

ARSENAL GATEWAY

Revitalization Plan (Rock Island, IL)



ADOPTED PLAN
AUGUST 26, 2013



"This Plan looks to inspire and guide development in the Arsenal Gateway Neighborhood by facilitating further investment, including both public and private improvements."

MSA

PROFESSIONAL SERVICES



ROCK ISLAND
ILLINOIS



Rock Island residents, property owners and business owners attended meetings, reviewed draft materials and submitted comments that have improved this Plan.

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ACKNOWLEDGEMENTS

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EXECUTIVE SUMMARY

The City's population peaked in 1960 at nearly 52,000 residents, and has since been in decline. In addition to the nationwide trends in household size decline and suburban growth, Rock Island has been specifically hurt by the loss of manufacturing jobs. The City has sought and received federal support to counteract these long-term trends and the associated disinvestment in older neighborhoods, and has a strong history of proactive planning and investment in these neighborhoods.

This *Plan* looks to inspire and guide development in the Arsenal Gateway Neighborhood by facilitating further investment, including both public and private improvements.

Vision Statement

*"The **Arsenal Gateway** is a vibrant neighborhood and a hub of economic growth within the region. People choose to live in the Arsenal Gateway Neighborhood for the diverse residential options and proximity to employers, restaurants, and civic amenities. Businesses choose to operate here for convenient access to the Rock Island Arsenal and its partner organizations. A consistent trend of investment and reinvestment has made the Arsenal Gateway, and the City of Rock Island, a **Quad Cities success story.**"*



Plan Priorities

- ▶ Employment will grow in the planning area, with a focus on business attraction and growth that is synergistic with existing businesses and the Rock Island Arsenal
- ▶ Public effort and investment to achieve new development will prioritize high-visibility sites, especially near the Gateway intersections of 24th Street with 4th Avenue and 5th Avenue
- ▶ Infill development will be appropriate to the desired character of each neighborhood
- ▶ Older buildings with architectural character will be retained and revitalized whenever feasible
- ▶ Intact streets of single family homes will be protected and revitalized, including architecturally appropriate residential infill
- ▶ The population of the planning area will grow and will continue to be diverse in age and ethnicity
- ▶ Walking and biking will be safe and viable transportation options at all times of the year and in all parts of the planning area, especially including crossings of 4th Ave and 5th Ave and connections to the river
- ▶ These neighborhoods will be safe at all times, and will be perceived as such
- ▶ Formal and informal green spaces will be maintained and celebrated as public gathering spaces
- ▶ The appearance and unique identity of each neighborhood will be enhanced with signage, street furniture, public art and landscaping
- ▶ All investments, large and small, will communicate a feeling of energy, activity and progress





There have been multiple planning processes over the past few decades that address some aspects of this portion of the Arsenal Gateway area (as listed below). The visions crafted and decisions made in the plans are incorporated and referenced as appropriate in this Plan.

- ▶ *Broadway Neighborhood Plan (1992 & 2000 update)*
- ▶ *Rock Island Parkway Plan (2001)*
- ▶ *Rock Island River Vision Plan (2004)*
- ▶ *Quad City Industrial Center Vision Plan (2004)*
- ▶ *Downtown Strategic Plan (2007-2010)*
- ▶ *Rock Island Bikeways Plan (2009)*
- ▶ *Brick Streets Plan (1988; amended 1992-2012)*



EXECUTIVE SUMMARY *(cont.)*

Plan Process

This Plan was discussed and developed over an eleven month process beginning in September 2012. The City appointed a Steering Committee to help guide this planning effort and ensured that all draft documents were reviewed by the public, Planning Commission, and City Council for reactions, modifications and approval. The steering committee assisted with outreach to business and resident stakeholders across the planning area, and a survey collected input from interested participants.

- September 2012** SC Mtg #1 *Issue Identification & Visioning*
- Sept - Dec 2012** Stakeholder Interviews
- October 2012** Public Mtg #1 *Issue Identification & Visioning*
- November 2012** SC Mtg #2 *Existing Conditions & Public Input Review*
- Nov - Dec 2012** Community Survey
- January 2013** SC Mtg #3 *Land Use, Redevelopment, & Job Creation*
- February 2013** SC Mtg #4 *Infrastructure, Streetscape & Transportation*
- March 2013** SC Mtg #5 *Review Revised Sections 3 & 4*
- April 2013** SC Mtg #6 *Funding & Regulatory Measures*
- May 2013** Council Draft Document Presentation
- May 2013** Public Mtg #2 *Draft Review*
- June 2013** Plan Commission *Draft Document Presentation*
- July 2013** Plan Commission *Approval & Adoption*

Plan Summary

Section 1 features a description of the planning area and planning process, and includes background information about Rock Island and the Arsenal Gateway Neighborhood.

Section 2 describes the public outreach and engagement activities utilized during this planning process. It concludes with a vision statement highlighting the central themes that will guide development and change in the coming years.

Section 3 describes existing conditions and proposed public realm improvements for the Arsenal Gateway Neighborhood, especially addressing mobility concerns. Topics include the road and sidewalk

network, public transportation, bike facilities, streetscaping features, and parking.

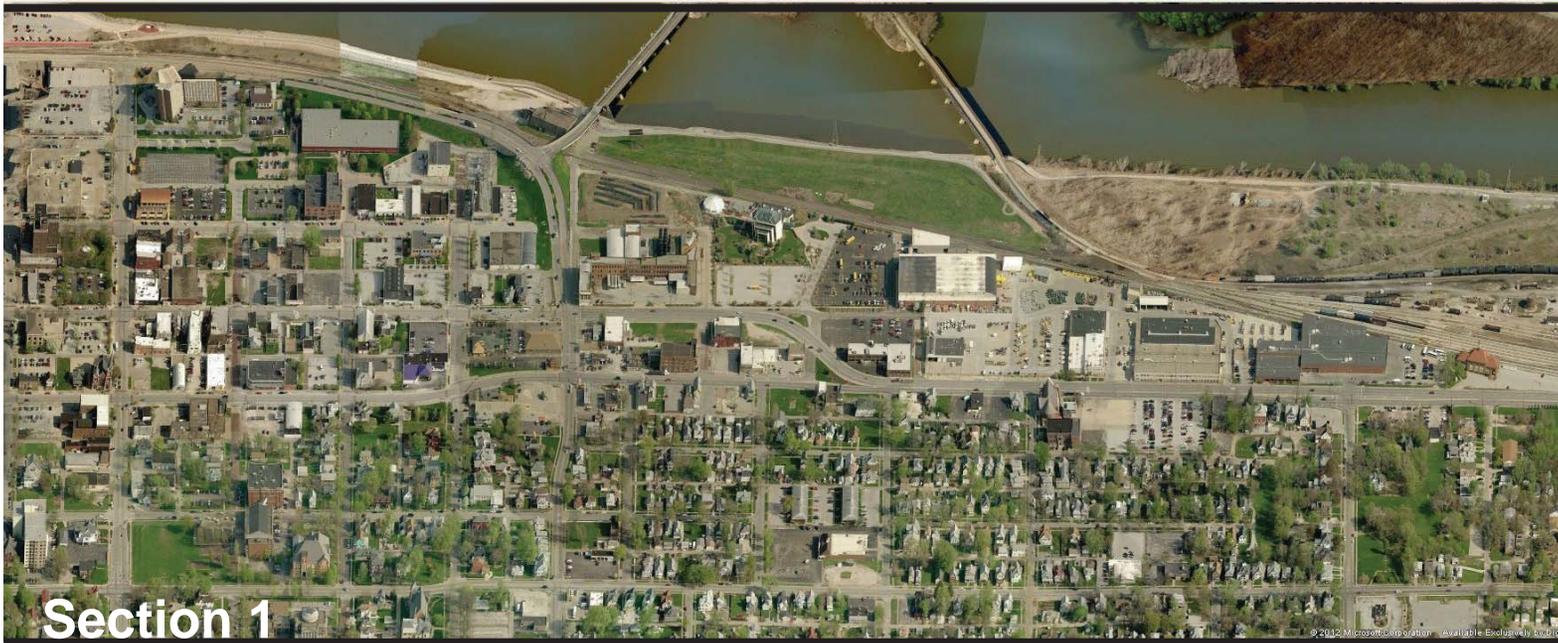
Section 4 describes existing and proposed private property uses and conditions in the planning area, including priority redevelopment sites and job creation / retention opportunities.

Section 5 provides the implementation tools, guidelines and action steps necessary to orchestrate positive change within the Arsenal Gateway Neighborhood.

Action Steps (short term)

The Arsenal Gateway vision will be realized over many years, through sustained effort and incremental improvements. The following projects have high priority in the Action Plan.

ACTION	RESPONSIBLE PARTIES
ROAD & BIKE FACILITIES IMPROVEMENTS (RB)	
A.1 Shared Bike/Parking Lane (20th ST)	City Engineering Dept.
B Reverse Angled Parking/Shared Road	City Engineering Dept.
I 20th Street Bike Lanes & Box	City Engineering Dept.
J 7th Avenue Auxillary Lane	City Engineering Dept.
K.2 24th ST Multi-Use Path (3rd to 4th AVE)	City Engineering Dept.
INTERSECTION & CROSSING IMPROVEMENTS (IC)	
i 1st AVE Enhanced Crossing	City Engineering Dept.
STREETSCAPING ELEMENTS IMPROVEMENTS (SE)	
1.2 4th & 5th Avenues - Bumpout Landscaping	Neighborhood, Business District, City
9 Reconstruct Sidewalks in Poor Condition	City Engineering Dept.
11 Decorative Crosswalks Enhancements	City Engineering Dept.
12 Parking Lots Buffer	Business District, City
BUS SYSTEM IMPROVEMENTS (BS)	
1 Bus System-New/Revised Route	MetroLINK, City
CATALYSTS PROJECTS (CP)	
A High Density Residential Development	City, Developer
B Transit Station	MetroLINK, City
I Commercial Reuse	City, Developer, Property Owner
J "Signature" Office Development	City, Developer
N Neighborhood Revitalization	City, RIHA
Q Mixed Use Development	City, Developer
R Mixed Use Development	City, Developer
S "Signature" Office/Hotel Development	City, Developer



SECTION CONTENTS

- P.3 - Plan Objectives
- P.3 - Guiding Principles
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- P.6 - Existing Plans

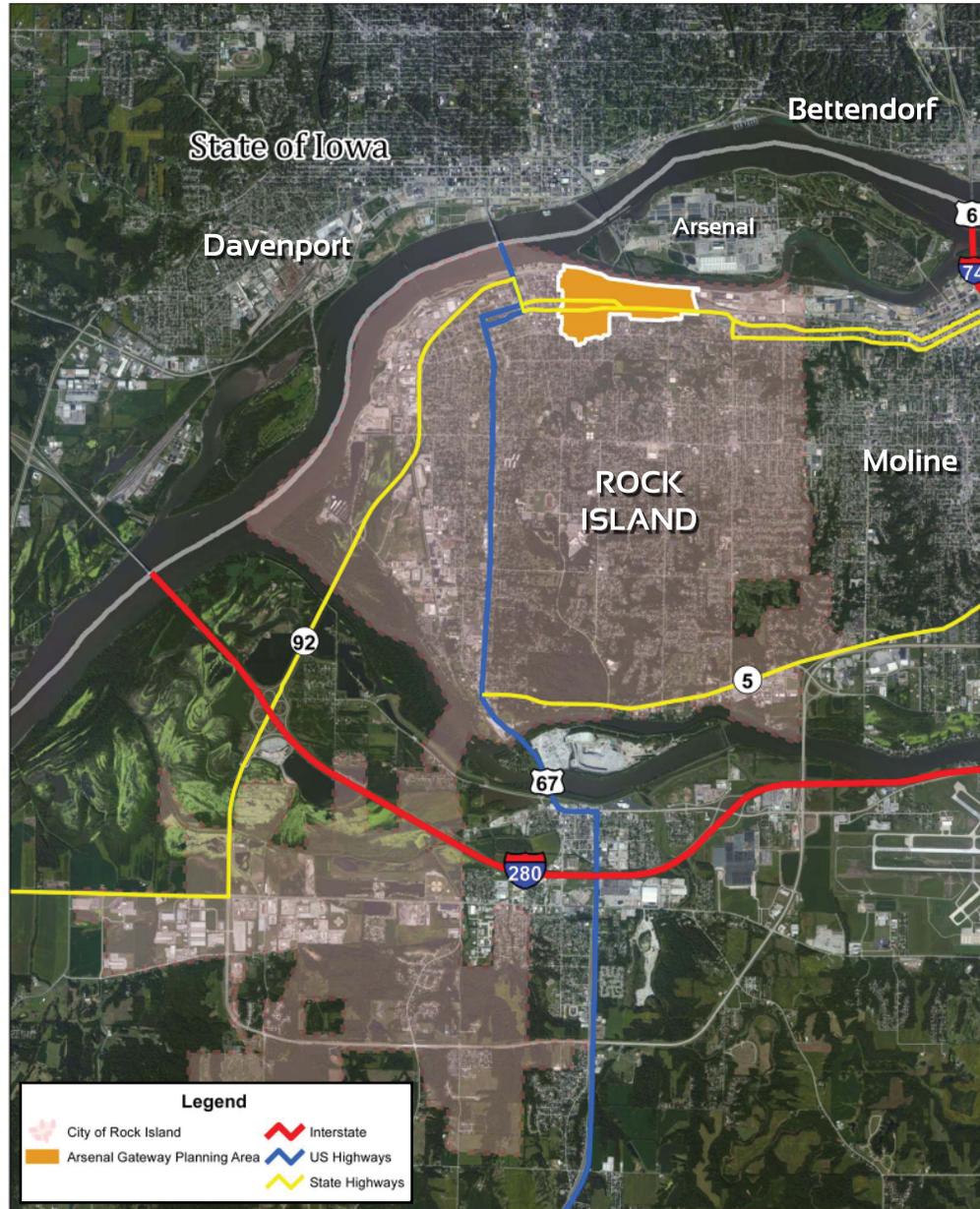
Section 1 INTRODUCTION

This section features a description of the planning area and planning process, and includes background information about Rock Island and the Arsenal Gateway Neighborhood.

The *City of Rock Island* is located on the Mississippi River, approximately 175 miles west of Chicago, and is the oldest of the “Quad Cities”. Originally settled by the Sauk and Fox Indian Nations, the area was relinquished to American settlers soon after the U.S. Army built Fort Armstrong (on what is now known as Rock Island) as a trading post and military installation. Platted as the City of Stephenson in 1835, the City was renamed as Rock Island in 1841.

Early growth as a frontier rivertown accelerated when the Chicago and Rock Island Railroad built the first railroad bridge across the Mississippi River in 1856. This railway brought several industries to Rock Island, including lumbering, pottery, and the manufacture of farm implements and railroad supplies. During the world war era, workers moved to the area to work on Arsenal Island and at other war-effort manufacturers. While most communities across the country saw housing construction halt during the wars, Rock Island continued to grow.





The City's population peaked in 1960 at nearly 52,000 residents, and has since been in decline. In addition to the nationwide trends in household size decline and suburban growth, Rock Island has been specifically hurt by the loss of manufacturing jobs. The City has sought and received federal support to counteract these long-term trends and the associated disinvestment in older neighborhoods. Public housing construction and the Model Cities program have been some help, but neither achieved the security and success necessary to revitalize the City or the downtown neighborhoods.

This *Plan* looks to inspire and guide development in the Arsenal Gateway Neighborhood by facilitating further investment, including both public and private improvements.



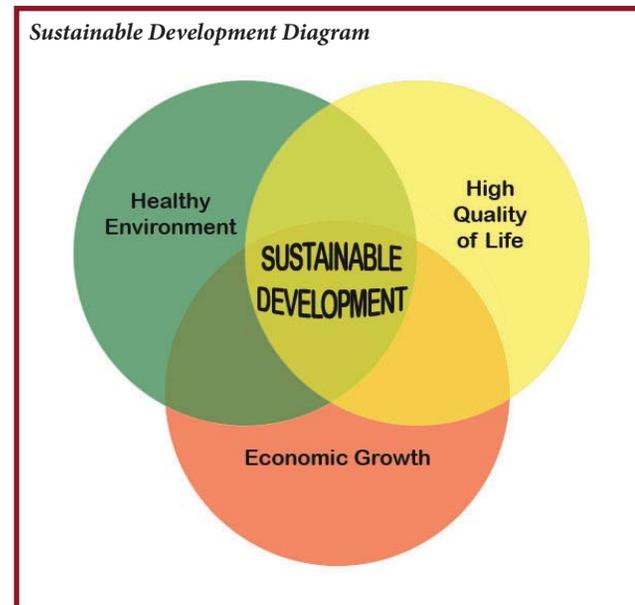
PLAN OBJECTIVES

The **Arsenal Gateway Revitalization** planning document is intended to function as a guide to help City officials and economic development professionals attract and direct investment in the Arsenal Gateway area in ways that support the long term viability and sustainability of the downtown economy. It serves to meet the following objectives, identified at the beginning of the planning process:

- ▶ **Objective 1:** Determine appropriate locations for infill development and redevelopment within the planning area and establish design guidelines that will protect and enhance the unique character of the planning area.
- ▶ **Objective 2:** Evaluate public infrastructure and transportation network, including streetscaping, pedestrian/vehicle traffic and parking, identifying specific strategies to meet the needs of current and future residents, businesses and consumers.
- ▶ **Objective 3:** Provide an achievable implementation strategy for all recommendations, including the identification of partners, potential funding sources, an evaluation of current incentive programs, and recommendations for new development incentives - financial and other - to encourage sustainable investment and growth.
- ▶ **Objective 4:** Identify tools and actions that will generate job creation and retention, and look at ways to capitalize on this area's proximity to the Rock Island Arsenal, one of the Quad Cities' most significant employers and contributors to the economy.

GUIDING PRINCIPLES

Urban communities are complex, made up of many interrelated spaces and functions. The spaces within which we live our lives are formed and changed over time by the interplay of economic, environmental and social forces. In a sustainable community, economic prosperity finds balance with environmental protection and quality of life considerations, and this balance is maintained over time. In a sustainable community, businesses thrive and people are out in public throughout the day and throughout the year, working, socializing and recreating. This plan is created with these principles in mind.





PLANNING PROCESS

The City identified public participation as a critical element of this planning process. The City appointed a Steering Committee to help guide this planning effort and ensured that all draft documents were reviewed by the public, Planning Commission, and City Council for reactions, modifications and approval. The steering committee assisted with outreach to business and resident stakeholders across the planning area, and a survey collected input from interested participants from throughout the neighborhood, City, and region.

This Plan was discussed and developed over a eleven month process beginning in September 2012. All meetings were public meetings and noticed as such.

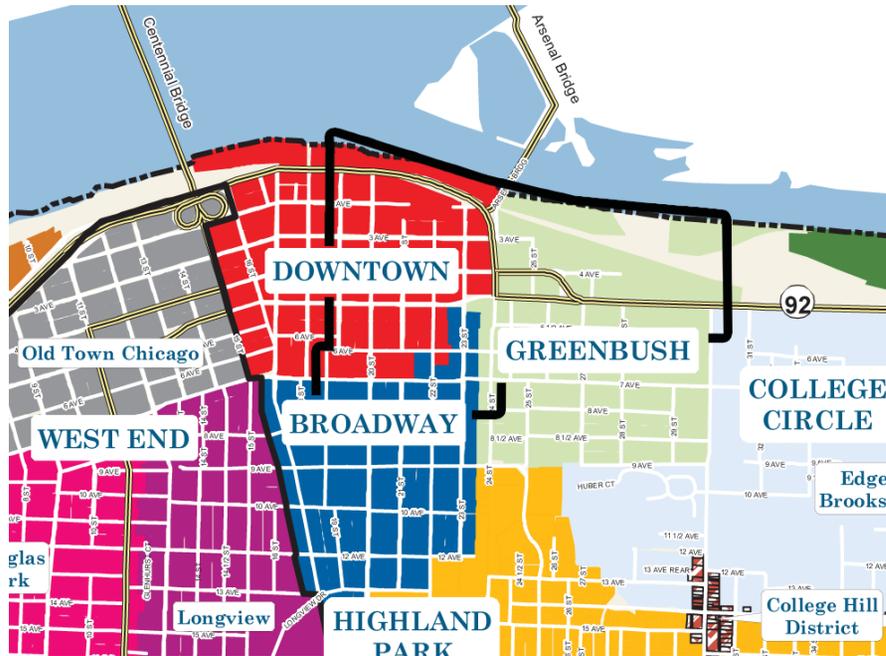
September 2012	Steering Committee Meeting #1 <i>Issue Identification & Visioning</i>
Sept - Dec 2012	Stakeholder Interviews
October 2012	Public Meeting #1 <i>Issue Identification & Visioning</i>
November 2012	Steering Committee Meeting #2 <i>Existing Conditions & Public Input Review (Section 1&2)</i>
Nov - Dec 2012	Community Survey
January 2013	Steering Committee Meeting #3 <i>Land Use, Redevelopment, Job Creation & Parking (Section 4)</i>
February 2013	Steering Committee Meeting #4 <i>Infrastructure, Streetscape & Transportation (Section 3)</i>
March 2013	Steering Committee Meeting #5 <i>Review Revised Sections 3 & 4</i>
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July 2013	Plan Commission / Council Approval & Adoption



PLANNING AREA

The **Arsenal Gateway Revitalization Plan** project area incorporates portions of several Rock Island neighborhoods (shown in the lower image), and is bounded by 19th Street on the west, 31st Street on the east, the Mississippi River on the north and 5th Avenue on the south.

- ▶ A significant portions of the planning area is within the **Downtown District**; therefore, the Downtown Strategic Plan (2007-2010) and other pertinent documents have been reviewed to further their goals within this Plan.
- ▶ The planning area includes a portion of the **Broadway Historic District**; therefore, the implementation strategies identified in the 1992 Broadway Neighborhood Plan and its update in 2000 have been reviewed during this planning process.
- ▶ Over half of the planning area is within the **Greenbush Neighborhood**; therefore, the Columbia Park Vision Plan (2004), Rock Island Parkway Plan (2001) and other pertinent documents have been reviewed during this planning process.



Source: Rock Island Neighborhoods Map



The major employer in the area is the Rock Island Arsenal which sits on a 946 acre island in the Mississippi River. As the largest government-owned weapons manufacturing arsenal in the western world, the Arsenal has a huge impact, both fiscally and culturally, on the neighborhood and region. The Rock Island Arsenal not only draws a large workforce through the neighborhood on a daily basis, it also draws tourists to the Rock Island Arsenal Museum amongst other unique sites.



“The District” is the City’s arts and entertainment district. The heart of the District is just west of the planning area, between 15th and 19th Streets.





EXISTING PLANS

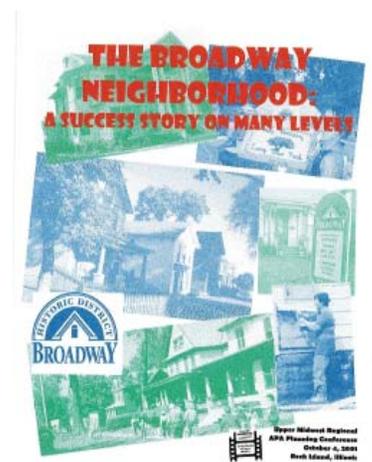
There have been multiple planning processes over the past few decades that address some aspects of this portion of the Arsenal Gateway area. The visions crafted and decisions made in the plans listed below are acknowledged here and are incorporated and referenced as appropriate in this plan. The following pages will highlight their importance to this planning process.

- ▶ Broadway Neighborhood Plan (1992 & 2000 update)
- ▶ Rock Island Parkway Plan (2001)
- ▶ Rock Island River Vision Plan (2004)
- ▶ Quad City Industrial Center Vision Plan (2004)
- ▶ Downtown Strategic Plan (2007-2010)
- ▶ Rock Island Bikeways Plan (2009)
- ▶ Brick Streets Plan (1988; amended 1992-2012)



BROADWAY NEIGHBORHOOD PLAN (1992/2000)

This plan is a truly unique neighborhood plan as it covers a national historic district. The Broadway Neighborhood Plan covers areas between 20th and 23rd Streets south of 5th Avenue. The plan is robust and includes a great deal of information about the neighborhood, the planning process, and examples of outreach to stakeholders. The plan is also filled with examples of proposed improvements to existing areas and examples of structures that have been rehabilitated or renovated in the district. The Broadway Plan does include several list of “Top Ten’s” regarding the process and neighborhood; these are: 1) Top Ten Biggest Accomplishments, 2) Top Ten challenges to Overcome, 3) Top Ten Most Challenging Tasks Still Facing Broadway, and 4) Top Ten Things Other Neighborhoods Should Copy. The insight of these lists are a relevant and valuable resource for Steering Committee and City staff to utilize while creating the Arsenal Gateway Neighborhood Plan.

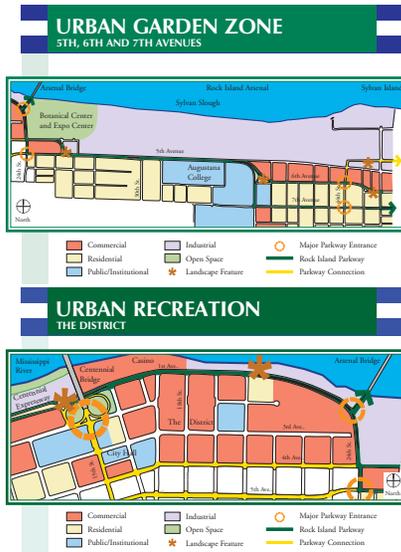


Overall, this neighborhood plan focuses on the protection and enhancement of the districts historic housing and various issues such as transportation, crime, vacant lots, infrastructure, trash, noise, education and connections. It appears that elements of the plan have been successfully implemented over the years and the neighborhood continues to see reinvestment. The Arsenal Gateway neighborhood planning efforts will find value in further review of Broadway’s plan and linking useful elements to their own efforts.

ROCK ISLAND PARKWAY PLAN (2001)

The purpose of the Parkway Plan was to address real and perceived barriers between the northern and southern portions of the city which are connected by the Centennial Expressway (IL 92). The plan sought to find ways to effectively bridge the physical and visual divisions within the community through a unified corridor. The plan provides design recommendations to create this unified look through the use of gateways, lighting, color, wayfinding, bridges, stone, public arts, landscaping and pedestrian amenities.

The Arsenal Gateway Neighborhood finds itself in two of the areas denoted by this plan. The first is the Urban Garden Zone which is meant to build on the surrounding residential character and uses the neighborhood as a natural gateway area for those entering and exiting the city. Recommendations for “Urban Garden Zone” are as follows: 1) gateway sign at 5th Ave / 24th St; 2) removal of two lanes of traffic from 7th Ave, north parking lane from 6th Ave, one west bound traffic lane and median from 5th Ave, underground utility lines along 5th Ave; 3) add street trees and decorative lights along main avenues; 4) screen railroad from 5th Ave; and 5) Add multi-use path on 7th Ave.



The second area is the Urban Recreation which strives to create strong downtown urban characteristics. It works to ensure the Parkway becomes a part of the downtown fabric and not an obstacle that separates the downtown from the river. Recommendations for “Urban Recreation Zone” are as follows: 1) acquire easement on south side of 1st Ave for shade trees; 2) remove sidewalk on south side of 1st Ave; 3) enhance intersection at 20th St / 1st Ave; 4) screen parking lots and railroad corridor with urban garden wall; and 5) add decorative pedestrian scale lights and landscaping along 1st Ave and landscape railroad yard and dike edges.

Arsenal Gateway Revitalization Plan

QCIC (COLUMBIA PARK) VISION PLAN (2004)

This project established a new land use vision for the northern part of Rock Island’s Keystone Neighborhood. The plan sites the potential of the riverfront and the area’s underutilized industrial sites. The redevelopment of the Quad City Industrial Center (QCIC) site serves as the main catalyst for a transformation but also reaches into the adjacent residential neighborhoods and Augustana College. Furthermore, the vision calls for a new gateway entrance to Rock Island from the east of which the City can be proud.

The project is located just east of the Arsenal Gateway Neighborhood Revitalization Project area. Connections between the two areas should be strong and considered in any plan for either area. Development in both areas should complement each other while working toward strengthening Rock Island as a whole. This project faces similar challenges to the Arsenal project in that the locations must contend with the railroad and IL-92 while trying to respect and incorporate the beauty of the Mississippi River.

The plan calls for three new access points to help with circulation throughout the area as well as landscaping as a buffer, similar to the Parkway Plan. Since the time this plan was created, the markets have changed considerably and should be taken into account while trying to implement developments. It is recommended that the two redevelopment and revitalization plans work together as they move forward and not compete for business and development.

Quad City Industrial Center, Rock Island, Illinois



DOWNTOWN STRATEGIC PLAN (2007-2010)

The Rock Island Downtown Strategic Plan provides a working vision led by a task force to ensure its continued success. It fosters a creative mix of uses which are strongly linked to the river and the historic fabric of the area. Geographically, the area shares the same boundaries as the Downtown Tax Increment Finance District roughly bound by the Mississippi River to the north, 7th Avenue to the south, 13th Street to the west and 31st Street to the east. A majority of the Arsenal Gateway Neighborhood fits within this boundary and is therefore affected by the strategies and objective of the Downtown Strategic Plan. A few notable areas not included in the Downtown TIF district that are important parts of the Arsenal Gateway Neighborhood Planning area are: 1) South side of 5th Avenue Between 22nd Street east to 31st Street, 2) The Garden-Ridge Funeral Home and Christian Science Church properties south of 7th Avenue, and 3) The area of Arsenal Gateway northeast of the railroad lines north of the Quad City Conservation Expo and south of the Mississippi River.

Notable critical issues identified in the downtown plan that apply to the project area include: 1) Maintenance and cleanliness of public areas and private buildings needs to be enhanced, 2) Occupancy rates need to improve to increase commerce within the downtown area. Additional private and public investment is important to reducing vacancy rates, 3) The potential character of the downtown area will be a point of differentiation between other cities, yet private investment has been slow. There is an architectural mixed message, and 4) Synergies need to be improved between the solid core of businesses currently located downtown, ultimately improving their connection to the growth of the downtown.

Significant objectives of the Downtown Plan applicable to the project area include: Objective 1 - Increase utilization and occupancy of the downtown properties, ultimately enhancing activity and commerce, Objective 3 - Continue to grow the downtown residential population through an understanding of current and future needs, Objective 4 - Engage the business community to understand their needs, develop solutions, and support the growth of the downtown area, and Objective 5 - Continue to enhance a pedestrian friendly downtown.

Two objectives that stand out as exceptionally applicable and require further definition through the Arsenal Gateway Revitalization

Plan are as follows: Objective 6 - Refine and promote the brand of the downtown area (The District), and Objective 7 - Enhance the creation and performance of the arts for sale or public display in the downtown. The area known as “The District” is an area directly west of these neighborhoods which has seen significant reinvestment and success. The Arsenal Gateway Neighborhood should complement the District, while creating and enhancing its own identity and brand.

Downtown Strategic Plan 2007-2010

City of Rock Island Renaissance Rock Island

Downtown Vision

A Place...
> for creativity and commerce with competitive clusters in the office, technology, arts, entertainment, and retailing sectors
> strongly linked to the surrounding neighborhoods and the river
> that celebrates the rich history of our community
> with a well maintained and balanced blend of built, natural, and creative elements
> that is inviting to workers, residents, and visitors seeking the arts, entertainment, and recreation
> that celebrates diversity
> offering ease of accessibility through a variety of transportation options, while preserving a friendly and walkable atmosphere
> willing to continuously improve through collaboration with others.



Purpose of the Strategic Plan

Downtown is an integral part of Rock Island and a strategic plan for improvement is essential. Downtown Rock Island has dramatically changed since 1996 when the Downtown 2000 plan was created. Much has been accomplished. Downtown has a core base of employers. Recent housing developments have proven residents want to live downtown. Major investments in the downtown infrastructure have been made. Downtown remains compact and intact, with several key businesses anchoring downtown. The District has built a brand equity with the arts and entertainment concept. The partnership between the City and Renaissance Rock Island demonstrates a highly effective public / private partnership.

In 2003, the downtown plan was updated. Since that time many of the objectives have been completed, the atmosphere of downtown has transformed, and Renaissance Rock Island has had staff changes. The time was ripe to create a new plan and review the vision.

The staffs of the City of Rock Island and Renaissance Rock Island met four times between August and October 2006. A professional facilitator, Tom Thoms, guided the process. The result is this document which includes the vision for downtown, critical issues to the success of downtown, and a set of prioritized objectives and strategies with individuals assigned to lead the successful completion of these objectives. The plan implementation period is 2007-2010.

The downtown is defined geographically as the Downtown Tax Increment Finance District (see map inside).

Input on the objectives and strategies was sought from City Council, the Board of Directors of Renaissance Rock Island, downtown residents, downtown business and property owners, and interested citizens. A task force, consisting of individuals from the groups listed above, will monitor the plan and progress made.





EXISTING PLANS (cont.)

ROCK ISLAND BIKEWAYS PLAN (2009)

This plan is intended to provide a blueprint for developing a system of connected bike routes through the city to encourage biking. Biking is a healthy, environmentally friendly, and efficient mode of transportation in an urban setting.

It is recommended to construct a network of striped bicycle lanes on 20th Street from 1st Avenue to 18th Avenue to help increase the safe use of alternative modes of transportation. This recommendation is also a priority set forth in the plan and should be considered a priority for the Arsenal Gateway Neighborhood Revitalization Plan. The new bike paths should meet the standards set forth by IDOT and the Bikeways Plan.

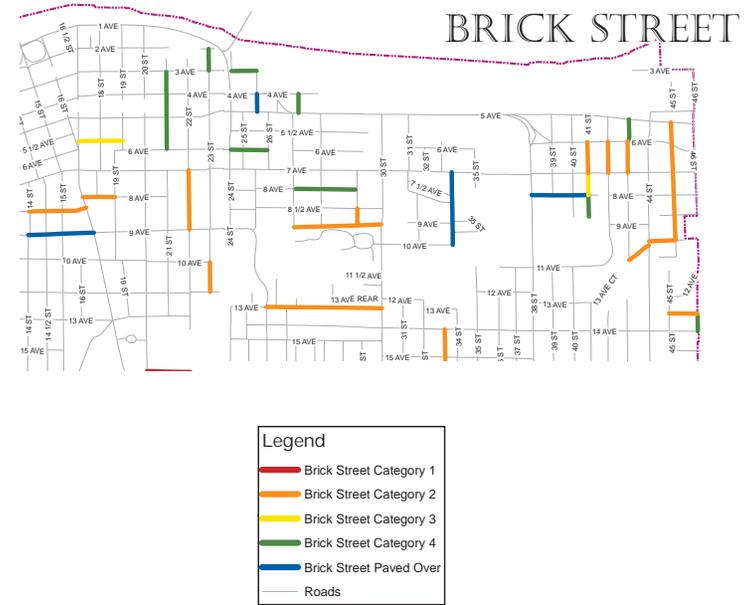


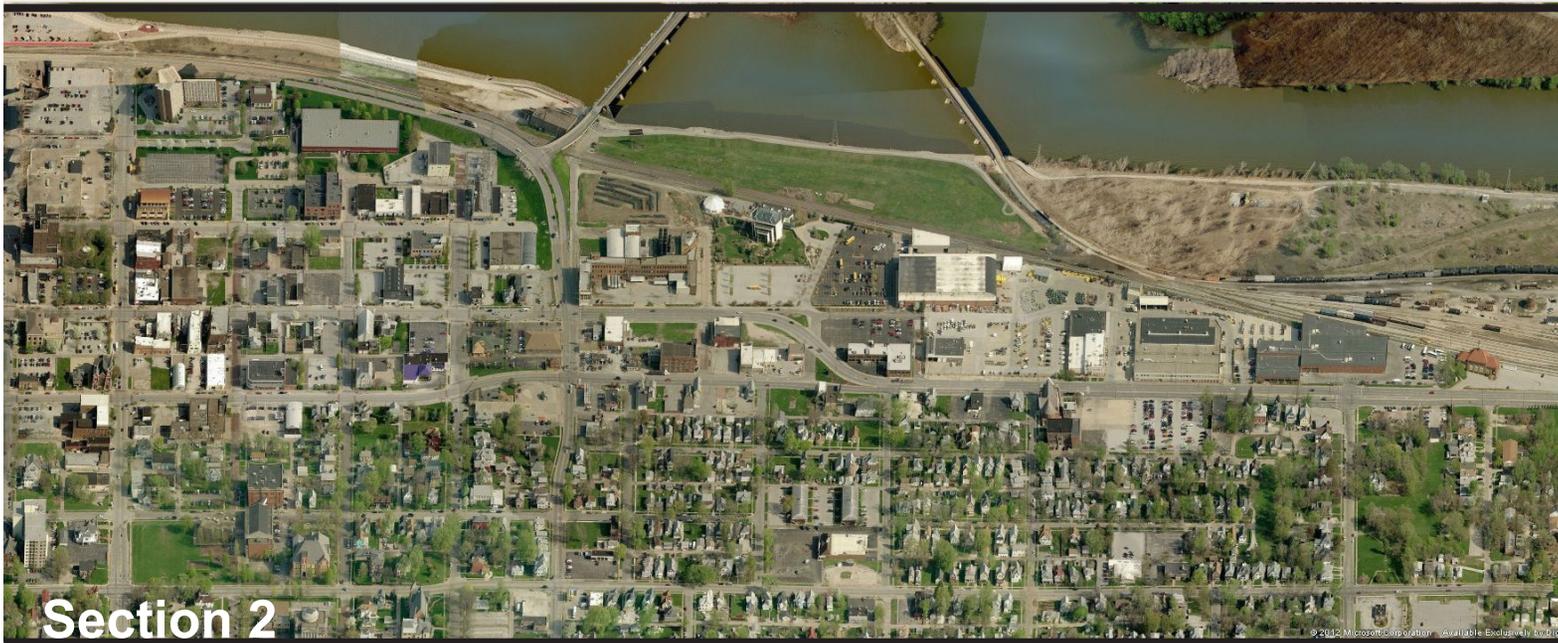
BRICK STREETS PLAN (1988; last update in 2012)

The Brick Streets Plan was created with the purpose of retaining and preserving the best of the City’s brick streets. The community views the brick streets as an economically valuable asset that provides a sense of “time and place” for Rock Island’s residential neighborhoods. The Plan goes on to give a Prioritization List of brick streets starting with the importance of each brick paved street from **Category 1** - the full restoration of the brick street to **Category 4** - the resurfacing of the street with materials other than brick.

