

BROADWAY NEIGHBORHOOD CONSERVATION PLAN

for the

BROADWAY HISTORIC AREA

APPROVED DOCUMENT

April 20, 1992

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chapter 1

summary recommendations

SUMMARY OF RECOMMENDATIONS

The mission of the Broadway Neighborhood Conservation Plan is to provide a series of goals and strategies to deal with the issues, both positive and negative, that are present in the Broadway Historic Area. The City of Rock Island will adopt this plan document as part of the official city comprehensive plan.

Throughout a nine month long planning process, Planning and Redevelopment Division staff guided a Steering Committee made of Broadway Historic Area property owners and tenants in researching the area and devising realistic strategies.

Broadway Architecture and Protection

The Steering Committee and participating residents determined that Broadway's architectural resources are very important and need to be preserved. Local historic district status will be explored and rehabilitation guidelines implemented. Programs providing incentives for appropriate restoration should be created.

Housing Condition and Rehabilitation

The City of Rock Island currently offers many programs for housing rehabilitation based on income guidelines, but what is now needed are programs not based on income. The residents wish to improve the average level of building condition through more flexibility in existing programs, creation of new programs not based on income, specific aid to components of buildings in worst condition and targeted aid to specific properties.

Vacant Lots, Buildings and Abandonment

Vacant lots and buildings in the neighborhood impact the perception of the neighborhood and ability to sell property. Recommendation is to review, critique and improve the tax delinquent property distribution process and find ways to accelerate housing code enforcement. Demolition and targeted rehabilitation will be ways to eliminate the abandoned property problem. Finding new uses for vacant lots, such as infill or temporary parks, will also be important.

Investment Properties

Since 63% of all units in Broadway are not owner-occupied, the residents are seeking to bring actual land use to the R-3 zoning of the neighborhood. Goals include increasing the quality of rental property, reducing the impact of bad landlords and getting investor owners to upgrade properties. These goals will be achieved through education, creation of a landlords association and institution of a ticketing system for code violations.

Realtors and Bankers

More understanding of the unique aspects of the Broadway area is necessary. Realtors and bankers will be informed of the stable nature of the area in concert with the outstanding exterior and interior architectural amenities. Reasonable prices for large homes with outstanding craftsmanship will be emphasized.

Neighbors Helping Neighbors

Not all property condition problems can be solved with money, so the Broadway residents wish to implement programs to help their neighbors with such things as snow shoveling and cleaning rain gutters. There is a need to create maintenance programs for those too elderly or disabled to handle all of the requirements of home ownership.

Infrastructure and Utilities

Goals and strategies related to infrastructure and utilities seek general improvement in conditions of water mains, streets, alleys and sidewalks. Since infrastructure is so expensive to install or repair, residents will have to show some initiative and that they are willing to help incur costs to get these items updated.

Physical Enhancements

Ornamental street lights, underground wires, and restoration of Longview Pond and Hauberg Woods are a few of the items that could enhance the historic appearance of the Broadway neighborhood. Repeatedly, residents have indicated that these are desirable items for the neighborhood. Most of the implementation time frames are lengthy because these items are of less immediate importance.

Traffic and Transportation

Traffic volume in the neighborhood is high due to the arterial streets which travel through the area. Improving visibility and traffic flow are important, as is reducing speeding. Traffic levels will have to be watched as downtown tourism increases.

Security and Crime

The Steering Committee hopes to reduce crime in Broadway by implementing more Community Caring Conference block clubs. Managing troublesome traffic on 9th Avenue will be a primary goal. Residents will also be educated on how to identify criminal activity and report suspicious behavior. Community policing with a beat officer is also anticipated by the residents.

Noise and Trash Strategies

Most noise and trash problems are already regulated by nuisance ordinances, so it is important to get the word out to residents on how to report the nuisances. The Broadway Historic Area Association will be tapped to inform residents about these ordinances. A booklet will also be created by the City to inform residents about what nuisance violations are and who to call to report them.

Businesses in Broadway

Business incursion in the residential portions of Broadway has been limited, and a goal of the plan is to keep these incursions to a minimum. The Steering Committee identified key areas where commercial expansion is likely to take place. Residents are also concerned about the futures of Old Lincoln School and the Villa de Chantal, and have developed a strategy that will make consideration of a proposed project's impact on the neighborhood imperative. Unlicensed nuisance businesses are also a concern, and City staff have been instructed to increase investigation and court proceedings against these properties.

The Downtown Connection

Revitalization of the downtown and nearby neighborhoods, such as Broadway, are dependent upon one another. The Steering Committee has recommended that the connection between Broadway and the downtown be reinforced through architecture and dependence upon one another for retail and housing services.

Schools

Broadway residents are being urged to become more involved in the neighborhood grade schools. School officials are asked to identify areas of volunteerism for local parents and even those without children in the schools. The history of the neighborhood will also be taught to the children.

Promoting and Marketing

The Broadway Historic Area Association has done an excellent job of promoting the neighborhood. The Steering Committee agrees that their marketing and promoting agenda has been highly visible and successful. One strategy outlines that the Association should continue to take responsibility for Broadway advocacy, and that future preservation and stabilization should be promoted in a manner that is consistent with the goals and strategies of the neighborhood plan.

chapter 2

introduction

MISSION STATEMENT

The mission of the City of Rock Island in creation of a Broadway Neighborhood Conservation Plan is to address the strengths; weaknesses; opportunities and threats identified by the City and neighborhood residents; formulate goals; and identify specific action strategies aimed at addressing these identified elements and neighborhood goals in a manner that can be adopted as official City policy in the context of a city-wide comprehensive planning process and carried out by identified participants.

It is of primary importance for the implementing partners of this plan to recognize that the Broadway Historic Area is a community of people and therefore an ever-evolving entity and that it is necessary to periodically redefine issues, goals and strategies to account for changing attitudes and needs. It will be important to conduct ``Vision'' meetings with as many residents, owners and tenants as possible every two years to keep pace with the evolution of the neighborhood.

THE PLANNING PROCESS

Interest in a neighborhood plan for the Broadway Historic Area has come from a variety of sources over the past several years. The residents have believed a plan for the neighborhood was essential since the downzoning of the area in 1989. The Rock Island Preservation Commission has been interested in pursuing a plan that highlighted historical and architectural aspects of the neighborhood for several years. In addition, the City has intended to pursue neighborhood planning for nearly a decade. In 1991 these ideas and thoughts were pooled into beginning the neighborhood planning process with an Introductory Meeting in April 1991. This meeting began the course that would result in the City's first neighborhood plan.

The Introductory Meeting outlined the benefits and expectations of neighborhood planning, planning procedures and identification of a list of items that are included in most neighborhood plans. At that meeting, City staff outlined the high level of resident involvement expected and needed. Staff also explained that a Steering Committee made up of neighborhood residents and property owners would guide the process and serve as a sounding and suggestion board.

Identifying Issues for the Neighborhood

The first neighborhood meeting called was for an Issues Identification Meeting in May. At that meeting residents nominated and elected their neighbors to serve on the Steering Committee. These Steering Committee members were elected under categories to serve as liaisons to representative groups (see Appendix A). These Steering Committee members served diligently and faithfully through nearly nine months of meetings and deliberations. Using the nominal group technique, residents then identified issues important in the neighborhood. The list which was developed served as a starting point for the Steering Committee and City staff to begin researching ways in which to deal with issues most important to the neighborhood residents. Below are the top ten issues identified; please see Appendix B for a complete list and scoring of issues.

1. Marketing of Broadway
2. Tax delinquent property process
3. Networking to reduce crime/traffic problems/noise
4. Aesthetics/architectural overlay
5. Trash in yards (tie)
5. Address demolition by neglect (tie)
6. Abandoned houses
7. Protect from commercial incursion
8. Neighborhood based guidelines for use of vacant lots
9. Compel absentee owners to abide by codes and aesthetic standards

Collecting Information about the Neighborhood

The Steering Committee and City staff took this ``Issues'' list and ran with it. Over the next six months they collected information related to these topics. The data collection involved analyzing the current situation and reviewing a variety of ways to improve or enhance the situation. Data collection ranged from documenting housing density to gathering opinions about why residents like the Broadway neighborhood. The most involved data collection methods were the Residents/Owners Survey, the Special Survey Team and the Structural Condition Survey.

The Residents/Owners Survey was a nine page questionnaire mailed randomly to 379 Broadway residents, investor owners and tenants. The response rate was an encouraging 45%, which is quite high for a survey questionnaire as lengthy, detailed and personal as the one developed by City staff and the Steering Committee. Please see Appendix C for the survey sent to residents and tenants. A slightly shorter survey was sent to investor owners. Survey responses were used in guiding the development of strategies to deal with neighborhood issues and goals. Strength of survey responses on certain issues such as architecture, protection of architectural resources and housing programs without income limits helped to guide the Steering Committee in recommending strong policies on those topics.

The Special Survey Team was made up of a group of seven residents and five Steering Committee members. The Special Survey Team toured the neighborhood by bus one Saturday morning to specifically identify properties with trash, noise and parking problems. They also identified those properties approaching abandonment and those that will be most important to rehabilitate. The Team also looked at which vacant buildings should be saved and which should be demolished. The lists generated by the Special Survey Team helped the Steering Committee in determining strategies to deal with the problems, and some specific addresses were mentioned for implementation of the plan.

The Structural Condition Survey was conducted by City Planning and Redevelopment Division Staff during the summer of 1991. This survey looked at property condition based on structural elements such as foundation, roof, fascia, eaves, windows, doors, porches and walls. Conditions of the premises and secondary structures were also rated. This same survey also identified land use, density and architectural significance. This information was used to track conditions throughout the neighborhood and target areas of location and structural element that need more help. The survey will also provide a base to which the residents can trace improvement. Appendices D through G trace the materials used in the Structural Condition Survey:

- Appendix D: Field Survey Sheet
- Appendix E: Structural Condition Rating Criteria
- Appendix F: Building Conditions Maps
- Appendix G: Rating Charts for Structural Elements

Setting Goals

In October 1991 the Steering Committee sponsored the third neighborhood meeting. This meeting focused on reporting back the findings of the Residents/Owners Survey, the Structural Condition Survey and other issues related to neighborhood businesses, crime and traffic. Planning and Redevelopment Division staff planned this meeting prior to setting goals so that residents would be refreshed on the issues they had generated in May and be informed of the research generated on those issues.

Another neighborhood meeting was held in November to specifically identify the goals of the neighborhood. Residents understood that issues are only areas of concern, while goals are the expression of actual desired achievements. Through the nominal group technique, residents identified ten top goals. Please see the list below; the entire list of goals and accumulated points can be seen in Appendix H.

1. Financial incentives for everyone for restoration (including siding removal).
2. Creation of historic district
3. Investment by City in infrastructure (especially water mains)
4. Broadway image - keep up marketing
5. Program to facilitate underground utilities and period street lighting
6. More involvement and improvement in school district
7. Promote neighborhood, not businesses

- 8. Minimize residential impact of adaptive reuse of Old Lincoln School, Villa de Chantal and Church of Christ, Scientist
- 8. Original facades
- 9. Security, safety, traffic with night patrols

Creating and Implementing Strategies

City staff compiled all of the research, findings, opinions and goal ratings according to topics and presented this information to the Steering Committee along with suggestions for strategies. The Steering Committee and interested, participating residents and property owners molded these strategies to create paths to achieve the desired goals, but with realistic expectations. During the December strategy sessions, the Steering Committee and City staff also identified organizations responsible for implementation of each strategy created.

Selection of appropriate strategies for plan implementation ended a seven-month-long formal planning process for the residents of Broadway and the Steering Committee. Plan approval and implementation were to follow.

Approving the Plan

A 174 page draft document was presented to neighborhood residents on February 20, 1992. Residents and others present vigorously approved of the recommendations and urged the Plan be forwarded to City commissions and City Council.

Presentations to commissions and groups rapidly followed:

Preservation Commission	Feb. 26	Recommended approval to Council
Planning Commission	Mar. 3	Recommended approval to Council
Community Caring Conference	Mar. 10	Approved/supported
Board of Directors		
Rock Island Preservation Society	Mar. 17	Approved/supported
Rock Island Economic Growth Corp.	April 8	Approved/supported
Board of Directors		

On April 20, 1992 the Rock Island City Council unanimously adopted the Broadway Neighborhood Conservation Plan as a concept for the Broadway Historic Area and as an addendum to the City's Comprehensive Plan.

HISTORY OF THE NEIGHBORHOOD

Early Speculation

The City of Rock Island would not exist today were it not for its location on the Mississippi River. Founded as a trading area, the village's sole reason for existence was the transportation offered by the river. When larger boats began to traverse the river, the area became the home of riverboat captains who were needed to guide these boats through the hazardous Rock Island Rapids. The coming of the railroad, and its new bridge across the river, gave impetus to the town's growth.

As might be expected, the early growth paralleled the river, the font of its prosperity. Until the 1850s, there was virtually no development south of the present 7th Avenue. With the announcement of the new railroad bridge in the 1850s, there was wild speculation in real estate. Many blocks south of 7th Avenue were subdivided by developers hoping to benefit from the prosperity they believed this railroad link to the western United States would bring. Unfortunately, most of these subdivisions exist only in old deed records, and many of these would-be developers ended up in bankruptcy, with their property being sold at a sheriff's auction. The subdividing that would come much later did not pay any heed to these early dreams.

However during the 1850s, a few hardy (and generally wealthy) folks did build their homes in what is now known as the Broadway Historic Area. One of these homes is the Buford Mansion (now the Word of Life Church) at 1804-7th Avenue. Its location is intriguing, in that it was intentionally built at the "head" of 18th Street. At that time, this provided the owner with an unobstructed view down the street to the river. Many members of the Buford family, originally from the South, came to Rock Island and built what later became the Case plant. Another home, since demolished, was built by George Mixter in a matching location at the head of 23rd Street. Mr. Mixter, who helped found the Rock Island school system, listed his occupation simply as "capitalist." Streets elsewhere in Rock Island had a similar home, built for a wealthy family, located at their tip. These early homes, which no longer exist, generally would be called miniature farms today, because their grounds contained several acres of working orchards and gardens.

Serious Development

Serious development of the Broadway area began after 1860 with additions platted by Webber, Mixter, Buford, Schnell, Spencer, Dart and others. Early residents almost certainly chose the area because of its proximity to downtown. The downtown had grown up around the Courthouse Square, which was permanently fixed when the villages of Stephenson and Farnhamsburg merged in 1841 to form Rock Island. Because downtown was the economic center of the city, and because transportation was much more difficult in the horse and buggy days, it was logical that this generally undeveloped land within walking distance to downtown would become prime residential property.

The quality of the homes that were built in Broadway confirms this desirability. Many Broadway homes were custom built for the professional and managerial downtown workers. Among these early residents was Dr. Samuel Plummer, a physician who served in the Civil War. Dr. Plummer built two homes at 705 and 709-20th Street. Messrs. Young and McComb, owners of a downtown department store of the same name, built beautiful turn of the century homes at 830-22nd Street and 842-19th Street, respectively. Leonard Drack, architect of the Rock Island Public Library, designed his own home at 836-22nd Street around 1904. Other early residents included those involved in transportation, both rail and river, as well as owners of industrial properties, such as the Bufords.

Since the proximity to downtown was so important, it is logical that those lots closest to downtown

were developed first. A stroll through Broadway reveals the truth of this statement. Homes between 7th and 9th Avenues are likely to date from 1860 to 1880. Although after 1880, the growth was somewhat more random, the homes on the south end of the area are generally newer. Between 1880 and 1905 the entire area was built up, so by 1910 there was virtually no space available for new homes. A handful of homes were built after 1910, but these are frequently on small lots, which may have been split off from larger lots. Newer homes may also have been built to replace early homes destroyed by fire or other calamity.

Although residential areas to the east and west of Broadway developed in a comparable time frame, homes there were generally smaller or of lower quality. Some were built in groups by investors. Development of the area immediately west of Broadway was delayed until the death of Bailey Davenport, who owned most of the property below what is now Longview Park.

Broadway is also fortunate in having only minimal commercial intrusions. Those which exist, are, in two cases, tangible evidence of the original neighborhood grocery store, when shopping in pre-refrigerator days was a daily affair. Four modern apartment buildings also qualify as intrusive. However the typical block in Broadway retains the same ambience and sense of time and place as it did at the turn of the century. The recent acceleration of restoration and rehabilitation efforts only serves to enhance this ambience.



BROADWAY HISTORIC AREA ASSOCIATION

Decline of the Economy

People were compelled to leave the Quad Cities area in the 1980s as a steep economic downturn resulted in extended plant shutdowns, sending workers to unemployment lines. Those who had jobs tended to postpone major purchases such as homes. The real estate market, which was already slumping from the impact of inflation and high interest rates, declined even further. Investment in housing and maintenance decreased, causing home values to drop. As many former farm equipment industry workers moved from the area during the early and mid-1980s, Rock Island was left with many older, deteriorated and abandoned homes.

The Broadway Area held a special challenge to residents whose neighborhood was labeled ``below the hill.'' Some were determined to counteract the negative attitude held by realtors, bankers, area residents, and even some of their neighbors.

Beginnings of the Neighborhood Movement

During the 1980s, the Rock Island Preservation Society was active in the neighborhood and conducted many activities to create awareness and appreciation of Rock Island's architecture. Although many residents wanted to preserve the Broadway neighborhood by becoming a historic district, the general consensus was that there was not enough support for a local district. Disillusioned with the lack of support for neighborhood preservation, Nona Williams of the Preservation Society suggested simply giving the area a name to foster unity and pride.

The Broadway Historic Area Association Emerges

During the summer of 1988, a handful of residents formed the Broadway Historic Area Association to stimulate the revitalization of the 19th century neighborhood. The historical name of 23rd Street, which was kept alive by the Broadway Presbyterian Church, was chosen to spearhead the campaign.

The Association was responsible for producing the logo and the printing of blue tee shirts bearing the logo and the motto ``it's working.'' Response to the shirts and to the new name was overwhelming and soon there was demand for sweat shirts as well. The sale of shirts began to fund additional organizational expenses.

Since that time, the Association has been involved in activities ranging from special walking tours and Victorian dinners to uncovering aluminum-encased homes in a ``Great Unveiling.'' The neighborhood association earned a Home Town Pride award from Midwest Living in 1990 and was a finalist in the Governor's Hometown Awards. A newsletter generated by the Association has served to keep contact regular and the residents informed about neighborhood activities and progress.

Under guidance and promotion of the Association, Broadway has stepped out of being just one more old neighborhood into something special. As neighbors meet each other, they realize that they are the area's most valuable resource and that the responsibility for revitalization is with them. The Association chooses to concentrate on the positive, works hard and shares experiences with others. In doing so, the Broadway Historic Area Association has caught the imagination of the rest of the community with innovative ideas, visible changes and the image of what ``can be.''

Association members credit the continued momentum to a supportive city staff, mayor and city council who have encouraged creativity, and who have formed a partnership with them from the beginning when revitalization was not imminent nor certain.

OVERVIEW OF DOCUMENT

The body of this document is structured according to topics relevant in Broadway. These topics were derived from issues and goals suggested at neighborhood meetings and areas of concern noted by City staff and the Steering Committee. First, however, it is important to set the stage for topics of issue to Broadway. Situations and policies in a neighborhood are guided by the physical characteristics of the neighborhood and the people who live there. The next section explores what the Broadway Historic Area looks like, predominant uses of land and the types of people who choose to live in a diverse, turn-of-the-century neighborhood.

After giving you a snapshot view of the neighborhood as it exists in 1991, the document moves on to Chapter 3, where the realizations and expectations of the residents and property owners unfold. Each topic will consider the existing situation, the goals and strategies used to approach each topic, plans of action, parties responsible for implementation and estimated timeframes. The text will be accompanied by relevant photographs, charts and maps. Topics explored in Chapter 3 include: Broadway architecture and protection; housing condition and rehabilitation; vacant lots, buildings and abandonment; investment properties; realtors and bankers; neighbors helping neighbors; infrastructure and utilities; physical enhancements; traffic and transportation; crime; noise; trash; businesses in Broadway; tie to downtown; schools; and marketing and promotion.

chapter 3

setting the stage

SETTING THE STAGE

Location

The Broadway Historic Area is bounded by 7th Avenue on the north, 13th Avenue and Lincoln Court on the south, 17th Street on the west and 23rd Street on the east. The boundaries are inclusive of properties on both sides of the streets except for the southern edge. Please see the following page for a boundary map of the Broadway Historic Area (Map 3-1).

Broadway is nearly in the center of Rock Island Township. It is two blocks south of the edge of the downtown business district, and only four to five blocks south of the Downtown Arts and Entertainment District. From east to west the jagged, southern edge of Broadway is bordered by Longview Park, First Lutheran Church, Villa de Chantal and Reservoir Park (old Hauberg Estate). The eastern and western borders are residential neighborhoods.

Natural Characteristics

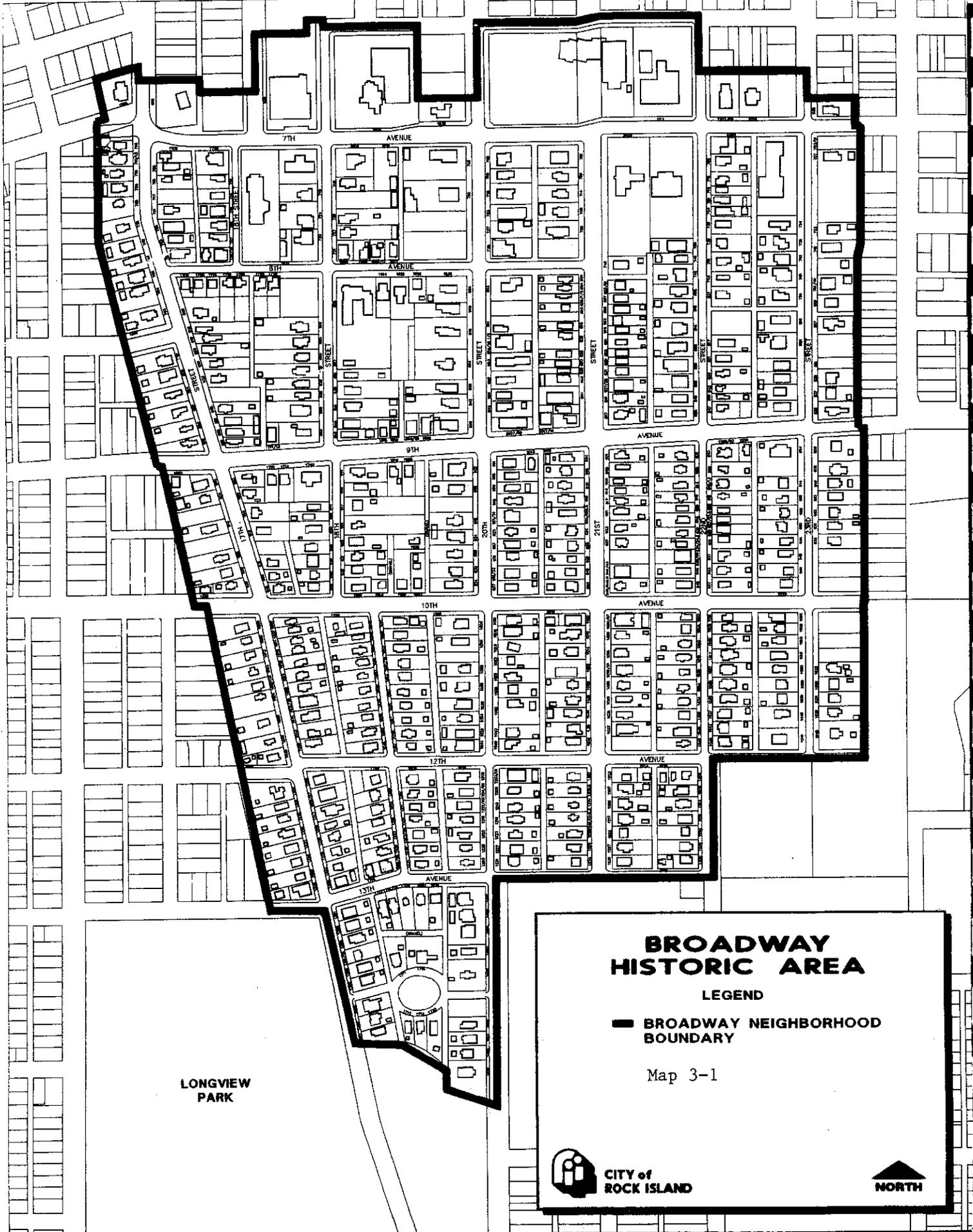
Built into the hill on the south bank of the Mississippi River, the Broadway Historic Area offers some of the most outstanding views in the City. From 7th Avenue to the southern edge of the Broadway boundary, the hill rises 120 feet. The 17th Street hill offers an excellent daytime view of the Centennial Bridge, and a spectacular night view of the lighted bridge. All of the streets in the neighborhood are steeply graded from 10th Avenue south due to the topography.

Greenspaces do not abound within the core of the neighborhood, but are well represented on the periphery. Hauberg Woods is along the southeast corner of the Broadway Historic Area. Hauberg Woods is connected historically to the Denkmann-Hauberg Estate, which is now run by the Rock Island Park District as a community center. Jens Jensen, a well-known landscape architect, laid out the ten acre Hauberg estate. He used a native Wisconsin theme in the pattern and plantings. Just to the south of 13th Avenue east of 20th Street is the landscaped grounds of the Villa de Chantal. P.J. Keeran of Rochester, New York designed these grounds with sensitivity to the natural landscape. A third significant landscape lies just to the southwest of the Broadway border. What was once Bailey Davenport's cow pasture became Longview Park under the guiding influence of landscape architect O. C. Simonds. The undertaking at Longview Park coincided with a high growth period of the Broadway neighborhood. A smaller greenspace is present in the circle of Lincoln Court. It is owned by the City and at present is not landscaped. Another park greenspace is being donated to the Broadway Historic Area Association by a private individual; the lots on the northwest corner of 7th Avenue and 23rd Street will be improved for the benefit of the neighborhood.

Unique or unusual instances of extensive, private property landscaping in the Broadway Historic Area are rare. The lots are fairly small, and do not allow space for formal or Victorian gardens or orchards. Street trees along the major thoroughfares were more prevalent in years past, but have probably fallen victim to widened streets. Trees are, however, in abundance along neighborhood streets such as 19th, 22nd and 23rd Streets. Hardwoods, as opposed to pines, are most evident. Some properties display flowering trees. However, vegetation such as climbing ivy is not common. Landscaping with railroad ties has begun to infiltrate the neighborhood.

Built Environment Characteristics

Some of the built environment characteristics in Broadway were dependent on the natural landscape. The position of the streets, for instance, are mostly on a normal grid pattern. However, 17th Street



BROADWAY HISTORIC AREA

LEGEND

— BROADWAY NEIGHBORHOOD BOUNDARY

Map 3-1



angles in a southeasterly direction up the hill, which may be due in part to the steepness and location of the hill. Nineteenth Street runs parallel on the diagonal with 17th Street between 10th and 13th Avenues.

Other man-made structures in Broadway were not so dependent on natural environment, but rather on technology. For instance, most of the streets and avenues in Broadway were constructed of brick pavers. Over the last forty years most of the brick streets in Broadway have been covered with asphalt. Brick sidewalks were also constructed, but most are now concrete. An alley system was put in place as additions were platted and is still used today.

The single most fascinating stage setter for Broadway is the housing. Homes in Broadway were built from 1865 into the 1920s. The biggest growth spurt occurred from 1890 until about 1910. There is a variety of architectural styles in evidence from that time. Some buildings have been altered, but many possess original exteriors. Regardless, the scale of structures throughout the neighborhood is consistent with few exceptions. Most buildings are two to two and a half stories tall and have massing that is quite large for the size of the turn-of-the-century city lots. Structures are close together and generally face square with the street or avenue. Exceptions to these building norms include some 1970s infill on 20th Street and 7th Avenue and a handful of larger institutional buildings and smaller cottages.

Land Use

Land use in Broadway is primarily residential. The area was zoned R-4 and R-6 (one to six family residential) until 1989, when it was downzoned to R-3, which is one and two family residential. Only the north side of 7th Avenue contains areas not zoned R-3. On that side of the avenue, R-6, B-1 and B-3 zoning will allow multi-family residential and neighborhood and general business uses.

There are 315.5 single family structures in Broadway. Duplexes rank second with 109 structures, and three and four family buildings are next at 35. Seventeen structures have five to nine family units, and only five buildings have ten or more units or exist as bed and breakfast inns. There are 11.5 service structures, and only half of one building is used for commercial purposes. There are five semi-public buildings, which includes schools and churches. There is one property in Broadway whose primary function is to provide utilities. In addition, there are 27 vacant buildings in the neighborhood and 16 vacant lots. There are only two areas devoted solely to subsidiary parking uses at this time. Please see the following maps (Map Series 3-2) for a visual perspective of land uses in the Broadway Historic Area.

Commercial, service and semi-public uses are concentrated along the major thoroughfares: 7th Avenue, 17th Street and 20th Street. The very high density residential buildings and bed and breakfasts are located along these streets also.

There are land uses surrounding Broadway which have an impact on the neighborhood. Obviously the downtown district to the north serves some of the commercial and service needs of the neighborhood. That area contains necessary services such as banking, utilities, city and county government, post office, social services, insurance, library, attorneys, doctors and dentists. Nearby commercial amenities are fewer, but do include paint and wallpaper, furniture, business supplies, confectionery, camera shop and clothing. Other offerings of the downtown area on a more frivolous vein include numerous restaurants, night clubs, bars, comedy club, dinner theater, YWCA and an art gallery. During the summer months, the downtown plaza is host to a variety of events, which draw people from all over the Quad Cities.

Two blocks to the east of the Broadway neighborhood is Valley Homes, which is a dense public housing project built in the early 1970s. Valley Homes impacts the Broadway neighborhood through

its density and the accompanying vehicular and pedestrian traffic it generates. Ninth Avenue is the east/west connection to Valley Homes and the hilltop area; Ninth Avenue runs through the center of the Broadway Historic Area. The sections on Traffic and Transportation and Crime will deal more specifically with the connection between Broadway and Valley Homes.

