Not in Labor Force	4,607	34.80	21,794	35.42	46,226	33.84
2010 Est. Civ Employed Pop 16+ Class of Worker	7,852		36,295		83,363	
For-Profit Private Workers	5,717	72.81	26,514	73.05	61,546	73.83
Non-Profit Private Workers	863	10.99	3,857	10.63	8,571	10.28
Local Government Workers	485	6.18	2,183	6.01	5,101	6.12
State Government Workers	133	1.69	630	1.74	1,388	1.67
Federal Government Workers	279	3.55	1,359	3.74	3,128	3.75
Self-Emp Workers	344	4.38	1,638	4.51	3,409	4.09
Unpaid Family Workers	31	0.39	114	0.31	219	0.26
2010 Est. Civ Employed Pop 16+ by Occupation	7,852		36,295		83,363	
Architect/Engineer	120	1.53	611	1.68	1,678	2.01
Arts/Entertain/Sports	151	1.92	612	1.69	1,162	1.39
Building Grounds Maint	232	2.95	1,377	3.79	3,290	3.95
Business/Financial Ops	287	3.66	1,395	3.84	3,790	4.55
Community/Soc Svcs	289	3.68	1,060	2.92	2,142	2.57
Computer/Mathematical	138	1.76	597	1.64	1,416	1.70
Construction/Extraction	276	3.52	1,393	3.84	3,352	4.02
Edu/Training/Library	450	5.73	1,777	4.90	4,239	5.08
Farm/Fish/Forestry	64	0.82	150	0.41	254	0.30
Food Prep/Serving	406	5.17	2,536	6.99	5,850	7.02
Health Practitioner/Tec	361	4.60	1,852	5.10	4,269	5.12
Healthcare Support	153	1.95	1,047	2.88	2,382	2.86
Maintenance Repair	249	3.17	977	2.69	2,648	3.18
Legal	51	0.65	234	0.64	490	0.59
Life/Phys/Soc Science	39	0.50	170	0.47	378	0.45
Management	439	5.59	2,322	6.40	6,091	7.31
Office/Admin Support	1,222	15.56	5,247	14.46	12,242	14.69
Production	876	11.16	3,982	10.97	8,055	9.66
Protective Svcs	178	2.27	625	1.72	1,325	1.59
Sales/Related	840	10.70	4,012	11.05	9,280	11.13
Personal Care/Svc	347	4.42	1,399	3.85	2,893	3.47
Transportation/Moving	685	8.72	2,919	8.04	6,137	7.36



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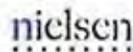
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Description	0.00 - 1.00 miles		0.00 - 3.00 miles		0.00 - 5.00 miles	
	Radius 1	%	Radius 2	%	Radius 3	%
2010 Est. Pop 16+ by Occupation Classification	7,852		36,295		83,363	
Blue Collar	2,086	26.57	9,271	25.54	20,192	24.22
White Collar	4,386	55.86	19,890	54.80	47,176	56.59
Service and Farm	1,380	17.58	7,134	19.66	15,994	19.19
2010 Est. Workers Age 16+, Transp. To Work	7,674		35,642		82,093	
Drove Alone	5,932	77.30	28,364	79.58	67,853	82.65
Car Pooled	657	8.56	3,492	9.80	7,780	9.48
Public Transportation	99	1.29	786	2.21	1,177	1.43
Walked	778	10.14	1,899	5.33	3,069	3.74
Bicycle	24	0.31	129	0.36	299	0.36
Other Means	26	0.34	225	0.63	357	0.43
Worked at Home	157	2.05	747	2.10	1,558	1.90
2010 Est. Workers Age 16+ by Travel Time to Work *						
Less than 15 Minutes	3,790		16,351		35,894	
15 - 29 Minutes	2,993		14,508		34,937	
30 - 44 Minutes	360		2,118		5,557	
45 - 59 Minutes	180		823		1,709	
60 or more Minutes	192		1,045		2,227	
2010 Est. Avg Travel Time to Work in Minutes	17.40		18.24		18.46	
2010 Est. Tenure of Occupied Housing Units	6,330		32,002		72,187	
Owner Occupied	4,380	69.19	20,233	63.22	48,199	66.77
Renter Occupied	1,950	30.81	11,769	36.78	23,988	33.23
2010 Owner Occ. HUs: Avg. Length of Residence	18		18		18	
2010 Renter Occ. HUs: Avg. Length of Residence	7		7		7	



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Description	0.00 - 1.00 miles		0.00 - 3.00 miles		0.00 - 5.00 miles	
	Radius 1	%	Radius 2	%	Radius 3	%
2010 Est. All Owner-Occupied Housing Values	4,380		20,233		48,199	
Value Less than \$20,000	25	0.57	247	1.22	993	2.06
Value \$20,000 - \$39,999	191	4.36	1,024	5.06	1,711	3.55
Value \$40,000 - \$59,999	584	13.33	2,550	12.60	4,534	9.41
Value \$60,000 - \$79,999	1,048	23.93	3,508	17.34	6,958	14.44
Value \$80,000 - \$99,999	1,019	23.26	3,887	19.21	8,636	17.92
Value \$100,000 - \$149,999	1,161	26.51	5,377	26.58	14,980	31.08
Value \$150,000 - \$199,999	254	5.80	2,079	10.28	5,527	11.47
Value \$200,000 - \$299,999	67	1.53	938	4.64	3,121	6.48
Value \$300,000 - \$399,999	22	0.50	398	1.97	1,169	2.43
Value \$400,000 - \$499,999	6	0.14	105	0.52	291	0.60
Value \$500,000 - \$749,999	2	0.05	76	0.38	206	0.43
Value \$750,000 - \$999,999	0	0.00	21	0.10	33	0.07
Value \$1,000,000 or more	1	0.02	25	0.12	39	0.08

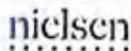
2010 Est. Median All Owner-Occupied Housing Value	\$86,716	\$94,347	\$104,230
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2010 Est. Housing Units by Units in Structure		6,818	35,347	77,946		
1 Unit Attached	224	3.29	1,037	2.93	2,589	3.32
1 Unit Detached	5,158	75.65	23,994	67.88	54,246	69.59
2 Units	453	6.64	2,206	6.24	3,700	4.75
3 or 4 Units	377	5.53	2,146	6.07	3,457	4.44
5 to 19 Units	399	5.85	3,340	9.45	7,599	9.75
20 to 49 Units	85	1.25	827	2.34	2,546	3.27
50 or More Units	91	1.33	1,593	4.51	2,515	3.23
Mobile Home or Trailer	9	0.13	175	0.50	1,262	1.62
Boat, RV, Van, etc.	22	0.32	27	0.08	31	0.04

2010 Est. Housing Units by Year Structure Built		6,818	35,347	77,946		
Housing Unit Built 2000 or later	116	1.70	997	2.82	3,074	3.94
Housing Unit Built 1990 to 1999	69	1.01	733	2.07	2,965	3.80
Housing Unit Built 1980 to 1989	274	4.02	1,258	3.56	3,648	4.68
Housing Unit Built 1970 to 1979	397	5.82	2,339	6.62	9,417	12.08
Housing Unit Built 1960 to 1969	657	9.64	3,682	10.42	12,382	15.89
Housing Unit Built 1950 to 1959	1,129	16.56	5,744	16.25	12,280	15.75
Housing Unit Built 1940 to 1949	1,225	17.97	5,585	15.80	10,117	12.98
Housing Unit Built 1939 or Earlier	2,952	43.30	15,007	42.46	24,062	30.87
2010 Est. Median Year Structure Built **	1944		1945		1954	

*This row intentionally left blank. No total category data is available.

**1939 will appear when at least half of the Housing Units in this reports area were built in 1939 or earlier.



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RMP Opportunity Gap - Retail Stores

College Hill District 30th St & 14th Ave

Radius 1: 30TH ST AT 14TH AVE, 30TH STREET AND 14TH AVEN, IL 61201, 0.00 - 1.00 Miles, Total

Retail Stores	2010 Demand (Consumer Expenditures)	2010 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	218,470,589	126,818,300	91,652,289
Motor Vehicle and Parts Dealers-441	33,365,065	46,959,786	(13,594,721)
Automotive Dealers-4411	27,925,828	41,977,269	(14,051,441)
Other Motor Vehicle Dealers-4412	2,301,442	532,991	1,768,451
Automotive Parts/Accsrs, Tire Stores-4413	3,137,795	4,449,526	(1,311,731)
Furniture and Home Furnishings Stores-442	4,221,483	2,203,370	2,018,113
Furniture Stores-4421	2,167,551	1,927,508	240,043
Home Furnishing Stores-4422	2,053,932	275,861	1,778,071
Electronics and Appliance Stores-443	5,226,445	1,062,362	4,164,083
Appliances, TVs, Electronics Stores-44311	3,941,698	1,062,362	2,879,336
Household Appliances Stores-443111	874,344	229,040	645,304
Radio, Television, Electronics Stores-443112	3,067,354	833,322	2,234,032
Computer and Software Stores-44312	1,066,910	0	1,066,910
Camera and Photographic Equipment Stores-44313	217,837	0	217,837
Building Material, Garden Equip Stores -444	21,040,796	5,296,808	15,743,988
Building Material and Supply Dealers-4441	19,242,276	5,296,808	13,945,468
Home Centers-44411	8,285,765	365,079	7,920,686
Paint and Wallpaper Stores-44412	429,481	3,798	425,683
Hardware Stores-44413	1,853,210	1,860,945	(7,735)
Other Building Materials Dealers-44419	8,673,821	3,066,985	5,606,836
Building Materials, Lumberyards-444191	3,524,827	1,199,848	2,324,979
Lawn, Garden Equipment, Supplies Stores-4442	1,798,520	0	1,798,520
Outdoor Power Equipment Stores-44421	272,678	0	272,678
Nursery and Garden Centers-44422	1,525,842	0	1,525,842
Food and Beverage Stores-445	30,653,973	26,117,087	4,536,886
Grocery Stores-4451	27,531,338	24,544,536	2,986,802
Supermarkets, Grocery (Ex Conv) Stores-44511	26,038,018	24,447,824	1,590,194
Convenience Stores-44512	1,493,320	96,712	1,396,608
Specialty Food Stores-4452	910,990	1,556,211	(645,221)
Beer, Wine and Liquor Stores-4453	2,211,645	16,340	2,195,305
Health and Personal Care Stores-446	14,144,576	4,363,632	9,780,944
Pharmancies and Drug Stores-44611	12,227,211	3,671,400	8,555,811
Cosmetics, Beauty Supplies, Perfume Stores-44612	502,514	0	502,514
Optical Goods Stores-44613	525,787	510,895	14,892
Other Health and Personal Care Stores-44619	889,064	181,337	707,727



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 Prepared For: City of Rock Island

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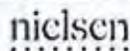
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RMP Opportunity Gap - Retail Stores

College Hill District 30th St & 14th Ave

Radius 1: 30TH ST AT 14TH AVE, 30TH STREET AND 14TH AVEN, IL 61201, 0.00 - 1.00 Miles, Total

Retail Stores	2010 Demand (Consumer Expenditures)	2010 Supply (Retail Sales)	Opportunity Gap/Surplus
Gasoline Stations-447	19,792,797	13,988,133	5,804,664
Gasoline Stations With Conv Stores-44711	14,960,286	13,284,676	1,675,610
Other Gasoline Stations-44719	4,832,510	703,457	4,129,053
Clothing and Clothing Accessories Stores-448	9,564,794	585,078	8,979,716
Clothing Stores-4481	6,823,450	176,237	6,647,213
Men's Clothing Stores-44811	440,351	0	440,351
Women's Clothing Stores-44812	1,642,981	105,534	1,537,447
Childrens, Infants Clothing Stores-44813	397,554	0	397,554
Family Clothing Stores-44814	3,721,132	0	3,721,132
Clothing Accessories Stores-44815	161,149	65,472	95,677
Other Clothing Stores-44819	460,281	5,231	455,050
Shoe Stores-4482	1,356,379	0	1,356,379
Jewelry, Luggage, Leather Goods Stores-4483	1,384,966	408,841	976,125
Jewelry Stores-44831	1,271,092	408,841	862,251
Luggage and Leather Goods Stores-44832	113,874	0	113,874
Sporting Goods, Hobby, Book, Music Stores-451	4,629,524	2,523,075	2,106,449
Sporting Goods, Hobby, Musical Inst Stores-4511	2,940,119	2,167,651	772,468
Sporting Goods Stores-45111	1,441,999	1,547,676	(105,677)
Hobby, Toys and Games Stores-45112	976,653	619,974	356,679
Sew/Needlework/Piece Goods Stores-45113	244,675	0	244,675
Musical Instrument and Supplies Stores-45114	276,792	0	276,792
Book, Periodical and Music Stores-4512	1,689,405	355,424	1,333,981
Book Stores and News Dealers-45121	1,260,782	355,424	905,358
Book Stores-451211	1,204,968	355,424	849,544
News Dealers and Newsstands-451212	55,814	0	55,814
Prerecorded Tapes, CDs, Record Stores-45122	428,623	0	428,623
General Merchandise Stores-452	29,834,927	1,447,209	28,387,718
Department Stores Excl Leased Depts-4521	13,985,832	969,781	13,016,051
Other General Merchandise Stores-4529	15,849,095	477,428	15,371,667
Miscellaneous Store Retailers-453	6,153,881	1,426,755	4,727,126
Florists-4531	408,200	904,385	(496,185)
Office Supplies, Stationery, Gift Stores-4532	2,313,704	266,935	2,046,769
Office Supplies and Stationery Stores-45321	1,315,179	88,276	1,226,903
Gift, Novelty and Souvenir Stores-45322	998,525	178,659	819,866
Used Merchandise Stores-4533	491,004	89,877	401,127
Other Miscellaneous Store Retailers-4539	2,940,973	165,558	2,775,415
Non-Store Retailers-454	16,097,304	231,948	15,865,356
Foodservice and Drinking Places-722	23,745,024	20,613,058	3,131,966
Full-Service Restaurants-7221	10,697,719	7,802,220	2,895,499



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SITE REPORTS

RMP Opportunity Gap - Retail Stores

College Hill District 30th St & 14th Ave

Radius 1: 30TH ST AT 14TH AVE, 30TH STREET AND 14TH AVEN, IL 61201, 0.00 - 1.00 Miles, Total

Retail Stores	2010 Demand (Consumer Expenditures)	2010 Supply (Retail Sales)	Opportunity Gap/Surplus
Limited-Service Eating Places-7222	9,872,833	11,944,730	(2,071,897)
Special Foodservices-7223	1,934,658	371,856	1,562,802
Drinking Places -Alcoholic Beverages-7224	1,239,814	494,253	745,561
GAFO *			
General Merchandise Stores-452	55,790,877	8,088,029	47,702,848
Clothing and Clothing Accessories Stores-448	29,834,927	1,447,209	28,387,718
Furniture and Home Furnishings Stores-442	9,564,794	585,078	8,979,716
Electronics and Appliance Stores-443	4,221,483	2,203,370	2,018,113
Sporting Goods, Hobby, Book, Music Stores-451	5,226,445	1,062,362	4,164,083
Office Supplies, Stationery, Gift Stores-4532	4,629,524	2,523,075	2,106,449
	2,313,704	266,935	2,046,769



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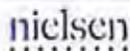
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RMP Opportunity Gap - Retail Stores

College Hill District 30th St & 14th Ave

Radius 2: 30TH ST AT 14TH AVE, 30TH STREET AND 14TH AVEN, IL 61201, 0.00 - 3.00 Miles, Total

Retail Stores	2010 Demand (Consumer Expenditures)	2010 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	983,648,568	894,689,125	88,959,443
Motor Vehicle and Parts Dealers-441	149,201,732	170,943,342	(21,741,610)
Automotive Dealers-4411	124,453,487	141,079,851	(16,626,364)
Other Motor Vehicle Dealers-4412	11,087,358	6,754,703	4,332,655
Automotive Parts/Accsrs, Tire Stores-4413	13,660,886	23,108,789	(9,447,903)
Furniture and Home Furnishings Stores-442	19,433,791	40,331,719	(20,897,928)
Furniture Stores-4421	10,107,196	25,456,688	(15,349,492)
Home Furnishing Stores-4422	9,326,595	14,875,031	(5,548,436)
Electronics and Appliance Stores-443	22,337,168	31,697,685	(9,360,517)
Appliances, TVs, Electronics Stores-44311	17,048,843	20,567,957	(3,519,114)
Household Appliances Stores-443111	3,907,538	4,254,253	(346,715)
Radio, Television, Electronics Stores-443112	13,141,305	16,313,704	(3,172,399)
Computer and Software Stores-44312	4,398,801	11,031,851	(6,633,050)
Camera and Photographic Equipment Stores-44313	889,524	97,877	791,647
Building Material, Garden Equip Stores -444	94,789,700	93,670,058	1,119,642
Building Material and Supply Dealers-4441	86,551,410	86,082,825	468,585
Home Centers-44411	37,423,576	46,167,362	(8,743,786)
Paint and Wallpaper Stores-44412	1,935,928	740,741	1,195,187
Hardware Stores-44413	8,407,877	4,378,386	4,029,491
Other Building Materials Dealers-44419	38,784,029	34,796,335	3,987,694
Building Materials, Lumberyards-444191	15,485,600	13,612,833	1,872,767
Lawn, Garden Equipment, Supplies Stores-4442	8,238,290	7,587,233	651,057
Outdoor Power Equipment Stores-44421	1,306,397	0	1,306,397
Nursery and Garden Centers-44422	6,931,894	7,587,233	(655,339)
Food and Beverage Stores-445	141,009,920	96,137,799	44,872,121
Grocery Stores-4451	127,421,477	82,603,004	44,818,473
Supermarkets, Grocery (Ex Conv) Stores-44511	120,695,998	80,792,917	39,903,081
Convenience Stores-44512	6,725,479	1,810,087	4,915,392
Specialty Food Stores-4452	4,265,206	8,849,549	(4,584,343)
Beer, Wine and Liquor Stores-4453	9,323,238	4,685,246	4,637,992
Health and Personal Care Stores-446	64,756,552	43,449,524	21,307,028
Pharmacies and Drug Stores-44611	55,911,522	32,924,806	22,986,716
Cosmetics, Beauty Supplies, Perfume Stores-44612	2,305,792	1,433,417	872,375
Optical Goods Stores-44613	2,454,469	4,610,694	(2,156,225)
Other Health and Personal Care Stores-44619	4,084,769	4,480,606	(395,837)



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SITE REPORTS

RMP Opportunity Gap - Retail Stores

College Hill District 30th St & 14th Ave

Radius 2: 30TH ST AT 14TH AVE, 30TH STREET AND 14TH AVEN, IL 61201, 0.00 - 3.00 Miles, Total

Retail Stores	2010 Demand (Consumer Expenditures)	2010 Supply (Retail Sales)	Opportunity Gap/Surplus
Gasoline Stations-447	89,512,783	55,564,250	33,948,533
Gasoline Stations With Conv Stores-44711	67,601,981	48,320,096	19,281,885
Other Gasoline Stations-44719	21,910,802	7,244,155	14,666,647
Clothing and Clothing Accessories Stores-448	44,053,007	63,064,510	(19,011,503)
Clothing Stores-4481	31,537,090	40,986,793	(9,449,703)
Men's Clothing Stores-44811	1,985,524	1,439,096	546,428
Women's Clothing Stores-44812	7,482,766	6,502,007	980,759
Childrens, Infants Clothing Stores-44813	2,011,990	658,215	1,353,775
Family Clothing Stores-44814	17,229,373	25,312,307	(8,082,934)
Clothing Accessories Stores-44815	729,281	1,176,046	(446,765)
Other Clothing Stores-44819	2,098,156	5,899,122	(3,800,966)
Shoe Stores-4482	6,408,386	6,839,471	(431,085)
Jewelry, Luggage, Leather Goods Stores-4483	6,107,531	15,238,246	(9,130,715)
Jewelry Stores-44831	5,598,896	15,238,246	(9,639,350)
Luggage and Leather Goods Stores-44832	508,636	0	508,636
Sporting Goods, Hobby, Book, Music Stores-451	19,553,701	24,573,838	(5,020,137)
Sporting Goods, Hobby, Musical Inst Stores-4511	13,167,500	21,100,541	(7,933,041)
Sporting Goods Stores-45111	6,450,893	9,563,921	(3,113,028)
Hobby, Toys and Games Stores-45112	4,421,665	7,141,697	(2,720,032)
Sew/Needlework/Piece Goods Stores-45113	1,098,832	901,593	197,239
Musical Instrument and Supplies Stores-45114	1,196,109	3,493,330	(2,297,221)
Book, Periodical and Music Stores-4512	6,386,201	3,473,297	2,912,904
Book Stores and News Dealers-45121	4,564,595	2,773,233	1,791,362
Book Stores-451211	4,326,672	2,559,544	1,767,128
News Dealers and Newsstands-451212	237,923	213,689	24,234
Prerecorded Tapes, CDs, Record Stores-45122	1,821,606	700,064	1,121,542
General Merchandise Stores-452	137,121,982	115,278,702	21,843,280
Department Stores Excl Leased Depts-4521	64,480,183	59,054,042	5,426,141
Other General Merchandise Stores-4529	72,641,800	56,224,660	16,417,140
Miscellaneous Store Retailers-453	27,078,931	16,986,817	10,092,114
Florists-4531	1,843,572	3,480,867	(1,637,295)
Office Supplies, Stationery, Gift Stores-4532	10,022,759	5,985,828	4,036,931
Office Supplies and Stationery Stores-45321	5,593,214	1,176,569	4,416,645
Gift, Novelty and Souvenir Stores-45322	4,429,545	4,809,259	(379,714)
Used Merchandise Stores-4533	2,122,610	1,045,479	1,077,131
Other Miscellaneous Store Retailers-4539	13,089,990	6,474,643	6,615,347
Non-Store Retailers-454	71,089,319	13,028,934	58,060,385
Foodservice and Drinking Places-722	103,709,981	129,961,945	(26,251,964)
Full-Service Restaurants-7221	46,484,546	45,122,171	1,362,375



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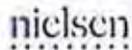
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RMP Opportunity Gap - Retail Stores

College Hill District 30th St & 14th Ave

Radius 2: 30TH ST AT 14TH AVE, 30TH STREET AND 14TH AVEN, IL 61201, 0.00 - 3.00 Miles, Total

Retail Stores	2010 Demand (Consumer Expenditures)	2010 Supply (Retail Sales)	Opportunity Gap/Surplus
Limited-Service Eating Places-7222	43,433,629	62,493,495	(19,059,866)
Special Foodservices-7223	8,507,057	12,082,717	(3,575,660)
Drinking Places -Alcoholic Beverages-7224	5,284,749	10,263,562	(4,978,813)
GAFO *	252,522,409	280,932,282	(28,409,873)
General Merchandise Stores-452	137,121,982	115,278,702	21,843,280
Clothing and Clothing Accessories Stores-448	44,053,007	63,064,510	(19,011,503)
Furniture and Home Furnishings Stores-442	19,433,791	40,331,719	(20,897,928)
Electronics and Appliance Stores-443	22,337,168	31,697,685	(9,360,517)
Sporting Goods, Hobby, Book, Music Stores-451	19,553,701	24,573,838	(5,020,137)
Office Supplies, Stationery, Gift Stores-4532	10,022,759	5,985,828	4,036,931



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RMP Opportunity Gap - Retail Stores

College Hill District 30th St & 14th Ave

Radius 3: 30TH ST AT 14TH AVE, 30TH STREET AND 14TH AVEN, IL 61201, 0.00 - 5.00 Miles, Total

