Making "Cents" of 11th Street

Vision & Strategies

Presented to the
Rock Island
Community

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City of Rock Island

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An Overview: Making "Cents" of 11th Street

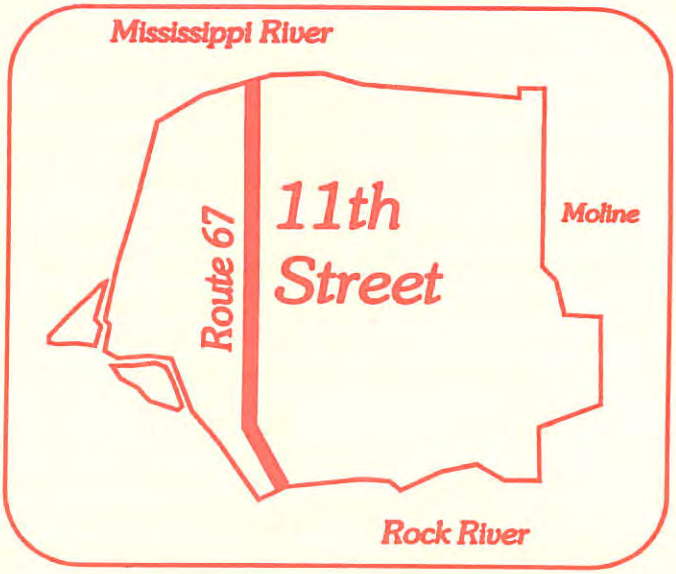
Redevelopment of 11th Street is a top priority of the Rock Island City Council. Among other economic development goals, such as increasing the retail sales tax base and looking comprehensively at industrial, commercial and real estate development in Southwest Rock Island, 11th Street plays a key role in the economic health and vitality of Rock Island.

11th Street is a 3.5 mile long section of Highway 67 that runs through the western portion of Rock Island, connecting Mississippi River to Rock River. The northernmost part of 11th Street, where nearby residential buildings date to the 1850s, goes back to the beginnings of our community. However, it is the 1950s that put its mark on the commercial face of 11th Street. Post-World War II residential expansion led to the growth of commercial strip development, and this was epitomized in Rock Island on 11th Street. The automobile ruled, and by 1963, service stations, drive-in restaurants and automobile sales lots dominated the scene. So did the type of building with the plain design but big sign to draw in those driving this highly traveled roadway. Deep setbacks with large parking lots became the site design of choice, and this becomes increasingly evident as one drives south along 11th Street - finally reaching the granddaddy of them all - Watch Tower Plaza.

Communities across the nation are struggling with ways to redevelop 1950s and 1960s commercial strips. Rock Island is no different. However, we have the advantage in attacking this issue with a concerned City Council and citizenry, pro-active business and neighborhood associations, and a track record in revitalizing another commercial area in "The District."

11th Street isn't Rock Island's downtown. It isn't a concentrated gathering place. It doesn't have historic buildings. It isn't even in the center of town.

But it is a **Major Transportation Corridor**. It is



an **Emerging Redevelopment Area**. It is a great example of **Diversity**. And **Community Interest and Concern** in redeveloping 11th Street is very keen.

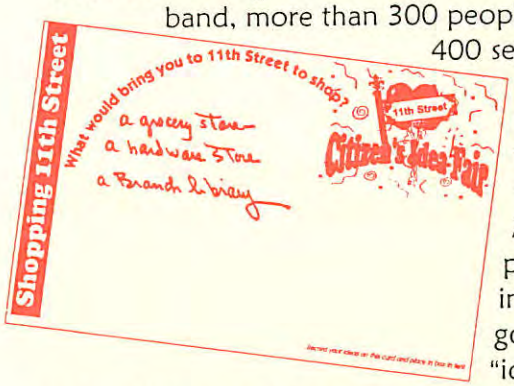
Community interest and concern, in particular, has moved redevelopment of 11th Street to the top of the priority list. Out of their own concern, and in response to many different citizen groups, Rock Island City Council directed the City's Community and Economic Development Department to initiate a redevelopment plan for 11th Street.

In the spring of 1998, background work for the planning process was initiated. A building-by-building survey of the entire 11th Street corridor was conducted and information was gathered on a diverse range of subjects. The box on the next page details some of those topics.

All of this information

was condensed, formatted and mapped as support material for a public visioning session. Rock Islanders are traditionally civic-minded and opinionated. When visioning sessions are scheduled for neighborhoods, downtown or the riverfront, they are well attended. However, bringing together a group of people to brainstorm about commercial, residential and office needs along a 3.5 mile strip presented a challenge. Constituents and customers (or non-customers) were not easy to reach. So, the City of Rock Island decided to throw a party and pick a few brains along the way.

The Citizen's Idea Fair was held in the parking lot of Watch Tower Plaza on a beautiful, cool Saturday morning in August. Among the kids' games and activities, free hot dogs, ice cream, and the jamming blues band, more than 300 people offered nearly 400 separate "visions" for 11th Street. These ideas were the first step in *"Making 'Cents' of 11th Street."* Participants offered ideas in five main categories by turning in "idea cards." The categories were shopping, visual image, transportation, public safety and diversity.



At the Citizen's Idea Fair, Rock Islanders said they wanted retail shops. Highest on the list, and no surprise to city officials, was a grocery store. Other top retail desires included specialty shops, a discount department store, clothing shops, hardware and dry goods. Rock Islanders also want the shoddy appearance of 11th Street reversed. Customers stay away from 11th Street because of the run-down and neglected look of the businesses rather than perceptions of crime. There were 86 suggestions on ways to improve the visual appearance and only 33 suggestions regarding public safety.

11th Street Information & Background

Intersection Accidents	Zoning
Traffic Volume	Private Investment
Street Improvements	Public Investment
Public Transportation	Landscaping
Diversity Trends	Trees
Customer Base	Street Beautification
Customer Demographics	Aesthetic Controls
Ethnic Retail Markets	Beautification Funds
Market Area Study	Storefronts
Current Businesses	Street Decorations
Past Businesses	Gateways
Environment	Curb Cuts
Development Incentives	Race
11/31 Business Assn.	Income
Land Use	Population
Building Condition	Age
Vacant Lots	Crime Levels
Vacant Buildings	Crime Comparisons
Future Land Use	Crime Locations

A complete report on the findings of the Citizen's Idea Fair was published in January 1999, and is considered Part One to the 11th Street redevelopment plan, *"Making 'Cents' of 11th Street."* Copies are available by calling (309)732-2900.

Shortly after the Citizen's Idea Fair, an 11th Street Task Force was created to formulate these 400 separate ideas into a common vision. Over five months the Task Force created a vision statement, set priorities and selected 63 specific strategies to redevelop 11th Street. Many innovative ideas offered at the Citizen's Idea Fair formed the basis for adopted strategies.

The vision and strategies were approved by the Rock Island Planning Commission and Rock Island City Council in June 1999, and the stage is now set for implementation to the year 2011 and beyond.