The southern edges of Broadway are bordered by outstanding natural areas. Longview Park and the Hauberg Estate do not appear to be in danger of changing land uses. However, incidental additions to the lower edge of Longview could impact the intensity of use of the park. Future land use of the Villa de Chantal is more in question. The land and buildings are for sale by the Sisters of the Visitation. Any change in status of that property will affect the residents in Broadway. Aesthetically, the property contains significant landscapes and important Neo-Gothic buildings. Many residents of the neighborhood wish to see the buildings remain. However, a change in use of the present property could mean more traffic and noise in the neighborhood. The neighborhood plan deals with this issue in terms of evaluating a proposed project's impact on the neighborhood.

The areas to the east and west of Broadway are largely residential and zoned R-4, which is one to six family. The area directly to the east was built at about the same time most of Broadway was, but it is on a slightly more modest scale and the lots are smaller and buildings much closer together. There is a definite line of demarcation along the alley between 23rd and 24th Streets in terms of cost and size of homes. The neighborhood to the west is similar to Broadway until about 15th Street, at which point the houses are more scaled down. At this time, this neighborhood does not contain the same level of architectural integrity and property caretaking that is displayed in Broadway. This area also has a higher incidence of rental property. Fortunately, a new housing initiative through the Rock Island Economic Growth Corporation has targeted a portion of this neighborhood and a portion of Broadway. The intent is to expand the positive aspect of what is happening in Broadway into the area directly west.

Household and Population Characteristics

Given that detailed information from the 1990 census is not yet available, population characteristics are estimated from 1990 census block group data. These figures are not perfectly accurate, but do serve to give an indication of the age, sex and race of residents of the Broadway Historic Area. One item that may impact the statistics is the fact that Coventry Apartments is located in the Broadway Historic Area. Coventry adds nearly 150 units of housing for the elderly to the neighborhood, which in turn impacts age, income and household size of residents. Please see Appendix I for Census Estimates of Broadway Historic Area Using 1990 Block Group Data.

There are 937 total housing units (not individual structures) in Broadway. These units are occupied by 1,844 people. Thirty-seven percent of the housing units are owner-occupied. There is an average of 2.3 people per housing unit. Most of the structures in Broadway have two to four units (41%) or are single family detached homes (36%). The median value for the homes in 1990 was \$35,380, but the median ranged greatly between block groups. One block group had a median value of \$18,800, while another had a value of \$55,800. Average monthly rent in the Broadway area is \$216.

The large majority of Broadway residents are white (70%), followed by black (22%), Hispanic (7%) and other (1%). See Figure 3-1. Fifty-two percent of Broadway residents are female and 48% are male. Figure 3-2 documents the age of Broadway residents. Sixty-three percent of the residents are 44 years old or younger. The biggest age group according to the 1990 block group data is the 25 to 44 years age group. Twenty-nine percent of Broadway residents are children younger than 18. Only 13% of the residents are 65 years of age or older. Planners can infer from these figures that the neighborhood is largely a family neighborhood.

AREA 1
BROADWAY
HISTORIC AREA
EXISTING LAND USE

LEGEND

Map Series 3-2

-  SINGLE FAMILY RESIDENTIAL
-  TWO-FAMILY RESIDENTIAL
-  THREE & FOUR FAMILY RESIDENTIAL
-  FIVE TO NINE FAMILY RESIDENTIAL
-  TEN OR MORE FAMILY RESIDENTIAL /BED & BREAKFAST
-  SERVICES
-  COMMERCIAL
-  OPEN SPACE
-  SEMI-PUBLIC
-  UTILITIES
-  VACANT LAND
-  VACANT BUILDING
-  ARCHITECTURALLY INTERESTING

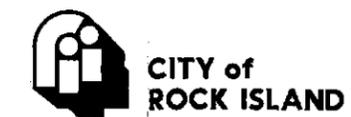
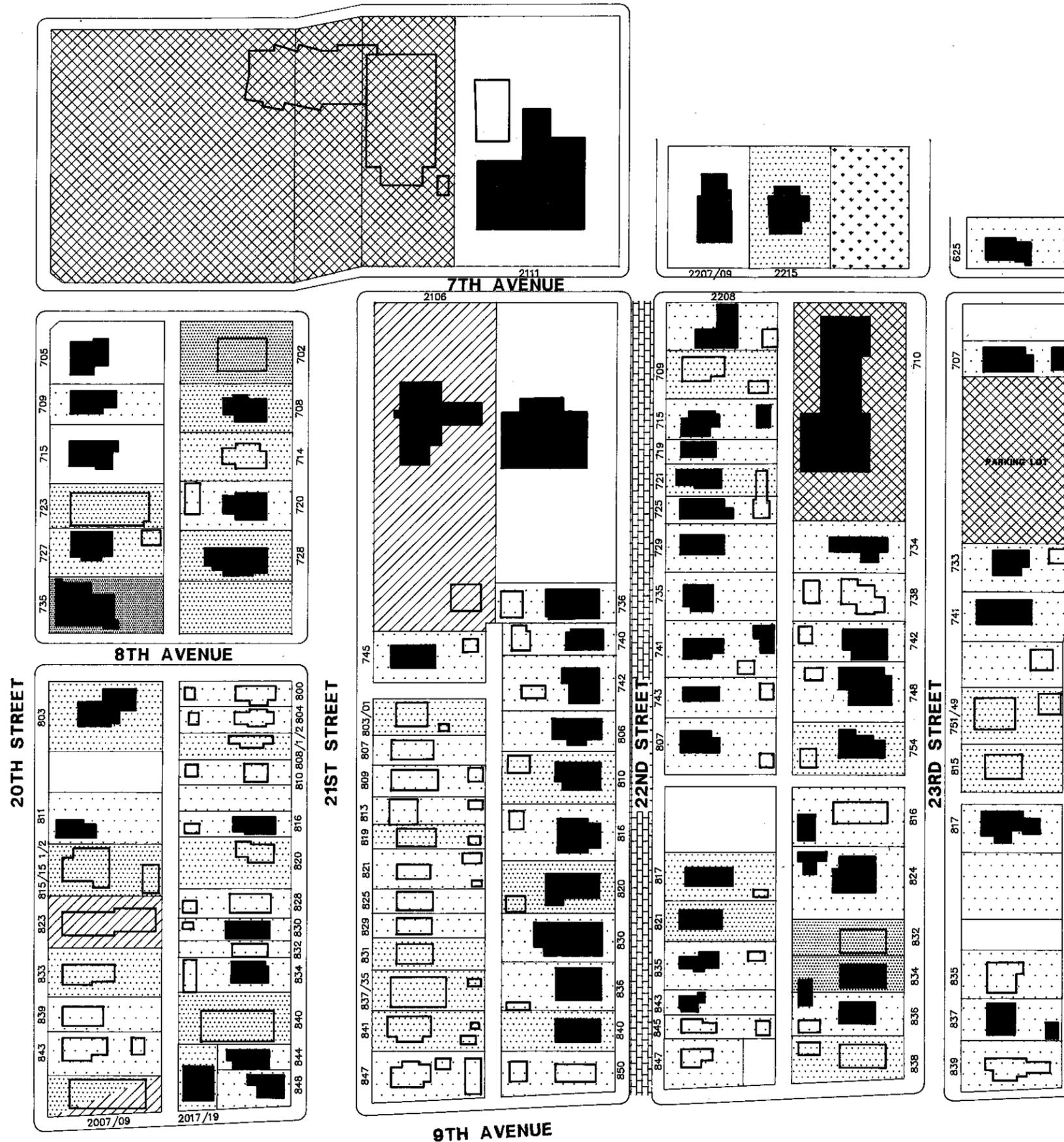


AREA 2
**BROADWAY
 HISTORIC AREA**

EXISTING LAND USE

LEGEND

-  SINGLE FAMILY RESIDENTIAL
-  TWO-FAMILY RESIDENTIAL
-  THREE & FOUR FAMILY RESIDENTIAL
-  FIVE TO NINE FAMILY RESIDENTIAL
-  TEN OR MORE FAMILY RESIDENTIAL /BED & BREAKFAST
-  SERVICES
-  COMMERCIAL
-  OPEN SPACE
-  SEMI-PUBLIC
-  UTILITIES
-  VACANT LAND
-  VACANT BUILDING
-  ARCHITECTURALLY INTERESTING



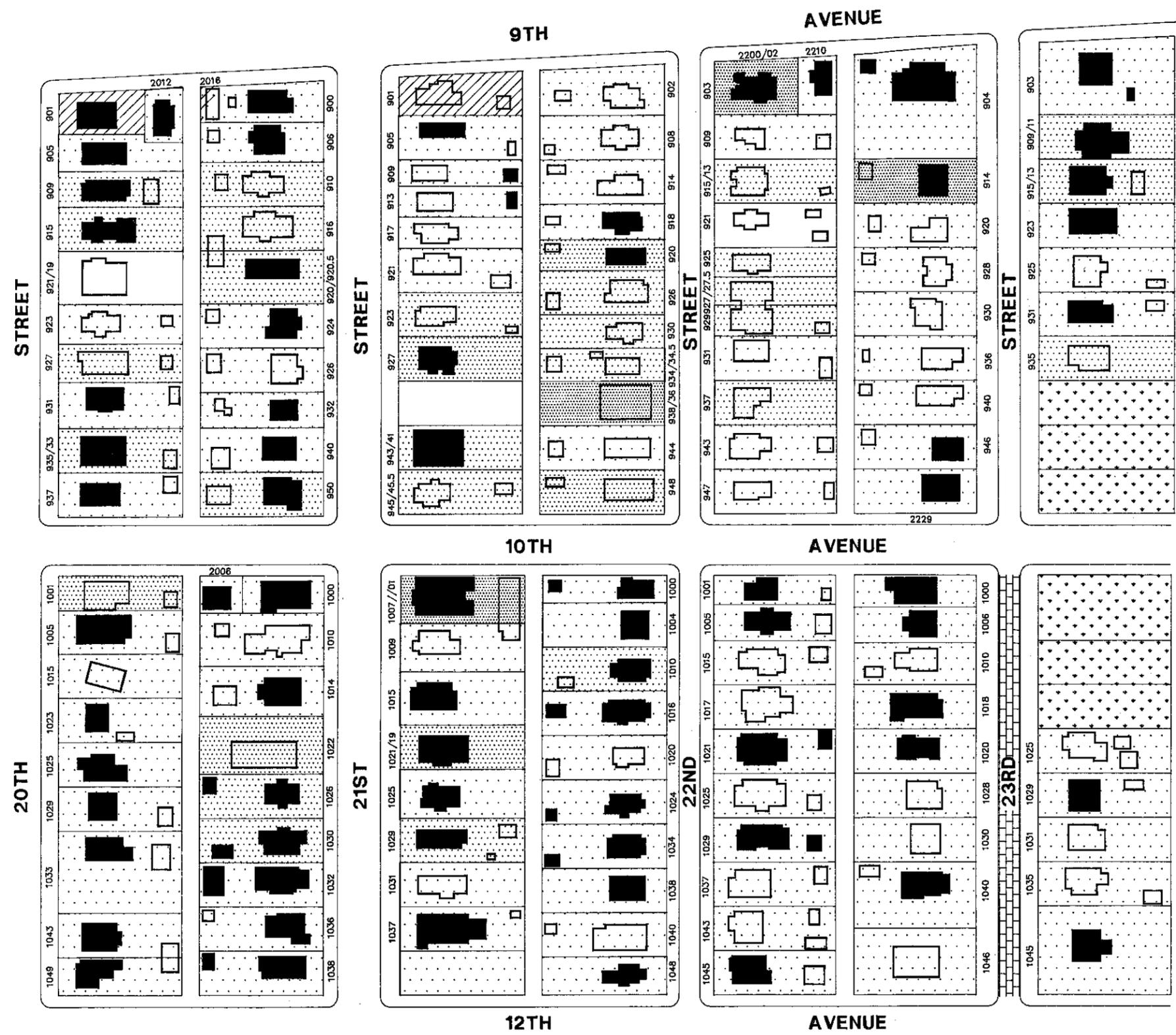
PREPARED BY CITY OF ROCK ISLAND
 PLANNING AND REDEVELOPMENT DIVISION 1991

AREA 4
**BROADWAY
 HISTORIC AREA**

EXISTING LAND USE

LEGEND

-  SINGLE FAMILY RESIDENTIAL
-  TWO-FAMILY RESIDENTIAL
-  THREE & FOUR FAMILY RESIDENTIAL
-  FIVE TO NINE FAMILY RESIDENTIAL
-  TEN OR MORE FAMILY RESIDENTIAL /BED & BREAKFAST
-  SERVICES
-  COMMERCIAL
-  OPEN SPACE
-  SEMI-PUBLIC
-  UTILITIES
-  VACANT LAND
-  VACANT BUILDING
-  ARCHITECTURALLY INTERESTING

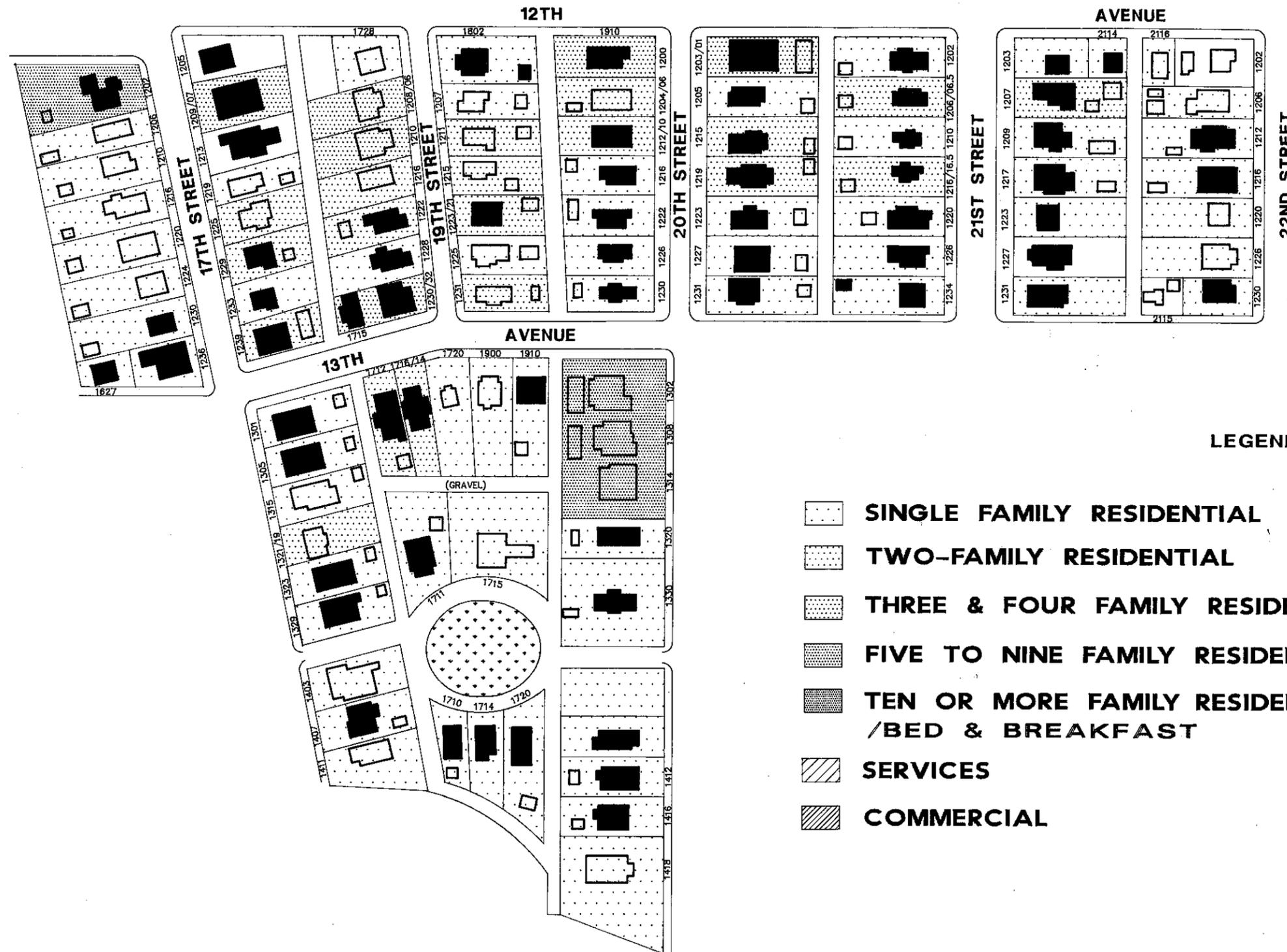


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AREA 5

BROADWAY HISTORIC AREA

EXISTING LAND USE



LEGEND

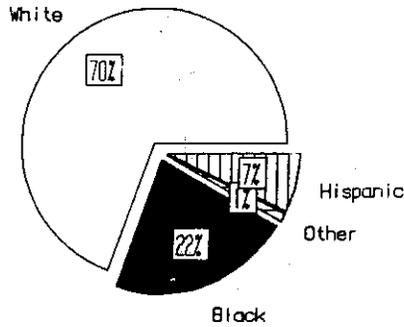
- | | | | |
|--|--|--|------------------------------------|
| | SINGLE FAMILY RESIDENTIAL | | OPEN SPACE |
| | TWO-FAMILY RESIDENTIAL | | SEMI-PUBLIC |
| | THREE & FOUR FAMILY RESIDENTIAL | | UTILITIES |
| | FIVE TO NINE FAMILY RESIDENTIAL | | VACANT LAND |
| | TEN OR MORE FAMILY RESIDENTIAL /BED & BREAKFAST | | VACANT BUILDING |
| | SERVICES | | ARCHITECTURALLY INTERESTING |
| | COMMERCIAL | | |



PREPARED BY CITY OF ROCK ISLAND
PLANNING AND REDEVELOPMENT DIVISION 1991

RACE AND ORIGIN of BROADWAY RESIDENTS

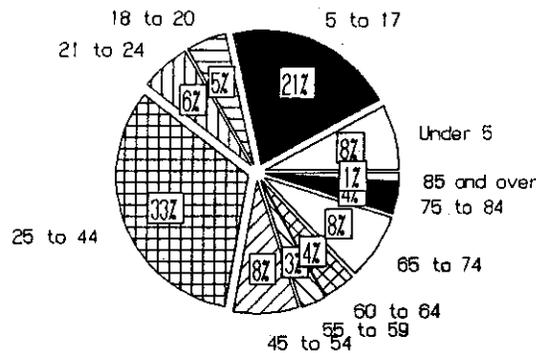
Figure 3-1



City of Rock Island, 1990 Census

AGE OF RESIDENTS IN BROADWAY

Figure 3-2



City of Rock Island, 1990 Census

Some demographic information was gathered from the Residents/Owners Survey, which also helps to complete the population picture of Broadway. Only 5% of the adult population who answered the survey did not achieve a high school diploma. Overall, Broadway residents who responded to the survey are an educated group. Fifty-six percent of the residents have gone to two years of college or more. High ranking occupations among the residents include: professional, managerial, skilled labor and office support.

Comparisons to City-Wide Census Information

Broadway is near the average in most household and population figures city-wide. Broadway's median value of homes is \$9,000 below the city-wide median value. However, some block groups in Broadway are above that median value. The neighborhood's median monthly rent is only \$17 below the average city-wide. Broadway does differ greatly in the percent of owner-occupied housing units. Sixty-two percent of city-wide housing units are owner-occupied, while 37% in Broadway are owner-occupied.

Broadway has a slightly higher concentration of black and Hispanic residents than the city-wide norm. The historic area has 5% more black residents and 3% more Hispanic residents than most city neighborhoods. The "young family" image of Broadway is supported by census figures. The neighborhood has 4% more residents who are younger than 18 and 4% fewer residents who are 65 years or older - even with the inclusion of Coventry Apartments.

chapter 4

goals and strategies

BROADWAY ARCHITECTURE AND PROTECTION

The Architecture

The architecture of Broadway is one of the high points of the neighborhood, and is, in fact, one of the most important resources of the area. The architectural interest and integrity of the area has been identified as a special resource since the early 1980s when the Rock Island Preservation Society first hosted walking tours in the Broadway neighborhood. Today, three walking tour brochures highlight the important history and buildings of Broadway.

Architectural periods in the Broadway neighborhood range from Gothic Revival circa 1865 to Tudor Revival bungalows of the 1930s. Not surprisingly, Victorian and Colonial Revival styles are common in the area. Victorian examples include Italianate, Second Empire, Queen Anne and Stick. The predominant architectural styles are modified Queen Annes and Colonial Revivals. Italianates are also liberally interspersed. Vernacular houses with Italianate or Queen Anne influences are also not uncommon. Some of Rock Island's most pristine examples of these architectural styles are present in Broadway.

Landmarks, Historic Districts and the Preservation Ordinance

The Broadway Historic Area contains the highest concentration of local landmarks in all of Rock Island. Eight local landmarks exist in the area: Old Lincoln School (2125-7th Avenue); Spencer House (705-20th Street); Connor-Parker House (702-20th Street); Hansgen House (848-20th Street); Wagner House (904-23rd Street); Sturgeon-Bahnsen House (852-19th Street); Cook-Pearce House (727-19th Street); and the Potter House (1906-7th Avenue). Please see Map 4-1 for locations. Four of the properties are also listed on the National Register of Historic Places: Old Lincoln School; Connor-Parker House; Wagner House; and the Potter House. Thirty-four more structures are believed to be among the most significant buildings in Rock Island by the Rock Island Preservation Commission.

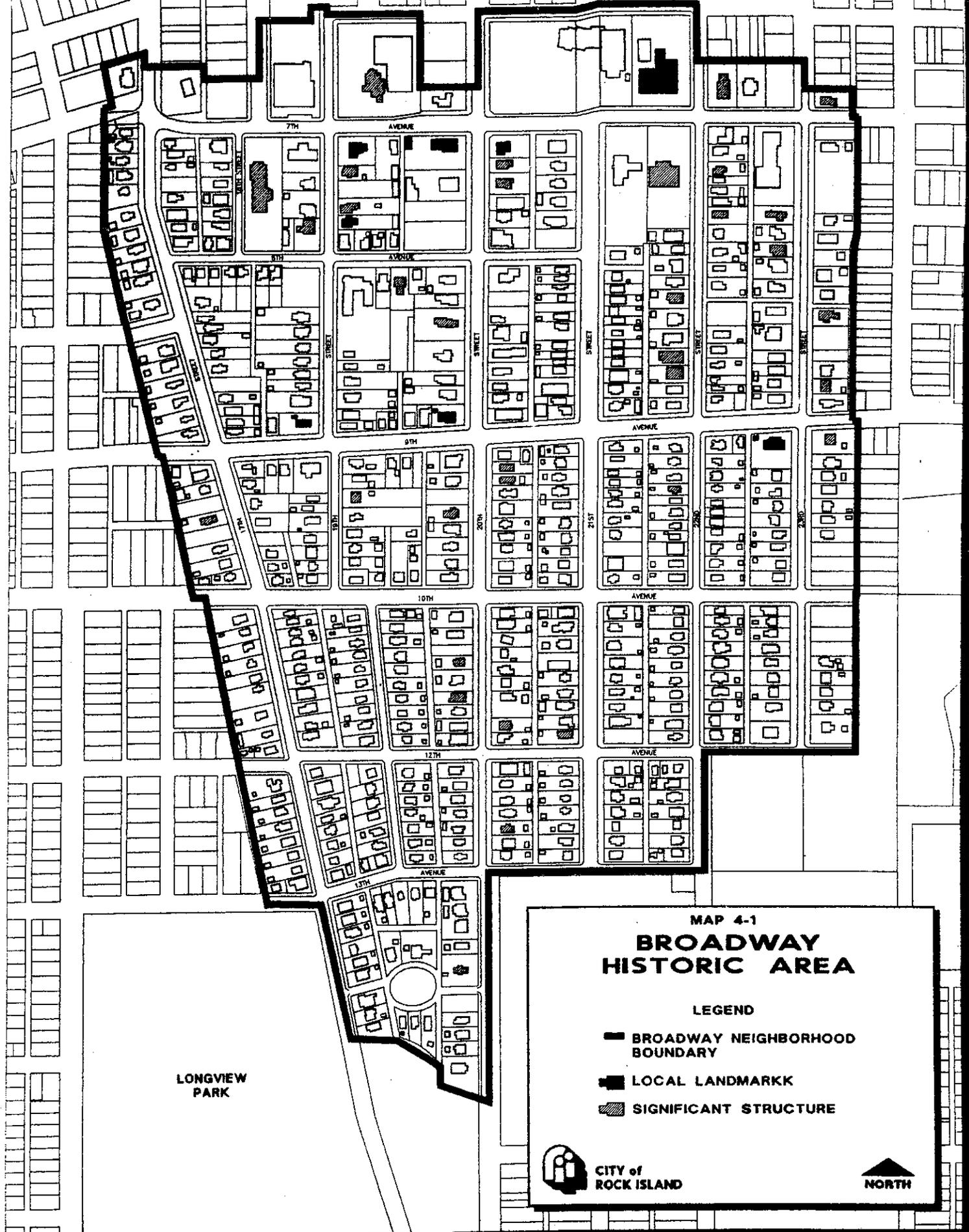
The local landmarking provisions are possible through the Preservation Ordinance, which was passed in 1984. Insensitive changes to the historic fabric of local landmarks and properties in locally designated historic districts are prohibited or negotiated under the auspices of the Preservation Ordinance. The Preservation Ordinance also reviews demolition and new construction on designated sites.

Integrity in Broadway

A cursory survey by Planning and Redevelopment Division staff identified 284 (53%) main structures in the neighborhood as architecturally interesting, which meant that the building retained original massing, scale and some features. In addition, 36 secondary structures are also architecturally interesting. Obviously, some blocks of the neighborhood are more architecturally intact than others. Areas Two, Four and Five of Broadway are the most intact; please see the land use maps in the previous section.

Residents' Opinions on Broadway Architecture

Broadway residents recognize the important architecture in their neighborhood. Sixty-nine percent of the respondents to the Residents/Owners Survey said that Broadway architecture is important and 76% said it should be protected. Please see Figures 4-1 and 4-2, which graphically depict opinions from single family residents, multi-family residents and investor owners on the architectural protection



MAP 4-1
**BROADWAY
 HISTORIC AREA**

LEGEND

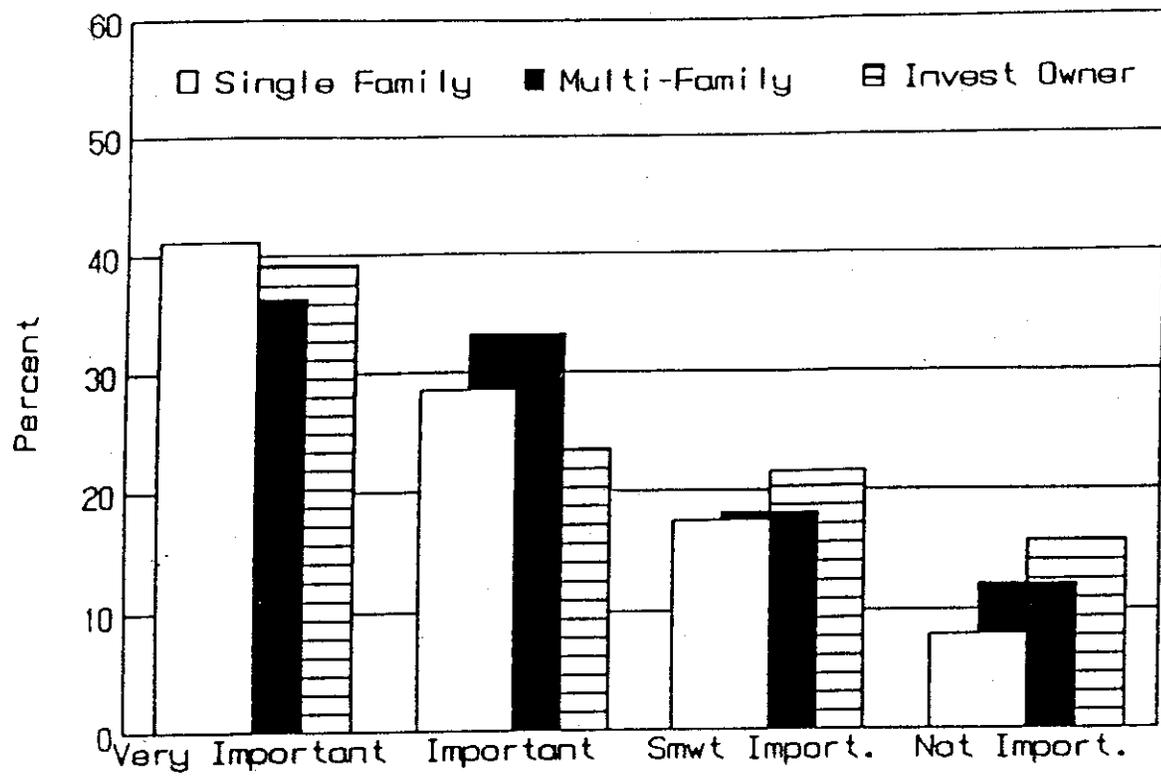
-  BROADWAY NEIGHBORHOOD BOUNDARY
-  LOCAL LANDMARK
-  SIGNIFICANT STRUCTURE



IMPORTANCE OF BROADWAY'S ARCHITECTURE

Residents/Owners Survey

Figure 4-1

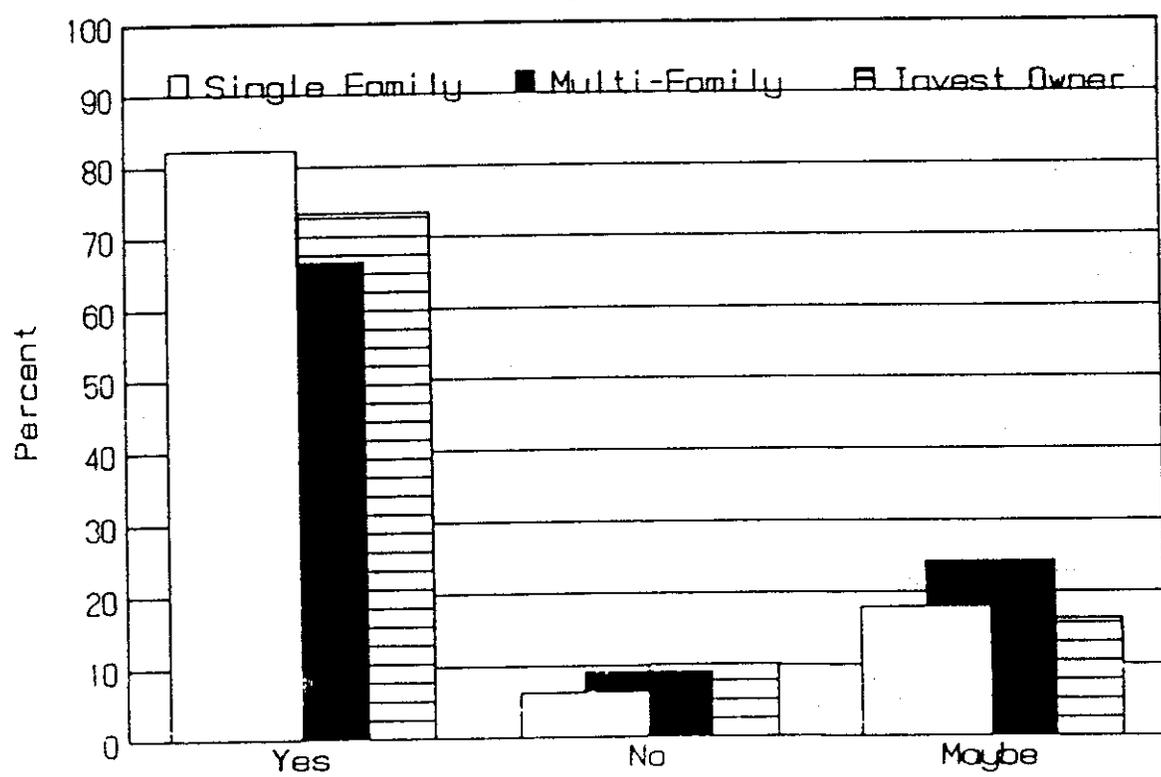


City of Rock Island, Planning Division

SHOULD THE ARCHITECTURE BE PROTECTED?