Retail Stores	2010 Demand (Consumer Expenditures)	2010 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	2,334,730,107	3,033,329,330	(698,599,223)
Motor Vehicle and Parts Dealers-441	366,554,563	621,130,863	(254,576,300)
Automotive Dealers-4411	306,421,044	517,167,409	(210,746,365)
Other Motor Vehicle Dealers-4412	27,042,768	47,157,327	(20,114,559)
Automotive Parts/Accsrs, Tire Stores-4413	33,090,751	56,806,126	(23,715,375)
Furniture and Home Furnishings Stores-442	46,926,027	88,478,901	(41,552,874)
Furniture Stores-4421	24,412,509	50,476,076	(26,063,567)
Home Furnishing Stores-4422	22,513,518	38,002,825	(15,489,307)
Electronics and Appliance Stores-443	52,558,777	97,185,649	(44,626,872)
Appliances, TVs, Electronics Stores-44311	40,087,952	70,917,799	(30,829,847)
Household Appliances Stores-443111	9,329,247	11,248,969	(1,919,722)
Radio, Television, Electronics Stores-443112	30,758,705	59,668,831	(28,910,126)
Computer and Software Stores-44312	10,303,844	23,369,098	(13,065,254)
Camera and Photographic Equipment Stores-44313	2,166,980	2,898,751	(731,771)
Building Material, Garden Equip Stores -444	229,686,623	316,523,539	(86,836,916)
Building Material and Supply Dealers-4441	209,876,298	305,893,296	(96,016,998)
Home Centers-44411	90,434,679	184,712,838	(94,278,159)
Paint and Wallpaper Stores-44412	4,738,717	2,175,091	2,563,626
Hardware Stores-44413	20,088,165	25,534,880	(5,446,715)
Other Building Materials Dealers-44419	94,614,737	93,470,487	1,144,250
Building Materials, Lumberyards-444191	37,654,963	36,567,020	1,087,943
Lawn, Garden Equipment, Supplies Stores-4442	19,810,326	10,630,244	9,180,082
Outdoor Power Equipment Stores-44421	3,186,859	0	3,186,859
Nursery and Garden Centers-44422	16,623,467	10,630,244	5,993,223
Food and Beverage Stores-445	329,516,143	329,524,770	(8,627)
Grocery Stores-4451	297,741,757	306,397,714	(8,655,957)
Supermarkets, Grocery (Ex Conv) Stores-44511	282,019,219	300,771,018	(18,751,799)
Convenience Stores-44512	15,722,538	5,626,696	10,095,842
Specialty Food Stores-4452	9,942,885	9,965,157	(22,272)
Beer, Wine and Liquor Stores-4453	21,831,501	13,161,898	8,669,603
Health and Personal Care Stores-446	153,650,243	201,774,291	(48,124,048)
Pharmancies and Drug Stores-44611	132,685,018	175,437,868	(42,752,850)
Cosmetics, Beauty Supplies, Perfume Stores-44612	5,478,380	4,377,450	1,100,930
Optical Goods Stores-44613	5,806,127	11,998,241	(6,192,114)
Other Health and Personal Care Stores-44619	9,680,718	9,960,732	(280,014)



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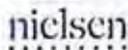
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RMP Opportunity Gap - Retail Stores

College Hill District 30th St & 14th Ave

Radius 3: 30TH ST AT 14TH AVE, 30TH STREET AND 14TH AVEN, IL 61201, 0.00 - 5.00 Miles, Total

Retail Stores	2010 Demand (Consumer Expenditures)	2010 Supply (Retail Sales)	Opportunity Gap/Surplus
Gasoline Stations-447	211,219,098	235,148,844	(23,929,746)
Gasoline Stations With Conv Stores-44711	159,332,745	131,619,122	27,713,623
Other Gasoline Stations-44719	51,886,353	103,529,722	(51,643,369)
Clothing and Clothing Accessories Stores-448	102,155,777	153,560,452	(51,404,675)
Clothing Stores-4481	73,094,480	103,051,911	(29,957,431)
Men's Clothing Stores-44811	4,579,467	4,637,337	(57,870)
Women's Clothing Stores-44812	17,426,579	16,550,928	875,651
Childrens, Infants Clothing Stores-44813	4,608,999	3,191,631	1,417,368
Family Clothing Stores-44814	39,890,694	69,472,650	(29,581,956)
Clothing Accessories Stores-44815	1,701,646	1,651,301	50,345
Other Clothing Stores-44819	4,887,096	7,548,064	(2,660,968)
Shoe Stores-4482	14,588,992	20,380,063	(5,791,071)
Jewelry, Luggage, Leather Goods Stores-4483	14,472,305	30,128,479	(15,656,174)
Jewelry Stores-44831	13,270,813	30,128,479	(16,857,666)
Luggage and Leather Goods Stores-44832	1,201,492	0	1,201,492
Sporting Goods, Hobby, Book, Music Stores-451	45,531,791	68,666,757	(23,134,966)
Sporting Goods, Hobby, Musical Inst Stores-4511	30,956,813	59,662,604	(28,705,791)
Sporting Goods Stores-45111	15,092,448	27,486,637	(12,394,189)
Hobby, Toys and Games Stores-45112	10,412,058	20,071,548	(9,659,490)
Sew/Needlework/Piece Goods Stores-45113	2,663,478	3,485,699	(822,221)
Musical Instrument and Supplies Stores-45114	2,788,829	8,618,720	(5,829,891)
Book, Periodical and Music Stores-4512	14,574,979	9,004,153	5,570,826
Book Stores and News Dealers-45121	10,341,381	6,024,726	4,316,655
Book Stores-451211	9,785,951	5,754,276	4,031,675
News Dealers and Newsstands-451212	555,429	270,450	284,979
Prerecorded Tapes, CDs, Record Stores-45122	4,233,598	2,979,427	1,254,171
General Merchandise Stores-452	320,764,747	496,453,782	(175,689,035)
Department Stores Excl Leased Depts-4521	150,674,818	215,858,601	(65,183,783)
Other General Merchandise Stores-4529	170,089,928	280,595,181	(110,505,253)
Miscellaneous Store Retailers-453	64,257,426	42,254,206	22,003,220
Florists-4531	4,463,038	5,222,758	(759,720)
Office Supplies, Stationery, Gift Stores-4532	23,879,271	20,039,920	3,839,351
Office Supplies and Stationery Stores-45321	13,405,470	8,915,794	4,489,676
Gift, Novelty and Souvenir Stores-45322	10,473,801	11,124,126	(650,325)
Used Merchandise Stores-4533	4,932,033	3,377,685	1,554,348
Other Miscellaneous Store Retailers-4539	30,983,084	13,613,844	17,369,240
Non-Store Retailers-454	167,174,005	78,535,219	88,638,786
Foodservice and Drinking Places-722	244,734,887	304,092,058	(59,357,171)
Full-Service Restaurants-7221	109,714,329	124,718,069	(15,003,740)



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RMP Opportunity Gap - Retail Stores

College Hill District 30th St & 14th Ave

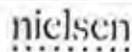
Radius 3: 30TH ST AT 14TH AVE, 30TH STREET AND 14TH AVEN, IL 61201, 0.00 - 5.00 Miles, Total

Retail Stores	2010 Demand (Consumer Expenditures)	2010 Supply (Retail Sales)	Opportunity Gap/Surplus
Limited-Service Eating Places-7222	102,533,016	134,184,105	(31,651,089)
Special Foodservices-7223	20,097,085	20,412,491	(315,406)
Drinking Places -Alcoholic Beverages-7224	12,390,457	24,777,393	(12,386,936)
GAFO *	591,816,390	924,385,460	(332,569,070)
General Merchandise Stores-452	320,764,747	496,453,782	(175,689,035)
Clothing and Clothing Accessories Stores-448	102,155,777	153,560,452	(51,404,675)
Furniture and Home Furnishings Stores-442	46,926,027	88,478,901	(41,552,874)
Electronics and Appliance Stores-443	52,558,777	97,185,649	(44,626,872)
Sporting Goods, Hobby, Book, Music Stores-451	45,531,791	68,666,757	(23,134,966)
Office Supplies, Stationery, Gift Stores-4532	23,879,271	20,039,920	3,839,351

* GAFO (General merchandise, Apparel, Furniture and Other) represents sales at stores that sell merchandise normally sold in department stores. This category is not included in Total Retail Sales Including Eating and Drinking Places.

Claritas' RMP data is derived from two major sources of information. The demand data is derived from the Consumer Expenditure Survey (CE Survey), which is fielded by the U.S. Bureau of Labor Statistics (BLS). The supply data is derived from the Census of Retail Trade (CRT), which is made available by the U.S. Census. Additional data sources are incorporated to create both supply and demand estimates.

The difference between demand and supply represents the opportunity gap or surplus available for each retail outlet in the specified reporting geography. When the demand is greater than (less than) the supply, there is an opportunity gap (surplus) for that retail outlet. For example, a positive value signifies an opportunity gap, while a negative value signifies a surplus.



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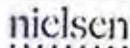


Consumer Spending Patterns

College Hill District **30th St & 14th Ave**

Radius 1: 30TH ST AT 14TH AVE, 30TH STREET AND 14T, 0.00 - 1.00 Miles, Total

Product Category	2010 Aggregate Expenditure Estimate (in 1000s)	% Comp	2015 Aggregate Expenditure Estimate (in 1000s)	% Comp	2010 Annual Avg/ HH	2015 Annual Avg/ HH	Avg Annual % Growth	2010 Index to USA
Total Specified Consumer Expenditures - USA	5,721,781,176		6,396,208,340		49,268	52,884	2.36	
Total Specified Consumer Expenditures (AREA)	284,144	0.00	296,115	0.00	45,031	48,314	0.84	91
FOOD AT HOME	33,252	11.70	33,479	11.31	5,270	5,462	0.14	92
Bakery Products	3,253	1.14	3,277	1.11	515	535	0.15	95
Cereal Products	1,520	0.54	1,534	0.52	241	250	0.17	89
Dairy Products	3,597	1.27	3,619	1.22	570	591	0.13	94
Fresh Milk and Cream	945	0.33	952	0.32	150	155	0.14	97
Other Dairy Products	2,358	0.83	2,373	0.80	374	387	0.13	96
Eggs	293	0.10	294	0.10	46	48	0.05	76
Fats and Oils	325	0.11	327	0.11	52	53	0.10	92
Fish and Seafood	655	0.23	657	0.22	104	107	0.08	77
Fruits and Vegetables	3,856	1.36	3,867	1.31	611	631	0.06	84
Juices	983	0.35	988	0.33	156	161	0.10	87
Meats (All)	6,013	2.12	6,038	2.04	953	985	0.09	85
Nonalcoholic Beverages	3,701	1.30	3,735	1.26	586	609	0.19	93
Prepared Foods	7,040	2.48	7,108	2.40	1,116	1,160	0.19	100
Sugar and Other Sweets	2,310	0.81	2,329	0.79	366	380	0.16	100
FOOD AWAY FROM HOME & ALCOHOL								
Alcoholic Beverages	7,262	2.56	7,315	2.47	1,151	1,194	0.15	112
Alcoholic Beverages at Home	6,291	2.21	6,333	2.14	997	1,033	0.13	113
Alcoholic Beverages away from Home	971	0.34	982	0.33	154	160	0.23	109
Total Food away from Home	16,669	5.87	16,953	5.72	2,642	2,766	0.34	92
Lunch	4,280	1.51	4,346	1.47	678	709	0.31	92
Dinner	6,591	2.32	6,684	2.26	1,045	1,091	0.28	90
Breakfast and Brunch	1,413	0.50	1,435	0.48	224	234	0.31	92
DAY CARE, EDUCATION & CONTRIBUTIONS								
All Day Care	1,618	0.57	1,707	0.58	256	278	1.10	74
Contributions (All)	7,032	2.47	7,143	2.41	1,114	1,165	0.32	78
Education	11,538	4.06	12,122	4.09	1,829	1,978	1.01	98
Room and Board	859	0.30	858	0.29	136	140	-0.03	104
Tuition/School Supplies	10,679	3.76	11,264	3.80	1,692	1,838	1.10	98



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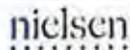
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Consumer Spending Patterns

College Hill District 30th St & 14th Ave

Radius 1: 30TH ST AT 14TH AVE, 30TH STREET AND 14T, 0.00 - 1.00 Miles, Total

Product Category	2010 Aggregate Expenditure Estimate (in 1000s)	% Comp	2015 Aggregate Expenditure Estimate (in 1000s)	% Comp	2010 Annual Avg/ HH	2015 Annual Avg/ HH	Avg Annual % Growth	2010 Index to USA
HEALTHCARE								
Medical Services	12,908	4.54	13,713	4.63	2,046	2,237	1.25	93
Prescription Drugs	16,035	5.64	16,469	5.56	2,541	2,687	0.54	104
Medical Supplies	1,197	0.42	1,261	0.43	190	206	1.06	99
HOUSEHOLD FURNISHINGS & APPLIANCES								
Total Furniture	3,551	1.25	3,792	1.28	563	619	1.35	79
Bedroom Furniture	1,004	0.35	1,079	0.36	159	176	1.49	85
Living/Dining Room Furniture	1,604	0.56	1,707	0.58	254	279	1.28	78
Other Furniture	890	0.31	952	0.32	141	155	1.40	74
Total Household Textiles	2,730	0.96	2,888	0.98	433	471	1.16	89
Domestic Textiles	2,174	0.76	2,308	0.78	344	377	1.24	89
Window and Furniture Covers	556	0.20	580	0.20	88	95	0.86	88
Major Appliances	1,454	0.51	1,565	0.53	230	255	1.52	91
Misc Household Equipment	2,725	0.96	2,895	0.98	432	472	1.25	91
Small Appliance/Houseware	3,509	1.24	3,756	1.27	556	613	1.41	92
HOUSING RELATED & PERSONAL								
Total Housing Expenses	25,765	9.07	26,710	9.02	4,083	4,358	0.73	94
Fuels and Utilities	13,908	4.89	14,196	4.79	2,204	2,316	0.41	94
Telephone Service	6,765	2.38	7,011	2.37	1,072	1,144	0.73	96
Household Repairs	2,555	0.90	2,659	0.90	405	434	0.81	86
Household Services	2,730	0.96	2,776	0.94	433	453	0.34	72
Housekeeping Supplies	2,137	0.75	2,245	0.76	339	366	1.01	92
Personal Expenses and Services	9,631	3.39	9,874	3.33	1,526	1,611	0.50	93
PERSONAL CARE & SMOKING PRODUCTS								
Personal Care Products and Services	6,264	2.20	6,532	2.21	993	1,066	0.86	92
Personal Care Services	2,515	0.89	2,596	0.88	399	424	0.64	86
Smoking Prods/Supplies	7,188	2.53	7,729	2.61	1,139	1,261	1.50	121
PET EXPENSES								
	3,031	1.07	3,245	1.10	480	530	1.42	88



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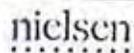
SITE REPORTS

Consumer Spending Patterns

College Hill District 30th St & 14th Ave

Radius 1: 30TH ST AT 14TH AVE, 30TH STREET AND 14T, 0.00 - 1.00 Miles, Total

Product Category	2010 Aggregate Expenditure Estimate (in 1000s)	% Comp	2015 Aggregate Expenditure Estimate (in 1000s)	% Comp	2010 Annual Avg/ HH	2015 Annual Avg/ HH	Avg Annual % Growth	2010 Index to USA
SPORTS & ENTERTAINMENT								
Photographic Equipment	625	0.22	774	0.26	99	126	4.74	94
Reading Materials	2,652	0.93	2,773	0.94	420	452	0.91	99
Sports and Recreation	8,500	2.99	9,961	3.36	1,347	1,625	3.44	89
Sports Equipment	4,880	1.72	6,003	2.03	773	979	4.60	90
Travel	10,421	3.67	10,661	3.60	1,651	1,739	0.46	83
TV, Radio and Sound Equipment	4,327	1.52	6,013	2.03	686	981	7.80	93
Computers, Software & Accessories	3,551	1.25	5,186	1.75	563	846	9.21	100
TRANSPORTATION & AUTO EXPENSES								
Automotive Maintenance/Repair/Other	11,416	4.02	11,067	3.74	1,809	1,806	-0.61	91
Gasoline	12,112	4.26	11,270	3.81	1,920	1,839	-1.39	93
Diesel Fuel	94	0.03	87	0.03	15	14	-1.54	88
Motor Oil	281	0.10	263	0.09	45	43	-1.31	102
Vehicle Purchases & Leases	26,465	9.31	26,510	8.95	4,194	4,325	0.03	86
New Autos/Trucks/Vans	12,087	4.25	11,925	4.03	1,916	1,946	-0.27	77
Used Vehicles	12,239	4.31	11,546	3.90	1,940	1,884	-1.13	97
Boats and Recreational Vehicle Purchase	2,139	0.75	3,039	1.03	339	496	8.41	95
Rented Vehicles	1,197	0.42	1,150	0.39	190	188	-0.78	86
TOTAL APPAREL								
	20,727	7.29	22,564	7.62	3,285	3,681	1.77	84
Women's Apparel	6,631	2.33	7,229	2.44	1,051	1,179	1.80	81
Men's Apparel	4,403	1.55	4,832	1.63	698	788	1.95	85
Girl's Apparel	1,462	0.51	1,602	0.54	232	261	1.92	81
Boy's Apparel	1,031	0.36	1,149	0.39	163	187	2.28	81
Infant's Apparel	653	0.23	723	0.24	104	118	2.15	90
Footwear (excl. Infants)	2,776	0.98	3,056	1.03	440	499	2.01	87
Other Apparel Prods/Services	3,770	1.33	3,972	1.34	598	648	1.07	84



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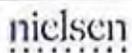
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Consumer Spending Patterns

College Hill District 30th St & 14th Ave

Radius 2: 30TH ST AT 14TH AVE, 30TH STREET AND 14T, 0.00 - 3.00 Miles, Total

Product Category	2010 Aggregate Expenditure Estimate (in 1000s)	% Comp	2015 Aggregate Expenditure Estimate (in 1000s)	% Comp	2010 Annual Avg/ HH	2015 Annual Avg/ HH	Avg Annual % Growth	2010 Index to USA
Total Specified Consumer Expenditures - USA	5,721,781,176		6,396,208,340		49,268	52,884	2.36	
Total Specified Consumer Expenditures (AREA)	1,280,059	0.02	1,332,785	0.02	41,662	44,277	0.82	85
FOOD AT HOME	155,942	12.18	157,552	11.82	5,075	5,234	0.21	88
Bakery Products	15,114	1.18	15,266	1.15	492	507	0.20	91
Cereal Products	7,247	0.57	7,343	0.55	236	244	0.26	87
Dairy Products	16,729	1.31	16,903	1.27	544	562	0.21	90
Fresh Milk and Cream	4,442	0.35	4,502	0.34	145	150	0.27	93
Other Dairy Products	10,856	0.85	10,953	0.82	353	364	0.18	91
Eggs	1,430	0.11	1,448	0.11	47	48	0.26	76
Fats and Oils	1,557	0.12	1,574	0.12	51	52	0.22	90
Fish and Seafood	3,118	0.24	3,142	0.24	101	104	0.15	75
Fruits and Vegetables	18,155	1.42	18,298	1.37	591	608	0.16	81
Juices	4,647	0.36	4,694	0.35	151	156	0.20	85
Meats (All)	29,244	2.28	29,546	2.22	952	982	0.21	85
Nonalcoholic Beverages	17,027	1.33	17,224	1.29	554	572	0.23	88
Prepared Foods	32,432	2.53	32,795	2.46	1,056	1,090	0.22	94
Sugar and Other Sweets	10,673	0.83	10,768	0.81	347	358	0.18	95
FOOD AWAY FROM HOME & ALCOHOL								
Alcoholic Beverages	30,277	2.37	30,415	2.28	985	1,010	0.09	96
Alcoholic Beverages at Home	26,349	2.06	26,459	1.99	858	879	0.08	97
Alcoholic Beverages away from Home	3,928	0.31	3,956	0.30	128	131	0.15	90
Total Food away from Home	72,951	5.70	73,953	5.55	2,374	2,457	0.27	83
Lunch	18,654	1.46	18,895	1.42	607	628	0.26	83
Dinner	29,063	2.27	29,394	2.21	946	977	0.23	81
Breakfast and Brunch	6,189	0.48	6,286	0.47	201	209	0.31	83
DAY CARE, EDUCATION & CONTRIBUTIONS								
All Day Care	8,302	0.65	8,709	0.65	270	289	0.98	78
Contributions (All)	32,980	2.58	33,570	2.52	1,073	1,115	0.36	75
Education	39,409	3.08	40,493	3.04	1,283	1,345	0.55	69
Room and Board	2,430	0.19	2,396	0.18	79	80	-0.28	60
Tuition/School Supplies	36,979	2.89	38,097	2.86	1,204	1,266	0.61	70



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Consumer Spending Patterns

College Hill District 30th St & 14th Ave

Radius 2: 30TH ST AT 14TH AVE, 30TH STREET AND 14T, 0.00 - 3.00 Miles, Total

Product Category	2010 Aggregate Expenditure Estimate (In 1000s)	% Comp	2015 Aggregate Expenditure Estimate (In 1000s)	% Comp	2010 Annual Avg/ HH	2015 Annual Avg/ HH	Avg Annual % Growth	2010 Index to USA
HEALTHCARE								
Medical Services	58,807	4.59	62,610	4.70	1,914	2,080	1.29	87
Prescription Drugs	74,245	5.80	77,328	5.80	2,416	2,569	0.83	99
Medical Supplies	5,523	0.43	5,837	0.44	180	194	1.14	94
HOUSEHOLD FURNISHINGS & APPLIANCES								
Total Furniture	16,624	1.30	17,674	1.33	541	587	1.26	76
Bedroom Furniture	4,635	0.36	4,961	0.37	151	165	1.41	81
Living/Dining Room Furniture	7,545	0.59	7,997	0.60	246	266	1.20	75
Other Furniture	4,185	0.33	4,451	0.33	136	148	1.27	71
Total Household Textiles	12,525	0.98	13,242	0.99	408	440	1.15	84
Domestic Textiles	9,931	0.78	10,544	0.79	323	350	1.24	84
Window and Furniture Covers	2,594	0.20	2,698	0.20	84	90	0.80	84
Major Appliances	6,692	0.52	7,202	0.54	218	239	1.53	86
Misc Household Equipment	12,156	0.95	12,860	0.96	396	427	1.16	83
Small Appliance/Houseware	15,872	1.24	16,978	1.27	517	564	1.39	85
HOUSING RELATED & PERSONAL								
Total Housing Expenses	120,393	9.41	125,303	9.40	3,918	4,163	0.82	91
Fuels and Utilities	66,052	5.16	67,848	5.09	2,150	2,254	0.54	91
Telephone Service	30,998	2.42	32,185	2.41	1,009	1,069	0.77	90
Household Repairs	11,846	0.93	12,310	0.92	386	409	0.78	82
Household Services	13,064	1.02	13,263	1.00	425	441	0.30	71
Housekeeping Supplies	9,894	0.77	10,416	0.78	322	346	1.05	88
Personal Expenses and Services	43,797	3.42	44,950	3.37	1,425	1,493	0.53	87
PERSONAL CARE & SMOKING PRODUCTS								
Personal Care Products and Services	27,877	2.18	28,996	2.18	907	963	0.80	84
Personal Care Services	11,284	0.88	11,627	0.87	367	386	0.61	79
Smoking Prods/Supplies	31,956	2.50	34,292	2.57	1,040	1,139	1.46	110
PET EXPENSES								
	14,009	1.09	14,965	1.12	456	497	1.37	84



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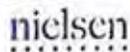


Consumer Spending Patterns

College Hill District 30th St & 14th Ave

Radius 2: 30TH ST AT 14TH AVE, 30TH STREET AND 14T, 0.00 - 3.00 Miles, Total

Product Category	2010 Aggregate Expenditure Estimate (in 1000s)	% Comp	2015 Aggregate Expenditure Estimate (in 1000s)	% Comp	2010 Annual Avg/ HH	2015 Annual Avg/ HH	Avg Annual % Growth	2010 Index to USA
SPORTS & ENTERTAINMENT								
Photographic Equipment	2,595	0.20	3,208	0.24	84	107	4.72	80
Reading Materials	11,361	0.89	11,902	0.89	370	395	0.95	87
Sports and Recreation	38,418	3.00	44,690	3.35	1,250	1,485	3.27	83
Sports Equipment	21,911	1.71	26,752	2.01	713	889	4.42	83
Travel	47,356	3.70	48,243	3.62	1,541	1,603	0.37	78
TV, Radio and Sound Equipment	19,003	1.48	26,337	1.98	618	875	7.72	84
Computers, Software & Accssories	14,200	1.11	20,623	1.55	462	685	9.05	82
TRANSPORTATION & AUTO EXPENSES								
Automotive Maintenance/Repair/Other	50,600	3.95	49,040	3.68	1,647	1,629	-0.62	82
Gasoline	55,051	4.30	51,278	3.85	1,792	1,704	-1.37	87
Diesel Fuel	443	0.03	410	0.03	14	14	-1.47	86
Motor Oil	1,231	0.10	1,154	0.09	40	38	-1.25	92
Vehicle Purchases & Leases	118,789	9.28	119,126	8.94	3,866	3,958	0.06	80
New Autos/Trucks/Vans	54,348	4.25	53,271	4.00	1,769	1,770	-0.40	71
Used Vehicles	53,954	4.21	50,926	3.82	1,756	1,692	-1.12	88
Boats and Recreational Vehicle Purchase	10,486	0.82	14,929	1.12	341	496	8.47	95
Rented Vehicles	5,516	0.43	5,281	0.40	180	175	-0.85	82
TOTAL APPAREL								
Women's Apparel	30,152	2.36	32,700	2.45	981	1,086	1.69	76
Men's Apparel	19,754	1.54	21,579	1.62	643	717	1.85	79
Girl's Apparel	7,430	0.58	8,128	0.61	242	270	1.88	85
Boy's Apparel	5,290	0.41	5,890	0.44	172	196	2.27	85
Infant's Apparel	3,251	0.25	3,608	0.27	106	120	2.20	92
Footwear (excl. Infants)	13,161	1.03	14,487	1.09	428	481	2.02	84
Other Apparel Prods/Services	16,841	1.32	17,665	1.33	548	587	0.98	77