Recommendations for the planning area are as follows:

- ▶ **Category 2** (merits preservation): 22nd St from 7th to 9th Ave; and
- ▶ **Category 4** (the resurfacing of the brick street with materials other than brick): 3rd Ave from 24th to 25th St, 6th Ave from 24th to 26th St, 21st St from 3rd to 6th Ave, 23rd St from 2nd to 3rd Ave and 27th St from 4th to 5th Avenue.





SECTION CONTENTS

- P.12 - Public “Kick-off” Meeting
- P.14 - Stakeholder Interviews
- P.18 - Walkabout
- P.24 - Survey Results
- P.28 - Vision & Priorities

Section 2

PUBLIC INPUT & VISION

This section describes the public outreach and engagement activities utilized during this planning process. It concludes with a vision statement highlighting the central themes that will guide development and change in the coming years.

The Arsenal Gateway Revitalization Plan is the product of a community-driven, public planning process. The process engaged the Rock Island community with a focus on neighborhood residents, employees, and business owners.

The planning process included public informational meetings, stakeholder interviews, a neighborhood walkabout, and a community survey. These activities revealed valuable local knowledge and perspectives regarding current issues and future opportunities in the Arsenal Gateway Neighborhood.





PUBLIC “KICK-OFF” MEETING

The public meeting was attended by over 30 participants, plus local media. Following an introductory presentation about the planning area and schedule, the participants divided into three groups to discuss three topics:

1. Transportation,
2. Aesthetics & Place Making, and
3. Development & Land Use.



MSA presenting at the kick-off public informational meeting.



Participants providing feedback on specified topics.



Participants (dot) voting on their top priorities.

Every participant had an opportunity to provide feedback on all three topics. Participants were asked to offer their views on the Strengths, Weaknesses, Opportunities, and Threats (SWOT Analysis) related to each topic. Strengths are things that should remain and/or be enhanced, weaknesses are things that need to be fixed/updated/removed, opportunities are potential actions that could help revitalize the area, and threats are issues that may in the future become detrimental to the vitality of the neighborhood. Comments were recorded on large notepads, and then participants were given seven (7) dots with which they could “vote” for items they believe should be priorities for the plan and the neighborhood.

The highest priorities, based on votes received, are listed here. The table on the next page provides the complete list of items noted by the public.

Things to Protect or Expand

- ▶ Arsenal Overflow/Proximity (7)
- ▶ River Connection / View (3)
- ▶ Bike Paths/Trail (2)
- ▶ Arsenal Employment (1)
- ▶ Live Work Program (1)
- ▶ Downtown Arts & Entertainment (1)
- ▶ Botanical Center (1)
- ▶ Greenspace (1)

Things to Add or Tap Into

- ▶ Parks & Gardens (2)
- ▶ Streetscaping-especially around Mid Am. (2)
- ▶ Signal Timing at 25 MPH on RI Parkway (2)
- ▶ Connect Bike Trail to Augie (2)
- ▶ Arsenal Commerce (1)
- ▶ Cottage Industries (1)
- ▶ Business Incentives (1)
- ▶ BRAC (1)
- ▶ Architectural Lighting on Riverfront Bridge (1)
- ▶ Museum Tour w/ CVB or Museum Campus (1)
- ▶ Green Roofs (1)
- ▶ Better Traffic Patterns around Expo (1)
- ▶ Need for a Tag Office near Bridge (1)
- ▶ Private Investment in Broadway Area (1)

Things to Change or Mitigate

- ▶ Vacant Lots / Properties (5)
- ▶ Blighted Blocks (5)
- ▶ No/limited wayfinding signage (4)
- ▶ Discount Liquor Store Appearance (3)
- ▶ Visually Deprived / Blighted Sites (2)
- ▶ Homeless Population (2)
- ▶ Lack of Greenspace at Gateways (2)
- ▶ Sidewalk/Street Improvements (2)
- ▶ Perception-safety, litter, crime (2)
- ▶ Lack of Market Rate Housing (2)
- ▶ Bar Density (1)
- ▶ Lack of Pedestrian Connections (1)
- ▶ Low Appraised Property Values (1)
- ▶ Excessive Speed-especially at split (1)
- ▶ Four Lane Separation (1)
- ▶ Presence of Railroad (1)





STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
Aesthetics & Place Making			
Police Presence	Discount Liquor Store Appearance (3)	Arsenal Commerce - PM (1)	Businesses that are Blighted
Bike Paths - aesthetics (1)	Visually Deprived (1)	Riverview Lights Features	Signage (billboards)
Botanical Center (1)	Blighted / Slum Look in Areas (1)	Celebrating the Streets	Stubborn Landowners
Quad City Expo Center	Brick Streets (maintenance, high curb)	Augustana Athletic Fields & Commerce	Absentee Landowners
MIP American - Activity	Homeless Population (2)	Residential Growth	Floodwall Design
Live & Work Close (1)	Mental Health Center Traffic	Sponsored themed port objects? (1)	Streets & Streetscape
Greenspace - in Res. Areas (1)	Bar Density (1)	Railroad moving -- land	
Historic Houses	Vacant Lots / Properties (3)	Opportunities for Parks & Gardens (2)	
Traffic has a purpose	Lack of Greenspace at Gateways (2)	Cottage Industries & Growth (1)	
River view - River City (1)	Lack of Pedestrian Connections (1)	Place Making Potential	
Mission	Need Sidewalk & Street Improvements (2)	Brick Streets	
Removal of Problem Houses	Increased setbacks with new development		
Redevelopment & Land Use			
Development Incentives	Lack of Hotels	Large Developable Parcels (1)	Absentee Landlords (1)
Land should be cheap to Buy	Accessibility affecting Dev. Potential	Infrastructure is there	Multi-unit Single Families
New Developments - Jackson Square	Perception-Safety, Litter, Crime (2)	Traffic Counts	Davenport has Casino
Arsenal potential-overflow/proximity (5)	River	Business Incentives (1)	Bi-State (1)
Available Space (1)	Inexpensive Housing	Easier to Acquire Properties	BRAC Sequestration (1)
Hub Potential (1)	Upward Trend in Broadway Area Reversing	Economy starting to pick up	Anti-Business Climate - Perception (3)
High Volume of Traffic	Lack of Market Rate Housing (2)	Momentum-botanical gardens	Inappropriate Land Uses
Cleaned up Lots	One-way Traffic - access issues	Strong Public/Private	Missed High Density Opportunities
Diversity	Empty Lots - 5th Ave (1)	BRAC (1)	Realtors favor Iowa
City Management-flexibility	Blighted Blocks-side streets (5)	Eating along the River	Continued Negative Discourse
Private Investment in Broadway Area (1)	Need for a Tag Office near Bridge (1)	Single Family Development Potential	No New Single Family Development
River (2)	Low Appraised Property Values (1)	Build on Success of D.T.	Perception of School District (3)
Bike Path (1)	Surrounding Residential Property Values	Stay Competitive w/ other Cities	
Live Work Program (1)		Architectural Lighting on Riverfront Bldgs (1)	
Arsenal Employment (1)		Move Museum from Arsenal to Rock Island	
Downtown Arts & Entertainment (1)		Move Mississippi River Visitor Center to R.I.	
Good School District		Museum Tour w/ CVB or Museum Campus (1)	
		Green Roofs (1)	
		Walking Tour - follow the line	
		Gymnasium for Community Center	
Transportation			
Bike Trail (2)	Excessive Speed-especially at the split (1)	Push Semi Routes off of 4th/5th Avenues	Moline Bridge can handle more traffic
Main Road-heavy traffic	No wayfinding (4)	30th to River	Impassable Sidewalks - snow (1)
New Bus Depot	Some Street Signs hard to see	Looped Path	High Rate of Speeding along 5th
Connection to Arsenal (2)	Inconsistent Signage	Better Traffic Patterns around Expo (1)	Parking 2hr Limit
5th Moves Traffic	Visibility getting on 5th difficult	Trail to Connect Broadway to Davenport	Lots of Runoff
Loop bus-events, bars	Shrubs in bumpouts - visibility issues	Connect Bike Trail to Augie (2)	Not enough buffer on sidewalks
No Real Traffic Issues	Brick Street Conditions	Alternative Access for Expo Area	Bridge Traffic affecting flow
	Semi Use on 4th/5th	Mid America - Possible Parking	Lack of Vehicle Traffic at times
	Four Lane Separation (1)	Blvd. on 5th	Bridge Construction
	Presence of Railroad (1)	More Flexibility on Parking Times	Community Events affecting traffic flow
	Not enough Auto Access to River - eastside	Lots of Places for Streetscaping-Mid Am. (2)	
	East of 24th - Bad Sidewalks	Signal Timing from 30th-53rd at 25MPH (2)	
	Lack of Bike Racks	Add Attractive Signage	
	No Safe Crossing on Viaduct		
	Not Pedestrian-friendly on 24th/5th		
	No good access to Bike Path		
	Lack of Sharing Road		
	Not Good for Kids		
	Erratic Speeds		





STAKEHOLDER INTERVIEWS

Over twenty-five stakeholders from a variety of backgrounds participated in one-on-one interviews regarding the Arsenal Gateway Neighborhood (see the list below). A summary of responses follows.

INTERVIEWEES

- Linda Work
- Diane Nelson
- David Parker
- Benjamin Fawks
- John Snow & Bryan Schmid
- Jan & Tracy Masamoto
- Pat(ricia) Jahn
- Laura or Troy Green
- Barb Asifre
- David Levin
- Phil Scott
- Chris Beardsley
- Ami Jenkins
- Michael Freda
- Dr. Francine Ricketts
- Mike Oberhaus
- Morten Wa byaombe
- Chelsea Hohensee
- Al Kruse
- Monta Ponsetto
- Orville B
- Sam Kupresin
- Pete McLaughlin
- Gail Stenger

ORGANIZATION/BUSINESS

- Coventry Apartments
- Girl Scouts
- Victorian Inn
- Rozz Tox
- Karpeles Museum
- JTM
- Regalia
- Roosters Bar & Grill
- Illinois Casualty
- Ruhl & Ruhl Com. Realtor
- Cabanas & Sea Turtle Apartments
- Hungry Hobo
- Quad City Botanical Ctr
- Trinity / RY Mental Health
- Psychologist
- SUPT - RI / Milan Schools
- Morten Designs
- MetroLINK
- RI Arsenal Dev. Group
- Ruhl & Ruhl Res. Realtor
- Tire Marketing
- RI Arsenal Garrison
- McLaughlin Auto property
- MidAmerican Energy

1. Describe your connection to the planning area – what does your organization do and what is your role in the organization?

- Many organizations, businesses and individuals in the area.

2. Why are you located here, and what do you like about this part of Rock Island?

- Good deal on land/good prices
- Affordable available space
- Close to arsenal
- Business has always been here
- Already own building
- Live in the area
- Like the neighborhood and neighbors
- Like to be close to downtown Rock Island
- Like the great location in the Quad Cities
- Like the recent improvements by the community in the area
- Like the history of the area and river access
- Mixed use and craft industries
- Mix of culture is great in this area and is a huge asset

3. Who are your tenants/customers/clientele? From where do you attract these people and how is your location an advantage or disadvantage?

- Many are online; therefore, location is not important to clients
- US Government/close to Arsenal is an advantage
- In the City of Rock Island/centrally located on major corridor
- Quad Cities Metro/easy to find if you know the area
- Residential residents/advantage by being centrally located and inexpensive compared to nearby District.
- Retail/easy to find and close to Rock Island downtown or in downtown, close to highways
- Recent loss or future loss of basic employers is a concern for non-basic industries/businesses.
- Need more signage and way finding for tourist attractions
- Location is a huge advantage
- Need to better market improvements that are happening or have happened; to show outside the area the growth/redevelopment in the area.



4. Please describe traffic and parking conditions in the area.

- No major issues with not enough parking or too much traffic
- Safety along 5th Avenue, because of traffic and streetscape, is an issue.
- Some conflicts between uses - residential/commercial.

5. This area is changing. What needs to be preserved through this period of change?

- Historic buildings of architectural significance
- Brick streets
- Quad City Expo Center
- Mixed use character and buildings
- Botanical center
- Craft industries and small businesses
- Karpeles Museum
- Depot
- Jackson Square
- Programmed open space and parks
- People, businesses and character of neighborhood is great
- Robert Young Center
- Christian Family Care Center - Shelter
- Bent River Brewing
- Roosters
- Small businesses (general)
- Rozz Tox
- Manufacturing heritage
- The area has lost many businesses due to economic changes (scale); need to preserve what has survived.

6. Please describe 3 things that you would like to change about this neighborhood, especially things that would make your organization more successful?

- Create an identity for tourism and marketing business for the area
- Fill vacant buildings
- Reduce blight
- Change perception of crime
- Improve signage and way finding
- Improve 4th and 24th to 7th and 24th – this Gateway from the Arsenal and Highway(s) is very bad
- Need more pride for City and neighborhood
- Continue mixed use development (residential and commercial mix)
- Continue building apartment and condos
- More up-scale tourism, less focus on bars
- Calm traffic on major thoroughfares and increase safety for bikers, pedestrians
- Dead end on 3rd Avenue is not good for businesses and traffic; bad
- Buildings in disrepair
- Fill in vacant lots with development
- Need local daily needs stores (grocery, hardware, restaurants).
- Clean up area around Christian Family Care Center - Shelter and Robert Young; good but area needs attention to reduce conflicts.
- Illinois taxes and higher cost of living present challenges over Iowa's for businesses
- Improve lighting along streets for pedestrian safety and perception
- Upscale restaurants
- Need bakery
- Need additional street art in select locations; also provide locals with a canvas to shape art in this area.
- Remove one way streets; not good for access or exposure to businesses
- Better sidewalks and access to trail along river





STAKEHOLDER INTERVIEWS (cont.)

7. What role could your organization have in the betterment of the neighborhood? How could your skills or services be applied within the neighborhood to foster positive changes here?

- Running and owning a successful business
- Volunteering and donating to causes in the neighborhood
- Expanding existing businesses
- Sponsor container gardens for business to increase marketing and tourism

8. Do you own any vacant land or buildings in the study area – if so (or if you know someone who does), what have been the impediments to sale/lease/reuse/redevelopment?

- Most only own property they have businesses on currently.
- Blight and low traffic tend to stifle redevelopment and expansion.
- Property owners need a dose of reality regarding value of property
- Funding to expand attractions/businesses

9. Is there anything else you would like us to know about – information or ideas for the planning area?

- Crime is a perceived issue, needs to change, not reality.
- Need to know what businesses are there
- Residential areas are in decline but just north of Broadway District
- Rock Island needs to be cooler, needs a cool image.
- Do not move police station to old school site(s)
- Image needs to be improved for existing business to thrive

10. How do you describe your location to anyone from outside the planning area?

- Downtown Rock Island
- Next to The District
- Across from the Arsenal
- On highway/5th Ave
- The District
- Next to/on the River
- Arsenal Gateway Neighborhood
- North of Broadway District

11. If given \$1M for the betterment of the area, how would you spend it?

- Improving traffic and streetscaping
- Improving 24th Street corridor
- Removing vacant and bad buildings and homes
- Expanding current businesses
- Expanding tourism and tourist attractions
- Signage and way-finding

12. If given \$10,000 for the betterment of the area, how would you spend it?

- Expanding current businesses
- Marketing the area and businesses
- Signage and way-finding

13. Are there any vacant sites or buildings that you see as either a major liability or a major opportunity? What do you think should happen with the school and former school properties on 7th Ave?

- Opportunities - School admin and school buildings, funeral home on 7th Ave, & Volvo dealership –need reuse
- No major liabilities where mentioned, only that underutilized properties in disrepair or neglect where a detriment to the perception of the area and its economic health



For people associated with the Arsenal:

1. How is this part of Rock Island viewed by those who work on Arsenal Island?

- Blighted
- Hard to access and not sure what is there
- Good place for businesses working with Arsenal

2. What opportunities do you see to foster business growth here associated with the Arsenal?

- Properties are inexpensive to buy
- Many business are currently working with Arsenal and more opportunity for this type of growth

For the realtors:

1. Do you have direct experience marketing property in this part of Rock Island? What are the challenges to selling land/homes/commercial space here?

- Perception of crime
- Blighted buildings
- People not knowing where things are at or about the area

2. To the best of your knowledge, how much commercial real estate is currently vacant in this area, and how/to whom is it being marketed?

- 30% vacant residential - estimate
- 23% business (in existing building) - estimate

For Metro LINK:

1. What is planned for the property on 5th Ave?

- West 5th Ave Site: Plan is to stay there and continue using property for paratransit and on call services (office and busses).
- East 5th Ave – Metro LINK will no longer be using this facility in the near future, possible expansion for MidAmerican Energy (parking/storage)

2. If plans are not certain, what is the process for making decisions about that facility?

- No set process





WALKABOUT

Twelve (12) Arsenal Gateway Neighborhood stakeholders and residents conducted a walkabout with MSA staff to assess the condition of the area and discuss improvement opportunities. The Neighborhood was broken into three sections and notes and pictures were taken throughout the journey. Participants pointed out all things good, all things bad, and anything else that piqued their interest. Maps were produced for each of the sections to describe existing conditions in three categories:

- ▶ Transportation,
- ▶ Aesthetics & Placemaking, and
- ▶ Development & Land Use.



Participants walking on the Great River Trail in the northwest section.



Path crossing railroad tracks and 1st Avenue needs further attention based on comments.



Public art on existing concrete block building along 24th Street - positive aesthetics.

NORTHWEST SECTION

As shown in the map on the next page, the northwest section is bound by the Mississippi River to the north, the 3rd Avenue to the south, 19th Street to the west, and 24th Street to the east.

Transportation

Along 24th Street, there is a lack of path signage for the bike/walking trail. Although there is road construction planned along 3rd Avenue, there is no pedestrian crossing at the intersection of 24th and 3rd. This creates a physical barrier connecting the east side of the neighborhood to the west side. Also at this point in the path, trains routinely block passage making it harder to tranverse. The bike path lacks wayfinding signage and the residents would like to see it direct users to other points of interest, such as the Broadway Historic District. It was also noted that the bike users of the path also tend to disturb the stone alongside the pathway.



When exiting the path into the neighborhood at 1st Avenue and 20th Street, there are pedestrian and bike issues when crossing the railroad tracks which need to be addressed. Additionally, a pedestrian refuge is needed when crossing the wide section of 1st Avenue which will address safety concerns. The need to better transition between bike trails, paths, and lanes was also expressed. This was evident at the corner of 2nd Avenue and 20th Street.

Lastly, maintenance of existing infrastructure was discussed. In many places, trees hung low over the sidewalks impeding pedestrian movement. There are brick streets in need of repair and the striping on the asphalt in places appears to be eroding.

Aesthetics & Place Making

The use of boulevard trees and landscaped areas was viewed as a great way to help to soften the urban hardscape. The use of public art in the form of murals and sculpture was also seen as a positive, and those on the walkabout hope to see more art installments in the redevelopment of the area.



The bike path along the river gives a great view of the Neighborhood. It was suggested that architectural lighting be added to the buildings along the river to help with the appearance at night. Also along the river there is potential for a sculpture garden or other public art to help compliment the well maintained lawns and boulevard treatments.

The participants found green amenities such as landscaping around the welcome sign from Arsenal Island to be a positive and would like to see more wayfinding signage. While landscaping is desired, the participants also noted a lack of maintenance of these areas is and can be an issue. The use of native plantings to help minimize maintenance efforts was discussed.



Development & Land Use

Some existing businesses which are a positive on the neighborhood were also identified. The variety of uses from these businesses was viewed as a positive and the group expressed a desire to see an even wider variety of businesses move in, especially in the artisan/entertainment industries. Some of the existing, planned and potential sites identified during the northwest section of the walkabout are listed below.

Existing

- Jackson Square
- Modern Woodmen of America
- Illinois Casualty
- Market on 3rd (a live/work development)
- Roosters Bar & Grill
- Morten Designs
- Christian Family Care Center
- Robert Young Center
- Dphilms Imaging Servies

Planned

- Botanical Center Addition
- Future Bus Depot at SE corner of 1st & 20th

Potential

- SE Corner of 1st & 20th
- NW Corner of 3rd & 20th
- SW Corner of 3rd & 21st
- NE Corner of 3rd & 23rd



Noted redevelopment opportunity on 3rd Avenue



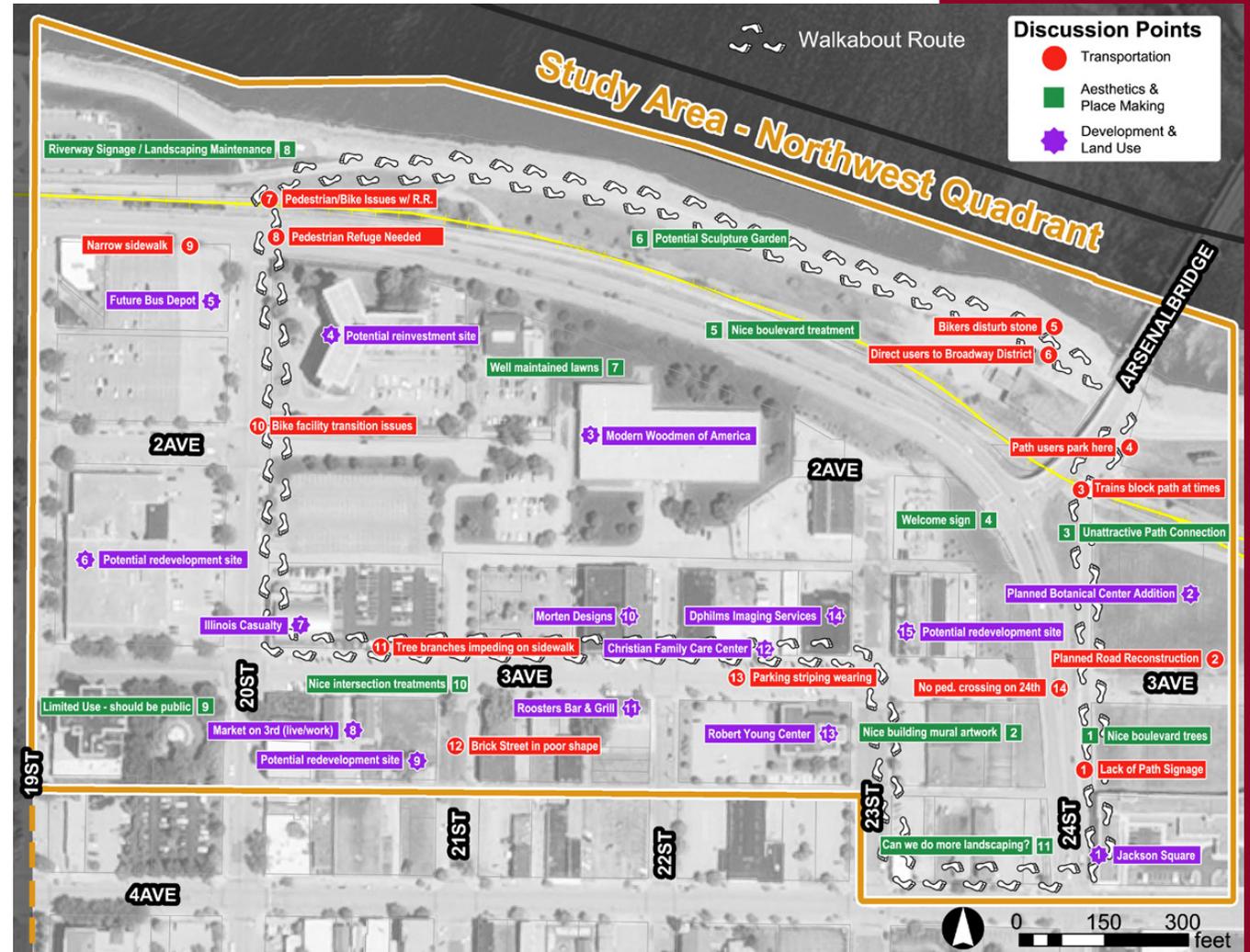
Noted positive building reuse along 3rd Avenue



Noted positive new development along 20th Street



WALKABOUT - NORTHWEST SECTION





WALKABOUT (cont.)

SOUTHWEST SECTION

As shown in the map on the next page, the southwest section is bounded by 4th Avenue to the north, 7th Avenue to the south, 19th Street to the west, and 25th Street to the east.

Transportation

The turning radii at 4th Avenue and 24th Street was noted as too narrow, especially for semis, and this was evident by the beat up light post and broken sidewalk ramps and curbs. Moreover, the IL-92 turn sign is missing making travel difficult for visitors.



There were also concerns stated about the lack of ADA accessible ramps and sidewalks throughout the residential portion of the neighborhood. Many sidewalks were also noted as being too narrow and/or too destroyed by tree roots. There are a number of brick streets within the neighborhood that also are in need of repairs or replacement. Due to the historic nature of the area, a desire to keep, rather than replace, the bricks streets and sidewalks was expressed.



Throughout this area there were concerns about the bump outs which had been installed to help with pedestrian visibility. However, many residents voiced concern over the landscaping which had been placed within the bump outs. The ornamental trees appear to obstruct vision



for both pedestrians and vehicles making those intersections more dangerous. Likewise, without marked bike lanes, the bump outs were stated as not being able to facilitate bike traffic as the bikes had to then drive into traffic.

The speed control barrels at the corner of 5th Ave and 23rd Street had been hidden behind a picket fence and covered with a solid color wrap. This solution to an otherwise unattractive practicality was appreciated by the participants.



Aesthetics & Place Making

There are a number of historic homes within the Broadway neighborhood which are in great condition and a number which could use significant investment. The Broadway Historic District has several signs marking it boundaries and provide a sense of place for the community. The residents also expressed a desire to designate more local historic districts. They are working on this in small sections to help preserve the nature of the area and to promote owner buy-in. Their desire is to have better building maintenance and general upkeep of the neighborhood.



Development & Land Use

There was also a desire for some neighborhood development to occur such as a laundromat, a grocery store or an antique store. The residents want to ensure the commercial uses are compatible with that of a residential use in operating hours and traffic counts so as not to disturb the essential character of the neighborhood.



Accessibility issues exist on sidewalks (top to bottom: narrow corners, utility poles impeding path, narrow walkway & broken pavement).



A number of museums exist in the area and the aspirations to promote those museums for local and regional tourism are high. Some of the existing, planned and potential sites identified during the northwest section of the walkabout are listed below.



Noted redevelopment opportunity (old school property)



Noted positive building reuse along 7th Avenue



Noted positive new development along 4th Avenue



Existing

- Mandus Group
- Social Security Administration
- G & E Credit Union
- Bent River Brewery
- Association of General Contractors
- Karpeles Museum

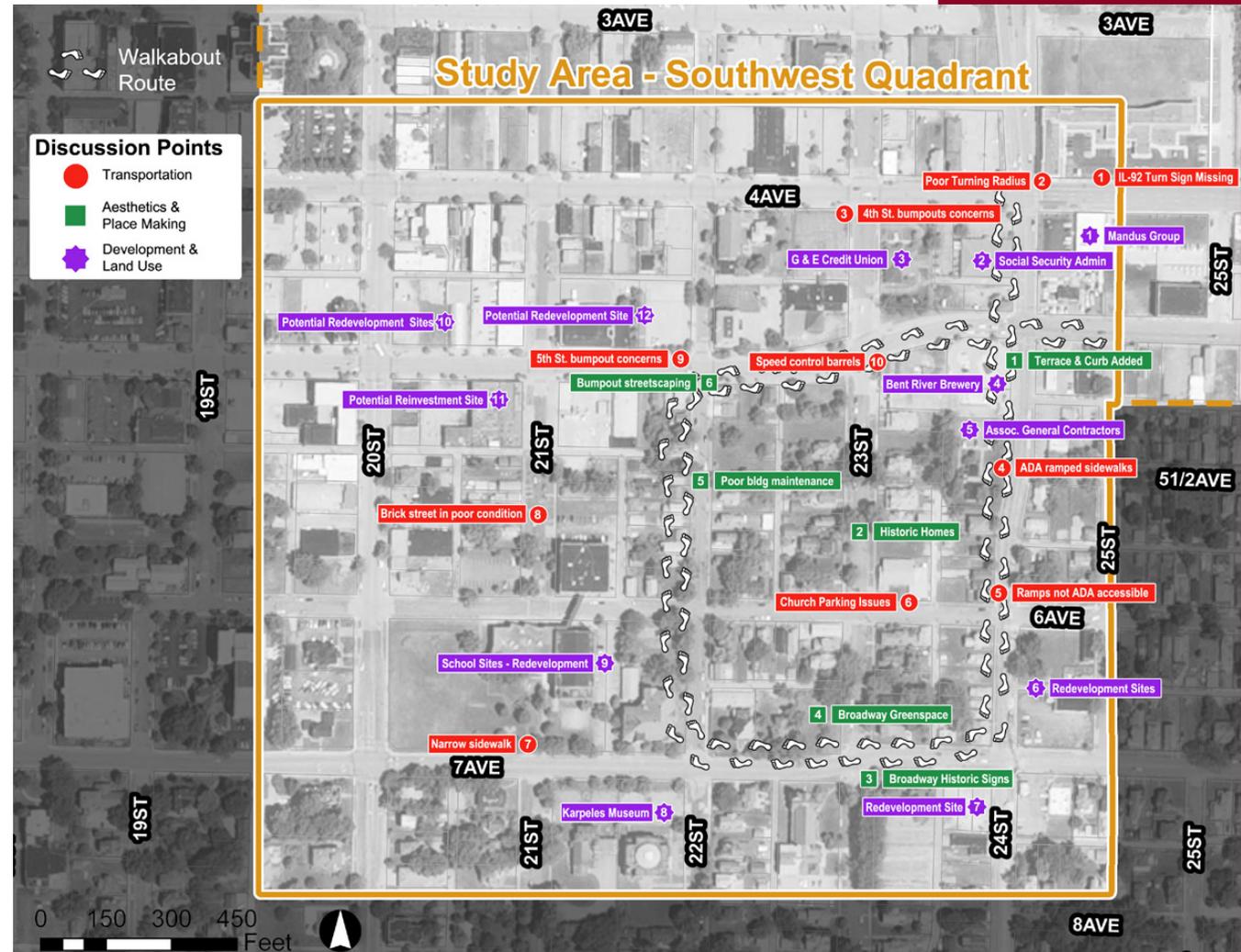
Planned

- None mentioned

Potential

- SE Corner of 6th and 24th
- SW Corner of 7th and 24th
- Old School Site on 7th and 21st
- SW Corner of 5th and 21st
- NW Corner of 5th and 21st
- NE Corner of 5th and 21st

WALKABOUT - SOUTHWEST SECTION





WALKABOUT (cont.)

EAST SECTION

As shown in the map on the next page, the east section is bound by the Mississippi River to the north, 5½ Avenue to the south, 25th Street to the west and 31st Street to the east.

Transportation

The pedestrian environment within this section of the Arsenal Gateway is limited. Sidewalks along 4th Avenue are quite narrow and lack any safety buffer between pedestrians and fast moving traffic. Crosswalks are limited to 27th Street and 30th Street. The crossing at 27th is uncontrolled and the 3-ft. median does not provide a substantial refuge for pedestrians.



Currently there are only a few places where one can connect with the Mississippi River with no access beyond 24th Street going east. There is interest for a path (or street) connection to the River, especially for the residential neighborhoods south of 5th Avenue.

Aesthetics & Place Making

The parking areas for this corridor were noted as being in particularly bad condition. There is almost no buffer, landscaping or otherwise, between the street and the parking lot which would be desired by the residents. There are also a number of billboards which are in poor condition and do not give a good impression to the identity of the neighborhood.



Overall, to improve the identity for this quadrant, more plaza space and landscaping, as done by the Botanical Center was preferred.

Development & Land Use

There were many “eye sores” within this section of 5th Avenue with vacant buildings, buildings in poor condition, and vacant parcels. However, there were also some existing businesses that had a positive affect on the neighborhood, as noted below. The variety of uses from these businesses was viewed as a positive and the group expressed a desire to see and even wider variety of businesses move in, especially in the artisan/entertainment industries. Some of the existing, planned and potential sites identified during the northwest section of the walkabout are listed below.

Existing

- Abbey Station
- Quad City Transit Facility
- Mid American Energy
- Quad City Expo Center
- Botanical Center

Planned

- Botanical Gardens Addition

Potential

- The south side block of 5th Avenue between 26th and 27th Streets
- SW Corner of 5th and 30th
- NW Corner of 5th and 27th
- Vacant land between the railroad tracks and the river



Sidewalks along 5th Avenue lack substantial (if any) separation buffer between pedestrians and fast moving traffic and are quite narrow





Noted reinvestment opportunity
(currently vacant)



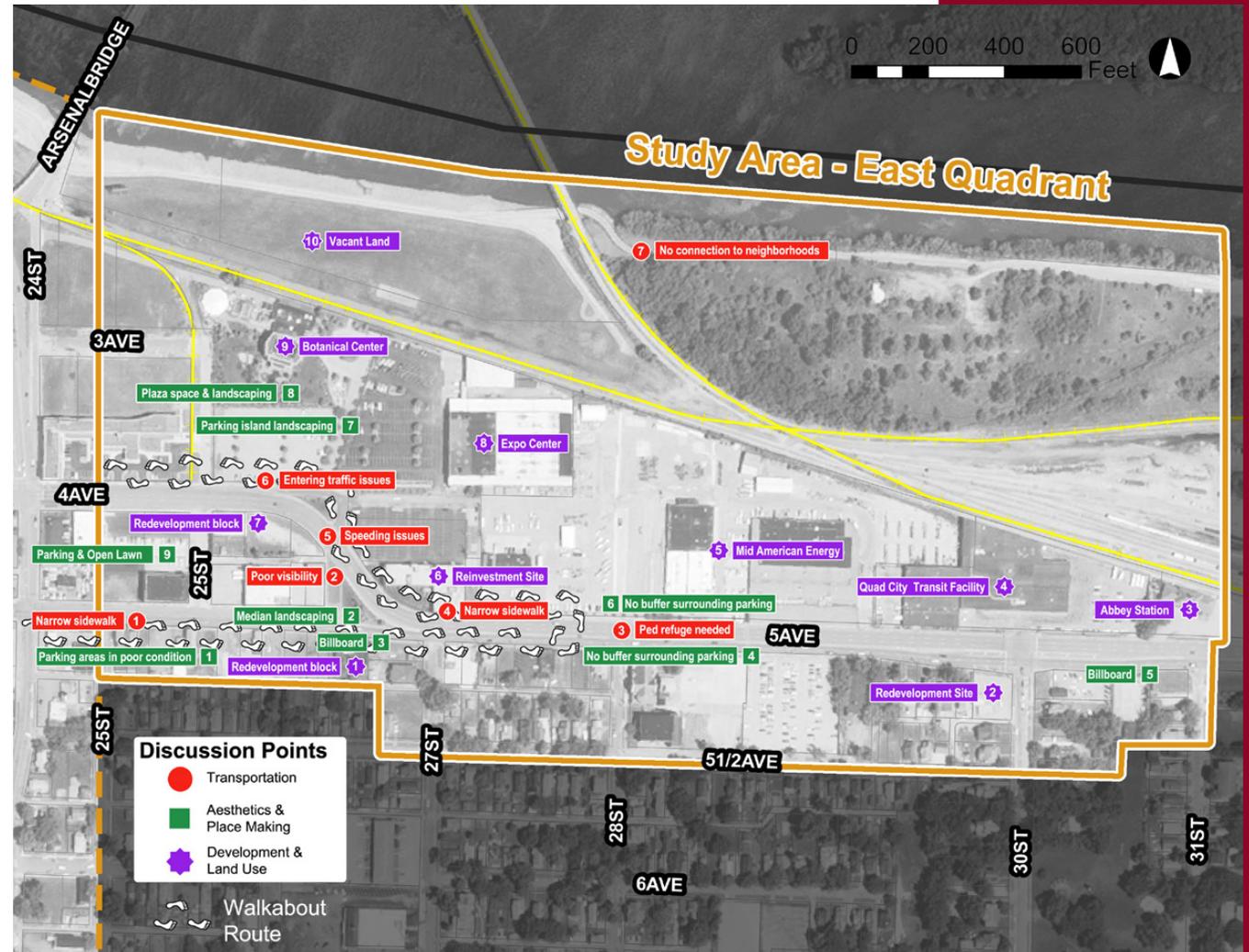
Noted positive building reuse
(Abbey Station)



Noted positive development
(Botanical Center)



WALKABOUT - EAST SECTION





COMMUNITY SURVEY SUMMARY

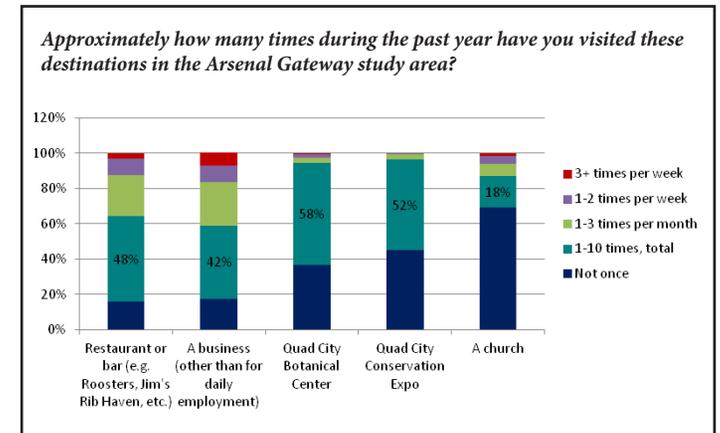
A community survey was conducted to solicit opinions about current conditions and ideas for the future of the neighborhood. Available for approximately 8 weeks, from late October to December 2012, the survey could be taken either online (using Survey Monkey) or in a paper format when requested. The survey included questions targeted to specific stakeholder groups, including study area residents, study area employees and business owner/operators, and Arsenal Island employees.

One-hundred and sixty (160) responses were collected, including 45 residents of the study area (28%), 22 employees from within the study area (14%), 21 employees of the Rock Island Arsenal (13%), and 8 business owners or operators (5%). All respondents were adults, including 34.2% under age 35, 54.5% ages 35-64, and 11.4% age 65 or older. Most respondents lived either in the study area (28%) or elsewhere in Rock Island (40%), and the rest lived elsewhere, generally within the Quad Cities region.

The survey included both multiple choice and open-ended questions. The following summary presents the data and responses deemed most relevant to the planning effort.