Residents/Owners Survey

Figure 4-2



City of Rock Island, Planning Division

issue.

In the survey, however, ``protection'' was not defined. In an attempt to determine what kind of protection would be most effective, a subcommittee was set up to review the options of architectural overlays, historic districts and conservation districts. Please see Appendix J for a list of the subcommittee participants. After a series of meetings, the subcommittee concluded that exploring historic district status would be the best option. They believed that historic district would result in the desired level of protection, while the other options would be less effective and legislatively difficult to enact.

Broadway architecture was also highly listed at the Issues Identification and Goal-Setting meetings held in the neighborhood. Two out of the top ten issues identified dealt in some way with architecture, while eight out of the 23 goals suggested at the Goal Setting meeting dealt with architecture. ``Financial incentives for everyone for restoration (including siding removal)'' was listed as goal number one and ``creation of historic district'' was listed as goal number two by neighborhood residents. The Steering Committee utilized these goal rankings and the strength of responses in the Residents/Owners Survey to suggest active steps towards protecting Broadway's architecture.

ARCHITECTURE AND PROTECTION GOALS AND STRATEGIES

Goal: Protect the architectural and historical resources of the Broadway Historic Area

Objective: Prevent the destruction of significant buildings or parts of buildings and provide for review of new construction

Strategy: Explore establishment of a local historic district in the Broadway Historic Area

Responsible Parties: Broadway Historic Area Association with procedural assistance from Planning and Redevelopment Division staff and the Rock Island Preservation Commission and monetary assistance from the Rock Island Economic Growth Corporation

Implementation: One year

Goal: Enhance the architectural integrity and importance of Broadway properties

Objective: Encourage sympathetic renovation of important Broadway structures

Strategy 1: Educate residents about appropriate rehabilitation techniques through public meetings and seminars

Strategy 2: Develop a pictorial guide to renovation and infill for historic Rock Island neighborhoods which would include examples of appropriate infill, alterations, additions, fences, porches, landscaping, secondary structures and exterior features indigenous to the area. Names of local consultants and information resources would also be included.

Responsible Parties: Rock Island Preservation Commission with support of Rock Island Preservation Society

Implementation: 1-2 events per year for Strategy 1; one year for Strategy 2

Goal: Encourage property owners to undertake appropriate rehabilitation

Objective: Provide monetary incentives for property owners willing to undertake renovation appropriate to historic buildings

Strategy 1: Develop a city-wide facade program for landmarked properties and structures in historic districts that has no income restrictions

Responsible Parties: Rock Island Economic Growth Corporation with approval by Rock Island Preservation Commission for program develop-

ment and Certificate of Appropriateness

Implementation: One year

Strategy 2: Explore certifying the Broadway Area as a district eligible for Illinois' Property Tax Assessment Freeze Program

Responsible Party: Planning and Redevelopment Division, City of Rock Island

Implementation: Two years (Dependent upon completion of local district designation)

Goal: Promote recognition of Broadway as an architectural resource

Objective: State and national recognition of Broadway's importance in the historical and architectural development of Rock Island

Strategy 1: Explore with residents National Register Historic District listing for Broadway

Responsible Parties: Rock Island Preservation Commission with help from Planning and Redevelopment Division staff, Broadway Historic Area Association and Rock Island Preservation Society

Implementation: Two years

Strategy 2: Prepare packet of information for the National Trust Midwest Regional Office focusing on Broadway's planning and preservation efforts

Responsible Party: Planning and Redevelopment Division, City of Rock Island

Implementation: Six months

HOUSING CONDITION AND REHABILITATION

Housing Rehabilitation Programs

The City of Rock Island has long been interested in the welfare of its older neighborhoods, and has as a result created a number of housing rehabilitation programs targeted to property owners in these areas. All but the very southern part of 20th Street in the Broadway Historic Area is included in the Rock Island Neighborhood Strategy Area (NSA). The programs offered to residents are usually based on income according to federal guidelines. Programs offered range from full rehabilitation to limited repairs and home ownership opportunities.

The City of Rock Island's 1991-1992 housing rehabilitation programs are outlined below. Some aspects of these basic programs may change beginning April 1, 1992.

Full Rehabilitation

Principal Reduction Loan: Partially forgivable loan; NSA owner occupants at 50% median income or less; one year residency requirement; \$20,000 maximum loan.

Standard Payment Loan: Fully amortized 3% or 8% loan; NSA owner occupant at 50-200% median income; one year residency requirement; \$20,000 maximum loan.

Supplemental Rehabilitation Loan: Fully amortized 5% loan for up to 50% cost of rehabilitation; must be residential property; maximum loan amounts are negotiable.

Limited Repairs

Emergency Deferred Payment Loan: 0% lifetime use for emergency only; city-wide program; owner occupant at 50% median income or less; six months residency requirement; \$3,000 maximum loan.

Emergency Standard Payment Loan: Fully amortized 3% loan for emergency only; city-wide program; owner occupant at 50-80% of median income; six months residency requirement; \$3,000 maximum loan.

Roof Deferred Payment Loan: 0% lifetime use for roof only; city-wide program; owner occupant at 50% median income or less; six months residency requirement; \$5,000 maximum loan.

Roof Standard Payment Loan: Fully amortized 3% loan for roof only; city-wide program; owner occupant at 50-80% median income; six months residency requirement; \$5,000 maximum loan.

Operation Paintbrush: 100% reimbursement for paint and related materials for exterior; NSA residential property with occupants at 80% median income or less; \$800 maximum reimbursement.

Project Facelift: Rebate of 50% cost of exterior improvements; NSA residential properties on targeted city streets (7th Avenue, 9th Avenue, 17th Street and 20th Street in Broadway); \$2,500 maximum rebate.

Home Ownership Opportunities

Local Homesteading: Purchase residential property suitable for homesteading for sale at feasible price; maximum amount negotiable.

Urban Homesteading: Purchase HUD or VA residential property; \$20,000 maximum amount.

Special programs have been implemented by the City through a donation of funds from the Doris and Victor Day Foundation for a targeted area bounded by 7th to 12th Avenues and 15th to 19th Streets. About two thirds of this target area lies within the boundaries of Broadway. Funds for these programs are available until the grant money runs out.

Day Foundation Neighborhood Improvement Programs

17th Street Project Facelift Match: Provides the private 50% for the cost of exterior improvements of the main Project Facelift program; interest rates vary according to income; \$2,500 maximum.

Neighborhood Facelift: Provides 50% for the cost of exterior improvements; interest rates vary according to income; \$2,500 maximum.

Interest Subsidy: Provides funds to subsidize \$20,000/20 years bank loan for full rehabilitation by 5% per year for first three years and 2.5% for next two years; all neighborhood property owners qualify.

Tree Removal: Rebate 50% of cost of removal of dead trees on private property; full cost of tree removal of living unsightly or messy trees from city property; all neighborhood property owners qualify; \$300 maximum.

Sidewalk Replacement Match: Provides the private 50% of the cost of sidewalk replacement with the City's 50/50 replacement program.

Lien Release Match: Rebate private 50% of costs of the City's Lien Release program; all neighborhood property owners eligible.

Garage Demolition Match: Provides match of funds for City's Garage Demolition program; all neighborhood property owners eligible.

Security Lighting: Pays for the first year electrical costs of alley security lighting; all neighborhood property owners eligible.

Tool Rebate: Rebate for cost of tool/equipment rental for home improvement work; all neighborhood property owners or residents eligible.

In addition to City housing rehabilitation programs, Breach Menders, Incorporated and the Rock Island Economic Growth Corporation are active in the Broadway neighborhood. Breach Menders is a not-for-profit organization that repairs and improves abandoned homes for use by families. Two of Breach Menders' goals are to provide home ownership opportunities for low income people and to help stabilize neighborhoods. The Rock Island Economic Growth Corporation has created a housing initiative out of a \$500,000 grant from the Doris and Victor Day Foundation. The grant funds are intended to leverage programs and private donations to help make the initiative self-supporting. Programs for the target area, which encompasses all of the Day Neighborhood and east to 20th Street in Broadway, are being developed. At this time, the Rock Island Economic Growth Corporation has purchased several abandoned properties for full rehabilitation, including 833-17th Street and 715-20th Street. Since the housing initiative is still so new and programs are still being developed, the Broadway planning effort has a special opportunity to request funds and help develop programs that will benefit residents in ways that they have identified as needed.

Some housing programs needs were identified for residents in the Residents/Owners Survey; they identified the following as housing rehabilitation programs most needed:

1. Aid to middle income residents
2. Aid to investor owners
3. Aid for historic housing rehabilitation
4. Targeted aid to elderly or handicapped
5. Free advice for do-it-yourself rehabilitation
6. Aid to clear titles of property
7. Programs to aid minor rehabilitation needs
8. Aid for garage/secondary structures rehabilitation
9. Tool sharing program
10. Labor pool assistance

Housing Condition

Overall building conditions in Broadway are fair, according to the Structural Condition Survey. Condition ratings broke down as follows: good = 46%; fair = 48%; poor = 6% and deteriorated = 0%. Only two main buildings in Broadway received deteriorated ratings. The ratings are based on structural elements, so one Broadway building is not compared to another. The condition criteria will be used to compare conditions of structures city-wide. Of the property elements surveyed, those found to be in the worst shape were: chimneys, gutters and downspouts, porches and accessory buildings. Remember to see Appendices D through G for more details on the Structural Condition Survey, including maps and rating charts.

As one drives through Broadway it is easy to see rehabilitation progress being made. Large, green ``Renovation in Progress'' signs are placed at all sites undergoing sensitive renovation. These signs were created by Karen Williams of the Broadway Historic Area Association. Renovation signs are also present at all Breach Menders project locations and will be placed at Rock Island Economic Growth Corporation sites.

Special Survey Team's Views on Rehabilitation

The Special Survey Team also undertook to identify properties that were most important to see rehabilitated and to establish a ``watchdog'' effort for the properties headed for abandonment. The majority of the team identified by address 17 properties that were most important to the neighborhood to get rehabilitated. They also picked out seven structures they believed were approaching abandonment. See Appendix K for a list of the Team members. The Survey Team idea is to use the lists generated to target those properties in terms of attention or special programs. Change of ownership of some of the properties may also be desirable. Progress can be measured against elimination of addresses on the list.

HOUSING CONDITION AND REHABILITATION GOALS AND STRATEGIES

Goal: Improve housing conditions in Broadway

Objective 1: Provide aid to middle income residents

Strategy: Create housing rehabilitation programs

that have no links to income for qualification. These programs should be based on a variety of incentives: lower interest rate loans, rebates and principal reductions. Only rehabilitation that will not damage the historic fabric of structures should be permitted.

Responsible Party: Rock Island Economic Growth Corporation

Implementation: One year

Objective 2: Allow more programs to provide for rehabilitation prior to residency

Strategy: Change qualifications of Standard Payment Loan, Emergency Standard Payment Loan and Roof Standard Payment Loan to allow income qualified participants to rehabilitate a structure prior to occupying the structure. Rather than requiring one year residency, an applicant would only have to show that he or she has a 10% equity investment relative to market value based on equalized assessed valuation or have owned the property for six months. The program is intended for owner-occupants, where residency would be required in a certain timeframe after the occupancy permit is issued. The change in this program is intended as an incentive to rehabilitate those properties in derelict condition.

Responsible Party: Planning and Redevelopment Division, City of Rock Island

Implementation: Three months

Objective 3: Improve components of properties in worst condition

Strategy: Utilize the results of the Structural Condition Survey to create a program targeting minor rehabilitation needs of porches, chimneys, gutters and downspouts and accessory structures. The program would operate on a \$1,000 maximum rebate for income-qualifying participants. This program would be put in place for about three years for exclusive use by the Broadway neighborhood. Rehabilitation would be required to be sensitive to historic appearances.

Responsible Party: Planning and Redevelopment Division, City of Rock Island

Implementation: Three months

Objective 4: Provide for better and quicker results of housing code enforcement

Strategy 1: Explore methods to improve housing

code inspection processes

Strategy 2: Investigate legal department staff needs to more actively pursue legal remedies of code enforcement problems. This may include adding paralegals and/or legal secretaries.

Responsible Parties: Broadway Historic Area Association, Community Caring Conference and Rock Island Economic Growth Corporation request to City Council

Implementation: Two years

Strategy 3: Set up ticketing system for housing code infractions. Ticket is to be issued at time of infraction and cleared if quick compliance is met.

Strategy 4: Investigate setting up appeal process for variance/comment by Preservation Commission for special code considerations for historic properties

Responsible Parties: Planning and Redevelopment Division and Inspection Division, City of Rock Island

Implementation: 18 months

Objective 5: Target those properties or collection of properties whose rehabilitation will have great positive impact on the neighborhood as a whole

Strategy 1: Send letters to owners of 17 "key" properties identified by Special Survey Team. The letter will inform the owners of available programs and incentives and tell the owners that they have been singled out as having property that will have a special and highly noticeable, positive impact on the neighborhood when renovated.

Responsible Parties: Letter drafted by Planning and Redevelopment Division and signed by all Steering Committee members

Implementation: Six months

Strategy 2: Discover reason these key properties are not being rehabilitated and work through alternatives to help the owner

Responsible Parties: Team effort by Broadway Historic Area Association, Planning and Redevelopment Division and Rock Island Economic Growth Corporation

Implementation: Two years and then ongoing effort

Strategy 3: Begin targeting housing rehabilitation programs to Broadway block in consistently poorer condition. The following blocks were identified in the Structural Condition Survey and Special Survey Team:

18th Street (7th - 9th Avenues)
20th Street (7th - 8th Avenues)
7th Avenue (21st - 23rd Streets)
21st Street (8th - 9th Avenues)
17th Street (10th - 12th Avenues)
22nd Street (9th - 10th Avenues)

Responsible Parties: Rock Island Economic Growth Corporation, Planning and Redevelopment Division and Breach Menders

Implementation: Three years

Goal: Promote that investment is taking place

Objective: Create better awareness of individual investment projects

Strategy 1: Continue to place "Renovation in Progress" signs in and near Broadway

Responsible Party: Broadway Historic Area Association

Implementation: Ongoing

Strategy 2: Construct more "Renovation in Progress" signs

Responsible Parties: Rock Island Economic Growth Corporation gift to Broadway Historic Area Association

Implementation: Already accomplished

Strategy 3: Prepare, distribute, publish "before

and after" photographs and articles

Responsible Parties: Broadway Historic Area Association and Rock Island Preservation Society, with permission of property owners

Implementation: Annual ongoing activity

Goal: Create higher awareness of programs for housing rehabilitation

Strategy 1: Continue to evolve methods to promote and advertise housing rehabilitation programs

Strategy 2: Each organization that provides housing rehabilitation programs should have complete knowledge of other programs available in the area so that applicants can be guided to the programs best suited for them

Responsible Parties: Planning and Redevelopment Division, Rock Island Economic Growth Corporation, Breach Menders, Project NOW

Implementation: Ongoing

VACANT LOTS, BUILDINGS AND ABANDONMENT

Vacant properties are an issue in Broadway, but not the severe problems that vacancy and abandonment are in neighborhoods to the west of the Broadway Historic Area. There are 16 vacant lots in Broadway and 25 vacant primary structures. Please see Map Series 3-2 in the previous chapter for locations of vacant lots and structures. Thirty-six percent of the vacant structures are in poor condition and the only two deteriorated structures in Broadway are both vacant. Twenty-six percent of all structures rated in poor condition were vacant.

Vacant lots are interspersed throughout the neighborhood. There is one big concentration of vacant lots at the northwest corner of 8th Avenue and 20th Street. Vacant lots are typically not kept trimmed or mowed. Many vacant lots in Broadway are present due to the demolition of a house. Unfortunately, some of the lots were not graded and leveled after the demolition, which subsequently makes them difficult to mow. When the City of Rock Island undertakes a demolition, the City's Real Estate Officer always attempts to sell or convey the property to abutting property owners. This has been successful to a point. Some Broadway property owners take advantage of the opportunity to enlarge their yard spaces.

How Abandoned Buildings Become Vacant Lots

Halting abandonment of rental units and structures is the key to reducing any accumulation of vacant lots and buildings. The cycle first starts with housing code infractions. Buildings with unsafe conditions are cited by the City's Inspection Division, whose goal is to regulate the safety of buildings for people. Property owners are notified that they must repair code and life safety items; if these items are not repaired and the condition of the building deteriorates to a certain point, occupancy permits are revoked. The building is now abandoned. Abandonment creates vacant buildings, which often deteriorate to the point where they are dangerous. At that time, the City of Rock Island will step in and require the property owner to repair or demolish the structure. Unfortunately, most owners are absentee at this point of the structure's life cycle. Mowing and water service liens also accumulate; property taxes are delinquent. In some cases, concerned individuals or organizations will step in and seek to rehabilitate the property. The process to take over the property is long and complicated. In other cases, the City has no choice but to demolish the property due to its derelict condition. Once the property is demolished, additional liens are placed on the property so that the City can someday recover the costs of the demolition. These lots can remain vacant for years due to the mounting costs of accumulated liens and delinquent property taxes. It is a sad story of neglect, but one that is not uncommon.

Reversing the Abandonment Effect

There are two ways the impacts of abandonment can be reversed: (1) Get properties that are vacant occupied again, and (2) build new homes on vacant lots. Either of these efforts involves considerable legal wrangling and patience. Properties that have been abandoned by their owners possess complicated lien structures and usually have cloudy titles. Broadway residents have dealt with this complication; that is probably why it was listed as high as number two at the Issues Identification meeting. The "tax delinquent property process" has been a source of frustration for residents for years who wish to do something positive with these abandoned buildings and lots. Related rhetoric like "housing code violations", "clear titles", "demolition of deteriorated buildings" and "guidelines for use of vacant lots" came up frequently throughout the planning process.

Save or Demolish?

The Special Survey Team looked closely at this issue. Out of the 25 vacant or problem buildings in the neighborhood, the Team identified only four that they believed should be demolished. The properties identified were: 833-17th Street, 919/21-20th Street, 1231-21st Street (not vacant) and 1915-9th Avenue. One of those buildings, 833-17th Street, has definite prospects for complete rehabilitation due to the efforts of the Rock Island Economic Growth Corporation. The Growth Corporation will renovate the building, but sell it for less than the cost of the renovation. Goals and strategies outlined below deal specifically with the "save or demolish" issue.

Prospects for Infill Construction on Vacant Lots

Planning and Redevelopment Division staff, guided by special neighborhood concerns about the impacts of new construction in the Broadway Area, reviewed what would be possible on vacant lots in the neighborhood. Sizes of vacant lots were reviewed in terms of size of structure that could be allowed. Please see Appendix L for a complete listing of the study results. Results of the study indicated that 11 vacant lots would permit structures two to two and a half stories tall with widths of at least 25 feet to be built. Four lots are not sufficiently large to permit two-unit density. The Special Survey Team only identified three lots (806-19th Street, 728/34-20th Street and 839-17th Street) as suitable for infill development. The lots on 19th Street and 20th Street are owned by the City of Rock Island.

Some strategies to deal with abandonment, reuse of lots and housing code enforcement are detailed below:

GOALS AND STRATEGIES

Goal: Demolish structures beyond salvaging

Objective: Give property owners confidence to invest

Strategy 1: Assess alternatives of rehabilitation or demolition for 919/21-20th Street and 1231-21st Street. If demolition is deemed the best alternative, the structures should be given high priority for demolition. Early assessment should include identification of nature of investment to take place on the property after demolition.

Responsible Parties: Community and Economic Development Department, City of Rock Island; Breach Menders; Rock Island Economic Growth Corporation

Implementation: Six months

Strategy 2: Create demolition program where City demolishes structure, then transfers property

to new owner, who repays one-half to one-third of demolition costs through a conveyed mortgage

Responsible Party: Community and Economic Development Department, City of Rock Island

Implementation: One year

Goal: Get vacant buildings occupied again

Strategy 1: Begin foreclosure proceedings on weed mowing and utility liens of vacant properties to force reaction out of property owner. Variety of encumbrances may force property to auction if owner does not pay liens to forestall foreclosure.

Responsible Party: City of Rock Island

Implementation: Two years

Strategy 2: Request banks holding mortgages on

targeted vacant houses/properties to begin foreclosure proceedings

Responsible Parties: Broadway Historic Area Association, Rock Island Economic Growth Corporation, Breach Menders, Community and Economic Development Department

Implementation: One year

Strategy 3: Create committee to look into situations of vacant buildings and their owners. Investigate reasons for property decline, future plans owner has for property and owner's desire to sell property. This strategy will require personal contact and considerable follow-up.

Responsible Party: City of Rock Island, Broadway resident representative, Breach Menders and Rock Island Economic Growth Corporation

Implementation: 18 months

Strategy 4: Aggressively purchase properties and stabilize or rehabilitate buildings to sell to new property owner

Responsible Parties: Breach Menders, Rock Island Economic Growth Corporation and City of Rock Island

Implementation: Ongoing

Goal: Enhance tax delinquent property disposal

Objective: Allow for quicker and easier disposition of tax delinquent or otherwise entangled properties to new owners

Strategy 1: Critique the Rock Island County Delinquent Tax Program (tax deed auction) and make recommendation for improvement

Responsible Parties: Community and Economic Development Department, City of Rock Island; Rock Island Economic Growth Corporation; Breach Menders; private individuals

Implementation: Six months

Strategy 2: Develop handout identifying processes and people to deal with to clear entangled properties

Responsible Parties: Joint Illinois-side municipal request to Rock Island County with support from Bi-State Regional Commission

Implementation: 18 months

Goal: Reverse condition of property approaching abandonment

Strategy: Target rehabilitation efforts at following property owners or convince to sell: 1923/25-9th Avenue; 926-22nd Street; 1025-22nd Street; 833-20th Street; 935-23rd Street; 1712-13th Avenue; 1714/16-13th Avenue and 1035-23rd Street

Responsible Parties: Rock Island Economic Growth Corporation and Planning and Redevelopment Division, City of Rock Island

Implementation: Two years

Goal: Reduce impact of boarded properties, vacant lots

Objective: Attempt to keep properties as neat and attractive as possible

Strategy 1: Implement weed mowing ticketing system in addition to liens. This issue needs further investigation to determine legality.

Strategy 2: Implement minimum condition standards for vacant lots. These standards should include regulations on trash, grass height, noxious weeds and leveling ground after demolition. Standards should be mailed to all current owners of vacant lots and dispersed with demolition permits.

Responsible Parties: Public Works Department and Community and Economic Development Department, City of Rock Island

Implementation: One year

Strategy 3: Paint boarded windows of vacant houses in a trompe l'oeil fashion to mimic actual windows

Responsible Party: Rock Island Economic Growth Corporation

Implementation: Nine months

Strategy 4: Distribute specifications on screening in addition to boarding when boarding and securing notices are sent. Also send screening specifications to the foreclosure departments of local banks.

Responsible Party: Inspection Division, City of Rock Island

Implementation: Three months

Goal: Eliminate vacant lots

Strategy 1: Broker the selling and buying of vacant lots in poor condition

Responsible Party: Rock Island Economic Growth Corporation

Implementation: One year

Strategy 2: Find new uses for lots too small to build on or where surrounding property owners do not wish to purchase. Ask for permission to temporarily use other vacant lots for gardens, neighborhood ball field, etc., and set up a system of neighborhood maintenance. Liability issues will need to be researched.

Responsible Parties: Interested residents and Broadway Historic Area Association

Implementation: One year

Strategy 3: Hold design competition with reward and recognition to attract architects and contractors to build compatible new construction on a specific vacant lot in Broadway. Contractor or architect should be selected to build a showcase of what sensitive new construction can be like. May be best to implement this strategy after infill guidelines are in place. Owner of new house

could take advantage of New Housing Construction Property Tax Rebate program offered by the City of Rock Island.

Responsible Parties: Broadway Historic Area Association, with assistance from Rock Island Economic Growth Corporation

Implementation: Three years

Strategy 4: Foreclose on lots with demolition liens and sell property to individuals with more active ownership plans

Responsible Party: City of Rock Island

Implementation: 18 months

Strategy 5: Suggest moving appropriate houses to vacant lots in Broadway when opportunity arises (i.e. knowledge of demolition permits, new business project or expansion, city demolitions, etc.)

Responsible Parties: Community and Economic Development Department, City of Rock Island; Development Association of Rock Island; Rock Island Economic Growth Corporation

Implementation: Ongoing

INVESTMENT PROPERTIES

Since World War II, the Broadway neighborhood has dealt with the issue of investment properties. That is the time when many of the large single family homes in the area were split up into separate units. Demand for housing was great, but the supply was short. Some of the larger homes, such as the Mitchell house at 720-20th Street, had as many as 15 units in the main building and accessory structures. Today, 67 (13%) of the properties in Broadway are residential non-conforming uses. Any building with more than two residential units became non-conforming when the majority of the neighborhood was rezoned to R-3 in 1989.

Only a few of the structures in Broadway were built as multi-family residences. Historically, these included Weishar Apartments, Crouch Apartments and Rich Manor. Some multi-family infill was constructed in the 1960s and 1970s. Examples of these may be seen at 723 and 1038-20th Street and at 13th Avenue and 20th Street.

Most multi-family units in Broadway are single family homes that have been divided. Exterior evidence of these units vary from building to building, but some display exterior fire escapes, separate entrances and multiple mail boxes or meters. Interior features are sometimes completely dismantled to accommodate additional units. Walls are torn out and kitchens and bathrooms are added.

Many residents of the neighborhood point to multi-family units as being the source of deterioration, noise and trash. According to the Structural Condition Survey, only seven percent of the structures with more than two units are in poor condition; the remaining 95% of poor condition buildings are either non-residential, single family homes or duplexes. Multi-family buildings ranked third as a source of noise for respondents to the Residents/Owners Survey. However, "multi-family homes returning to single family homes" ranked fifth out of nine reasons owners would have more confidence to invest in their properties. The negative perception of rental property runs deep.

Landlords and Tenants

Many believe the answer to the rental property situation in Broadway is to find desirable landlords and tenants. Planning and Redevelopment Division staff decided to find out what made good landlords and tenants. A three page Investor Owners survey was developed to gauge landlords' opinions on tenants, costs, repairs and neighborliness. A copy of the survey can be seen in Appendix M. Through the survey respondents, staff discovered that 87% require tenant references, but only two landlords require a safety deposit greater than one month's rent. Sixty-six percent of investor owners have had to evict a tenant, usually for non-payment of rent. The average cost of an eviction is \$289. Landlords believe that 30% of their repair costs are caused by the neglect of tenants.

Investor owners inspect their properties one to three times per month. Nearly a quarter of the survey respondents live at the location they also rent. Most landlords also say that they are responsive to complaints about their tenants. One of the most important findings of the survey was to determine what landlords found desirable in a tenant. The results were:

1. Pays on time
2. Clean
3. Considerate
4. Care about property
5. Employed

Mandatory Rental Inspection

During the Broadway Neighborhood Conservation Plan process, the Community Caring Conference requested the Rock Island City Council to consider enacting mandatory rental inspections. Since rental properties were such an issue in Broadway, the Steering Committee also reviewed the concept. In early October 1991, the Steering Committee made a motion to support the concept of mandatory rental inspection, pending review of a final proposal. The Steering Committee felt it was a worthy enough idea to require some consideration. There was not a strong response on the issue from the Residents/Owners Survey. Broadway residents are, however, very interested in the effects mandatory rental inspections will have on historic housing. Unfortunately, City staff will not complete a review of the issue in time for its consideration in the neighborhood plan. Concerned residents will be urged to deal with the issue of mandatory rental inspection as individuals.