A Vision for 11th Street

An attractive and inclusive atmosphere that is inviting to consumers, residents and visitors.

A safe place to live and shop.

A commercial corridor that provides retail goods and services to serve the immediate market area as well as destination shopping for more distant customers.

A collection of commercial, industrial, office and residential neighborhoods that recognizes and celebrates diversity of income, race, gender, age, education and other human qualities.

A safe and efficient place to walk and drive.

Key Strengths

Emerging Redevelopment Area

- Land Available for Redevelopment
- Keen Interest in Vacant Lots
- Plenty of Parking
- Black Hawk Technology Center Spin-Off Development
- Available Utilities
- Inexpensive Land (Under $2 per square foot)
- Newer Major Anchors: Walgreen's, Stetson Building Products, McDonald's
- Tax Increment Financing
- Enterprise Zone
- Close to Milan, Southwest Rock Island and Crescent Industrial Area
- Convenient Retail Customers in Adjacent Neighborhoods

Major Transportation Corridor

- Four-Lane U.S. Highway 67
- Major North-South Arterial
- High Traffic Counts
- Easy Access to Centennial Expressway and I-280
- Roadway is in Excellent Condition

Diversity of Population and Building Stock

- High Minority Concentration with Great Potential for Ethnic Markets
- Access to Both Low-Income and High Income Markets
- The Highest Income Neighborhood in Rock Island, Watch Hill, is Just Two Blocks from 11th Street
- Building Ages Range from 1850s to 1990s
- Mixed Land Use Corridor
- Great Variety of Building Sizes

Community Interest and Concern

- Strong Interest in Greater Retail Variety and Customer Services by Adjacent Residents
- Organized and Pro-Active Grassroots Groups: Community Caring Conference, Chicago Neighborhood, Douglas Park Neighborhood, Longview Neighborhood, Block Clubs
- 11/31 Business Association
- Development Association of Rock Island
- Crime Levels About the Same As Other Major Commercial Areas
- Ongoing House Renovations

11th Street Task Force

The 11th Street Task Force was created soon after the Citizen's Idea Fair. The members of the Task Force were a mix of nearby residents, business representatives, concerned professionals, and participants of the Citizen's Idea Fair.

The first duty of the Task Force was to study the background and research available on 11th Street. After an intensive two-day retreat, the Task Force created a vision statement for 11th Street and selected priorities from among the many ideas offered at the Citizen's Idea Fair. For the next several months, the Task Force worked with city staff to set specific strategies to achieve redevelopment of 11th Street. These sessions were open to the public and many additional suggestions were incorporated. The core of the Task Force's work is embodied on pages eight through 24 of this report.

This dedicated group of people helped to guide public policy in a positive direction for 11th Street. Although the Task Force will cease to exist at the conclusion of the the planning process, *Making "Cents" of 11th Street*, their work will influence decisions for the next decade.

David Levin, Chair
Realtor - Ruhl & Ruhl

Johnnie Colvin, Vice-Chair
Adjoining Neighborhood Resident

Bing Bingaman
11/31 Business Association

Terry Brooks
1st Ward Alderman

Roy Harper
Owner, Watchtower Plaza

Bob Krohn
American Bank

Joseph Spratt
Community Caring Conference

Dr. John Stites
Palmer Chiropractic Clinic

Joe Taylor
Quad Cities Convention & Visitors Bureau

Task Force members (l to r) Roy Harper, David Levin, Sara Thoms and city staffer Greg Champagne deliberate at the weekend retreat.

Sara Thoms
Watch Hill Resident

Galen Westerfield / David Conroy
2nd Ward Alderman

Kaye Whitley
11th Street Fair Attendee/Volunteer

11/31 Business Association

Formed nearly 20 years ago, the 11th Street / 31st Avenue Business Association continues to promote 11th Street as a place to shop, live and invest. Eleventh Street's diversity is reflected in the Association's membership as well. From a bowling alley and burial monuments to appliances and a pie manufacturer, 11th Street merchants and businesses offer a variety of goods, products and services.

The Association actively promotes its members' businesses and services, attempts to recruit other area businesses to join and supports the City's efforts to attract new investment on 11th Street. In addition, the Association's sign near Town and Country Bowling Alley advertises member businesses, community events and other useful information.

11th Street / 31st Avenue Association members are proud supporters of the Rock Island Summer Festival, Adopt-A-Highway Program (they pick up litter on 11th Street from 31st to 42nd Avenues at least four times a year) and the 11th Street Clean-Up.

As active members of the 11th Street Task Force and planning process, they stand ready to follow through with the strategies where they have been identified as the lead organization. They will also provide support for the other activities and programs detailed in the plan. The Association recognizes that both new business creation and reinvestment in homes and existing businesses will benefit not just 11th Street, but the City as a whole.

Community Caring Conference

Block Clubs . . . Graffiti Busters . . . Friends for Victims Program . . . Crime Fighter's Banquet . . . House Numbers Program . . . Kids ID Program . . . Buy Rock Island Business Directory . . . Night Out Against Crime . . . are all synonymous with the Community Caring Conference (CCC).

For more than 22 years, the CCC has organized hundreds of block clubs so that neighbors can get to know one another, provide people power for area clean up and beautification activities, support the Police Department's Community Policing efforts, campaign to keep the pool at Longview Park, fight to prevent a hazardous waste facility from opening near heavily populated neighborhoods, carry out strategies from five neighborhood plans and promote new business investment without undermining the desirability of nearby homes.

Once again, the CCC has been pegged to support an activity of City wide importance - 11th Street's revitalization. As they have in the past (and will doubtless do in the future), the CCC will mobilize residents to help this critical effort.

The Community Caring Conference runs Project I.D. for children at the Public Safety booth at the Citizen's Idea Fair.

Top Priority Strategies

Shopping

CONDUCT EXTENSIVE RETAIL SURVEY OF ROCK ISLAND-MILAN RESIDENTS WITH QUESTIONS ABOUT CONSUMER GOODS, SHOPPING HABITS AND DESTINATIONS, AND TAILOR BUSINESS ATTRACTION TO CONSUMER DEMANDS AND UNDER-REPRESENTED BUSINESS TYPES.

A retail survey is one of the first strategies that must be accomplished for redevelopment of 11th Street. This survey will tell us where people shop, why they go there, what goods they would prefer to purchase in Rock Island and what gaps in goods and services 11th Street is suited to fill.

Economic development activities will be the positive result of this survey, including:

- Determination of a business mix that will make 11th Street "destination" shopping, perhaps focusing on items consumers cannot purchase in Rock Island.
- Definition and design of an accurate market area to overcome the physical disadvantage of proximity to the Mississippi River and being on the far western population edge of the Quad Cities.
- Creation of targeted incentive programs to attract specific business types that emerge as gaps in Rock Island's existing retail and service mix.

Walgreens adds greatly to the retail and service mix on 11th Street, but much, much more is needed.

Express Lane serves the function of convenience store and restaurant (with great fried chicken), but 11th Street needs operations solely dedicated to food stuffs and family restaurant service.