DESTINATIONS

Within the last year, 34% of respondents visited a restaurant or bar in the study area at least once per month, while 56% visited a downtown restaurant or bar at least once per month. About 40% of respondents visited other business types at least once per month, both in the study area and in the downtown area. As expected, the Quad City Botanical Center and Quad City Conservation Expo were visited less frequently by respondents – roughly 50% of respondents visited each at least once in the past year, but many visited neither (35% and 42%, respectively). The churches in the study area were visited by just 35% of respondents during the past year, typically about once per month.



When asked about preferences for new business types to attract to the area, residents most often suggested a grocery store. Other suggestions included a variety of smaller retail options, especially a drug store and coffee shops. Several respondents noted the need for more residents first, to make additional retail viable here.





TRANSPORTATION

On most days, nearly 60% of the respondents used a personal vehicle for transportation in and beyond the study area, while 5.6% walk and 2.5% bike. Only two (1.2%) reported daily bus use, and only 17% reported bus use at any time during the year. There were some age differences among these results - younger respondents were more likely to use the Loop and least likely to walk for transportation. The respondents most likely to walk are those age 75+.

Respondents were also asked to suggest any transportation-related improvements for the study area. Suggestions included:

- ▶ Finish the bus terminal
- ▶ Offer more frequent and later buses
- ▶ Remove one-way streets
- ▶ Increase and improve bike lanes, and provide more bike racks
- ▶ Create a more pedestrian-friendly environment
- ▶ Clean, cover and light bus stops
- ▶ Install softer streetscape elements and landscaping
- ▶ Improve existing sidewalks
- ▶ Improve street pavements (fix potholes, cracks, etc.)
- ▶ Increase and improve wayfinding signage
- ▶ Create a better, more affordable taxi service
- ▶ Implement a water taxi service to Davenport

RESIDENTS

Of the 45 residents of the study area responding to the survey, 67% lived in single family homes, while 76% owned their homes. The neighborhood appears stable with nearly 75% having lived here at least 4 years and 66% stating they will live in the neighborhood at least another 5 years. Respondents cited a variety of attributes that make this part of Rock Island a good place to live, including:

- ▶ Varied and historic architecture
- ▶ Proximity to the river and the bike path
- ▶ Proximity to the downtown
- ▶ Good neighbors

When asked for suggested changes to the neighborhood, residents offered many ideas, including:

- ▶ Clean up or remove run-down homes
- ▶ More bike and foot patrols by police
- ▶ Better public lighting
- ▶ Improved streets and streetscaping
- ▶ More green spaces and recreational areas

EMPLOYEES

Of all respondents, about 14% work in the study area, and another 13% work at the Rock Island Arsenal. Of these people, only a few (16%) lived in the study area, but nearly half live within Rock Island. Among all respondents who live in the study area, only about 10% also work in the study area.

When asked which city is easiest to access, a large majority (81%) of Arsenal employees ranked Downtown Rock Island and Arsenal Gateway area as most convenient. Almost all Arsenal employees indicated they would visit Rock Island more often for lunch or dinner if there were more options available in the area, and they indicated a stronger preference for sit-down restaurants than for fast food.





COMMUNITY SURVEY SUMMARY (cont.)

Among those who work in or near the study area, but do not live in Rock Island, about half (46%) indicated they would consider moving to Rock Island. Those that did not want to move to Rock Island most often cited higher taxes as their reason not to move, and several mentioned concerns about crime.

BUSINESS OWNERS/OPERATORS

Eight (8) owners or operators of businesses in the study area responded to the survey, including questions prepared specifically for them. Three (3) represented businesses that have been operating here only a few years, while three (3) have been in business more than 10 years and the other two (2) more than 20 years.

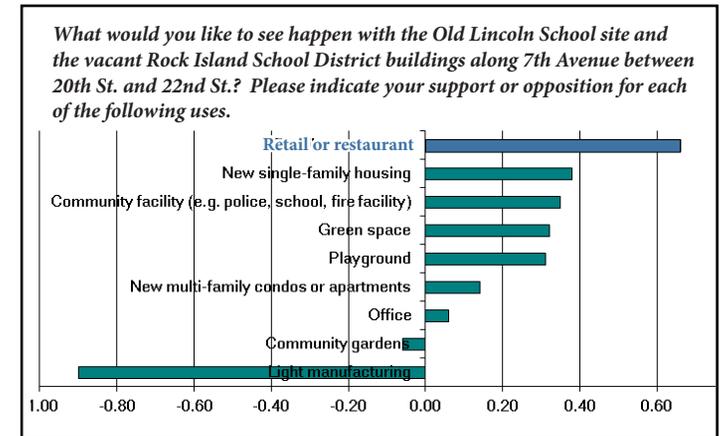
Their reasons for being in business here include low cost, proximity to bridges and central location within the Quad Cities, proximity to related businesses, grant funding, and local ties/local pride. When asked to describe the things that make this part of Rock Island a good place to be in business, most cited the central location and ease of access to/from the area. Changes to the area that would support the success of their businesses include rehabbing and cleaning up surrounding properties, attracting more residents and other businesses, wayfinding signage and capitalizing on the uniqueness of the area. Overall, the survey results from the business owners were similar to those of other respondents.

DEVELOPMENT AND REDEVELOPMENT

Those people most familiar with the study area – residents and employees – were asked several questions related to development conditions and opportunities. First, on the topic of factors that may be inhibiting investment, respondents ranked “crime and perceptions of crime” as the most important factor, followed closely by “private property conditions”, then “existing buildings not easily reused” and “demolition or cleanup costs”. Inadequate or excessive traffic were seen as less important factors inhibiting investment. It

is worth noting that residents of the planning area did not characterize crime and property conditions to be as severely problematic as the rest of respondents.

When asked specifically about the Lincoln School site and adjacent school district buildings, respondents indicated a strong opposition to the possibility of light manufacturing and mild opposition to community gardens, but support for a variety of other uses. The most preferred use for the site, by quite a bit, was retail or restaurant use. The option of residential use revealed a preference for single family housing among study area residents, and a preference for multifamily housing among other respondents.

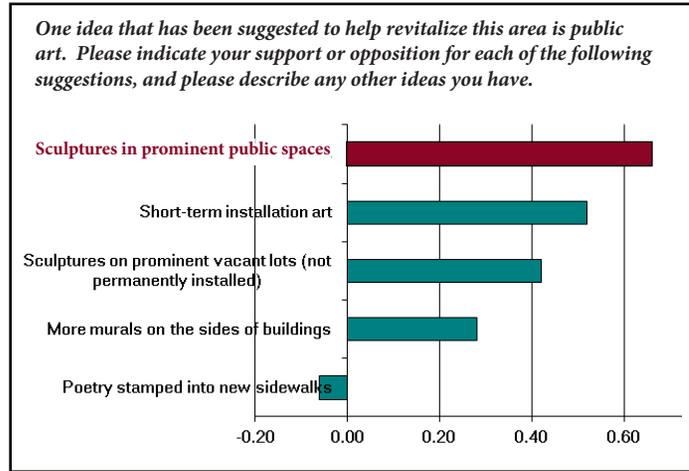


IDENTITY AND ASPIRATIONS

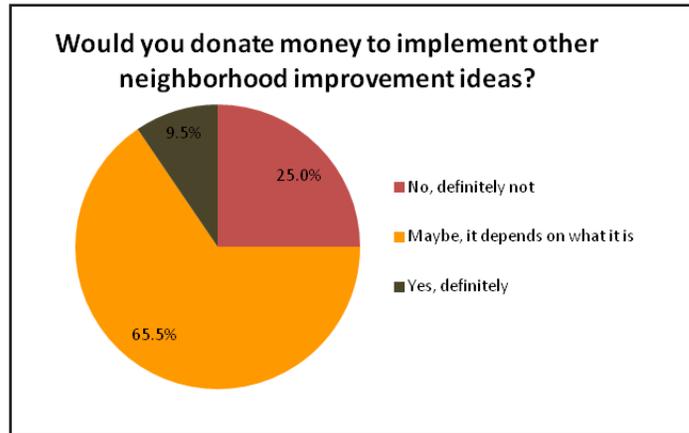
The Arsenal Gateway study area is an arbitrary area for the purposes of this study and does not correspond to an existing geographic boundary. The survey therefore asked respondents with ties to the area to describe how they identify or describe their location to others. Not surprisingly, residents most often identified with an existing neighborhood, mostly the Broadway Neighborhood, and most business owners and employees identified the area as “downtown”.



All respondents were asked to describe the area in a few words or phrases, and their responses reflect the mix of positive and negative conditions known to exist. Some noted the rundown and empty buildings and used words like “gritty”, “dirty”, “junky” and “slummy”. Other respondents used words such as “improving”, “potential”, “developing”, “pleasant”, and “historic”. When categorized as positive, neutral/mixed, or negative in tone, about 50% fall in that middle category, while 33% were negative and 19% positive. When analyzed by age and by place of residence, the data revealed more positive descriptions from respondents age 55 or older and from residents of the study area, and more negative descriptions from younger respondents and residents of other parts of the City or region.



Respondents who live or work in the planning area were asked to consider how they would spend \$1 million to improve the area. Many suggested the razing or rehabilitation of empty and blighted buildings, or specific strategies toward that end such as property improvement grants or loans. Others suggested public facility improvements, including streetscaping, streetlights, road improvements, and park or recreation investments. A follow-up question asked how they might spend \$10,000. This time many of the suggestions still addressed the problem of run-down properties, but with cleaning and landscaping.



Respondents were asked specifically about the use of public art to improve appearances and perceptions of the study area. The most popular suggestion was “sculptures in prominent public spaces”, while the only suggestion rated as undesirable was “poetry stamped into new sidewalks”. Residents of the planning area and younger respondents were generally more supportive of the public art suggestions than other respondents, especially sculptures and short-term installations. When asked if they might support such public art with a monetary donation, 63% of all respondents said either “yes” or “maybe, depending on the art”. When asked if they would donate money to support other neighborhood improvement ideas, 75% said either “yes” (10%) or “maybe” (65%).



VISION & PRIORITIES

VISION STATEMENT

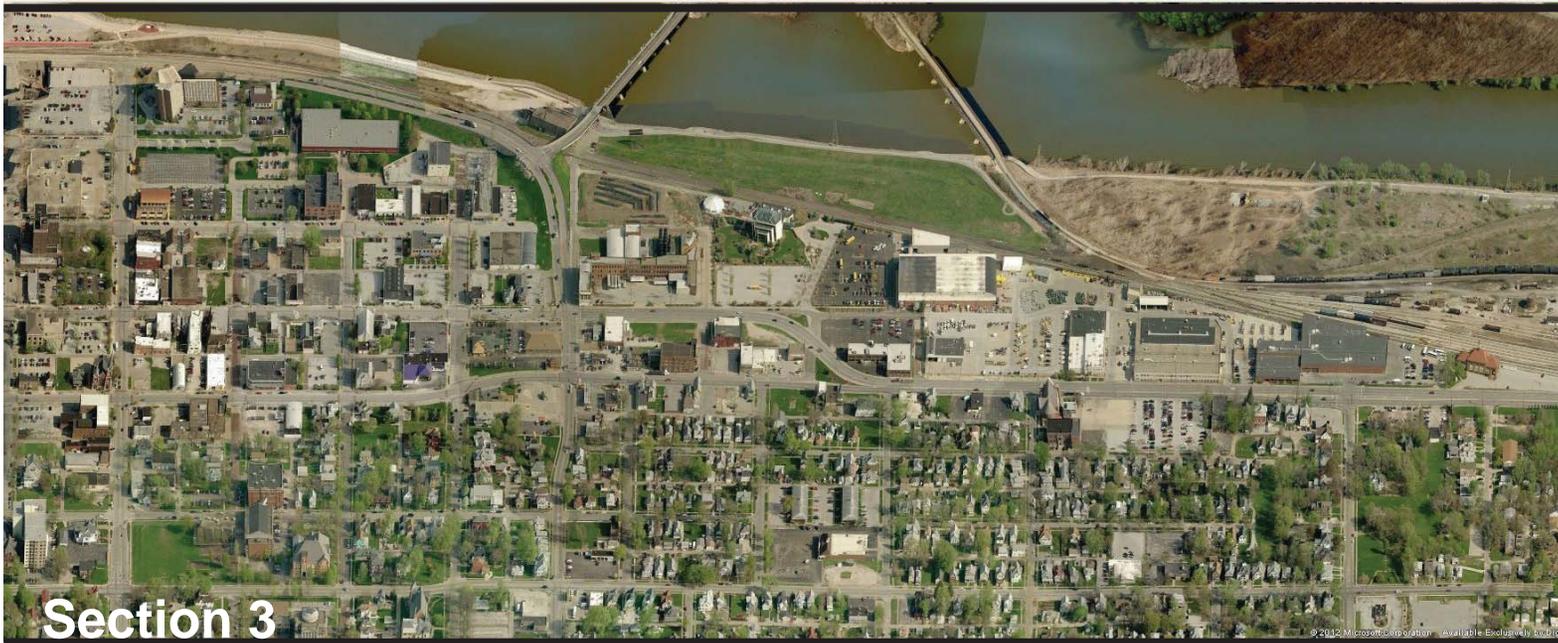
***“The Arsenal Gateway is a vibrant neighborhood and a hub of economic growth within the region. People choose to live in the Arsenal Gateway Neighborhood for the diverse residential options and proximity to employers, restaurants, and civic amenities. Businesses choose to operate here for convenient access to the Rock Island Arsenal and its partner organizations. A consistent trend of investment and reinvestment has made the Arsenal Gateway, and the City of Rock Island, a Quad Cities success story.*”**

PLAN PRIORITIES

The following priorities correspond to the community’s aspirations for the entire planning area and are part of the Arsenal Gateway Vision.

- ▶ Employment will grow in the planning area, with a focus on business attraction and growth that is synergistic with existing businesses and the Rock Island Arsenal
- ▶ Public effort and investment to achieve new development will prioritize high-visibility sites, especially near the Gateway intersections of 24th Street with 4th Avenue and 5th Avenue
- ▶ Infill development will be appropriate to the desired character of each neighborhood
- ▶ Older buildings with architectural character will be retained and revitalized whenever feasible
- ▶ Intact streets of single family homes will be protected and revitalized, including architecturally appropriate residential infill
- ▶ The population of the planning area will grow and will continue to be diverse in age and ethnicity
- ▶ Walking and biking will be safe and viable transportation options at all times of the year and in all parts of the planning area, especially including crossings of 4th Ave and 5th Ave and connections to the river
- ▶ These neighborhoods will be safe at all times, and will be perceived as such
- ▶ Formal and informal green spaces will be maintained and celebrated as public gathering spaces
- ▶ The appearance and unique identity of each neighborhood will be enhanced with signage, street furniture, public art and landscaping
- ▶ All investments, large and small, will communicate a feeling of energy, activity and progress





Section 3

PUBLIC REALM & MOBILITY



SECTION CONTENTS

- P.29 - Public Input Summary
- P.31 - Transportation Regulations
- P.32 - Public Transit
- P.33 - Parking
- P.34 - Road & Pedestrian Network
- P.38 - Streetscaping
- P.41 - Public Improvements

This section describes existing conditions and proposed public realm improvements for the Arsenal Gateway Neighborhood, especially addressing mobility concerns. Topics include the road and sidewalk network, public transportation, bike facilities, streetscaping features, and parking.

PUBLIC INPUT SUMMARY

WALKABOUT

To kick off the planning process, a group of stakeholders, including staff, residents and business owners, toured the entire project area. They identified public realm items to protect, restore, change and/or remove. Features to be protected included the scenic riverfront trail, the bike lanes, and landscaped areas. Suggested improvements included increased path signage on 24th Street, better pedestrian access across 24th Street from 3rd Avenue, enhanced trail crossings at the railroad tracks, increased pedestrian lighting, better turn radii and safer crossings at 4th/24th intersection, reconstructed sidewalks (and ramps) in poor condition, increased visibility around bumpouts, repair/removal of brick streets in disrepair, and landscaping in and around barren parking lots.





PUBLIC INPUT SUMMARY *(cont.)*

PUBLIC INFORMATIONAL MEETING

The public input meeting gave insights into the challenges and opportunities for the transportation network within the study area. Participants cited strengths such as the Great River Trail, the connection to the Arsenal, the new bus depot, and the loop bus route.

Weaknesses noted included excessive vehicle speeds (especially at the 4th Ave/5th Ave split), inconsistent and inadequate wayfinding signage, visibility issues around the curb bumpouts, poor brick street conditions, truck use of 4th/5th Avenues, poor access to the bike path, and vehicle/pedestrian conflicts at 4th and 24th. Concerns were also expressed in regard to the following threats to growth in this neighborhood: the Moline bridge can handle more traffic, and community events can cause traffic congestion.

However, there were also many opportunities suggested to address these weaknesses and threats. For example, moving semi traffic off of 4th/5th Avenues, improved signal timing tied to the 25 MPH speed limit, a new road connection to the river via 30th Street, create better traffic patterns around the Expo, a bike path connection to Augustana College, and improved streetscaping and wayfinding signage.

STAKEHOLDER INTERVIEWS

Interviewees see advantages to the area, including the brick streets, close proximity to area highways, and the bike trail. Transportation issues noted by interviewees include safety on both 4th and 5th Avenues (due to traffic and streetscape), conflicts between uses (residential/commercial), and a lack of consistent lighting throughout (especially for pedestrians). Changes the stakeholders would like to see in the study area include improvements to 24th Street between 4th-7th Avenue, improved signage and wayfinding through the area, traffic calming on major thoroughfares, safety improvements for bikers and pedestrians, sidewalks and bike trail access improvements, and restoration of 2-way traffic on the one-way pair.

COMMUNITY SURVEY

Responses to the community survey revealed some transportation and streetscaping improvement ideas for the study area.

Suggestions included:

- ▶ Finish the bus terminal
- ▶ Offer more frequent and later buses
- ▶ Remove one-way streets
- ▶ Increase and improve bike lanes, and provide more bike racks
- ▶ Create a more pedestrian-friendly environment
- ▶ Clean, cover and light bus stops
- ▶ Install softer streetscape elements and landscaping
- ▶ Improve existing sidewalks
- ▶ Improve street pavements (fix potholes, cracks, etc.)
- ▶ Increase and improve wayfinding signage
- ▶ Create a better, more affordable taxi service
- ▶ Implement a water taxi service to Davenport



TRANSPORTATION REGULATIONS

There are several state and federal regulations that affect the design and function of a transportation network. Two relevant regulations with significant implications and opportunities for the planning area are discussed below.

NATIONAL SCENIC BYWAY “Great River Road”

The US Department of Transportation recognizes several roadways throughout the State as a National Scenic Byway due to their archeological, cultural, historic, natural, recreational and scenic significance. The Great River Road, which runs through ten states along the Mississippi River, is one of the designated national scenic byways. The Illinois portion of the Great River Road runs 550 miles from Dubuque in the north to Quincy in the south. IL-92 through Rock Island is recognized as the local stretch of the Great River Road. There are no specific requirements that need to be met other than signage along the route; however, there are funding opportunities to make improvements that further the goals and objectives of the Great River Road’s Scenic Byway initiative.



In addition, there is a 60-mile Great River Bike Trail that runs along the Mississippi River and ends at Rock Island’s Sunset Park. See *page 35* for more information.

ILLINOIS’ “COMPLETE STREETS” LAW

Illinois passed the Complete Streets law in 2007 (Public Act 095-0665). Complete streets policy mandates bicycle and pedestrian ways be given full consideration in the planning and development of transportation facilities, including the incorporation of such ways into State plans and programs. The law goes on to state that in urban areas, bicycle and pedestrian ways shall be established in conjunction with the construction, reconstruction, or other changes of any State transportation facility, except:

- ▶ in pavement resurfacing projects that do not widen the existing traveled way or do not provide stabilized shoulders; or
- ▶ where approved by the Secretary of Transportation based upon document safety issues, excessive cost or absence of need.

This policy is only mandated for State-owned right-of-way; however, it is a sustainable practice that should also be considered for City streets.





Centre Station
Moline, IL



East Pointe
East Moline, IL



**The District
(new location)**
Rock Island, IL



PUBLIC TRANSIT

Rock Island, including the Arsenal Gateway Neighborhood, is serviced by MetroLINK Mass Transit. MetroLINK network has three transit systems: Bus System, Channel Cat Water Taxi, and ADA Paratransit. In 2011, MetroLINK provided approximately 3.5 million trips, which is an increase of nearly 30% since 2008.

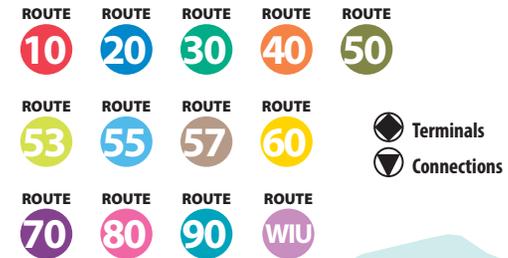
BUS SYSTEM

There are thirteen bus routes within the system with three routes servicing the planning area (Route 10, 30, and 53). None of the bus routes within the planning area provide direct access to the Arsenal Island; however, passengers may transfer at Centre Station in Moline to reach the island. The remainder of the system is accessible via three terminals (The District, Centre Station, and East Pointe) and by several connection points throughout the system. A new terminal in Rock Island (replacing the existing location) is planned for the corner of 2nd Avenue and 20th Street (Public Lot C) in 2013-2014. Bus stop and shelter locations within the planning area are shown on the *Mobility Map* on page 34.

- ▶ **Route 10** (red) runs primarily on 4th and 5th Avenues through the planning area, and connects the area with Moline, East Moline and Hampton.
- ▶ **Route 30** (dark green) connects the area with Trinity Medical Center, Rock Island High School, Moline's Centre Station, Black Hawk College, and areas between.
- ▶ **Route 53** (light green) runs primarily on 7th Avenue through the planning area, and connects the area to Augustana College, Trinity Moline Connection Point, and areas along 30th Street.

ADA PARATRANSIT

This "curb to curb" service is offered to people functionally unable to use MetroLINK's metropolitan bus service. The system is limited to locations within 3/4 MI of a fixed route service. For more information, contact MetroLINK or log on to their website (www.gogreenmetro.com).



CHANNEL CAT WATER TAXI

The water taxi runs on the Mississippi River, connecting four "stations" (landings): Moline Landing (2501 East River Drive), Bettendorf Landing (17th Street and Isle Parkway), Village of East Davenport Landing (foot of Mound Street), and Commons Landing - John Deere (13th Street, Moline). It operates from May to September, and is currently being used for tourism due to initial funding shortages.



PARKING

Parking in the planning area is primarily provided by private parking lots and on-street parking. However, the City does have a public parking system that includes three lots within the planning area. Both lots are located along 20th Street and are marginally used during normal business hours, and heavily used during special events within THE DISTRICT and at Schweibert Park. The parking requirements for each lot is discussed below:

- ▶ **Lot C** (located between 1st and 2nd Avenues) offers hourly parking, permit parking from 7am until 5pm for Monday-Friday, and event parking. However, three-quarters of the lot will be converted to a bus terminal and a proposed housing development in 2013-2014.
- ▶ **Lot D** (located between 2nd and 3rd Avenues) offers permit parking from 7am until 7pm for Monday-Saturday, and event parking.
- ▶ **Jackson Square Lot** (located at 3rd Avenue and 24th Street) offers free parking, but once the Jackson Square commercial space is filled, some of the spaces will be reserved for that business.

On-street parking in the downtown is available throughout the planning area with hour restrictions during normal business hours. From discussions with the public and from our own observations, there is ample parking available to existing and future development; however, there is a lack of adequate signage to direct users to the designated lots. If development density and intensity significantly increases, demand of the parking supply will need to be re-evaluated.

Presumably, a majority of future parking needs, especially east of the downtown district, will be provided by the private market. The zoning requirements and market conditions will dictate the number of parking spaces needed for each development type. The parking requirements (per the City's zoning ordinance) for the major land use types are listed in the table below. Excluding residential properties, the required parking spaces can be provided on-site or within 100 feet of any lot line. Properties zoned Central Business (B-2) are exempt from parking requirements.

Use Type	Requirement*		Additional Requirements*	
	# of Spaces	Per Item	# of Spaces	Per Item
Auto Repair	3	bay	1	max. shift employees
Auto Gas/Sales	2	pump		
Banks/Business Offices	4	1,000 sq.ft.		
Durable Goods Sales	1	500 sq.ft.	1	max. shift employees
Medical, Dental, Vet Offices/Clinic	2	treatment room		
Motel, Hotel or Apartment Hotel	1	unit	2	max. shift employees
Residences	2	unit	10%	total units (if six plex or more)
Restaurants, Taverns, Night Clubs	1	75 sq.ft.	(or for each 2	persons allowed by fire code)
Retail / Shopping Centers	5	1,000 sq.ft.	1	every 2 max. shift employees

* if additional uses are provided on site, those parking requirements must also be met





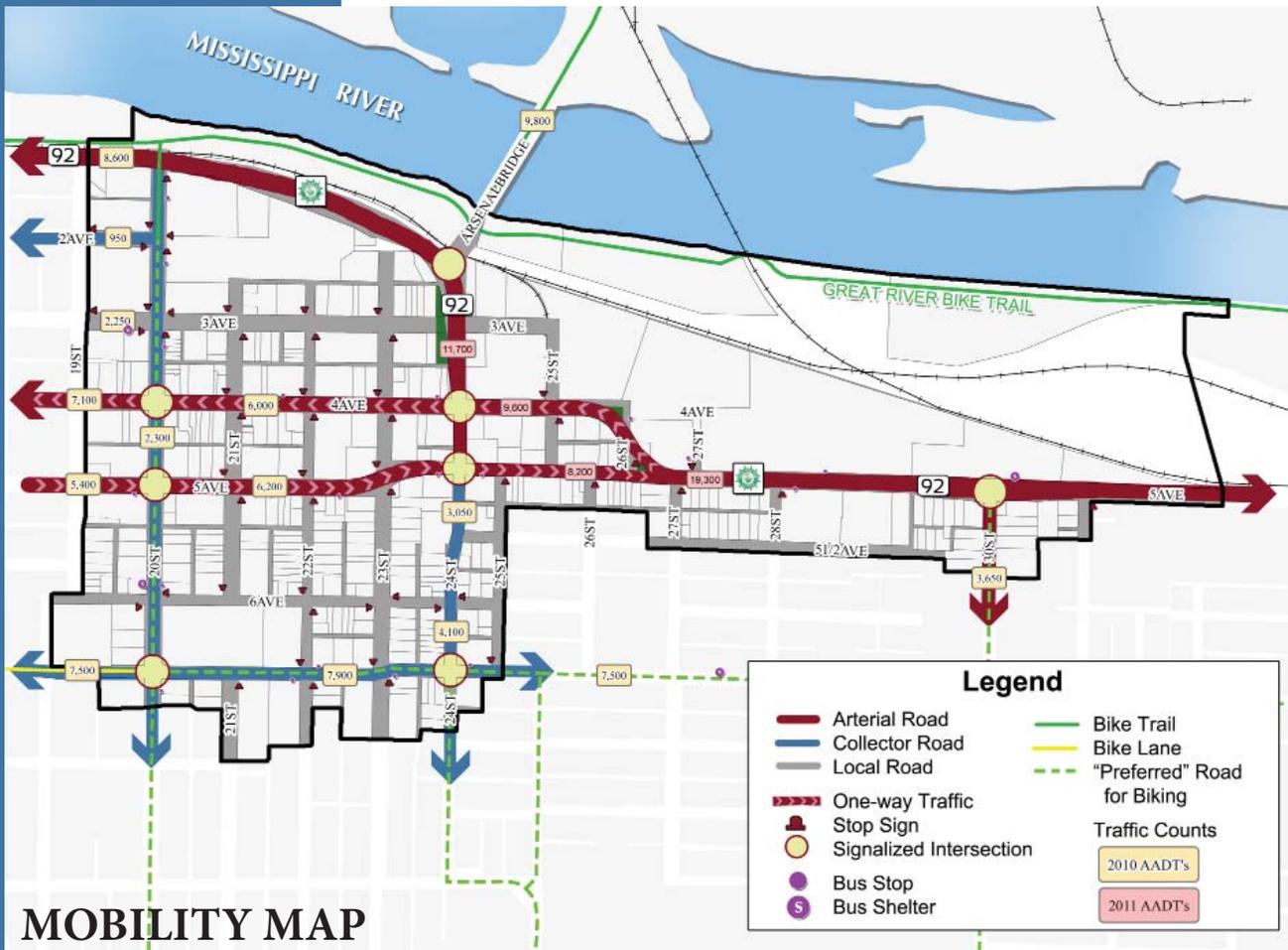
“Green Wave” is a strategy that allows continuous traffic flow in one direction by timing traffic lights (usually three or more) to cater to thru traffic.

ROAD & PEDESTRIAN NETWORK

ACCESS & CIRCULATION

The Arsenal Gateway road network is a grid pattern that includes two-way and one-way streets, key bridges, and the presence of the Iowa Interstate Railroad’s rail line that runs along the riverfront. The street network has three classes of streets (ie. arterial, collector and local) that provide access to the residential neighborhoods, commercial corridors, downtown, and neighboring communities. The map below indicates the varying street types within the planning area.

Traffic operations are largely affected by the one-way pair that runs from 11th Street (outside of the planning area) to mid-block between 27th and 28th Streets. This configuration is generally used to provide higher capacity by increasing the number of lanes in each direction and reducing turning movement conflicts, which makes it easier to move traffic using **green wave** signal timing. There are a total of four traffic signals along 5th Avenue (two in the planning area) and six along 4th Avenue (two in the planning area).



In 2012 the City of Rock Island formally requested the redesignation of IL-92, which currently runs along 1st Avenue, to move it to the 4th/5th Avenue one-way pair. Illinois Department of Transportation has conditionally approved this proposal. If this redesignation occurs it will increase truck traffic and could reduce pedestrian safety on 4th Ave and 5th Ave, and it could result in limitations on new access points to these streets.

TRAFFIC COUNTS

The two major arterial roads within the planning area are IL-92 and the 4th/5th Avenue pair. They cater to City residents and businesses, as well as commuting vehicles and truck traffic. IL-92 carries around 8,600-11,700 vehicles per day (ADT) west of 24th Street and 19,300 ADT east of 24th Street, while the 4th/5th Avenue pair carries 6,000-8,000 ADT on each roadway pair. As shown in the table on the next page, both arterial road’s traffic volumes have declined since 2006. 7th Avenue carries around 6,500-8,000 vehicles per day and provides relief to the arterial roadways. It is bisected twice

by IL-92 near 4th Street to the west and 38th Street to the east. This route has seen marginal increase in traffic over the same timeframe (2006-2011). 30th Street, which is one of the major arterials running north/south in the planning area, is carrying between 4,000-8,000 vehicles a day, and has seen an increase in traffic of 6.5-9.0% since 2006.

Near	2006	2011	% Change
19th Street			
2nd Avenue	800	750	-6.3%
5th Avenue	1,050	n.a.	n.a.
20th Street			
2nd Avenue	1,200	n.a.	n.a.
5th Avenue	2,100	2,300	9.5%
24th Street			
6th Avenue	4,100	3,050	-25.6%
7th Avenue	4,150	4,100	-1.2%
9th Avenue	4,700	4,700	0.0%
30th Street			
5th Avenue	3,350	3,650	9.0%
9th Avenue	7,700	8,200	6.5%
1st Avenue			
19th Street *	8,600	8,600	0.0%
Arsenal Bridge *	13,700	11,700	-14.6%
4th Avenue			
19th Street	5,800	7,100	22.4%
21st Street	6,100	6,000	-1.6%
5th Avenue			
19th Street	n.a.	5,400	n.a.
21st Street	6,400	6,200	-3.1%
25th Street *	10,200	8,200	-19.6%
27th/28th Street *	18,900	19,300	2.1%
31st Street *	21,100	15,800	-25.1%
7th Avenue			
19th Street	7,600	7,500	-1.3%
22nd/23rd Street	7,400	7,900	6.8%
25th/26th Street	7,300	7,500	2.7%
31st Street	6,800	6,600	-2.9%
Arsenal Bridge (Rock Island Avenue)			
On Bridge (2008)	9,300	9,800	5.4%

* 2007 Traffic Counts

EXISTING BICYCLING & TRAIL PROVISIONS

The City's bicycle network includes several on-road and off-road facilities with the majority of the network consisting of on-road *shared lanes* and *wide curb lanes*. As shown on the map on page 34, these roads are marked as "preferred" roads for biking.



The only off-street bike facility in the planning area is the *Great River Bike Trail*, which runs adjacent to the Mississippi River. There are two connections to the Great River Trail from within the planning area: 20th Street and 1st Avenue intersection and 24th Street and the railroad tracks (just north of 3rd Avenue). There is no other trail connection to the street network east of 24th Street until 2nd Street in the City of Moline, which is approximately 1.6 miles away.



Marked bike lanes make the movements of both motorists and bicyclists more predictable, improving safety for all. Rock Island has two designated bike lane corridors with one ending at the west edge of planning area at the intersection of 7th Avenue and 17th Street.



"Shared Lane" allows vehicles and bicyclists to share a standard travel lane, and is recommended on roads carrying medium to low traffic volumes with average vehicle speeds of less than 30 mph.

"Wide Curb Lane" offers pavement on the outside travel lane for bicyclists (unmarked and sometimes signed), and is an option on roadways with high traffic volumes.

"Bike Lane" is a portion of a roadway designated by striping, signing and pavement markings for the preferential or exclusive use by bicyclists. This bike facility is recommended on roads carrying medium to low traffic volumes with average vehicle speeds of less than 51 mph.

The Great River Bike Trail runs uninterrupted for 60 miles along the Mississippi River from Mississippi Palisades State Park (in Savanna, Illinois) to Sunset Park (in Rock Island) where it meets up with the American Discovery Trail.





Sidewalk Network Strengths Gallery



24th St & 6th Ave



20th Street (near 3rd Ave)



23rd St (near 7th Ave)



4th & 5th Avenues



ROAD & PEDESTRIAN NETWORK *(cont.)*

EXISTING SIDEWALK NETWORK

In general, the walkability in the planning area is good west of 24th Street and fair to poor east of 24th Street. The street grid and the relatively wide sidewalks in the western half creates a highly walkable network; however, there are several areas that need improvement or modifications.

Strengths and weaknesses of the planning area's sidewalk network are listed below:

Strengths

- ▶ Modified sidewalks to incorporate ADA-compliant ramps
- ▶ Wide sidewalks in the downtown sections
- ▶ Brick sidewalk around Broadway Greenspace
- ▶ Bumpouts
- ▶ Scored (patterned) pavement

Weaknesses

- ▶ Not enough buffer between the sidewalk and moving traffic (sidewalk too narrow and/or no terrace)
- ▶ Missing sidewalk ramps at pedestrian crossings
- ▶ Obstructed pathway (i.e. a minimal of 4-ft of clear path is needed for safe passage)
- ▶ Lack of buffer between sidewalk and parking or drive aisle
- ▶ Sidewalk in poor condition (crumbling, heaving from street tree root system, uneven settling, etc.)
- ▶ Missing sections of sidewalk

Several of the weaknesses are due to constraints of the public right-of-way; however, road modifications may resolve some of these issues.

Obstructed sidewalks



4th Ave (near 24th)



5th Ave (near 23th)

Poor crossing condition



24th St & 6th Ave



Trail Crossing (near 1st Ave)

Sidewalk missing



6th Ave (near 23rd)



24th St (near 3rd)

No buffer between sidewalk and parking areas



5th Ave (near 30th St)

Obstructed sidewalks near intersections



5th Ave & 24th St



4th Ave & 24th St



5th Ave & 30th St

Sidewalk in poor condition



22nd St (near 6th)



5th Ave (near 30th)



23rd St (near 3rd)

No buffer from moving traffic



7th Ave (near 20th)



24th St (near 5th)



5th Ave (near 23th)



1st Ave (near 20th)



24th St (near 4th)



5th Ave (near 28th)

BRICK STREETS

Rock Island still has quite a few brick streets, including several in the planning area. Brick streets add character and a sense of history to the area; however, many are in poor condition. See the **Streetscaping Map** (on page 38) for locations of brick streets in the planning area.

Rock Island's Brick Streets Plan suggest all remaining brick streets in the planning area be converted to concrete or asphalt surface rather than get repaired (except 22nd Street from 7th Avenue to the south). All of the streets are deteriorating, some significantly, and there are many asphalt or concrete patches that preserved the function of the street at significant aesthetic cost.



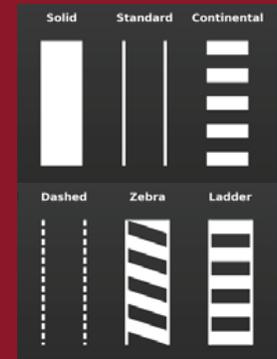
CROSSWALKS

As shown on the **Streetscaping Map** (on page 38), the majority of the crosswalks within the planning area are stamped concrete (with no painted borders). Most are in fair to good condition. The remainder of the crossings along the major roadways have the standard painted borders, and most need to be repainted. Residential streets with low traffic counts generally have unmarked crossings. Public comment suggests a need for enhanced markings along 4th and 5th Avenues, especially at 24th Street and 26th Street.