INVESTMENT PROPERTIES GOALS AND STRATEGIES

Goal: Increase quality of rental property

Implementation: Two years

***Objective 1:* Educate investor owners on better ways to manage property and screen tenants**

***Objective 2:* Get investor owners to upgrade properties**

Strategy 1: Hold forum sponsored by Bi-State Housing Bureau to educate investor owners on writing good leases, eviction procedures, screening tenants, property upkeep, rehabilitation programs and investments that maintain value of the property. Presenters should include City of Rock Island, legal counsel, Prairie State Legal Services, Rock Island Economic Growth Corporation, bankers and insurance companies, professional property managers, etc.

Strategy 1: Inform tenants to call for inspections for housing code violations

Responsible Parties: Community Caring Conference and Broadway Historic Area Association newsletter

Implementation: Ongoing

Responsible Parties: Bi-State Regional Commission with support of City and other

Strategy 2: Sponsor forum in Broadway on what tenants can do in reaction to irresponsible landlords

Implementation: One year, then again every two years

Responsible Parties: Prairie State Legal Services and Community Caring Conference

Strategy 2: Inform investor owners of option to use criminal conviction records to screen tenants

Implementation: One year

Responsible Party: Broadway Historic Area Association newsletter

Goal: Reduce impact of bad landlords

Implementation: Six months

Strategy 1: Institute ticketing system for code violations not corrected within grace period

Strategy 3: Organize and publicize a landlord's association

Strategy 2: Publish property address and property owner who has housing code violations on quarterly basis in legal section of newspaper. Only those missing grace period deadlines or who are not showing progress toward compliance will

Responsible Parties: Organize - Evie White, Publicize - Broadway Historic Area Association newsletter

be published.

Strategy 3: Put priority of enforcement actions on multiple properties in violation by same person

Responsible Party: Inspection Division, City of Rock Island

Implementation: Two years

Goal: Reduce multi-family (3 or more) units

Objective: Promote R-3 zoning

Strategy: Create housing rehabilitation program specifically designed for taking out structural items that created multi-family dwellings, such as interior walls, exterior staircases, additional entrances, added kitchens, bathrooms, etc.

Responsible Parties: Rock Island Economic Growth Corporation; Breach Menders and Planning and Redevelopment Division, City of Rock Island

Implementation: Two years

REALTORS AND BANKERS

Broadway Historic Area image and marketing were listed as issues and goals by the neighborhood residents at meetings in May and November 1991. The Steering Committee recognized that relationships with realtors and bankers can go a long way toward promoting the positive image of Broadway. In preparation for establishing strategies to deal with realtors and bankers, the Steering Committee decided to see why residents moved to Broadway or why investor owners decided to purchase property in the area. They found that most Residents/Owners Survey respondents bought property in Broadway because it was affordable. Even as long ago as 40 years, some Broadway homes were considered very affordable. Other high ranking reasons included ``more house for the money'' and the historic homes. Below is a list of the top ten reasons people purchased property in the Broadway Historic Area:

1. Affordable
2. More house for the money
3. Historic homes
4. Wanted to live in Rock Island
5. Other
6. Proximity to work
7. Suitable apartment
8. Neighborhood
9. Wanted to buy a fixer-upper
10. Proximity to downtown

Figure 4-3 on the next page outlines the top reasons residents and property owners like the neighborhood. Not surprisingly, affordable housing and historic character top the list again. Purchasers of housing in Broadway are getting exceptional fireplaces, hardwood floors, original woodwork, original doors and hardware and high ceilings at levels of craftsmanship not seen in years.

Realtors and Bankers Perceptions

The Steering Committee believes that it is important for realtors and bankers to know what Broadway residents value about their neighborhood. Broadway residents realize that many realtors have a ``below the hill'' mentality of Broadway and a perception of the neighborhood as economically depressed. Telephone surveys with some realtors and bankers offered their perceptions of the Broadway area:

- ``Nice area, would not object to living there.''
- ``Need to check quality of schools.''
- ``Need more owner-occupied properties.''
- ``Properties need to continue to improve appearance.''
- ``Too many kids running loose.''
- ``Could be great area - much restoration needed.''
- ``Buying public need to be assured of safety in the area.''
- ``Difficult to get potential buyers to look.''

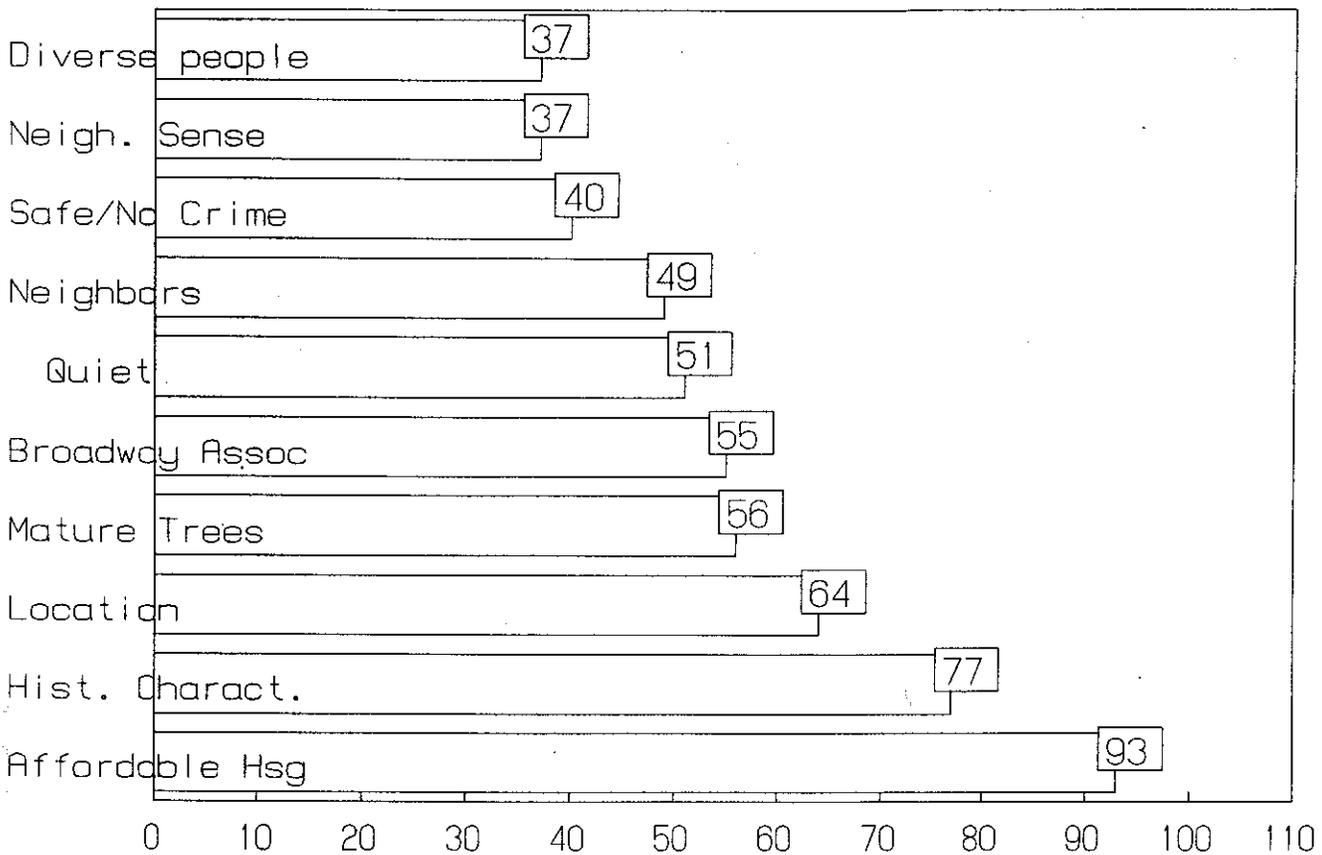
GOALS AND STRATEGIES

The Steering Committee decided to deal with realtors and bankers by informing them of the special and unique aspects of the neighborhood, trying to allay misperceptions, and leading by example. Below are the goals and strategies devised by the Steering Committee:

TOP 10 REASONS RESIDENTS LIKE BROADWAY

Residents/Owners Survey

Figure 4-3



City of Rock Island, Planning Division

Goal: Promote reputation of Broadway as a quality place to live

Objective: Get realtors and bankers to advertise and recognize Broadway as a strong, stable neighborhood

Strategy 1: Provide Broadway marketing material to realtors and bankers on a regular basis

Strategy 2: Spread word about high selling prices of quality properties in Broadway

Strategy 3: Do quality comparisons of Broadway structures and newer, more costly structures in terms of craftsmanship, special features, outstanding materials, etc., and publish in marketing bro-

chure

Responsible Parties: Broadway Historic Area Association and Rock Island Economic Growth Corporation

Implementation: Ongoing

Strategy 4: Host house tour in Broadway for realtors and bankers

Responsible Party: Broadway Historic Area Association

Implementation: Every two years

Goal: Attract residents and families with the income and/or energy to maintain and care for older and larger single family homes

Objective: Stabilize larger homes that require certain levels of income for upkeep

Strategy: Profile families of varying levels of income and energy and their adventures in rehabilitation in Broadway newsletter and other media. Turn housing rehabilitation into a fun activity for the whole family.

Responsible Parties: Broadway Historic Area Association and Rock Island Economic Growth Corporation

Implementation: Six months, then bi-annually

Goal: Better educate realtors on aspects of historic houses

Strategy 1: Hold seminar that reviews architectural style, vocabulary of historic appointments and how to write an advertisement

Strategy 2: Walk through a historic house with realtors and point out special features

Responsible Parties: Broadway Historic Area Association, Rock Island Preservation Society and Rock Island Economic Growth Corporation

Implementation: 18 months

NEIGHBORS HELPING NEIGHBORS

As the Steering Committee discussed housing programs, crime and other resident needs, it became obvious that some type of support program was necessary for residents who may be elderly, disabled or needy in some other way. Household maintenance initially spurred this discussion. Some residents desire to have houses and garages painted, rain gutters that are clear and sidewalks that are free of snow, but simply do not have the physical strength or coordination to make it happen. The Steering Committee and neighborhood residents participating in the strategy sessions determined that some people with special needs may not even know where to look for help. As a result of these deliberations and some findings from the Residents/Owners Survey, they developed goals and strategies aimed at easing the burden for these special people.

Neighborhood Support Programs

The Residents/Owners Survey listed types of neighborhood support programs that were needed. The number behind the suggested program is the number of people who responded in the affirmative.

1. Crime Watch	91
2. Neighborhood Welcome Committee	53
3. Neighborhood teen programs	51
4. Elderly support programs	37
5. Neighborhood child care	25
6. None needed	8
7. Other	5

The Residents/Owners Survey also found that programs targeted to aid elderly and handicapped were desirable to neighborhood residents.

Users, Services and Providers

The Steering Committee looked at current providers of these services in order to determine if the neighborhood would be duplicating activities if neighborhood-based programs were created. The Steering Committee and Planning and Redevelopment Division staff listed potential users of "neighbor helping neighbor" programs to be elderly, handicapped, disabled, single parents, some low to moderate income people and perhaps immigrants without English language skills or illiterates. Activities that could be carried out for these individuals included yard maintenance, house painting, cleaning rain gutters, washing windows, baby-sitting, shoveling snow, carrying weekly garbage, changing window screens and storms and holiday decorating. Potential service providers reviewed included: neighborhood volunteers and teens; Salvation Army Corps; Project NOW, Senior Citizens Information, Weatherization Program and Illinois Home Energy Assistance; Alternatives for the Older Adult; Voluntary Action Center; JTPA; Boy Scouts; Girl Scouts; Hearts and Hammers; Community Caring Conference, Doris and Victor Day Foundation; Court Service Workers; Jaycees; and Western Illinois Agency on Aging. The Steering Committee concluded that some individuals will need to make use of these services, while others simply need pointed in the right direction of where to purchase or obtain housing maintenance services. Part of the idea is to get neighborhood adults' or teens' names on a list so that elderly or disable folks can call on someone they know or a name that seems familiar.

NEIGHBOR HELPING NEIGHBOR GOALS AND STRATEGIES

Goal: Enhance sense of neighborhood

Objective: Welcome new residents

Strategy: Establish neighborhood welcome committee to personally greet new residents and distribute packages of information relevant to City services, banking, libraries, schools, community organizations, etc.

Responsible Party: Broadway Historic Area Association

Implementation: 18 months

Goal: Aid elderly in neighborhood and others in need

Objective: Provide help for housing/yard maintenance

Strategy 1: Publish information about agencies that can help with home maintenance

Strategy 2: Publish workers pool of volunteers and teens willing to help with housing maintenance or chores for free or small fee

Responsible Parties: Broadway Historic Area Association newsletter and volunteer agencies and churches

Implementation: Two and a half years

Goal: Provide tools for maintenance

Strategy: Set up tool sharing or tool check-out program so that residents who wish to use sweat equity do not have to spend substantial amounts on rarely used tools

Responsible Party: Rock Island Economic Growth Corporation

Implementation: Two years

INFRASTRUCTURE AND UTILITIES

Quality of life in a neighborhood is at least partially dependent on the quality of infrastructure and utilities available. Infrastructure refers to public construction items such as streets, sidewalks, alleys, water mains and storm sewers. Private utilities provided include electrical and gas service and cable and telephone service. Since the Broadway Historic Area is one of the oldest sections of the City, some of its infrastructure is quite aged also.

Infrastructure Planning and Maintenance

Maintenance for most public infrastructure items is done by the City of Rock Island's Public Works Department. Some of the work is contracted out, but minor repairs are often completed with the department's workforce. Infrastructure items are costly to update and maintain. It is not uncommon for repairs to run into the hundreds of thousands of dollars. Therefore, the City of Rock Island operates under a Capital Improvements Plan that is updated annually. This plan budgets and schedules major infrastructure improvements five years in advance. Funds for the improvements are generated from the General Fund and Special Assessments. For instance, a neighborhood street improvement would be paid for through the General Fund, but a portion of the fund is replenished by a special property tax assessment of property owners fronting the street that was repaired. These special assessments typically span ten years so that the burden on the property owner is not too great.

Major capital improvements planned for the Broadway area over the next five years include:

- * 9th Avenue resurfacing from 17th to 24th Streets scheduled in 1993-1995.
- * 7th Avenue resurfacing from 20th to 30th Streets scheduled in 1995-1997.

Every year, however, the Capital Improvements Plan budgets \$35,000 for alley improvements. The current waiting list is two to three years. Property owners adjacent to alleys needing repair can get on the list through requests and agreements for special assessments. In addition, \$55,000 each year is budgeted for miscellaneous, city-wide storm sewer improvements.

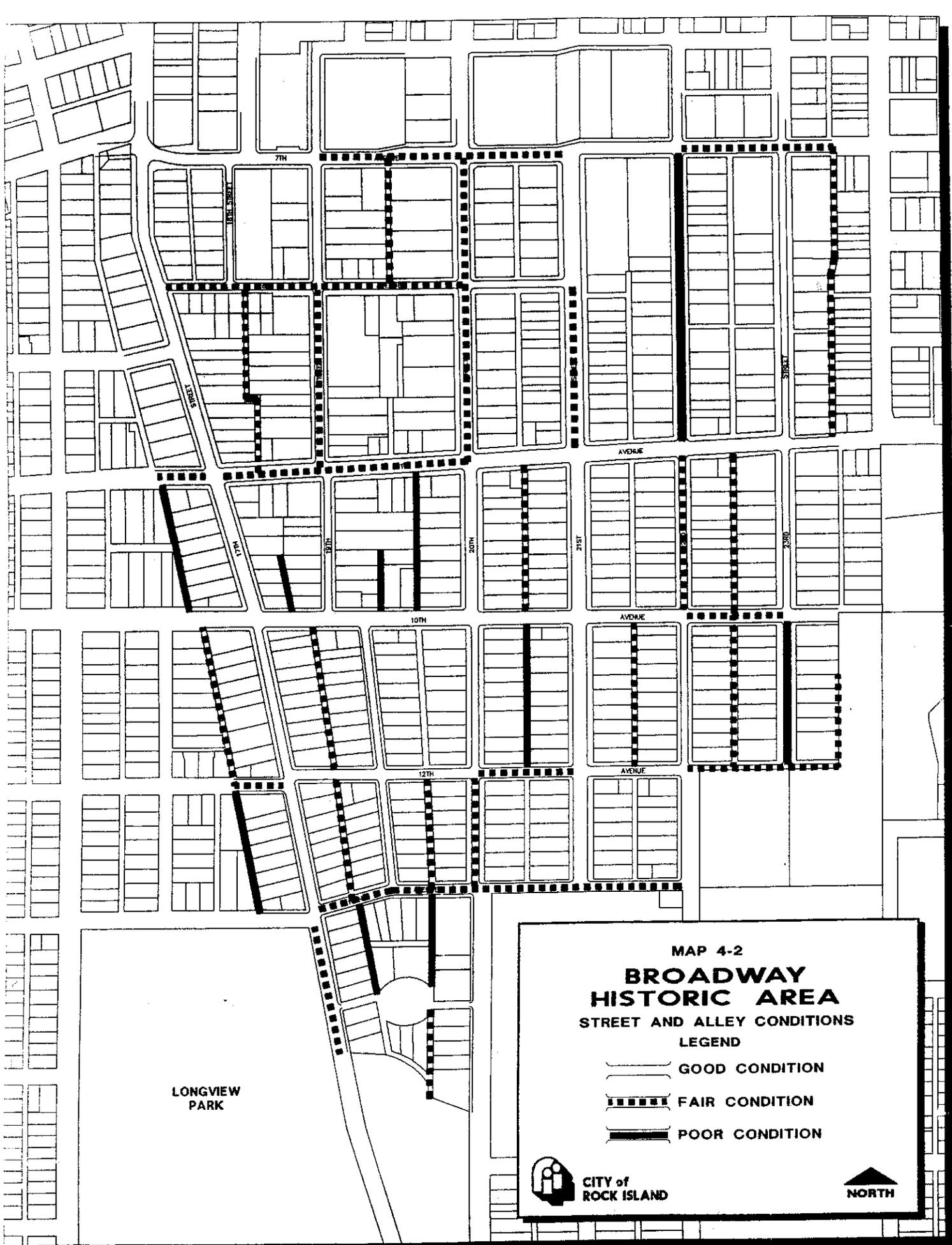
Infrastructure Condition

Curbs, Gutters and Sidewalks

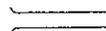
Infrastructure items above the surface are easy to rate in terms of condition. The Structural Condition Survey found that curbs, gutters and sidewalks along main collector streets (7th Avenue, 17th Street and 20th Street) are generally in good condition. Limestone curbs still exist on many residential streets, but are much higher than more modern concrete curbs. Some street gutters poorly handle storm water due to resurfacing of the street, which lessens the depth of the gutter. Eighteenth Street and 9th Avenue in particular have this problem. Overall the condition of curbs and gutters in the neighborhood was good; approximately 73% of the curbs and gutters were in good condition and 66% of the sidewalks were in good condition. Please see the last two charts of Appendix G.

Streets and Alleys

A separate survey rated the condition of the streets and alleys. Please see the field survey forms in Appendix N. The actual street and alley ratings follow on Map 4-2. Not surprisingly, the collector streets rate among those in the best condition. The residential streets are of varying quality. Streets and avenues among the worst condition are: 22nd Street from 7th to 9th Avenue and 23rd Street from



MAP 4-2
**BROADWAY
 HISTORIC AREA**
 STREET AND ALLEY CONDITIONS
 LEGEND

-  GOOD CONDITION
-  FAIR CONDITION
-  POOR CONDITION



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NORTH

10th to 12th Avenue (both brick). Alleys in the worst condition are east of 17th Street and south of 13th Avenue; south of 13th Avenue between 17th and 20th Street; and the alley between 10th and 12th Avenues and 20th and 21st Streets.

Most streets in the Broadway area are asphalt over a brick base. Seventh Avenue is constructed of concrete. Brick streets include 8th Avenue (16th Street to 19th Street); 22nd Street (7th Avenue to 9th Avenue) and 23rd Street (10th Avenue to 12th Avenue). There are four gravel alleys in Broadway; most of the rest are concrete.

Water Mains and Storm Sewers

Condition of those items under the ground will be difficult to state. However, it is known that most of the existing water mains and sewers in the Broadway area were installed during the 1920s and 1930s. Complaints of water pressure have surfaced in the neighborhood. Water pressure may hinge on the diameter of the older pipes. Water main replacement at 23rd Street from 7th to 9th Avenue had been present in the 1990-1991 Capital Improvements Plan, but was removed for higher priorities in the 1991-1992 Plan. Map Series 4-3 relates the location and diameter of water mains. Map Series 4-4 shows the location of storm sewers and catch basins.

Private Utility Services

Gas and electric services are provided by the Iowa-Illinois Gas and Electric Company. This company also installs and maintains city street lights and private security lights. In the Broadway neighborhood, power lines run above ground, while all gas lines are below the surface. Electrical services will be discussed further in the next section on Physical Enhancements. Gas mains in the Broadway area range in size from two inches in diameter to 12 inches. Most of the neighborhood is served from three and four inch diameter lines. Throughout the planning process, issues related to gas service did not surface. Please see Map Series 4-5 for locations of gas mains in the Broadway Historic Area.

Telephone services are provided by Illinois Bell. Many of the phone lines utilize the power poles erected by Iowa-Illinois Gas and Electric Company. Cable lines are serviced by TCI Cable.

Services Rated

The Residents/Owners Survey asked those surveyed to rate city services. Residents who responded felt that most infrastructure-related services were good or fair. Ratings were judged as 4 = excellent, 3 = good, 2 = fair and 1 = poor.

Utility service	3.1
Snow removal	2.6
Sewer, storm water service	2.6
Street condition	2.5

However, ``investment by the City in infrastructure (especially water mains)'' was listed as goal number three at the November 1991 Goal Setting Meeting.

AREA 1
Map Series 4-3
**BROADWAY
HISTORIC AREA**

**WATER UTILITIES
LEGEND**

- WATER MAIN
- 6 DIAMETER OF MAIN
IN INCHES
- HYDRANT



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AREA 2
**BROADWAY
 HISTORIC AREA**

WATER UTILITIES

LEGEND

- WATER MAIN
- 6 DIAMETER OF MAIN
IN INCHES
- HYDRANT



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AREA 3
**BROADWAY
 HISTORIC AREA**

WATER UTILITIES

LEGEND

- WATER MAIN
- 6 DIAMETER OF MAIN
IN INCHES
- HYDRANT



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▲ NORTH



AREA 4

BROADWAY HISTORIC AREA

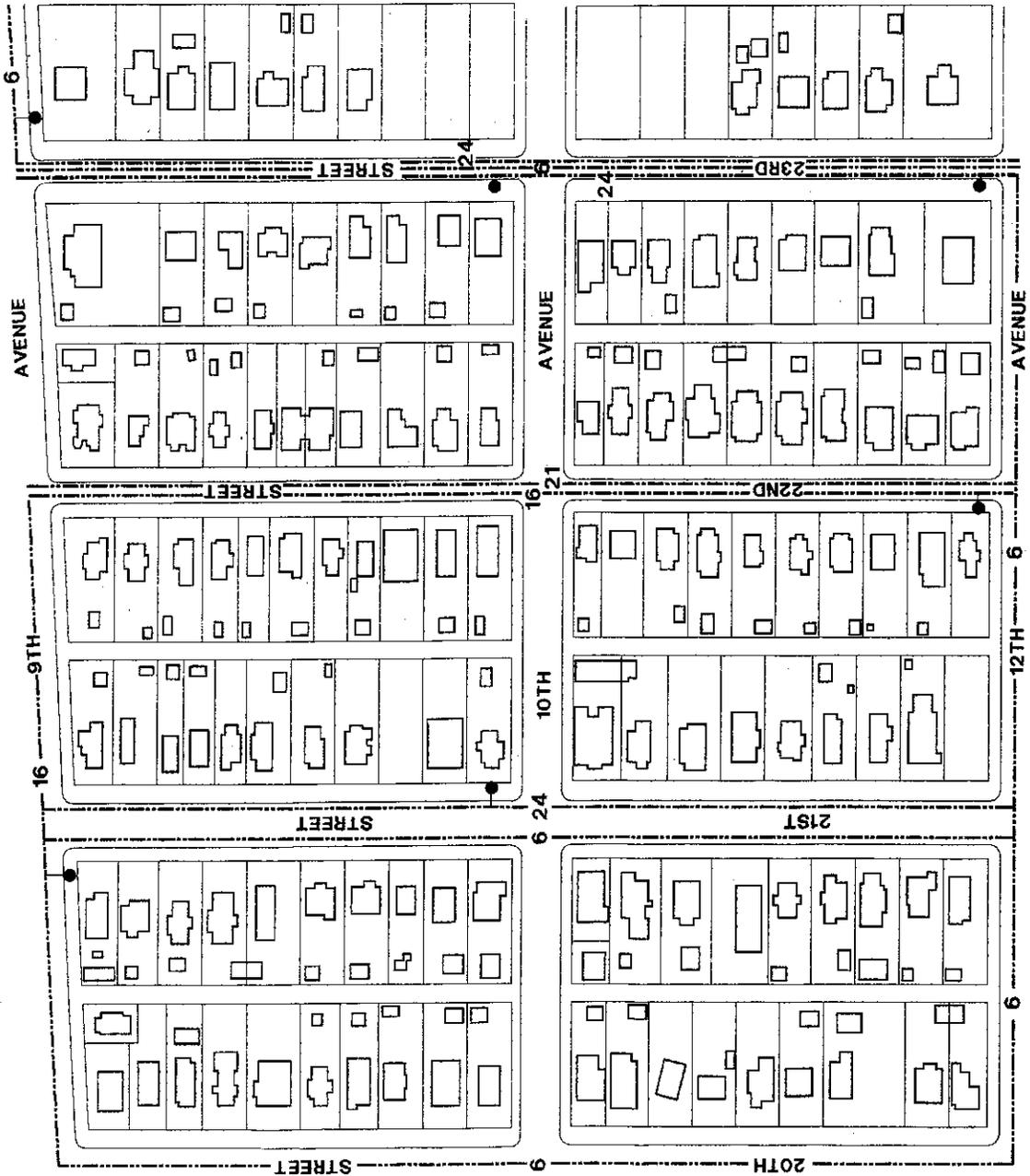
WATER UTILITIES

LEGEND

— WATER MAIN

6 DIAMETER OF MAIN
IN INCHES

● HYDRANT



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AREA 5

BROADWAY HISTORIC AREA

WATER UTILITIES

LEGEND

- WATER MAIN
- 6 DIAMETER OF MAIN IN INCHES
- HYDRANT



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AREA 1
 Map Series 4-4
**BROADWAY
 HISTORIC AREA**