RECRUIT THE FOLLOWING: GROCERY STORE; FAMILY RESTAURANT; ATM OR BRANCH BANK; CHILD CARE FOR 2ND & 3RD SHIFTS.

Participants of the Citizen's Idea Fair offered dreams, and the 11th Street Task Force responded. Special attention will be paid to getting the above-mentioned goods and services located on 11th Street.

A mid-size grocery store from a smaller chain, such as the Sav-A-Lot located in the Greenbush Neighborhood on 7th Avenue, seems a likely candidate for 11th Street. The giants like Eagle, Jewel and Hy-Vee reject 11th Street because they can't draw a three mile circle around a single site and not run into the Mississippi or Rock River. The 11th Street Task Force believes economic development efforts should focus on mid-size stores and specialty shops, along with various independent owners.

Shopping

Top Priority Strategies

Focus on new investment at following locations:

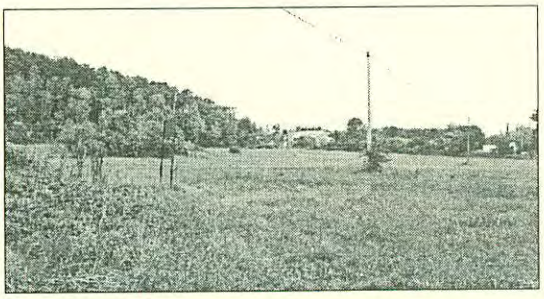
- Stoplight intersections
- Vacant lots in 500 block
- Vacant lots in 900 block
- Deteriorated properties in 1000 block
- NW and NE corners of 18th Avenue
- 2200 and 2300 block between 11th and 12th Streets
- Major property north of McDonald's
- Commercial block just north of 42nd Avenue
- Large property north of 51st Avenue
- Outlots at Watch Tower Plaza

This particular commercial block north of 42nd Avenue needs upgrading of the building, signs and storefronts. A fun 50s theme, in keeping with the building's age, could be just the thing.

The 11th Street Task Force selected 10 sites they believed to be of key importance in the revitalization mix of 11th Street. Different sites require new construction, demolition or simple upgrades. All are very visible locations with great potential for a "ripple effect" of investment.

These billboards on the northwest corner of 11th Street and 18th Avenue are a poor utilization of land at a very visible corner that averages 14,300 passing automobiles daily. They are visually unappealing and add little to the city's tax base.

These vacant lots in the 500 block are much improved in appearance since the Chicago Neighborhood's Clean Sweep program. They should be easy to redevelop since there is a single owner.



This open land at the very south end of the corridor is ripe for development. It also has a single owner. A portion of the land is in the Tax Increment Finance District.

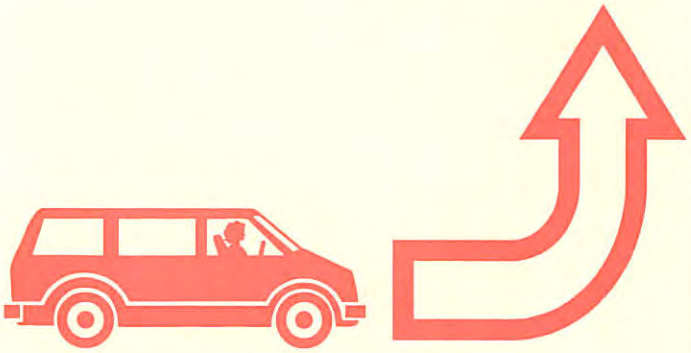
Top Priority Strategies

Shopping

Create "destinations" at strategic locations and draw traffic back and forth between them.

Just like malls or major shopping centers require department store anchors to support smaller retailers, a linear shopping corridor needs the same thing. The challenge on 11th Street is to create these "destinations" without relying on big box retailers, who look for geographic population centers.

Citizens provided many "destination" suggestions at the Idea Fair. Some of the most interesting and most achievable included collections of specialty shops, ethnic marketplaces, factory outlets, a not-for-profit office complex, and shopping that caters to senior citizens.



Link supportive services, products and goods to Black Hawk College investment and presence of students.

The $650,000 investment by Black Hawk College at Watch Tower Plaza brought a renewed college presence to Rock Island. This expanded facility will serve 80 - 100 students daily, and enhances the ability of BHC to serve western Rock Island County. Black Hawk College's Rock Island Technology Center will focus on technical education, GED services and a broad range of other classes.

For 11th Street, this facility means more consumers (especially of the age who spend money), potential for outreach to 11th Street businesses, accessibility to college services, stabilization, and an avenue to high tech development that wasn't present before. The related top priority strategies listed below build on this technology relationship.

Create retail / service / office incubators.

Rock Island has used manufacturing incubators to stimulate new business starts, and there is a potential to offer the same type of shared spaces, equipment, facilities and staff for retail, service or office incubator facilities.

Develop high technology office center at 2200/2300 or 2900 block site.

Commercial real estate practitioners believe Rock Island is ripe for development of a high technology office center. This is the type of facility that does not need to be near population centers and can take advantage of low property prices.

Shopping

Top Priority Strategies

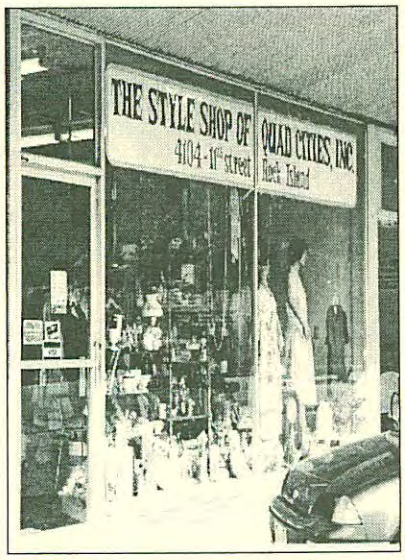
Offer merchandising and marketing training for businesses.

While one component of *Making "Cents" of 11th Street* deals with new investment and drawing new retailers, there is also the practical solution of increasing the capacity of existing businesses. 11th Street retailers are mainly mom & pop shops whose owners spend very long hours with the day-to-day operations of their businesses. Many have few employees. Often, little time is left for long-term strategizing about merchandise, marketing and advertising. More sophisticated tools are now available at cheaper prices, but learning about them takes special effort. Part of the 11th Street redevelopment plan is to bring this expertise directly to 11th Street business owners via programs sponsored by the 11/31 Business Association, Development Association of Rock Island, City of Rock Island, Small Business Administration and other business outreach organizations.

Promote quality businesses selling quality products other than second-tier.

One of the first signs of a deteriorating commercial area is the proliferation of second-tier stores, which are those selling second-hand goods. This type of retail is usually accompanied by poor maintenance, cheap signage and unimaginative window displays. While these businesses serve a valuable function for adjacent low-income neighborhoods, not all of 11th Street is low income.