Crosswalk Enhancements

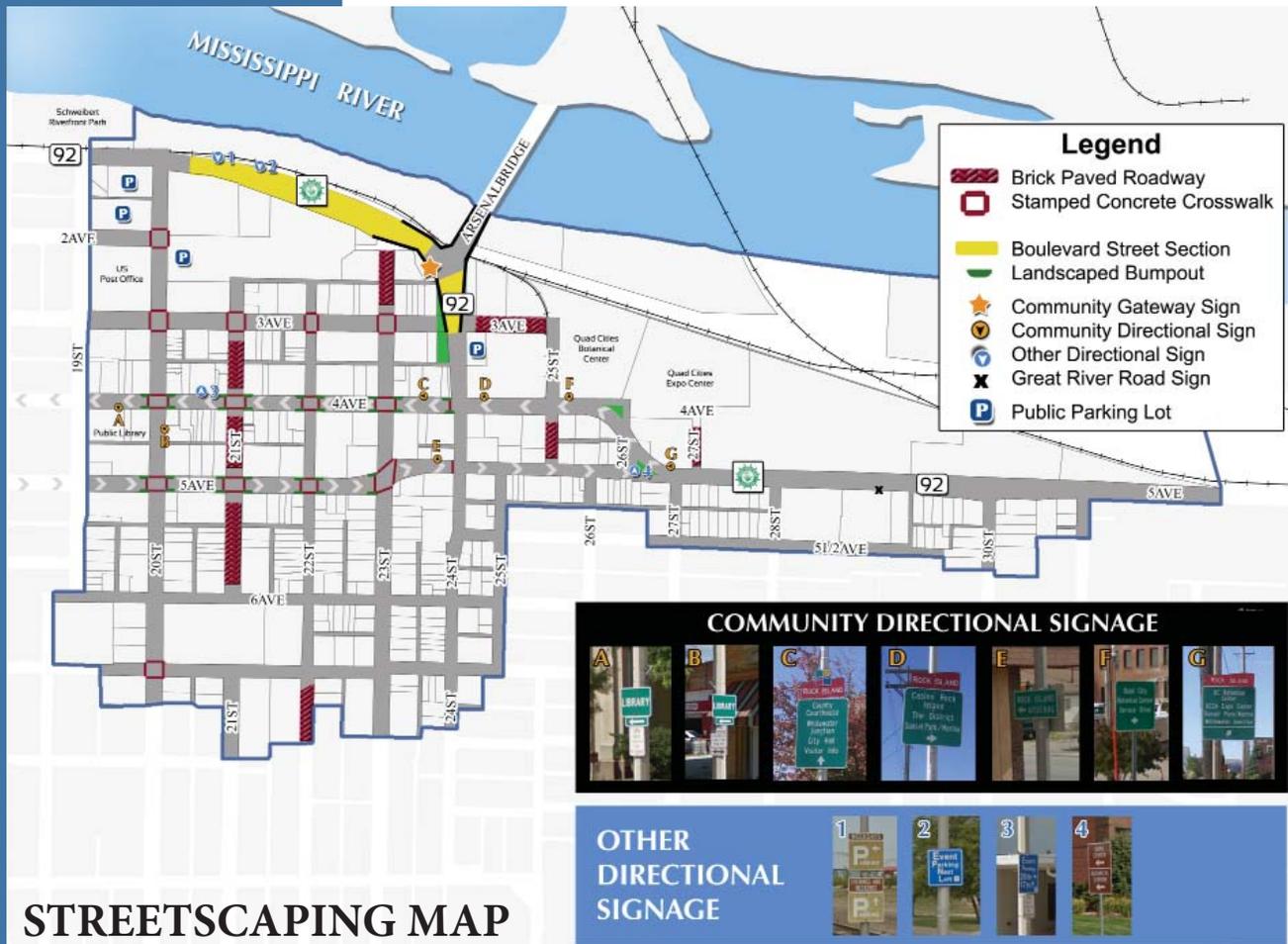
The function of crosswalks is to channelize pedestrians. Well-marked pedestrian crossings prepare drivers for the likelihood of encountering a pedestrian, and they create an atmosphere of walkability and accessibility for pedestrians. There are several treatments that may be used to highlight pedestrian crossings including paint, colored concrete, and stamped concrete. Design options are shown below.





STREETSCAPING

A street is a public thoroughfare, but it is also a public space that we inhabit. The streetscape is the design of that space - it can be barren or inviting. Streetscape improvements such as trees, shrubs, benches, planters, crosswalks, fountains, and special light fixtures are intended to enhance the comfort and safety of this public space. Over the last decade, the City has reconstructed several portions of the downtown street network including some streetscaping features (i.e. decorative street lights, banners, stamped concrete crosswalks, and landscaped bumpouts). This section describes the current streetscape elements within the planning area.



STREETSCAPING MAP

WAYFINDING SIGNAGE

In 2008-2009, the Quad Cities municipalities worked together to create a cohesive signage system that identifies each community and directs drivers to local destinations. As shown in the map at left, there are seven such signs located in the planning area, primarily located on IL-92. In addition to the Quad Cities directional signage, there are four other signs directing drivers to event parking and the Botanical Center / Expo Center area using a variety of color and design schemes.

Overall, the directional signage going west on 5th Avenue (and 4th Avenue) is very good; however, there is a lack of signage on the other major routes through the planning area (i.e. 5th Avenue prior to split and 7th Avenue). Additionally, there is potential for marking other key destinations currently not marked (e.g. Broadway Historic District).



4th Avenue (near 24th Street)

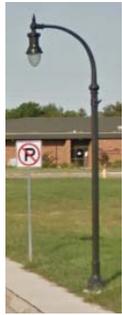
STREET LIGHTING & BANNERS

Overall the lighting scheme is ample along the major routes and alleyways, but is limited along the residential streets. Some public comments suggest the alleys are excessively lit. In total, there are three types of light fixtures within the planning area.

On the major thoroughfares (4th, 5th and 1st Avenues), the lighting style differs east and west of 20th Street. East of 20th Street are cobra light fixtures with long pipe arms on either tall metal or concrete poles. West of 20th Street are either single- or double-armed cobra light fixtures on tall concrete poles (which are also installed within THE DISTRICT). Along 1st Avenue, the City has installed double banners from 16th to 20th Street.



The second light fixture in the planning area is the pedestrian-level teardrop light fixture on a decorative, metal bent arm and pole. These lights are on 3rd Avenue west of 20th Street and 7th Avenue west of 15th Street, as well as in other commercial areas in THE DISTRICT and near the Centennial Bridge.



The third light fixture is similar to the pedestrian-scaled light used in the commercial areas; however, this light fixture incorporates a shorter bent arm and shield over the tear-drop light fixture. This street light is installed only in the Broadway Historic District; however, it is only installed on 7th Avenue up to 19th Street. There are Broadway Historic banners posted on wood utility poles within the district, but none are attached to the decorative light poles.



GATEWAY FEATURES

The City of Rock Island has several “welcome” gateway features along IL-92 (Rock Island Parkway). Within the planning area, there is one sign located at the end of the Arsenal Bridge (on 1st Avenue). The design is unique and memorable, and could be mimicked in other streetscaping elements.



FENCING

A decorative fence resembling the nearby Centennial Bridge is installed along 1st Avenue (IL-92) between the railroad tracks and the road. It helps to beautify the area using a design that is complementary to other streetscaping elements in the area, while separating people from the tracks. There is desire from stakeholders to carry this same design into other streetscape features within the planning area.



STREET FURNITURE

There is a consistent use of street planters throughout the downtown sections of the planning area; however, there are no other streetscaping elements present. Additional street furniture using the existing design theme should be incorporated to encourage street activity.





Street trees and planters on 3rd Avenue.



Native plantings around informational kiosk along the Great River Bike Trail.



Landscaped parking islands along drive between Botanical Center and the Expo Center.



STREETSCAPING *(cont.)*

PUBLIC LANDSCAPING

Within the Arsenal Gateway Neighborhood there are many public areas planted with landscaping, including bumpouts, medians, and along sidewalks. Maintenance of these planting areas was cited as a burden for the City due to weeding, trimming and watering needs; however, the use of native plantings in the most recent installations has minimized some of this maintenance.

Bumpouts

Bumpouts have been installed on 4th and 5th Avenues. Within these bump outs, crab apple (fruit-bearing) trees, maple trees and low-level plantings have been incorporated. This beautification feature is quite noticeable as one drives or walks through the area; however, they have caused some concerns, including visibility issues for both pedestrian and vehicular traffic and fallen fruit creating sticky messes on the sidewalks and roadway.



Medians

The City recently installed landscaped medians along 1st Avenue (Rock Island Parkway) that includes stamped concrete, shrubs, trees, and grass areas. There are also two median islands where 4th and 5th Avenues split incorporating native plantings. These medians help to control vehicle movement, as well as beautify the corridor, and have been cited as positive changes made by the City.



Sidewalk Plantings

Throughout the planning area street trees are sporadically placed within the sidewalk network. The majority are placed along the curb edge (i.e. in the sidewalk terrace) with a few installed on the backside of the sidewalk. For example, on 5th Avenue near 24th Street the trees are planted on the backside of the sidewalk, presumably to allow a continuous clear path beyond the nearby light pole (which is also set back from the street edge). Based on public comment and our own observations, some trees are obstructing the clear walking zone due to a lack of trimming.



In a few areas there are landscaped buffers between parking areas and the public sidewalk, such as the one shown in the picture on the right from 24th Street near 4th Avenue. This screening and buffering technique should be used along other parking lot edges to mitigate the undesirable view of parked cars and create a more consistent and attractive edge to the street.



Decorative planters are located throughout the downtown sections of the planning area, providing additional color and visual interest. Considerations should be given to incorporating this landscaping element in more of the commercial sections of the planning area.



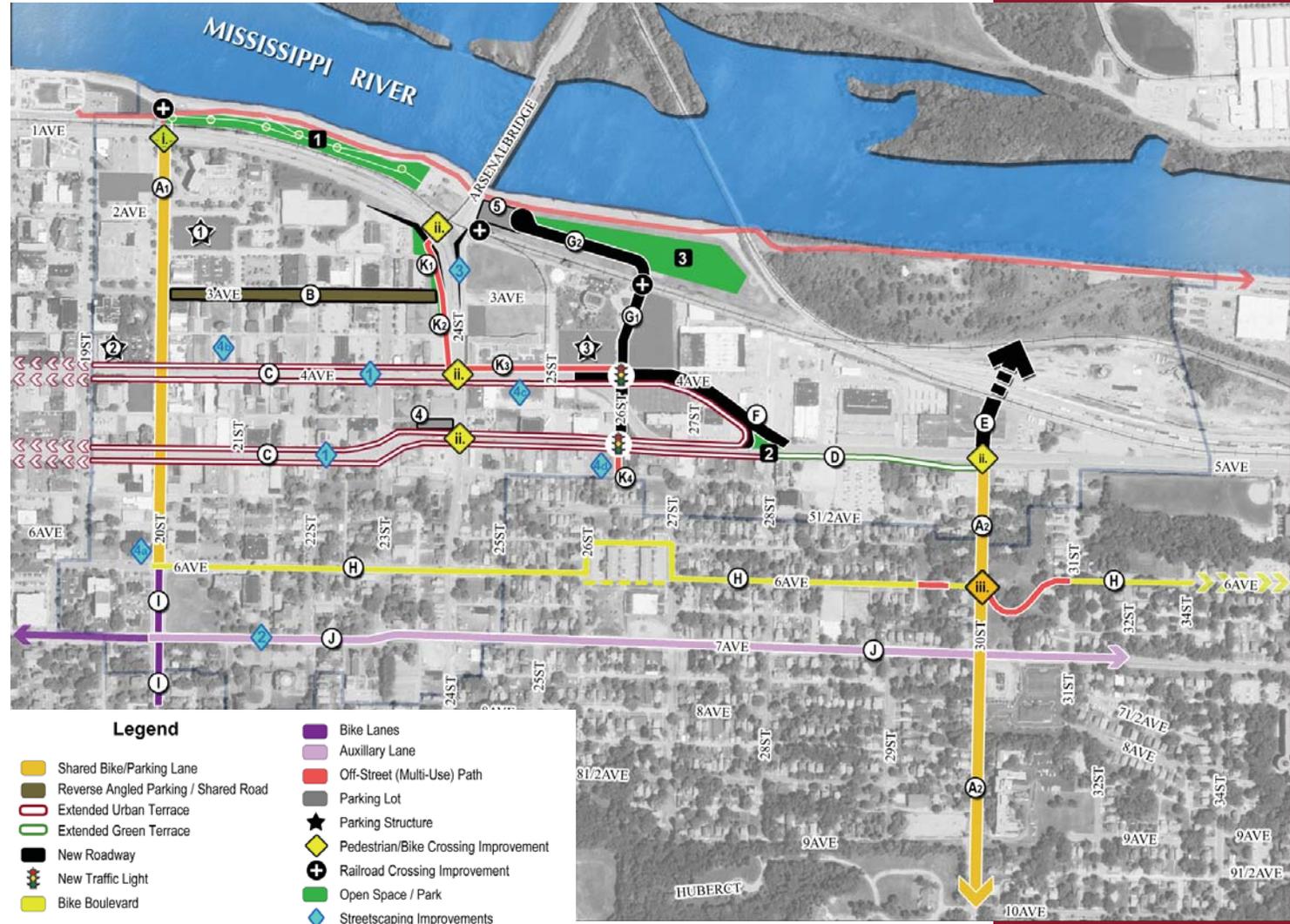
PUBLIC IMPROVEMENTS

A common strategy for revitalizing an area is public infrastructure investments. Such investments improve the appearance and function of the area, and they signal a public commitment to improvement that can encourage private investment. Through careful streetscape design decisions, these investments can also help to define a neighborhood. The **Public Improvement Map** (shown below) illustrates the many public improvements proposed in this Plan (see pages 90-91 for general guidelines to street design). The subsequent pages describe improvements in the following categories:

- ▶ Road & Bike Facilities (RB)
- ▶ Intersections & Crossings (IC)
- ▶ Public Parking (PP)
- ▶ Streetscaping Elements (SE)
- ▶ Green Spaces (GS)
- ▶ Bus System (BS)



PUBLIC IMPROVEMENTS MAP



General streetscaping improvements that are not illustrated on the Public Improvements Map (on the right) include the following:

5. Downtown Lighting Fixtures
6. Directional Signage (5th & 7th Ave)
7. Historical Markers
8. Great River Road & Scenic Byway Signage
9. Reconstruct Sidewalks in Poor Condition
10. Replace Brick Streets
11. Decorative Crosswalks Enhancements
12. Parking Lot Buffering
13. Living Alleys



“Shared Parking & Bike Lane” is an alternative bike lane that reduces the amount of space needed to provide a designated area for bicyclists, as it shares space with parked vehicles.



“Reverse Angled Parking” is a safer type of angle parking where one backs into the spot and exits by pulling forward. The space requirements are the same as head-in angled parking, and requires the same steps to park as parallel parking (signal right, pull forward, stop, reverse park).



PUBLIC IMPROVEMENTS: Road & Bike Facilities

RB-A: SHARED PARKING/BIKE LANE

To increase safety for children and recreational users, a *shared parking and bike lane* is suggested for both 20th and 30th Streets. At a minimum the lane should be 13 feet in width with markings and signage. If deemed necessary, the biking space could be turned into a bike lane with the addition of marked line between the parking and the biking space.

RB-A.1: 20th Street

Currently there is an off-street multi-use path that crosses over 1st Avenue and ends at 2nd Avenue. Based on the City’s bike plan, 20th Street south of the off-street path is a “preferred” bike route. Currently it is a shared road facility, meaning bikes have the same right as vehicles; with the standard lane width. At the traffic volume and posted speed limits along 20th Street this facility type is justified for experienced bicyclists, but is less safe for recreational and children using the Great River Trail. A *shared parking and bike lane* should be added from 2nd Avenue to 6th Avenue.

RB-A.2: 30th Street

Based on the City’s bike plan, 30th Street south of the off-street path is a “preferred” bike route. Currently it is a shared road facility. At the traffic volume and posted speed limits along 20th Street this facility type is justified for experienced bicyclists, but is less safe for recreational users and children. To increase safety for such users, it suggested a *shared parking and bike lane* be incorporated from 5th Avenue to at least 7th Avenue. If 30th Street is extended to the riverfront (see Action RB-E), this facility should also be extended to the riverfront. This will provide great access for all bicycle users to reach the Great River Trail and provide an opportunity to create a loop route from 20th Street through the Broadway Historic District and back to the Great River Trail (see Actions RB-A.1 and RB-G)

RB-B: REVERSE PARKING / SHARED ROAD

Third Avenue is currently a two-lane road with angled parking on both sides of the street. This road connects 20th Street “bikable” route to the proposed 24th Street off-street bike path (see RB-J), creating an east/west biking corridor through downtown. The route is relatively safe with light vehicle traffic and speeds. However,



angled parking creates some conflicts between bikes and on-coming vehicle traffic due to reduced visibility when backing up into traffic. To make this street safer for all modes of travel, *reverse (back-in) angled parking* is proposed on 3rd Avenue from 20th Street to the cul-de-sac near 24th Street. It will be important to provide signage that illustrates the process to parking into these spaces and deterring head-in parking from the opposite direction.

Benefits of this design are:

- ▶ **Improved visibility and increased field of vision.** When leaving the parking space, motorists are better able to see traffic and bicyclists.
- ▶ **Decreased number of collisions.** Motorists no longer have to back out blindly from their parking space.
- ▶ **Improved safety for children.** Car doors open in a manner that directs children to the back of the vehicle, ushering them toward the sidewalk rather than the street.
- ▶ **Improved loading and unloading.** Trunks are adjacent to the sidewalk and open car doors offer protection from the street, allowing loading and unloading outside of the roadway.
- ▶ **Improved handicapped parking.** Handicapped parking spaces can be placed adjacent to curb ramps.

IL92 Relocation Project

The City has already requested relocating IL92 from 1st Ave. to the 4th/5th Ave. one way pair.

If this change is completed, Illinois DOT may require three lanes to remain in both directions. This will limit the City's options to beautify and improve the street environment within these corridors. It is suggested that the City abandon this project for the following reasons:

- It will be difficult for the City to alter either street once rights are transferred to the State.
- It will make it less safe and less comfortable for pedestrians (due to the increased truck / vehicle traffic).
- DOT design will maximize efficiency for through traffic, which is bad for business.
- An interchange at 11th Street will be required for this change to proceed, at significant cost to the City.



RB-C: 4TH/5TH AVENUE URBAN TERRACE

Fourth and Fifth Avenues are currently wider than necessary through the downtown area - the traffic does not justify three travel lanes in each direction. The City is planning (through a separate process) to designate 4th and 5th Avenues as IL92, which is expected to increase traffic on these streets (see sidebar). This will likely have a negative impact on the pedestrian environment and experience in this area. This impact could be mitigated by providing wider sidewalks with a larger buffer zone between pedestrians and vehicles. Since the existing IL92 route east of 24th St. requires only two travel lanes in each direction, the third lane should be eliminated on both 4th and 5th Avenues from 24th Street to at least 19th Street.

The suggested design (illustrated on the right) expands the sidewalk to include a 5/6-foot decorative stamped/colored concrete terrace on both sides of the street that will provide space for utility poles, light poles, street furniture, etc. It may be feasible to limit construction costs by maintaining the existing sidewalks and stormsewer basins and simply extending stormsewer inlets out to the new curb.



Existing 4th Avenue



Proposed 4th Avenue

If the IL92 relocation project does not occur, the traffic volume and speeds will be less of an issue for pedestrians, and therefore, the space gained by eliminating a travel lane can be reallocated for other uses. Alternatives discussed during this planning process included two-way traffic with a central left turn lane, or one-way traffic with a buffered bike lane. Both have advantages and disadvantages dependent on the preferred outcome, but the steering committee preferred the buffered bike lane improvement.



One-Way Traffic w/
Buffered Bike Lane



Two-Way Traffic w/
Center Left Turn Lane



Screening Techniques



Concrete Wall (w/ faux stone) & planting beds along street edge



Wood fence & stone retaining wall w/ planting along street edge



Brick Half-Wall & tree plantings



PUBLIC IMPROVEMENTS: Road & Bike Facilities (cont.)

RB-D: 5TH AVENUE GREEN TERRACE

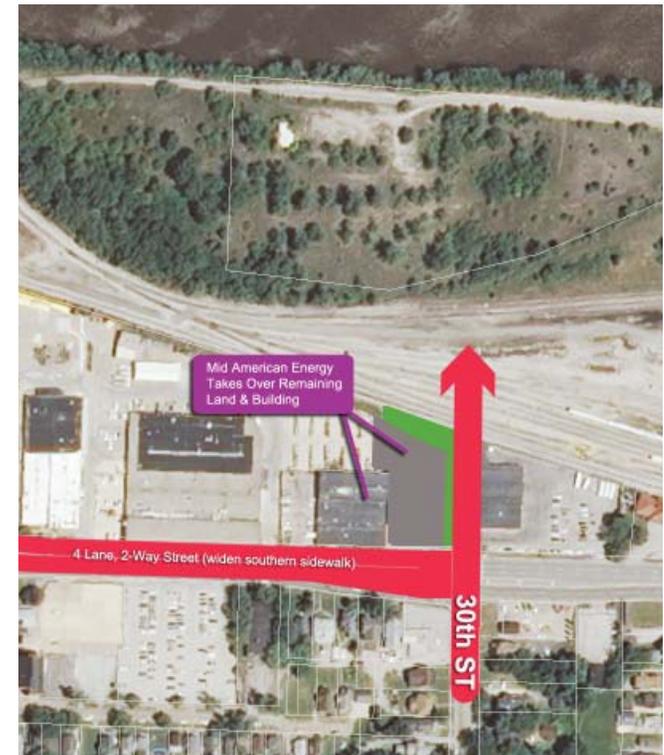
Fifth Avenue currently has five travel lanes west of 24th Street, including three westbound lanes and two eastbound lanes. Several years ago, IL DOT agreed to eliminate one of the westbound lanes from 30th to 38th Street; however, this effort has yet to be undertaken.

During this planning process it became apparent that the lack of sidewalk width and buffer zone (i.e. space between the pedestrian zone and the travel lanes) along 5th Avenue from 30th to 24th Street makes it unsafe and uncomfortable for pedestrians. If one westbound lane is eliminated (leaving two lanes of travel in both directions), the pedestrian zone could be increased along this stretch of 5th Avenue. This additional space should go entirely to this south side of the street since the north side of the street has fewer businesses and the south side is on the edge of a densely populated neighborhood. Converting the excess travel lane would allow for a sidewalk 7-9 feet wide, and a tree-lined terrace about 4-6 feet wide. The existing overhead power lines should either be buried (preferred - allows for larger street trees) or realigned so that the poles are not in the middle of the sidewalk. Following the City's QCIC Vision Plan, the green terrace should be extended from 30th to 38th Street on the north side of the street (rather than the south side) to minimize the visual impact of the adjacent railroad tracks.



RB-E: 30TH AVENUE EXTENSION NORTH

The Quad Cities Industrial Center Plan (adopted in 2004) suggests that the rail yard and industrial property to the north of 5th Avenue be redeveloped to a mix of uses with riverfront access. The plan suggests the extension of 30th St. to provide access to that site. Before MetroLINK vacates their building, the City should take steps to acquire, or establish the option to acquire, the necessary right-of-way to enable that street extension. Mid American Energy should have the first option on this site, especially to enable the planned realignment of 4th Ave, which would eliminate some of their current storage space. If the corner of 30th Street and 5th Avenue is converted to outdoor storage and/or parking, screening should be considered to reduce the negative impacts of such use (see left side bar for examples).



RB-F: 4TH / 5TH AVENUES SPLIT REALIGNMENT

All stakeholders have expressed a desire for improvement to the road network where 4th Ave and 5th Ave split. The changes illustrated below are recommended based on preliminary comments from the Arsenal Gateway Steering Committee and Illinois DOT staff.

Highlights of the design:

- A** East of 28th St. the roadway is reduced to four lanes with two lanes in each direction. The balance of the eliminated lane will go to the south side of the street to create a wider sidewalk with a tree-lined terrace. (See Action RB-D)
- B** Green space and landscaping in the new triangle where the two streets split. (See Action S-3)
- C** Create a u-turn lane between 4th & 5th Avenues before 28th Street (starts third lane going westbound on 4th Avenue).
- D** 26th Street will need to be reworked to be a complete street between 4th and 5th Avenues.



- E** Key development site at the split that should be a signature building introducing motorists to the Arsenal Gateway (remove 27th St). (See Action CP-T)
- F** Mid American Energy to acquire MetroLINK site once vacated, use for displaced storage needs, (See Action RB-E)





Bike Boulevard

A bike boulevard is a low-volume, lower-speed street that has been optimized for bike traffic. The purpose of this bike facility is to provide a safer and more relaxing place to ride. While many residential streets already are favorable to most bicyclists, a bike boulevard incorporates additional techniques (e.g. bike sharrows, traffic circles, speed humps, signs, etc.) to provide safe crossings at major streets and encourages motorists to travel at slow speeds.



Bike Sharrows



Traffic Circle



Speed Hump



PUBLIC IMPROVEMENTS: Road & Bike Facilities (cont.)

RB-G.1: 26TH STREET UPGRADE

Currently 26th Street north of 4th Avenue is a driveway that provides access between the parking lots for the Botanical Center and the QCCA Expo Center. The proposed relocation of the one way pair split (see Action RB-F) may eliminate some of the access into the QCCA Expo Center from 4th Avenue. Therefore, 26th Street should be improved to a standard two-lane roadway with sidewalks on both sides to better handle traffic to/from both the Botanical Center and the QCCA Expo Center. The road should be designed to meet with 4th Avenue at ninety degrees to increase visibility and provide a safer intersection. Traffic signals should be evaluated for both the 4th and 5th Avenue intersections, as the increased vehicle and pedestrian traffic may warrant it.

RB-G.2: 26TH STREET EXTENSION

A future project would connect 26th Street to the riverfront. Coordination and permission will need to be granted by the railroad company to make an at-grade crossing. The proposed design shows the road hugging the edge of the railroad tracks and ending in a cul-de-sac near the Arsenal Bridge. This would provide a safer connection to the Great River Trail and proposed parking lot (see Action P-5), the Water Treatment Plant, and the eastern extension of the Schweibert Riverfront Park (see Action GS-1). This road also provides access to the City property along the riverfront, making it now developable and marketable. Prior to any proposed development this property could be used for an exercise or dog park (see Action GS-3).

RB-H: 6TH AVENUE-BIKE BOULEVARD

As suggested on the City's Bike Map, 7th Avenue will provide a bikable east/west route for commuting bicyclists through the Arsenal Gateway Neighborhood. However, there is an opportunity to also provide a safer route for children and recreational users.

A *bike boulevard* on 6th Avenue could allow bicyclists to travel from downtown (and Great River Trail) through the Broadway Historic District to Augustana College. See the sidebar on the left for improvements needed to create a safe bike boulevard.



Additional modifications would also be needed to extend from downtown to Augustana College. These modifications include:

- ▶ Diverting bicyclists through the alley between 26th and 27th Streets (or replacing a row of parking in grocery store parking lot with an off-road bike path),
- ▶ Construct an off-road bike path at the end of 6th Avenue using existing City right-of-way, which is currently being used as driveway access for a single-family home (i.e. pave for dual use - bike path and home access driveway),
- ▶ Add a mid-block bike crossing sign and markings on 30th Street (see Action C-vii), and
- ▶ Build an off-road bike path through Webber Park.

If several of the bike facility upgrades are made there is a chance a bike loop could be created between the Great River Trail, 20th Street, 6th Avenue and 30th Street.

RB-I: 20TH STREET BIKE LANE & BOX

As proposed in Action RB-A.1, 20th Street will be modified to include a shared bike/parking lane from 1st Avenue to 6th Avenue. However, 20th Street between 6th and 7th Avenues does not allow parking on-street due to additional turning lanes needing at the 7th Avenue intersection.



Source:
Portland, OR
Bike Box Brochure

A *bike lane* should be incorporated in the design of this intersection to provide safe bike connections between 7th Avenue and 20th Street bike facilities. When traffic of both bikes and cars warrants, *bike boxes* should be considered. Both improvements help visibility and awareness of bicyclists when the light is red (bike box) and when it's green (bike lane). This technique could be incorporated at other major intersections where bike and vehicle traffic are in conflict (e.g. 20th/4th and 20th/5th intersections).

RB-J: 7TH AVENUE-AUXILIARY LANE OR SHARED ROAD

Currently a bike lane runs from the Centennial Expressway to 20th Street. Space is limited along 7th Avenue east of 20th Street, but efforts could be made to reduce lane widths to create an auxiliary lane along this stretch, or at least mark as a shared roadway (i.e. bike sharrows and shared road signage).



RB-K: OFF-ROAD MULTI-USE PATH LINKAGES

There are several curb areas that could be converted to a bike path to connect the Arsenal Bridge, 3rd Avenue, the Great River Trail, and the nearby neighborhoods. Most off-road trails do not work through urban areas due to driveway conflicts. However, these proposed links would come into contact with very few access points.

RB-K.1: 24th Street (3rd Avenue to 1st Avenue)

Currently 24th Street's sidewalk (between 4th Avenue and the Arsenal Bridge) is quite narrow with no buffer from oncoming traffic. A proposed multi-use path along the west bank of 24th Street would provide an alternative connection to the Arsenal, especially for pedestrians/bicyclists unable to cross the railroad tracks due to a train. To construct the path on the embankment, a retaining wall will be needed. Pedestrian crossing improvements will also be needed on 1st Avenue to make it safe to cross (see Action C-ii).

RB-K.2: 24th Street (3rd Avenue to 4th Avenue)

There is no sidewalk connection from 3rd Ave. to 24th St., nor 4th Ave. A multi-use path along 24th St. between 3rd and 4th Avenues would create this link. The path should be well lit and buffered from the adjacent parking lot.

RB-K.3: 4th Avenue (24th Street to 26th Street)

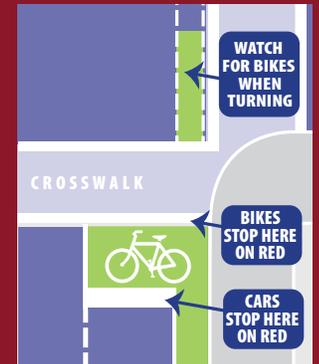
The proposed plan is to reduce 4th Ave. to three lanes at 24th St. with a left turn only lane, a through travel lane, and a combined through and right turn lane. The additional space will be split between both sides of the road. The north side of the road should be converted to a wide 8- to 10-foot path to provide a route from downtown to the new connection to the Great River Trail (see Action RB-G) and the neighborhood.

RB-K.4: 26th Street (5th Avenue to alley)

This proposed path is not within the City's right-of-way, but is actually on a private lot that is undeveloped. The City would need to purchase this parcel in order to make the final connection from the riverfront to the neighborhood.



"Bike Lane" is a portion of a roadway designated by striping, signing and pavement markings for the preferential or exclusive use by bicyclists. This bike facility is recommended on roads carrying medium to low traffic volumes with average vehicle speeds of less than 51 mph.



"Bike Box" is an intersection safety design to prevent bicycle and car conflicts, especially those between drivers turning right and bicyclists going straight. It should include a painted green box in front of the travel lane with a white bicycle symbol inside of it. The approaching bike lanes should also exhibit the green paint.





“Rectangular Rapid Flash Beacons (RRFBs)” are user-actuated amber LEDs that supplement warning signs at unsignalized intersections or mid-block crossings. They can be activated by pedestrians manually by a push button or passively by a pedestrian detection system.

“Pedestrian-actuated button” is a push button that changes the length and/or order of the phases in response to variations or pedestrian traffic. The extent of actuation is dependent on geometric and operational requirements, but is generally categorized as either semi-actuated or fully actuated.

“Countdown timer” give notice to both drivers and pedestrians the time remaining on the crossing signal.



PUBLIC IMPROVEMENTS: Intersections & Crossings

IC-i: 1ST AVENUE ENHANCED CROSSING

This crossing has been noted as a concern for residents/bicyclists due to the traffic and speed of travel along 1st Avenue. Currently this intersection has a painted standard crosswalk across 1st Avenue and no other traffic control mechanisms. An enhanced crosswalk would benefit pedestrians and bicyclists using this crosswalk; however, a **rectangular rapid flash beacon** may provide the additional caution that will make this intersection the safest for all users.



IC-ii: ROCK ISLAND PARKWAY INTERSECTIONS

There are several intersections along the existing Rock Island Parkway that could use enhanced pedestrian safety measures (i.e. wide curb radii, crosswalks and signage), including:

- ▶ 1st Avenue and the Arsenal Bridge,
- ▶ 4th Avenue and 24th Street,
- ▶ 5th Avenue and 24th Street, and
- ▶ 5th Avenue and 30th Street.

All crosswalks within these intersections should be enhanced with preference to using stamped/colored concrete. See the sidebar on page 37 for crosswalk design types. Enhanced signage at the intersection should warn drivers to yield (or stop) for pedestrians and bicyclists. In addition, **pedestrian-actuated buttons** and **countdown timers** should also be added to the traffic signals.



This plan recommends removing lanes on both 4th and 5th Avenues east of 24th Street (see Action RB-F), which will increase the sidewalk and corner widths at this important intersection. The new radii for all corners should be reconstructed with a wider curve to mitigate trucks hopping the curb and destroying the curb and ramps (as they do currently).

IC-iii: MID-BLOCK CROSSWALK & SIGNAGE

This 30th Street crossing does not exist currently, but would if the bike boulevard is built along 6th Street (see Action RB-H). Since it is a mid-block crossing, it is important to mark and sign this location with fair warning “stopping” distance dependent on speed of travel.



IC-iv: RAILROAD/PEDESTRIAN CROSSINGS

There are three railroad crossings existing/planned within the Arsenal Gateway Neighborhood (i.e. at 20th Street, 24th Street and 26th Street). All crossings should be maintained, or (re)constructed, to the following standards:

- ▶ Approaches to the track and the area between the tracks should be raised to the level of the top of the rail (mitigating tripping and gap hazards).
- ▶ Approaches should be ramped at minimal grades and should be flat for a distance of 5 feet on either side of the tracks
- ▶ Use a surface materials that does not tend to buckle, expand, or contract significantly (e.g. textured rubber railroad crossing pads)
- ▶ Sight lines and signage should ensure that all users, especially those with disabilities, have adequate warning
- ▶ Recreational trails should be hardened to reduce the debris that scatters over the tracks as user pass

PUBLIC IMPROVEMENTS: Parking

PP-1: 2ND & 20TH PARKING GARAGE

This site is currently a public surface parking lot (Lot D). The location of this lot is significant, as it is near Modern Woodmen of America, the planned bus transit station, THE DISTRICT, and Schweibert Riverfront Park. A parking structure could help alleviate



parking pressures from the above mentioned developments/locations, as well as help support future growth in the area. The size of the block would allow for a double-bay parking deck supplying approximately 100-115 spaces per floor. As shown in the example above, a commercial space could be incorporated at street level to activate the street-level facade and offset costs of construction.

PP-2: 4TH & 20TH PARKING GARAGE

As described in Redevelopment Catalyst E, this could be a partnership with Fort Armstrong to build a parking garage that supplies the library, Fort Armstrong, and additional development within the block. This project should only be pursued if a significant development is proposed at the corner of 20th Street and 4th Avenue, requiring significantly more parking than what could be provided in a surface lot. A commercial space could be incorporated at street level to activate the street-level facade and offset costs of construction.

PP-3: 4TH & 26TH PARKING GARAGE

There is also an opportunity to build a parking structure on the Botanical Center parking lot that could supply parking for the Botanical Center, the ACCA Expo Center, and other developments in the adjacent blocks. This would allow some of the Expo's parking lot to be converted to greenspace and/or plaza space (see Redevelopment Catalyst W).

PP-4: 5TH & 24TH SURFACE LOT

This site is currently a restaurant that is in fair condition; however, it has low property value ratio (i.e. land to improvement ratio). Additionally, the sidewalk at this corner of the intersection is quite narrow. If this site goes on the market, or the building falls into disrepair, this site should be considered for a public parking lot with landscape buffers and a wider corner sidewalk.



PP-5: 26TH ST "TRAILHEAD" SURFACE LOT

Currently this is an open lot owned by the City that provides access to the Great River Trail and the Water Treatment Plant. It was noted during the planning process that trail users often park their vehicles at the end of 24th Street. This parking lot would support this need, as well as provide parking for any park activity in the expanded Schweibert Riverfront Park (see Action GS-1) and in the temporary greenspace east of this lot (see Action GS-3). Also if the proposed canoe/kayak launch (See RA-1 on page 56) is built, this lot could support that use as well. In the short term this lot could be serviced by 24th Street; however, the long term vision is to have 26th Street cul-de-sac at this lot.





PUBLIC IMPROVEMENTS: Streetscaping Elements

SE-1: 4TH & 5TH AVENUES

The addition of the bumpouts and stamped concrete design has improved the corridor immensely; however, there is potential for additional streetscaping elements to highlight this important corridor.

SE-1.1: Lighting & Banners

Currently both 4th and 5th Avenues use a mix of cobra head lighting fixtures on either concrete or metal poles. There is potential to replace the existing lights over time with new lights that resemble the design and style of the gateway feature's light fixtures. An example is shown on the right; however, a taller pole is suggested to allow for greater light coverage and greater pole spacing.



In addition to the new light poles on 4th and 5th Avenues, consideration should be given to adding banners to the poles. The banners should incorporate the Arsenal Gateway Neighborhood name and potentially a logo that represents the neighborhood. To not overwhelm the streetscape, banners should not be placed on every light pole within the corridors.

SE-1.2: Bumpout Landscaping

The bumpout landscaping, and more specifically the crab apple trees, have been a concern for residents, business owners, and others. To mitigate some of the visibility issues and fruit messes caused by these inappropriate trees, it is recommended the crab apple trees nearest the intersections be removed and replaced with salt- and drought-tolerant shrubs. The City should consider removing and replacing *all* of the crab apples, with perennials, shrubs, or taller trees as appropriate to the site.



To extend better sight lines beyond the bumpouts, the other trees (furthest from the corners, typically Locust) should be trimmed up. This could also help keep low branches from impeding pedestrians' "clear path" zone on the adjacent sidewalks.

SE-1.3: Street Furniture

Currently there is little to no street furniture within the planning area. Street furniture can include benches, trash/recycling receptacles, planters, bike racks, etc. These improvements can help create a district identity, which separates it from other areas within Rock Island. It can also help beautify and elevate the pedestrian environment within the major corridors.

Initially the City should create a streetscaping guide identifying permissible street furniture that could be installed on 4th and 5th Avenues. The selected components should complement, if not match, the design and color



scheme of each and potentially match the lighting design and color scheme. The guidebook should also suggest preferred/ permitted locations for streetscaping components. Below are some suggested guidelines:



- ▶ Use the existing bumpouts for streetscaping elements, especially in the stamped concrete “L” sections.
- ▶ Benches could be placed facing the street or towards on-coming traffic.
- ▶ Trash receptacles could be placed near major intersections and next to benches.
- ▶ Bike racks should be considered at major destinations and potentially within the sidewalk/terrace on major routes. Preferred bike racks allow bike frames to be locked to the rack. Examples shown in the right sidebar.

After creating a streetscaping guide, the City should set up a process to allow property owners to request installation of streetscaping elements in front of their 4th or 5th Avenue property, or along their block. To market the new program, the City should install the permitted streetscaping components along 20th Street, including at the 4th and 5th Avenue intersections. The program should have annual or biannual budget for potential installments.