**SEWER UTILITIES
 LEGEND**

- STORM SEWER
- SANITARY SEWER
- COMBINATION SEWER
- 6 DIAMETER OF MAIN
 IN INCHES

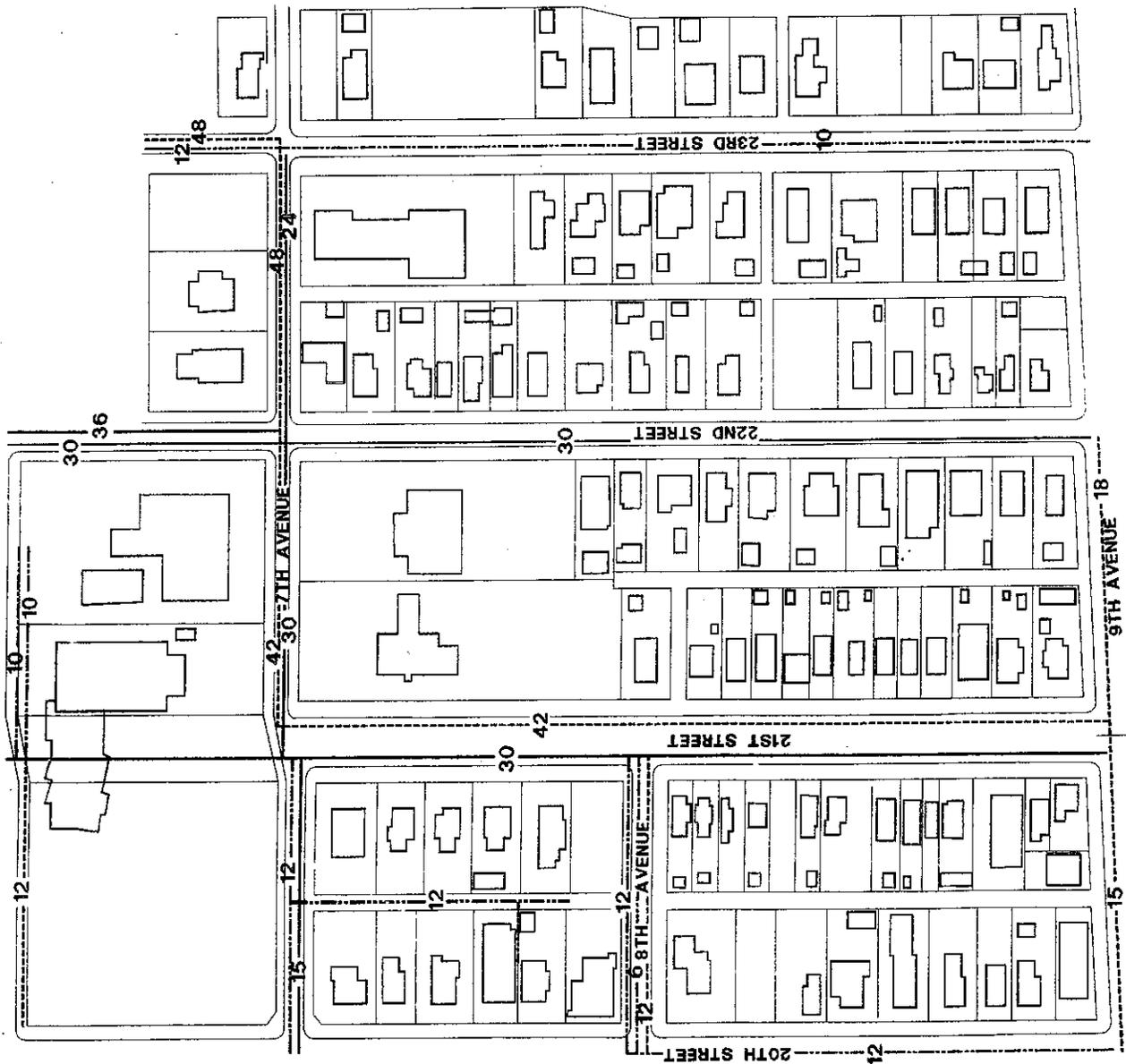


AREA 2
**BROADWAY
 HISTORIC AREA**

SEWER UTILITIES

LEGEND

- STORM SEWER
- SANITARY SEWER
- COMBINATION SEWER
- 6 DIAMETER OF MAIN
 IN INCHES



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AREA 3

BROADWAY HISTORIC AREA

SEWER UTILITIES

LEGEND

--- STORM SEWER

— SANITARY SEWER

— COMBINATION SEWER

6 DIAMETER OF MAIN
IN INCHES

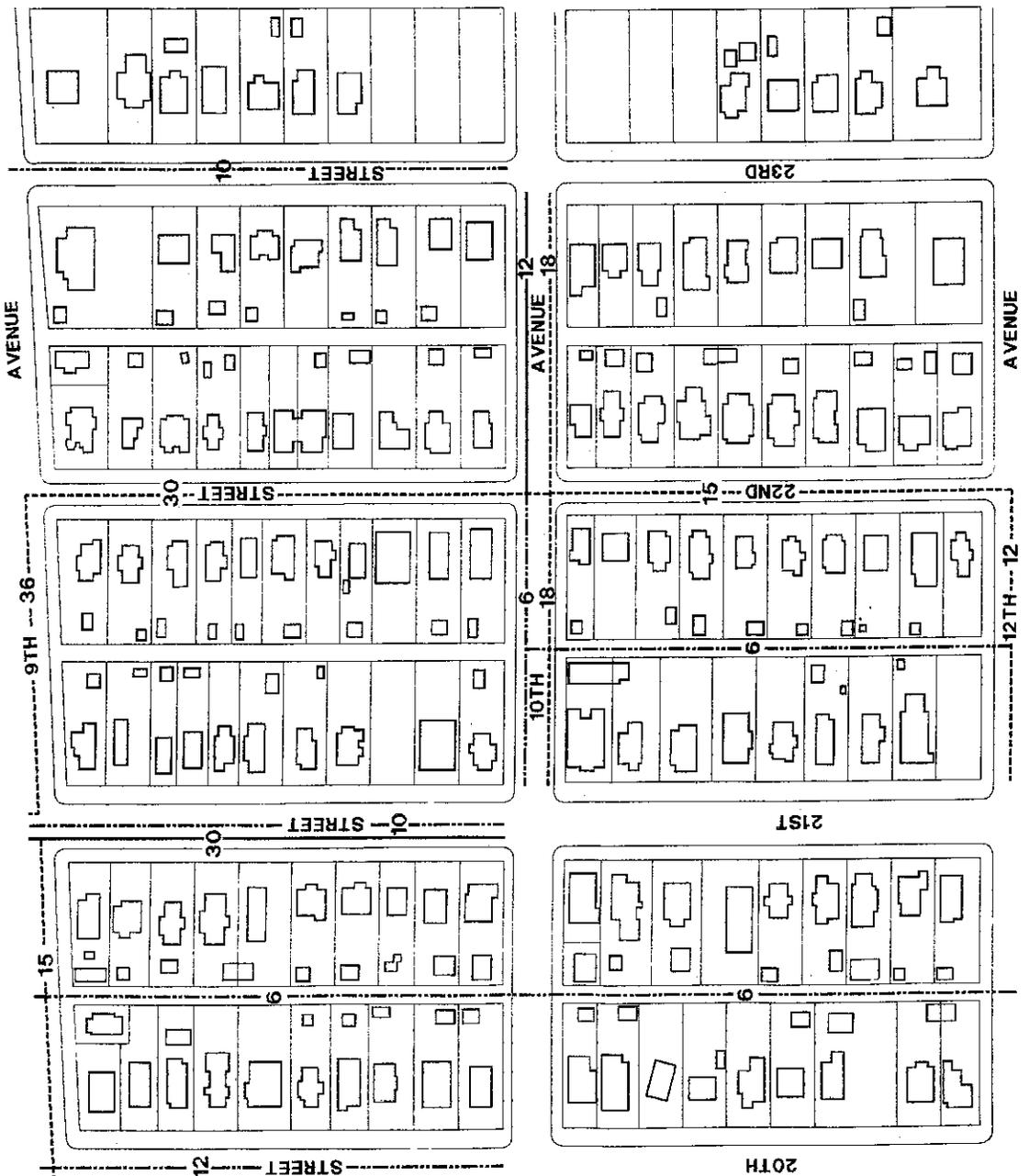


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AREA 4
**BROADWAY
 HISTORIC AREA**

- SEWER UTILITIES**
- LEGEND
- STORM SEWER
 - SANITARY SEWER
 - COMBINATION SEWER
 - 6 DIAMETER OF MAIN
IN INCHES





BROADWAY HISTORIC AREA

SEWER UTILITIES

LEGEND

- STORM SEWER
- SANITARY SEWER
- COMBINATION SEWER
- 6 DIAMETER OF MAIN IN INCHES



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AREA 1
Map Series 4-5
**BROADWAY
HISTORIC AREA**

**GAS UTILITIES
LEGEND**

- GAS MAIN
- ⑥ DIAMETER OF MAIN
IN INCHES



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AREA 2
**BROADWAY
 HISTORIC AREA**

GAS UTILITIES

LEGEND

- GAS MAINS
- ⑥ DIAMETER OF MAIN
IN INCHES

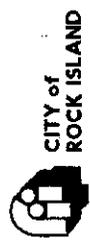


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AREA 3
**BROADWAY
 HISTORIC AREA**

**GAS UTILITIES
 LEGEND**

- GAS MAIN
- ⑥ DIAMETER OF MAIN
 IN INCHES



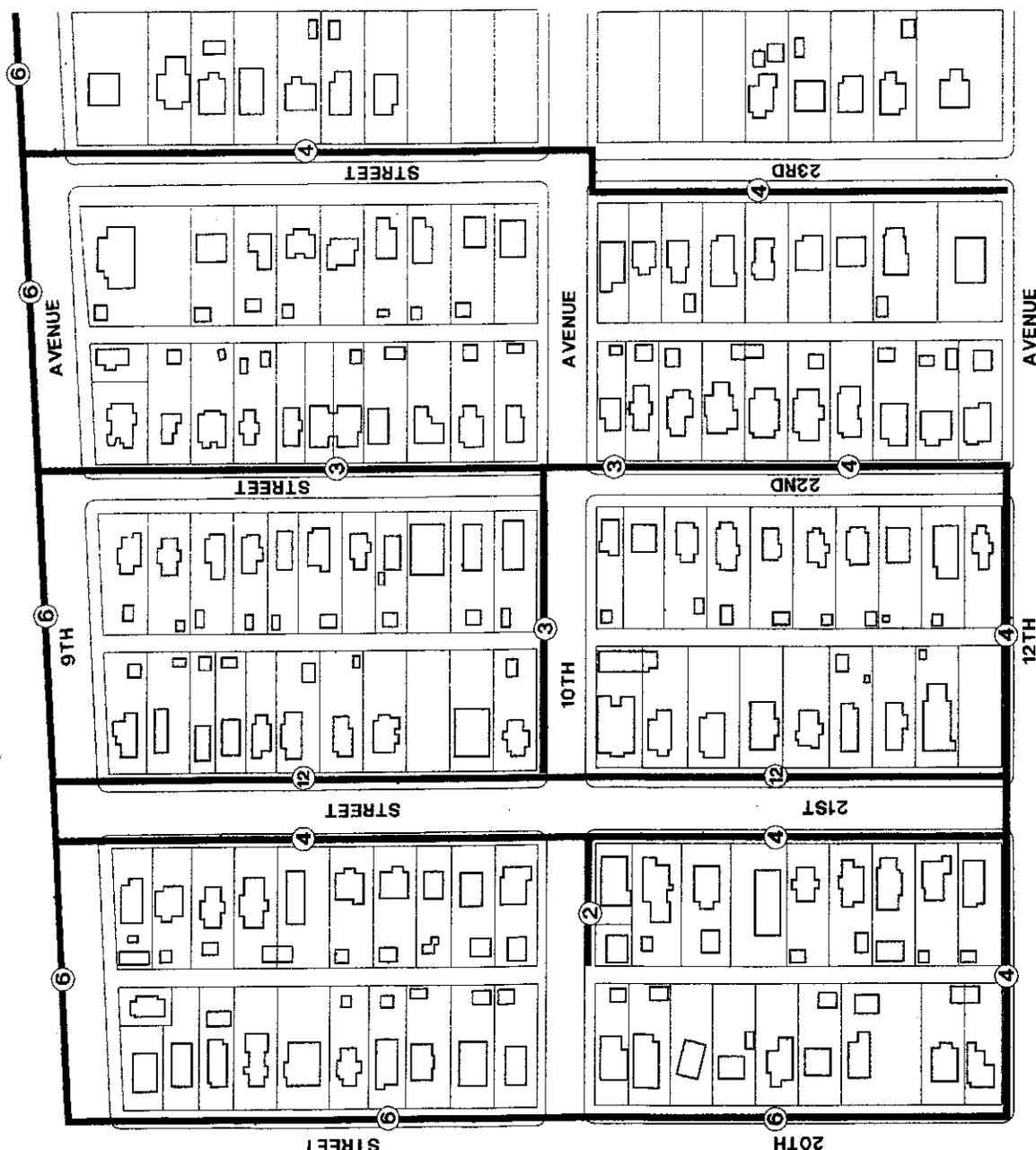
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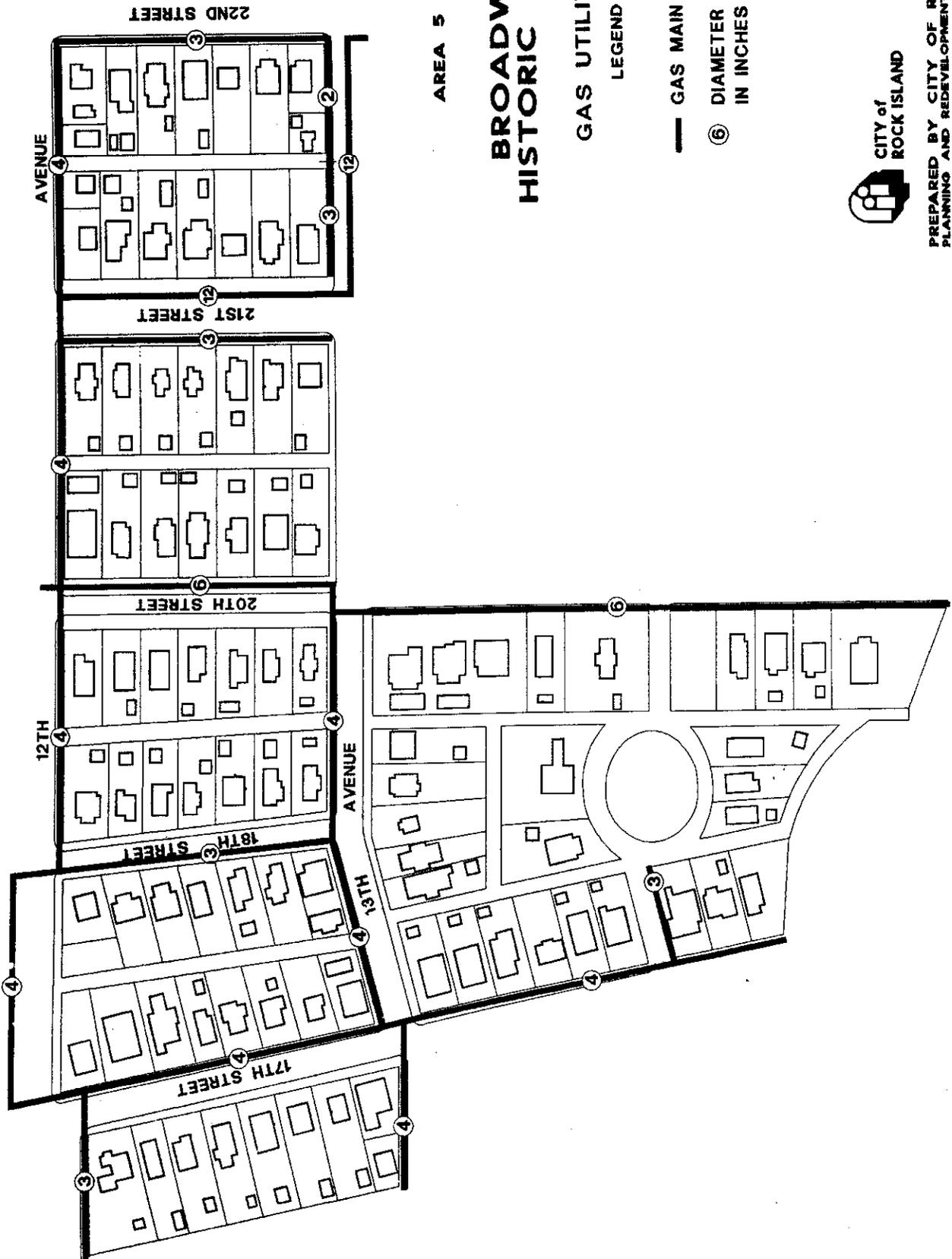
AREA 4
**BROADWAY
 HISTORIC AREA**

**GAS UTILITIES
 LEGEND**

- GAS MAIN
- ⑥ DIAMETER OF MAIN
 IN INCHES



 CITY of
 ROCK ISLAND
 NORTH
 PREPARED BY CITY OF ROCK ISLAND
 PLANNING AND REDEVELOPMENT DIVISION 1991



AREA 5

BROADWAY HISTORIC AREA

GAS UTILITIES

LEGEND

- GAS MAIN
- ② ③ ④ ⑥ ⑨ ⑫ DIAMETER OF MAIN IN INCHES



CITY of ROCK ISLAND

PREPARED BY CITY OF ROCK ISLAND PLANNING AND REDEVELOPMENT DIVISION 1991

INFRASTRUCTURE AND UTILITIES GOALS AND STRATEGIES

Goal: Get all streets in Broadway to good condition level

Strategy: Strive to get the three worst streets in the next annual updates of the Capital Improvements Plan by submitting petitions to City Council and Public Works Department. Residential street improvements are specially assessed to adjacent property owners.

Responsible Party: Broadway residents

Implementation: Two years

Goal: Improve alley conditions

Strategy 1: Inform residents of petition procedure to get alleys on Capital Improvements schedule through Broadway newsletter. Alley improvements are special assessments.

Responsible Party: Broadway Historic Area Association newsletter

Implementation: Nine months

Strategy 2: Planning and Redevelopment staff will conduct an alley condition study and inform residents adjacent to the worst alleys of their alley rating

Responsible Party: Planning and Redevelopment Division, City of Rock Island

Implementation: Nine months

Goal: Improve water system service

Strategy: Inform residents of petition procedure to get water main improvements on Capital Improvements schedule

Responsible Party: Broadway Historic Area Association newsletter

Implementation: Six months

Goal: Improve condition of street curbs

Objective: Provide way for residents to defray costs of improvement

Strategy: Enact 50/50 replacement/repair program similar to sidewalk program currently in existence

Responsible Party: Steering Committee request to City Council and Public Works Department

Implementation: Six months

Goal: Improve lighting in Broadway

Objective: Light streets and sidewalks better and help deter crime

Strategy 1: Study lighting illumination situation in Broadway

Strategy 2: Coordinate any changes in lighting with possible installations of ornamental street lights

Responsible Parties: Planning and Redevelopment Division and Iowa-Illinois Gas and Electric Company

Implementation: Four years

Strategy 3: Inform residents of security light installation procedures. Use newsletter and sponsor Iowa-Illinois Gas and Electric Company representative at a neighborhood meeting

Responsible Party: Broadway Historic Area Association request to Iowa-Illinois Gas and Electric Company

Implementation: 18 months

Goal: Attempt to save limestone/sandstone curbs

Objective: Enhance historical character of area

Strategy 1: Include replacement of sandstone curbs as an alternative in the bidding process when Broadway streets are resurfaced or reconstructed

Strategy 2: Save all sandstone curbs when possible

Strategy 3: Salvage sandstone curbs for use at other sites if curbs cannot be used in reconstruction

Strategy 4: Implement specifications on concrete curb repairs that make the concrete mimic the appearance of sandstone

Responsible Party: Public Works Department, City of Rock Island

Implementation: Strategies 1, 2 and 3 - ongoing; Strategy 4 - Six months

PHYSICALLY ENHANCING BROADWAY

Along with the outstanding architecture in Broadway, brick streets, sidewalks, iron fences and period street lighting once abounded. Residents have wished to recapture the essence of that time by recreating some of those vintage features. "Program to facilitate underground utilities and period street lighting" was listed as goal number five at the Goal Setting meeting. The Residents/Owners survey revealed that just over half of the respondents believe ornamental street lights would enhance the historical character of Broadway. Thirty percent of the respondents believe that street trees will enhance the neighborhood, and 15% believe brick streets will improve Broadway.

Ornamental Street Lights

Street lights in Broadway are currently placed at intersections or in the middle of some lengthy blocks. The lights are characterized by wooden poles and serpentine heads. Iowa-Illinois Gas and Electric is currently under contract with the City to convert all street lights from mercury vapor to high pressure sodium. The purpose of the street lights is for street illumination for vehicles and pedestrians. Crime prevention is not generally considered a reason to provide more street lighting. To provide for personal or property safety, property owners have the ability to request security lights from Iowa-Illinois Gas and Electric. These security lights are typically mounted on poles in the alleys. Security lighting costs approximately \$5.00 per month.

Most power lines run through the alleys of Broadway. Easements are given to the power company to bring the power sources to the front of properties or to streets and avenues. Map Series 4-6 highlights the distribution poles, circuit lines, street lights and security lights serviced by Iowa-Illinois Gas and Electric.

A reproduction ornamental lighting fixture, using a High Intensity Discharge lamp source, can produce the Illumination Engineering Society recommended lighting level. One consideration of many ornamental lighting fixtures is that the height of the pole is not as high and the illumination is not as great, so more lighting fixtures are generally required. Experts in the field of ornamental lighting say that the fixtures are difficult to maintain and repair due to inaccessibility of ballasts and lamps. They also recommend purchase of permanent mold castings of the selected lamp and pole design because replacement parts can be difficult to find. There are numerous catalogs of vintage lighting fixtures and ornamental poles. The selected pole and fixture should fit the turn-of-the-century character of the Broadway neighborhood.

Brick Streets

Nearly all of the streets in Broadway were once brick surfaced. Today all but three sections of the streets in the neighborhood have been covered with asphalt. Eighth Avenue was paved with brick in 1916; 22nd Street was paved with brick in 1899 and the date of brick construction on 23rd Street is unknown. All of these streets are considered to have few structural problems.

In 1988 the City of Rock Island adopted a Brick Street Plan that permits the Preservation Commission to review changes to existing brick streets. The Commission gives to City Council their recommendation and analyzes the relative importance of the brick street in question. The Brick Street Plan rated all the existing brick streets in the City. Twenty-second Street merits preservation, but not restoration, while 23rd Street and 8th Avenue have a questionable need for preservation due to varying levels of significance.

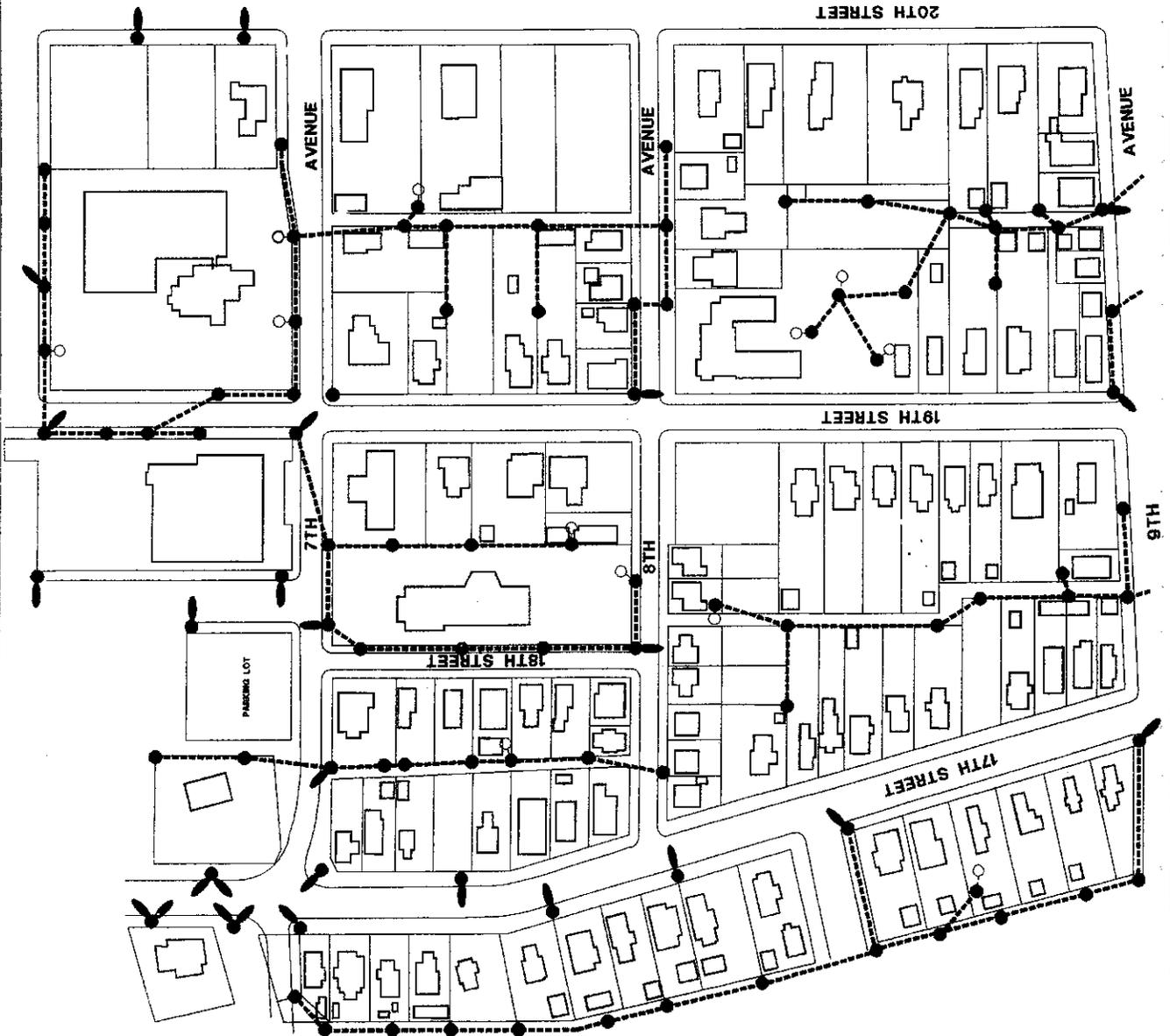
AREA 1
Map Series 4-6
**BROADWAY
HISTORIC AREA**

**ELECTRICAL UTILITIES
LEGEND**

- DISTRIBUTION POLE
- CIRCUIT LINE
- STREETLIGHT
- SECURITY LIGHT



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AREA 2
**BROADWAY
 HISTORIC AREA**

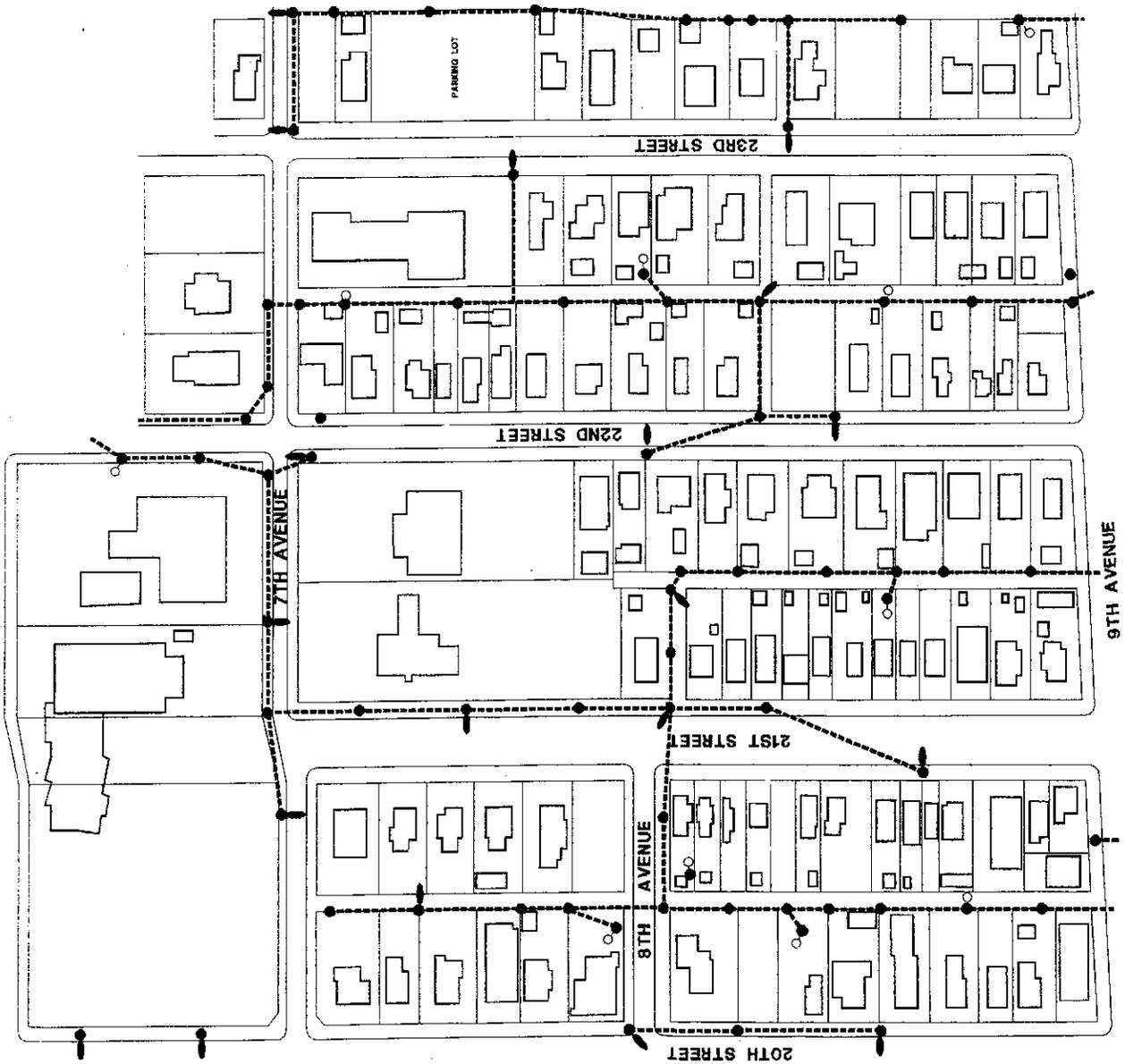
ELECTRICAL UTILITIES

LEGEND

- DISTRIBUTION POLE
- CIRCUIT LINE
- ◐ STREETLIGHT
- SECURITY LIGHT



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AREA 3

BROADWAY HISTORIC AREA

ELECTRICAL UTILITIES LEGEND

- DISTRIBUTION POLE
- CIRCUIT LINE
- STREETLIGHT
- SECURITY LIGHT



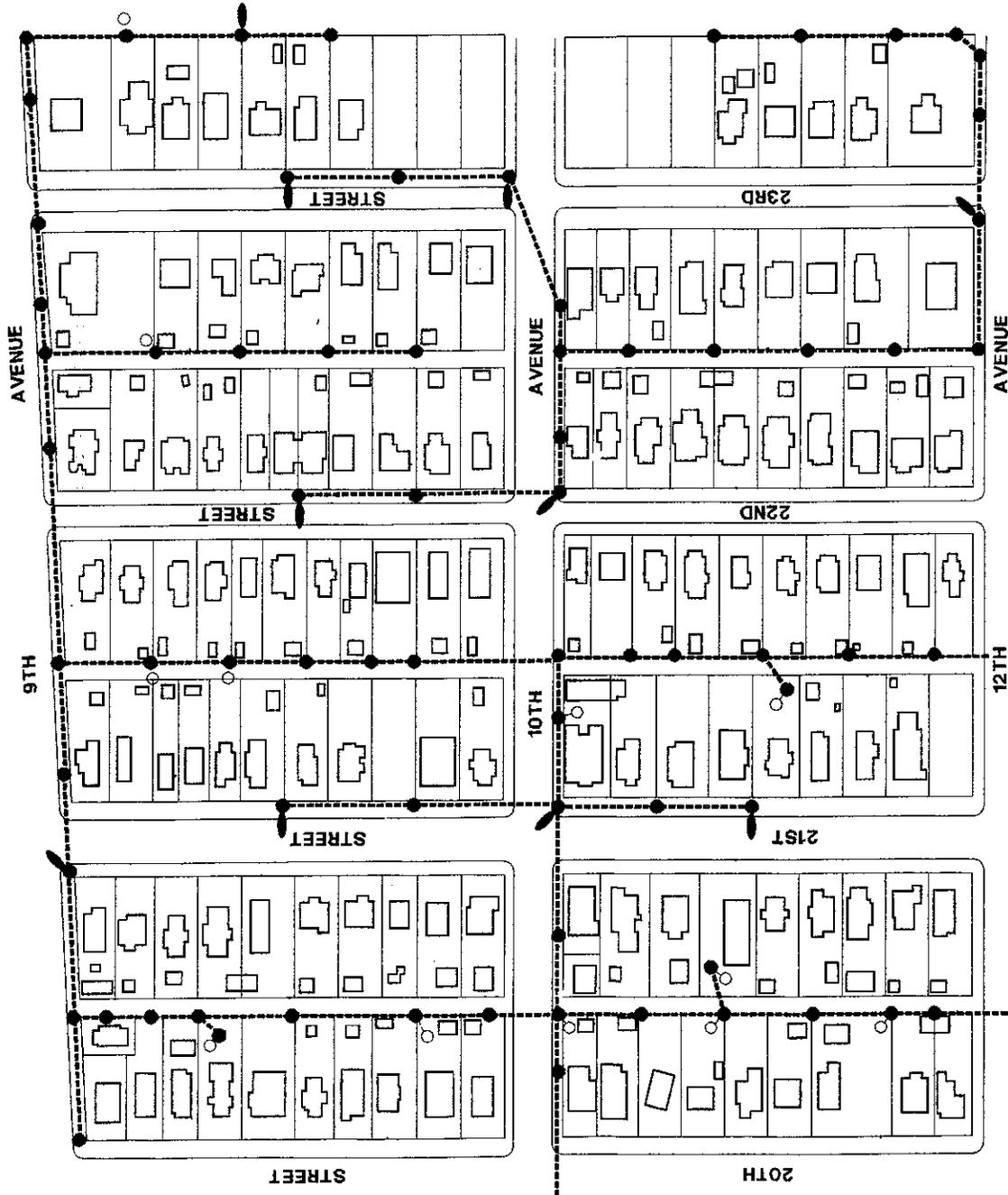
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AREA 4
**BROADWAY
 HISTORIC AREA**