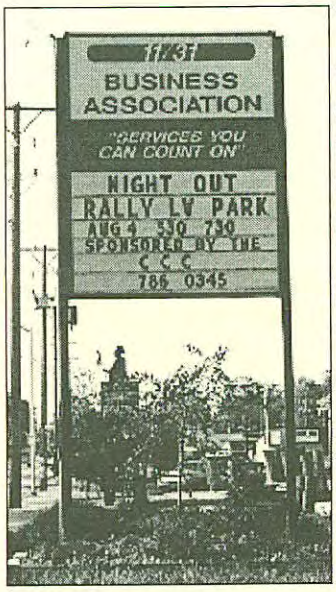
Quality retailers need to be courted who can add to the business mix on 11th Street.



The Style Shop of the Quad Cities is one of several second-tier stores on 11th Street. This second-hand store occupies storefront space just two blocks from the most affluent neighborhood in Rock Island.

Joint advertising with an 11th Street color, logo & theme.

Creating a positive, recognizable identity is half the battle in successful marketing. The District, Broadway Neighborhood and McDonald's are different examples of marketing based on positive identity. All have distinctive colors, logos and themes.



11th Street can benefit from creating this positive identity and then using it to mutually advertise business products and services or 11th Street-sponsored events. Instant recognition of a logo will tell customers *where* and *who*.

Creating this graphic identity will be one of the first tasks to redevelopment of 11th Street.

Top Priority Strategies

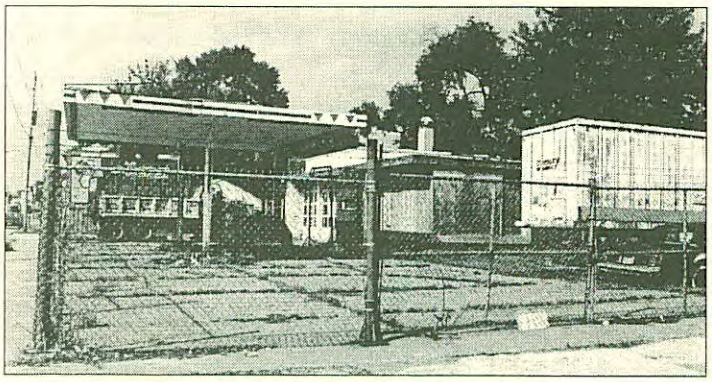
Visual Image

Increase building and property maintenance.

Improved maintenance for buildings and properties is at the top of the list for enhancing 11th Street's visual image. The Task Force wants to encourage pride of ownership, with the result that weeds and litter will be controlled, buildings painted, windows washed and parking lots kept neat.

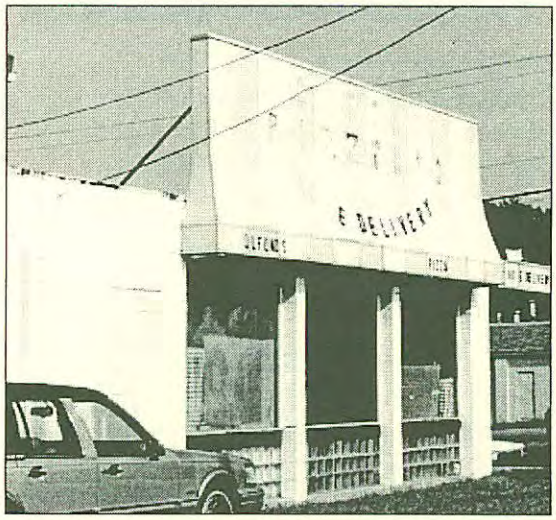
It is just as important to pull the weeds in the parking lot as it is to restock shelves or take inventory. It is how a store looks on the outside that will bring the customers inside. And it isn't just owners of older buildings that need to be cognizant of vigilant maintenance. If an owner lets the parking lot for his five-year old building fill with trash, how can he expect patrons to respect the property?

Targeted improvement programs for businesses and residences should be introduced. Sometimes property won't be improved until it is in someone else's hands. Transfer of stubbornly dilapidated property should be pursued to bring about change.



The owner of this property consistently refuses City orders to clean and maintain it.

Improve building facades.



This faded and illegible storefront at Alfano's needs attention. The glass block at the bottom is an interesting architectural feature.

Implementation of *Making "Cents" of 11th Street* will escalate the number and level of facade improvements. Over the next several years, more Facade Improvement Program funds and housing rehabilitation funds should be specifically targeted to 11th Street. Part of the success of these facade improvements will hinge on the availability of facade design assistance.

The cantilevered canopy is a common feature on this 1950s strip. Imagine the difference if some eye-catching neon signs in high relief were exploding off the sign board. Signage like that is much more likely to draw a customer off of busy 11th Street than these tired rectangles.

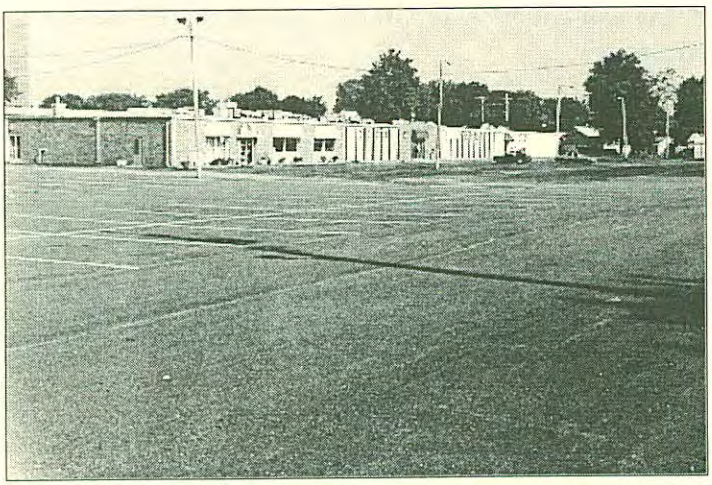
Visual Image

Top Priority Strategies

Landscape around buildings and parking areas and attempt to reduce amount of asphalt.

Trees make all the difference. Study after study shows that customers prefer to patronize commercial areas that are green, colorful and clean. They will drive miles out of their way to go to such places. There is even less crime in an area with a well-maintained landscape.

The 11th Street McDonald's has one of the most beautifully landscaped properties in the entire city. It is also a very busy place.



This sea of asphalt could benefit from some landscaped islands with trees, bushes and flowers.

Promote visual continuity with signs, lights, and consistent landscaping in public spaces.

A consistent visual image for 11th Street will be developed with the assistance of trained professionals, who will create a plan for beautified intersections, lighting, banners and public spaces along the corridor. A potential funding source for this upgrade is the TEA21 program through the Illinois Department of Transportation. This strategy will be used to tie north and south ends of this 3.5 mile corridor together with a common "look."

Maintain and improve sidewalks.

Pedestrians need their visual image of 11th Street improved also, and many of them commented on the gravel and weeds in the sidewalks. Visual continuity will be partially accomplished with improved sidewalks.