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Consumer Spending Patterns

College Hill District 30th St & 14th Ave

Radius 3: 30TH ST AT 14TH AVE, 30TH STREET AND 14T, 0.00 - 5.00 Miles, Total

Product Category	2010 Aggregate Expenditure Estimate (in 1000s)	% Comp	2015 Aggregate Expenditure Estimate (in 1000s)	% Comp	2010 Annual Avg/ HH	2015 Annual Avg/ HH	Avg Annual % Growth	2010 Index to USA
Total Specified Consumer Expenditures - USA	5,721,781,176		6,396,208,340		49,268	52,884	2.36	
Total Specified Consumer Expenditures (AREA)	3,038,103	0.05	3,201,497	0.05	43,266	45,898	1.08	88
FOOD AT HOME	363,456	11.96	371,575	11.61	5,176	5,327	0.45	90
Bakery Products	35,577	1.17	36,400	1.14	507	522	0.46	93
Cereal Products	16,625	0.55	17,033	0.53	237	244	0.49	87
Dairy Products	39,391	1.30	40,288	1.26	561	578	0.46	93
Fresh Milk and Cream	10,339	0.34	10,599	0.33	147	152	0.50	95
Other Dairy Products	25,847	0.85	26,413	0.83	368	379	0.44	94
Eggs	3,205	0.11	3,276	0.10	46	47	0.44	74
Fats and Oils	3,622	0.12	3,708	0.12	52	53	0.48	92
Fish and Seafood	7,250	0.24	7,394	0.23	103	106	0.40	76
Fruits and Vegetables	42,473	1.40	43,288	1.35	605	621	0.38	83
Juices	10,596	0.35	10,832	0.34	151	155	0.44	85
Meats (All)	66,552	2.19	67,929	2.12	948	974	0.41	85
Nonalcoholic Beverages	39,472	1.30	40,377	1.26	562	579	0.46	89
Prepared Foods	76,493	2.52	78,364	2.45	1,089	1,123	0.49	97
Sugar and Other Sweets	25,405	0.84	25,961	0.81	362	372	0.44	99
FOOD AWAY FROM HOME & ALCOHOL								
Alcoholic Beverages	70,812	2.33	71,921	2.25	1,008	1,031	0.31	98
Alcoholic Beverages at Home	61,707	2.03	62,650	1.96	879	898	0.31	99
Alcoholic Beverages away from Home	9,106	0.30	9,272	0.29	130	133	0.36	92
Total Food away from Home	172,692	5.68	177,115	5.53	2,459	2,539	0.51	85
Lunch	43,754	1.44	44,822	1.40	623	643	0.49	85
Dinner	69,367	2.28	71,018	2.22	988	1,018	0.48	85
Breakfast and Brunch	14,592	0.48	14,977	0.47	208	215	0.53	86
DAY CARE, EDUCATION & CONTRIBUTIONS								
All Day Care	19,389	0.64	20,631	0.64	276	296	1.28	80
Contributions (All)	79,330	2.61	81,817	2.56	1,130	1,173	0.63	79
Education	88,512	2.91	91,995	2.87	1,261	1,319	0.79	68
Room and Board	5,286	0.17	5,289	0.17	75	76	0.01	57
Tuition/School Supplies	83,225	2.74	86,706	2.71	1,185	1,243	0.84	69



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Project Code: College Hill District

Prepared For: City of Rock Island

Prepared By:

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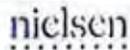


Consumer Spending Patterns

College Hill District 30th St & 14th Ave

Radius 3: 30TH ST AT 14TH AVE, 30TH STREET AND 14T, 0.00 - 5.00 Miles, Total

Product Category	2010 Aggregate Expenditure Estimate (in 1000s)	% Comp	2015 Aggregate Expenditure Estimate (in 1000s)	% Comp	2010 Annual Avg/ HH	2015 Annual Avg/ HH	Avg Annual % Growth	2010 Index to USA
HEALTHCARE								
Medical Services	140,893	4.64	151,671	4.74	2,006	2,174	1.53	91
Prescription Drugs	176,811	5.82	186,391	5.82	2,518	2,672	1.08	103
Medical Supplies	13,150	0.43	14,045	0.44	187	201	1.36	98
HOUSEHOLD FURNISHINGS & APPLIANCES								
Total Furniture	40,102	1.32	43,176	1.35	571	619	1.53	80
Bedroom Furniture	11,070	0.36	12,000	0.37	158	172	1.68	84
Living/Dining Room Furniture	18,173	0.60	19,521	0.61	259	280	1.48	79
Other Furniture	10,216	0.34	10,991	0.34	145	158	1.52	76
Total Household Textiles	30,174	0.99	32,320	1.01	430	463	1.42	88
Domestic Textiles	23,853	0.79	25,656	0.80	340	368	1.51	88
Window and Furniture Covers	6,321	0.21	6,664	0.21	90	96	1.09	89
Major Appliances	16,324	0.54	17,810	0.56	232	255	1.82	91
Misc Household Equipment	29,586	0.97	31,680	0.99	421	454	1.42	89
Small Appliance/Houseware	38,453	1.27	41,671	1.30	548	597	1.67	90
HOUSING RELATED & PERSONAL								
Total Housing Expenses	281,742	9.27	297,026	9.28	4,012	4,258	1.08	93
Fuels and Utilities	155,594	5.12	162,078	5.06	2,216	2,324	0.83	94
Telephone Service	71,341	2.35	74,882	2.34	1,016	1,074	0.99	91
Household Repairs	29,486	0.97	31,071	0.97	420	445	1.08	89
Household Services	31,426	1.03	32,380	1.01	448	464	0.61	74
Housekeeping Supplies	23,328	0.77	24,853	0.78	332	356	1.31	90
Personal Expenses and Services	104,869	3.45	109,325	3.41	1,493	1,567	0.85	91
PERSONAL CARE & SMOKING PRODUCTS								
Personal Care Products and Services	65,938	2.17	69,351	2.17	939	994	1.04	87
Personal Care Services	26,955	0.89	28,092	0.88	384	403	0.84	82
Smoking Prods/Supplies	74,792	2.46	81,442	2.54	1,065	1,168	1.78	113
PET EXPENSES								
	33,830	1.11	36,609	1.14	482	525	1.64	88



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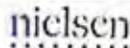
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Consumer Spending Patterns

College Hill District 30th St & 14th Ave

Radius 3: 30TH ST AT 14TH AVE, 30TH STREET AND 14T, 0.00 - 5.00 Miles, Total

Product Category	2010 Aggregate Expenditure Estimate (in 1000s)	% Comp	2015 Aggregate Expenditure Estimate (in 1000s)	% Comp	2010 Annual Avg/ HH	2015 Annual Avg/ HH	Avg Annual % Growth	2010 Index to USA
SPORTS & ENTERTAINMENT								
Photographic Equipment	6,326	0.21	7,877	0.25	90	113	4.90	85
Reading Materials	28,480	0.94	30,176	0.94	406	433	1.19	95
Sports and Recreation	90,778	2.99	106,919	3.34	1,293	1,533	3.56	86
Sports Equipment	51,642	1.70	63,848	1.99	735	915	4.73	86
Travel	115,714	3.81	119,367	3.73	1,648	1,711	0.63	83
TV, Radio and Sound Equipment	44,360	1.46	62,121	1.94	632	891	8.01	86
Computers, Software & Accessories	33,259	1.09	48,799	1.52	474	700	9.35	84
TRANSPORTATION & AUTO EXPENSES								
Automotive Maintenance/Repair/Other	121,859	4.01	119,737	3.74	1,735	1,717	-0.35	87
Gasoline	130,461	4.29	123,129	3.85	1,858	1,765	-1.12	90
Diesel Fuel	1,068	0.04	1,006	0.03	15	14	-1.16	90
Motor Oil	2,954	0.10	2,809	0.09	42	40	-0.98	96
Vehicle Purchases & Leases	292,326	9.62	297,105	9.28	4,163	4,259	0.33	86
New Autos/Trucks/Vans	135,570	4.46	134,162	4.19	1,931	1,923	-0.21	77
Used Vehicles	131,162	4.32	125,809	3.93	1,868	1,804	-0.82	94
Boats and Recreational Vehicle Purchase	25,594	0.84	37,134	1.16	364	532	9.02	102
Rented Vehicles	13,394	0.44	12,979	0.41	191	186	-0.62	87
TOTAL APPAREL								
Women's Apparel	70,261	2.31	76,775	2.40	1,001	1,101	1.85	77
Men's Apparel	45,585	1.50	50,354	1.57	649	722	2.09	79
Girl's Apparel	17,025	0.56	18,892	0.59	242	271	2.19	85
Boy's Apparel	12,082	0.40	13,598	0.42	172	195	2.51	85
Infant's Apparel	7,472	0.25	8,397	0.26	106	120	2.48	93
Footwear (excl. Infants)	29,915	0.98	33,237	1.04	426	477	2.22	84
Other Apparel Prods/Services	39,233	1.29	41,639	1.30	559	597	1.23	78



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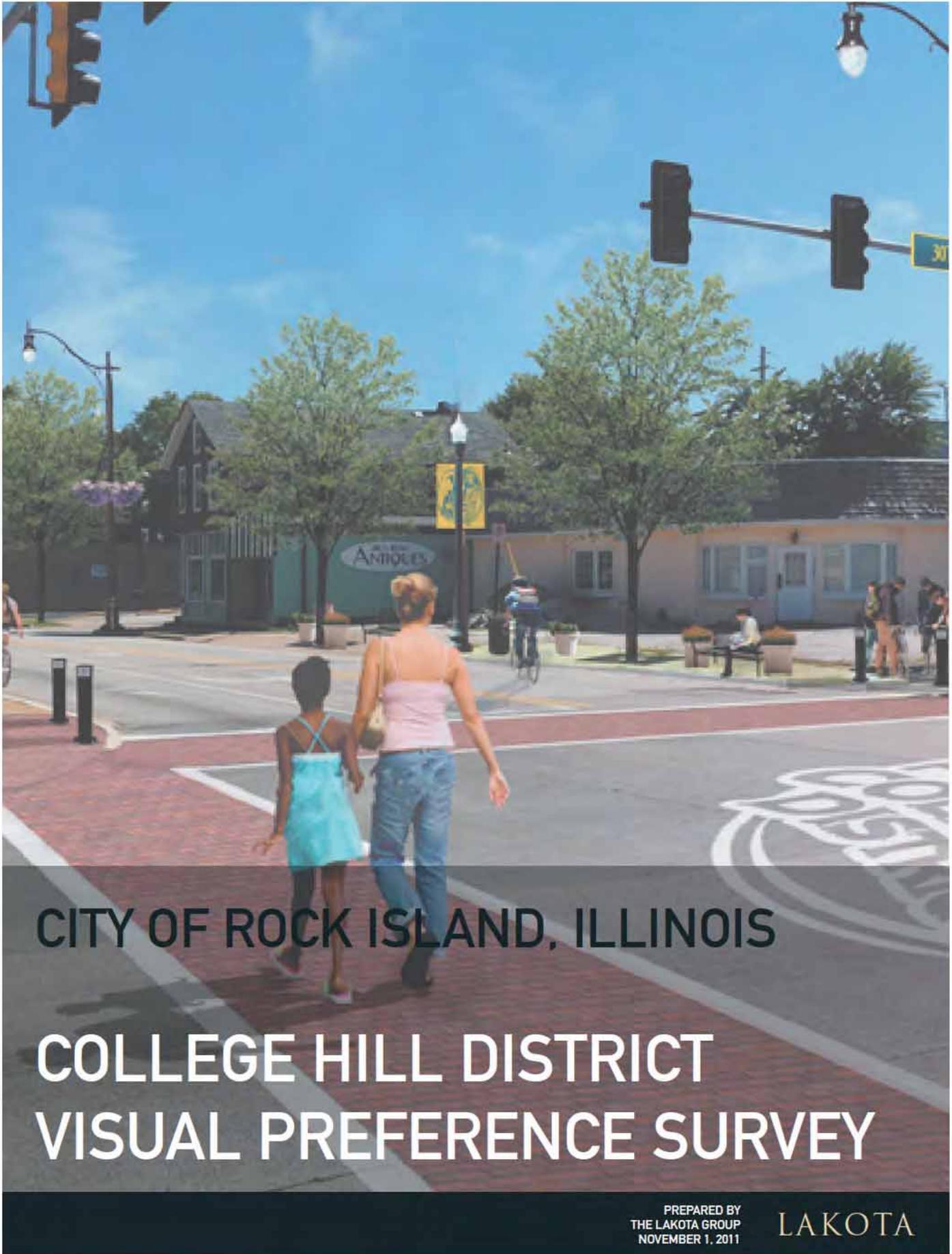
Project Code: College Hill District

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CITY OF ROCK ISLAND, ILLINOIS

**COLLEGE HILL DISTRICT
VISUAL PREFERENCE SURVEY**

PREPARED BY
THE LAKOTA GROUP
NOVEMBER 1, 2011

LAKOTA

**COLLEGE HILL DISTRICT VISUAL PREFERENCE
CITY OF ROCK ISLAND, ILLINOIS**

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PROJECT MISSION

Over the past year, the City of Rock Island has been engaged in a planning process to create a future revitalization vision for the College Hill District. As part of this process, the City commissioned The Lakota Group, a Chicago-based planning, urban design and landscape architecture firm, to help craft a Visual Preference Survey, engage stakeholders in discussions about the area and facilitate a community Open House.

The purpose of the Visual Preference Survey is to introduce concepts pertaining to community character related to the streetscape and building facades and gauge stakeholder opinions regarding aesthetics of various elements and ideas. The survey was given in the form of a PowerPoint presentation, using electronic key pad polling to create an interactive process with instantaneous results. The survey focused on the following broad design categories, with other key urban design ideas and concepts encompassed within these categories:

- Streetscape
- Transportation
- Open Space
- Branding & Identity
- Street Furniture
- Architecture (Existing and New)
- Urban Design Visualizations

All community residents, students, local leaders and business/property owners were invited to participate in the survey and Open House. Lakota and the City used multiple forms of outreach and communication, including flyers posted in storefront windows, press releases and a project website link. Over 60 people participated in the survey at the Open House on September 29 and 59 additional people completed the survey online, which was linked to the project website for a week following the Open House. The following report summarizes the results of the survey and analysis of the findings, as well as recommendations meant to guide decisions about future College Hill District improvements.

VISUAL PREFERENCE GOALS

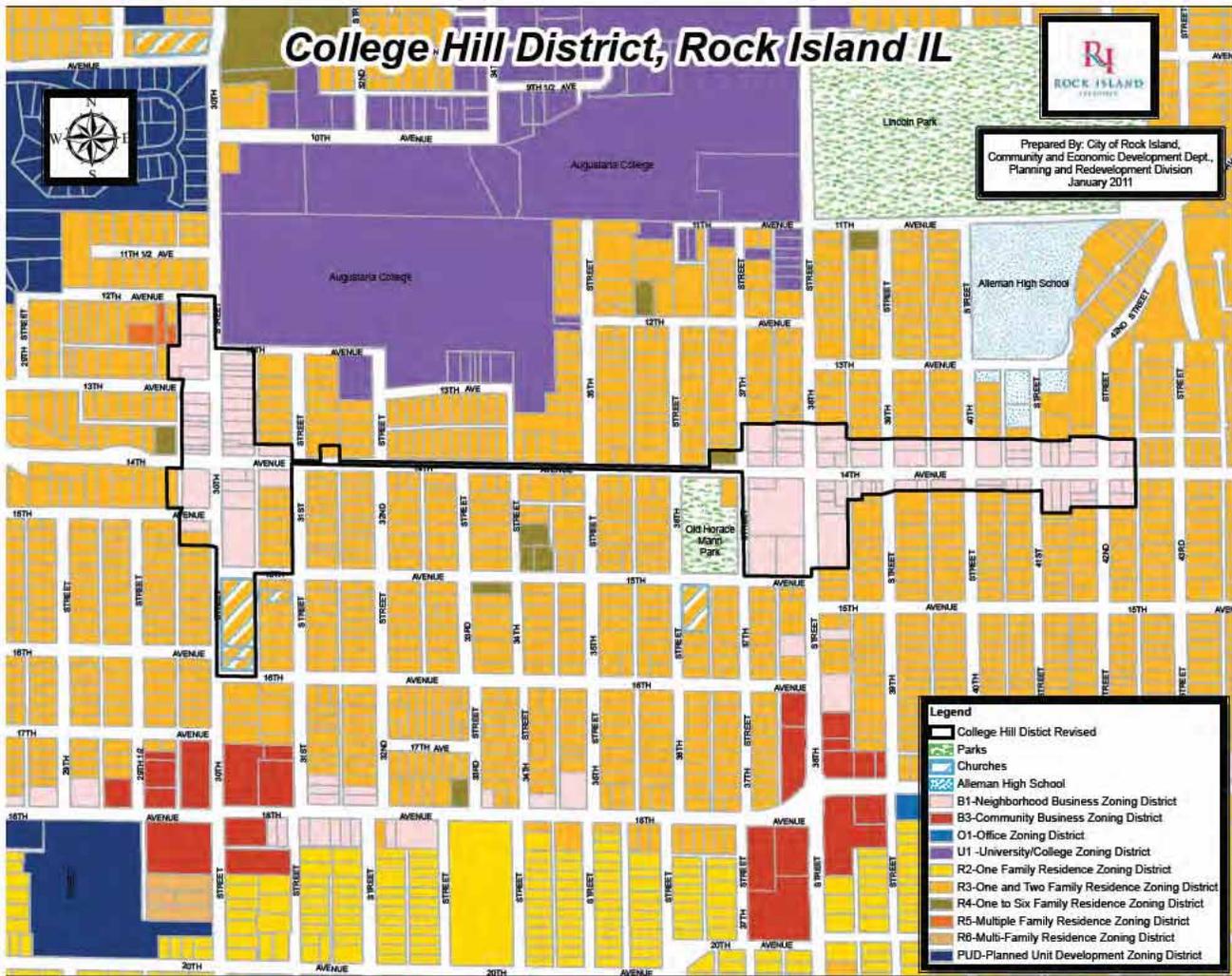
- Contribute information to the larger College Hill District Revitalization Plan.
- Identify a shared community vision for the physical appearance of the CHD.
- Assist in the development of aesthetics regulations for the District.
- Guide and help with prioritization for capital improvement programming.
- Test the community's preference for potential enhancements.
- Determine strategies for visually linking the district's two major nodes/intersections.

COLLEGE HILL DISTRICT CONTEXT

The College Hill District (CHD) study area centers around two key commercial nodes—the 14th Avenue/38th Street intersection and the 14th Avenue/30th Street intersection—and approximately six residential blocks of 14th Avenue that link the two. The district is comprised of 90 properties and 60 businesses, mostly locally owned. The majority of these businesses are located in small commercial buildings built between 1900 and 1950. 14th Avenue has a two-lane cross-section with parallel parking on each side and is considered an arterial roadway with a range of 6,800 to 8,500 automobiles using this street per day.

The CHD draws shoppers and visitors from nearby Augustana College and surrounding residential neighborhoods, as well as attracts shoppers from greater Rock Island and the region for the unique mix of retail and services the district provides. There are a wide variety of businesses, including long-time neighborhood fixtures, such as Harris Pizza, Handy True Value Hardware and Mulkey's Diner and newer shops and restaurants, such as Cool Beanz coffee shop and La Rancherita Mexican restaurant. Overall, the offerings in this district range from a cluster of antique stores to a comic book shop to beauty and hair salons to multiple pizza and informal family dining establishments. This variety inspired the CHD's new tag line: "College Hill District. Eclectic Vibe. Neighborhood Businesses."

FIGURE 1: COLLEGE HILL DISTRICT BOUNDARIES AND ZONING



COLLEGE HILL DISTRICT BOUNDARY AND ZONING MAP PROVIDED BY THE CITY OF ROCK ISLAND

FOCUS GROUP SUMMARY

Prior to facilitating the evening Open House, representatives from the Lakota Group engaged key stakeholders in discussions about the strengths, weaknesses, opportunities and constraints of the district. These informal discussions invited various user groups to provide additional input into the process by sharing their thoughts about the future of CHD, such as the types of physical improvements, new businesses, events and strategies they envision. Six separate focus groups comprised of more than 35 people total included the following participants:

- College Hill District Design Committee
- Augustana College Representatives
- City of Rock Island Economic Development, Planning and Engineering Staff
- Local Aldermen and the Mayor of Rock Island
- Property and Business Owners
- Residents and Neighborhood Organization Representatives

The following is a summary of consistent themes and individual stakeholder thoughts and responses from these sessions.

District Character, Streetscape and Physical Issues

The mix of buildings is eclectic, but the streetscape feels “old and worn out.” There is a need for something to make it more cohesive.

Stakeholders noted that future improvements should highlight the uniqueness of the district and avoid making it feel “too corporate.”

Potential streetscape elements that would improve the character include new awnings and business signs; benches and trash receptacles; custom signs that promote a “brand;” planters and landscaping; additional bike racks; new street lights with banners; pedestrian “markers;” and cobblestone or brick paved crosswalks and sidewalks.

Many feel the biggest challenge for the district from a physical standpoint is linking the east and west sides together.

Participants noted that the speed limit on 14th Avenue is too fast and does not promote walking and biking.

Notable downtowns and districts that participants discussed as having the type of character they would like to see include the Village in East Davenport, Downtown Galena; LaGrange, Illinois (outside of Chicago); Grandview Avenue in Columbus, Ohio; and LeClaire, Iowa.

The CHD is one of the City Council’s highest priority areas and has some capital improvement program money set aside for improving the district.

The strengths of the district include accessibility (30th and 14th are main thoroughfares), the eclectic mix of businesses and the long-time businesses that have a devoted customer base.

Many feel building and property owners need to invest more effort into maintaining sidewalks and facades in order to improve the overall feel and appearance.

Many participants noted that the property on southeast corner of 14th and 30th is a key redevelopment site that is currently “an eyesore.” The corner property is critical to adding an additional active use within a new building in the district.

There is the perception of a parking problem throughout the district especially on the east around Harris Pizza and La Rancherita.

Promotion and Marketing

Some of the promotions and marketing efforts that have been implemented or discussed include a website; Facebook page; discounts for Augustana students; coupon packets; farmers market; and an Octoberfest art fair.

The perception is that the district does not take advantage of its proximity to Augustana. In addition to the student population, there are a number of large events that attract visitors to the campus and area; the district has not yet capitalized on this influx of people.

Business owners noted that the Augustana student population is difficult to promote to... “the college shields them from getting coupons, flyers or emails.”

One concept that would help promote the shops and businesses is the idea of a kiosk that had a directory and/or a map of the area.

Many leaders within Augustana have invested time to help develop marketing materials, including the new CHD logo, as well as have participated in the City’s planning process and CHD organizational structure.

Business Mix

Businesses that stakeholders would like to see in the district include a candy store; popcorn store, boutique clothing shops; a wider variety of food options (e.g. Buffalo Wild Wings, which draws college and high school students); bed and breakfasts/boutique hotels; and bars/pubs. “Variety is good.”

Many feel that it would benefit the district if more businesses were open on Sunday and were open longer hours during the week... “Could be a more of a night market.”

Currently, there is a distinct difference in the types of businesses on the east versus the west within the CHD. Generally, participants noted there are more vacancies on the east, as well as a “lack of character” compared to the west side.

Stakeholders noted that “people don’t know we’re here” and there is not a “sense of place” because the district has not changed. “When there is change, people notice.”

Stakeholders noted the desire to see more “localism” and “farm to fork” type restaurants as part of an overall sustainable initiative for the district.

Some business owners feel that there is a disconnect between the east and west sides of the district and are concerned about all events focusing on the 14th/30th intersection. Some discussed the option of holding events at Old Horace Mann Park.

General

Stakeholders noted that the biggest weaknesses are aesthetics; lack of branding and marketing; lack of gateways into the district; little outdoor seating/dining or gathering spaces; and perception against Rock Island.

The zoning for the district is B-1, which allows a 20-foot front yard setback. Zoning will need to be changed to maintain the zero setbacks found throughout the CHD.

Stakeholders discussed building upon the design and promotion committees and Keystone Neighborhood strengths.

Some participants noted the opportunity for additional student housing in the area and the potential positive impact that would have on the CHD.



THE COLLEGE HILL DISTRICT BUSINESS ASSOCIATION DEVELOPED A LOGO MELDING THE “ECLECTIC” CHARACTER OF THE AREA WITH ITS PROXIMITY TO AUGUSTANA.



SECTION 2: VISUAL PREFERENCE RESULTS

SURVEY PROCESS

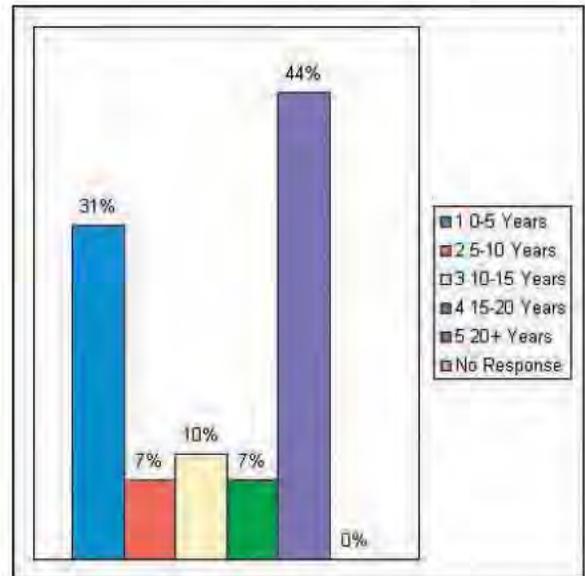
The survey was conducted in the form of a PowerPoint presentation using interactive key pads distributed to participants at the beginning of the Open House. Participants had 10 seconds per slide to place his or her vote. The following rating system was used throughout the survey to record preferences.