SE-2: 7TH AVENUE - “HISTORIC BROADWAY” LIGHT SCHEME (OR UPGRADE)

There are already decorative light fixtures and banners installed throughout the Broadway Historic District; however, there are no decorative lights along 7th Avenue. It is suggested the City continue this theme along 7th Avenue from 19th Street to 23rd Street. A switchback scheme using both sides of the street is preferred, eliminating the need for additional cobra lighting.



Another option is to enhance both the light and banners with a pole that incorporates the Broadway Historic District logo and name. An example is shown on the left. A shield over the teardrop light could be added to better mimic the existing lights.



Bike Rack Examples



Mini Advocate



Orion



“A” Frame





PUBLIC IMPROVEMENTS: Streetscaping Elements *(cont.)*

SE-3: 24TH STREET ELEVATED ROADWAY- MURAL OR CLADDING/LANDSCAPING

The blank retaining wall of the elevated 24th Street is bland and unattractive, especially as a connection for the Great River Trail. To make this site more attractive and potentially a tourist draw, a the road could be narrowed to provide a wide sidewalk from 3rd Avenue towards the railroad tracks. This walkway could incorporate a stamped/colored concrete terrace with benches and pedestrian-scaled lighting. The show piece will be a professionally-done, historical mural that tells the story of Rock Island and/or the Quad Cities (e.g. historic timeline, historic figures, etc.). It could be painted or adhered to the wall and potentially lighted from the ground or above.



Existing Conditions



Proposed Redesign



A second alternative would be to clad the retaining wall with

local stone/rock material with a landscaping edge to include shrubs and trees. The landscaping buffer would require the road width to be reduced to allow for the landscaping area.

A third alternative would be to plant vines that will grow to mask the existing retaining wall.

SE-4: TEMPORARY ARTWORK INSTALLMENT

Through the planning process it has been noted that the many vacant lots have led to perceptions that the neighborhood is unsafe. Use of these parcels as temporary art display/gallery sites could help to alleviate the negative perceptions of the area. Also, this provides an opportunity to promote local artists.



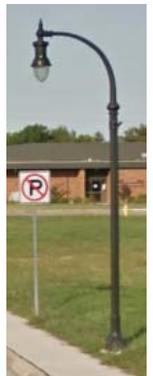
The suggested locations are:

- A 530 20th Street
- B 2029 4th Avenue
- C 2408-2418 4th Avenue
- D 2600-2610 5th Avenue

Since these locations are on private land, coordination between the City and the property owners will be needed, especially regarding property maintenance.

SE-5: DOWNTOWN LIGHT FIXTURES

The downtown consistently uses two types of light fixtures. One is a pedestrian-level light that is used primarily on smaller, less-traveled streets and the other is a larger street-level light that are on busier streets. Within the planning area, only 3rd Avenue has been fitted with either of these two light fixtures. Since a new lighting scheme is proposed for 4th/5th Avenues (the busiest streets in the planning area), it is suggested the remainder of the downtown zone within the Arsenal Gateway use the pedestrian-level lights.



SE-6: DIRECTIONAL SIGNAGE

There is already a good wayfinding system and design in place; however, there is a lack of directional signage along 5th Avenue and none located on 7th Avenue. At a minimum, the same destinations marked on IL-92 should be marked on the other major thoroughfares in the planning area. Where possible, use the existing Quad Cities' regional signing system; however, in the other locations install signage featuring the trademarked red background (as denoted for Rock Island). This will create an identity that is different than the other Quad Cities communities, yet relate to the existing regional signs within the neighborhood. There is also potential to provide additional directional signage to other destinations yet to be marked, such as the Broadway Historic District.



SE-8: IL-92-GREAT RIVER ROAD & SCENIC BYWAY SIGNAGE

Currently there is only one road sign within the planning area denoting this route as a scenic byway and part of the Great River Road network. This should be emphasized in additional locations along this route, if not represented in other streetscaping measures.



SE-9: RECONSTRUCT SIDEWALKS IN POOR CONDITION

Several of the sidewalks within the Arsenal Gateway Neighborhood are in poor condition. This has a direct affect on overall opinions and perceptions of the area. The City should reconstruct these sidewalks and replace any tree affected by the demolition of the existing sidewalks. Consideration should be given to using pavers or brick within the neighborhood (see Action SE-10).

SE-10: REPLACE BRICK STREETS, REUSE THE BRICKS

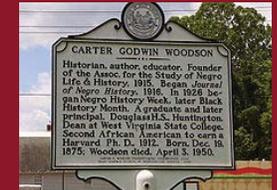
As noted in the City's Brick Streets Plan, the remaining brick streets in the Arsenal Gateway Neighborhood should be replaced with other material (i.e. concrete or asphalt). Even though these streets have historic merit, they are in a poor condition and are a safety concern. Instead of taking the bricks to a landfill, consider finding a way to reuse them. Suggested alternatives include using them to reconstruct the poor sidewalks in the neighborhood, base construction for a monument sign, or simply as a donation to residents or businesses that would like to use them.

SE-7: HISTORICAL MARKERS

The history of the area is a valuable resource that can be leveraged to improve interest and investment in this area. A historical marker helps to commemorates historic events, buildings, sites, and persons of interest. There are several of these within the planning area, such as the former Lincoln Elementary School site. Plaques, signs, or even a kiosk can denote these historic locations. On the right sidebar are varying types of markers that could be used throughout the neighborhood.



Historical Marker Examples



Sign



Stone Plaque



Building Plaque



Sidewalk Plaque





Parking Lot Landscaping



Sidewalk buffer



Parking Island



Parking Median



PUBLIC IMPROVEMENTS: Streetscaping Elements *(cont.)*

SE-11: DECORATIVE CROSSWALK ENHANCEMENTS

The existing stamped concrete crosswalks are a positive streetscaping improvement; however, they have faded over time and become less attractive and effective. The City should paint a white border on both sides of the crosswalk to enhance their visibility. Any future stamped/colored concrete crosswalk should also incorporate the white border.



Existing

SE-12: PARKING LOT LANDSCAPING

The existing public parking lots have a landscaping buffer between the parking area and the sidewalk; however, the landscaping is minimal. Additional shrubs and perennials should be added to beautify and further define the street edge. Fencing and/or brick half-walls also have a great impact on parking edges. Parking rows should be book-ended with landscape islands. To help manage stormwater, the City should consider the use of bio-retention swales and permeable pavement (parking spaces only). These techniques can help to enhance the safety, appearance, and environmental impact of parking lots. These same design techniques should be encouraged for the private sector, especially for large parking lots.



SE-13: LIVING ALLEYS

Living alleys are a relatively new concept involving the enhancement of a conventional alley to create a usable social space. The addition of streetscaping and landscaping elements allows the alley to function as an urban “yard” where people can gather, and would most benefit adjacent restaurants and residential uses. If a new residential or restaurant development is proposed between between 3rd and 4th Avenues from 20th Street to 24th Street, the City could consider upgrading the adjacent alley to a living alley.



Representative Photo

PUBLIC IMPROVEMENTS: Green Spaces

GS-1: SCHWIEBERT RIVERFRONT PARK EXTENSION & (POTENTIAL) DOG PARK

This park is a great addition to the riverfront and sees substantial use; however, the remaining land between this park and the Arsenal Bridge remains underutilized. There is potential in the future to extend the park and create visual interest from the road and the trail with a series of dramatic sculptures or landscape art installations. Additionally, a section could be devoted to a dog park with the sculptures being within the dog park or completely separate.



GS-2: FORK GREENSPACE

The relocation of the 4th/5th Avenues split (see Action RB-F) will allow the creation of a new greenspace at the split, similar to the current design. This space could be extensively larger than the existing split median. This will afford the City an opportunity to install an iconic sculpture to welcome people to the City and the Arsenal Gateway District.



GS-3: TEMPORARY GREENSPACE

The extension of 26th Street across the railroad tracks will make this site marketable for development. However, until development is proposed this space could be used as a public space. One option for its use is an exercise park with several exercise stations connected by a gravel pathway. A second alternative is a dog park (that is if the Schweiebert Riverfront Park extension doesn't provide space). Both options require minimal improvements that could be relocated once a development is proposed.





PUBLIC IMPROVEMENTS: Bus System & River Access

BS-1: ARSENAL NEW/REVISED ROUTE

While MetroLINK has a route (80) that provides access to Arsenal Island, it is a loop to and from downtown Moline (see the map on page 32). Arsenal Gateway residents who wish to take the bus to the Arsenal have to take a different bus to Moline and transfer to Route 80 at Centre Station. Rock Island should seek a new route, or an extension of Route 80, to establish a direct transit link to the Arsenal.

BS-2: BUS SHELTERS

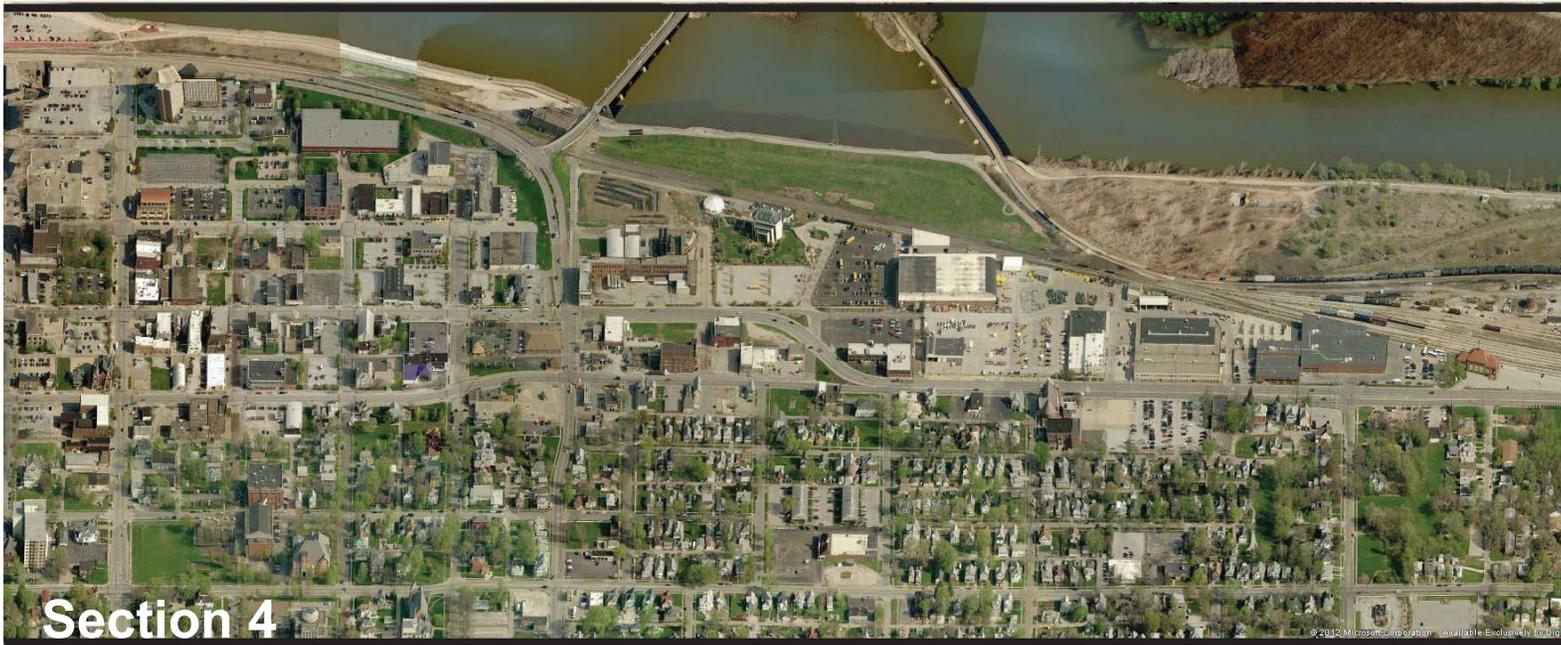
As shown in the **Mobility Map** on page 34, there are three bus shelters in the planning area. There may be additional shelter locations needed dependent on usage of bus stops. Work with MetroLINK to determine if there is need in other locations within the planning area. There is a design and color scheme being used for the existing bus shelters, which should be continued (if not enhanced to match the design and color of streetscaping elements to unify the district/neighborhood). Also there is potential to create unique signage on bus shelters within the Arsenal Gateway Neighborhood name or branded logo (if developed).



RA-1: CANOE/KAYAK LAUNCH SITE

A canoe/kayak launch could be built from the proposed 26th Street parking lot (see PP-5 on page 49) down to the Mississippi River edge, providing water recreational access. The image below conceptually shows how this connection could be made. Ideally the path would be designed to gradually meet the river following ADA standards.





SECTION CONTENTS

- P.57 - Public Input Summary
- P.59 - Market Conditions
- P.65 - Employment Growth
- P.67 - Urban Fabric Analysis
- P.74 - Catalyst Projects

Section 4

LAND USE & DEVELOPMENT

PUBLIC INPUT SUMMARY

PUBLIC INFORMATIONAL MEETING

The public input meeting gave insights into the challenges and opportunities of land development within the study area. Strengths cited were the existing development incentives, the low cost of land, the recent developments (i.e. Jackson Square), remediated lots, and private investment in the residential areas. Weaknesses stated were accessibility issues, lack of market rate housing/inexpensive housing, vacant lots, blighted blocks and side streets, and low appraisal values. However, there were a number of opportunities in the study which could turn the weaknesses around. For example, there are large developable parcels, the existing infrastructure is in good working order, there are strong public/private partnerships, and there is opportunity to build on the success of the adjacent District. Nonetheless, concerns were expressed in regard to the following threats: competition from surrounding communities for development, the perception of an anti-business climate, and a lack of new single-family development.

This section describes existing and proposed private property uses and conditions in the planning area, including priority redevelopment sites and job creation / retention opportunities.



PUBLIC INPUT SUMMARY *(cont.)*

STAKEHOLDER INTERVIEWS

The stakeholder interviews span over many organizations, businesses and individuals in the study area. Most of those interviewed located to the area due to the affordable land price and/or price of rental space. The central location in the Quad City Area and the nearness to the Arsenal were also common themes in choosing a location. Additional reasons included the recent neighborhood improvements, the history of the area, river access, and the mix of uses and culture. The historic buildings and architectural features were a major component of the stakeholders' interest in the area. They enjoyed the brick streets, the mixed use of the buildings, and the variety of shops, restaurants, and civic/semi-public uses such as the Botanical Center or the museums. Changes the stakeholders would like to see in the study area would be to repair and fill vacant buildings, to reduce blighted and dilapidated structures, to improve signage and wayfinding through the area, and to encourage the redevelopment of vacant lots. The stakeholders also see remaining in the area and contributing to the continued growth and improvement of the Arsenal Gateway Neighborhood.

WALKABOUT

To kick off the planning process, a group of stakeholders, residents and business owners toured the entire project area. They identified items to protect, restore, change and/or remove. The areas to protect included examples like the museums, the historic homes, the scenic riverfront trail, and the bike lanes and landscaped areas. Examples of areas to change would be abandoned properties, underutilized properties, vacant lots, non-pedestrian friendly areas, and un-landscaped parking lots.

COMMUNITY SURVEY

The community's response to the survey revealed some land use ideas and observations worth noting. A majority cited the need to address the derelict and blighted properties, particularly those along 24th Street. The participants would like to see the old school site reused, more recreational opportunities, an enhancement of the corridor experience to ensure the neighborhood is the gateway to the downtown, and an enhanced pedestrian and cycling experience through infrastructure improvements. There was a common theme of improving and preserving the existing architectural elements through an enforced historic preservation initiative. Moreover, any new developments should blend in with the historic fabric of the neighborhood with similar architectural elements and materials. Those surveyed would like to see market rate housing improvements, opportunities for retail and specialty stores and restaurants, grocery stores, and other neighborhood amenities as part of the land development process. Generally, they concluded that any incoming money should be spent on clean up of declining sites and incentives for the development/redevelopment of existing properties.



MARKET CONDITIONS

DEMOGRAPHIC TRENDS

The City's housing and population trends can greatly impact the economic conditions within the community. This section will discuss the major factors that will be used in analyzing the retail market conditions for the community and the planning area specifically.

The data compiled for this document was provided by the American Community Survey (ACS), an ongoing survey that provides data every year. The five year data from 2006-2010 was the source the information provided within. Because the sample size is small, the margin of error is more significant for this particular data set. The information from two census tracts were combined to provide the data for the Arsenal Gateway Neighborhood. While the tracts are not a perfect boundary of the neighborhood, they do provide a generalized look at the demographics for comparison. For more information, please visit www.census.gov.

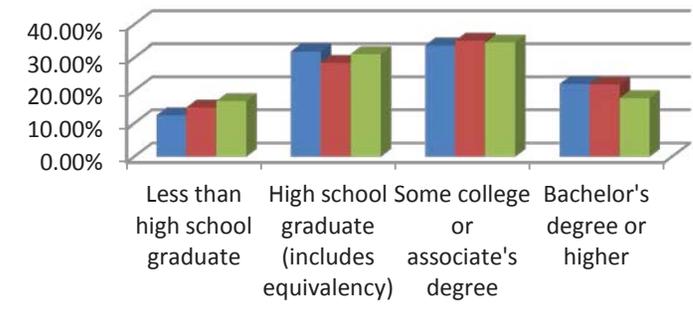
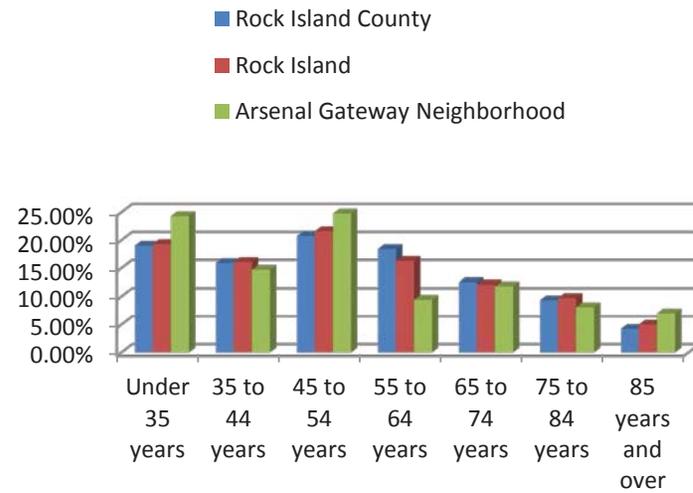
Population

According to the 2010 American Community Survey (ACS), the Population of Rock Island County was 147,524; of Rock Island was 39,018; and of the Arsenal Gateway Neighborhood was 5,869. The median age in these areas were 39.7, 37.7 and 36.25, respectively. Representing roughly 15% of Rock Island's population, the Arsenal Gateway Neighborhood is a changing area seeking an identity through future opportunities. The following tables and charts use the ACS data to compare the Arsenal Gateway Neighborhood to that of Rock Island and Rock Island County. This information will help to give understanding to how the area comparatively performs.

	Rock Island County	Rock Island	Arsenal Gateway Neighborhood
Total Population	147,524	39,018	5,689
Median Age	39.7	37.7	36.25



Of the residents within the neighborhood, most are under the age of 54 and have achieved at least a high school diploma, although there appears to be a large number who have obtained an associates degree or at least some college. On the whole, the level of education appears to be on par with the surrounding areas.





MARKET CONDITIONS *(cont.)*

Housing

There are a variety of housing options within the Arsenal Gateway Neighborhood ranging from single- to multi-family dwellings and low to higher incomes. Compared to the surrounding area, the neighborhood typically offers lower associated housing costs, lower rent rates, and lower home values. There is also a higher rate of unoccupied structures than compared to the surrounding area.

As for the type of units available, nearly 65% of the occupied units in the Arsenal Gateway Neighborhood were built prior to 1939 compared to only about 25% in the County which means either modern conveniences are not available or the units have or will need to be retrofitted to accommodate the amenities expected from today's homebuyer or renter. Moreover, there are slightly more of the smaller occupied housing units (2 or 3 rooms and 1 bedroom) in the Arsenal Gateway Neighborhood which does not cater to a family living environment.

HOUSING	Rock Island County	Rock Island	Arsenal Gateway Neighborhood
Median monthly housing costs	\$727	\$719	\$600
Median Contract Rent Rate	\$488	\$463	\$437
Median Value (owner-occupied housing)	\$111,700	\$98,200	\$81,150
Vacancies for Rent	19.07%	23.29%	16.77%
Occupied Structures	92.05%	90.38%	84.29%

	Rock Island County			Rock Island			Arsenal Gateway Neighborhood		
	Occupied housing units	Owner-Occupied housing units	Renter-Occupied housing units	Occupied housing units	Owner-Occupied housing units	Renter-Occupied housing units ⁴	Occupied housing units ⁵	Owner-Occupied housing units ⁶	Renter-Occupied housing units ⁷
Structure built 1939 or earlier	25.30%	25.10%	26.00%	38.30%	49.85%	36.10%	64.30%	73.30%	47.20%
Number of Rooms 2 or 3	9.20%	1.80%	27.70%	22.95%	0.55%	39.65%	11.00%	0.00%	31.50%
1 bedroom	10.90%	2.80%	31.30%	25.25%	1.35%	42.90%	15.90%	7.20%	32.10%
2 or 3 bedrooms	71.70%	77.00%	58.50%	53.10%	65.60%	40.85%	70.50%	80.70%	51.20%

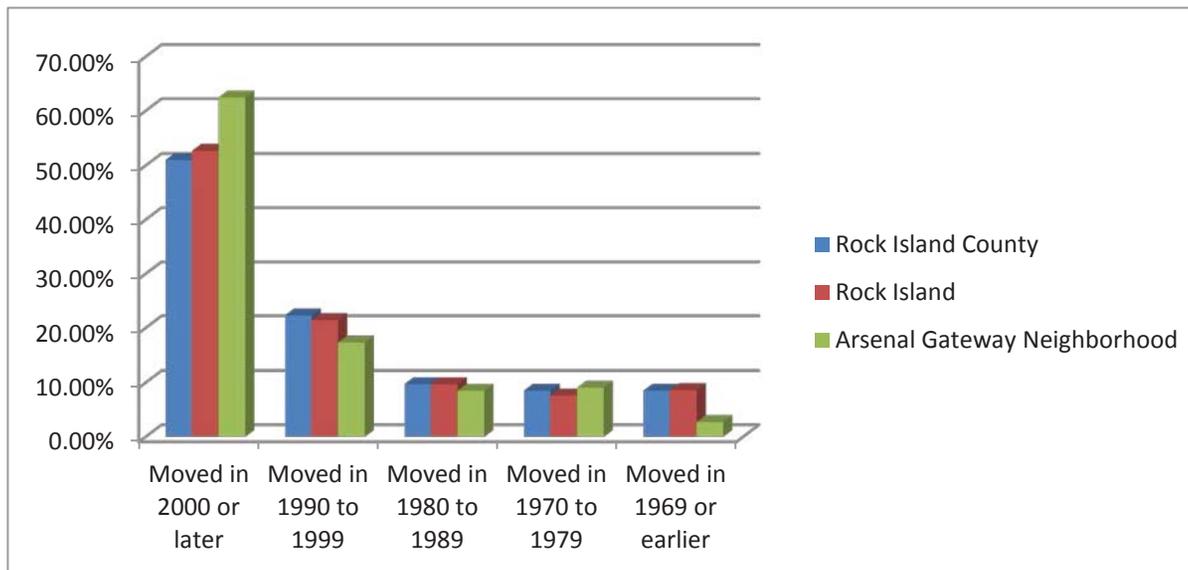




The income of households is significantly less in the Arsenal Gateway Neighborhood than other areas which is very possibly linked to the lower cost of living for housing and rent. Over 60% of the Arsenal Gateway Neighborhood has a household income less than \$40,000 compared to only 44% in the County and 48.5% in the City which could be linked to the smaller household size.

In all three statistical areas, the majority of residents moved in after 2000, although the Arsenal gateway Neighborhood is still higher. This demonstrates a slight trend toward a more transient neighborhood with people changing units more frequently.

Household Income	Rock Island County		Rock Island		Arsenal Gateway Neighborhood	
	Population	Percent of Total Population	Population	Percent of Total Population	Population	Percent of Total Population
Total:	60,454	100.00%	15,536	100.00%	2,329	100.00%
Less than \$40,000	26,593	43.99%	7,542	48.55%	1,417	60.84%
\$40,000 to \$99,999	25,398	42.01%	6,065	39.04%	772	54.48%
\$100,000 or more	8,463	14.00%	1,929	25.58%	140	18.13%

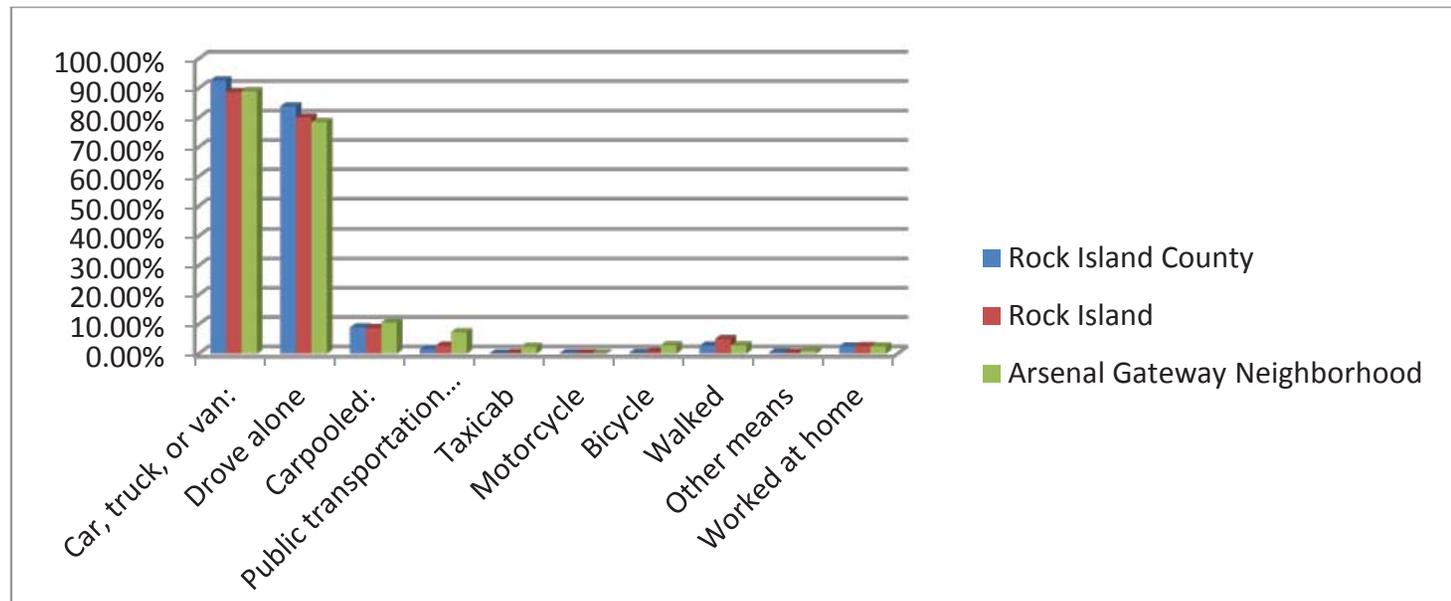




MARKET CONDITIONS *(cont.)*

Transportation

Travel to Work data shows that the Arsenal Gateway Neighborhood is more diverse and eco-friendly in their choices for traveling to and from work. Although a majority of residents still drive alone to work, higher percentages of the population carpooled, used public transportation, biked, walked, or used other means of transportation on a daily basis. Additionally, there were a number of residents with the ability to work from home making the need to leave the neighborhood less significant.



Retail Market Profile

The City of Rock Island is surrounded by several other communities that have their own economic activity; therefore, this section focuses on retail market conditions and opportunities within the City limits. The analysis is based on three trade areas originating from the intersection of 5th Avenue and 24th Street. The three trade areas are:

- ▶ **Neighborhood shopper** (~ 0.75 miles)
- ▶ **Local shopper** (~ 1.5 miles)
- ▶ **City shopper** (~ 3.0 miles)

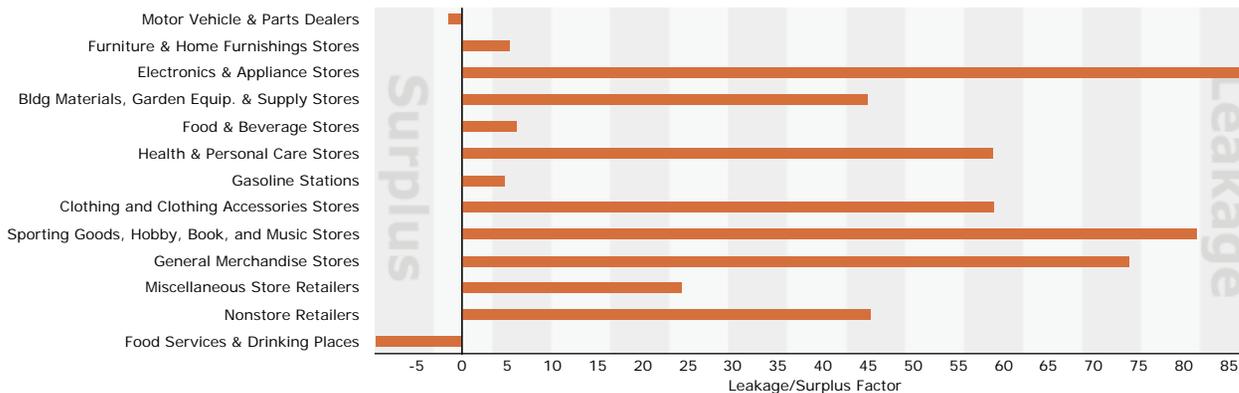
The table on the right summarizes the supply vs. demand for various retail categories. Demand is the expected amount spent by consumers at retail establishments and supply estimates sales to consumers by establishments. The Retail Gap represents the difference between retail potential and retail sales. The Leakage/Surplus Factor presents a snapshot of retail opportunity (supply vs. demand), ranging from +100 (total leakage) to -100 (total surplus). A positive value indicates there is more demand than supply in the area (i.e. consumers are “leaking” outside the trade area to acquire goods and services). A negative value indicates there is a surplus of retail services (i.e. consumers are drawn in from outside the trade area and demand within the trade area is being met). The graph below indicates mismatches between supply and demand for retail industry subsectors within the 1.5-mile market area.

RETAIL MARKET (Industry Summary)	Neighborhood (~0.75 MI)	Local (~1.5 MI)	City (~3.0 MI)
Retail Trade (NAICS 44-45)			
Demand	\$39,642,574	\$150,172,653	\$154,558,579
Supply	\$50,419,805	\$106,775,360	\$93,470,997
Retail Gap	-\$10,777,231	\$43,397,293	\$61,087,582
Surplus/Leakage Factor	-12.0	16.9	23.2
Number of Businesses	42	99	168
Food & Drink (NAICS 722)			
Demand	\$7,074,524	\$26,469,220	\$43,610,786
Supply	\$15,904,413	\$32,153,151	\$41,409,216
Retail Gap	-\$8,829,889	-\$5,683,931	\$2,201,570
Surplus/Leakage Factor	-38.4	-9.7	2.6
Number of Businesses	46	79	97
Retail Trade and Food & Drink (NAICS 44-45, 722)			
Demand	\$46,717,098	\$176,641,873	\$198,169,365
Supply	\$66,324,218	\$138,928,511	\$134,880,213
Retail Gap	-\$19,607,120	\$37,713,362	\$63,289,152
Surplus/Leakage Factor	-17.3	12.0	19.6
Number of Businesses	88	178	265

Source: ESRI Business Analyst



Local Shopper - Leakage/Surplus Factor by Industry Subsector (1.5-mile market area)





Additional Business Potential

Neighborhood Shoppers
Grocery Store
Limited-Service Eatery

Local Shoppers

Appliance & Electronics
Hardware Store
Specialized Bldg Mat. Dealers
Grocery Store
Pharmacy & Drug Stores
Clothing Stores
Shoe Stores
Jewelry Store
Sporting Goods Stores
Hobbies & Toys Stores
Book Stores
Record / CD Stores
General Merchandise
Limited-Service Eatery

City Shoppers

Furniture Stores
Appliance & Electronics
Hardware Store
Specialized Bldg Mat. Dealers
Grocery Store
Pharmacy & Drug Stores
Gas Stations
Clothing Stores
Shoe Stores
Jewelry Store
Sporting Goods Stores
Hobbies & Toys Stores
Book Stores
Record / CD Stores
General Merchandise
Office & Gift Supplies Stores
Limited-Service Eatery



MARKET CONDITIONS (cont.)

Trade Area Business Demand

The retail market profile provides a snapshot of the demand and supply of retail businesses by sales (\$) estimates. However, a positive Leakage/Surplus Factor does not necessarily equate to an adequate retail potential (demand) to support a new business.

The table at right compares average US Sales Data per business/store (circa 2007) to the Retail Gap data for the 1.5-mile boundary (pictured below) to estimate the number of potential businesses that may be supported in the downtown area. A summary list of business types that potentially may be supported within each specified trade area (based on the sales per store data) is provided in the left side bar.

**Local Shopper -
Map of the 1.5-mile market area**



Local Shopper - Trade Area Business Demand

Business Type	U.S. Sales Data		Trade Area (~1.5 MI)		
	Per Capita	Average Sales / Store	Retail Gap	Leakage / Surplus Factor	# of Businesses (Demand)
Automotive parts, accessories, & tire stores	\$ 249	\$ 789,354	\$ (347,765)	(6.3)	-0.4
Furniture stores	\$ 197	\$ 1,271,871	\$ (289,247)	(4.5)	-0.2
Home furnishings stores	\$ 172	\$ 775,414	\$ 712,109	49.0	0.9
Appliance, television, & other electronics	\$ 286	\$ 1,437,590	\$ 3,047,264	87.9	2.1
Hardware stores	\$ 68	\$ 948,935	\$ 3,485,880	45.0	3.7
Specialized building material dealers	\$ 393	\$ 2,014,250	\$ 2,835,367	41.2	1.4
Lawn & garden equipment & supplies stores	\$ 123	\$ 1,165,506	\$ 650,513	75.7	0.6
Grocery stores	\$ 1,631	\$ 3,570,309	\$ 4,908,718	8.2	1.4
Specialty food stores	\$ 62	\$ 258,156	\$ (1,325,518)	(42.2)	-5.1
Beer, wine, & liquor stores	\$ 127	\$ 877,029	\$ 295,854	38.1	0.3
Pharmacies & drug stores	\$ 671	\$ 4,218,922	\$ 6,170,856	58.9	1.5
Cosmetics, beauty supplies, perfume	\$ 39	\$ 116,573	included in Pharmacies & drug stores		
Optical goods stores	\$ 27	\$ 518,023	included in Pharmacies & drug stores		
Other health care (vitamin, medical equip)	\$ 50	\$ 218,306	included in Pharmacies & drug stores		
Gasoline stations	\$ 1,499	\$ 3,506,684	\$ 2,512,712	4.8	0.7
Men's clothing stores	\$ 29	\$ 696,349	included in Family clothing stores		
Women's clothing stores	\$ 134	\$ 754,680	included in Family clothing stores		
Children's & infants' clothing stores	\$ 32	\$ 675,687	included in Family clothing stores		
Family clothing stores	\$ 281	\$ 1,984,619	\$ 3,024,938	58.4	1.5
Shoe stores	\$ 89	\$ 803,282	\$ 791,728	100.0	1.0
Jewelry stores	\$ 103	\$ 434,934	\$ 437,221	35.5	1.0
Sporting goods stores	\$ 119	\$ 803,722	\$ 844,326	85.3	1.1
Hobby, toy, & game stores	\$ 55	\$ 650,609	included in Sporting Good stores		
Book Stores	\$ 61	\$ 512,938	\$ 836,585	78.1	1.6
Tape, compact disc, & record stores	\$ 12	\$ 434,504	included in Book Stores		
General merchandise stores	\$ 1,919	\$ 7,301,449	\$ 14,990,060	74.0	2.1
Florists	\$ 24	\$ 160,175	\$ (156,086)	(29.0)	-1.0
Office supplies & stationery stores	\$ 77	\$ 1,454,735	\$ 950,050	61.2	0.7
Gift, novelty, & souvenir stores	\$ 60	\$ 199,283	included in Office supplies & stationery stores		
Used merchandise stores	\$ 37	\$ 143,185	\$ (155,893)	(41.9)	-1.1
Full-service restaurants	\$ 651	\$ 753,543	\$ (3,524,737)	(13.1)	-4.7
Limited-service eating places	\$ 618	\$ 585,250	\$ 3,512,534	18.6	6.0
Drinking places (alcoholic beverages)	\$ 66	\$ 272,183	\$ (1,589,735)	(33.2)	-5.8

Note: The number of potential businesses is relative and should not suggest the exact number of business that will thrive in the planning area, rather it indicates the business types that have market potential for success, if properly sited and managed.

EMPLOYMENT GROWTH

Business and employment growth is a central priority of the Arsenal Gateway Revitalization Plan. This section identifies strategies to achieve that goal. Renaissance Rock Island will be the lead entity responsible to pursue these strategies.

OBJECTIVE 1

The Arsenal Gateway will be actively promoted as a focus of employment growth efforts in Rock Island

- ▶ **Strategy 1: Build awareness of the Arsenal Gateway as an up and coming employment center in the region.** This area will be consistently referred to as the Arsenal Gateway, whenever development opportunities in this planning area are promoted and whenever development or business growth successes of any kind are celebrated.
- ▶ **Strategy 2: Prepare an Arsenal Gateway Fact Sheet, including a listing of key businesses in the planning area, a few testimonials from existing businesses, and a catalogue of the advantages of doing business here.** A few advantages identified by current business owners and managers include:
 - Central location in the Quad Cities, with convenient access to the other cities and the highway system
 - Convenient access to customers at the Rock Island Arsenal
 - Affordable land and space
 - Responsive city government
- ▶ **Strategy 3: Maintain and promote a listing of available sites and spaces in the planning area.**

OBJECTIVE 2

The Arsenal Gateway will see employment growth specifically related to the Rock Island Arsenal

Background: There are nine active commands based at the Rock Island Arsenal, and local command leadership has expressed commitments to maintain this presence and to help drive economic development in the region. While some of the private development and employment is attracted directly onto the island, through leases of federal space facilitated by the Rock Island Arsenal Development Group and the Arsenal Support Program Initiative (ASPI), there are opportunities to attract more arsenal-related business to areas off the island. While the arsenal will continue to lease unused office and manufacturing space on the island, they will not be building any more such space, so any growth would occur elsewhere. Some employers have found off-site locations more convenient for employees and other clients as compared to the tighter security requirements to gain access to the island. Respondents to the Arsenal Gateway Community Survey who work on the island consistently identified Rock Island as the most convenient and accessible location to and from the Arsenal, as compared to Moline or Davenport.