Publicize successes and recognize "good jobs."

The 11/31 Business Association could start a recognition program for "most improved" or "most beautiful" to recognize property owners who have invested time and money into beautification. This type of program is also a good publicity vehicle.

Traveling

Top Priority Strategies

Implement 50/50 Sidewalk Program.

The Task Force has asked for special set-aside funds and publicity efforts for a 50/50 Sidewalk Program on 11th Street to be implemented in the near future. It should probably coincide with any intersection improvements or other large-scale beautification efforts along the corridor.

Monitor and enforce speed limits on 11th Street.

Methods to implement this strategy include locating the speed indicator on 11th Street as often as possible and working with the Police Department to increase enforcement.

Study school crosswalk situation in vicinity of Edison, Earl Hanson and Frances Willard for children crossing 11th Street.

Four-lane 11th Street can be hazardous to children crossing the busy thoroughfare. Schools should work with the city's traffic engineering committee to alleviate any concerns.

Public Safety

Top Priority Strategies

Recommend City Council establish moratorium on permitting new liquor licenses for taverns and package liquor sales on 11th Street, with the exception of grocery stores and restaurants where liquor sales are less than 50% of total sales, and encourage more responsibility among existing license holders.

Residents and business owners along 11th Street associate criminal problems with liquor establishments. There are 12 establishments that sell packaged liquor or limited bar sales on 11th Street, which is 14% of the total licenses in the City. Residents want to see more development along 11th Street, but feel liquor establishments will not add to the health and vitality of the corridor.

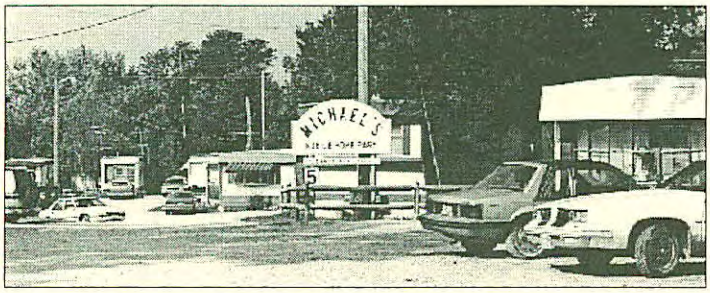
The 50% provision means that grocery stores are still welcomed, even with liquor sales. The point is that the stores sell more food than liquor.

Top Priority Strategies

Public Safety

Continue patrols to reduce criminal activity.

Since crime in all categories continues to go down, participants of the Citizen's Idea Fair were not overwhelmingly concerned about public safety issues. For the most part, they asked that the Police Department continue its current activities.



The mobile home park at the south end of 11th Street continues to be one of the highest crime spots along the corridor. Regular police patrols are a tool to reduce criminal activity.

Continue to target "problem" properties in low-key manner with identification by neighborhood residents and responses by property owners and police.

Since 11th Street already suffers from an undeserved image problem, the Task Force opted to focus on a behind-the-scenes approach to crime problems along the corridor. Working with block clubs, neighborhood residents and business owners, and then quickly and quietly dealing with the problem is the goal. The Police Department does this countless times, and with diligence and cooperative owners, many of the worst problem properties have already been dealt with effectively.

Continue active implementation of range of ordinances to deal with problem properties, utilizing "team" approach when necessary.

Sometimes it is the Zoning Ordinance, Liquor Ordinance or Building Code that can more easily rid a property of the criminal element. Rock Island has successfully used a "team" approach of its different enforcement branches to accomplish this. For instance, a raid on a suspected drug house may turn up criminal violations which will take months to run through the appropriate court systems, but the Chief Building Inspector, who is brought in as part of the "team" on the raid, can shut the house down overnight when he sees exposed electrical wires.

This IOCO service station on 11th Street, which had package liquor sales that eclipsed its gasoline sales, was a constant source of aggravation for the surrounding neighborhood due to loitering and associated drug dealing. The "team" approach through enforcement of the liquor ordinance finally brought an end to the liquor sales and many of the criminal problems dried up over night.

The Jiffy Mart property on the corner of 7th Avenue had excessive loitering that spilled over into the neighborhood. The Police Department and neighbors worked successfully with the owner to improve the situation.

Diversity

Top Priority Strategies

Foster identity for 11th Street.

Develop new logo and theme for 11th Street with multi-cultural overtones.

The identity theme is repeated in the top goals for diversity on 11th Street. Any new identity and theme should portray the reality that 11th Street is vastly diverse.

Diversity encompasses differences in education, age, gender, race, ethnic origin, economic status, physical and mental ability, sexual orientation, religion, work background, and other perceived differences.

The 11th Street corridor is adjacent to neighborhoods that are rich and poor, white and black, elderly at Friendship Manor and Sunset Heights, underemployed at Century Woods.

Utilize media campaign when selling 11th Street.

A media campaign will be necessary to inform the public about the strategies and priorities for 11th Street, along with implementation of *Making "Cents" of 11th Street* in the upcoming years. The 11th Street logo and theme should accompany all of this information, along with publicity initiated by the 11/31 Business Association or other business owners along the corridor. Liberal use of the logo on all media announcements will aid in recognition of the diversity of 11th Street.

The Community Marketing Director will need to establish a regular relationship with the 11/31 Business Association and adjacent neighborhoods. The CMD should also generate media announcements that focus on the diversity factors of 11th Street.

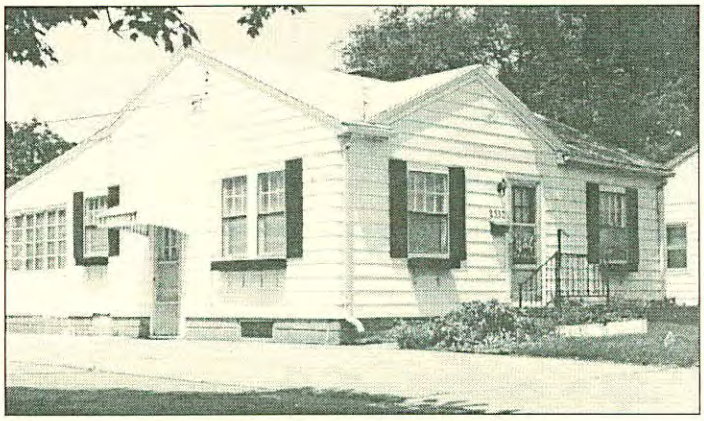
Amend Future Land Use Map.

The Future Land Use Map, which was adopted in 1986, is the policy guide that directs land use decisions for Rock Island city staff, Planning Commission and City Council. This important map is consulted every time there is a request for re-zoning a property or for a Special Use Permit. The Future Land Use Map designation for a particular property can be one indicator of how difficult or easy is may be to establish a business at a certain property.

A comprehensive look at future land use along 11th Street was updated as part of *Making "Cents" of 11th Street*. In addition, changes likely as a result of Rock Island's participation in an Illinois Quad City Unified Zoning Ordinance were also considered. The majority of recommended changes were to expand the General Commercial land use designation.