1 Strongly Like	4 Dislike
2 Like	5 Strongly Dislike
3 Neutral	No response

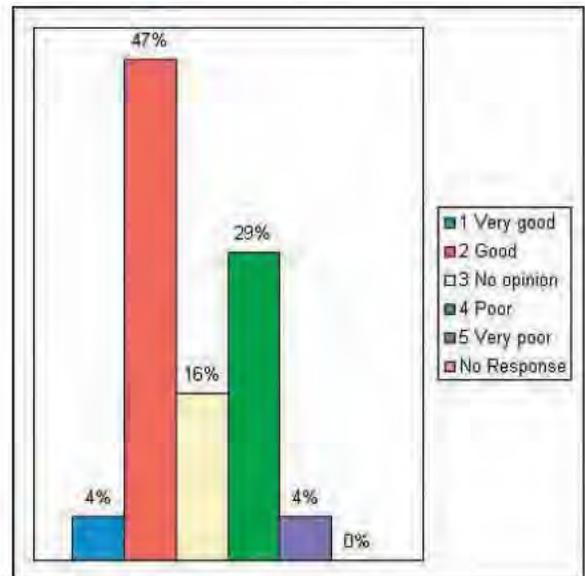
Some general questions were asked to gain understanding of who was participating in the survey, as well as initial thoughts and feelings about the College Hill District, before engaging in the visual preference categories. The survey was posted for a week on the project website to elicit additional participation. The following are the accumulated results from both the Open House and on-line survey.

GENERAL QUESTIONS

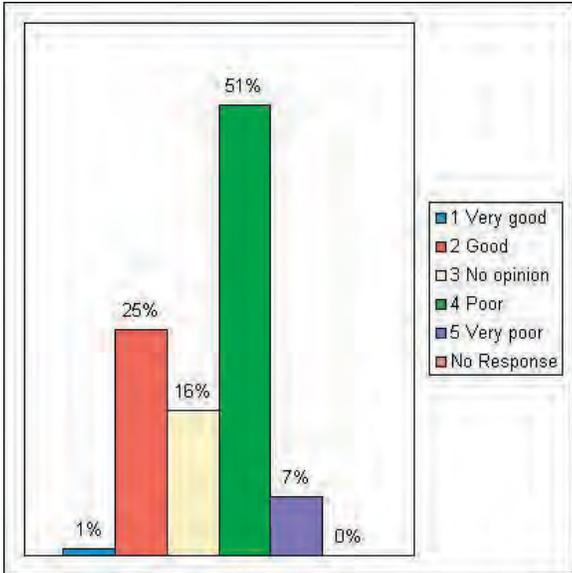
How long have you lived in Rock Island?



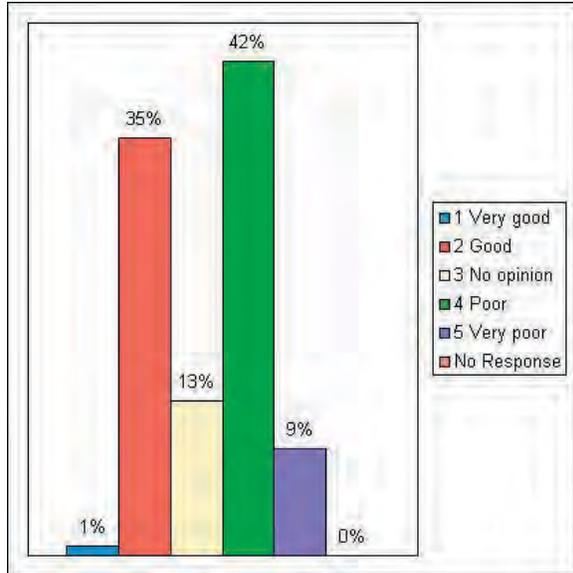
What do you think about how the existing College Hill District roadways function?



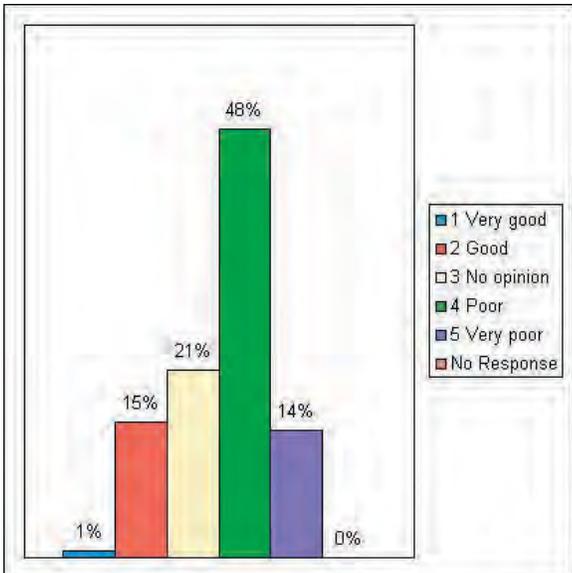
What do you think about how the existing College Hill District roadways look?



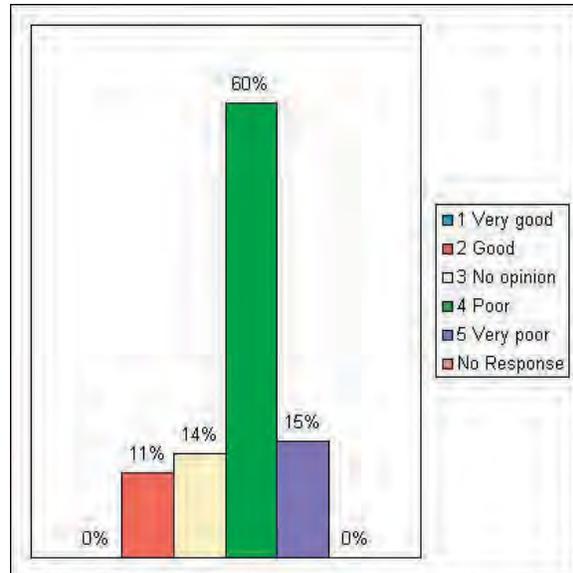
What do you think of how the existing CHD buildings look?



What do you think about how the existing CHD pedestrian and bicycle facilities function?

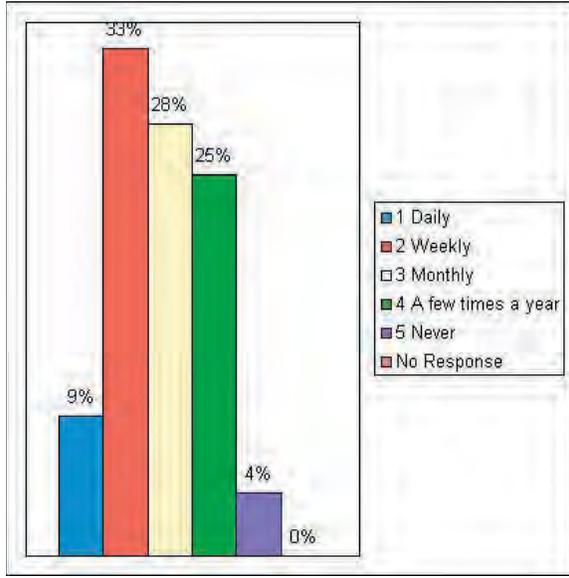


What do you think of how the existing CHD streetscapes look?

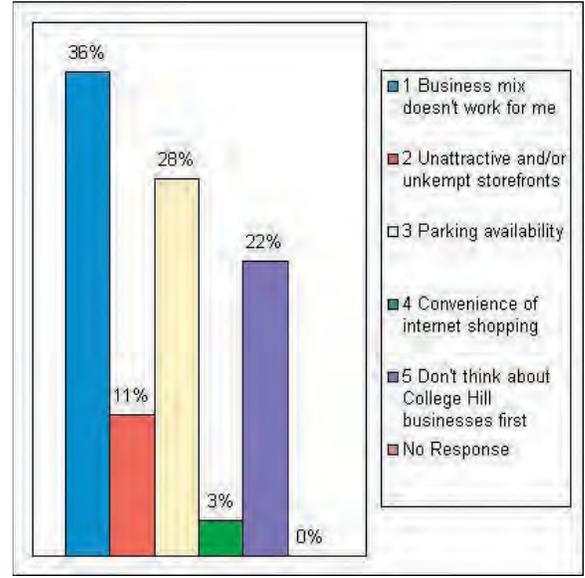


SECTION 2: VISUAL PREFERENCE RESULTS

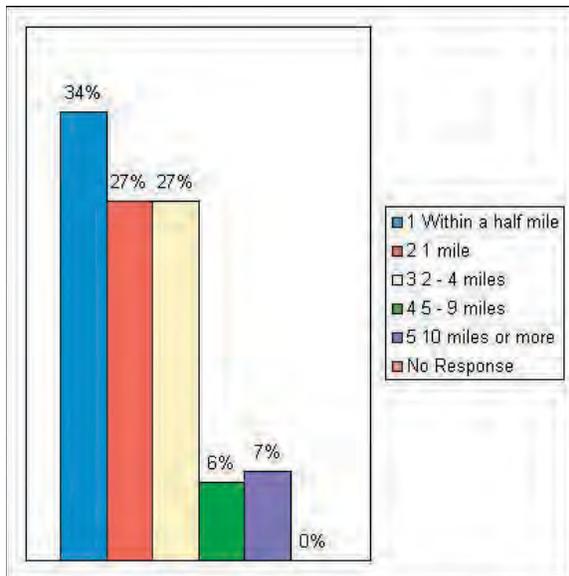
How often do you shop in the CHD? Or if you are a business owner/employee, how often do you shop at other CHD businesses?



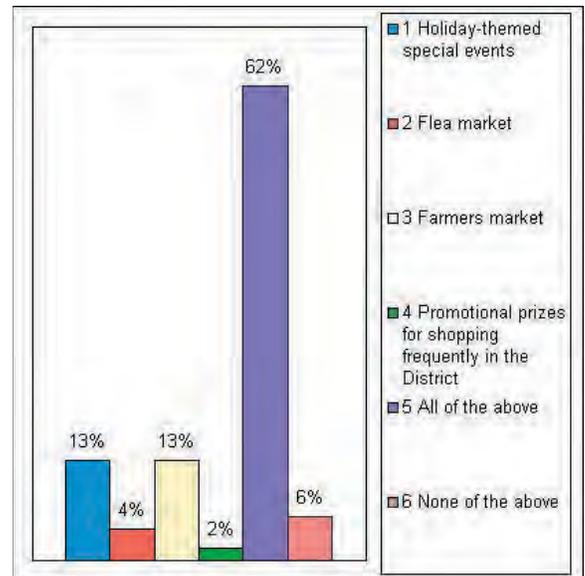
What is your biggest obstacle to shopping in the College Hill District?



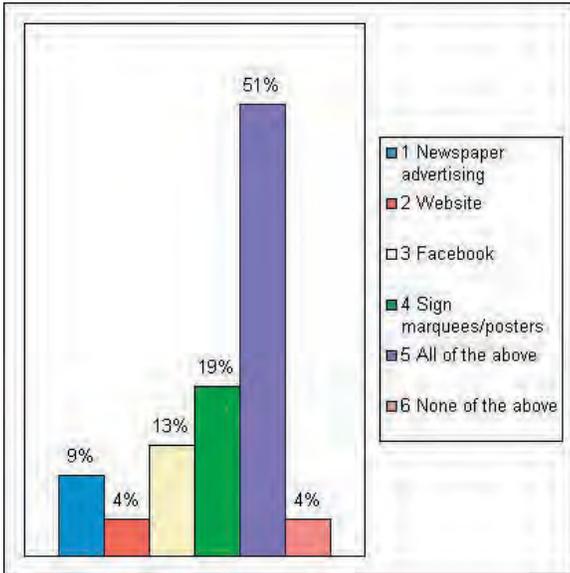
How far do you live from one of the nodes in the CHD (14th/30th or 14th/38th)?



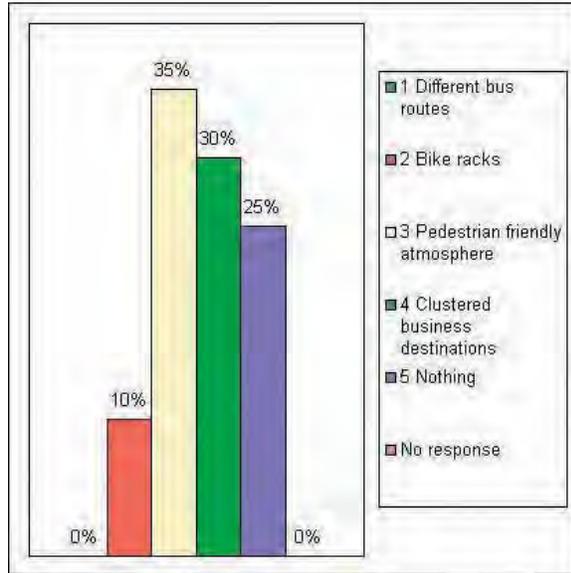
What promotional events would you attend in the CHD?



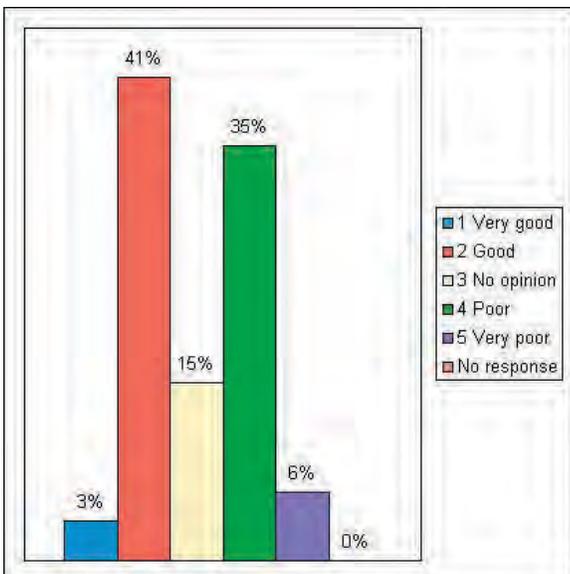
What is the best way for the College Hill District to inform you of promotional events?



The CHD has a higher walkability (according to Walk Score) compared to similar Quad Cities shopping districts. What would encourage you to walk rather than drive to the CHD?



What do you think of the current business mix in the CHD?



STREETSCAPE

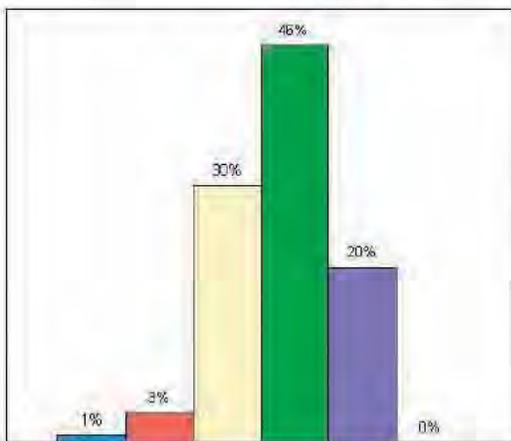
The images shown in the Streetscape category are meant to gauge stakeholders’ opinions about overall district character and aesthetics, as well as safety and activity of the pedestrian environment. A range of images was chosen for the survey, including existing conditions of the College Hill District, representing a full continuum of streetscape design and character. These images show a variety of elements that form the look and feel of a streetscape including planters, paving treatments, street trees, landscaping, signage, street furniture and other elements.

STREETSCAPE: SURVEY ANALYSIS

The top two rated images in this category were Examples 1 and 2. Combining the “Strongly Like” and “Like” categories for these elicits 97 percent and 95 percent positive responses, respectively. Examples 6 and 7 also achieved highly favorable scores, both at 90 percent in the two favorable categories combined, while also receiving little negative response.

The commonalities within these four images provide clues to the reasons for the high scores. Generally, each of these streetscapes has the following characteristics:

- Landscape variety, including trees, flowering/ornamental shrubs and perennials
- A mix of “special” paving materials, such as brick or concrete pavers, with concrete walks
- Traditional or “historic” street lights



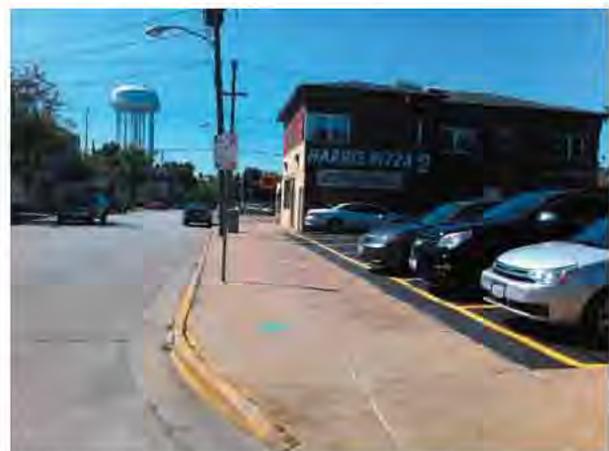
- Clearly defined and separated pedestrian areas
- Other vertical elements that provide unity and interest to the streetscape, such as moveable planters/urns, stone walls, brick piers, bollards and street signs
- Seating “pockets,” (shown in 3 of the images), either as benches or seat walls

The images that did not score as high, such as Examples 4, 5 and 8 lack many of the features listed above, especially a variety of landscaping and paving materials. These images show a more simple, “scaled-back” version of streetscape character and do not convey the attention to detail and design quality that the preferred images show.

Taking cues from the visual preference results and stakeholder discussions, the College Hill District streetscapes should ultimately be cohesive environments with a rich palette of landscaping and changes in paving. The sidewalk should be clearly delineated from the street, regardless of width, and opportunities should be provided for seating/gathering throughout the district.

The following rating system was used throughout the survey to record preferences.

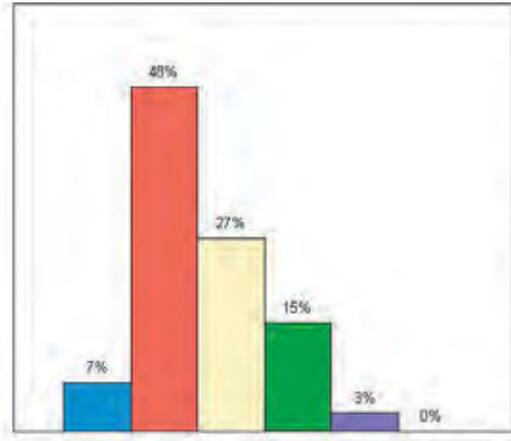
■ 1 Strongly Like	■ 4 Dislike
■ 2 Like	■ 5 Strongly Dislike
□ 3 Neutral	■ No response



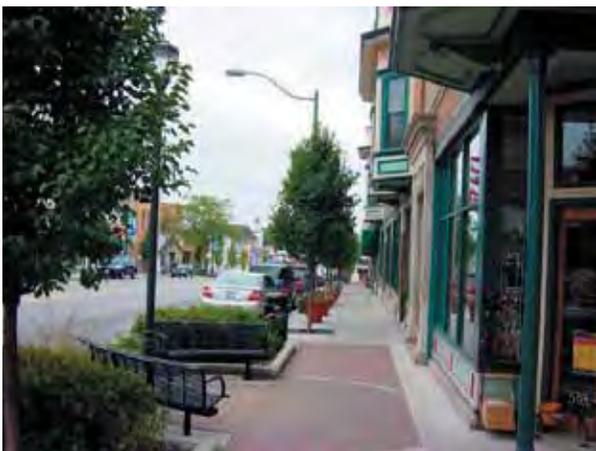
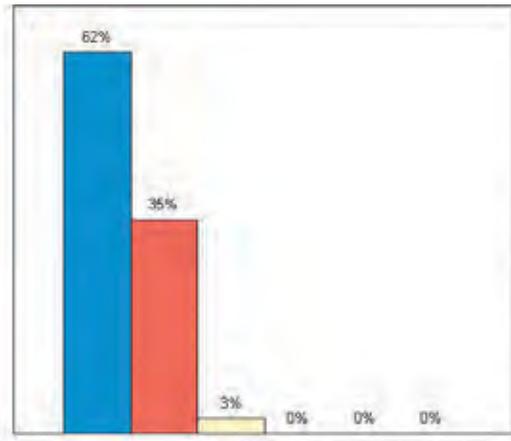
EXISTING CONDITIONS 1



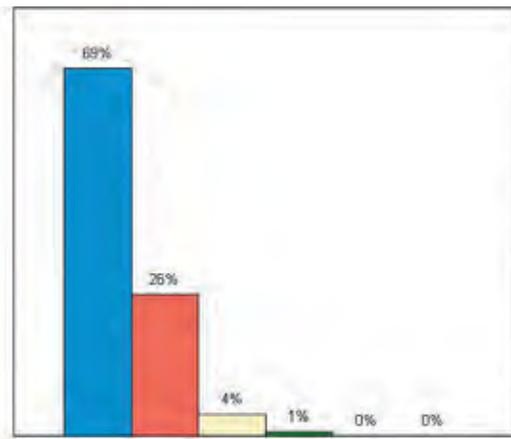
EXISTING CONDITIONS 2



EXAMPLE 1

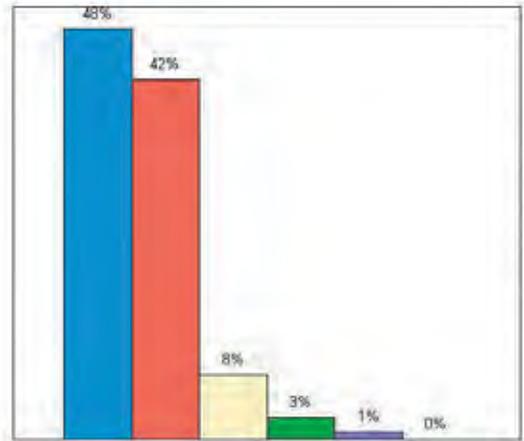


EXAMPLE 2

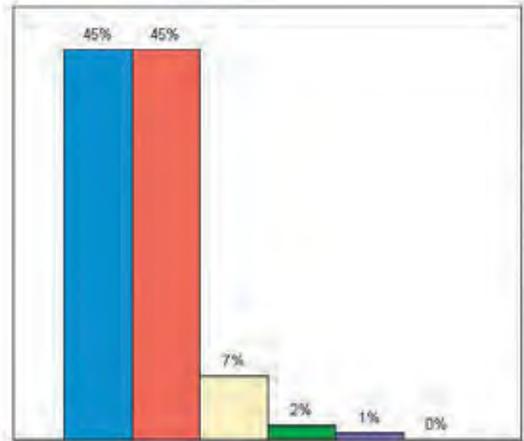




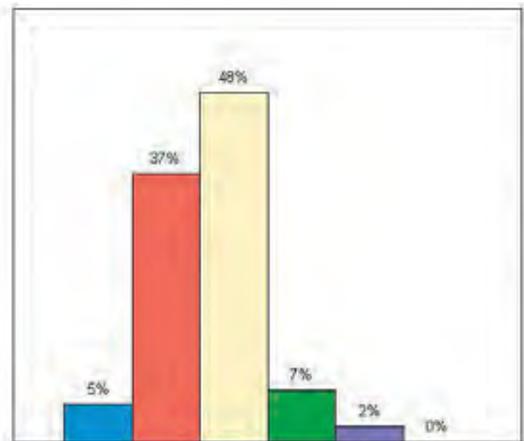
EXAMPLE 6



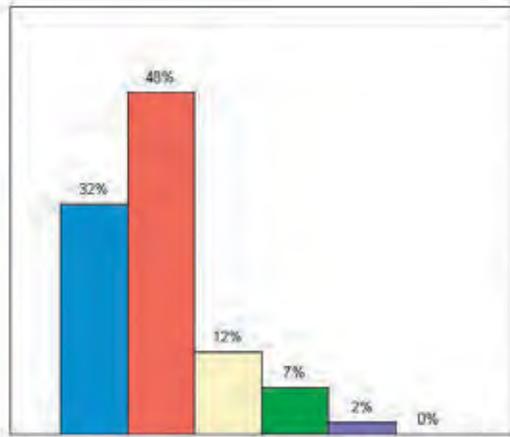
EXAMPLE 7



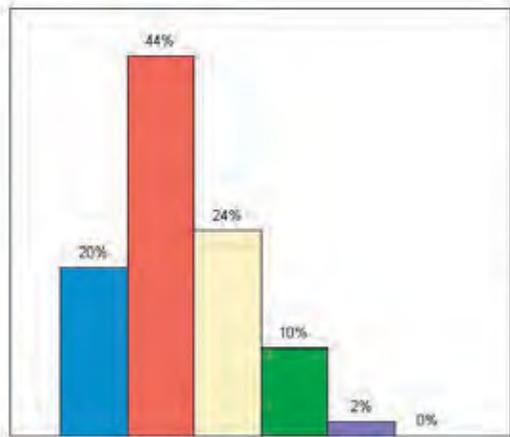
EXAMPLE 8



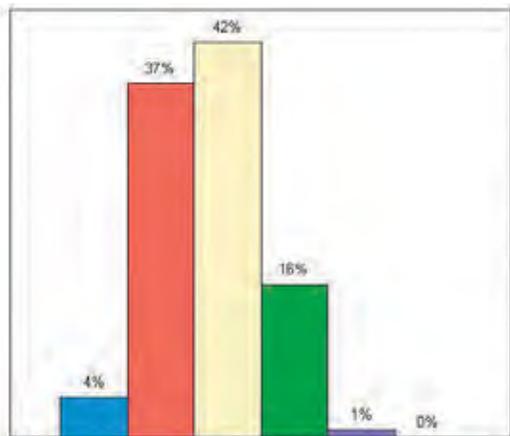
SECTION 2: VISUAL PREFERENCE RESULTS



EXAMPLE 3



EXAMPLE 4



EXAMPLE 5

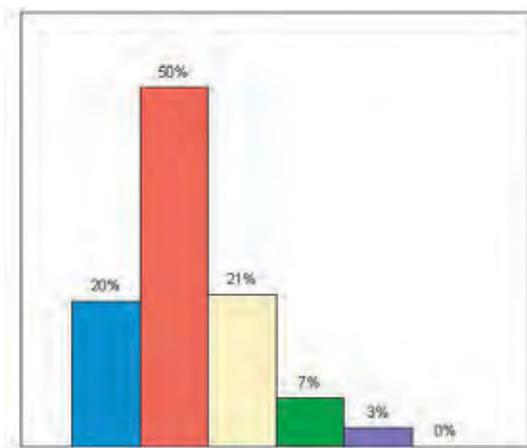
TRANSPORTATION

The images in the Transportation category were selected to show examples of various improvements to street and parking conditions. The concept of multi-modal transportation—how cars relate to bicycles and pedestrians—was introduced to elicit thought about how the streets in the College Hill District currently function, particularly 14th Avenue. Some of the improvements or elements shown in the survey images include corner “bump-outs,” crosswalk enhancements, parking lot screening, bike lanes and bus shelters. The goals are to understand how participants feel about the safety of the streets, bicycle traffic, aesthetics of the current roadway and balance of the pedestrian versus the vehicular realms.