- ▶ **Strategy 1: Develop a standing meeting for Arsenal Gateway networking.** It is important to bring people together who have an interest or important role in the success of arsenal-related business growth, to share information and discuss opportunities and challenges. Participants should be actively recruited

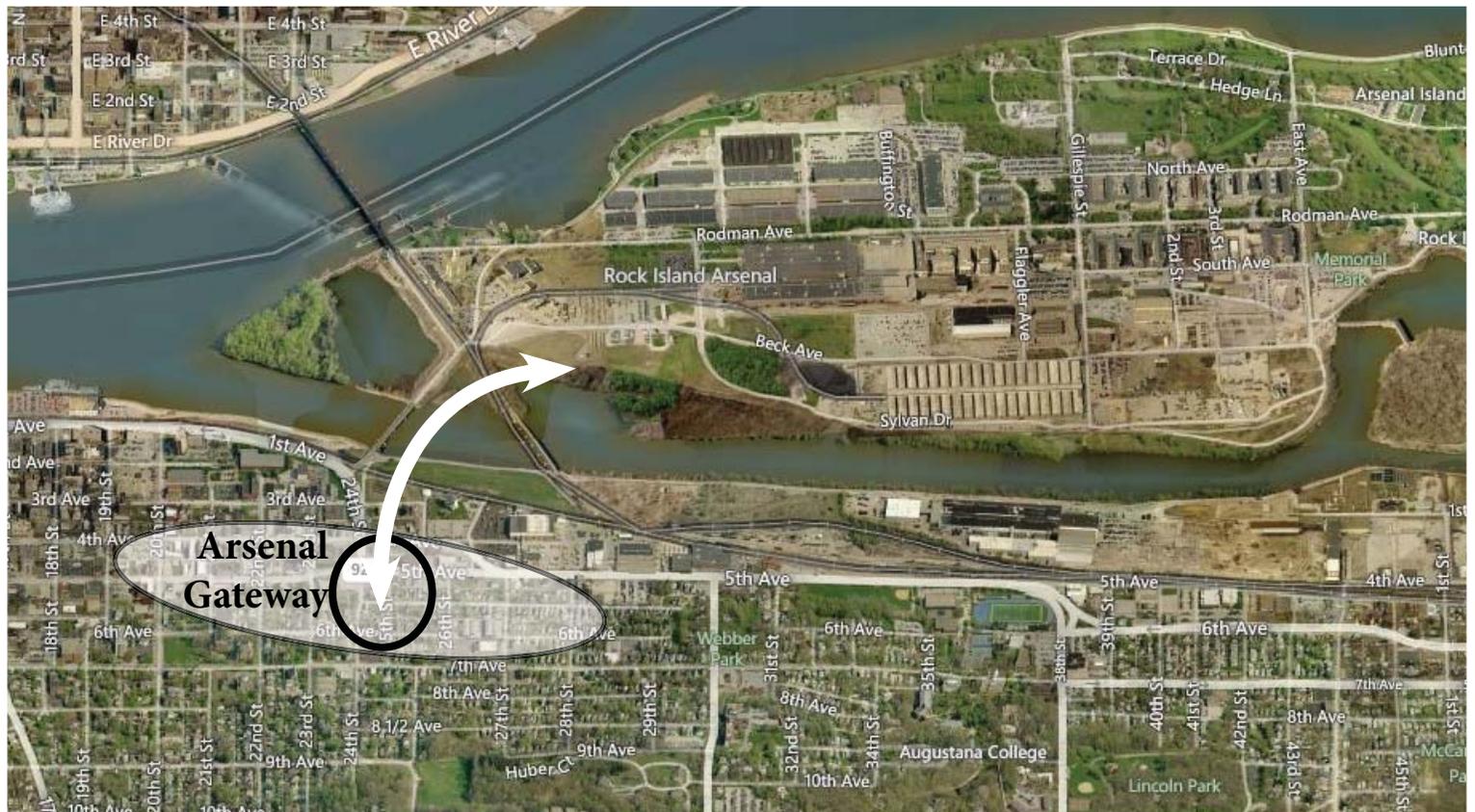




EMPLOYMENT GROWTH (cont.)

and encouraged to participate. Suggested participants include representatives of any Rock Island companies doing business with the Arsenal (e.g. Mandus Group), and representatives of the Rock Island Arsenal Development Group and the Arsenal Support Program Initiative. Invitations could be extended when appropriate to realtors or property owners with available land or space.

- ▶ **Strategy 2:** Continually update existing businesses, developers, and commercial/industrial realtors on changes and trends at the Arsenal so that emerging opportunities can be identified and pursued.
- ▶ **Strategy 3:** Firmly establish the Arsenal Gateway as THE place in the Quad Cities for private businesses to excel in partnership with the Arsenal's many commands and government entities and facilities.



URBAN FABRIC ANALYSIS

A key purpose of this plan is to provide guidance for property owners, developers, city officials, and staff on the preferred location and design of public and private investments in the planning area. Such guidelines should be grounded in an understanding of the urban fabric as it exists in 2013. This section offers an assessment of the current character of the planning area.

ZONES

The map below identifies four distinct zones within the Arsenal Gateway Neighborhood, each with a unique urban character, and their relationship to existing neighborhood designations.

Urban Neighborhood Zone

This zone primarily consists of single family housing with some neighborhood commercial and small multi-family residential buildings. Lots and buildings are significantly smaller than those found in the other developed districts within the planning area. Roads primarily adhere to a typical urban residential street section (i.e. grass terraces, plentiful street trees, narrow sidewalks, and minimal building setbacks).

Downtown Zone

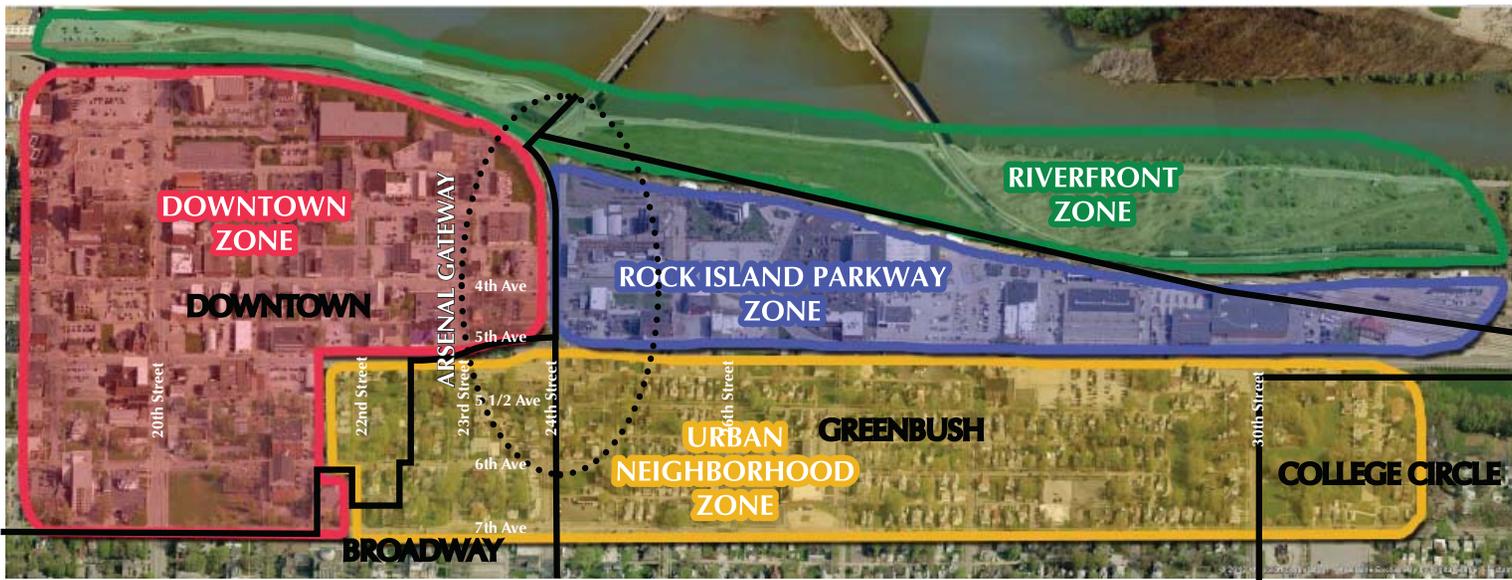
This zone has a diverse array of uses, including office, retail/service, industrial, municipal, multi-family residential and mixed use. Building height and size vary within this district; however, the majority of the buildings are taller than they are wide. Most roads have a typical downtown street section (i.e. concrete terraces, sporadic street trees, wide sidewalks, and minimal or no building setbacks).

Rock Island Parkway Zone

This zone includes several types of uses (e.g. public, utility, office, multifamily residential, mixed use, etc.). The majority of the buildings have horizontal proportions and fewer than four stories. Parking and storage areas are a large part of this district's landscape. The road section is typical of a commercial corridor (mix of grass and concrete terraces, few street trees, narrow sidewalks, and varied building setbacks).

Riverfront Zone

This zone is undeveloped due to access constraints and natural limitations (i.e. floodplain). There are park features and a trail along the river's edge; however the rest of the area remains open.



Riverfront Zone



Urban Neighborhood Zone



Downtown Zone



Rock Island Parkway Zone





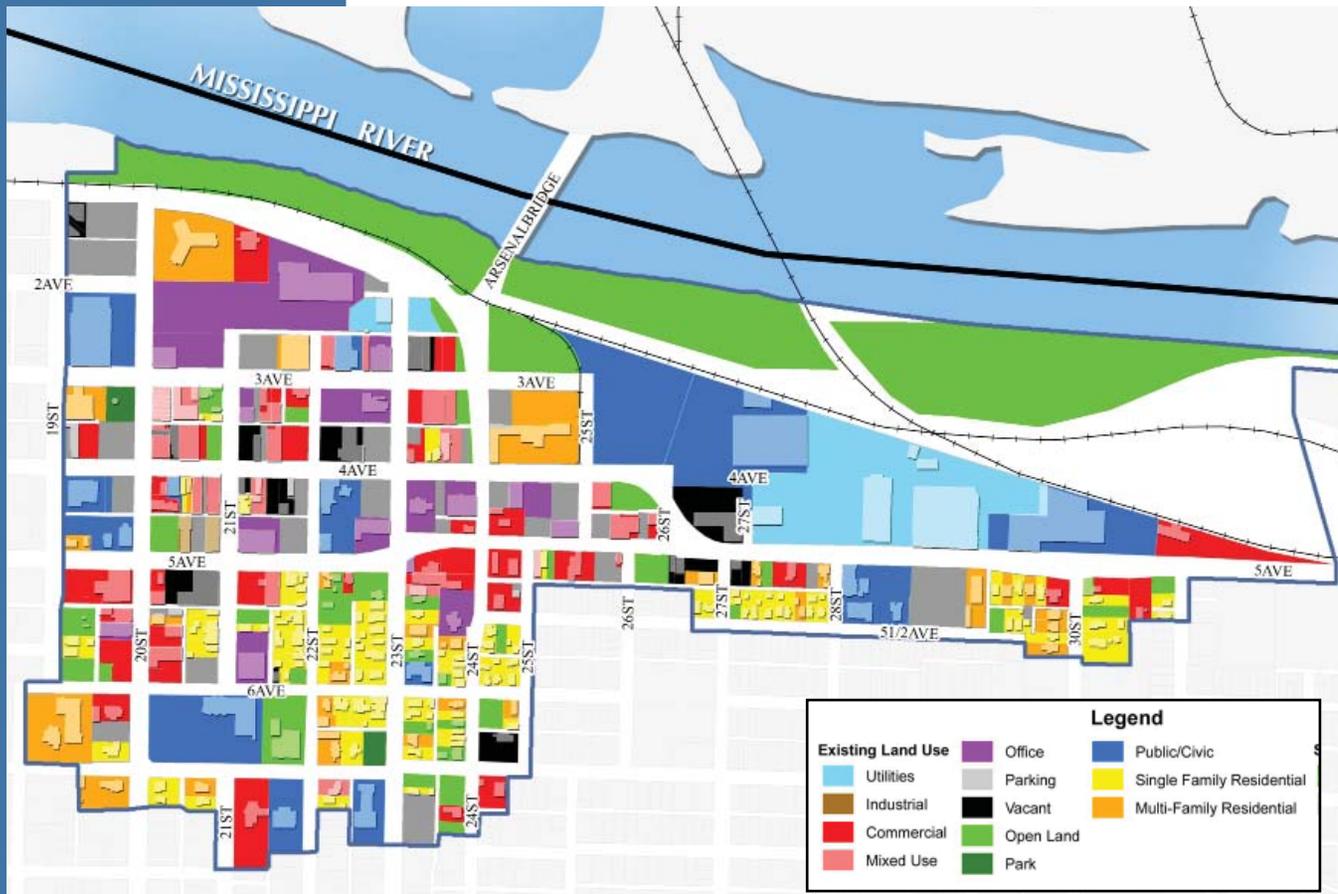
URBAN FABRIC ANALYSIS *(cont.)*

LAND USE PATTERNS

Existing land uses and development patterns within the planning area collectively distinguish the areas from the rest of the City and play an important role in the creation of the Arsenal Gateway Revitalization Plan. Previously, the riverfront functioned as the industrial core and employment center of the City; however, the decline of local industry and inadequate property maintenance has resulted in urban blight and underutilized parcels.

EXISTING LAND USE

The map and table below illustrate the existing land uses within the planning area. To better understand the developed sections of the planning area, the 27.5-acres of undeveloped land along the riverfront was omitted from this analysis. Additionally, there are developed lots with significant land dedicated to parking or open space that is unaccounted for in the table, but is illustrated by the hatched areas on the map.



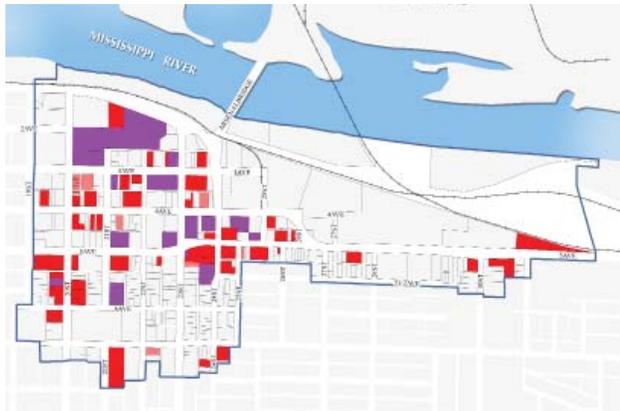
EXISTING LAND USE MAP

The majority of the planning area is being used for public/civic uses (21%), commercial (14%), single-family residential (11%), and office (10%). There is very limited industrial/storage uses, park spaces, or mixed use developments within the planning area, though it should be noted that the large parcel identified as “Utilities” on east 5th Ave has the character of industrial and storage use. See the land use descriptions on the next page for more information.

EXISTING LAND USE (developed area totals)				
Land Use	Parcels		Acres	
	Number	% of Area	Number	% of Area
Utility	3	0.9%	12.23	9.8%
Industrial/Storage	3	0.9%	0.43	0.3%
Commercial	55	16.0%	18.02	14.4%
Mixed Use	12	3.5%	1.71	1.4%
Office	14	4.1%	12.91	10.3%
Parking (#)	43	12.5%	11.17	8.9%
Vacant Property	22	6.4%	5.66	4.5%
Open Land (#) (*)	58	16.9%	10.54	8.4%
Park Space	2	0.6%	0.77	0.6%
Public/Civic	15	4.4%	26.32	21.0%
Single-Family Res.	94	27.3%	13.15	10.5%
Multi-Family Res.	29	8.4%	12.43	9.9%
TOTAL	344		125	

- If you include as a secondary use, totals would be higher (see map)

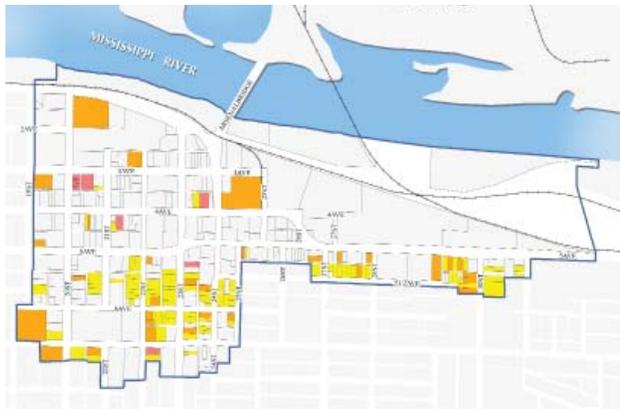
* - An additional 27.5 acres of undeveloped land along the riverfront



Commercial Uses

■ Commercial
 ■ Office
 ■ Mixed Use

Commercial uses make up approximately 26% of the planning area. The majority of these parcels are along 4th/5th Avenue one way pair and along 19th Street; however, there are several other locations near major intersections throughout the planning area. The buildings range in size and massing with the majority being 2-4 stories tall. There is a relatively low amount of mixed use buildings (residential above commercial uses) within the planning area with only one development being built in the last decade.



Residential Uses

■ Single Family
 ■ Multi-Family
 ■ Mixed Use

Residential uses make up approximately 21% of the planning area. The majority of these parcels are located south of 5th Avenue in the Central Neighborhood; however, there are few in the downtown section. Four multi-family residential developments (1900 6th Ave, 1900 3rd Ave, 111 20th Street and 2411 4th Ave) make up a third of the residential acres within the planning area. The remaining residential properties are relatively small and are primarily single-family and duplex units. There is an extensive number of historic buildings in the Arsenal Gateway Neighborhood dating back to the 19th century.



Undeveloped / Vacant Uses

■ Park
 ■ Open Land
 ■ Parking
 ■ Vacant Buildings

Approximately 23% of the planning area is either parkland, open land, parking, or vacant building sites (with an additional 27.5-acres of open land along the riverfront). If you include the developed parcels with large expenses of open land and parking, there would be an additional fifteen acres of parking and three acres of open land. As listed in table on the prior page, there are 22 vacant properties and 58 parcels that are undeveloped. These parcels are sprinkled throughout the planning area with a large concentration in the Arsenal Gateway Neighborhood.



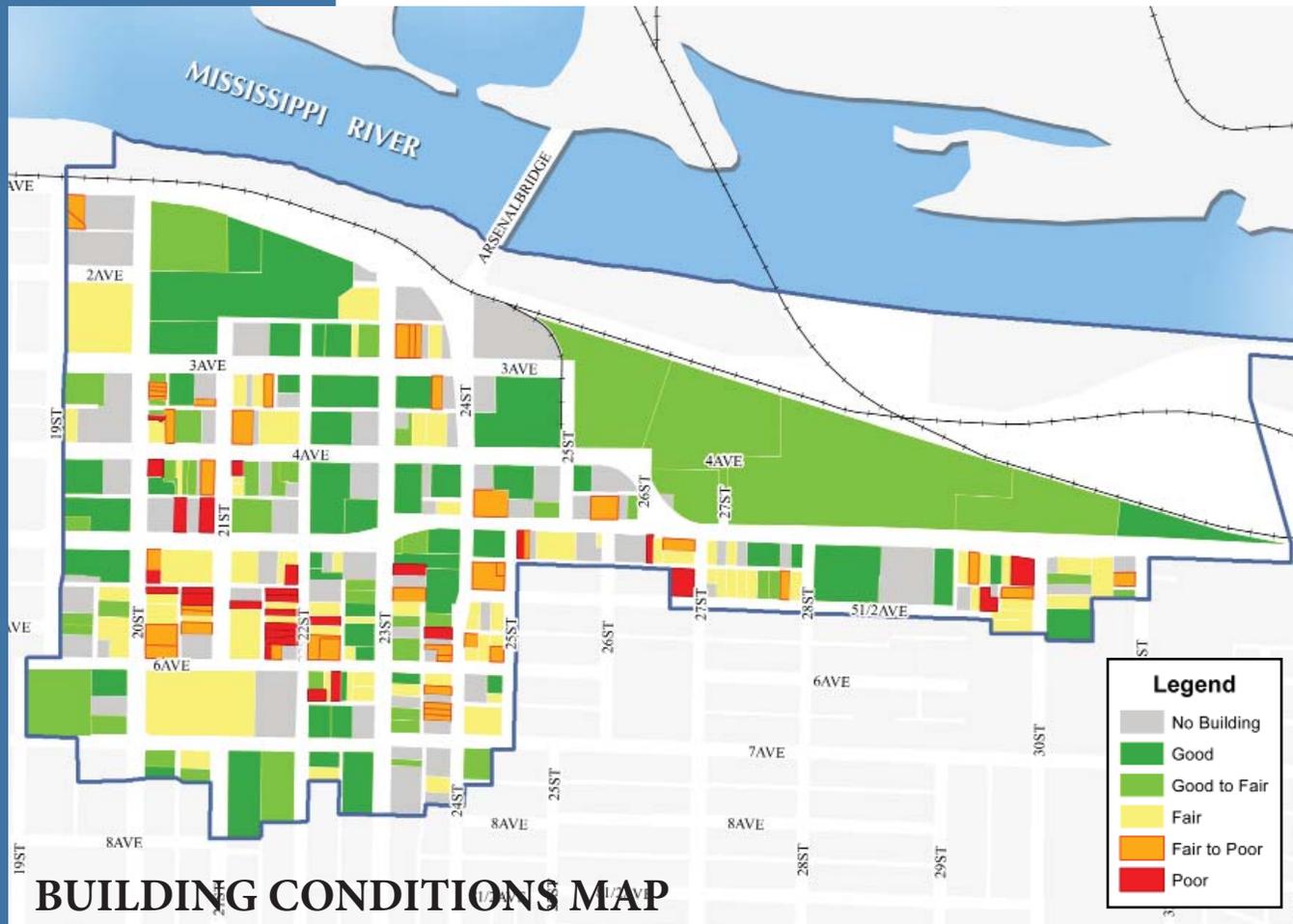
URBAN FABRIC ANALYSIS *(cont.)*

PROPERTY EVALUATION

Individual parcels/buildings can have a lasting impression on a person's perception of an area, either positively or negatively. For instance, a building could be so well-designed, unique, or historically significant that it is the first thing someone thinks of when someone mentions the City of Rock Island. Examples of a parcel/building that can leave a negative impression would be a poorly designed or dead public space, a rundown/falling apart building, or a large vacant parcel.

Building Conditions

The map and table below illustrate the building conditions within the planning area as of October 2012. This is not an evaluation of the structural integrity of the building, but rather a subjective opinion of condition based on the exterior appearance of each building as viewed from the street.



In general, buildings within the planning area are good to fair condition; however, there are roughly 8% within the planning area that are in less than fair condition. Twenty-eight parcels are listed in "poor" condition that have dilapidated buildings that potentially may cost more to update than to tear down. The largest concentration of these parcels are in the Central Neighborhood south of 5th Avenue.

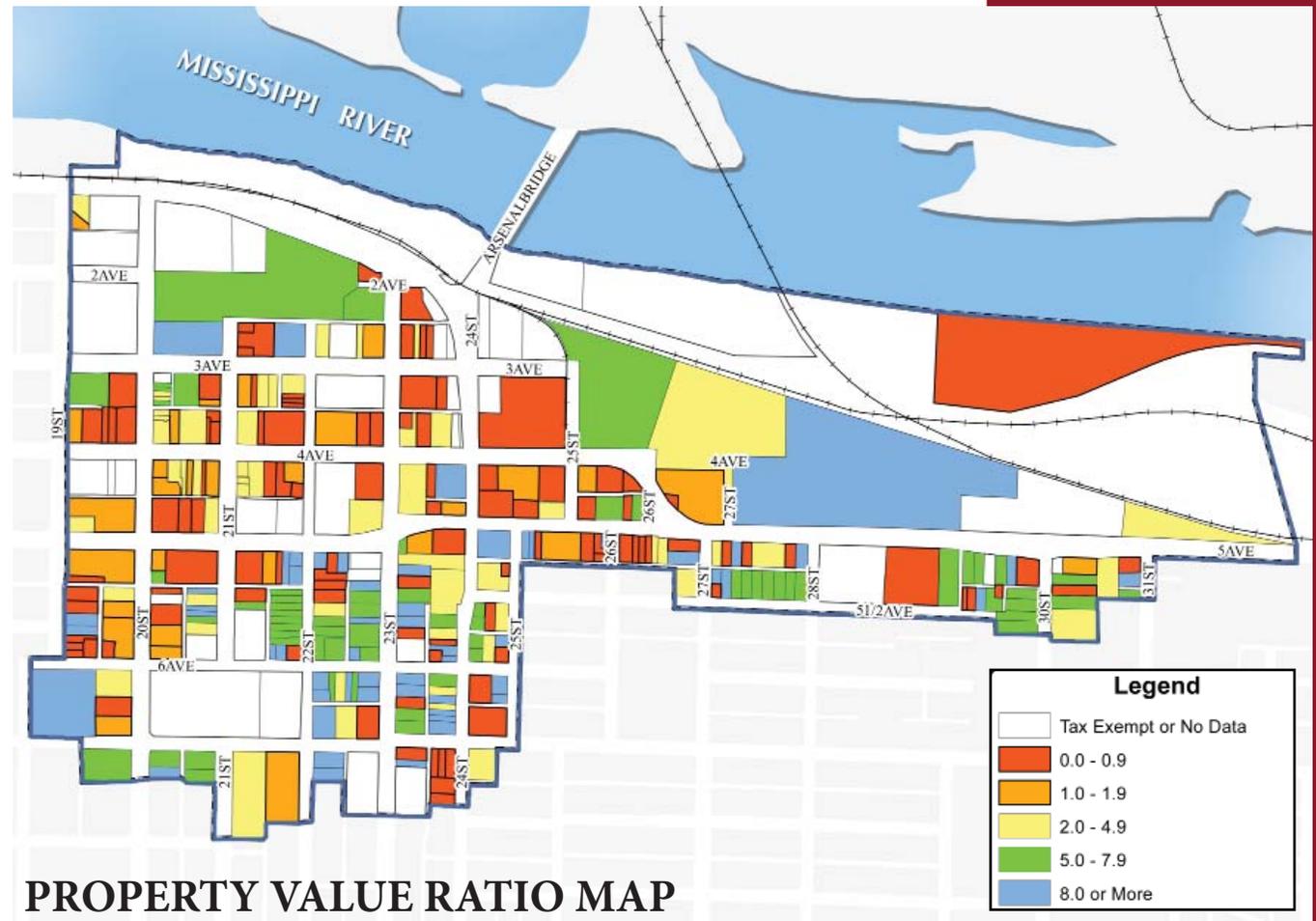
BUILDING CONDITIONS BREAKDOWN				
Building Condition	Parcels		Acres	
	Number	% of Area	Number	% of Area
No Building (*)	108	4.0%	23.57	18.9%
Good	48	15.8%	32.08	25.7%
Good to Fair	48	3.4%	39.46	31.7%
Fair	72	0.9%	19.54	15.7%
Fair to Poor	44	0.9%	6.46	5.2%
Poor	28	12.6%	3.53	2.8%
TOTAL	348		125	

* - An additional 27.5 acres of undeveloped land along the riverfront

Property Value Ratio

Land and improvement (building) values are assessed annually and provide an objective evaluation of the condition of private property in the City. Based on the 2011 aggregate assessed values (excluding tax exempt parcels), the planning area total property value is \$17.35 million. The total land value is \$3.30 million (approximately \$26,400 per acre) with a total improvement value of \$14.05 million (an average of \$112,400 per parcel).

The Property Value Ratio Map illustrates the relationship between the value of improvements and the value of the land for each parcel. A low number is an indication of opportunity for redevelopment - it means that the parcel is not contributing strongly to the tax base and the cost to remove and replace existing improvements is relatively low. Parcels in red or orange have low value ratios and are the best redevelopment/reinvestment opportunities as determined by this measure.





URBAN FABRIC ANALYSIS *(cont.)*

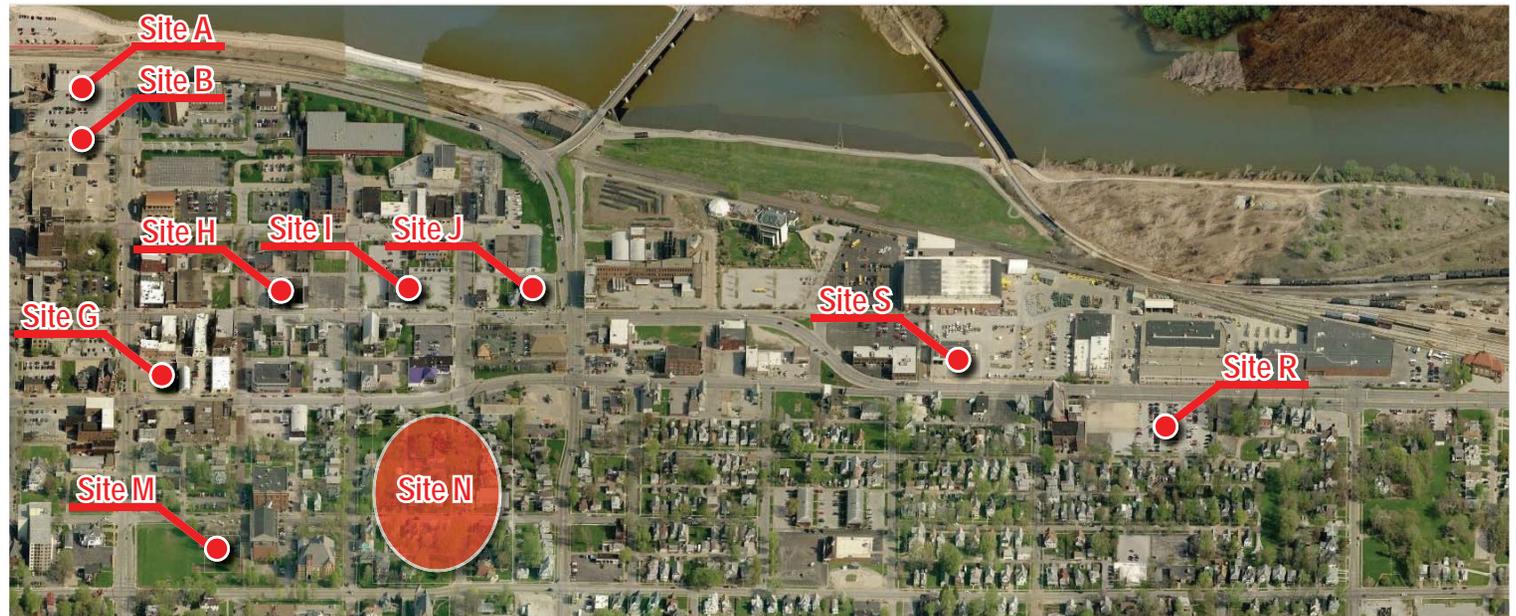
REINVESTMENT OPPORTUNITIES

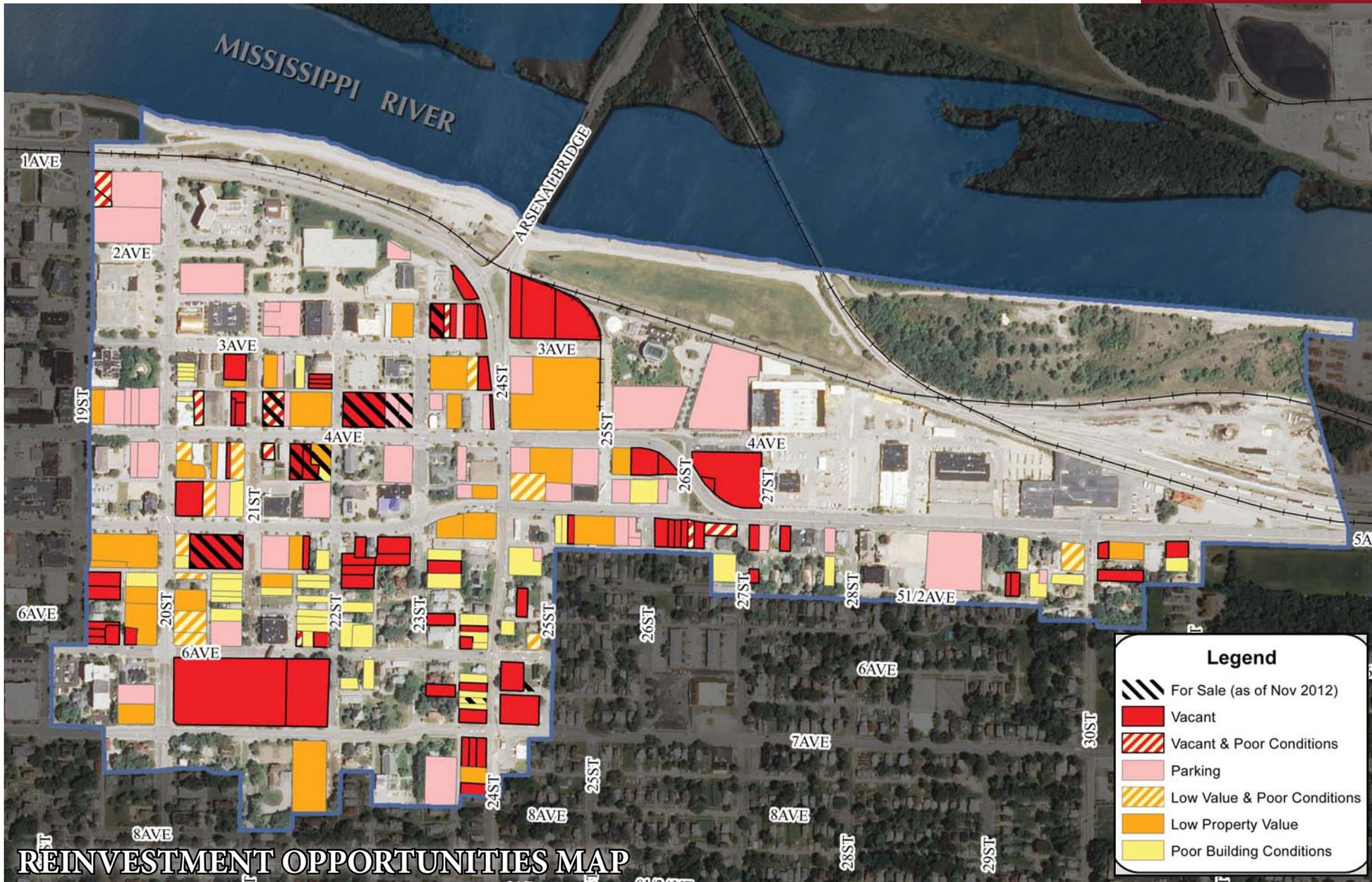
The planning area includes a number of parcels that offer significant opportunities for redevelopment. The parcels that are strong candidates for redevelopment are either vacant or are for sale, have low improvement value (relative to land value), and have buildings that are in poor condition. The map on the next page illustrates those opportunities within the planning area.

- ▶ **Red/Pink** parcels are generally the **most viable** for redevelopment, as they have vacant buildings or no structures at all (bright red). Additionally some parcels are currently for sale (dark red hatch).
- ▶ **Orange** parcels are **viable** for redevelopment due to low values, but they are not for sale and they are not vacant.
- ▶ **Yellow** parcels are **less viable** for redevelopment due to stronger values, but are candidates for targeted reinvestment to improve poor exterior conditions.

PRIORITY REDEVELOPMENT SITES

If the City is to take an active role in the pursuit of redevelopment, it should focus efforts on a few key sites. There are many opportunities for redevelopment, but these can be prioritized based on their marketability (location, visibility, etc.) and their potential for positive impact on the Arsenal Gateway Neighborhood. The selected sites (shown below) will be the City's first priorities when marketing development opportunities in the downtown. Each one of these projects can be a catalyst for other new development in the neighborhood. See *page 74-85* for specific recommendations for some of these potential catalyst projects.





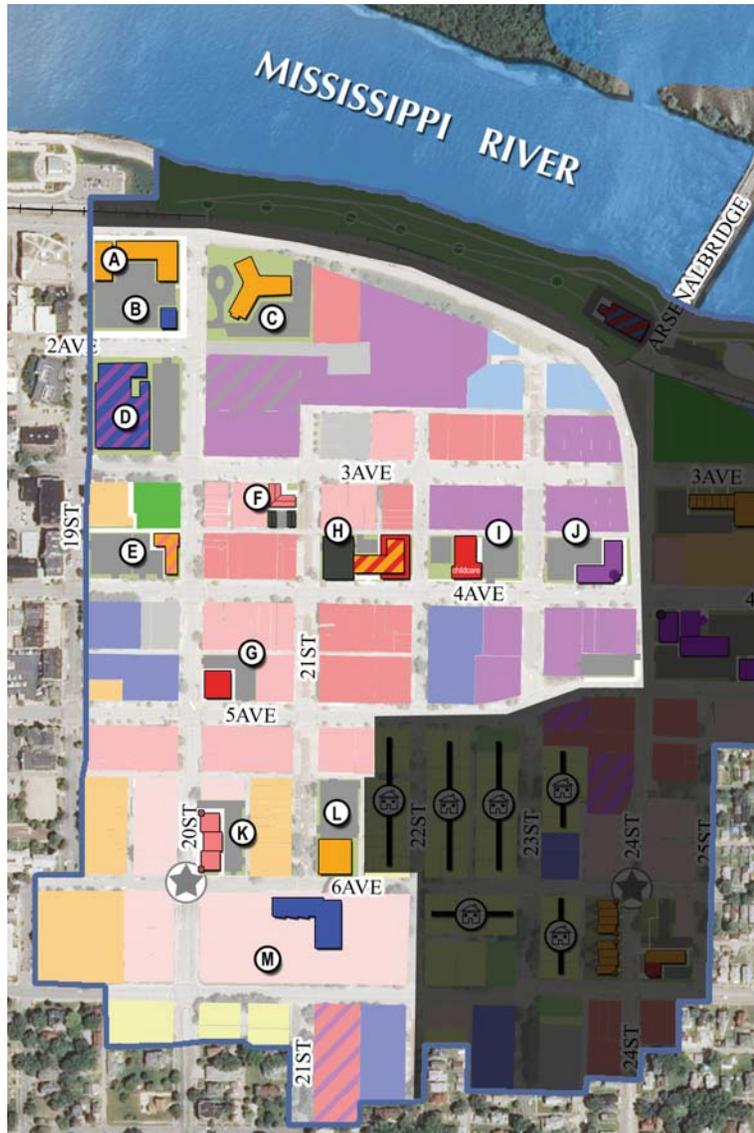
REINVESTMENT OPPORTUNITIES MAP



CATALYSTS: Downtown

This section describes potential catalytic projects for the Downtown Zone based on public feedback (see Section 2), and analysis of the urban fabric of the neighborhood. See pages 92-97 for general guidelines to building/site design.