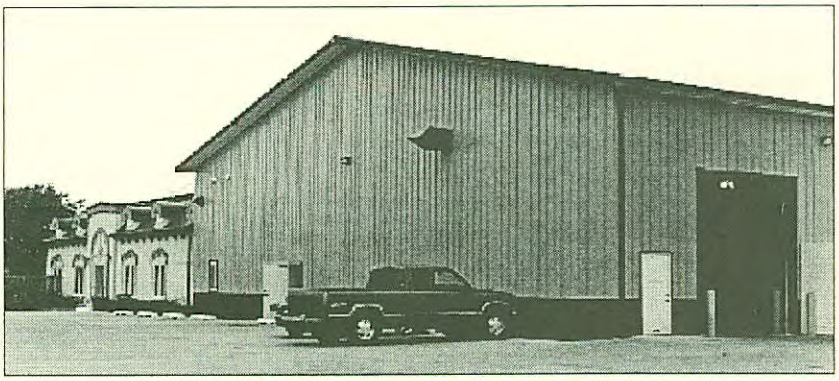
The following locations were specifically recommended by the 11th Street Task Force for changes on the Future Land Use Map:

- 2nd to 3rd Avenue (east side) from High Density Residential and Office/Service to General Commercial.
- 3rd to 4th Avenue (east side) from Office/Service and Transitional to High Density Residential.
- 4th to 11th Avenue (both sides) from High Density Residential to General Commercial.
- 11th to 12th Avenue (east side) from High Density Residential to General Commercial.
- 15th to 16th Avenue (west side) from Medium Density Residential to General Commercial.



This house at 2223 11th Street is part of the West Lawn Addition, which is a solid core of small single family homes. The 100 feet deep lots make them highly unsuitable for commercial redevelopment, so single family land use is recommended.

- NW corner 21st Avenue from Low Density Residential to General Commercial.
- Approximately 23rd to 25th Avenues (west side - West Lawn Addition) from General Commercial to Low Density Residential.
- Approximately 23rd to 25th Avenues along east side of 12th Street from Low Density Residential to Commercial.
- 25th to 27th Avenue (west side) from Office/Service to General Commercial.
- 27th to 29th Avenue (east side) from Office/Service to General Commercial.
- Trailer Court at 47th Avenue and 9th Street from Office/Service to General Commercial.
- 47th to 51st Avenues (west side) from Warehousing to General Commercial.



The property occupied by Stetson Building Products is recommended for change in the Future Land Use Map. It would change from High Density Residential to General Commercial.

High Priority Strategies

Shopping

Link Workforce Center to small businesses on 11th Street.

Strengthen 11/31 Business Association, establish committee structure, initiate regular training and work toward hiring part-time staff.

Visual Image

Improve appearance of signs

- Reduce visual clutter
- Encourage use of multi-tenant pylon signs
- Lower gross square footage threshold for all signs (premise and off-premise)
- Reduce maximum height
- Allow billboards as subsidiary and not primary uses on property
- Eliminate obsolete signs
- Inventory street signs for deterioration and obsolescence

Improve sign maintenance

- Make sign enforcement a component of Code Hearing process
- Modernize or restore signs

Target specific properties for visual improvements:

- Trailer court
- Abandoned gas station and ugly fences in 900 block
- Existing gateway sign
- Miles of concrete in 2700 block
- Building facades between 21st and 25th Avenues
- Building facades in commercial block north of 42nd Avenue
- NW corner of 18th Avenue and 11th Street (billboards)
- 11th Street Seconds building color
- Mac's Discount Liquors

Improve appearance of shop windows and displays.

Transportation

Improve intersection quality at Blackhawk Road/11th Street/9th Street.

More frequent street cleaning.

Study reduction of curb cuts and augmentation of shared drives.

Study parking lane decrease north of 18th Avenue in order to introduce trees into streetscape. Median strip may be option.

Install decorative pedestrian lighting along sidewalks.

Public Safety

High Priority Strategies

ORGANIZE MORE BLOCK CLUBS AND NEIGHBORHOOD WATCHES.

CONTINUE TO WORK PROACTIVELY WITH BUSINESSES TO REDUCE THEFT AND SHOPLIFTING AND WITH RESIDENCES TO ENHANCE SECURITY.

- EDUCATION: WORKSHOPS, PRESENTATIONS, FLYERS
- SYSTEMATIC "SECURITY SURVEYS" FOR BUSINESSES BY POLICE DEPARTMENT

IDENTIFY, AND LIMIT WHERE POSSIBLE, DRIVEWAY ACCESS POINTS FOR BUSINESSES.

CONTINUE TO EDUCATE THE PUBLIC ABOUT THE ROLE OF THE POLICE AND THE ROLE OF THE CITIZEN COMPLAINANT. ESPECIALLY PROMOTE THE I-WITNESS SHEETS OFFERED BY THE COMMUNITY CARING CONFERENCE.

PROMOTE KNOWLEDGE OF AFTER-HOURS SITE SECURITY AGREEMENT CONTRACTS BETWEEN POLICE DEPARTMENT AND BUSINESSES.

Diversity

STABILIZE EMPLOYMENT, HOMEOWNERSHIP AND INCOME LEVELS IN CHICAGO, DOUGLAS PARK AND LONGVIEW NEIGHBORHOODS.

Land Use

REZONE BUSINESS ZONED AREAS TO B-3 AT TIME OF ADOPTION OF UNIFIED ZONING ORDINANCE.

Priority Strategies

Shopping

Explore consolidation of different business associations as subsets of the Development Association of Rock Island, with administrative staff.

Visual Image

Encourage original and innovative signs, such as the fish sign at Croegaert's Great Outdoors.

Encourage simple, clean visuals for building lines and signs.

Fill vacant storefronts. Utilizing a version of the ArtWorks Window Walk visible from the street is one option.

Beautify key intersections and gateways.

Encourage entrance features at businesses.

Bury utility lines.

Introduce pedestrian level street lighting.

Explore moving sidewalks away from the street to create buffers for pedestrians.

Transportation

Replace deteriorated street and traffic signs and prioritize 11th Street on City's sign replacement inventory.

Diversity

Explore creation of an activity and drop-in center for elderly.

Work with the Development Association of Rock Island's Diversity Task Force to sponsor activities on 11th Street.

Devise a learning experience for children by shopping 11th Street. Businesses and schools could put together coupons and create a consumer exercise promoting local businesses and illustrating smart shopping habits.