TRANSPORTATION: SURVEY ANALYSIS

Within the Transportation category, there were no overwhelmingly high scores, but a number of key concepts or ideas received favorable results. Most of the combined positive scores fell within the mid-50 to mid-60 percent range, with Example 1 receiving the overall high score with 70 percent of participants rating it as “Strongly Like” or “Like.” The results for these images provide support for the following concepts to be integrated in the district:

• **Clearly defined and highly visible crosswalks.** Examples 1, 2 and 4 all show varying types of crosswalks with different widths, colors and patterns.



While they all received favorable ratings, suggesting additional delineation of crosswalks is desired, Example 1, with a relatively simple red crosshatch pattern and a white border, received a more favorable response to than the comparable images.

• **Parking lot screening.** Both examples 3 and 7 depict parking lot screening with various levels of landscape treatment and fencing. These images got very similar, but positive, results. Depending on the location and width available, a combination of these elements would improve the visual appearance of CHD streetscapes considerably.

• **Bike amenities.** Providing a bike lane or a shared bike lane (which would be more feasible) on 14th Avenue, as depicted in Example 6, received positive support in the survey and stakeholder discussions.

• **Bump-outs.** 62 percent of participants liked the small bump-out shown in Example 5. Bump-outs would not be feasible at all intersections, but this concept would create a safer pedestrian environment, while also providing opportunities for additional landscape space—the type of landscaping that received favorable results in the Streetscape category.

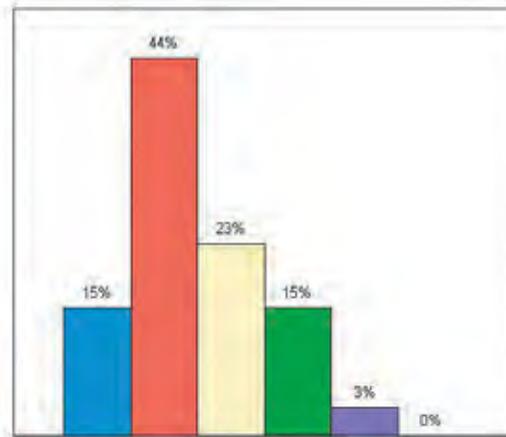
• **Bus shelter.** Both Examples 8 and 10 showed bus shelters, but Example 8 received a more favorable response, likely due to the more traditional look of the shelter. Within the proper context, such as near Old Horace Mann Park, a bus shelter should be provided on 14th Avenue.



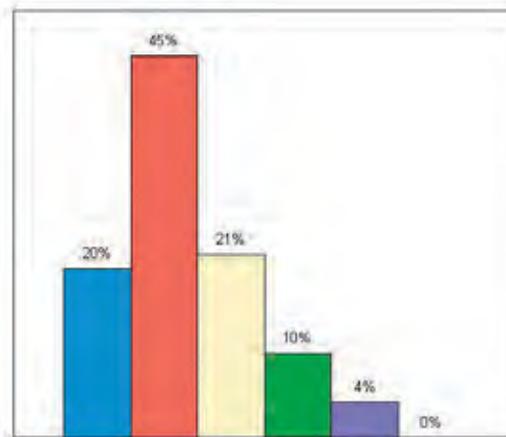
EXAMPLE 1



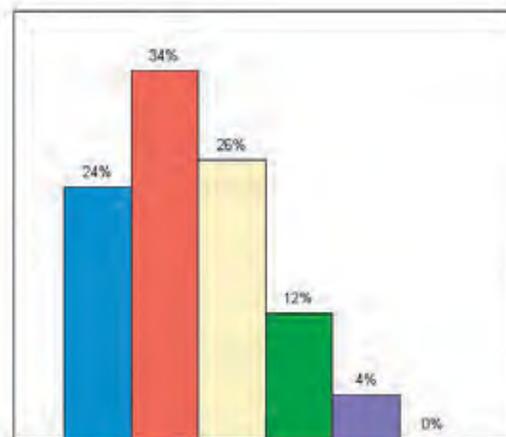
EXAMPLE 2

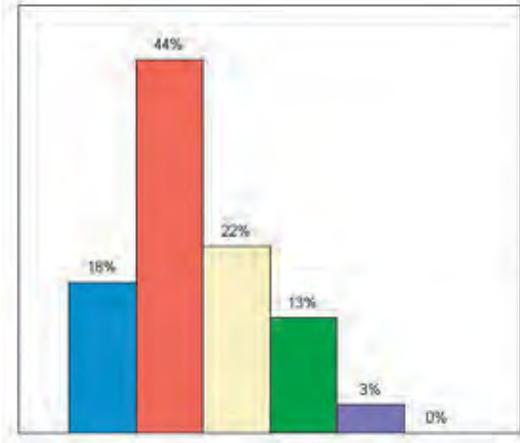


EXAMPLE 3

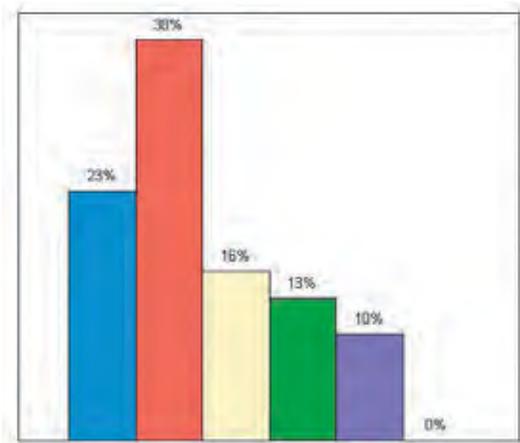


EXAMPLE 4

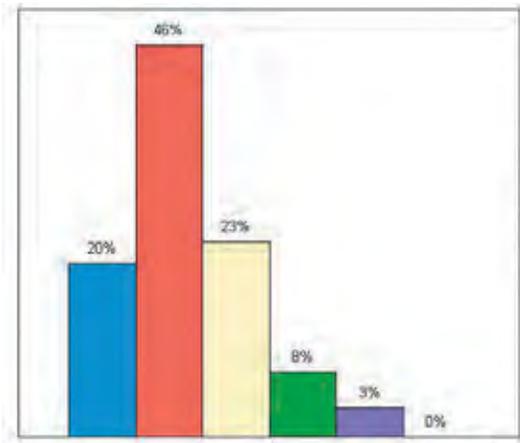




EXAMPLE 5



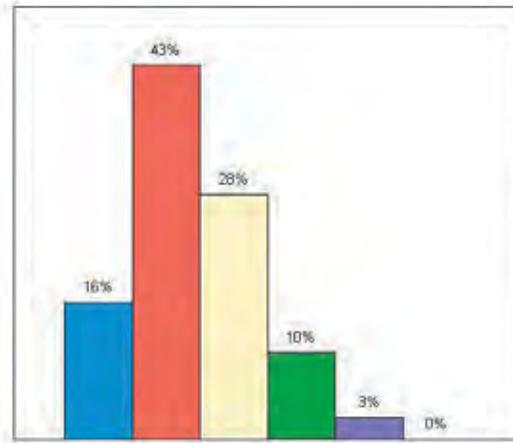
EXAMPLE 6



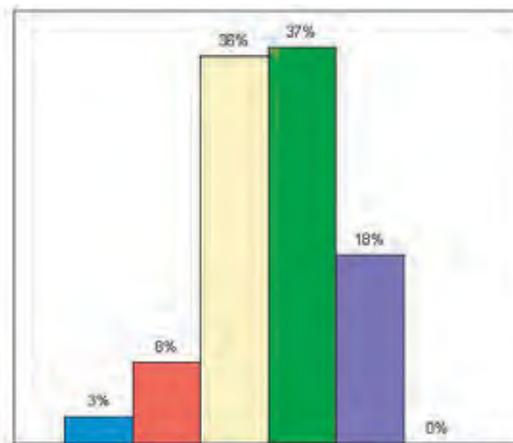
EXAMPLE 7



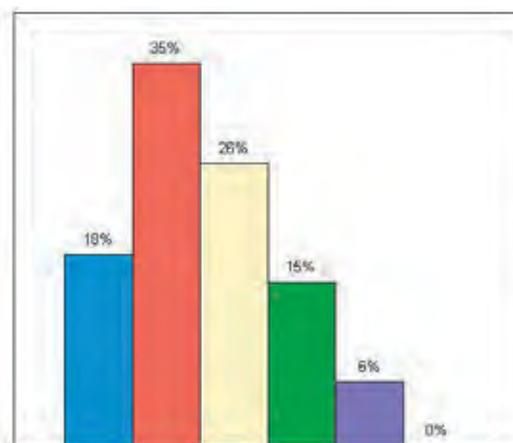
EXAMPLE 8



EXAMPLE 9



EXAMPLE 10



OPEN SPACE

The Open Space images focus on small public plazas and pocket parks that relate to streetscapes and buildings. The selected imagery was chosen to test how participants view public space and to invite them to critically think about and envision the College Hill District with a landmark gathering space or series of smaller spaces.

The images represent various levels of activity, from passive plazas to active, kid-oriented parks to small spaces between buildings. Inherent within the images are the concepts of landscape character, paving, public art, fountains, gathering areas and overall form, as well as other details that combine to create a successful public space.

OPEN SPACE: SURVEY ANALYSIS

Not surprisingly, the Open Space images received highly favorable results across the board. Example 1 and Example 7 were rated the highest, garnering combined positive scores of 84 percent and 83 percent, respectively. Each received more than 50 percent in the “Strongly Like” category.

Examples 2, 3, 4 and 5 were all scored by the majority of participants in the “Strongly Like” category, ranging from 42 to 47 percent. Example 6 also had an overall combined positive score of 82 percent, but only received 31 percent in the “Strongly Like.” Example 8 was the lowest scoring image with only 59 percent positive response, 22 percent neutral and 19 percent negative.

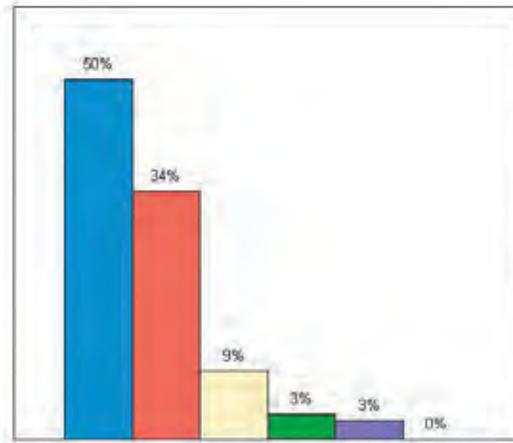
Overall, stakeholders and survey participants have noted their desire to have more public open spaces that provide the opportunity for meeting and gathering, locations for art or other focal point elements (clocks, water features, etc.), and/or event space. Within the context of the College Hill District space is limited, but the examples shown (and preferred) are all generally small spaces and often are located adjacent to streets, between buildings or next to parking lots. The CHD has a number of opportunities to provide a key plaza or series of plazas connected to the streetscape.

Generally, the elements that are part of the preferred Open Space images include:

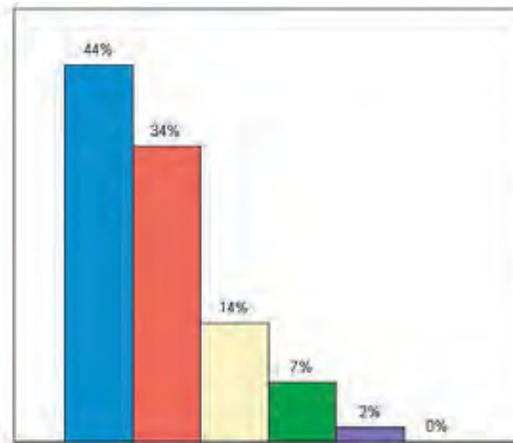
- **Landscape variety.** A variety of landscaping, such as trees, shrubs and perennials. In most cases, the planting design is simple, but interesting. This was a key factor in the highest rated streetscape images, as well.
- **Paving materials.** A range of paving materials or paving materials that differ from standard concrete. Brick pavers or other paving treatment creates visual interest, while also marking a space as unique or special.
- **Focal point elements or sculptures.** Within many of the spaces public art or fountains are prominent features. The College Hill District would benefit from engaging local artists to develop elements that may be incorporated throughout the district, in plazas, streetscapes or other venues.
- **Seating pockets or gathering spaces.** The majority of the images have some form (or multiple forms) of seating opportunities, such as benches, walls, steps or curbs.
- **Defined space.** Each of the successful plazas or open spaces has a different form. However, they all have a defined space that creates a comfortable environment.



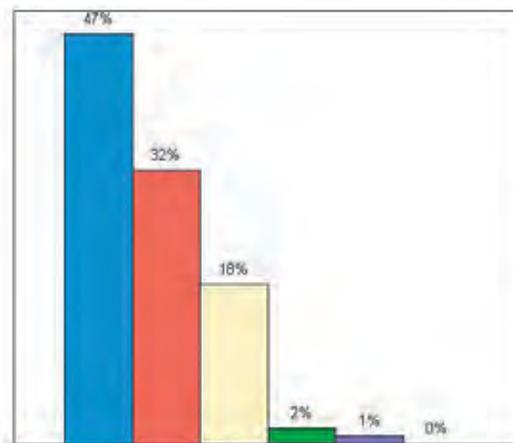
EXAMPLE 1



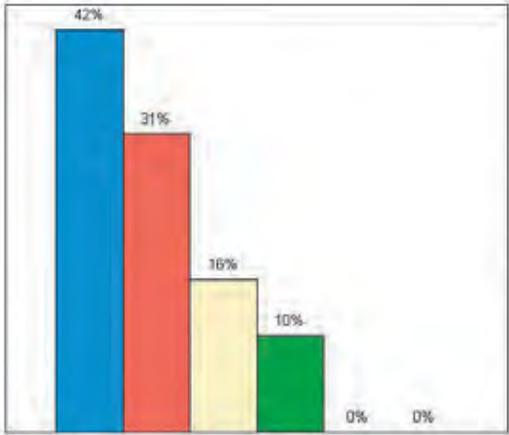
EXAMPLE 2



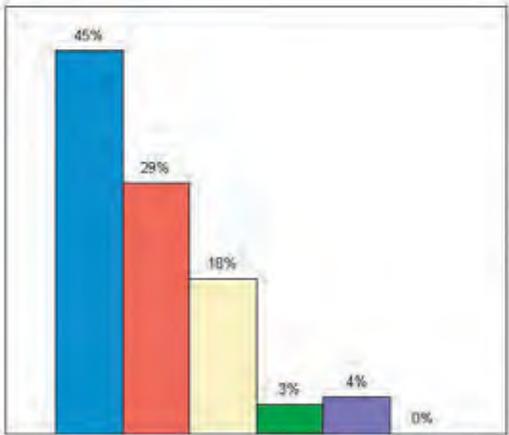
EXAMPLE 3



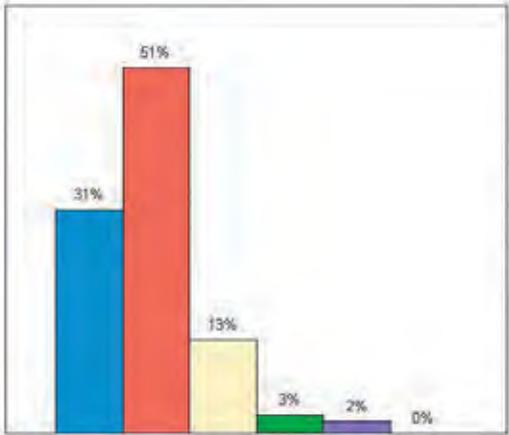
SECTION 2: VISUAL PREFERENCE RESULTS



EXAMPLE 4



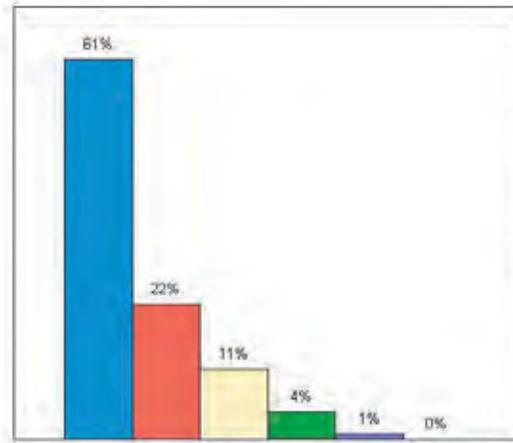
EXAMPLE 5



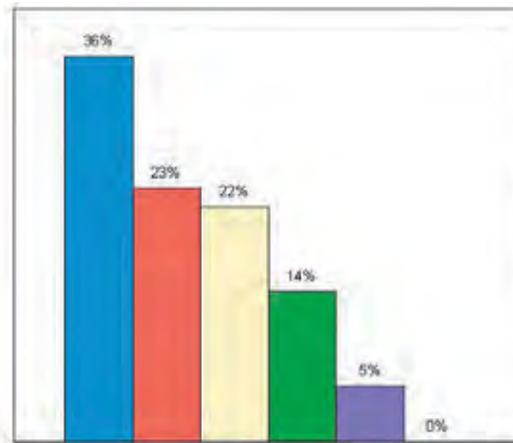
EXAMPLE 6



EXAMPLE 7



EXAMPLE 8



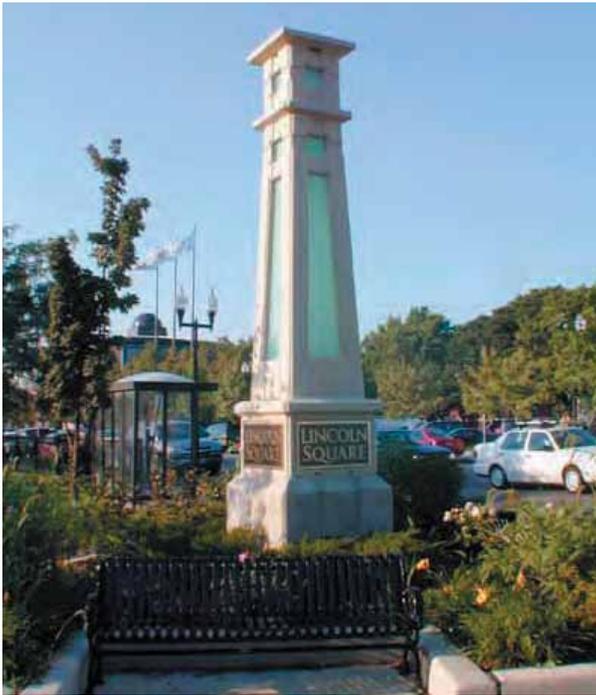
BRANDING + IDENTITY

The Branding + Identity category more specifically addresses signage, logos and elements that contribute to the creation of a “brand” for urban areas and districts. Within this category, examples of gateways, information kiosks, directional signs, street signs and banners are shown. Survey participants were expected to respond with their opinions about the shape/form, color, style, materials and overall character of the elements, while also thinking about how the College Hill District brand can be incorporated into the public realm.

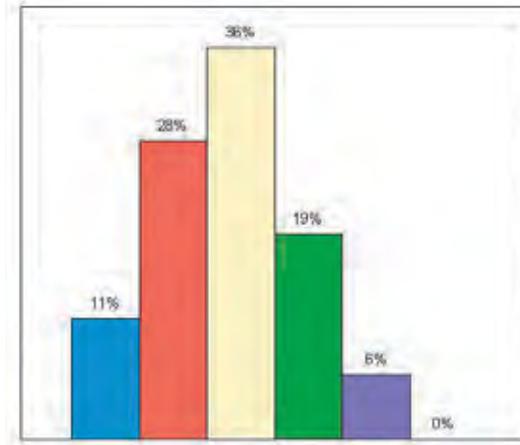
BRANDING + IDENTITY: SURVEY ANALYSIS

The Branding + Identity category provided a broad range of elements from larger gateways and piers to kiosks to smaller directional and street signs. The highest rated images within each of the sub-categories include the following:

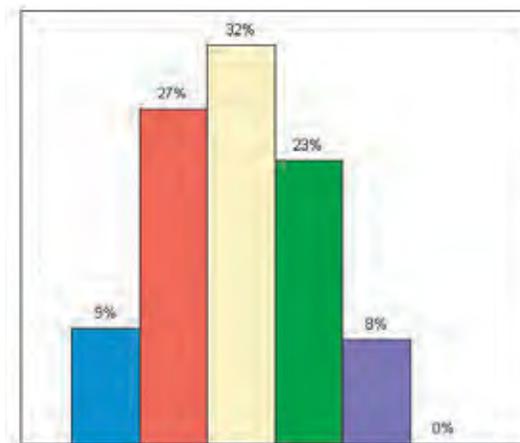
- **Gateway Signs.** Gateway Example 3 was the highest scoring gateway, with 60 percent of participants responding positively to and only 12 percent negative. Example 3 consists of stone veneer piers with a metal arch denoting the “brand” or name of the place (in this case, a trail). These materials, as well as the form, are relatively traditional, as opposed to the more contemporary feel and materials of Gateway Examples 1 and 2, which did not score as well.
 - **Kiosks.** Kiosk Example 3 received 70 percent positive responses and 14 percent negative. This example depicts a kiosk with a map of the district, which is an element that many stakeholders thought would be beneficial to getting people familiar with the College Hill District and spreading the word about businesses in the area. Additionally, the form of the sign portrays a traditional feel, while the other kiosk examples, 1 and 2, have decidedly strong design themes that are meant to complement architectural elements of landmark buildings found in their respective districts. These examples did not receive nearly the positive feedback of Example 3, with Example 1 slightly favorable and Example 2 53 percent negative responses.
 - **Directional Signs.** Directional Example 1 had the highest score within the overall Branding + Identity category with 74 percent “Strongly Like” or “Like” votes, as opposed to only 10 percent negative. Like many of the other favored elements, this sign has a more traditional design. Directional Example 2 received the lowest score in the Branding + Identity category. Participants did not respond well to the simple Art Deco inspired theme and colors. Example 3 had a slightly higher positive to negative response ratio, but participants did not prefer the more modern look.
 - **Street Signs.** Only two street sign images were shown in the survey, with Example 1 receiving a relatively favorable response (54 percent positive). Example 2 did not generate favorable results (only 27 percent positive and 38 percent negative). Ultimately, it is unclear whether participants felt these elements are a necessary or a “priority” component of an overall revitalization plan. As a more detailed streetscape or branding process moves forward, this should be further explored within the context of a holistic branding strategy or “family” of streetscape elements.
 - **Banners.** Banner Example 2 scored 58 percent positive and 12 percent negative. This example shows a more classic metal banner with a clean, simple demarcation of the district with a stylized type face. Interestingly, feedback for Banner Example 1, which shows the College Hill District logo, was not resoundingly strong. 49 percent of participants selected “Strongly Like” or “Like” and 21 percent “Dislike” or “Strongly Dislike.” A high percentage (30 percent) were neutral.
- From discussions with some stakeholders, primarily Augustana students, there were some comments that this design was too much like the college’s, with the main focus on the colors of the logo. Options should be explored for the color and design of the banners if this is an element that the City and CHD organization want to incorporate throughout the district.