DOWNTOWN ZONE - CONCEPT PLAN



A: 111-113 19th Street, Public Lot C



B: 1907 2nd Avenue



CP-A: HIGH DENSITY RESIDENTIAL DEVELOPMENT (HIGH PRIORITY)

A new multi-family residential development with 34 live-work housing units is planned to be completed by early 2014 on what is now Public Parking Lot C. Branded as “The Locks”, this development will help to increase the housing opportunities within the planning area. If successful, the adjacent parcels along 19th Street (which are in fair to poor condition) could be torn down to provide room for an expansion of this development. If these properties fall into further disrepair in the meantime, the City should consider purchasing the properties for additional parking until a development opportunity arises.



CP-B: TRANSIT STATION (HIGH PRIORITY)

MetroLINK is planning on building a bus transit station on this location in the near future. This site is ideal due to its proximity to “The District” and the Schwiebert Riverfront Park. Additional parking could be provided with the parking garage suggested at the corner of 1st Avenue & 20th Street (see Catalyst A).



CP-C: MIXED-INCOME HOUSING CONVERSION

According to the Rock Island Housing Authority (RIHA) Asset Management Plan, Spencer Towers could be reconfigured from a one-bedroom elderly and disabled public housing property to a mixed-income rental development. The views and proximity to THE DISTRICT makes these units quite marketable. When funding becomes available, the building's exterior façade will be enhanced in keeping with the architectural design of the neighborhood.



CP-D: OFFICE CONVERSION

There have been discussions regarding reuse of the Post Office building for office development. The building is in good to fair condition and could likely accommodate such a use.



CP-E: MIXED USE W/ (CONVERTED PUBLIC) PARK

Fort Armstrong Senior Residence development incorporates surface parking and a park space that is currently not open to the public. There is limited park space in the downtown area and it has been noted that this space is underutilized by residents. The City should work with the owner to remove portions of the fencing and open this site to the general public. Fort Armstrong's surface parking and the adjacent service business could be redeveloped as a mixed use (or high-density residential) development with a parking garage within the new building or as a separate structure in the southwest corner of the block (servicing both buildings). The City could initiate this concept with Fort Armstrong by offering to take over the maintenance of the park space. The City may also consider removing the auto shop in the southwest corner and build either a surface lot or parking structure that could provide parking spaces for both housing developments within the block, as well as supplement parking for the library and THE DISTRICT. As shown in the illustrative example below, the double-loaded parking structure could provide approximately 50-60 parking spaces per floor.



C: 111 20th Street



D: 1956 2nd Avenue



E: 1901-1919 4th Ave,
318-330 20th St, &
1918-1930 3rd Ave





CATALYSTS: Downtown (cont.)



F: 308-312 21st Street

CP-F: MARKET ON THIRD EXPANSION

The live/work development pictured below is a great addition to the downtown area and is currently filled with businesses. There is potential to repeat this format on the vacant corner immediately to the east.



G: 2001-2015 5th Ave

CP-G: COMMERCIAL / MIXED USE DEVELOPMENT (HIGH PRIORITY)

This site includes two parcels that currently feature only an old metal quonset hut. It is an eyesore for the area and should be redeveloped. The lot size is ideal for a restaurant or mixed use building with surface parking along the back and side. Underground or structured parking would allow for a more intensive use.



H: 2107-2117 4th Ave

CP-H: MIXED USE / HOTEL DEVELOPMENT (HIGH PRIORITY)

This site includes a vacant (for sale) bar, ELKS B.P.O.E, and a large parking lot. The site is underutilized and the buildings are in fair to poor condition.



Incorporating the entire half-block would allow for a large "catalytic" project, such as a hotel or mixed use building. A parking level/structure would be needed to develop a multi-storied building encompassing the majority of the block (as illustrated in the Downtown Concept Map - see page 74).

CP-I: COMMERCIAL REUSE (HIGH PRIORITY)

This site has sat vacant for several years and is one of many vacant parcels that fuels negative impressions about this area. The current building could be reused for another car dealership, child day care facility, or another commercial/retail space. If the site was to be redeveloped, the size of the lot would be ideal for a hotel or mixed use development.

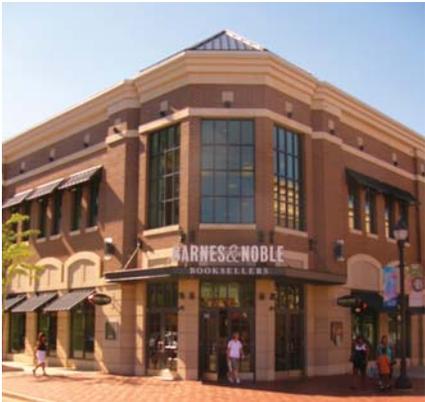


**CP-J: “SIGNATURE” OFFICE DEVELOPMENT
(HIGH PRIORITY)**

This site is one the most important sites within the planning area, as it’s at the heart of the Arsenal Gateway and has the most exposure of any site yet to be redeveloped. The half-block currently has a bar, single-family home and a mixed-use development near the corner of 4th Avenue and 24th Street. The location has several positive factors that make this site highly marketable for a multi-storied mixed commercial building (retail at street-level with office above). Factors include traffic counts, visibility and access from Rock Island Parkway, and views of the Mississippi River. Any development proposed for this site should be multi-storied with a significant presence near the 5th and 24th corner. This could be a signature architectural building for the Gateway Arsenal area.



Representative Photos



CP-K: MIXED USE / RESIDENTIAL DEVELOPMENT

This 0.80-acre redevelopment site includes three commercial properties that are in fair to poor condition and have low



Representative Photo

property value ratios. The site’s proximity to the nearby urban neighborhoods and the school site (which is proposed for a YMCA or Health Club - See Project N) make this site marketable for a mixed use or high-density residential development. The design and scale of the development should fit in with the adjacent residential neighborhoods.

CP-L: HOUSING CONVERSION

This is the school district’s administration building. It could be converted as market rate apartments or condominiums with the remaining portions of the block converted to a surface parking lot. Landscaping around the parking lot will be important to mitigate impacts on surrounding residential uses.



Existing Admin Bldg



I: 2215-2227 4th Ave



J: 315-317 23rd Street & 2301-2317 4th Ave



K: 525-547 20th Street



L: 521-541 21st Street





CATALYSTS: Downtown (cont.)

CP-M: Former School Site Redevelopment (HIGH PRIORITY)

This former school property is mostly vacant (existing floor plans provided below); however, the kitchen, gym and athletic field are still used regularly. This site is quite important to the area and offers a very expansive site for reuse or redevelopment. If the building was repurposed, there are two notable issues with the existing building: 1) heat for the building is provided by the School District's Administration building across the street; and 2) there is no elevator in the building. Below and on the next page are four redevelopment/reuse options for this site, including two that involves changes to the School District's Administration building across the street. Coordination with the School District will be essential to any redevelopment of this property.



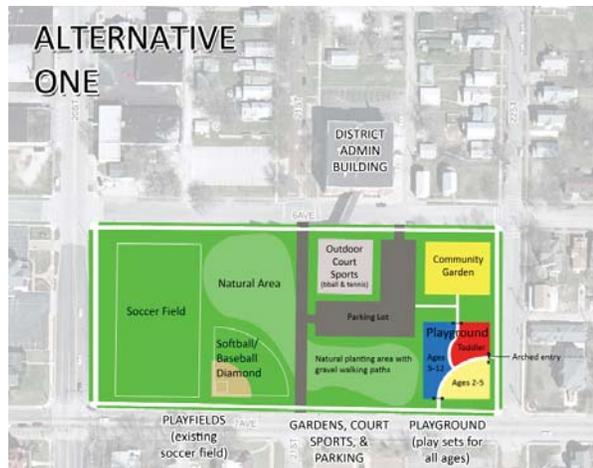
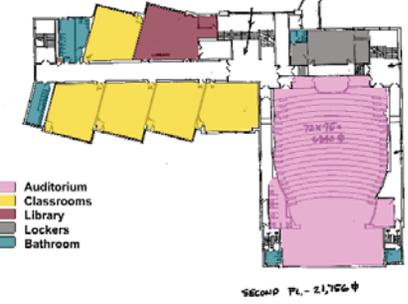
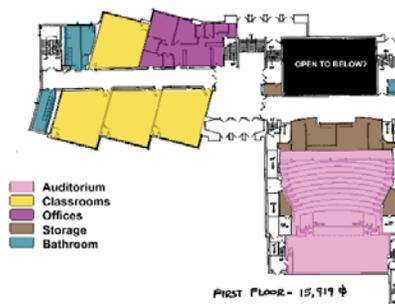
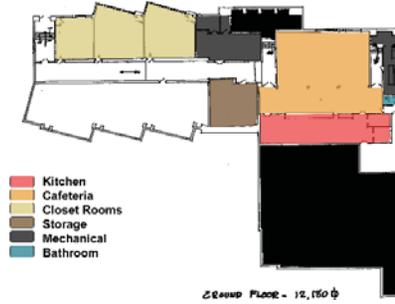
M: 2125 7th Avenue



Existing Gym

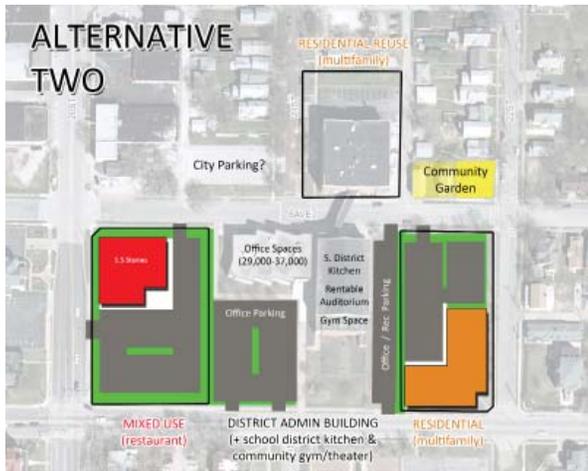


Existing School



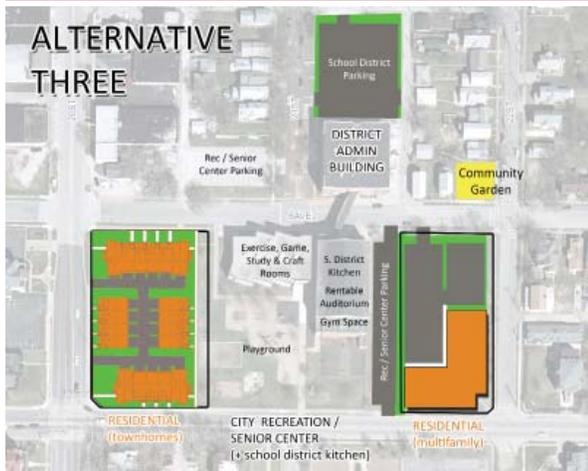
ALTERNATIVE ONE: Neighborhood Park Conversion

- ▶ Build a neighborhood park with activities for all ages
 - Sell land to the City and take down the remaining buildings on the site (including the bridge across 6th Avenue)
 - Improve the soccer field, add a softball/baseball diamond, and build outdoor courts for basketball, tennis, etc.
 - Add three playgrounds (by age groups) split by widening paths (bounded by the former footprint of the Lincoln School)
 - Add historical references to the former Lincoln School by building replica entry features (as they existed in the Lincoln School) and add historical marker(s) documenting the site's history
 - Establish a natural area that incorporates gravel walking paths
 - Build a parking lot and access drive to support the neighborhood park



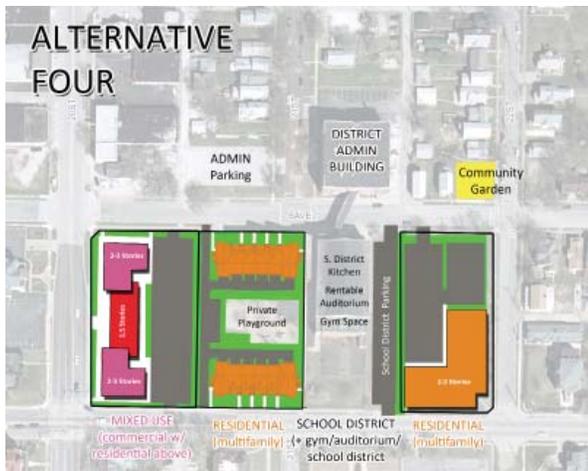
ALTERNATIVE TWO: School District Consolidation & Redevelopment

- ▶ Sell land along 20th ST (commercial or mixed use) and 22nd ST (residential)
- ▶ Remodel the School Site (new interior layout, new windows, exterior maintenance, elevator addition, etc.) to provide the School District Administration offices and convert Admin building to market rate housing
 - CDA purchase both Administration and School site to keep in one ownership (due to heat supply) and lease the office space to school district
 - Remove playground to provide office parking (relocate quality playground equipment to another park/vacant land)
 - Continue using the kitchen and gym spaces as they are currently being used
 - Make auditorium rentable for shows, events, meetings, etc.
- ▶ Use existing Administration Parking in NW corner of 6th/21st intersection for residential units and potentially for mixed-use redevelopment site.
- ▶ Add community garden and extend to alley (removal of two homes - one occupied)



ALTERNATIVE THREE: Building Reuse & Housing

- ▶ Sell land along 20th ST (residential) and 22nd ST (residential)
- ▶ Remodel the School Site (new interior layout, new windows, exterior maintenance, elevator addition, etc.) to provide a City Recreation/Senior Center with exercise, game, study and craft rooms
 - CDA purchase both Administration and School site to keep in one ownership (due to heat supply) and lease to school district the office space
 - Keep playground area
 - Continue using the kitchen and gym spaces as they are currently being used
 - Make auditorium rentable for shows, events, meetings, etc.
- ▶ Extend School District parking lot to the northern alley w/ street landscaping
 - Removal of one home and garage
- ▶ Add community garden on a vacant lot



ALTERNATIVE FOUR: Maximizing Development Potential

- ▶ Sell land along 20th ST (mixed-use), along 22nd ST (residential) & midblock (residential)
 - Remove the School's wing portion (keeping stairs)
 - Playground area becomes privately owned (maintained by Condo Assoc.)
 - Continue using the kitchen and gym spaces as they are currently being used
 - Make auditorium rentable for shows, events, meetings, etc.
- ▶ Add community garden on a vacant lot





N: 22nd-23rd Street



O: 2225 7th Avenue



CATALYSTS: Neighborhood

This section describes potential catalytic projects for Urban Neighborhood Zone based on public feedback (see Chapter 2) and analysis of the urban fabric of the neighborhood. See pages 92-97 for general guidelines to building/site design.

CP-N: NEIGHBORHOOD REVITALIZATION (HIGH PRIORITY)

The neighborhood has declined over the years due to lack of maintenance. There are too many vacant lots, many with debris and junk present. There are several steps that could help revitalize this neighborhood. First, continue efforts to rehabilitate the existing housing stock, and remove those deemed unsalvageable. Second, the City could market and help finance single- and two-family workforce housing on the existing vacant lots. Since this is a historic district, it's important that any development complement the scale and character of existing housing. Third, consider a community garden (potentially on a vacant City lot, such as 546 22nd Street). Lastly, work with the neighborhood to clean up the remaining vacant lots.



Vacant Lot (513 23rd Street)



Workforce Housing

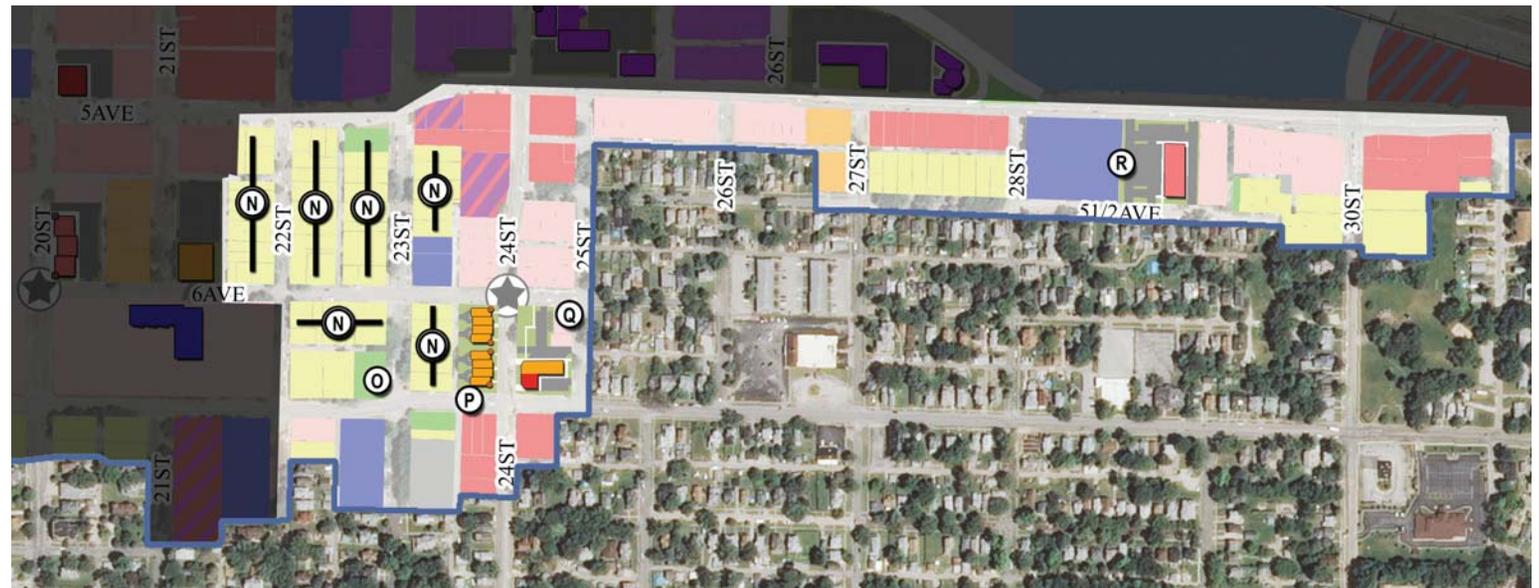


Vacant Lot (546 22nd Street)



Community Garden

URBAN NEIGHBORHOOD ZONE - CONCEPT PLAN



CP-O: BROADWAY (GREENSPACE) PARK

This site is privately-owned greenspace dedicated to the Broadway Historic District. It currently includes several benches on the edges of the greenspace, minimal shrubs/trees, and a brick sidewalk with historic plaque along 23rd Street. There is potential to enhance this space to further tell the story of the Broadway Historic District. Proposed improvements include an entry archway feature, a brick pathway through the site, informational panels (describing different aspects of the district’s history), more benches and additional landscaping.



CP-P: MULTIFAMILY (ROWHOUSE) HOUSING

This half-block currently has four single-family homes, one duplex home, and two vacant parcels. All of the single-family homes have fair to poor exterior building conditions.



Representative Photo

If this half-block is redeveloped, there is potential for higher density “high-quality” housing. As shown in the concept plan (see the prior page), the site could potentially hold 8-10 townhomes, depending on the width of the units and the number of buildings proposed.

CP-Q: MIXED USE DEVELOPMENT

This redevelopment site includes two parcels in common ownership that are currently vacant. The lot along 7th Avenue is an old auto repair shop and across the alley is an open lot. There is potential to create a mixed use development on this site with a commercial space facing 7th Avenue and residential units facing the open space along the backside of the property. The open lot includes several large deciduous trees that could be enhanced by a walkway and benches. As shown in the concept plan, parking could be provided along 7th Avenue, along the alley, and along the backside of the open (park) space. As shown in the above representative photo, the proposed development could be designed and split off into two parcels to allow financing of the commercial space separately from the residential portion. If it is deemed unnecessary to keep the existing trees, a larger mixed use development could be built across both sites with the closure of the alley.



Representative Photo

CP-R: MIXED USE DEVELOPMENT (HIGH PRIORITY)

This parcel is currently a surface parking lot for Mid American Energy; however, there is potential to move this parking area to the MetroLINK property adjacent to Mid American Energy once that site is vacated. This 1.45-acre site would be ideal for either a mixed use building with parking primarily on the side, or a commercial building along 5th Avenue with housing along 5 1/2 Avenue.



Representative Photo



P: 601-609 24th Street & 2403 7th Avenue



Q: 601-609 24th Street & 2403 7th Avenue



R: 2926 5th Avenue





CATALYSTS: Parkway

This section describes potential catalytic projects for Rock Island Parkway Zone based on public feedback (see Chapter 2), as well as based on the urban fabric study done as a part of this planning process. See pages 92-97 for general guidelines to building/site design.



S: 2733 5th Avenue

CP-S: “SIGNATURE” OFFICE / HOTEL DEVELOPMENT (HIGH PRIORITY)

Representative Photos

After the 4th/5th Avenue split is moved further east, this site will be very important due to its visibility and location along Rock Island Parkway. Any development should be substantial, such as multi-storied office or hotel building, and designed to be a signature



“gateway” building. To provide enough parking for a multi-storied building, parking may need to be incorporated in the building envelope or supplied off-site. Potential locations for additional parking include sharing the adjacent property’s parking (2623 5th Avenue), or using the Botanical Center or QCCA Expo Center lots (see Action PP-3 on page 49).

CP-T: SURFACE PARKING / FUTURE OFFICE SITE

This redevelopment site includes two vacant parcels (both under one ownership) and removed section of street right-of-way (due to the redesigned 4th/5th Avenue split). In the short term this site could be turned into a public parking lot that is paved and sufficiently landscaped. This could be used for overflow parking for the Botanical Center

Representative Photos



T: 2520-2529 4th Ave

ROCK ISLAND PARKWAY ZONE - CONCEPT PLAN



and the Expo Center, and/or support additional development in the nearby properties. Long term this site would be ideal for office development, especially if a parking structure is built across the street.

CP-U: OFFICE DEVELOPMENT

This block is quite important to the Arsenal Gateway due to its location and visibility along the Rock Island Parkway. The block is already home to one catalytic project by the Mandus Group. If Mandus Group needs to expand in the future, it should expand either west to the intersection corner or south through the middle of site. If Mandus doesn't expand to the corner, this site could be developed as another signature building to complement Jackson Square. Parking should be pushed to the 4th Avenue and 25th Street frontages.



Representative Photo

The existing building in the southeast corner of this block has historical qualities and is partially filled. This development should remain and could be marketed for office use. Facade improvements would increase the building's marketability.

CP-V: MARKET RATE HOUSING DEVELOPMENT

This rear portion of the Jackson Square development remains vacant. This site could be developed with new construction residential units, especially after 3rd Avenue is reconstructed and the Children's Garden completed.



Representative Photo

CP-W: EXPO CENTER UPDATES

The QCCA Expo Center and the Botanical Center are two major assets to the City and the Arsenal Gateway Neighborhood, as they draw from the entire Quad Cities region. These uses can be catalysts for other development, and their design can help set the tone for the neighborhood. When the 4th/5th Avenue split is moved further east (see Action RB-F), the Expo Center will become even more visible along 4th Avenue. At present, the building's entry feature is not attractive. A hallway and commons area could be built from the side of the building and wrap around the front. This "commons" area can provide access straight from the parking lot without affecting the existing interior layout, while enhancing the exterior facade(s). This concept was completed in Milwaukee when a rail station was reopened as the Milwaukee Intermodal Station (see above images).



Example: Before



Example: After (night time)



Example: After (day time)

As described in Action PP-3 (on page 49), there is also an opportunity to build a parking structure on the Botanical Center parking lot that could supply parking for the Botanical Center, the ACCA Expo Center, and other developments in the adjacent blocks. This would allow some of the Expo's parking lot to be converted to greenspace and plaza space.



Representative Photo



U: 401-417 24th Street, 2408 4th Avenue, & 2425 5th Avenue



V: 2411 4th Avenue



W: 2621 4th Avenue





CATALYSTS: Riverfront

This section describes potential catalytic projects for the Riverfront Zone based on public feedback (see Chapter 2), as well as based on the urban fabric study done as a part of this planning process. See pages 92-97 for general guidelines to building/site design.

CP-X: BOTANICAL GARDENS or RESIDENTIAL DEVELOPMENT

This waterfront site is protected by the levee and could be improved either as the “North Gardens” of the Quad Cities Botanical Center, or as market-rate housing. The site’s location along the Mississippi River and along the Great River Trail makes this site attractive for a quality condo



Representative Photo

development, while its proximity to the Botanical Center is a natural growth opportunity for this important local attraction. The addition of accent lighting to the Arsenal Bridge (as recommended in the RiverVision Plan) and convenient access to a new kayak/canoe launch near the Arsenal Bridge (see Action PP-5 on page 49) could further enhance this site. To access this site, the driveway between the Botanical Center and the Expo Center could be converted to a public road and extended across the railroad tracks. This would also provide better access to the Great River Trail from the adjacent neighborhoods and maintain access to the City of Moline’s Water Treatment Plant. Buildings should be sited in such a way to minimize visibility of the nearby high-voltage towers. As shown in the concept plan and the sections on the next page, development could be built along the road with a raised greenspace along the river side of the townhomes. This greenspace can be designed as a (private) park space that incorporates walking paths, trees, bio-swales, lighting, etc.

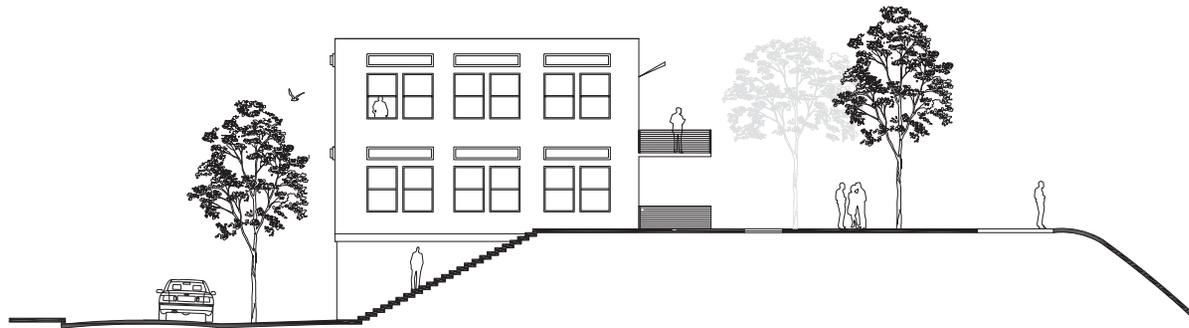
X: 2621 4th Avenue

RIVERFRONT ZONE - CONCEPT PLAN

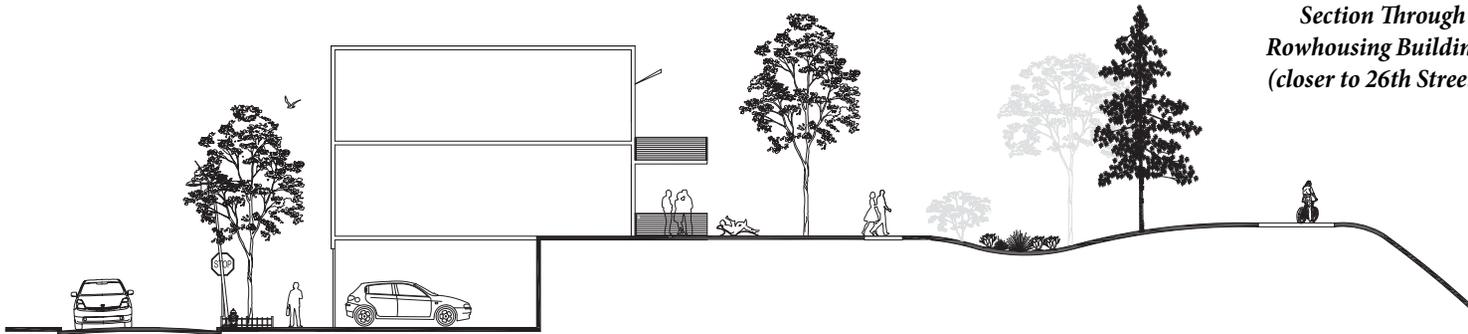


See Quad City Vision Plan for Employment shown with (may consider area for medium-dens





*Section Between
Rowhousing Buildings
(closer to Arsenal Bridge)*



*Section Through a
Rowhousing Building
(closer to 26th Street)*

The eastern section of this site is quite large, which provides an opportunity to build a larger condo building with surface and covered parking (as shown the designated area could provide for 60-65 units in a three story building). Both developments shown in the concept plan suggest parking at street grade with living spaces above, such that the first floor would be at levee height.



Representative Photo

CP-Y: COMMERCIAL SPACE REUSE

Based on the RiverVision Plan, there is extra space within this building that could be utilized for a commercial use (e.g. restaurant, cafe, etc.) that would be part of an expansion of the Schwiebert Riverfront Park (see Action GS-1).



Representative Photo



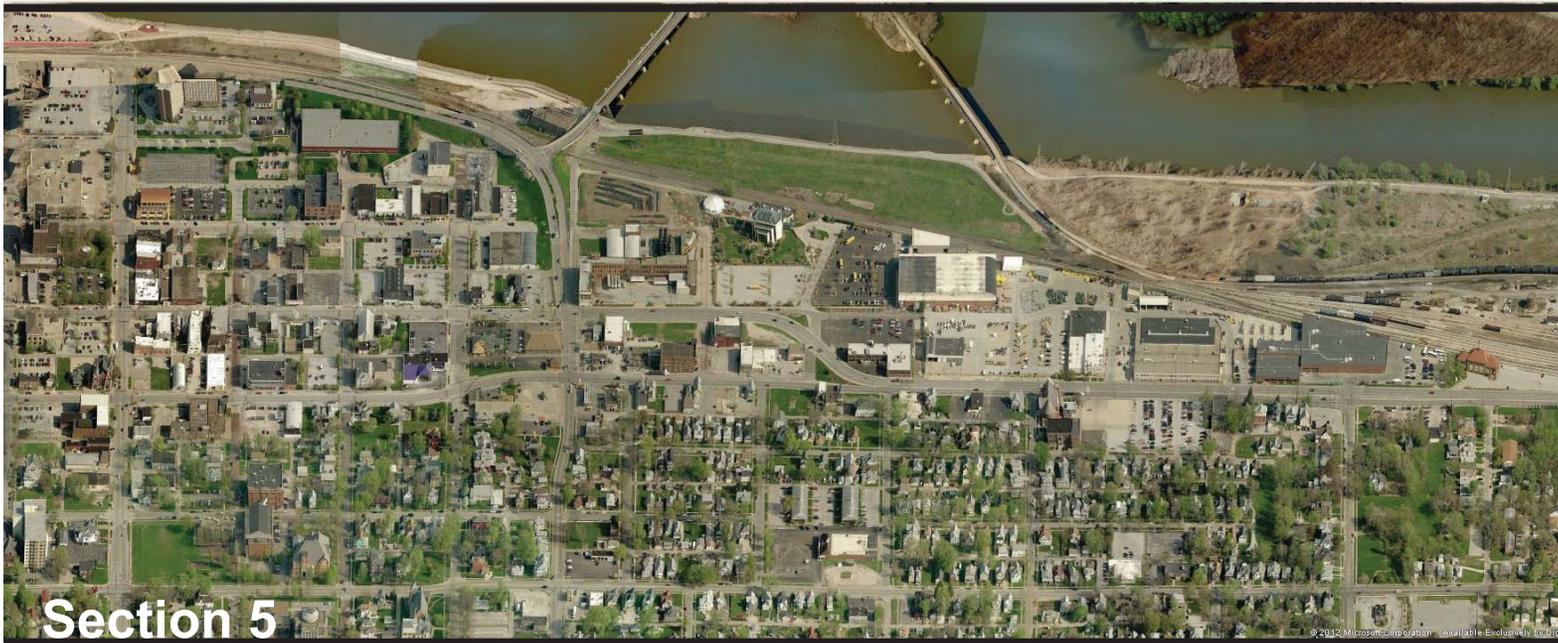
Y: 200 24th Street





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SECTION CONTENTS

- P.87 - Future Land Use
- P.90 - Design Guidelines
- P.94 - Design Gallery
- P.98 - Action Plan

Section 5 IMPLEMENTATION

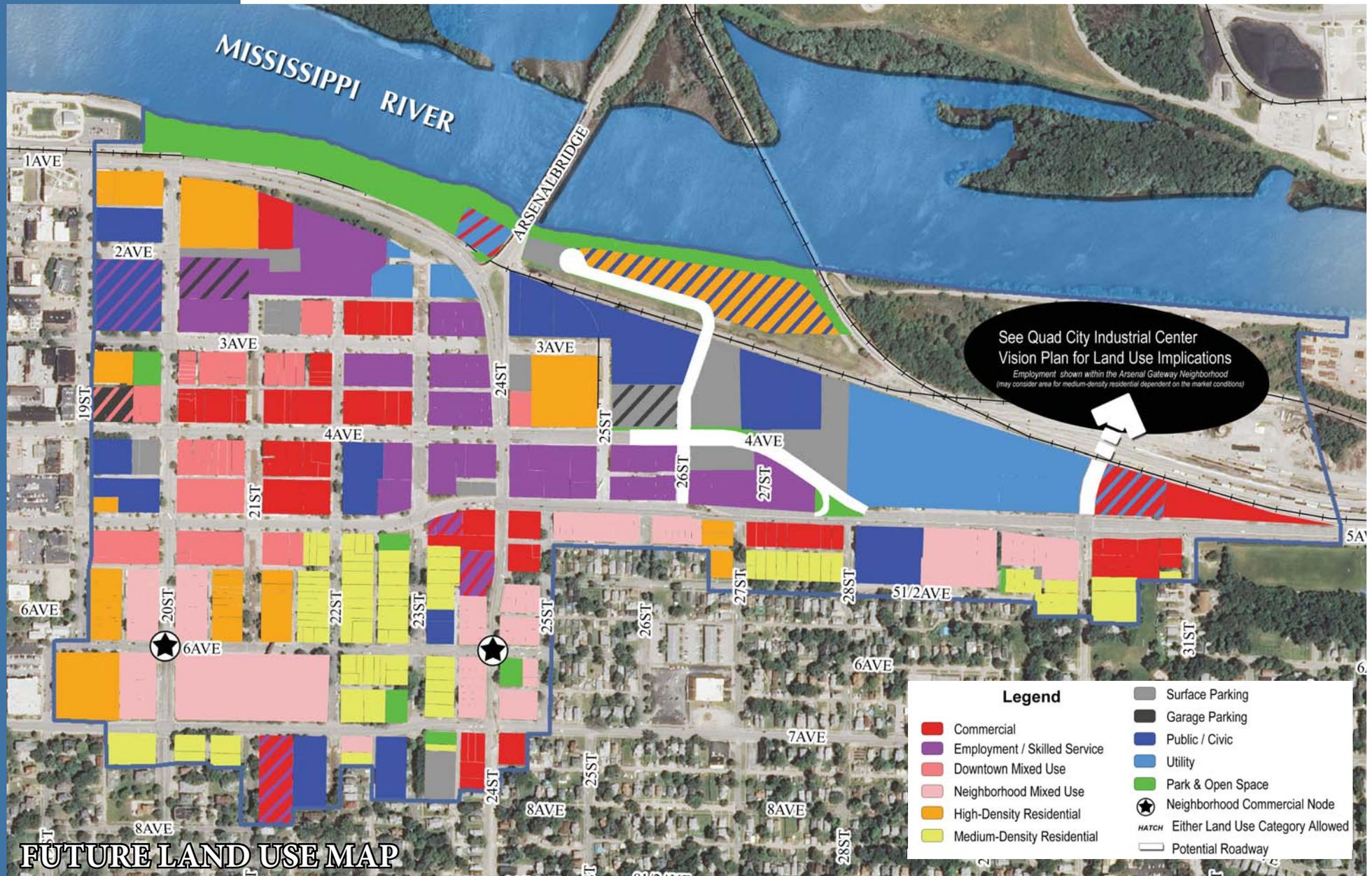
FUTURE LAND USE MAP

The Future Land Use (FLU) Map shown on the next page considers the preferred use of land for the Arsenal Gateway Neighborhood. In general, the neighborhood desires a mix of retail, service, office, civic and residential uses dispersed throughout. This FLU Map should be used by City staff and officials to guide recommendations and decisions on rezoning and other development requests within the Arsenal Gateway Neighborhood. If the City were to draft a City-wide future/preferred land use map, the preferred uses within this FLU Map should be considered.

This section provides the implementation tools, guidelines and action steps necessary to orchestrate positive change within the Arsenal Gateway Neighborhood.



FUTURE LAND USE (cont.)



FUTURE LAND USE MAP



FUTURE LAND USE CATEGORIES

These brief descriptions of intent describe each land use category on the Future Land Use Map (shown on the previous page). Unless specified here, the intensity of development (height and building mass) may vary depending on location, and is addressed separately for each zone within the planning area.

- ▶ **Commercial** uses are retail and service businesses that serve neighborhood or regional consumer needs.
- ▶ **Employment / Skilled Service** uses are office or production businesses that provide professional services and/or products.
- ▶ **Downtown Mixed Use** is a pedestrian-oriented development format with a mix of uses, including commercial, office, entertainment, civic/institutional, and/or residential uses. Development may be mixed horizontally (side-by-side); however, the preference in these areas is for a vertical mix of uses, typically with commercial uses on the ground floor and office or residential use above.
- ▶ **Neighborhood Mixed Use** is a pedestrian-oriented development format, but designed for compatibility with neighborhood residential uses. Development may be a single use (i.e. commercial or residential), or a mix of uses integrated either horizontally (side-by-side) or vertically (one use located above one another).
- ▶ **Neighborhood Commercial Nodes** are commercial/mixed use nodes where neighborhood-serving retail and service businesses are desired. Upper-story residential use is also encouraged at these nodes. New construction should place the building and a primary entrance at the corner.
- ▶ **Public / Civic** uses include public buildings and public/private institutions (excludes parks and open space).
- ▶ **Park / Open Space** uses are public or private lands used for recreational and leisure activities. Typically there are no commercial or residential uses; however, a recreational business may be allowed if catering to specific uses or patrons of such space.
- ▶ **Medium-Density Residential** identifies areas where a range of residential densities and unit types may be permitted, typically 4-8 units per acre, but where single family and duplex formats are most common.
- ▶ **High-Density Residential** identifies areas suitable for multifamily housing. Building size and density should be appropriate to the setting and will vary by location.
- ▶ **Surface/Garage Parking** identifies areas where public/civic parking use is expected to continue.