ELECTRICAL UTILITIES

LEGEND

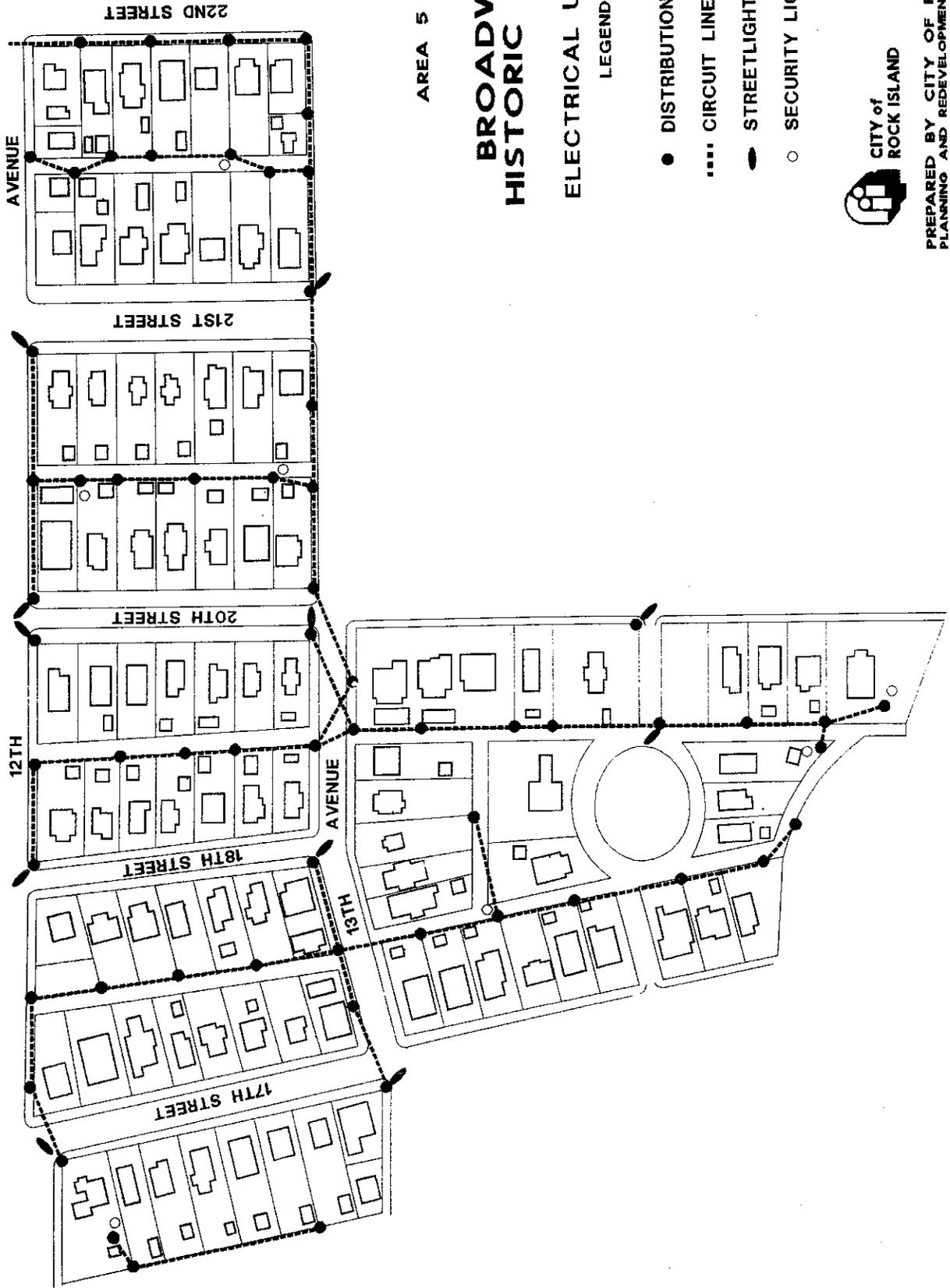
- DISTRIBUTION POLE
- CIRCUIT LINE
- STREETLIGHT
- SECURITY LIGHT



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AREA 5

BROADWAY HISTORIC AREA

ELECTRICAL UTILITIES

LEGEND

- DISTRIBUTION POLE
- CIRCUIT LINE
- STREETLIGHT
- SECURITY LIGHT



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Brick Sidewalks

Brick sidewalks and driveways in the Broadway area are very scarce today. The Structural Condition Survey revealed that there are only 15 brick public sidewalks, seven brick house walks and 11 brick driveways in the neighborhood. Nearly all of the brick sidewalks are laid in a herringbone pattern. Condition of the brick varies from property to property. Concrete sidewalks and driveways are most common.

Who Will Pay?

Fifty-three percent of the respondents to the Residents/Owners Survey said that they were unwilling to pay for special items such as ornamental light fixtures or putting utility wires underground. Only 14% of respondents were willing to pay for these items, and 33% did not know. The City of Rock Island is also unwilling to take on the burden of these costly physical enhancements that would benefit such a small segment of the City. One option for payment is special assessment, which puts the burden of paying for these enhancements on the property owner. Others have suggested private grants or match moneys to help defray the costs.

GOALS AND STRATEGIES TO ENHANCE BROADWAY

Goal: Enhance historical appearance of Broadway

Implementation: Five years

Objective 1: Promote restoration or installation of brick sidewalks (or driveways)

Objective 3: Bury power and telephone lines

Strategy: Rework current sidewalk repair program to include brick sidewalk reconstruction in cases where brick sidewalks already exist. Provisions should also be made to allow people the option to select brick and pay the difference if concrete sidewalks are being completely replaced.

Strategy: Begin exploring costs and feasibility, with proposal presented to City Council

Responsible Party: Group of interested residents, consulting with Iowa-Illinois Gas and Electric Company

Responsible Party: Request drafted by Planning and Redevelopment Division, signed by chair and vice-chair of Steering Committee and submitted to Public Works Department

Implementation: Five years

Implementation: Nine months

Objective 4: Plant more trees along streets

Objective 2: Install period street lighting

Strategy: Secure donation of trees for gateways (17th Street, 20th Street and 7th Avenue) to downtown

Strategy: Begin exploring costs and feasibility, with proposal presented to City Council

Responsible Party: Broadway Historic Area Association request to Development Association of Rock Island and Rock Island Economic Growth Corporation

Responsible Party: Group of interested residents, consulting Iowa-Illinois Gas and Electric Company

Implementation: Two and a half years

Objective 5: Promote historic landscaping and use of traditional planting materials

Strategy 1: Set up neighborhood educational seminar to demonstrate historic landscape methods and plant materials used around the turn of the century

Strategy 2: Use a series of yards in a visible location to demonstrate historic landscaping

Responsible Parties: Rock Island Preservation Commission and Beautification Commission

Implementation: Three years

Objective 6: Preserve Broadway's existing brick streets

Strategy 1: Upgrade all brick streets in Broadway to Category 2, which means that when future work is done that disturbs the surface the bricks will be replaced and the area restored to its former appearance.

Strategy 2: Provide for restoration of current brick streets in Capital Improvements plan to be implemented by the year 2000.

Responsible Parties: Planning and Redevelopment Division and Public Works Department

Implementation: Five years

Strategy 3: Educate Rock Island citizens and City Council on the benefits of brick streets

Responsible Parties: Rock Island Preservation Society and Rock Island Preservation Commission sponsor speakers on brick streets. City Council and Public Works officials will be invited.

Implementation: Four years

Strategy 4: Investigate cost and feasibility of uncovering brick streets or look at possibility of imitating the look of brick streets

Responsible Parties: Rock Island Preservation Commission and City of Rock Island

Implementation: Five years

Goal: Enhance appearance of Broadway Historic Area border

Objective 1: Restore Longview Pond

Strategy 1: Work through alternatives for use of pond area with Park Board with consideration of original character of the pond

Responsible Party: Broadway Historic Area Association

Implementation: 15 months

Strategy 2: Provide matching private funds and act as co-applicant for Park Board's 1993 grant application to Illinois Department of Conservation for lower Longview Park renovation

Responsible Party: Rock Island Economic Growth Corporation or other private foundations

Implementation: 15 months

Objective 2: Turn Hauberg Woods into an arboretum

Strategy: Encourage maintenance of Hauberg woods in Prairie-style, naturalistic manner and urge new, appropriate plantings as a priority for the aging woods. Try to work out combination of public and private funds to undertake project.

Responsible Party: Broadway residents' request to Park Board

Implementation: Five years

TRANSPORTATION AND TRAFFIC

Traffic, safety and security ranked high at both the Issues Identification meeting and the Goal Setting meeting for residents. The most often identified traffic problems by residents are speeding on 20th Street, 17th Street and 9th Avenue.

Arterial Streets and Traffic Volume

The most important transportation concerns for Broadway are the arterial thoroughfares that cut through the neighborhood. Seventh Avenue, 17th Street and 20th Street are all arterial streets. Ninth Avenue can be classified as a collector. Other streets in the area are neighborhood residential. The most traveled street in Broadway is 7th Avenue, with between 8,500 and 8,700 average daily traffic trips. Seventeenth Street follows with between 5,300 and 6,000 average daily traffic trips. Twentieth Street has about 5,000 average daily traffic trips. Seventh Avenue averages about 5,000 more daily traffic trips than 9th Avenue.

Seventh Avenue is the major east-west road just south of the downtown. Seventh Avenue connects such important points as the Martin Luther King Center, Lincoln School, downtown and Augustana College. Seventeenth and 20th Streets are major north-south corridors. Both streets meet at a five point intersection just three blocks south of Broadway. Seventeenth Street connects downtown Rock Island, Longview Park, Rock Island High School and Blackhawk Road. Twentieth Street connects the five point intersection at 18th Avenue to the eastern edge of downtown. Eighteenth Avenue is the most highly traveled east-west corridor in the City. Traffic levels on 24th Street, just half a block east of Broadway are also high. There are approximately 6,600 average daily trips generated on that street near 7th Avenue. The vast majority of that traffic either turns onto 7th Avenue or heads up 25th Street. Ninth Avenue is not greatly affected by the traffic volume on 24th Street, and only accounts for 1,700 to 2,800 average daily traffic trips.

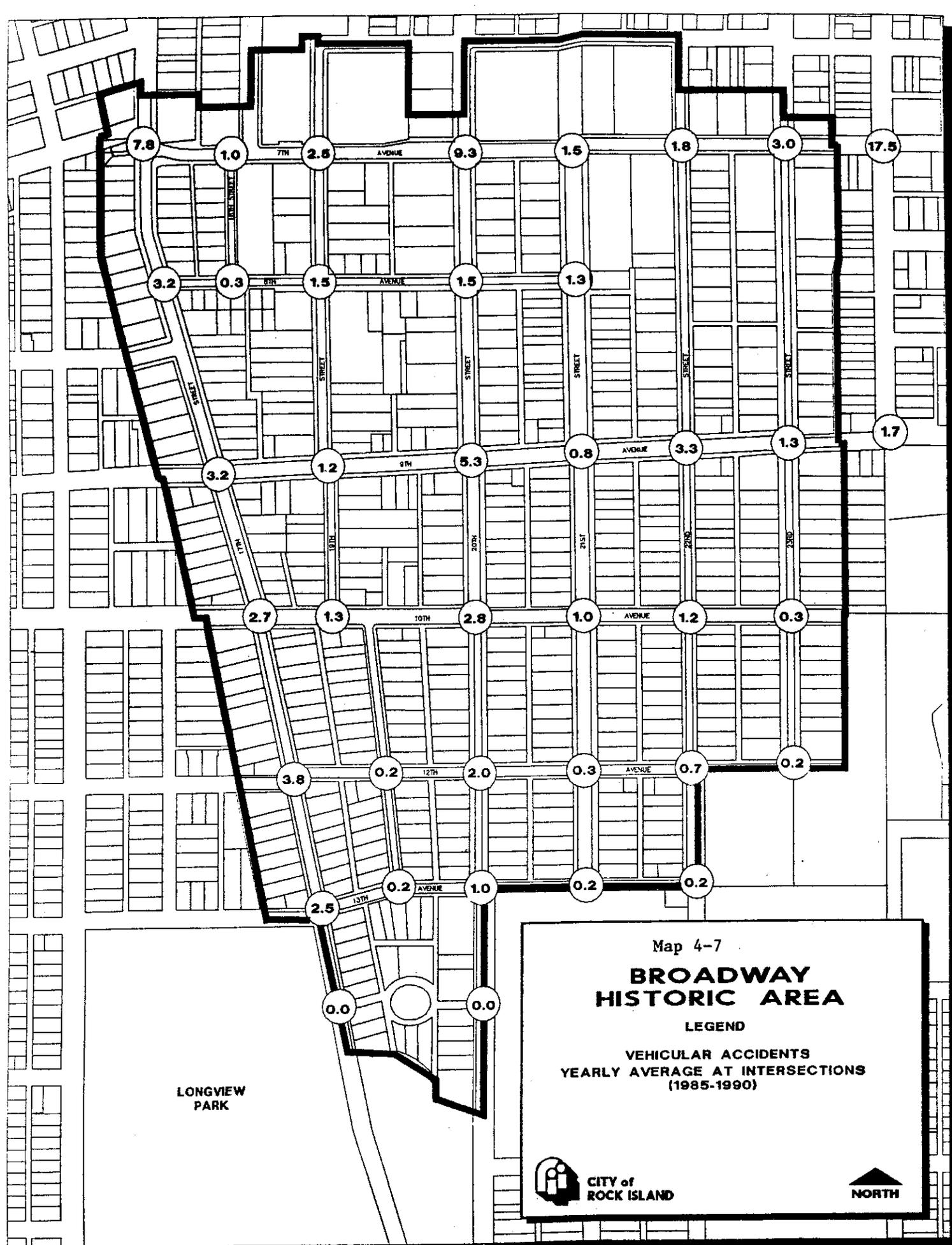
As activities related to the Casino Rock Island boatworks and the Arts and Entertainment District begin to expand, traffic through 17th and 20th Streets can be expected to increase. Directing signs will be very important to keep tourists off of the neighborhood arterials and on the state highways.

Accident Rates

Related to transportation routes and high traffic volumes are traffic accidents. Intersections in Broadway with the highest accident rates are:

1. 7th Avenue and 20th Street
2. 7th Avenue and 17th Street
3. 20th Street and 9th Avenue
4. 17th Street and 12th Avenue
5. 9th Avenue and 22nd Street

Broadway has an intersection accident average of 2.07. The highest average is 9.3 and the lowest is 0.0. Please see Map 4-6 for the locations of intersection accident averages in the neighborhood. Accidents in the Broadway neighborhood may be aggravated by the considerable street parking. The plethora of multi-family units has increased parking in streets. Some buildings may not have adequate parking allowed on-site. One must remember that much of the Broadway Historic Area was developed prior to the advent of the automobile.



TRAFFIC AND TRANSPORTATION GOALS AND STRATEGIES

Goal: Reduce traffic problems

Objective: Reduce speed on collector streets

Strategy 1: Request a police officer periodically sit at 17th and 20th Streets and 7th and 9th Avenues to issue tickets and serve as a visible deterrent to speeders

Strategy 2: Erect a temporary speed display indicator on 17th and 20th Streets that flashes vehicle speed so individuals are aware of how fast they are going

Responsible Party: Formal request drafted by Planning and Redevelopment Division staff and signed by Steering Committee Chair and Vice-Chair to be presented to City Traffic Engineering Committee and Rock Island Police Department

Implementation: Six months

Goal: Improve visibility and traffic flow

Objective: Decrease parking density along streets

Strategy 1: Encourage owners of multi-family units and single family owners with numerous cars to provide on-site parking for vehicles in rear of main structure

Responsible Party: Pressure by neighbors, coordinated by Broadway Historic Area Association

Implementation: Ongoing

Strategy 2: Enforce off-street parking requirements for multi-family use. Multi-family uses established after 1960 must have 1.5 parking spaces per dwelling unit. Multi-family uses established after 1976 must have two parking spaces per dwelling unit.

Responsible Party: City staff on a complaint basis for Zoning Ordinance enforcement

Implementation: Ongoing

Strategy 3: Encourage gradual phase-out of non-conforming uses in R-3 zone to reduce congestion and density

Responsible Party: Pressure by neighborhood residents, guided by Broadway Historic Area Association

Implementation: Ongoing

Goal: Reduce intersection accidents

Objective: Reduce accidents at 9th Avenue and 20th Street

Strategy: Request City Traffic Engineering Committee to study situation and provide alternatives that will improve the situation with the least amount of visual or unaesthetic intrusion

Responsible Parties: Request prepared by Planning and Redevelopment Division staff, signed by Steering Committee Chair and Vice-Chair, and presented to City Traffic Engineering Committee

Implementation: 15 months

Goal: Be prepared for future traffic issues

Objective: Watch traffic levels on 17th Street as tourism increases

Strategy: Investigate options to control levels of speed and traffic if they become dangerous

Responsible Party: Request by residents to City Traffic Engineering Committee

Implementation: Three years

**Goal: Promote historic character of
Broadway**

Objective: Integrate public transportation into period architecture

Strategy: Construct bus stop reminiscent of Victorian times and provide short walking tour permanent map display for patrons

Responsible Parties: Broadway Historic Area Association and Rock Island Preservation Society request to MetroLink

Implementation: Four years

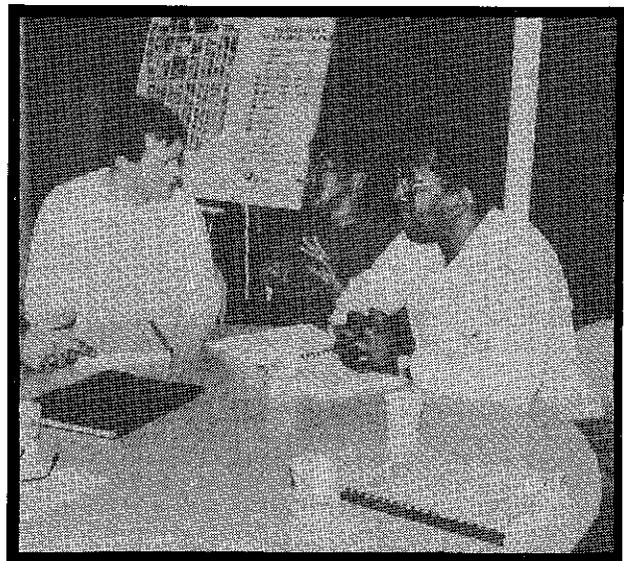
PLANNING FOR PEOPLE



Broadway Neighborhood Conservation Plan Steering Committee stands jubilant after City Council adoption of the Plan. Row 1 (l to r): Karen Williams (chair), Marcy Fuller (vice-chair), Jack Curry. Row 2: Mike Lawrence, Kimberly Darling, Don Wolgast, Suzanne Curry. Not Pictured: Steve Long, Richard Weishar.

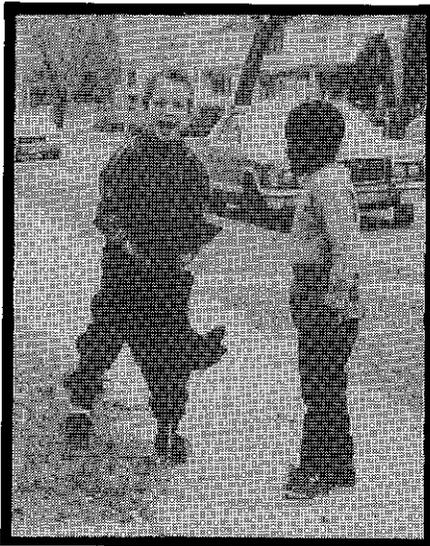


Dan Hill and Ed Angerer approve of the Plan.

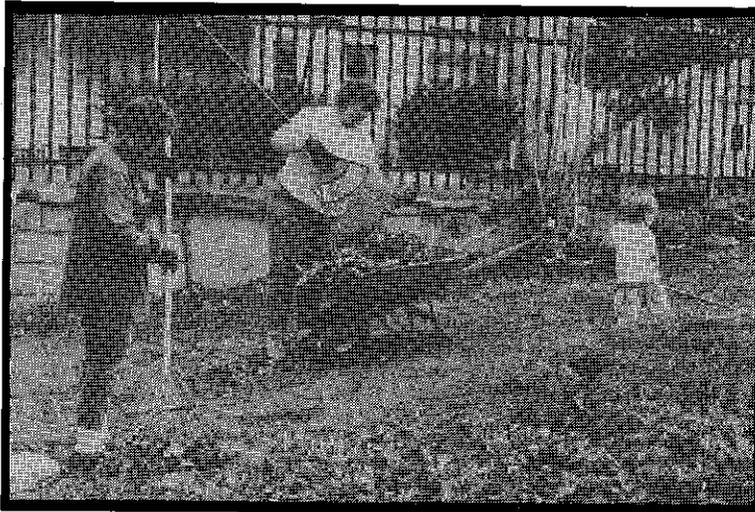


Dave Dacon, Mae Bragg and Oscar Powell discuss pros and cons at the Document Review Meeting held at the Broadway Presbyterian Church.

NEIGHBORHOOD LIFE

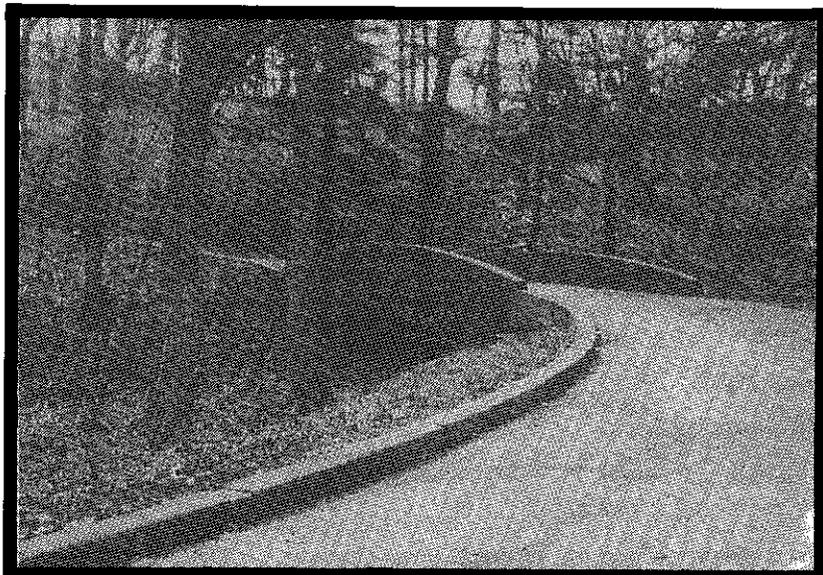


Family life is very evident here. The majority of Broadway residents are 44 years or younger; 29% are younger than 18.



Sally Carbis, her daughter and grandson rake up leaves in preparation for spring on 23rd Street.

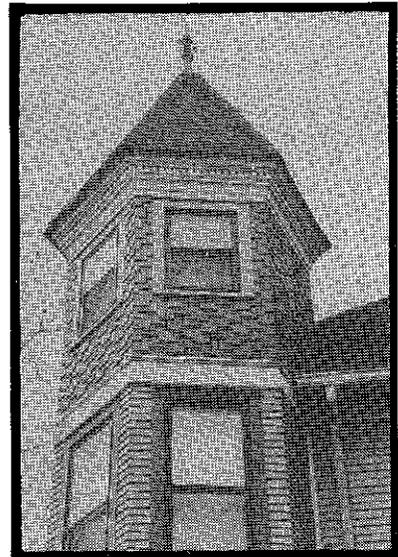
Broadway folks like to spend time in peaceful Hauberg Woods.



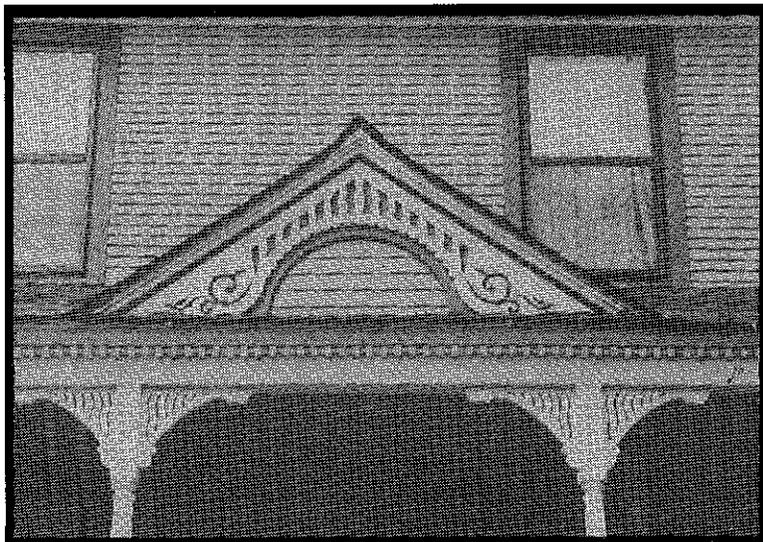
BROADWAY'S FANTASTIC ARCHITECTURE



1038 - 21st Street is one of the best examples of Queen Anne architecture in Broadway.



Multi-color paint scheme, square shingles and original clapboard siding are special features on this house.

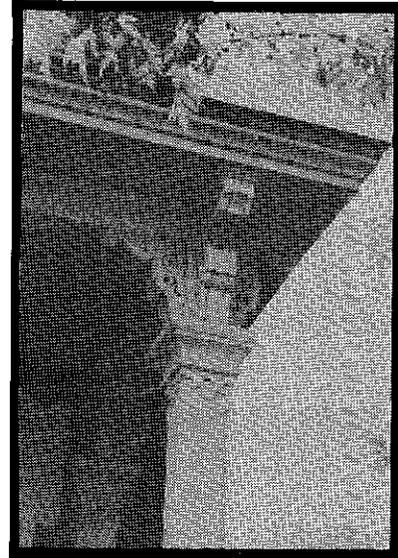


This house was lovingly restored - inside and out.

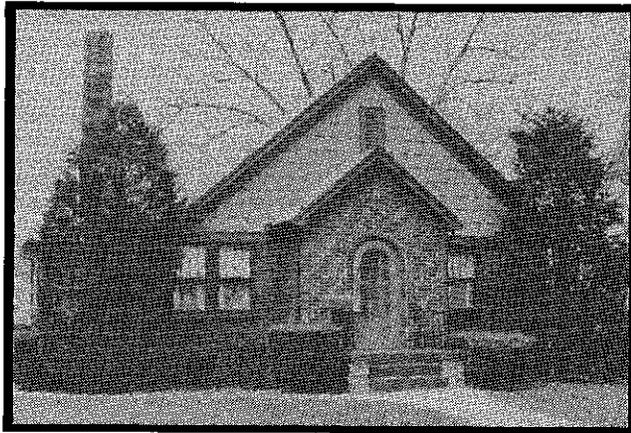
STYLES, STYLES, STYLES



Colonial Revival at 837 - 23rd Street.



Porch detail from the Hansgen House at 848 - 20th Street. This brick Italianate was built in 1874 and is now a local landmark.



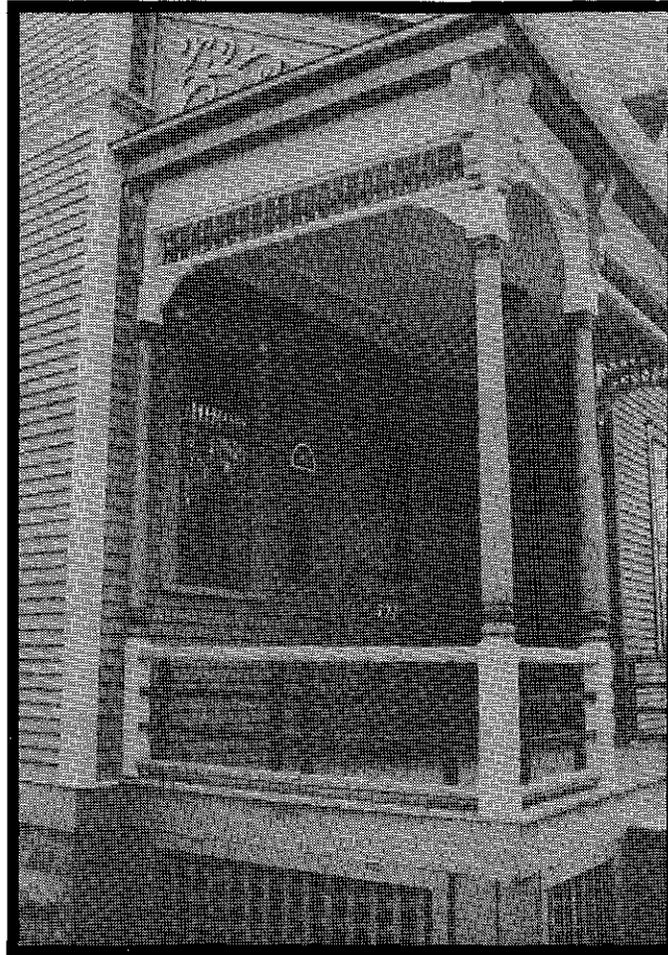
Even attractive little bungalows have made their way amongst the Queen Annes, Italianates and Colonial Revivals. This one is at 1024 - 22nd Street.