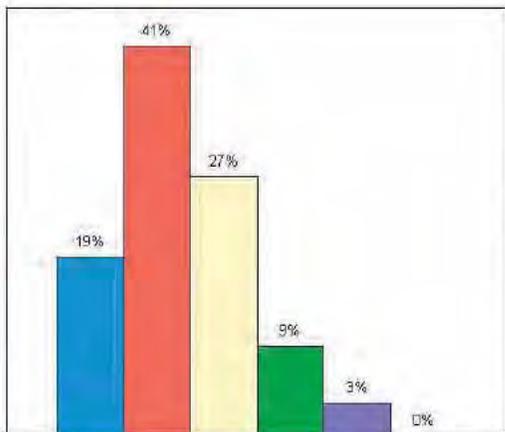
GATEWAY EXAMPLE 1



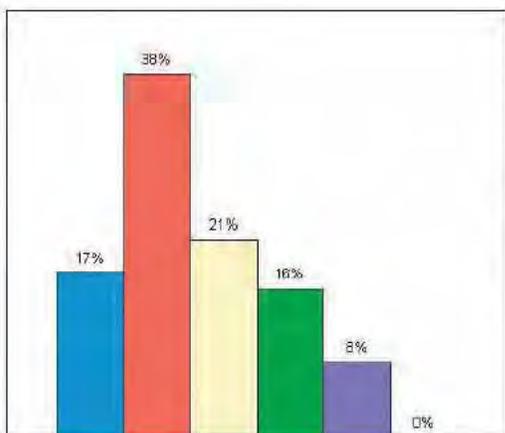
GATEWAY EXAMPLE 2



SECTION 2: VISUAL PREFERENCE RESULTS



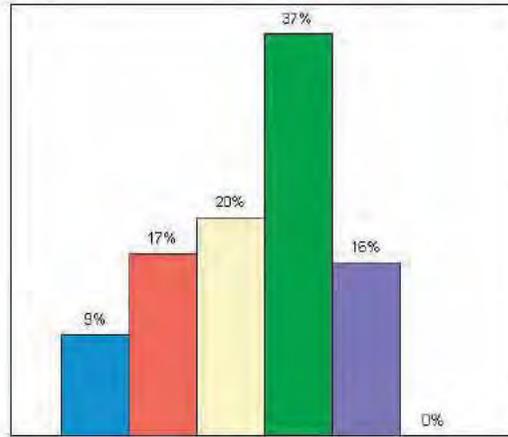
GATEWAY EXAMPLE 3



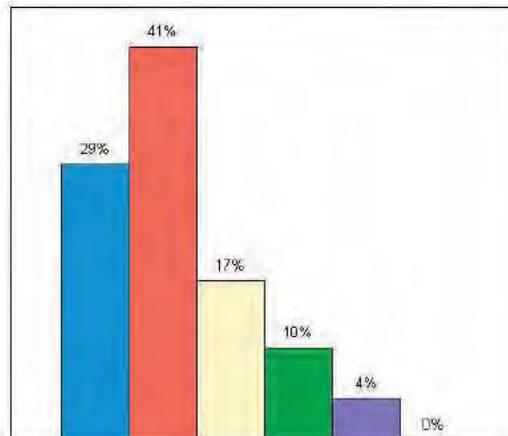
KIOSK EXAMPLE 1



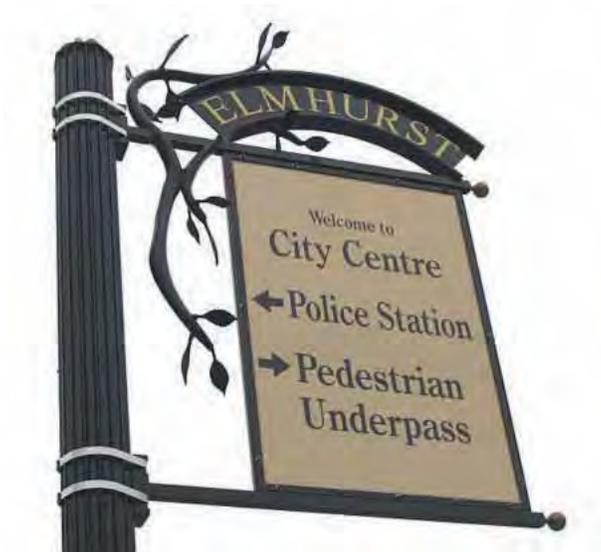
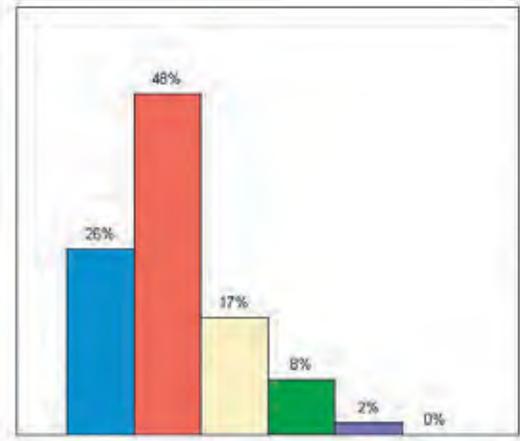
KIOSK EXAMPLE 2



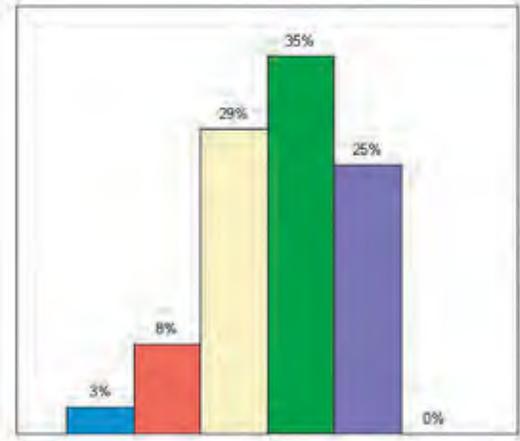
KIOSK EXAMPLE 3



SECTION 2: VISUAL PREFERENCE RESULTS



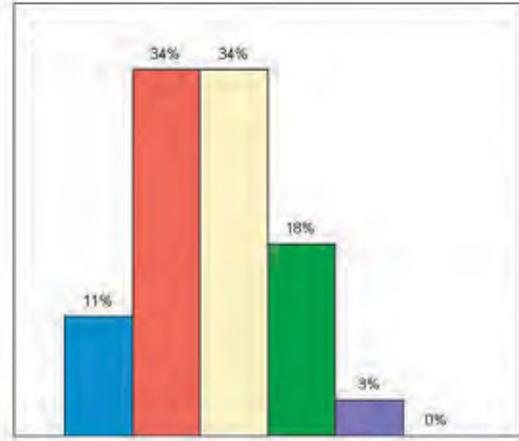
DIRECTIONAL EXAMPLE 1



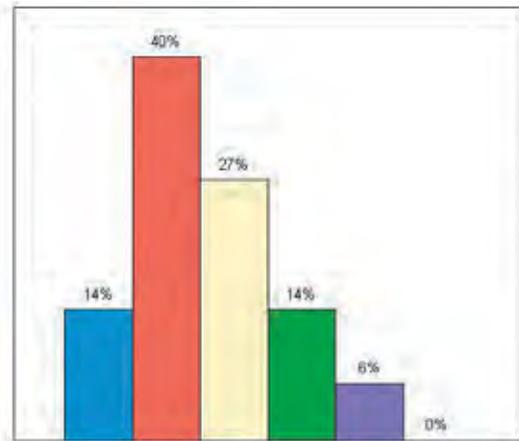
DIRECTIONAL EXAMPLE 2



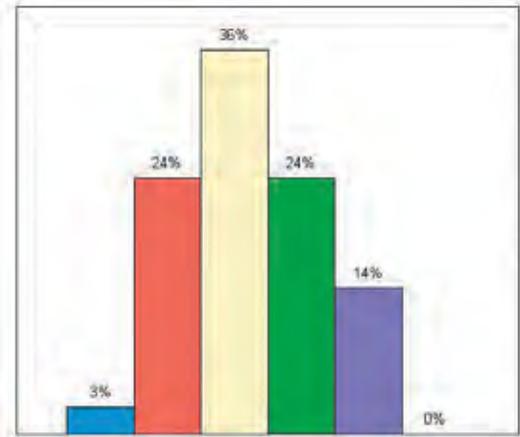
DIRECTIONAL EXAMPLE 3



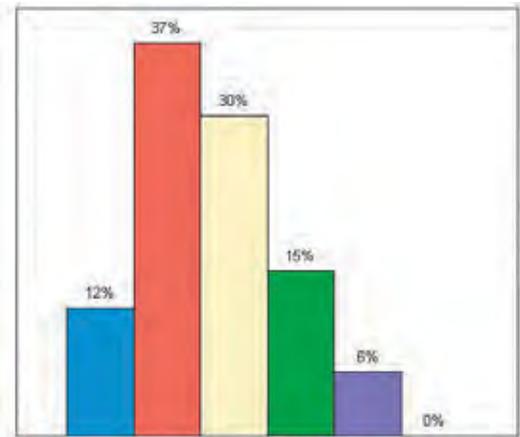
STREET SIGN EXAMPLE 1



SECTION 2: VISUAL PREFERENCE RESULTS



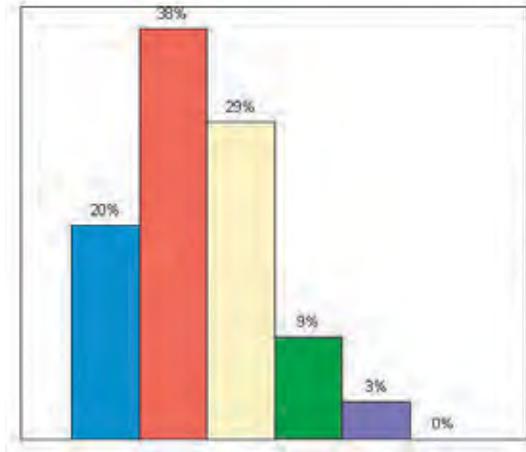
STREET SIGN EXAMPLE 2



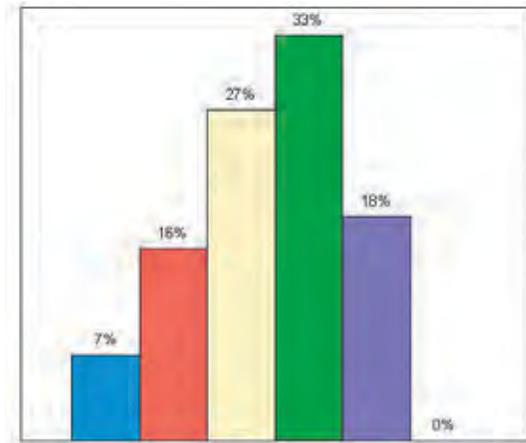
BANNER EXAMPLE 1



BANNER EXAMPLE 2



BANNER EXAMPLE 3



STREET FURNITURE

The Street Furniture category more specifically focuses on the elements that form a streetscape, such as lights, benches, bike racks, trash receptacles and planters. These elements come in a broad range of forms and styles and can vary from the very traditional to modern to funky to playful. The purpose of this exercise is to narrow the spectrum of choices by eliminating the outliers and analyzing the commonalities among the preferred images or elements. Ultimately, a more thorough process should be undertaken to establish a specific family of street furniture/elements to be installed within the College Hill District.

STREET FURNITURE: SURVEY ANALYSIS

The following are the results for the individual sub-categories of the Street Furniture group:

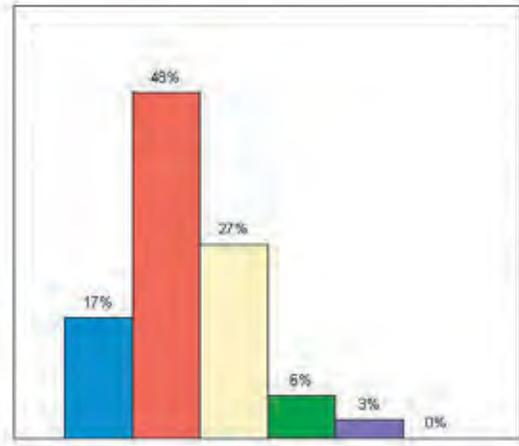
- **Street Lights.** Street Light Example 1 received easily the highest combination of positive responses in this group with 65 percent “Strongly Like” or “Like” scores. The style of this light is common throughout many downtown historic districts and traditional commercial streets. On the other end of the spectrum, Street Light Example 2 received 51 percent negative responses and only 29 percent positive. This example exemplifies a very modern approach to lighting design. Example 4 received the second most positive feedback and is a more contemporary take on a classic light style. Ultimately, when selecting a new light, the choices should fall within the range of Examples 1 and 4.
- **Benches.** Bench Examples 1 and 3 received very similar results, with 67 and 66 percent positive responses, respectively. Most likely, participants reacted to the designs for their colors (black and silver), which work well with a wide range of elements, as well as their forms and durable materials. These examples have flexibility to complement nearly all other styles and types of streetscape characters.

The “funky” choice (Example 2) and the “modern” choice (Example 4) had more negative scores than positive. Again, bench options within the streetscape design process should begin with an exploration of similar styles as the Examples 1 and 3.

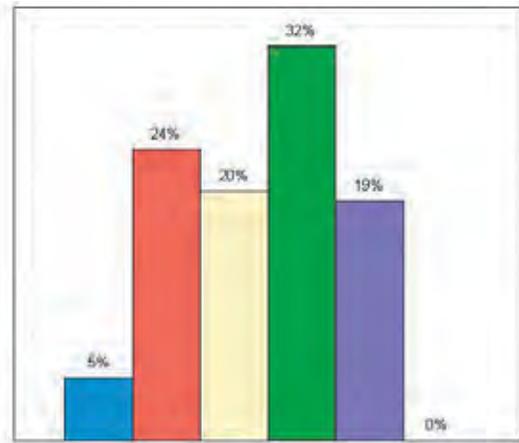
- **Bike Racks.** The Bike Rack examples that were preferred were Example 4 (59 percent positive/17 percent negative) and Example 3 (51 percent positive/33 percent negative). These examples differ greatly and, therefore, the City and CHD organization should explore additional options. It should also be noted that it may not be necessary for all bike racks within the district to be the same; it is common for commercial areas and corridors to have a variety of bike rack styles, depending on location.
- **Trash Receptacles.** Trash Receptacle Example 3 and Example 2 received 70 percent and 66 percent positive response, respectively. As with the benches, participants probably reacted well to the black color and simple forms of these examples. They would basically “match” and look well in any streetscape.
- **Planters.** Both Planter examples received favorable response, with over 60 percent reacting positively. Ultimately, stakeholders noted that they would like to see planters and urns as part of the streetscape and feel these are the types of elements that can be installed in the short-term. It is suggested that a more extensive selection process be conducted prior to choosing a definitive planter style.



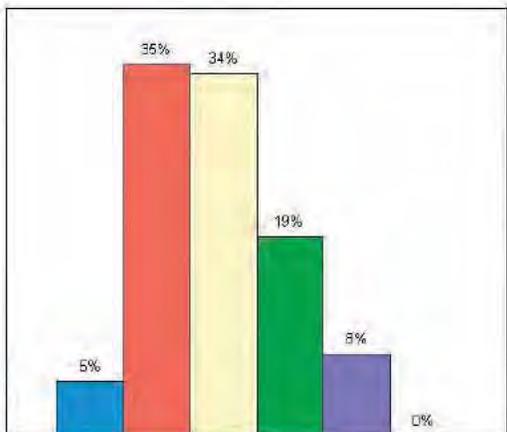
STREET LIGHT EXAMPLE 1



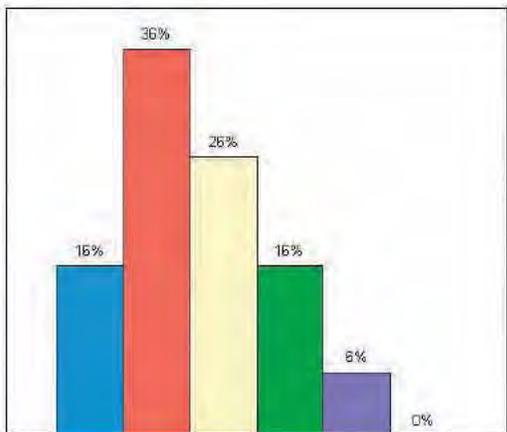
STREET LIGHT EXAMPLE 2



SECTION 2: VISUAL PREFERENCE RESULTS



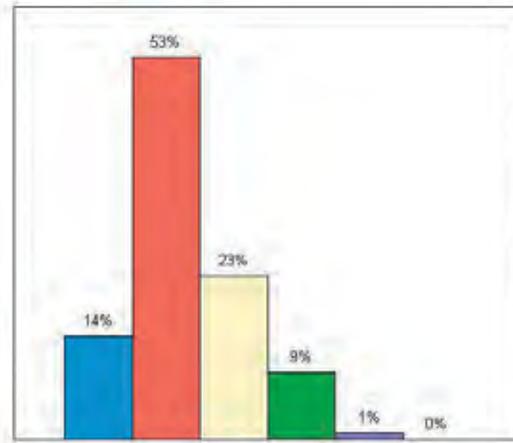
STREET LIGHT EXAMPLE 3



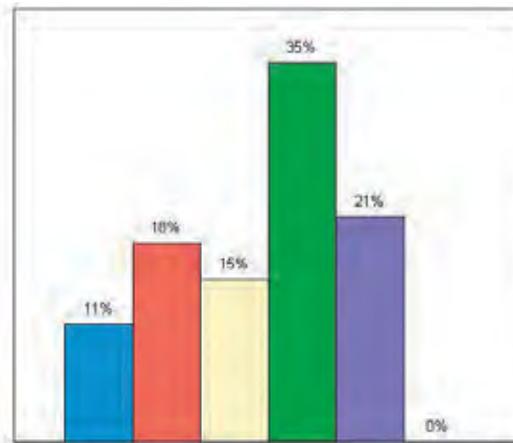
STREET LIGHT EXAMPLE 4



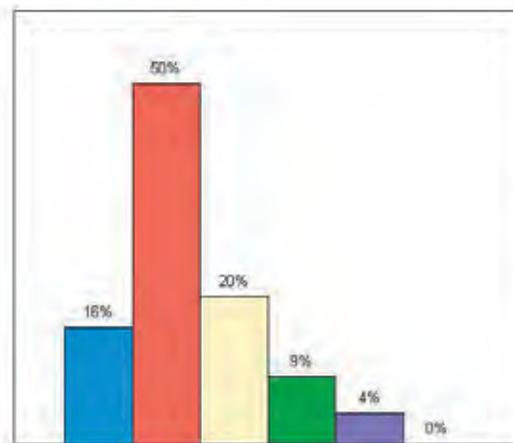
BENCH EXAMPLE 1



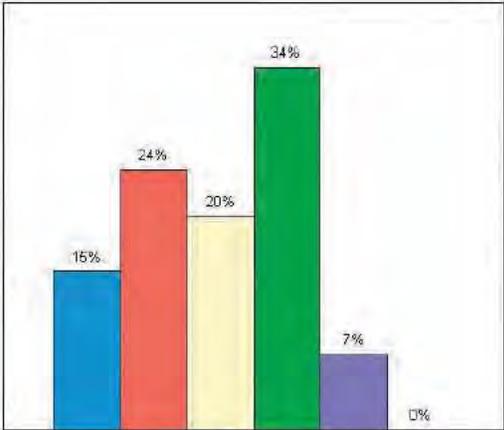
BENCH EXAMPLE 2



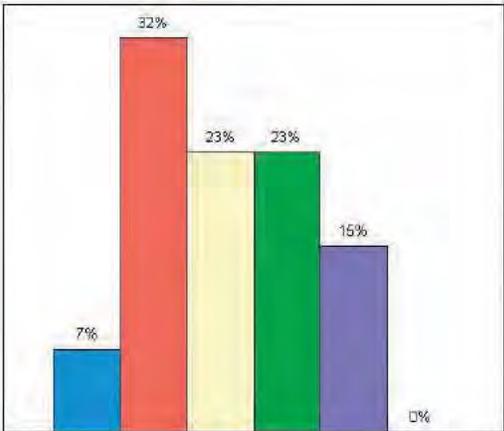
BENCH EXAMPLE 3



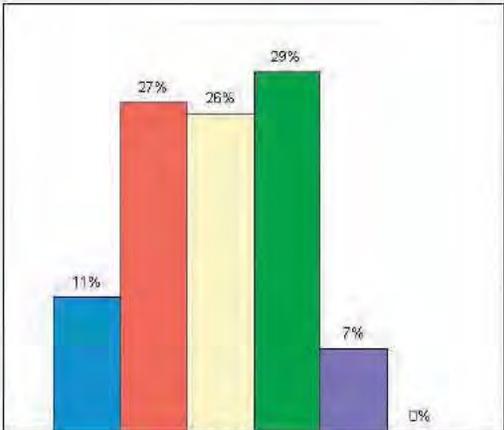
SECTION 2: VISUAL PREFERENCE RESULTS



BENCH EXAMPLE 4



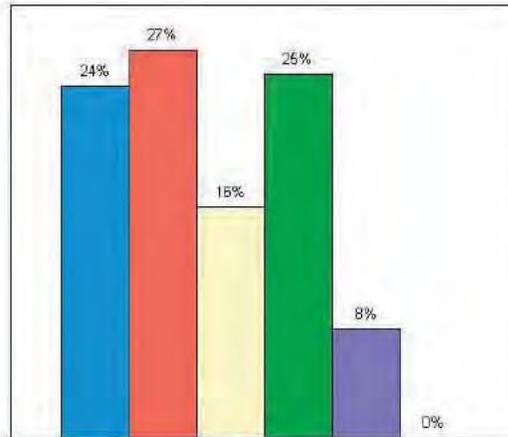
BIKE RACK EXAMPLE 1



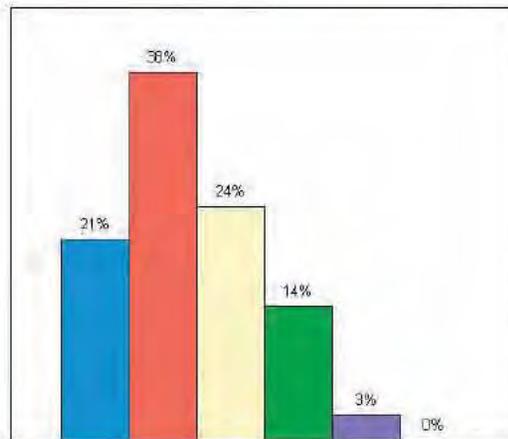
BIKE RACK EXAMPLE 2



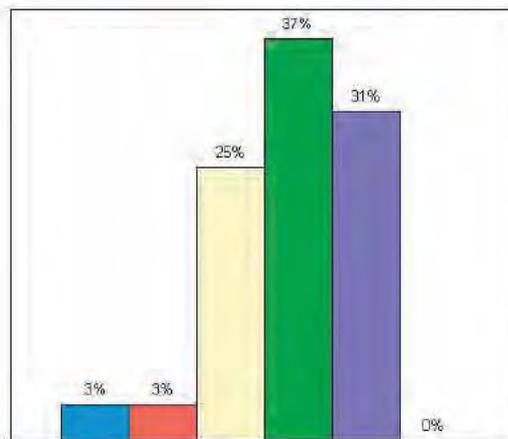
BIKE RACK EXAMPLE 3



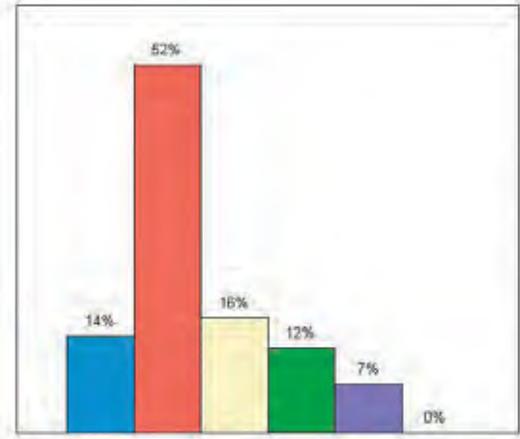
BIKE RACK EXAMPLE 4



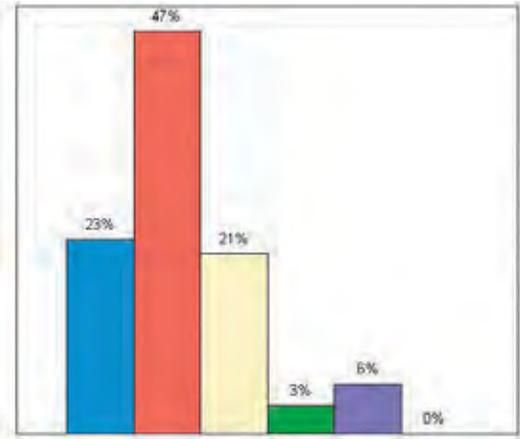
TRASH RECEPTACLE EXAMPLE 1



SECTION 2: VISUAL PREFERENCE RESULTS



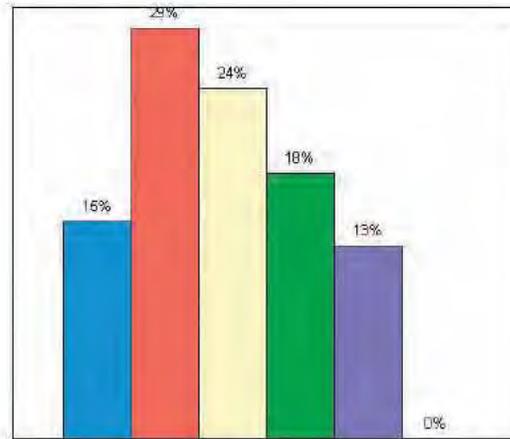
TRASH RECEPTACLE EXAMPLE 2



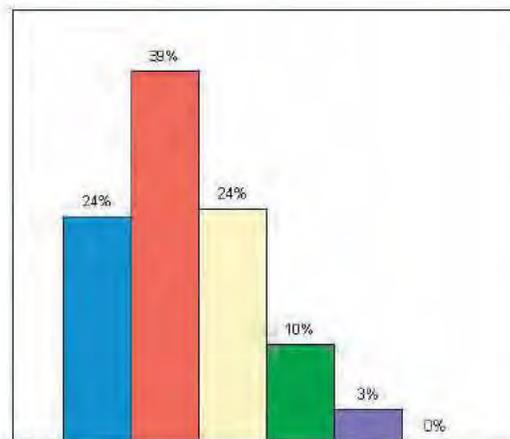
TRASH RECEPTACLE EXAMPLE 3



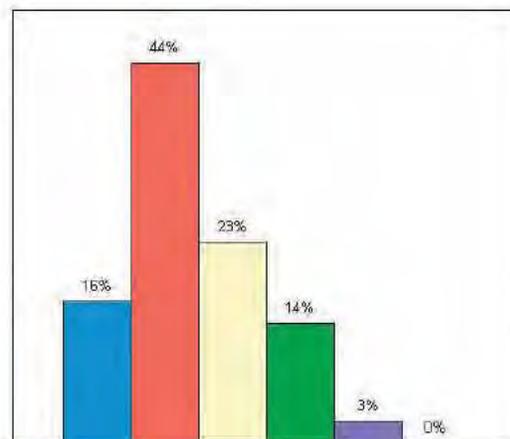
TRASH RECEPTACLE EXAMPLE 4



PLANTER EXAMPLE 1



PLANTER EXAMPLE 2



ARCHITECTURE

The Architecture category is broken down into two sub-categories: Existing Building Enhancements and New Development. The Existing Building Enhancements images focus on facade improvements, storefront window displays, signage, awnings, color and lighting to show how these elements, either individually or combined, affect a building's appearance. The New Development images depict a range of smaller scale 1 to 3-story commercial/mixed-use buildings. The continuum of building materials, setbacks, height, bulk and architectural style all play a role in the perception and rating of each image. This exercise was meant to generate thought about how each participant views potential future new development or redevelopment, although the College Hill District currently has few opportunities for new buildings.