DESIGN GUIDELINES: Streetscaping

Commercial areas that are “friendly” to both vehicles and pedestrians have proven to be highly successful. In general, a “friendly” street has features that provide **comfort**, **safety**, and **mobility**. Examples of these features are described and illustrated below and on the next page. As the major streets through the planning area are improved (e.g. 4th, 5th, 7th), the following guidelines should inform the design process.

COMFORT Guidelines

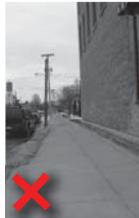
1) At human scale

- Establish a 1:3-1:2 street width to building height ratio



2) Soften the urban hardscape

- Add planters, street trees, landscaped spaces, etc.



3) Buildings designed w/ pedestrian-friendly features

- Provide awnings, large and clear windows, and building entrances on the the street-level facades



4) Limit automobile/truck traffic issues

- Lower vehicle speed limits
- Provide traffic calming devices



5) Provide pedestrian amenities

- Add benches, table and chairs, bike racks, etc.



6) Well-maintained infrastructure

- Maintain sidewalks, streets, street fixtures, and street trees



SAFETY Guidelines

1) Good sight distance

- Limit obstructions at crossings (newspaper/advertising & electrical boxes, over-grown vegetation, etc.)



2) Separation & buffering from street

- Provide wide sidewalk
- Add a parking lane
- Provide a landscaped terrace
- Limit curb-cuts



3) Pedestrian visibility

- Provide adequate lighting



4) Adequate height clearance

- Use appropriate tree species
- Trim & maintain branches
- Require adequate awning heights



5) Limit crossing distances

- Provide bump outs
- Reduce street corner radii
- Provide refuge medians at wide crossings



MOBILITY Guidelines

1) Clear path

- No obstructions within areas of travel



2) Accessible to all citizens

- Provide ADA-compliant sidewalks and building entrances



3) Clear connections

- Provide pedestrian pathways to building entrances





DESIGN GUIDELINES: Development

Development provides the City with economic stability and provides goods, services and jobs for its residents. However, too often buildings are designed without significant consideration to neighboring parcels and overall effect on the area. To ensure high-quality and long-lasting projects, the guidelines listed below address the design of private (re)development in the Arsenal Gateway Neighborhood. Additional guidance is provided on the subsequent pages according to the specific land use proposed.

- ▶ **Street Relationship:** Design the building such that the primary building façade is orientated towards the street with a public entrance that is connected to the public sidewalk. A minimal front yard setback is desired. Encouraged setback areas would provide pedestrian-oriented spaces (e.g. outdoor seating area, a hardscape plaza, landscaping, etc.), rather than automobile-oriented spaces (e.g. driveways, parking, loading docks, etc.).



Portion of the building is set back from the street, allowing extra room for a larger pedestrian zone.

- ▶ **Lighting:** Pick fixtures that complement the character of the building. Illuminate parking lots and pedestrian walkways uniformly and to the minimum level necessary to ensure safety. Lighting should be energy efficient and should render colors as accurately as possible. Preferred light types include: LED, fluorescent, and high-pressure sodium.



Examples of full cutoff fixtures that minimize glare and light pollution.

- ▶ **Parking:** Fit the parking below the building or place it on the side/back of the building, wherever feasible. Provide shared parking and access between properties to minimize the number of curb cuts. Provide vegetative buffers between pedestrian circulation routes and vehicular parking/circulation. Access drive lanes should have adequate throat depths to allow for proper vehicle stacking.



An example of parking being shared between two developments with parking limited to the side or rear yards (no front yard parking).

- ▶ **Landscaping:** Provide generous landscaping, with an emphasis on native plant species. Landscaping should be placed along street frontages, between incompatible land uses, along parking areas, and in islands of larger parking lots.



Trees and shrubs within and around parking areas greatly improve the aesthetic appearance and overall pedestrian experience.

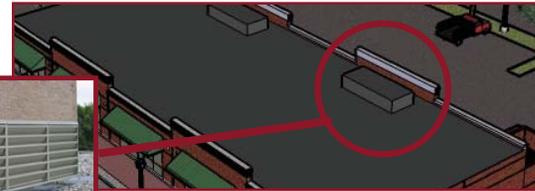
- ▶ **Stormwater:** Use rain gardens and bio-retention basins on-site (i.e. in parking islands) in order to filter pollutants and infiltrate runoff, wherever feasible. Consider using permeable surfaces, pervious asphalt, pervious concrete, and/or special paving blocks.



Examples of permeable surfaces.



▶ **Service Areas:** Trash and recycling containers/dumpsters, street-level mechanical, rooftop mechanical, outdoor storage, and loading docks should be located or screened so that they are not visible from a public street. Screening should be compatible with building architecture and other site features.



Example of a building facade screening rooftop mechanical from ground view.

▶ **Scale & Articulation:** Design the building using architectural elements that provides visual interest and human scale that relates to the surrounding neighborhood context and overall character.



Desired vertically-proportioned building.

▶ **Windows, Doors & Garages:** Buildings should activate the street by providing significant visibility through the street-level facade to activities/displays within the building. Clearly define door entryways. To the greatest extent possible, design garage doors to be screened from street view (e.g. locate garage entrance on side/back facade, use landscaping and walls to reduce overall visibility of entrance, and recess building plane to mitigate direct views of entrance).



An example of large windows providing significant visibility into the building.

▶ **Building Projections:** Canopies and awnings should be provided along facades that give access to the building.



A good example of mounted awnings placed below the horizontal expression line.

▶ **Signage:** Use pedestrian-scaled sign types: building-mounted, window, projecting, monument, and awning. Signs should not be excessive in height or square footage.



Free-standing and roof signs are not conducive for a downtown, pedestrian-friendly district.

▶ **Colors & Materials:** Use high-quality, long-lasting finish materials (e.g. kiln-fired brick, stucco, and wood) on at least the front facade, if not on all sides. All facades should have similar or complementary materials and paint colors as used on the front façade.



Examples of secondary facades continuing the design quality, material palette, and color palette of the primary facade.





Well-Designed Buildings



DESIGN GALLERY: Land Use Specific

COMMERCIAL BUILDING

BAD Design Elements: *Primarily blank walls, minimal fenestrations with no clear glass (no visibility into the building), horizontally-proportioned facade, no landscaping, and no articulation of the building entrance.*

GOOD Design Elements: *Horizontal expression line and clerestory windows*

BAD Design Elements: *No clear glass (no visibility into the building), horizontally-proportioned facade, and little articulation of the building entrance.*

GOOD Design Elements: *Horizontal expression line, significant fenestrations, and ample landscaping.*

GOOD Design Elements: *Vertically-proportioned facade, significant fenestrations with clear glass, articulations of the building entrance, varying building heights, and high-quality exterior building materials.*

Bad Design



Better Design



Best Design



MIXED USE BUILDING

BAD Design Elements: *Minimal fenestrations along the street-level facade, horizontally-proportioned facade, no articulation between commercial first floor and residential upper units, low quality exterior building material, building setback with parking in front of building, and no landscaping.*



BAD Design Elements: *Limited definition between the lower and upper level, and parking along the front of the building.*



GOOD Design Elements: *Significant fenestrations on street-level and on the upper floor, canopies over windows, high-quality materials, varying roofline, and articulation of the building's primary entrance.*

GOOD Design Elements: *Vertically-proportioned facade, articulation between street-level commercial and residential units above, significant fenestrations on street-level, varying roofline, building sections set back from primary facade, and high quality building materials.*



Well-Designed Buildings





Well-Designed Buildings



DESIGN GALLERY: Land Use Specific (cont.)

INDUSTRIAL/STORAGE BUILDING

BAD Design Elements: No windows, horizontally-proportioned facade, minimal sloped roof, low-quality building material, no articulation of building entrance, and no landscaping.



BAD Design Elements: Minimal windows (none at street-level), no clear designation of the base, middle and top of the building, and little articulation of the building entrance.



GOOD Design Elements: Vertically-proportioned facades, ample clerestory windows, high-quality materials on all sides, varying facade heights, and ample landscaping.

GOOD Design Elements: Vertically-proportioned facade, articulations of the building entrance, varying roofline, significant windows at street-level and above, ample landscaping, and high-quality exterior building materials.



MULTI-FAMILY BUILDING

BAD Design Elements: *Horizontally-proportioned facade, no articulation of building entrance, low sloped roof with no gable to street, no discernible building base, and no expression lines or other building articulations.*

GOOD Design Elements: *High-quality building materials, large and vertical windows.*



BAD Design Elements: *No discernible building base and minimal building articulations.*

GOOD Design Elements: *High-quality building material, articulation of the building's primary entrance, gables to the street, varying building plane, and vertical windows.*



GOOD Design Elements: *High-quality building materials, variety of building materials, articulation of the building's primary entrance, varying roofline, varying building plane, vertical windows, balconies, and discernible base, middle and top*



Well-Designed Buildings





ACTION PLAN

This plan is a guide to help City officials and economic development professionals attract and direct investment within the Arsenal Gateway Neighborhood. The desired vision for this neighborhood cannot be created overnight. However, by incrementally implementing the recommendations within this plan the neighborhood can become an exemplar of Rock Island resurgence and success.

ACTION STEP SUMMARY

Pages 100-101 provide a summary of the recommendations described in Section 3 and 4, including assignment of responsible for completing each project and a preferred time frame for completion. Implementation timelines are categorized as short-term (2013-2016), medium-term (2017-2022), and long-term (2023 and beyond) based on several factors, including:

- ▶ Whether the recommendation is tied to new development.
- ▶ Whether the project requires any design or construction services.
- ▶ Whether the proposed improvement is within public or private property – projects that are within the existing public right-of-way, or that require minimal property acquisition, may take less time to implement.
- ▶ Road reconstruction projects are usually the best time to make infrastructure or streetscaping improvements.
- ▶ Probable cost – projects with higher costs are likely to take longer to implement.

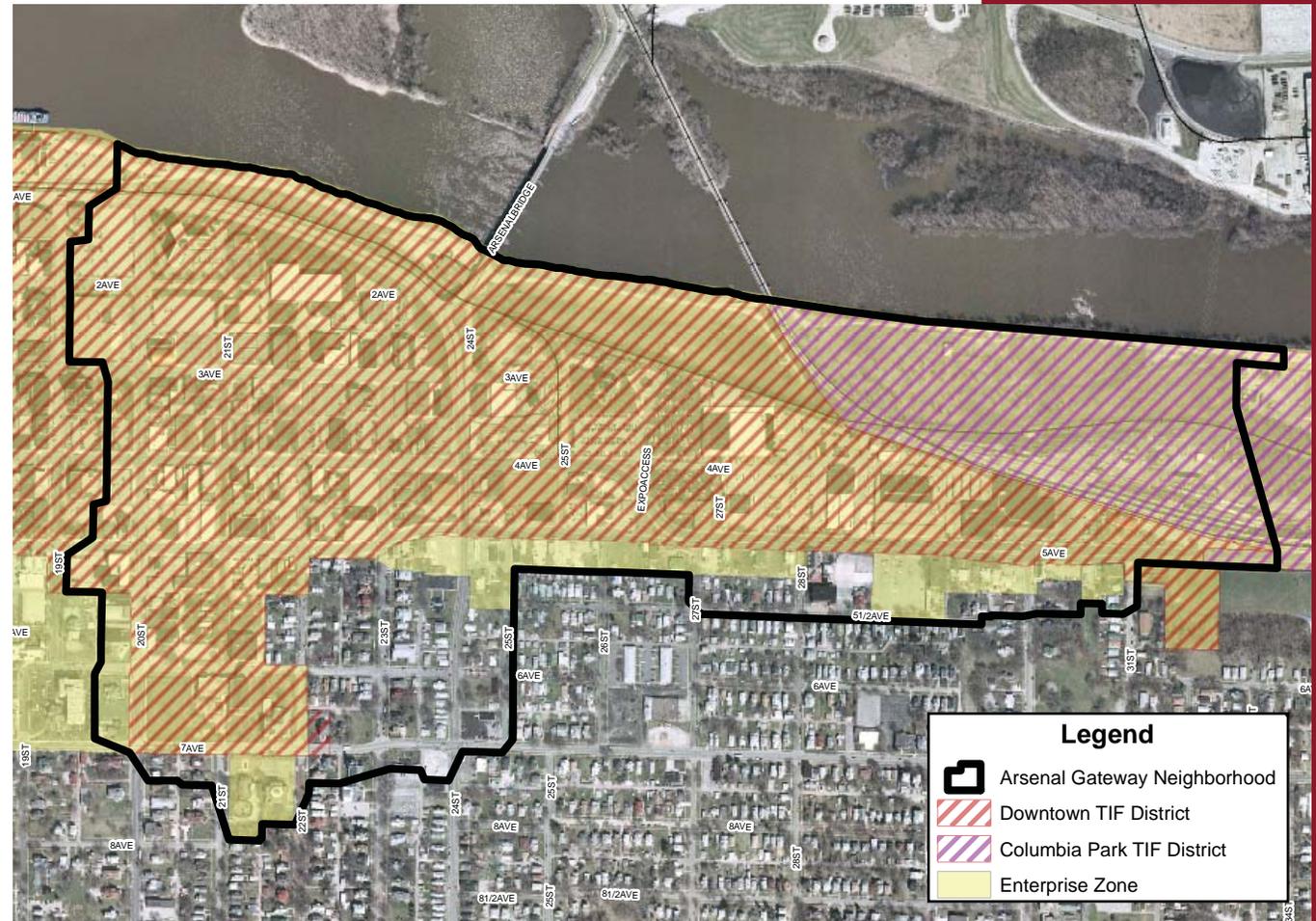
POTENTIAL FUNDING SOURCES

There are five broad funding sources available to help offset costs to complete the projects listed in this Plan, as described below. See pages 102-107 for summaries of funding programs available to the Arsenal Gateway Neighborhood.

- ▶ **General Municipal Funding** – It is assumed that some general municipal funds/borrowing will be required to assist with the completion of projects or as a matching source for state or federal grants (e.g. wayfinding, signage, or streetscaping projects).
- ▶ **Special Assessments** – Particular projects that benefit individual properties (e.g. water, sewer, or sidewalk installations) could be funded through special assessments whereby the City recoups initial design and construction costs through increased real estate taxes on those properties for a set period of time.
- ▶ **Private Donations, Developers/Impact Fees** – Some of the wayfinding projects (e.g. gateway signs) could be partially or fully funded through private donations or public fund raising. Funding for other infrastructure projects can also be offset by using funds from impact fees the City collects as part of the approval of new development in the corridor.
- ▶ **State and Federal Grants** – There are many different state or federal grants that may be able to offset the costs of some of the identified projects. Only those programs most likely to award funding to Rock Island are listed. The two grant programs that most closely fit with the recommendations of this plan are the Illinois Transportation Enhancement (ITEP) Grant and the National Scenic Byways Discretionary Grant program.



► **Tax Increment Financing (TIF) / Business Improvement District (BID)** – The majority of the Arsenal Gateway Neighborhood is located in the Downtown TIF District (see map at right), which could potentially fund streetscaping, infrastructure, or business recruitment projects. The City could also create a Business Improvement District (BID) through the commercial areas, in particular along 4th & 5th Avenues. A BID is a defined area within which businesses pay an additional tax or fee in order to fund improvements within the district’s boundaries. A BID could be used to fund construction of streetscaping enhancements or to fund marketing initiatives.



TIF & ENTERPRISE ZONE MAP



ACTION PLAN: Project Plan Summary

ACTION	TIMELINE			RESPONSIBLE PARTIES	POTENTIAL FUNDING SOURCES
	SHORT-TERM (2013-2016)	MID-TERM (2017-2022)	LONG-TERM (2023+)		
ROAD & BIKE FACILITIES IMPROVEMENTS (RB)					
A.1 Shared Bike/Parking Lane (20th ST)	High Priority			City Engineering Dept.	ITEP*, General Fund
A.2 Shared Bike/Parking Lane (30th ST)		Low Priority	Medium Priority	City Engineering Dept.	ITEP*, General Fund
B Reverse Angled Parking/Shared Road	High Priority			City Engineering Dept.	ITEP*, General Fund
C 4th/5th Avenue - Extended Urban Terrace	Medium Priority	High Priority		City Engineering Dept.	ITEP*, General Fund
D 5th Avenue - Extended Green Terrace	Medium Priority	High Priority		City Engineering Dept.	ITEP*, National Scenic Byways Discretionary grants
E 30th Avenue Extension North			Low Priority	City Engineering Dept.	ITEP*, Columbia Park TIF, General Fund
F 4th/5th Avenue Split Relocation	Medium Priority	High Priority		City Engineering Dept.	ITEP*, National Scenic Byways Discretionary grants
G.1 26th Street Upgrade	Medium Priority	High Priority		City Engineering Dept.	ITEP*, General Fund
G.2 26th Street Extension		Low Priority	Medium Priority	City Engineering Dept.	ITEP*, General Fund
H 6th Avenue Bike Boulevard (& Multi-use path links)	Medium Priority	High Priority		City Engineering Dept.	ITEP*, SRTS, General Fund
I 20th Street Bike Lanes & Box	High Priority			City Engineering Dept.	ITEP*, General Fund
J 7th Avenue Auxillary Lane	High Priority			City Engineering Dept.	ITEP*, General Fund
K.1 24TH ST Multi-Use Path (1st to 3rd AVE)	Medium Priority	High Priority		City Engineering Dept.	ITEP*, General Fund
K.2 24th ST Multi-Use Path (3rd to 4th AVE)	High Priority			City Engineering Dept.	ITEP*, General Fund
K.3 4th AVE Multi-Use Path (24th to 26th ST)	Medium Priority	High Priority		City Engineering Dept.	ITEP*, General Fund
K.4 26th ST Multi-Use Path (5th AVE to alley)	Medium Priority	High Priority		City Engineering Dept.	ITEP*, General Fund
INTERSECTION & CROSSING IMPROVEMENTS (IC)					
i 1st AVE Enhanced Crossing	High Priority			City Engineering Dept.	ITEP*, General Fund
ii Rock Island Parkway Intersections	Medium Priority	High Priority		City Engineering Dept.	ITEP*, National Scenic Byways Discretionary grants
iii 30th ST Mid-block Crosswalk & Signage	Medium Priority	High Priority		City Engineering Dept.	ITEP*, General Fund
iv Railroad/Pedestrian Crossings	Medium Priority	High Priority		City Engineering Dept.	ITEP*, General Fund
PUBLIC PARKING IMPROVEMENTS (PP)					
1 2nd/20th Parking Garage	Low Priority	Medium Priority	High Priority	City	Downtown TIF, General Fund, CIP
2 4th/20th Parking Garage			Low Priority	City , Developer	Downtown TIF, General Fund, CIP
3 4th/26th Parking Garage		Low Priority	Medium Priority	City	Downtown TIF, General Fund, CIP
4 4th/24th Parking Lot (and property acquisition)			Low Priority	City	Downtown TIF, General Fund, CIP
5 26th Street "Trailhead" Parking lot		Low Priority	Medium Priority	City	Downtown TIF, General Fund, CIP
STREETSCAPING ELEMENTS IMPROVEMENTS (SE)					
1.1 4th & 5th Avenues - Lighting & Banners	Medium Priority	High Priority		Neighborhood, Business District, City	ITEP*, Community Fundraiser, General Fund
1.2 4th & 5th Avenues - Bumpout Landscaping	High Priority			Neighborhood, Business District, City	ITEP*, General Fund
1.3 4th & 5th Avenues - Street Furniture	Low Priority	Medium Priority	High Priority	Neighborhood, Business District, City	ITEP*, Community Fundraiser, General Fund
2 7th Avenues-"Historic Broadway" Light Scheme		Low Priority	Medium Priority	Broadway Neighborhood, City	ITEP*, Broadway Historic District Association
3 24th Street Retaining Wall Improvements	Low Priority	Medium Priority	High Priority	Neighborhood, City	ITEP*, Community Fundraiser, General Fund
4 Temporary Art Work	Medium Priority	High Priority		Neighborhood, Business District, City, Property Owners	Community Fundraiser, General Fund
5 Downtown-Extend Existing Light Fixtures		Low Priority	Medium Priority	City	ITEP*, General Fund
6 Directional Signage	Medium Priority	High Priority		Neighborhood, Business District, City	ITEP*, General Fund
7 Broadway Historic District-Historical Markers	Low Priority	Medium Priority	High Priority	Broadway Neighborhood, City	ITEP*, Broadway Historic District Association
8 IL-92-Great River Road & Scenic Byway Signage		Low Priority	Medium Priority	City Engineering Dept.	ITEP*, National Scenic Byways Discretionary grants
9 Reconstruct Sidewalks in Poor Condition		High Priority		City Engineering Dept.	ITEP*, General Fund
10 Replace Brick Streets according to Brick Streets Plan	Medium Priority	High Priority		City Engineering Dept.	ITEP*, General Fund
11 Decorative Crosswalks Enhancements	High Priority			City Engineering Dept.	ITEP*, General Fund
12 Parking Lots Buffer	High Priority			Business District, City	ITEP*, General Fund
13 Living Alleys		Low Priority		Business District, City	General Fund

*When going after ITEP funding, combining many of the streetscape projects will increase chances of success and make a larger impact on the Neighborhood





ACTION	TIMELINE			RESPONSIBLE PARTIES	POTENTIAL FUNDING SOURCES
	SHORT-TERM (2013-2016)	MID-TERM (2017-2022)	LONG-TERM (2023+)		
GREENSPACE IMPROVEMENTS (GS)					
1 Schweibert Riverfront Park Extension	Low Priority	Medium Priority	High Priority	Business District, City, Park Board	OSLAD**, Community Fundraiser, General Fund
2 Fork Greenspace	Low Priority	Medium Priority	High Priority	City, Park Board,	OSLAD**, Community Fundraiser, General Fund
3 Temporary Greenspace		Low Priority	Medium Priority	City, Park Board,	OSLAD**, General Fund
BUS SYSTEM IMPROVEMENTS (BS)					
1 Bus System-New/Revised Route	High Priority			MetroLINK, City	
2 Bus System-Bus Shelters	Low Priority	Medium Priority	High Priority	MetroLINK, City	
RIVER ACCESS IMPROVEMENT (RA)					
1 Canoe/Kayak Launch Site		Low Priority	Medium Priority	MetroLINK, City	
CATALYSTS PROJECTS (CP)					
A High Density Residential Development	High Priority			City, Developer	Downtown TIF
B Transit Station	High Priority			MetroLINK, City	Downtown TIF
C Spencer Towers Conversion to Market Rate		Low Priority	Medium Priority	RIHA, Developer	Downtown TIF, City Assisted Programs
D United States Postal Service Building		Low Priority	Medium Priority	USPS, Developer, City	Downtown TIF, City Assisted Programs
E Mixed Use Development w/ (Converted Public) Park		Low Priority	Medium Priority	City, Developer	Downtown TIF, OSLAD*
F Market on Third Expansion	Low Priority	Medium Priority	High Priority	RIHA, Developer, City	Downtown TIF, City Assisted Programs
G Commercial/Mixed Use Development	Medium Priority	High Priority		City, Developer	Downtown TIF, City Assisted Programs
H Mixed Use/Hotel Development	Low Priority	Medium Priority	High Priority	City, Developer	Downtown TIF, City Assisted Programs
I Commercial Reuse	High Priority			City, Developer, Property Owner	Downtown TIF, City Assisted Programs
J "Signature" Office Development	High Priority			City, Developer	Downtown TIF, City Assisted Programs
K Mixed Use/High-Density Residential Development		Low Priority	Medium Priority	Developer, City	Downtown TIF, City Assisted Programs
L Market Rate Housing			Low Priority	Developer, Property Owners	Downtown TIF, City Assisted Programs
M School Site Redevelopment	Medium Priority	High Priority		School District, City, Developer	Downtown TIF, City Assisted Programs
N Neighborhood Revitalization	High Priority			City, RIHA	CDAP Housing Grants
O Broadway (Greenspace) Park	Low Priority	Medium Priority	High Priority	City, Broadway Neighborhood, Property Owner	OSLAD*, LWCF, Broadway Historic District Association
O Multifamily (Townhome) Housing		Low Priority	Medium Priority	City, RIHA	Downtown TIF, City Assisted Programs
Q Mixed Use Development	Low Priority	Medium Priority	High Priority	City, Developer	Downtown TIF, City Assisted Programs
R Mixed Use Development	High Priority			City, Developer	Downtown TIF, City Assisted Programs
S "Signature" Office/Hotel Development	High Priority			City, Developer	Downtown TIF, City Assisted Programs
T Surface Parking/Future Office Development	Medium Priority	High Priority		City, Developer	Downtown TIF, City Assisted Programs
U Office Development		Low Priority	Medium Priority	City, Developer	Downtown TIF, City Assisted Programs
V Market Rate Housing Development		Low Priority	Medium Priority	Housing Developer, Developer, City	Downtown TIF, City Assisted Programs
W Expo Center Facelift and Parking Lot Updates			Low Priority	Expo Center, City	Downtown TIF, City Assisted Programs
X Botanical Gardens or Residential Development		Low Priority	Medium Priority	City and Developer, or Botanical Center	Downtown TIF, City Assisted Programs
Y Commercial Use added to Water Treatment Plant			Low Priority	City Public Works Dept., City, Developer	Downtown TIF, City Assisted Programs

*City should consider applying for an OSLAD grant that covers all the parks and greenspaces at once.





ACTION PLAN: Funding Programs

FUNDING PROGRAMS BY CATEGORY	MAXIMUM AWARD	APPLICATION DUE DATE	GRANTING AGENCY
TRANSPORTATION			
<i>Safe Routes to School (SRTS)</i>			
<ul style="list-style-type: none"> * Safe Routes to School (SRTS) programs encourage children ages K-8 to walk and bike to school by creating safer walking and biking routes. * Eligible projects/activities must focus on children in kindergarten through eighth grades. Projects must be within a two-mile radius of any elementary or middle school. 	Reimbursement program; 100% funded. Infrastructure project must be \$25,000 and over; non-infrastructure projects must be \$10,000 and over.	January-March applications available. Due in April. Submit every 2 years, next is 2014.	Illinois Department of Transportation
<i>Truck Access Route Program (TARP)</i>			
<ul style="list-style-type: none"> * Assists local government agencies in upgrading highways to accommodate 80,000-pound trucks 	State provides \$45,000 per lane-mile and \$22,000 per intersection or up to 50% of the entire project, wherever is less. State's share not to exceed \$900,000.	Annually every "Fall"	Illinois Department of Transportation
<i>National Scenic Byways Discretionary Grants</i>			
<ul style="list-style-type: none"> * A project should benefit the byway traveler's experience, whether it will help manage the intrinsic qualities that support the byway's designation, shape the byway's story, byway. <p>There are eight categories of eligible project activities:</p> <ul style="list-style-type: none"> State and Indian Tribe Corridor Management Plan Implementation Safety Improvements Byway Facilities Access to Recreation Resource Protection Interpretive Information Marketing Program 	Program funding varies each year; 20% local match funds required.	No regularly scheduled deadline (January 8, 2012 was the most recent deadline)	Federal Highway Administration





FUNDING PROGRAMS BY CATEGORY	MAXIMUM AWARD	APPLICATION DUE DATE	GRANTING AGENCY
TRANSPORTATION (cont.)			
<i>Illinois Transportation Enhancement Program (ITEP)</i>			
<ul style="list-style-type: none"> * Provision of facilities for pedestrians/bicycles * Provision of safety and educational activities for pedestrians & bicyclists * Preservation of abandoned railway corridors (including the conversion and use thereof for pedestrian or bicycle trails) * Historic Preservation * Rehabilitation/operation of historic transportation buildings (including historic railroad facilities and canals)* * Establishment of transportation museums * Acquisition of scenic easements and scenic or historic sites * Scenic or historic highway programs (including the provision of tourist and welcome center facilities) * Landscaping and other scenic beautification * Control and removal of outdoor advertising * Environmental mitigation of water pollution due to highway run-off or reduce vehicle caused wildlife mortality * Archeological planning and research 	<p>Construction projects must be \$200,000 and over.</p> <p>All other projects must be \$25,000 (federal share) and over.</p> <p>Reimbursement program to project sponsor.</p> <p>20% local match funds required.</p>	<p>Every two years, around May, during even numbered years.</p>	<p>Illinois Department of Transportation</p>
HISTORIC STRUCTURE REHAB & REUSE			
<i>Illinois Historic Preservation Tax Credit Program</i>			
<ul style="list-style-type: none"> * Tax credit for owners of historic structures located within the River Edge Redevelopment Zones who undertake certified rehabilitations during the taxable year * Rehabilitation must be consistent with the Secretary of the Interior's Standards for Rehabilitation (Standards). * Structure must be certified as historic * The structure must be used for income-producing use(s) 	<p>State income-tax credit equal to 25% of a project's qualified expenditures</p>	<p>No regularly schedule deadline (runs from 2012 through 2016)</p>	<p>Illinois Department of Commerce & Economic Opportunity</p>
<i>Federal Historic Preservation Tax Credit Program</i>			
<ul style="list-style-type: none"> * Available for the rehabilitation of historic, income-producing buildings that are determined by the Secretary of the Interior, through the National Park Service, to be "certified historic structures". * Encourages private sector investment in the rehab and re-use of historic buildings * Rehabilitation must be consistent with the Secretary of the Interior's Standards for Rehabilitation (Standards). 	<p>Federal income-tax credit of 10% or 20% of a project's qualified expenditures</p>		<p>National Park Service US Department of the Interior</p>





ACTION PLAN: Funding Programs (cont.)

FUNDING PROGRAMS BY CATEGORY	MAXIMUM AWARD	APPLICATION DUE DATE	GRANTING AGENCY
BROWNFIELDS/REDEVELOPMENT			
<i>Municipal Brownfield Development Grant (MBRG)</i>			
<ul style="list-style-type: none"> * Provides funding for properties contaminated or suspected of being contaminated by petroleum, hazardous waste, or both * Funds can be used for implementation of remediation activities 	Maximum grant amount that may be initially requested is \$120,000, with no more than \$240,000 available per municipality	Grant applications accepted January 1st thru July 1st.	Illinois Environmental Protection Agency
PUBLIC/COMMUNITY FACILITIES			
<i>Community Development Assistance Program (CDAP) - Housing Program</i>			
<ul style="list-style-type: none"> * This program assists communities by providing grants to local governments to help them in financing economic development projects, public facilities and housing rehabilitation * The program is targeted to assist low-to-moderate income people by creating job opportunities and improving the quality of their living environment * Single Family Owner Occupied Housing * Monies used to upgrade existing housing stock in the communities 	Program funding varies each year. May request grant funds up to \$350,000.	Must be submitted on a specific day in January of each year	Illinois Department of Commerce & Economic Opportunity (DCEO)
PARKS & RECREATION			
<i>Open Space Lands Acquisition and Development Program (OSLAD)</i>			
<ul style="list-style-type: none"> * Provides funding assistance to local government agencies for acquisition and/or development of land for public parks and open space. 	Funding assistance up to 50% of approved project cost. Up to \$750,000 available for acquisition projects. Maximum of \$400,000 for development/renovation projects.	Written application must be submitted to IDNR between May 1 and July 1 of each year.	IDNR
<i>Land and Water Conservation Fund (LWCF)</i>			
<ul style="list-style-type: none"> * Provides funding assistance to local government agencies for acquisition and/or development of land for public parks and open space. 	Funding assistance up to 50% of approved project cost. Up to \$750,000 available for acquisition projects. Maximum of \$400,000 for development/renovation projects.	Written application must be submitted to IDNR between May 1 and July 1 of each year.	IDNR





FUNDING PROGRAMS BY CATEGORY	MAXIMUM AWARD	APPLICATION DUE DATE	GRANTING AGENCY
CITY ASSISTED PROGRAMS			
<i>Façade Improvement Program</i>			
<ul style="list-style-type: none"> * Provides a financial incentive to commercial property owners or tenants who are planning to renovate the exterior of a property. Designed as a rebate program with funds disbursed after all of the authorized work has been completed. * All work must be performed in compliance with all applicable City Codes and Ordinances. * Prevailing Wages must be paid by all contractors, subcontractors, and laborers involved in project. * Awnings, building permits, architectural fees, cleaning, painting of exterior surfaces, landscaping, repair or restoration of architectural detailing, signs, storefront rehab, window/door repair or replacement 	<p>Rebate of 25% to office-based, service, or non-retail businesses.</p> <p>Rebate of 50% if the commercial building contains a retail business</p> <p>A rebate of 75% for sustainable or energy-efficient improvements</p> <p>Maximum rebate of \$15,000.</p>	<p>Funded on the City's fiscal year calendar, April 1-March 31. Applications are considered on a first-come basis until program dollars have been depleted.</p>	<p>City of Rock Island</p>
<i>Enterprise Zone</i>			
<ul style="list-style-type: none"> * New construction or renovation of commercial, industrial, and multi-family residential buildings within Rock Island's designated Enterprise Zone * Investment tax credits against Illinois income tax * Jobs tax credits * Sales tax deduction on building materials 	<p>Projects which increase a property's assessed value by \$100,000+ also qualify for property tax rebates (must require a City building permit).</p> <p>All businesses within RIEZ are exempt from state use tax on natural gas.</p> <p>Projects that result in \$5M+ in investment and 200+ jobs created may qualify as an IEZ Certified Business - then are exempt of state tax on electricity, natural gas, and some telecommunications.</p>	<p>Application may be submitted at any time.</p>	<p>City of Rock Island Economic Development Office</p>





ACTION PLAN: Funding Programs (cont.)

FUNDING PROGRAMS BY CATEGORY	MAXIMUM AWARD	APPLICATION DUE DATE	GRANTING AGENCY
CITY ASSISTED PROGRAMS (cont.)			
<i>Sustainable Business Incentives</i>			
<ul style="list-style-type: none"> * Facade Improvement Program - rebate on percentage of the costs of Energy Star rated products, green roofs, and other energy efficiently or environmentally sound materials for exterior improvements to an existing commercial property * Commercial/Industrial Revolving Loan Fund - City's low-interest loan fund will lend money for jobs created for businesses whose primary product or service contributes to environmental or sustainable objectives. * Permit Fee Rebate - City will rebate a portion of building permit fee associated with the construction of a LEED-certified building. * Sustainable Design Assistance Team - Free design review and counsel offered by a team consisting of engineers, architects, and construction professionals. 	<p style="text-align: center;">Rebate of 75% of costs.</p> <p style="text-align: center;">\$15,000 per green job created.</p> <p style="text-align: center;">Rebate on a case-by-case basis.</p> <p style="text-align: center;">Free</p>	<p style="text-align: center;">Application may be submitted at any time.</p>	<p style="text-align: center;">City of Rock Island</p>
<i>Columbia Park TIF District</i>			
<ul style="list-style-type: none"> * May assist with a portion of interest costs, assessment and cleanup of contaminated soil, building rehabilitation, construction of engineered barriers such as parking lots on contaminated sites, demolition and site preparation, and land assembly costs. * The cost of materials and labor for new construction is not an eligible TIF expense. * The cost of materials and labor for new construction is not an eligible TIF expense. 	<p style="text-align: center;">Determined on a case by case basis</p>	<p style="text-align: center;">Application may be submitted at any time.</p>	<p style="text-align: center;">City of Rock Island</p>
<i>Downtown TIF Upper Story Housing Loan program</i>			
<ul style="list-style-type: none"> * May be used for interior or exterior rehab costs. Includes soft costs such as architectural and design fees, appraisals, plan review and permit fees. * Qualifying items include: electrical system upgrades, reconstruction of bathrooms and kitchens, window upgrades, carpet, paint and trim-finish units, new door installation, plaster and dry-wall, etc. * Requires in-depth development agreement. 	<p style="text-align: center;">Maximum of \$20,000 per newly reestablished unit and \$10,000 per unit that was occupied within the past five years.</p> <p style="text-align: center;">TIF funding cannot be more than 40% of the cost of the total project.</p> <p style="text-align: center;">10% construction contingency required.</p>	<p style="text-align: center;">Funded on the City's fiscal year calendar, April 1-March 31. Applications are considered on a first-come basis until program dollars have been depleted.</p>	<p style="text-align: center;">City of Rock Island</p>





FUNDING PROGRAMS BY CATEGORY	MAXIMUM AWARD	APPLICATION DUE DATE	GRANTING AGENCY
CITY ASSISTED PROGRAMS (cont.)			
<i>Commercial/Industrial Revolving Loan Fund</i>			
<ul style="list-style-type: none"> * Provides gap financing for business start-ups or for expansion projects. * The program offers low-interest loans to industrial, commercial, light manufacturing, retail, and service industries. Funds can be used toward the purchase of fixed assets and for working capital purposes. * Attract and retain businesses that provide permanent jobs * Maximize investment within the City * Promote sales and tax-generating projects * Provide financial assistance to eligible businesses * Redevelop vacant and/or blighted land 	<p>At least one job must be created for each \$10,000 borrowed.</p> <p>At least 51% of the jobs that are created must be given to persons with low or moderate incomes</p> <p>At least 50% of the total project financing must be obtained from other sources</p> <p>Minimum amount to borrow through the program is \$10,000 and the maximum is \$100,000</p> <p>Interest rates can be as low as 50% of the prime for five years or less (longer term loans may involve a higher interest rate)</p>	<p>Application may be submitted at any time.</p>	<p>City of Rock Island NOTE: Funded with Community Development Block Grant funds--other federal requirements shall be required of the borrower.</p>
<i>Sales Tax Rebate Program</i>			
<ul style="list-style-type: none"> * New or existing retail sales tax payers within the City may be eligible for a rebate of the city's portion of retail sales tax. * Participating retailers only eligible for one (1) 12-month rebate. 	<p>Rebate capped at \$30,000</p> <p>Retailers must increase taxable retail sales by \$500,000 or more during a 12-month period.</p>	<p>Application may be submitted at any time.</p>	<p>City of Rock Island</p>
ADDITIONAL PROGRAMS			
<i>MidAmerican Energy Company</i>			
<ul style="list-style-type: none"> * Company offers a number of programs to encourage energy efficiency in commercial and industrial properties 			<p>Mid American Energy Company</p>