Top Priority Strategy Participants

L = Lead Organization

P = Participating Organization

		Adopt-a-Highway	Bi-State Regional Comm.	Black Hawk College	Business Owners
Shopping Strategies	Conduct extensive retail survey of Rock Island - Milan residents.		P		
	Recruit the following: Grocery Store, Family Restaurant, ATM, Child Care.				
	Focus on new investment at 10 specific locations.				
	Create "destinations" at strategic locations and draw traffic back and forth.				
	Link supportive services and products to Black Hawk College and student presence.			P	
	Create retail / service / office incubators.			L	
	Develop high technology office center at 2200 / 2300 or 2900 block site.			P	
	Offer merchandising and marketing training for businesses				P
	Promote quality businesses selling quality products other than second-tier.				
	Joint advertising with an 11th Street color, logo and theme.			P	P
Visual Image Strategies	Increase building and property maintenance.	P			P
	Improve building facades.				P
	Landscape around buildings and parking areas and attempt to reduce asphalt.				
	Promote visual continuity with signs, lights and consistent landscaping.				
	Maintain and improve sidewalks.				
	Publicize successes and recognize "good jobs."				
Traveling Strategies	Implement 50/50 Sidewalk Program.				
	Monitor and enforce speed limits on 11th Street.				
	Study school crosswalk situation in vicinity of nearby schools.				
Public Safety Strategies	Recommend City Council establish moratorium on permitting new liquor licenses.				P
	Continue patrols to reduce criminal activity.				P
	Continue to target "problem" properties in low-key manner.				P
	Continue active implementation of range of ordinances in "team" approach.				P
Diversity Strategies	Foster identity for 11th Street.				
	Develop new logo and theme for 11th Street with multi-cultural overtones.				
	Utilize media campaign when selling 11th Street.				
	Amend Future Land Use Map.				P

Chamber of Commerce	Churches	City of Rock Island	Colleges	Community Caring Conf.	Comm. Marketing Dir.	Consultants	Customers	Development Assoc. of RI	Developers	11/31 Business Association	Financial Community	IL Dept. of Transportation	Media	Neighborhood Assns.	Project NOW	Property Owners	Quad City Arts	Realtors	RI Econ. Growth Corp.	RI Clean & Beautiful	Small Business Assistance Org.	Schools	Soc. of Retired Executives
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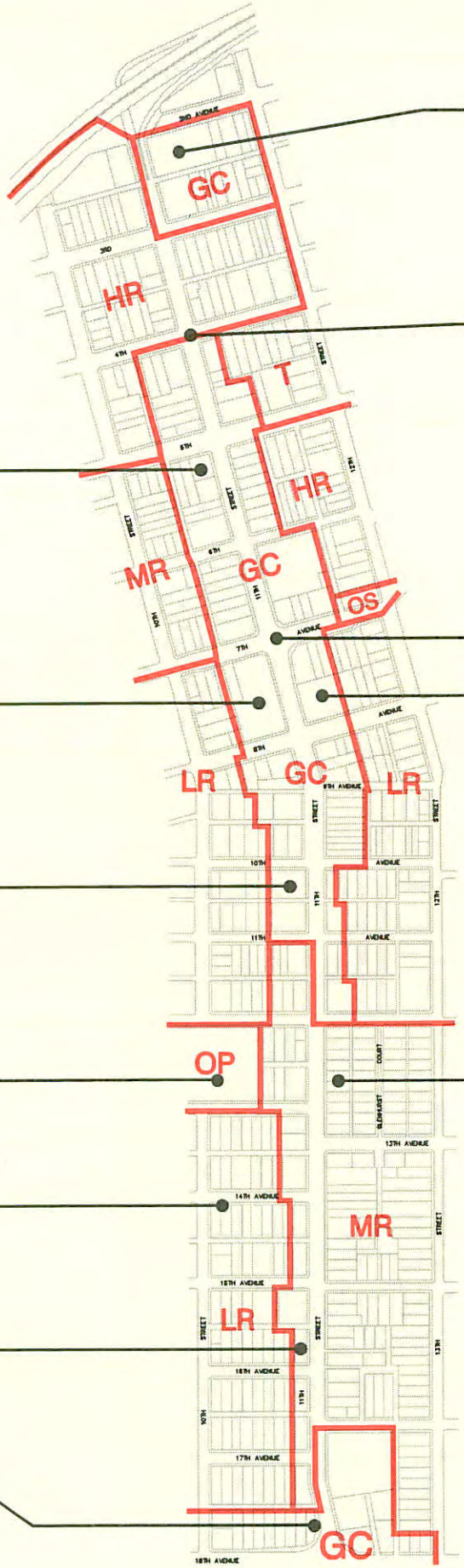
Top Priority Strategy Implementation

Time Line

Shopping Strategies	Conduct extensive retail survey of Rock Island - Milan residents.	1999-2000
	Recruit the following: Grocery Store, Family Restaurant, ATM, Child Care.	1999-2003
	Focus on new investment at 10 specific locations.	1999-2011
	Create "destinations" at strategic locations and draw traffic back and forth.	2004
	Link supportive services and products to Black Hawk College and student presence.	2000-2002
	Create retail / service / office incubators.	2002-2003
	Develop high technology office center at 2200 / 2300 or 2900 block site.	2004
	Offer merchandising and marketing training for businesses	Ongoing
	Promote quality businesses selling quality products other than second-tier.	2000-2001
	Joint advertising with an 11th Street color, logo and theme.	Ongoing
Visual Image Strategies	Increase building and property maintenance.	2000-2001
	Improve building facades.	2000-2003
	Landscape around buildings and parking areas and attempt to reduce asphalt.	2000-2003
	Promote visual continuity with signs, lights and consistent landscaping.	2001
	Maintain and improve sidewalks.	Ongoing
	Publicize successes and recognize "good jobs."	Ongoing
Traveling Strategies	Implement 50/50 Sidewalk Program.	2001-2003
	Monitor and enforce speed limits on 11th Street.	Ongoing
	Study school crosswalk situation in vicinity of nearby schools.	2000-2001
Public Safety Strategies	Recommend City Council establish moratorium on permitting new liquor licenses.	1999
	Continue patrols to reduce criminal activity.	Ongoing
	Continue to target "problem" properties in low-key manner.	Ongoing
	Continue active implementation of range of ordinances in "team" approach.	Ongoing
Diversity Strategies	Foster identity for 11th Street.	1999-2000
	Develop new logo and theme for 11th Street with multi-cultural overtones.	1999-2000
	Utilize media campaign when selling 11th Street.	Ongoing
	Amend Future Land Use Map.	1999

11th STREET CORRIDOR PLAN Proposed Future Land Use

North Part



Stetson Building Products invested more than $1,000,000 in their property in 1996.

The 4th and 5th Avenue couple is where Rt. 67 turns east and heads to downtown Rock Island.

The King Solomon Lodge was spruced up by volunteers.

Major beautification improvements are needed at 7th Avenue intersection.

Jiffy Mart brought much needed convenience items and laundromat facilities to this corner of Rock Island.

Ostrom Painting and Sandblasting has a very nicely lanscaped site, especially the parking lot.

These under-utilized storage lots need higher use economic development and aesthetic improvement.

Development of Franklin Field could impact traffic and destinations on 11th Street.

Predominance of residences could lead to narrowing 11th Street through the northern section, because of lower traffic counts.

The adjacent Douglas Park neighborhood is 80% minority.