Some Broadway properties still have carriage houses or interesting, older, secondary structures, such as this one at 816 - 22nd Street.

PRESERVING BY PROTECTION

The Rock Island Preservation Commission has landmarked eight properties in Broadway. The Cook-Pearce House at 727-19th Street sports a landmark plaque.

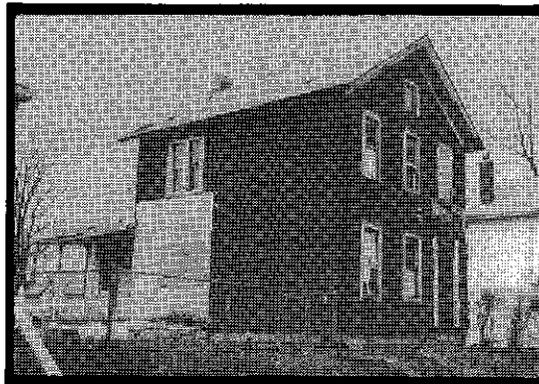


Landmark properties require review before exterior changes are made. The Wagner House at 904 - 23rd Street has the prestige of National Register listing, but the protection of the local preservation ordinance.

HOUSING CONDITION

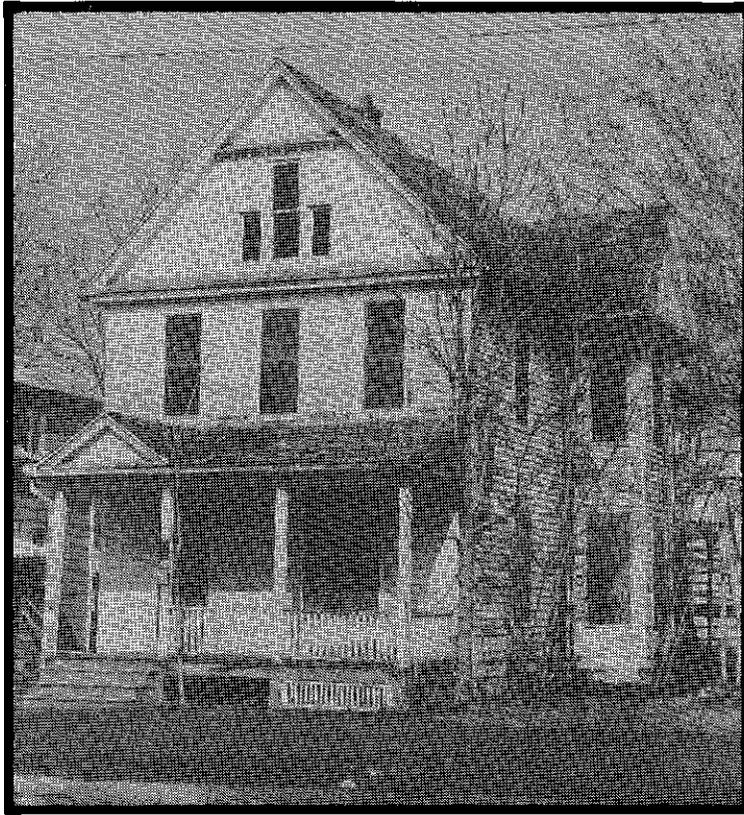


Most homes in Broadway are in fair condition, like this one at 848 - 21st Street.

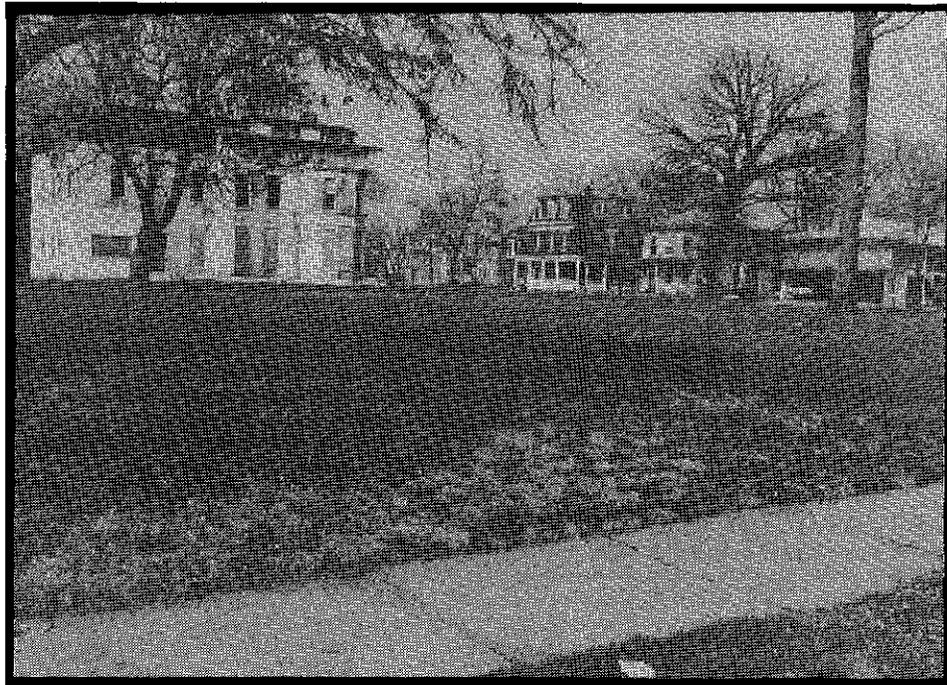


Others, such as 714 - 18th Street (above) and 912 - 17th Street (left) are in deteriorated condition, causing problems with neighborhood image and the ability of nearby property owners to get insurance or good sale prices. 912 - 17th Street was demolished in 1991.

PROBLEMS WITH ABANDONMENT



Abandoned houses such as this one at 1015 - 17th Street cause problems related to security, weeds, sale prices, image and quality of life. However, Broadway residents seldom believe demolition is the answer.



Demolition leaves spaces in the streetscape. Options for these spaces include house moving and appropriate new construction for infill. This vacant lot is the largest in Broadway, at 8th Avenue and 20th Street, and resulted from demolition of the Mixer House.

BLAZING THE TRAIL BACK



Most Broadway buildings undergoing renovation are being restored to their original exterior condition. Broadway residents, one at a time, began the movement. Efforts by the Rock Island Economic Growth Corporation have intensified this progress. This house at 1205 - 17th Street is one of their projects. Breach Menders had just recently completed a house renovation just to the south.

Mike Lawrence lends his expertise on a porch restoration at 833 - 17th Street, a RIEGC Renaissance Renovation Mortgage project.

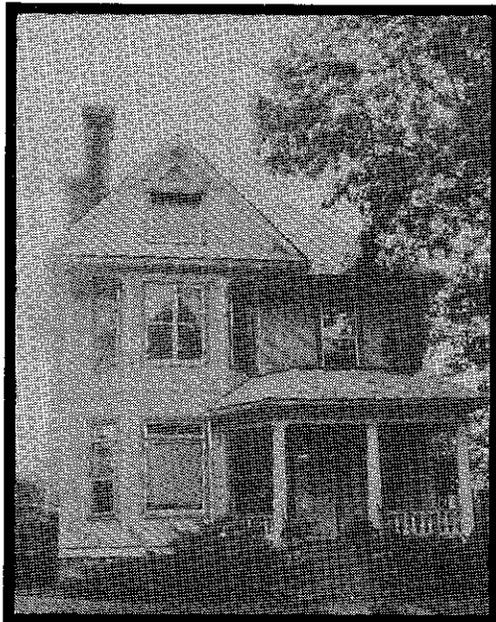


INVESTMENT PROPERTIES



*A row of
mailboxes on
1920 - 8th
Avenue.*

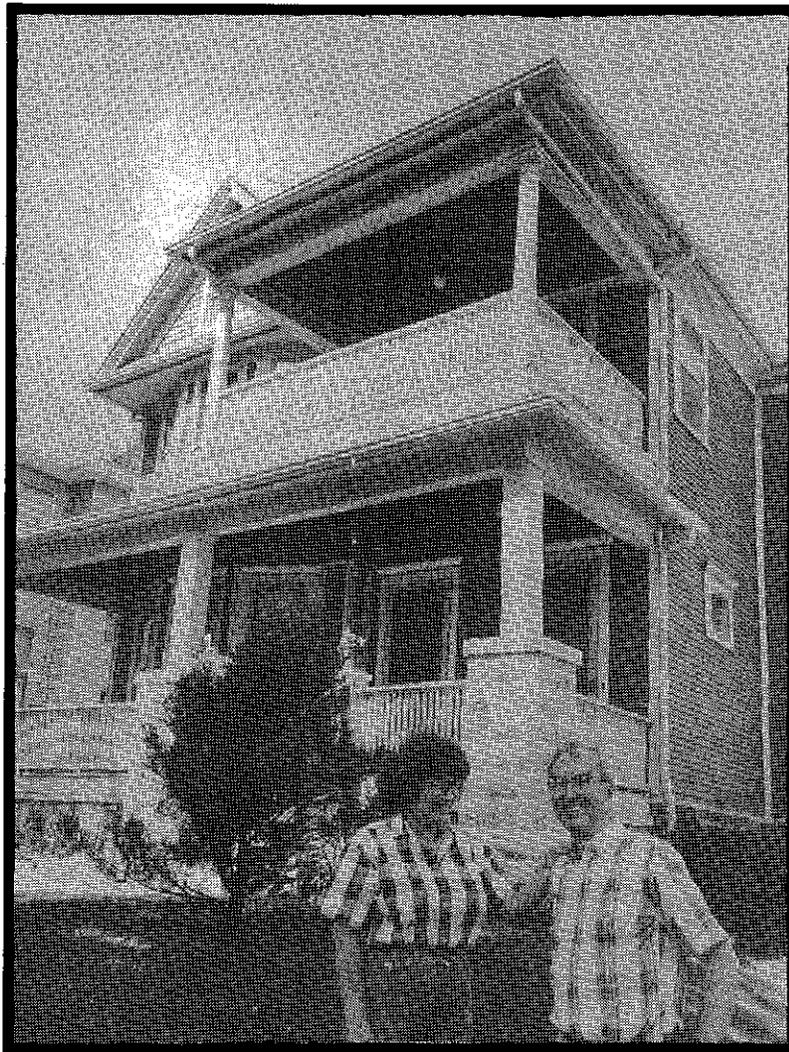
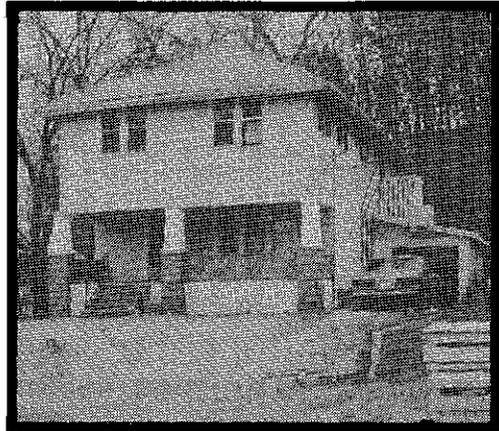
*Most people think of
multi-family housing as
buildings like
Weishar Apartments
at 735 - 20th Street....*



*....However, most in-
vestment properties in
Broadway are in what
were once single family
homes, like this one at
810 - 22nd Street.*

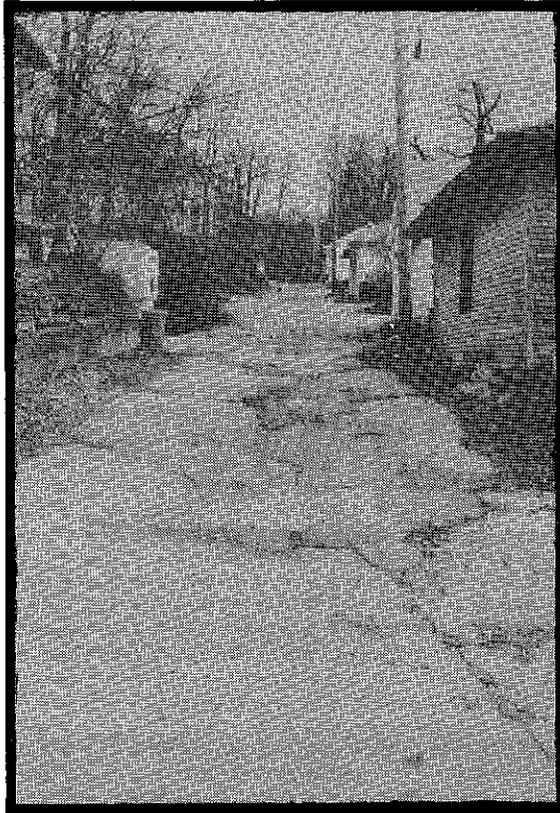
LANDLORDS

To combat problems with property care and maintenance from neglectful landlords and tenants.....

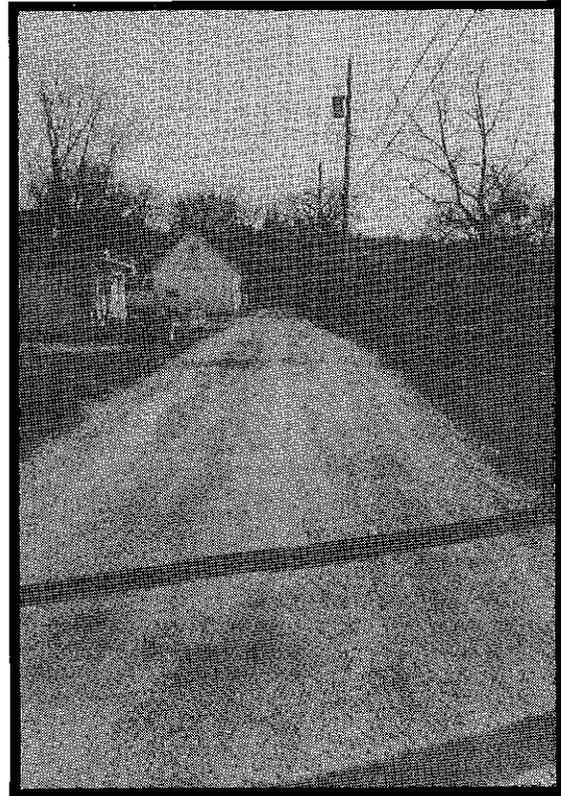


Broadway residents like Evie and Charlie White bought problem properties near their own, improved them and rented them to screened tenants. Evie and Charlie stand in front of their own house in the 1000 block of 21st Street. Evie has been tapped to begin a landlords association. (photo by Jan Hoefle, Moline Daily Dispatch)

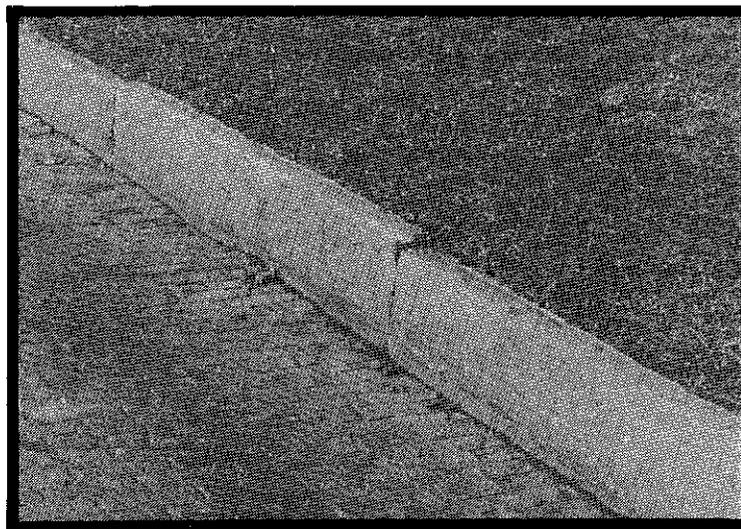
STREETS, ALLEYS, CURBS, SIDEWALKS



This alley just east of 17th Street and south of 12th Avenue is the worst in Broadway. Property owners along the alley will be informed about how to get on the City's alley improvement list.



This gravel alley west of 20th Street is a holdover from earlier times, and is now in need of pothole repair.

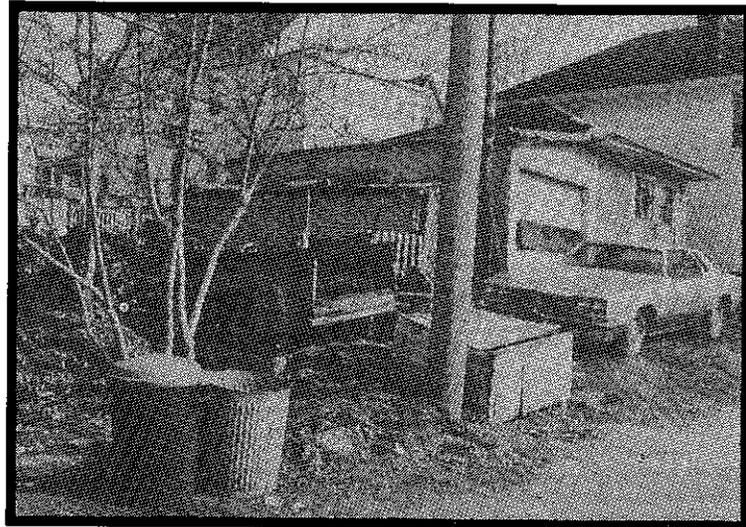


The Broadway Plan has identified numerous strategies to preserve the area's brick streets and sandstone curbs. This brick street was installed in 1899.

NUISANCES



Complaints to the appropriate City department will help eradicate nuisances like these.

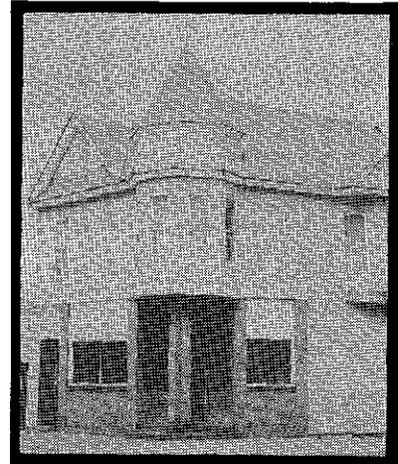


This location has long been suspected as an illegal auto repair business, but proof has been difficult to obtain.

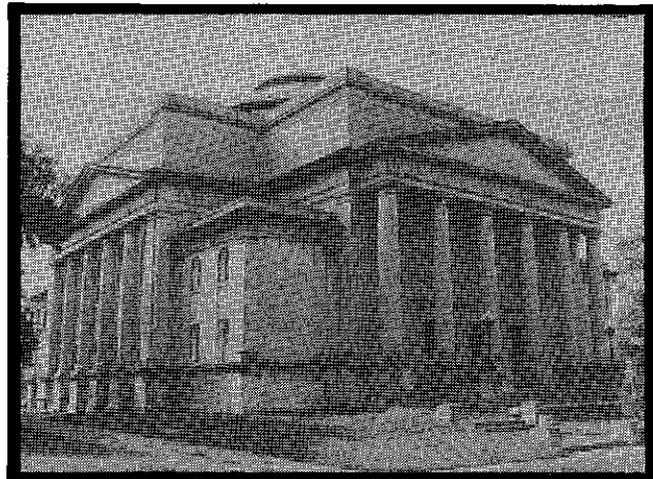
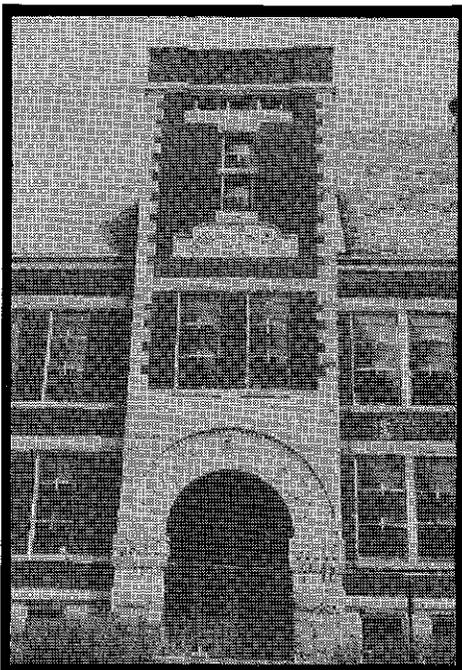
BUSINESSES



Broadway Historic Area is home to very few traditional businesses. Carroll's Muffler is one on the corner of 17th Street and 7th Avenue.



Large Victorian homes are often prey to insensitive changes and many are "updates" for commercial use. Kenny's Corner occupies an altered Queen Anne house. The change to R-3 zoning in 1989 protects most of Broadway from further commercial incursion.

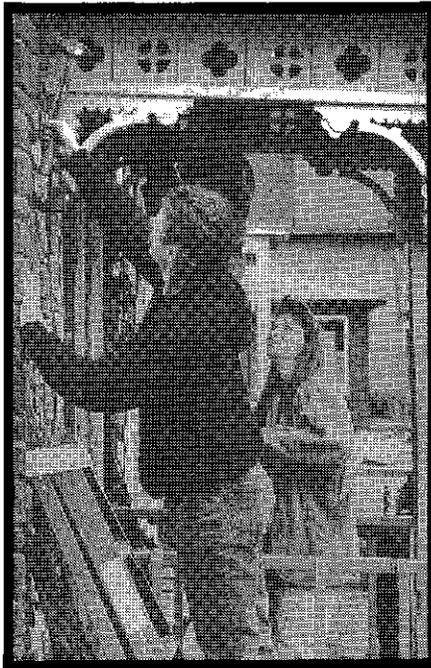


Church of Christ, Scientist (above) and Old Lincoln School (left) are vacant and two sites ripe for development and reuse. Residents want uses at these buildings that will not infringe on the quality of the neighborhood.

.....AND BACK TO PEOPLE

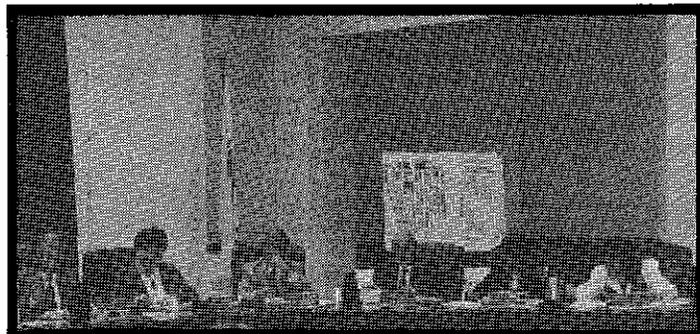


Children walk home from Lincoln School, passing in front of the historic Mitchell House on 20th Street. Residents want children to learn about the important history and heritage of their own neighborhood.



Volunteers like Russ Upton and Cindi Foster make the historical quality of the neighborhood more visible through a very successful promotion by the Broadway Historic Area Association called the Great Unveiling. (Photo by Kevin Virobik-Adam, Rock Island Argus)

It will take strategy implementation by residents and groups like the Rock Island City Council (right), Broadway Historic Area Association, Rock Island Economic Growth Coporation, Breach Menders, Rock Island Preservation Society and others to make the Broadway Plan a success.



SECURITY AND CRIME

Concerns about security and crime were in the top ten lists at the Issues Identification meeting and the Goal Setting Meeting. That point is further reinforced by the overwhelming response in the Residents/Owners Survey that a crime watch program needs to be established. This is a very real concern among the occupants of the Broadway neighborhood, and one that will be briefly addressed in this comprehensive neighborhood plan.

Crime in Broadway

The Rock Island Police Department tracks crime in the City by using long-established Reporting Areas. Parts of Reporting Areas 26, 30 and 31 make up the Broadway Historic Area. Reporting Area 26 also includes neighborhoods to the west and south of Broadway. Reporting Area 31 only catches the northeastern corner of Broadway, but does include Valley Homes, a public housing project in the City.

Crime reporting is separated by Calls for Service, Property Crimes and Violent Crimes. Thirteen percent of all calls for service in 1990 occurred in the Broadway Reporting Areas. Property crimes and violent crimes had similar percent ratings at 14.6% and 13.5%, respectively. There were approximately 310 property crimes in the Broadway Reporting Areas in 1990 and about 58 violent crimes. Remember that Valley Homes may have a significant impact on these numbers. Forty-nine percent of the Residents/Owners Survey respondents believe Valley Homes affects the neighborhood.

Crime Control

The Broadway neighborhood is host to three different Community Caring Conference block clubs. These block clubs promote visibility and friendliness among neighbors. The block clubs sponsor educational and social gatherings that allow neighbors to know and watch out for one another. The Community Caring Conference has a close tie with the Police Department, and sponsors a number of anti-drug and anti-crime events.

The Rock Island Police Chief and City Council are increasingly becoming interested in ``community policing.'' It is a movement back to the neighborhood beat, where the police officer intimately knows the neighborhood and its residents, and the residents know the police officer. The Police Chief says that residents should contact beat officers with complaints about a variety of things, and then the beat officer will funnel complaints to the correct City agency. The Rock Island Police Department is proposing to have five vehicular beats in the city, where one or two officers would cruise large sections of the City. Eventually, the desire is to add more personnel and decrease the size of the beat neighborhoods.

Crime concerns on a neighborhood level focus on vandalism, theft, gangs and drugs. The Community Caring Conference and the Police Department hold seminars from time to time to inform residents of how to recognize illegal activity stemming from drugs or gangs. Proper reporting procedures are included with these meetings. There are also other ways to shut down illegal activities in a neighborhood through enforcement of building code or zoning violations.

Overall, Broadway residents seem to have confidence in the Rock Island Police Department. They rated police protection ``good'' in the Residents/Owners Survey.

SECURITY AND CRIME GOALS AND STRATEGIES

Goal: Make Broadway a safe and crime-free place to live

Objective 1: Reduce crime

Strategy 1: Initiate neighborhood crime watches

Responsible Parties: Community Caring Conference Block Clubs

Implementation: One year

Strategy 2: Hold forums periodically to learn how to identify and report crimes or suspicious behavior

Responsible Parties: Community Caring Conference Block Clubs with assistance from Rock Island Police Department

Implementation: Once every two years

Objective 2: Manage troublesome traffic headed to or from Valley Homes

Strategy 1: Initiate Crime Watch on 9th Avenue

Responsible Party: Community Caring Conference Block Club

Implementation: One year

Strategy 2: Establish police beat officer on circuitous route around Valley Homes during evening and nighttime hours

Responsible Party: Community Caring Conference 9th Avenue Block Club request to Rock Island Police Department

Implementation: 15 months

NOISE NUISANCES

Since the Broadway Historic Area is so predominantly residential, most residents do not have to contend with business or industrial noises. However, the traffic volume and arterial streets running through the neighborhood are sources of noise, as are the large, multi-family buildings. Some residents have recurring problems with noisy neighbors, while others are completely unaffected.

Sources of Noise

In the Residents/Owners Survey the question related to neighborhood noise received a relatively low response. Staff surmises from this that the problem is not as severe or important as other concerns. The respondents identified noise sources as:

1. Automobiles
2. Pass-through traffic
3. Animals
4. Large, multi-family dwellings
5. Neighborhood traffic
6. Pedestrians
7. Specific properties
8. Other
9. Unauthorized businesses
10. Riverboats
11. Trains
12. Neighborhood businesses

In addition, 55% of the respondents said that pet control is not a problem, while only 30% said that it definitely is a problem.

The Special Survey Team attempted to identify those properties which were the source of noise in the neighborhood. For the most part, the Team identified multi-family properties with a large number of troublesome tenants. Even with a group of residents specifically seeking out noisy properties, only three were identified by a majority of the Team.

Noise Ordinance Regulations

There are nuisance ordinances adopted by the City of Rock Island, which deal with disturbing noise. There is an ordinance that regulates the volume permitted for sound amplifying equipment; other ordinances deal with noisy animals, disturbing the peace, fireworks and disorderly conduct. Most of those ordinances are contained in Sections 7, 9 and 10 of the City Code.

NOISE GOALS AND STRATEGIES

Goal: Reduce noise nuisances

Implementation: Ongoing (Rotating)

Strategy 1: Publish phone numbers to call to report specific nuisances

Strategy 2: Review existing nuisance ordinances and penalties and suggest revisions

Responsible Party: Broadway Historic Area Association newsletter

Strategy 3: Create booklet describing nuisance ordinances related to noise, trash, etc., and phone

numbers to report nuisances

Responsible Party: City of Rock Island

Implementation: Two years

Strategy 4: Specifically mail nuisance ordinance booklet to property owners surrounding properties identified as noisy by Special Survey Team

Responsible Party: Planning and Redevelopment Division, City of Rock Island

Implementation: Two and a half years

Strategy 5: Send letter to Chief of Police outlining the barking dog problem and dissatisfaction with response. The letter will recommend that the Police Department issue mobile phones to Animal Control Officers and/or have Animal Control phones forwarded to the police switchboard when Animal Control officers are not available.

Responsible Party: Letter drafted by Planning and Redevelopment Division and signed by Steering Committee Chair and Vice-Chair. Committee members Kim Darling and Marcy Fuller will follow up on the letter

Implementation: Nine months

TRASH NUISANCES

``Trash in yards'' and ``loose garbage in alleys'' were issues five and thirteen for the neighborhood residents. Goals that related to improving appearances and removing trash were:

10. Enforce existing codes - beautification
15. Better image through clean-up of trash (tie)
15. Get rid of junk vehicles, illegal businesses (tie)

The Special Survey Team identified eight properties as trash problems. These properties typically had abandoned cars and other junk around the garages and near the alleys. Other residents believe most alleys in general need a better level of personal property maintenance. Garbage pick-up in the Broadway neighborhood takes place in alleys.