ARCHITECTURE: SURVEY ANALYSIS

• **Existing Building Enhancements.** The highest scoring examples within the Existing Building Enhancement sub-category were Examples 2 (78 percent combined “Strongly Like” and “Like”) and 1 (76 percent), respectively. Example 2 shows a building with a simple storefront design and enhanced facade with a striking color scheme. The facade does not have awnings and no signage is visible. Participants noted the large, clear windows, color scheme and clean, effective simplicity of the building as strong points. Example 1 depicts a entryway/window display for a business within a traditional commercial district. Participants likely reacted to the wide entrance with flanking planters, navy and white colors on the knee wall and columns and organized, well-designed display windows.

Other examples that received high scores include Examples 6 and 7, which both scored at 72 percent positive and Example 4 at 71 percent. Example 6 shows a very simple facade/storefront makeover, which

included cleaning the bricks, opening the boarded up windows, adding an awning and subtle signage. Stakeholders noted the how small actions combined to make a vacant “eyesore” into an attractive building. In Example 7, they noted the gooseneck lighting and new awning as desirable elements for a storefront.

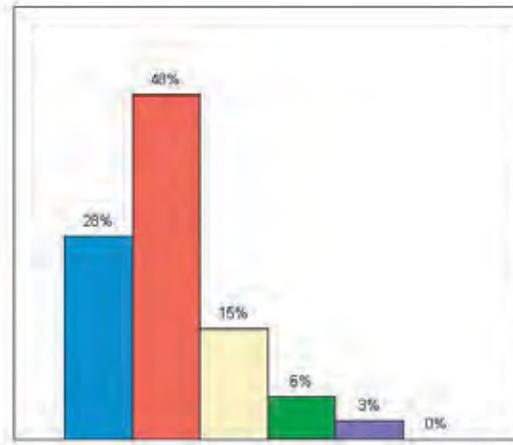
Notably, the elements that were preferred, such as gooseneck lighting, awnings, storefront colors and displays, are generally elements of traditional commercial storefronts. Example 5, which shows a more contemporary awning and “funky” design received one of the lowest scores in this category (30 percent negative responses). Stakeholders often referred to the College Hill District as “eclectic,” but the survey results generally show that classic and traditional elements and buildings are preferred.

• **New Development.** Within the New Development sub-category, Examples 1 and 3 received the highest scores by far. Example 1 had a combined positive score of 78 percent. The example depicts a 3-story brick building with a pitched roof, awnings, sign bands and outdoor seating. The building also has prominent windows, a corner entry and zero setback. Example 3 received 77 percent positive feedback. Participants noted the small scale, brick facade, interesting display windows and zero setback as key elements to their perceptions.

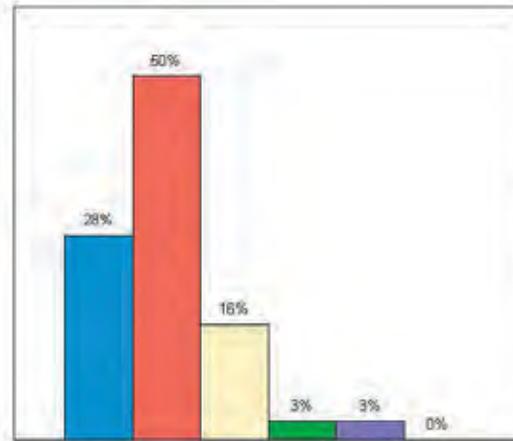
Overall, the common elements within the images that received the highest scores include brick as the primary facade material, zero setbacks, traditional awnings and sign bands and large, well-defined commercial spaces.



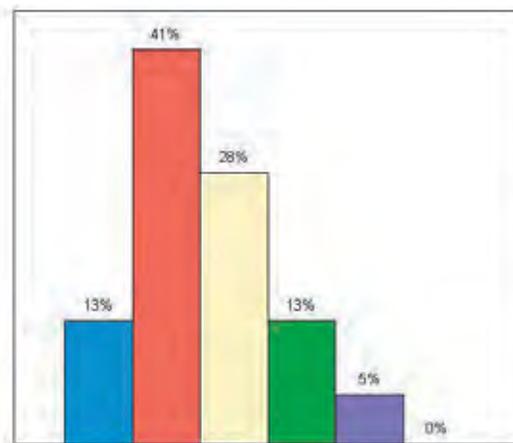
EXISTING BUILDING ENHANCEMENT EXAMPLE 1



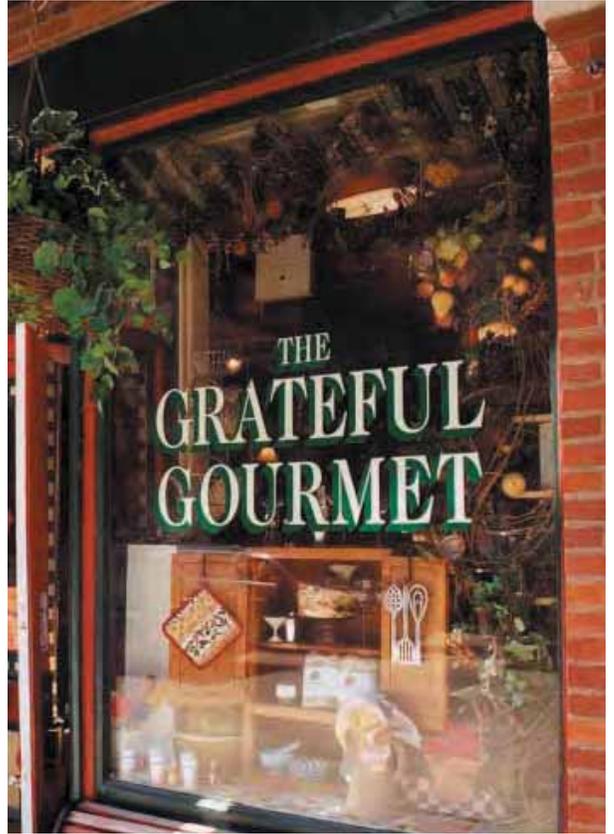
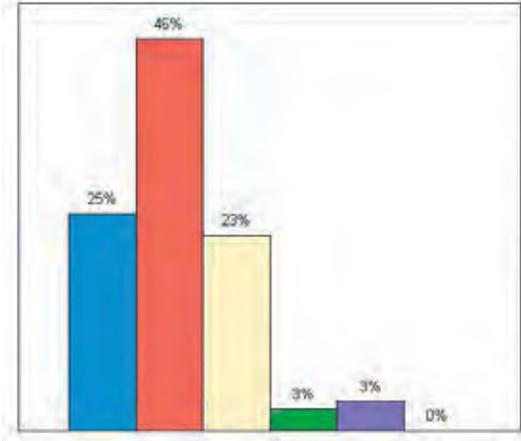
EXISTING BUILDING ENHANCEMENT EXAMPLE 2



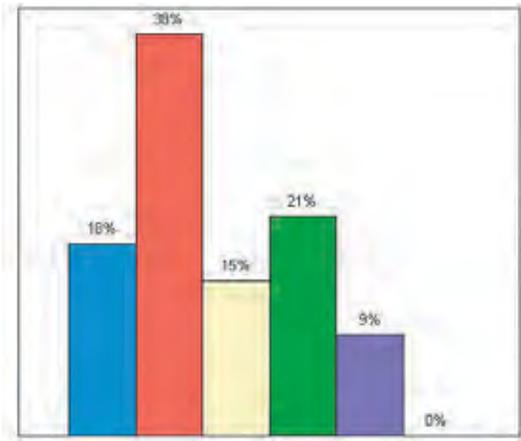
EXISTING BUILDING ENHANCEMENT EXAMPLE 3



SECTION 2: VISUAL PREFERENCE RESULTS



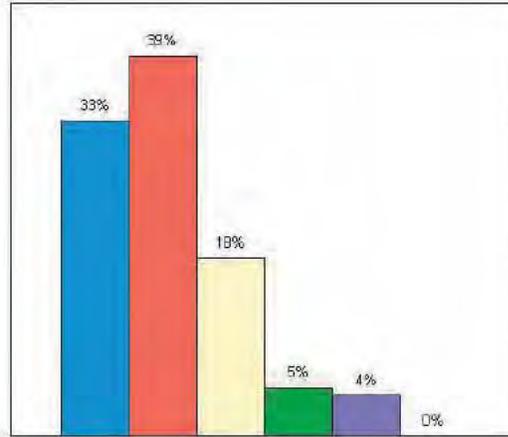
EXISTING BUILDING ENHANCEMENT EXAMPLE 4



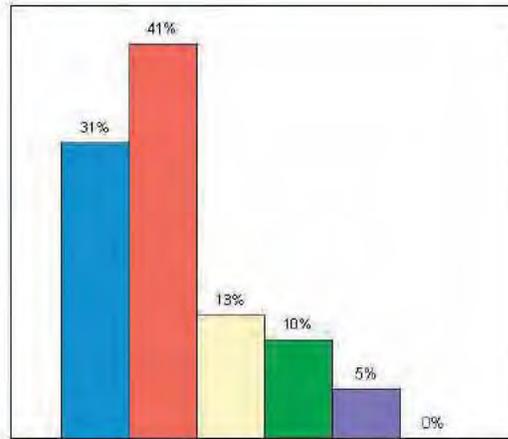
EXISTING BUILDING ENHANCEMENT EXAMPLE 5



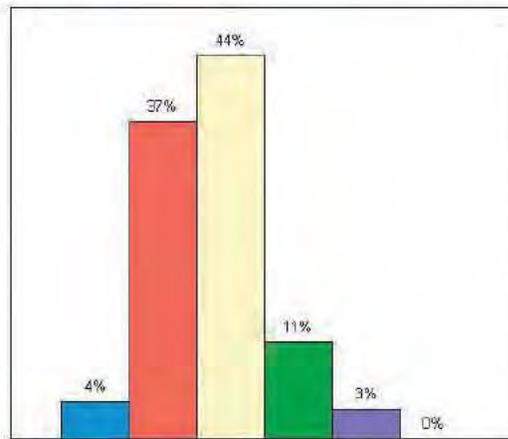
EXISTING BUILDING ENHANCEMENT EXAMPLE 6



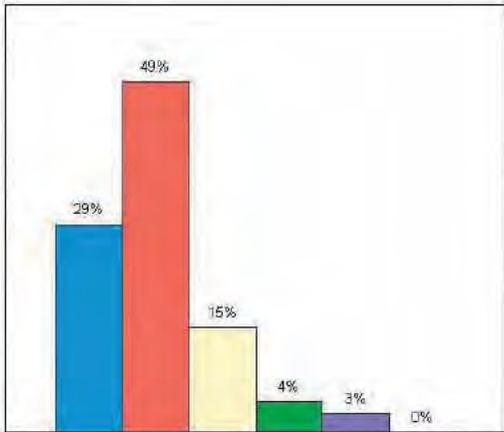
EXISTING BUILDING ENHANCEMENT EXAMPLE 7



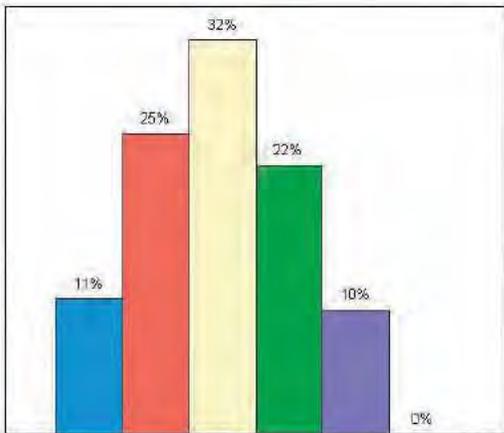
EXISTING BUILDING ENHANCEMENT EXAMPLE 8



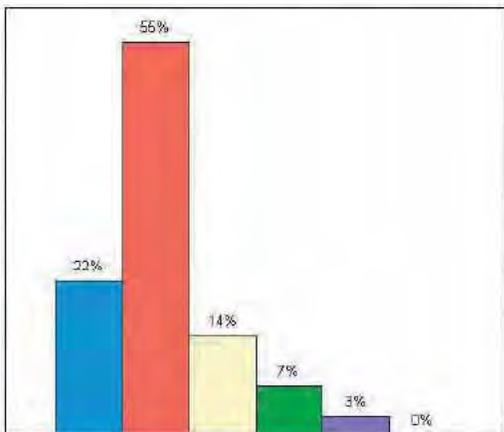
SECTION 2: VISUAL PREFERENCE RESULTS



NEW DEVELOPMENT EXAMPLE 1



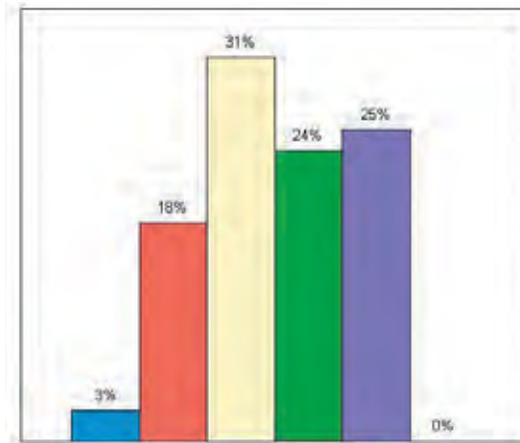
NEW DEVELOPMENT EXAMPLE 2



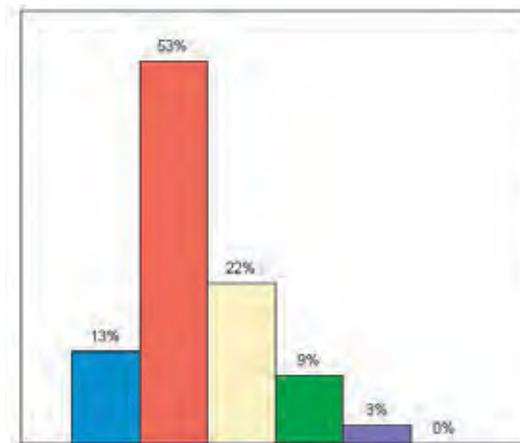
NEW DEVELOPMENT EXAMPLE 3



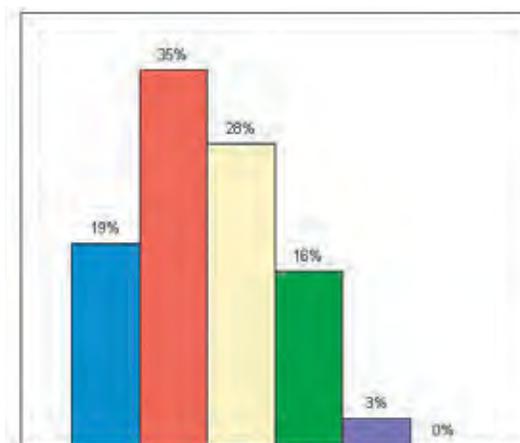
NEW DEVELOPMENT EXAMPLE 4



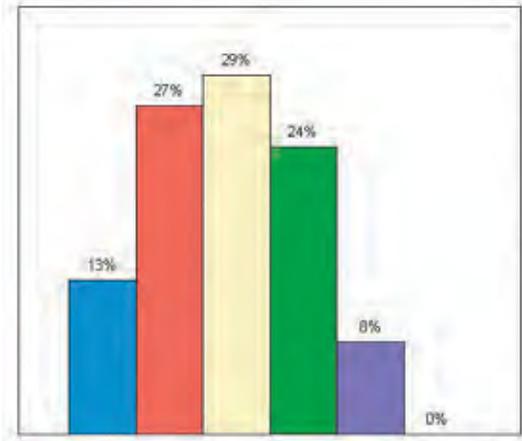
NEW DEVELOPMENT EXAMPLE 5



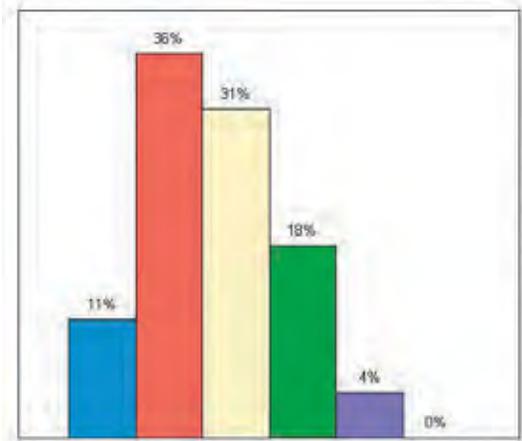
NEW DEVELOPMENT EXAMPLE 6



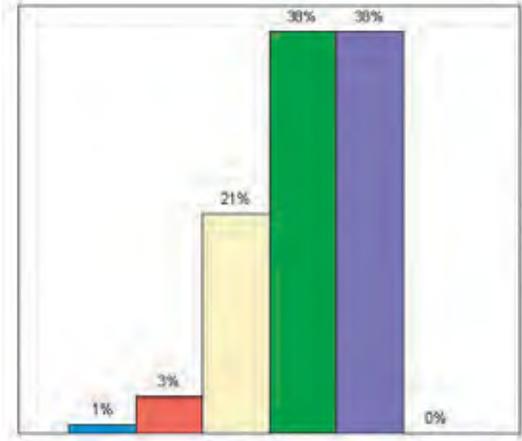
SECTION 2: VISUAL PREFERENCE RESULTS



NEW DEVELOPMENT EXAMPLE 7



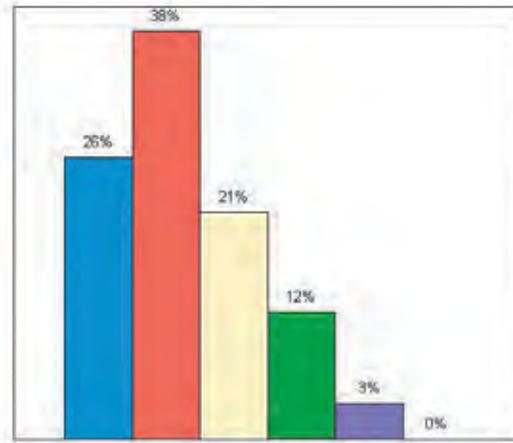
NEW DEVELOPMENT EXAMPLE 8



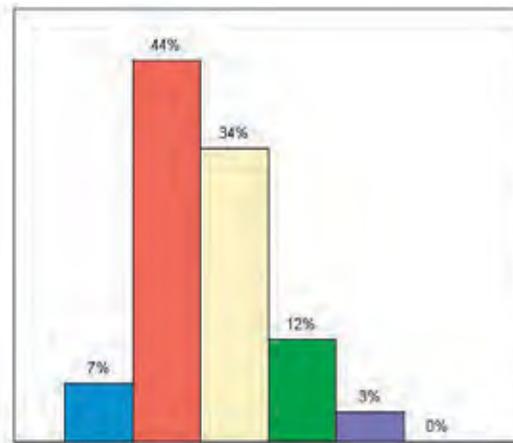
NEW DEVELOPMENT EXAMPLE 9



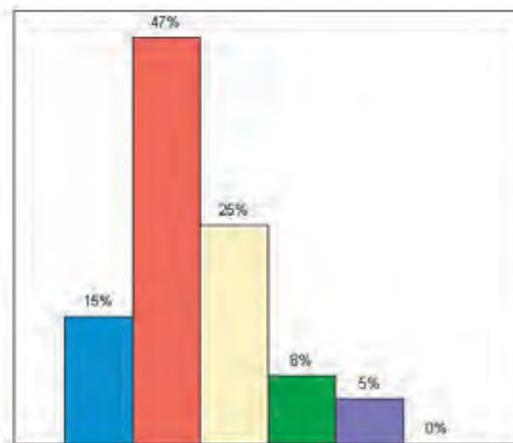
NEW DEVELOPMENT EXAMPLE 10



NEW DEVELOPMENT EXAMPLE 11



NEW DEVELOPMENT EXAMPLE 12



VISUALIZATIONS

As part of the exercise, a series of “visualizations” were created to show potential improvements to the College Hill District. These focused on streetscape/intersection improvements, parking lot and landscaping enhancements and facade and storefront display modifications, as well as a potential “green alley” linkage to Augustana College.

Both the existing conditions, or “before” image, and the visualization, or “after” image, were shown for each location to understand the baseline perception of the district versus a future scenario. In each case, multiple enhancements were shown within a single image to help participants envision the overall character that could be created when improvements are combined. In some cases, two or three visualizations of the same area show a building progression of enhancements with added layers or options.

VISUALIZATIONS: SURVEY ANALYSIS

- **Visualization 1.** The first visualization focuses on a view of the 14th Avenue/30th Street intersection looking southeast. Example 1 shows the existing conditions of the intersection and received 85 percent negative response and only 1 percent positive response. Intersection Improvements Example 1 depicts a modified image with new “ladder” style painted crosswalks, moveable planters on the sidewalks, hanging baskets, new street signs, street lights with banners, benches and street trees. This image dramatically changed the scores with 47 percent of participants rating it “Strongly Like” or “Like,” 40 percent “Neutral” and only 14 percent “Strongly Dislike” or “Dislike.”

Intersection Improvements Example 2 received an even higher score with 61 percent positive response and 21 percent negative response. New elements in this image show brick paver crosswalks, bollards at the corner and the College Hill District logo painted in the intersection.

Stakeholders reacted positively to the pedestrian enhancements in both improvement examples, but preferred the brick crosswalks and corner treatments overall. The concept of painting the district logo in the intersection was discussed as an interesting way to create a “gateway” and brand for the area.

- **Visualization 2.** The second visualization shows a view of the sidewalk on the north side of 14th Avenue, looking west toward 41st Street. The existing streetscape conditions image received the lowest score in the visual preference survey, with 96 percent of participants responding negatively. Streetscape Improvement Example 1 shows a new concrete sidewalk, moveable planters and some benches. This image received 22 percent positive, 44 percent neutral and 35 percent negative scores.