Crime decreased by 22% from 1993 to 1997 at the IOCO Station

Billboard lots have a negative impact on aesthetics and are a poor utilization of land at a high traffic intersection.

LR	Low Density Residential
MR	Medium Density Residential
HR	High Density Residential
GC	General Commercial
OS	Office/Services
OP	Open Space
T	Transitional

CITY of ROCK ISLAND

PREPARED BY:
COMMUNITY AND ECONOMIC DEVELOPMENT DEPARTMENT
PLANNING AND REDEVELOPMENT DIVISION SUMMER 1999

11th STREET CORRIDOR PLAN Proposed Future Land Use

Central Part

14,300 automobiles daily pass through the 18th Avenue intersection.

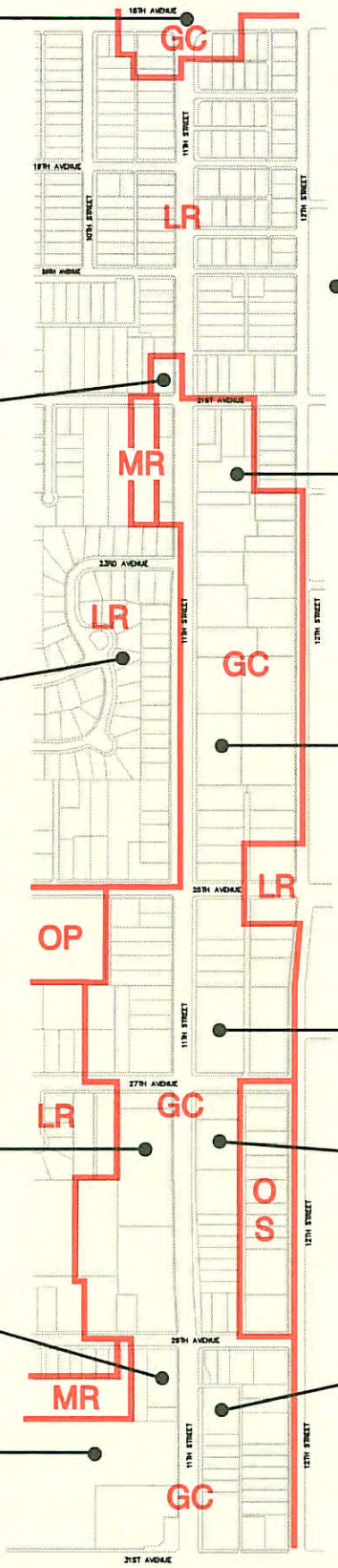
Quick Stop and other Convenience stores provide the only groceries for 13 blocks.

West Lawn Addition is a very solid neighborhood constructed as World War II housing.

This portion of 11th Street near Wakeen's could benefit from street trees.

Centeon Bio Services is a good example of adaptive reuse of a 1960s restaurant building.

Key redevelopment site adjacent to McDonald's and 31st Avenue.



LR	Low Density Residential
MR	Medium Density Residential
GC	General Commercial
OS	Office/Services
OP	Open Space

Friendship Manor at 12th Street and 21st Avenue is a key elderly market population.

Commercial buildings between 21st and 30th Avenues are the most deteriorated along the entire corridor.

The old Walgreen's location and the properties to the north are key redevelopment sites.

The U.S. Post Office is a major anchor in the middle of the 11th Street corridor.

Christian Friendliness is an important part of the social fabric of 11th Street.

Auto services dominate through this section of 11th Street.

CITY of ROCK ISLAND

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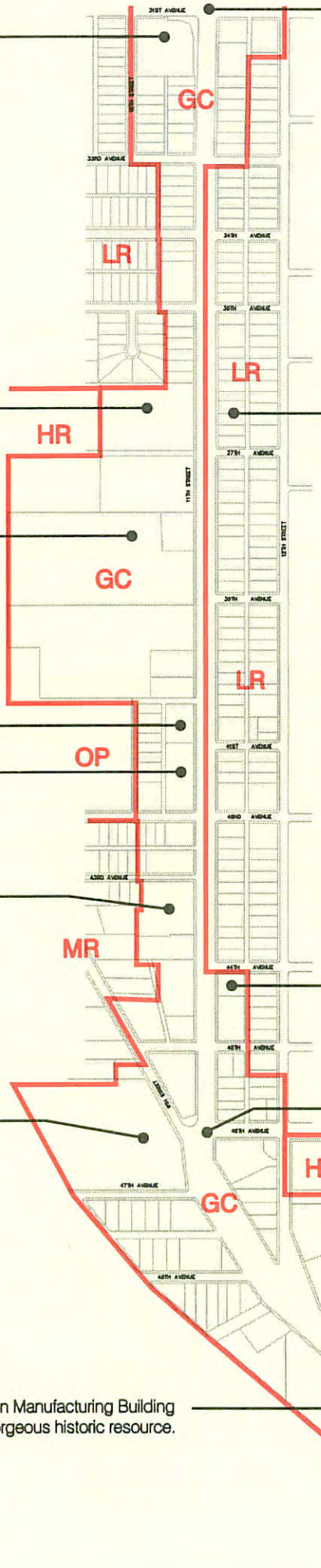
COMMUNITY AND ECONOMIC DEVELOPMENT DEPARTMENT
PLANNING AND REDEVELOPMENT DIVISION SUMMER 1999

11th STREET CORRIDOR PLAN
Proposed Future Land Use
South Part



LR	Low Density Residential
MR	Medium Density Residential
HR	High Density Residential
GC	General Commercial
OP	Open Space
U	Utilities

The new Walgreen's was a real boost to the vitality of 11th Street. Their nice landscaping should be a standard.

Average daily traffic at 31st Avenue is 12,600 autos per day.

Town & Country Bowling Lanes does a hopping business. Check out the traffic on league nights.

This row of single-family homes is tree-lined and protected by zoning.

Take a peek at the Chief and the available outlot space at Watch Tower Plaza.

Croegaert's Great Outdoors takes advantage of proximity to Sunset Marina.

The core of affluent Watch Hill lies directly to the east, only two blocks from 11th Street.

The 1952 Bauer Building Block should take a step back in time to its neon roots through a facade improvement.

The American Motor Inn is one of two small motels along 11th Street.

McFarland-Budeller is a long-time tenant of 11th Street and upgraded its facade in 1999.

The mobile home park is a source of crime and aesthetic issues for 11th Street. A new land use is encouraged.

Blackhawk Road is the highest traffic intersection along the corridor, with 19,100 autos daily.

Large open space ripe for development and in the TIF district

The Old Cotton Manufacturing Building is a gorgeous historic resource.

CITY of ROCK ISLAND

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COMMUNITY AND ECONOMIC DEVELOPMENT DEPARTMENT
PLANNING AND REDEVELOPMENT DIVISION SUMMER 1999

City of Rock Island

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The Staff of the Community & Economic Development Department would like to thank the participants of the 11th Street Planning Process, the 11th Street Task Force and the many volunteers who made the Citizen's Idea Fair such a great success.

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