The next iteration in this series, Streetscape Improvement Example 2, shows the streetscape with the overhead wires and utility poles removed and adds street trees, new pedestrian lights with CHD banners, defined on-street parking and a shared bike lane to the street. This image also depicts a storefront facade improvement for the building in the foreground. This image received the highest score in the Visualization category with 92 percent positive results and only 3 percent negative.

Streetscape Improvement Example 3 builds further upon the second example with paver banding on the sidewalk and a bump-out at 41st Street that defines the parking and adds outdoor cafe space. This image also received a very high positive score (82 percent) and only 7 percent negative. Participants noted the benefit of removing the overhead wires with an emphasis on adding trees, lights and benches throughout the district.

• **Visualization 3.** The third visualization focuses on the north-south alley located east of 30th Street behind Cool Beanz coffee shop. The alley terminates at the new sports fields on Augustana’s campus and was noted as a primary connection point between the College and the district. The Existing Alley Conditions image received an 89 percent negative response rate in the survey.

The “Green Alley” Improvement Example envisions the alley as a public space that is used as a link to Augustana, as well as a potential space for future activity and gathering. The image depicts permeable pavers throughout the alley, bike lanes on each side, new lighting with banners, directional signage to and from campus, trash enclosures and pockets of native plantings that could serve as bioswales for stormwater management. This image rated very high in the survey, with 72 percent positive responses and only 10 percent negative.

Open House participants, including multiple Augustana students, felt this concept would be a great way to connect to campus and provide opportunities to highlight new ideas in sustainable, “green” technologies, methods or materials. Some other participants expressed a concern for potential lost parking.

• **Visualization 4.** The fourth visualization image shows the intersection of 14th Avenue/30th Street looking southeast toward Happy Joes. The existing conditions image rated poorly with 67 percent negative response and 4 percent positive.

The first visualization, Parking Lot Improvement Example 1, shows an ornamental metal fence and landscaping screening the parking lot, a corner “gateway” plaza with pavers and ornamental trees, new street trees and lights and outdoor seating at Happy Joes. This image received 52 percent combined positive results, 35 percent neutral and 12 percent negative.

Parking Lot Improvement example 2 shows the same view and enhancements previously depicted, but adds a gateway pier or sculpture at the corner. The scores for this image were not as good as the previous image with 47 percent positive responses, 35 neutral and 19 percent negative.

Generally, it appears that participants reacted well to screening the parking lot, but may have been unclear about what the image was showing. In addition, the sculpture or gateway element did not appear to be well-received. The survey cannot definitively conclude that respondents did not like the idea of a gateway or the particular gateway that is shown in the image. Stakeholders noted their desire to see some form of gateway or brand created at the key intersections, suggesting that this concept should be further explored.

It should also be noted that the existing conditions image was taken before Happy Joes replaced their sign and painted their facade. In interviews, stakeholders indicated what a big impact those small updates made. The look could be further enhanced through landscaping and parking lot screening, as shown in these visualizations.

• **Visualization 5.** The final existing conditions image shows a portion of 38th Street looking west toward the side of Autozone. In the foreground is an asphalt parking lot leading to a narrow sidewalk condition. Overall, the image depicts an area of the district that has a lot of paving and very little landscaping. This image received only 5 percent positive results and 66 percent negative scores, making it one of the least desirable shown in the survey.

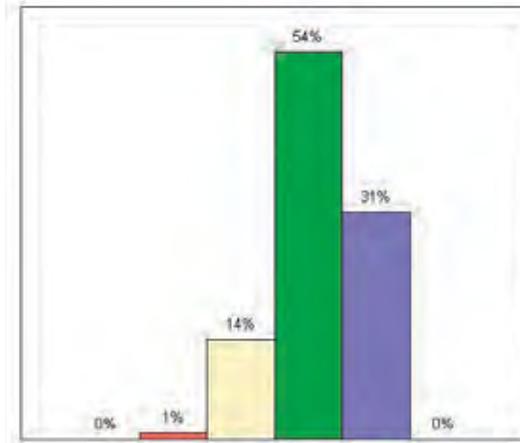
The Landscape Improvement Example depicts a number of enhancements to the area, both within the right-of-way and private property. These include landscaping and screening of the parking lot in the foreground, new streetscape treatments on 38th Street (lights, planters, trees, benches, trash receptacles) and simple landscaping along the blank wall at Autozone, such as ornamental trees, shrubs and perennials.

This image represents one of the highest shifts in perception in the Visualization portion of the survey. Participants rated this as 85 percent positive and only 4 percent negative. Overall, they reacted to the increase in green space and landscaping, parking lot improvements and simple streetscape enhancements that essentially creates a desirable character in an area that currently has little.

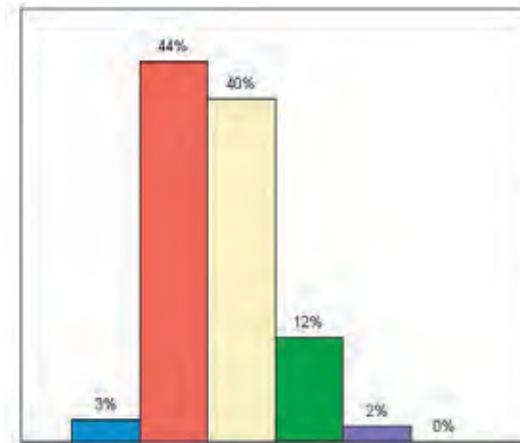
Overall. These visualizations help build understanding that a few small streetscape improvements would have a large impact on perception. Additional enhancements or a higher level streetscape may not create much additional benefit. From discussions following the visual preference survey, it was apparent that participants are savvy to the cost of maintenance that comes with a high end streetscape and recognize that some basic upgrades to infrastructure along with a few high-quality streetscape amenities may benefit the district more in the long term.



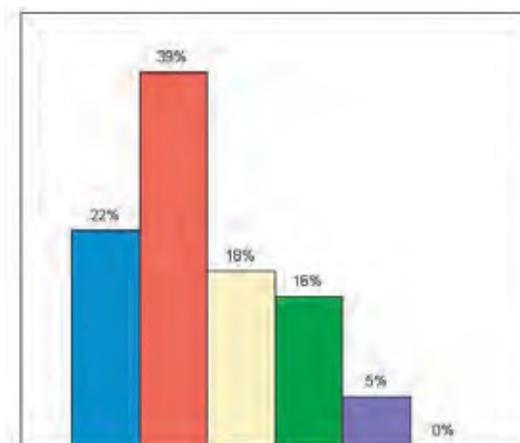
EXISTING CONDITIONS EXAMPLE 1



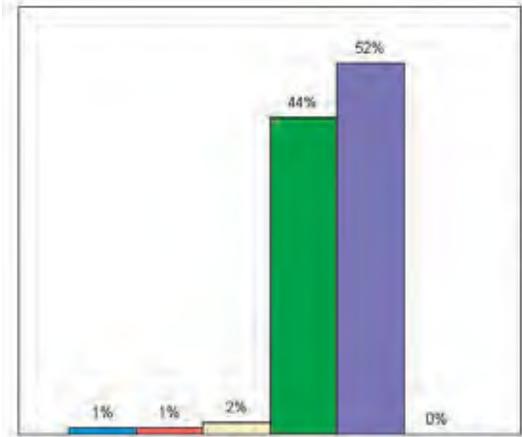
INTERSECTION IMPROVEMENTS EXAMPLE 1



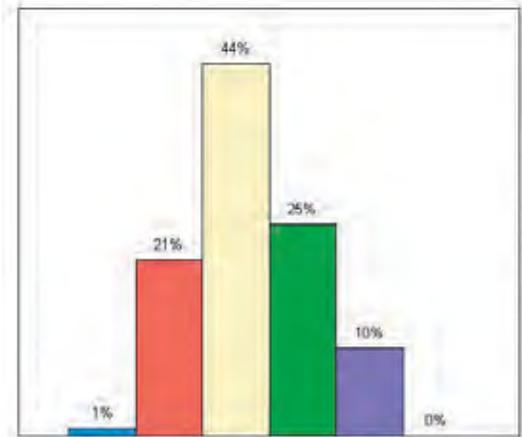
INTERSECTION IMPROVEMENTS EXAMPLE 2



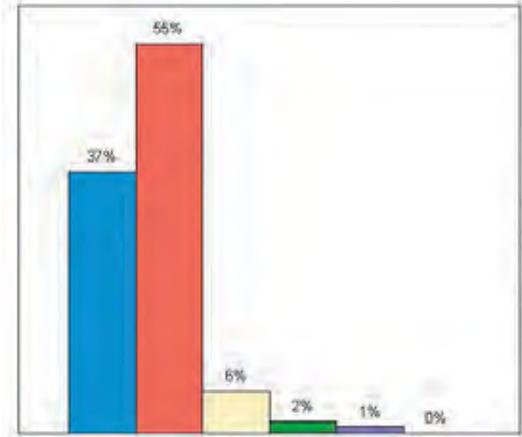
SECTION 2: VISUAL PREFERENCE RESULTS



EXISTING STREETScape CONDITIONS



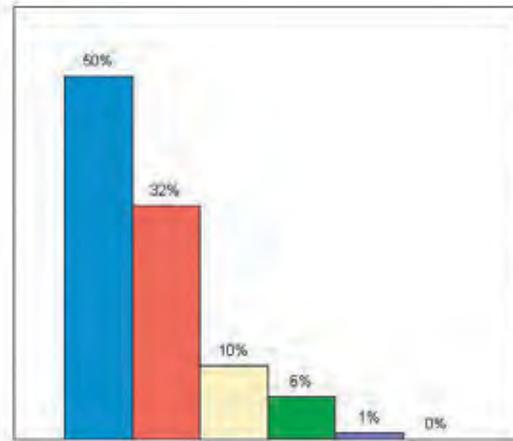
STREETScape IMPROVEMENT EXAMPLE 1



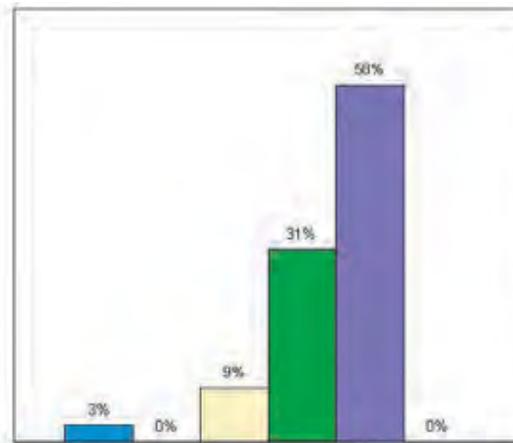
STREETScape IMPROVEMENT EXAMPLE 2



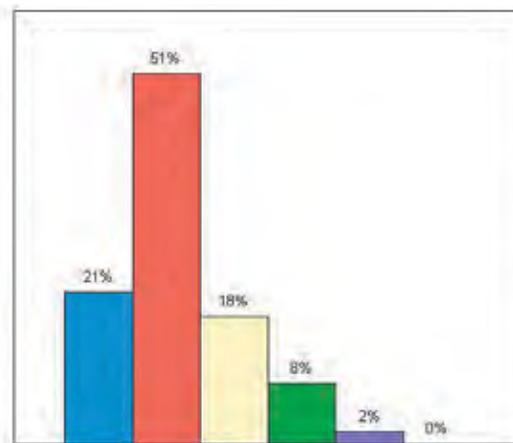
STREETScape IMPROVEMENT EXAMPLE 3



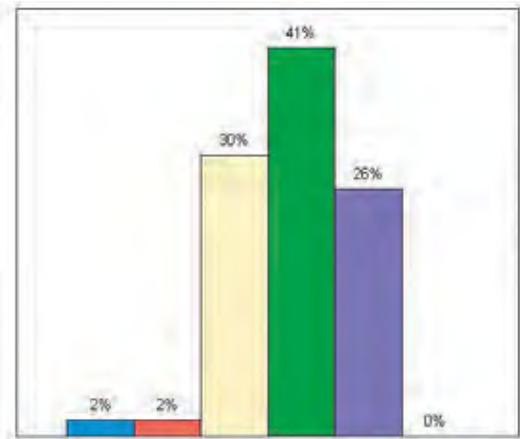
EXISTING ALLEY CONDITIONS



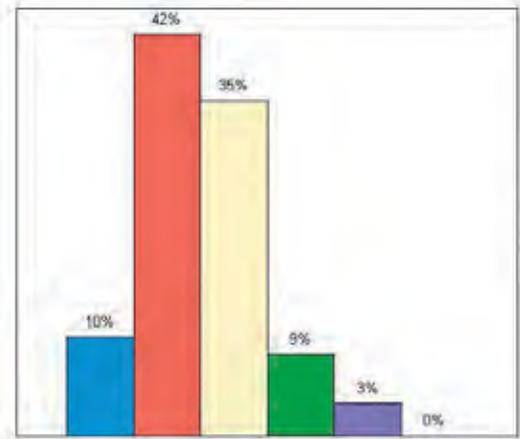
"GREEN" ALLEY IMPROVEMENT EXAMPLE



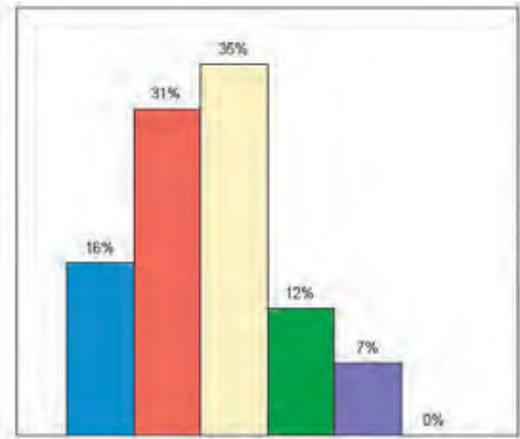
SECTION 2: VISUAL PREFERENCE RESULTS



EXISTING INTERSECTION | PARKING EXAMPLE



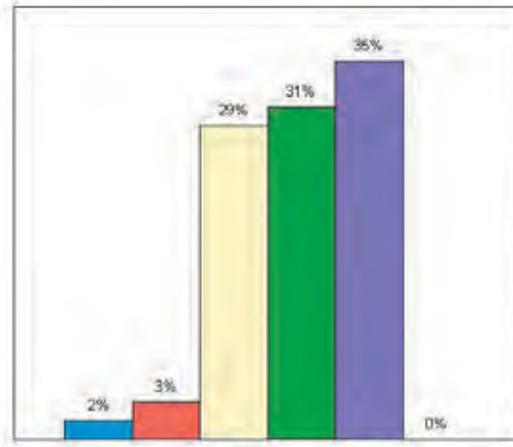
PARKING LOT IMPROVEMENT EXAMPLE 1



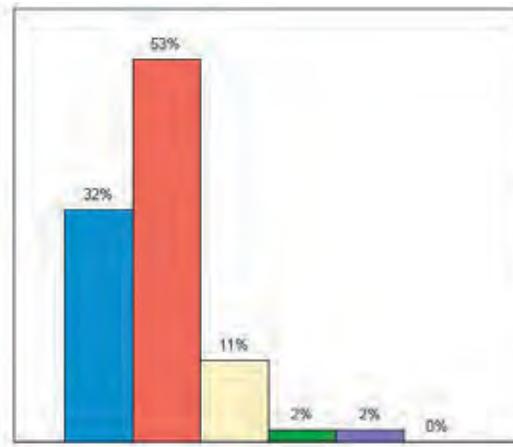
PARKING LOT IMPROVEMENT EXAMPLE 2



EXISTING LANDSCAPE CONDITIONS EXAMPLE



LANDSCAPE IMPROVEMENT EXAMPLE





OVERVIEW

There are a number of both short-term and long-range strategies and recommendations for improving and revitalizing the College Hill District streetscapes and buildings. The following recommendations describe a comprehensive approach to enhancing the district, while also highlighting actions or elements that may be acted upon relatively quickly.

STREETSCAPE

Detailed Streetscape Plan. As a long-term strategy, a more detailed streetscape plan should be developed. This includes engaging the College Hill District organization in a planning and design process to provide specific direction regarding paving materials, lighting, tree and landscaping locations and species, street furniture and signage. The following are recommendations to consider within a detailed streetscape plan:

- Consider adding new street trees in tree grates for all CHD sidewalks that are 11 feet or wider. Trees should be spaced 25 to 30 feet apart and be appropriate species for urban environments. A minimum of 5 feet of clear sidewalk space should be provided throughout the district. Consult with the City Forester for types of species for the varying conditions throughout the district. Careful consideration needs to be given in regard to the relationship of trees to overhead wires and building signage and display window locations.

- Develop a banner design based on the new College Hill District logo to be applied to existing light poles in the area. In the long-term, if new lights are installed within the district, these can be reused. Consider having local businesses sponsor the banners, which allows them to promote the name of their business, while helping fund the banner program.

- Conduct an additional process to select a “family” of streetscape elements and furniture. The visual preference survey narrowed the choices of benches, trash receptacles, bike racks and moveable planters/urns, but additional discussion should take place to reach a consensus on the specific elements to install.



- Consider installing hanging baskets or planters on light poles and/or buildings, as well as window boxes in storefronts to provide additional locations for annual flowers or seasonal color display. Hanging baskets may provide a better opportunity to introduce plant material in locations where street trees are not appropriate.

- A logo has already been developed for the district, but needs to be used to promote and create an identity



for the area. The logo can be modified to be used as banners, stickers to be applied to storefront windows, design elements in street and wayfinding signs or kiosks, small plaques, bronze sidewalk “inlays” or markers as part of the streetscape design and/or painted in the intersections of 14th Avenue with 30th and 38th Streets.

- Create a family of wayfinding and signage elements to be installed as part of a future streetscape enhancement project. This family may include gateways, wayfinding signs, kiosks and street signs.

- Consider developing a gateway plaza/pocket park space on the southwest corners of 30th Street/14th Avenue and 38th Street/14th Avenue. These intersections are the main vehicular entrance points for the district and provide opportunities to create gateways into College Hill. These plaza spaces would require coordination and cooperation with both Happy Joe’s and Autozone since a portion of these parcels would be improved in addition to the rights-of-way.



Potential plaza design elements could include College Hill District gateway elements/signs, special paving, benches or other seating opportunities, lighting and landscaping.

- Consider burying power lines and other above grade utilities. Currently, the overhead wires and poles detract from the appearance of the area, take up valuable sidewalk space and make it difficult to plant street trees in the right-of-way.

- Continue discussions with business and building owners that have parking lots about adding screening and both perimeter and internal parking lot landscaping. Perimeter fencing and landscaping defines the pedestrian realm and increases the amount of permeable surface, which improves storm water drainage.

SECTION 3: RECOMMENDATIONS

Linking the two main nodes. One key to creating a more cohesive district will be to link the two main intersections with a unified streetscape along 14th Avenue, including the predominantly residential portion of the corridor. One existing obstacle is the presence of overhead wires and electrical poles in the right-of-way. In the short term, strategies will need to work with the existing conditions and focus on “smaller scale” elements that may include many of the elements previously discussed, such as:

- New College Hill District banners on existing light poles
- Moveable planters at regular intervals or concentrated at the intersections
- Signage elements, such as custom wayfinding signs or street signs
- Removal of existing trees that are in poor condition and/or have been “topped,” and therefore do not positively contribute to the appearance of the area
- Temporary art/sculpture installments

Within the long range streetscape plan, when/if the overhead wires and electrical poles are removed, additional unifying elements may include:

- New pedestrian and roadway lighting
- Street trees in the parkway (shade trees)
- New concrete sidewalks with College Hill District “bronze inlays” in the pavement at regular intervals. These can be singular art pieces or be linked together to tell a story.
- Brick or concrete pavers at the intersections
- Curb bump outs at the intersections, where feasible
- Bike racks, benches and street furniture (in appropriate locations)





Green Alley. The “green alley” concept was well received at the community Open House by neighborhood residents, students and business owners. Most stakeholders recognized the potential to improve the connection to Augustana, provide safe bicycle and pedestrian routes, enhance aesthetics, provide a sustainable environment and educational opportunity and create a truly unique public space. The area around the 14th Avenue/30th Street intersection currently has momentum created by active business owners and the new sports field. The green alley provides an opportunity to capitalize on that momentum, extend the impact of the district and activate the rears and sides of key buildings within the district.

The green alley concept could consist of permeable paving (either pavers, asphalt or concrete), bioswales with native plantings, parking lot screening, consolidated trash enclosures/screening, wayfinding/signage, lighting, banners and public art. In the long term, beyond physical alley enhancements, there are additional opportunities for activating the alley with small shops and storefronts at the rear property lines, plaza spaces and outdoor seating and events or markets.

Creating and fostering unique spaces and events will reinforce College Hill District’s “eclectic” brand and the green alley concept provides an ideal opportunity to build upon that.

SECTION 3: RECOMMENDATIONS

Short-Term Streetscape Elements

The following are elements or items that can be installed in the short-term without reconstructing the entire street:

- Banners
- Street furniture
- Moveable planters
- Street signs
- Kiosks with maps, business directory or historic information
- Window boxes on buildings
- Hanging baskets or planters on lights and/or buildings
- Public Art, sculptures, murals (both permanent and temporary)

TRANSPORTATION

Conduct additional coordination with City engineers to determine the feasibility of adding bike lanes or “sharrows” (shared bike/vehicular lanes) on 14th Avenue. Many stakeholders noted the desire to accommodate bicycles.

Add a bus shelter in the block between 36th and 37th Streets at Old Horace Mann Park. Consider customizing the bus shelter design with a College Hill District theme, as well as incorporating the shelter into a small plaza to link it to the park.



Provide more visible and defined pedestrian crosswalks throughout the district. Crosswalks should be high contrast to increase awareness of pedestrians.

Provide better definition of on-street parallel parking areas with striping or using a paving material that differs from the travel lanes. Defining the travel lanes versus parking areas decreases vehicular speeds, while also assisting motorists in understanding where they are allowed to park on the street.

Consider providing curb “bump-outs” where feasible. Bump-outs increase sidewalk space, define on-street parking areas and decrease crossing distances for pedestrians. Engage in discussions with City engineers to develop a plan for potential bump out locations.



ARCHITECTURE|BUILDING IMPROVEMENTS

Promote the City's façade improvement program to all College Hill District building owners. Some owners will need additional education regarding the services provided and benefits of the program.

Consider providing design assistance or an educational program for building owners including assistance with storefront displays, façade improvements and graphic design of logos and signs.

Consider developing facade improvement ideas for a series of adjacent buildings to help generate interest and participation among other business/building owners (see Model Block concept, next page).



SECTION 3: RECOMMENDATIONS

GENERAL RECOMMENDATIONS

Model Block. Consider developing a “model block” within the district, preferably at or near a key intersection such as the 14th Avenue/30th Street. The model block would combine improvements for adjacent building facades with streetscape enhancements for the frontages of those buildings. The idea would be to concentrate enhancements in one block to show how the College Hill District could look, while at the same time creating an immediate, noticeable impact.

The building improvements could include (depending on the location and specific buildings) new signage and awnings, façade cleaning and maintenance, new storefront windows and doors,

well-designed storefront displays, new lighting and other commercial storefront enhancements. The streetscape improvements could include installing street furniture, such as benches, trash receptacles, bike racks and moveable planters, as well as new College Hill District banners.

Concentrating improvements on adjacent buildings would allow a local architect to assess and develop simple designs for multiple buildings at once. The model block would also provide a relatively simple way to show quick results, gain momentum and generate interest from other building owners and stakeholders in the area.



Immediate and High Impact. Focus efforts and funding on items that will have an immediate and high impact, such as: banners, moveable planters, hanging baskets (on street lights and buildings), crosswalk improvements, bike lane and parallel parking definition and branding elements.

Increased Activity. Promote outdoor cafes to restaurant owners in the district. Develop design standards for minimum clear pedestrian space requirements and definition of the café space with fencing and planters.

Explore Funding Options. Research and create a list of potential funding sources and grants that can be applied to various priority action items and revitalization strategies. Local, state and Federal funding is often available for streetscape, signage and transportation projects.

Local Flavor. Tap into the local creative talent by commissioning or purchasing public art and sculptures for key locations. There may also be opportunities for murals, temporary installations as part of a “14th Avenue Art Walk” or “Green Alley Art Walk” and/or contests for various design elements (seasonal banners, bus stop/shelter art, etc.).





College Hill District, Rock Island IL



Prepared By: City of Rock Island,
Community and Economic Development Dept.,
Planning and Redevelopment Division
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Legend

- College Hill District Revised
- Parks
- Churches
- Alleman High School
- B1-Neighborhood Business Zoning District
- B3-Community Business Zoning District
- O1-Office Zoning District
- PUD-Planned Unit Development District
- R2-One-Family-Residence Zoning District
- R3-One and Two Family Residence Zoning District
- R4-One to Six Family Residence Zoning District
- R5-Multiple Family Residence Zoning District
- R6-Multi-Family Residence Zoning District
- U1-University/College Zoning District