Regulating Trash Nuisances

There are five nuisance ordinances that deal with trash, weeds, waste and refuse. City Code Section 13 deals with most of these nuisances. In addition, an ordinance was passed in 1991 prohibiting indoor furniture on outside porches. The intent of the ordinance was to improve appearances of properties and alleviate animals living in the upholstery.

Some of these ordinances are time consuming to enforce due to notification requirements. For instance, abandoned automobiles are tagged for notification before they can be towed away. Property owners with noxious weeds or dangerous trash are given a period of time to alleviate the problem before the City will step in and clean it up.

Rating Refuse Services

Respondents to the Residents/Owners Survey rated garbage and refuse collection ``good.'' Recycling, however, received only a 2.1 rating, which was the lowest of all public services rated. Various refuse services are provided by the City's Public Works Department and Rock Island Clean and Beautiful. The City has special pick-up service, city-wide Spring Clean-Up Week and weed control program. Large dumpsters are also made available on request from both organizations.

GOALS AND STRATEGIES TO ELIMINATE TRASH

Goal: Eliminate trash in neighborhood

Strategy 1: See nuisance ordinance booklet under noise strategies

Strategy 2: Provide phone numbers residents can call to report trash nuisances and abandoned automobiles

Responsible Party: Broadway Historic Area Association newsletter

Implementation: Ongoing (Rotating)

Strategy 3: Send letter to owners and tenants of properties with indoor furniture on outdoor porches. Initial list will be drawn from notes in Structural Condition Survey. Subsequent letters will be on a complaint basis.

Responsible Parties: Inspection Division, City of Rock Island and Broadway residents

Implementation: Six months, then ongoing

Strategy 4: Educate residents that quick reporting is necessary because of required time frames built into notification

Responsible Party: Broadway Historic Area Association newsletter

Implementation: Ongoing (Rotating)

Strategy 5: Advertise special programs offered by Public Works Department

Strategy 6: Sponsor and coordinate Clean-Up Days twice a year in April and October

Responsible Parties: Broadway residents and Community Caring Conference Block Clubs with publicity in Broadway newsletter. Public Works is to provide dumpsters.

Implementation: Strategy 5 - Ongoing (Rotating); Strategy 6 - Twice annually

Strategy 7: Establish ties with Rock Island Clean and Beautiful and develop neighborhood clean-up scheme

Responsible Party: Interested Broadway residents

Implementation: Three years

BUSINESSES IN BROADWAY

There are 17 legal businesses that operate at visible locations in the Broadway Historic Area. There may also be numerous at-home occupations that generate little traffic and are secondary to the residential use of the property. These incidental uses are not typically regulated by the Zoning Ordinance unless they become a neighborhood nuisance. Businesses in Broadway include:

Salvation Army
Larson Funeral Home
Potter House Bed and Breakfast
Alliance for the Mentally Ill
Spencer House Artists Residence and Gallery
Catholic Social Services (two locations)
Salvage Works of Rock Island
Victorian Inn Bed and Breakfast
Dr. Fields Medical Office
Owens Realty
Crystal Images
Heitz Chiropractic
Kenny's Bar
Carroll's Muffler
Bowman Accounting
Ruud, Scovil and Neppi
Illinois Bell

Most of these businesses are concentrated along 7th Avenue. Please see Map Series 3-2 for commercial and service locations. Only two of the businesses, Ruud, Scovil and Neppi and Alliance for the Mentally Ill indicated that they have facilities expansion plans in the next five to ten years. Catholic Social Services and Larson Funeral Home have the highest average client levels per week at 500. Carroll's Muffler and Bowman Accounting estimate that they get an average of 100 clients per week. The two bed and breakfasts estimate 15 to 35 clients per week.

Unlicensed Businesses

From time to time, unlicensed businesses have been found to be operating in the Broadway neighborhood. While the business services have varied, one of the most often complaints is about unlicensed automobile repair shops. When residents were asked to identify unlicensed nuisance businesses through the Residents/Owners Survey, ten out of 13 respondents identified automobile repair shops.

The City's Zoning Enforcement Officer deals with unlicensed businesses on a complaint basis. He requires proof that the occupant of the property operating the business is, in fact, being paid for the service. Many suspected unlicensed business operators claim to be doing services for "friends." Unless the City is able to prove that money for the service was accepted, the term "business" cannot apply.

Susceptible to Commercial Uses

The Broadway Historic Area is susceptible to commercial uses due to the size of the homes in the neighborhood. Some people believe that the homes are so large that only business ventures can maintain the structures. Conversions of large, older homes are not uncommon, and have occurred in Broadway. Eight of the buildings listed above are businesses in what were once single family homes.

The amount of change to the original structures vary. The bed and breakfasts have tended to restore the interiors and exteriors, while ventures such as Kenny's Bar have severely impacted interior and exterior architectural integrity. Eventually, some businesses require additions as the operation expands. Some of these additions, such as at the Alliance for the Mentally Ill, have detracted from the original structures.

The Residents/Owners Survey found that 41.5% of respondents do not believe conversions of houses to commercial uses are acceptable. Meanwhile, 23.2% of respondents believed conversions were acceptable and 35.2% were not sure, saying it depended on the use proposed.

The business uses that existed in the neighborhood when the area was downzoned in 1989 were allowed to continue to operate as non-conforming uses. Non-conforming use status is only eliminated if the operation ceases to exist for a period of one year or if 50% of the structure is damaged by fire or other calamity. For instance, if a business were to cease operation at a location in Broadway and then 15 months later the property were bought by individuals for another business, the property will have reverted to R-3, one and two family residential zoning. The property owner would then be obligated to undergo rezoning or special use permitting, both of which are public hearing procedures.

The Steering Committee and City staff identified areas of Broadway believed to be vulnerable to commercial expansion, chiefly through the conversion of private homes. Please See Map 4-8. The map also shows zoning districts on the north side of 7th Avenue. Business uses are permitted on some parcels in that area of Broadway.

Old Lincoln School and the Villa de Chantal

Old Lincoln School and the Villa de Chantal are two sites where Broadway residents are especially concerned about types of business activity. Future uses at these sites could impact residents in terms of traffic congestion, noise, parking and trash. Old Lincoln School lies in the northeastern edge of Broadway, while the Villa de Chantal is just on the other side of the southern border. Old Lincoln School is zoned B-1, neighborhood business and the Villa de Chantal shares the same zoning as the rest of Broadway. Residents recognize that the most likely options at both locations are business related.

Quite a few residents who answered the Residents/Owners Survey wish to see the Villa de Chantal site remain in a similar use to what it is now; the most common suggestions for future use included conference center, school and retreat. The type of future use that received the lowest response was single family homes; residents would rather see retail, offices and hotels at the location than see the Villa buildings demolished for new homes. Most respondents thought offices would be the most acceptable use of Old Lincoln School. Other highly ranking options included school, mixed use, conference center and retail. Once again, single family homes ranked very low.

Commercial Needs of the Residents

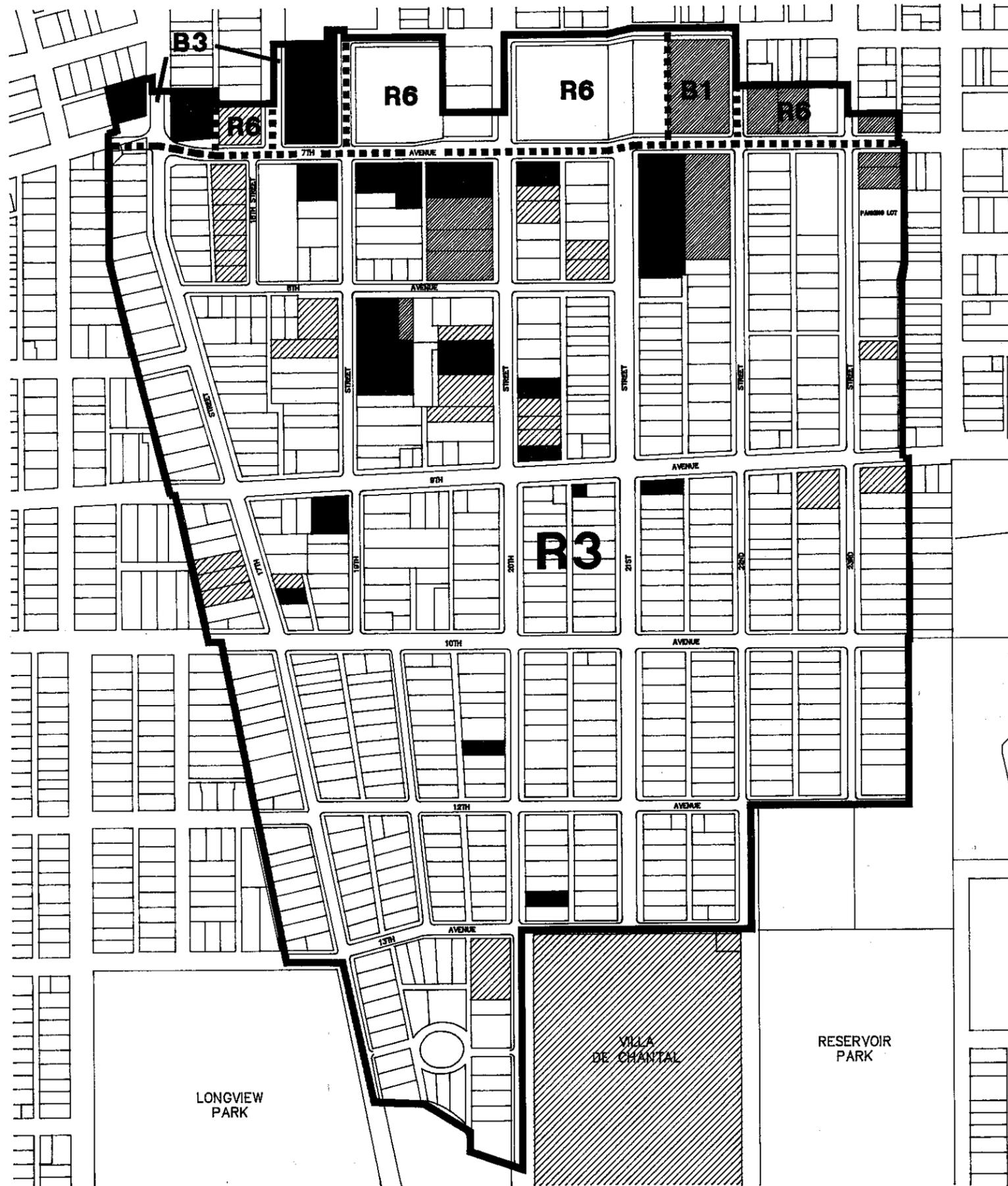
The Residents/Owners Survey also attempted to gauge what needs the residents may have in terms of retail services. The most frequent response was for a grocery store. Many residents would like to see a small grocery store locate in an existing commercial facility bordering Broadway. A few residents even think a small grocery store within Broadway is acceptable. Restaurants, hardware stores and specialty gift stores were other frequently mentioned items.

BROADWAY HISTORIC AREA EXISTING AND POSSIBLE COMMERCIAL USES

Map 4-8

— BROADWAY NEIGHBORHOOD
BOUNDARY

-  EXISTING BUSINESS LOCATIONS
-  STAFF IDENTIFIED AREAS SENSITIVE TO COMMERCIAL DEVELOPMENT
-  STEERING COMMITTEE IDENTIFIED AREAS SENSITIVE TO COMMERCIAL DEVELOPMENT
-  ZONING LINE
- R3** ONE AND TWO FAMILY RESIDENTIAL
- R6** MULTI-FAMILY RESIDENTIAL
- B1** NEIGHBORHOOD BUSINESS
- B3** GENERAL BUSINESS



CITY of
ROCK ISLAND



NORTH

PREPARED BY CITY OF ROCK ISLAND
PLANNING AND REDEVELOPMENT DIVISION 1991

GOALS AND STRATEGIES

Goal: Promote one and two family residential land use in Broadway

Objective 1: Protect residential area from commercial incursion beyond acceptable customary home occupations

Strategy 1: Notify Broadway Historic Area Association of pending Special Use Permit and rezoning applications or ordinance appeals applications by businesses in or adjacent to Broadway Historic Area

Strategy 2: City staff inform business location applicants of the desires of the residents and attempt to route them to commercially zoned sites

Responsible Party: Planning and Redevelopment Division, City of Rock Island

Implementation: Ongoing

Strategy 3: Educate property owners on historical and aesthetic importance of maintenance of property as residential use

Responsible Party: Broadway Historic Area Association

Implementation: Ongoing

Objective 2: Reduce impact of business parking

Strategy 1: Seek alternatives to demolition of houses for parking lots

Responsible Parties: Broadway Historic Area Association with assistance from Planning and Redevelopment Division, City of Rock Island, and Rock Island Economic Growth Corporation

Implementation: Ongoing

Strategy 2: Urge current business owners to implement parking lot screening standards adopted by the City in 1991

Strategy 3: Check sites with parking problems

with authorized allowances. Review changes in employee levels

Responsible Party: Planning and Redevelopment Division, City of Rock Island educational effort

Implementation: Strategy 2 - Two and a half years; Strategy 3 - Two and a half years

Strategy 4: Implement change of institutional uses in residentially zoned areas from permitted uses to authorized uses

Responsible Party: Steering Committee request to City Council

Implementation: Nine months

Goal: Promote and improve residential quality of life

Objective 1: Minimize impact of reuse of key properties

Strategy 1: Find appropriate uses for Old Lincoln School, Villa de Chantal and Church of Christ, Scientist that will not adversely impact the residential quality of Broadway. Intensity of use, hours of operation, needed parking, signs, light, noise and traffic should all be considered when reuse projects are proposed.

Strategy 2: Seek uses for these key properties in order that the vacant status of the structures will not negatively impact the neighborhood

Responsible Party: Planning and Redevelopment Division when initial contact is made by developers

Implementation: Ongoing

Objective 2: Eliminate unauthorized businesses

Strategy 1: Diligently report unauthorized business activity to City Zoning Enforcement Officer

Responsible Party: Broadway residents and prop-

erty owners

Implementation: Ongoing

Strategy 2: City follow-up on reports of unauthorized business activity. Attempt to get police involved in situations lacking evidence.

Responsible Parties: Planning and Redevelopment Division, Police Department, City of Rock Island

Implementation: One year

Strategy 3: More aggressive pursuit of court complaints and fines against operators of illegal businesses

Responsible Party: City Attorney

Implementation: Ongoing

Strategy 4: Investigate establishing a ticketing system for illegal neighborhood businesses

Responsible Party: Planning and Redevelopment Division, City of Rock Island

Implementation: One and a half years

THE DOWNTOWN CONNECTION

The Downtown 2000: Renaissance Rock Island plan document states: "The Broadway Historic Area as well as the Community Caring Conference need support from downtown because their success and downtown successes are co-dependent." Success of the downtown is dependent upon the Broadway Historic Area for consumers and for living places for downtown workers. Downtown areas of the past were not only retail centers, but were also living centers. As discussed earlier, the Broadway area was built by professionals and managers who wished to be close to their place of work. Downtown success is dependent on Broadway and other surrounding neighborhoods becoming the highly desirable residential areas they once were.

The connection between Broadway and Rock Island's downtown is not only physical, but is one of time and place. Downtown Rock Island is one of the most intact of all the Quad Cities. It has not yet suffered from large amounts of demolition in the business core. Nor are there the parking space gaps that are evident in Davenport and Moline. The Downtown 2000 group recognizes the strength of the downtown lies in preserving and rehabilitating the present buildings and getting them occupied by viable, progressive tenants. Just as exteriors are being renovated all over Broadway, facade improvements are a daily occurrence in the downtown. Most of Rock Island's downtown buildings date from the same growth period as the Broadway area. The two grew together and shared many names and people.

Revitalization of the downtown will give Broadway property owners confidence to invest in their property. In turn, revitalization of the nearby neighborhoods will give downtown merchants confidence to expand their businesses or will attract new merchants. The Broadway Neighborhood Conservation Plan also believes that success is co-dependent.

GOALS AND STRATEGIES FOR CO-DEPENDENT SUCCESSES

Goal: Revitalization of downtown

Implementation: Ongoing

Objective: Let activity in Broadway and downtown reinforce one another

Strategy 3: Maintain historical connection of Broadway and downtown through continued restoration of buildings in both areas

Strategy 1: Inform Development Association of Rock Island of business and retail needs and desires of Broadway residents. At this time, the need for a small grocery store has been identified. An ideal location would be along a main artery between Broadway and the downtown.

Responsible Parties: Broadway residents and downtown merchants

Implementation: Ongoing

Responsible Parties: Broadway Historic Area Association for informing and Development Association of Rock Island for implementing

Goal: Capitalize on proximity to downtown

Objective: Advertise positive location aspects

Implementation: One and a half years

Strategy 2: Advertisement or notice of new downtown businesses in Broadway newsletter

Strategy: Through realtors, newsletter, highlight the positive aspects of being close to downtown: proximity to banks, services, quality restaurants, arts and entertainment, riverfront, specialty retail, bikepath, conservatory, etc. These things are desirable and within a five minute walk of Broadway and should be promoted.

Responsible Party: Broadway Historic Area Association newsletter

Responsible Party: Broadway Historic Area Association

Implementation: Ongoing

Strategy 2: Produce architectural tours tying together Broadway and downtown Rock Island

Responsible Parties: Rock Island Preservation Society and Rock Island Economic Growth Corporation

Implementation: Three years

Goal: Improve appearance of corridors and housing between Broadway and downtown

Strategy: Implement Operation Paintbrush program with no income guidelines and a maximum limit of \$800 per house. Program will run for one year, but may be renewable. Program will be funded through a \$10,000 gift from the Rock Island Economic Growth Corporation to the City of Rock Island to begin in Spring 1992.

Responsible Parties: Rock Island Economic Growth Corporation and Planning and Redevelopment Division, City of Rock Island

Implementation: Three months

SCHOOLS

"More involvement and improvement in school district" was listed as goal number six at the November 1991 Goal Setting meeting. Late in the planning process, concern about the image of local schools and involvement of parents in the schools came to the forefront. Quality of schools ranked last out of reasons Broadway property owners purchased houses in the neighborhood.

Most children in the Broadway Historic Area attend Lincoln School at 21st Street and 6th Avenue. Children who live south of 9th Avenue and west of 20th Street and then west of 17th Street to 7th Avenue go to Hawthorne-Irving, which is located at 9th Avenue and 14th Street. Those who live on the eastern side of 23rd Street send their children to Audubon School at 18th Avenue and 27th Street. Washington Junior High School at 18th Avenue and 33rd Street serves the Broadway Area. Some Broadway area children also attend Jordan Catholic Schools, Alleman High School, Immanuel Lutheran School (all in Rock Island) and St. Katherine's/St. Mark's in Bettendorf.

Though the impact of a neighborhood plan can be limited in changing the quality of image of local schools, it can strengthen the ties between the neighborhood residents and the schools. Grade schools, in particular, are neighborhood-based. The neighborhood plan can foster ways to improve involvement and educate the children about the area in which they live and go to school.

GOALS AND STRATEGIES

Goal: Parental involvement in neighborhood schools

Strategy 1: Publish P.T.A. meetings in Broadway newsletter, along with special school events

Responsible Party: Broadway Historic Area Association newsletter

Implementation: Ongoing

Strategy 2: Present a special assembly or create a physical display at the neighborhood schools focusing on the history and special features (architecture, etc.) of the children's neighborhood

Responsible Parties: Broadway Historic Area Association, Broadway residents and Rock Island Preservation Society

Implementation: One and a half years

Strategy 3: Continue to have schools identify areas (issues programs, needs) where residents can help. Write letter to schools which should praise them for their successes and ask them to contact neighborhood residents without children in schools for volunteer activities

Responsible Parties: Steering Committee letter to neighborhood school principal. One Steering Committee member will be tapped to write letter on behalf of Committee and neighborhood

Implementation: Six months

PROMOTING AND MARKETING THE BROADWAY NEIGHBORHOOD

Promoting and marketing the Broadway neighborhood is one of the main activities of the Broadway Historic Area Association. It is chiefly due to the efforts of the Association and its Board of Directors that much of what has been attempted has been successfully achieved and vociferously promoted to the media and other organizations throughout the Quad Cities.

Broadway Historic Area Association

The Association membership includes any person who resides within the borders of the Broadway Historic Area Association. There are no membership dues, so the organization depends largely on volunteerism and donations. The Broadway Historic Area Association undertakes activities of identification; community involvement and public relations; preservation; real estate promotion; and image projection for the benefit of the neighborhood. Mostly the active members of the Association are people who love their neighborhood and treasure it for what it is. They promote the unique architecture, the diversity of people and their quality of life. The group has a ``vision'' for the neighborhood, and is steadily working toward that goal. They are receiving media attention and community awards and recognition apace with their many accomplishments.

Past Marketing and Promotion

The Broadway Historic Area Association, since its inception in 1988, has accomplished many, incredible, visible promotions. Each and every activity is done with a specific immediate objective in mind that fulfills the long-term goals of the Association. Below, marketing and promotion activities that took place from 1988 through 1991 are outlined by topic. All of these events were either initiated by the Association or were participated in for the purposes of promoting the neighborhood. Some of the most successful ventures have been the identification and logo creation of the Association, the newsletter, ``Renovation in Progress'' signs, ``Great Unveiling,'' walking tours, Home Town Pride Award and the extensive media coverage of all events.

Broadway Historic Area Past Marketing and Promotion

Identification

1. Development of logo and color identification (1988)
2. Tee shirts and other Broadway attire (since 1988)
3. Street signs and street trees (1989)
4. Greenspace sign - temporary until dedication (Spring 1992)

Community Involvement and Public Relations

1. Initial presentations to Development Association of Rock Island and Rock Island Economic Growth Corporation (1989)
2. Participation in parades
3. Use of TV action events (groundbreaking for greenspace and Great Unveiling)
4. Newsletter for communication within neighborhood, outward communica-

- tion to Mayor, City Council, community leaders, preservation societies
5. Public speaking/slide shows: grade schools, women's clubs, other neighborhood groups
 6. Creating awareness by serving on Housing Task Force and Downtown 2000
 7. Display window at the Chamber of Commerce (1991)
 8. Series of Argus articles highlighting renovations and owners initiated by Roger Ruthhart (1990)
 9. Participation in Quad City Heritage Tour (1990)
 10. Hosted visit by Midwest Living (1990)

Preservation

1. ``Renovation in Progress'' signs (1991)
2. Old House Workshop participation (1988, '89, '90, '91)
3. Previous ``Tour Yesterday'' walks (early 1980s)
4. Self-conducted City walking tours
5. ``Great Unveiling'' and resulting house rehabilitations (1991)
6. 1990 Home Town Pride Award for preservation (article published in Midwest Living October 1990)

Real Estate

1. Use of area name in real estate advertisements (since 1988)
2. Home show and video (1990, '91)
3. Realtor held open houses with balloon bouquets (1989, '90)
4. Association brochure (1990, '91)
5. Direct selling of houses on and off the market
6. Publication of properties for sale in newsletter (listed properties, for sale by owner, county tax sale parcels)

Image Projection

1. Victorian dinner fundraiser (October 1990)
2. Hauberg Woods Clean-Up (April 1991)
3. Use of renovation signs outside of Broadway to indicate spread of movement (since April 1991)

Analysis of the Marketing

Steering Committee analysis of the promotion and marketing activities found that they were carefully carried out and were very effective in promoting the neighborhood. Committee members' comments about the Association's marketing and promotion basically reaffirmed current strategies being undertaken. Their few suggestions for improvement included focusing more media attention on individuals and accomplishments and educating residents on appropriate housing restoration techniques.

The Steering Committee and City staff believe it is important for the Broadway Historic Area Association to continue to take the lead in promoting the neighborhood. It is a group that has had high success and is likely to have longevity. Residents at the Goal Setting meeting agreed with this attitude by suggesting goal number four as ``Broadway image - keep up marketing.''

MARKETING AND PROMOTION GOALS AND STRATEGIES

Goal: Project positive Broadway image through marketing

Strategy: Promote preservation and stabilization of the neighborhood in a manner that is consistent with the goals and objectives of the Broadway Neighborhood Conservation Plan

Responsible Party: Broadway Historic Area Association

Implementation: Ongoing

Goal: Promote Broadway image through existing media and regional advertising

Objective: Allow Broadway more far-reaching recognition

Strategy: Utilize other media and advertising methods currently used to highlight Rock Island and Quad City tourism to increase regional recognition of Broadway

Responsible Parties: Quad City Convention and Visitors Bureau; Rock Island Economic Growth Corporation; Development Association of Rock Island, and others with cooperation, support and guidance from the Broadway Historic Area Association

Implementation: One year

chapter 5

implementation charts

ARCHITECTURE AND PROTECTION

<i>TIME LINE</i>														
<i>STRATEGY</i>	<i>MONTHS</i>						<i>YEARS</i>							
	3	6	9	12	15	18	21	2	25	3	35	4	45	5
Explore local district				B R Z G										
Conduct appropriate rehabilitation education through seminars			Z P			Z P		Z P			Z P		Z P	
Develop infill and design guidelines				Z P										
Develop facade program for landmarks and historic districts; no income reqs.				G Z										
Certify Broadway for Property Tax Assessment Freeze Program								R						
Explore National Register Historic District listing with residents								Z R B P						
Prepare info for National Trust about Broadway planning and preservation		R												

Organizations

- R = City of Rock Island
- B = Broadway Historic Area Association
- P = Rock Island Preservation Society
- Z = Preservation Commission
- G = Rock Island Economic Growth Corporation

HOUSING CONDITION AND REHABILITATION

<i>TIME LINE</i>														
<i>STRATEGY</i>	<i>MONTHS</i>							<i>YEARS</i>						
	3	6	9	12	15	18	21	2	25	3	35	4	45	5
Create housing rehab programs not based on income				G										
Change residency requirements in existing city programs	R													
Create programs targeting porches, chimneys, gutters, garages	R													
Improve housing code inspection processes								B						
Investigate legal department staff needs								C						
Set up ticketing system for housing code infractions						R		R						
Investigate special appeals before Prez Commission for codes						R								
Inform "key" property owners of importance of rehab to neighborhood		R												
Work through alternatives to rehab "key" properties								S						
Target rehab programs to blocks in poorer condition								B						
Continue "Renovation in Progress" signs								R						
Construct more "Renovation in Progress" signs								G						
Prepare and publish before and after rehab pictures								B						
Promote and advertise housing rehab programs								P						
Be aware of other available housing programs								R						
								G						
								M						
								N						

Organizations	
R = City of Rock Island	S = Steering Committee
B = Broadway Historic Area Association	P = Rock Island Preservation Society
G = Rock Island Economic Growth Corporation	C = Community Caring Conference
M = Breach Menders	N = Project NOW

VACANT LOTS, BUILDINGS AND ABANDONMENT

TIME LINE

STRATEGY	MONTHS						YEARS							
	3	6	9	12	15	18	21	2	25	3	35	4	45	5
Assess alternatives of rehab or demolition		R M G												
Create demo program with transfer of property				R										
Foreclose on weed mowing and utility liens								R						
Request banks to foreclose on vacant properties				B G M R										
Look into circumstances behind vacant buildings							R O M G							
Purchase properties and sell to new owners	M G R													
Critique Rock Island County Delinquent Tax Program		R G B												
Develop handout on how to clear entangled properties						R								
Target rehab efforts at buildings approaching abandonment								G R						
Implement weed mowing ticketing system				R										
Implement minimum condition standards for vacant lots				R										
Paint boarded windows in trompe l'oeil			G											
Distribute specifications on screening	R													
Broker the buying and selling of vacant lots				G										
Find uses for lots too small to build on				B O										
Hold design competition for compatible new construction										B G				

VACANT LOTS, BUILDINGS AND ABANDONMENT (Cont'd)

<i>TIME LINE</i>														
<i>STRATEGY</i>	<i>MONTHS</i>						<i>YEARS</i>							
	3	6	9	12	15	18	21	2	25	3	35	4	45	5
Foreclose on lots with demolition liens						R								
Move appropriate houses to vacant lots	R D G													

Organizations

- R = City of Rock Island
- B = Broadway Historic Area Association
- G = Rock Island Economic Growth Corporation
- M = Breach Menders
- O = Broadway Residents
- D = Development Association of Rock Island

INVESTMENT PROPERTIES

TIME LINE														
STRATEGY	MONTHS							YEARS						
	3	6	9	12	15	18	21	2	25	3	35	4	45	5
Sponsor forum to educate investor owners on good policy and practice				I						I				I
Use criminal conviction records to screen tenants		B												
Organize and publicize a landlord's association								O B						
Encourage tenants to call for housing inspections	C B													
Educate tenants on their options in reaction to bad landlords				L										
Institute ticketing system for housing code violations								R						
Publicize address and owner of housing code violations								R						
Prioritize enforcement actions								R						
Design rehab program to remove multi-family conversions								G M R						

- Organizations**

 - R = City of Rock Island
 - G = Rock Island Economic Growth Corporation
 - B = Broadway Historic Area Association
 - C = Community Caring Conference
 - M = Breach Menders
 - O = Broadway Residents
 - I = Bi-State Regional Commission
 - L = Prairie State Legal Services

REALTORS AND BANKERS

TIME LINE

STRATEGY	MONTHS						YEARS							
	3	6	9	12	15	18	21	2	25	3	35	4	45	5
Provide Broadway marketing material to realtors and bankers	B G													
Publicize selling prices of quality properties in neighborhood	B G													
Compare quality of Broadway structures to new construction	B G													
Host house tour for realtors and bankers					B						B			B
Profile families doing rehab work	B G	B G	B G	B G	B G	B G	B G	B G	B G	B G	B G	B G	B G	B G
Review architectural styles and historic appointments for realtors					B P G									
Point out special features in historic homes to realtors					B P G									

Organizations

B = Broadway Historic Area Association
 G = Rock Island Economic Growth Corporation
 P = Rock Island Preservation Society

NEIGHBOR HELPING NEIGHBOR

<i>TIME LINE</i>														
<i>STRATEGY</i>	<i>MONTHS</i>							<i>YEARS</i>						
	3	6	9	12	15	18	21	2	25	3	35	4	45	5
Establish neighborhood welcome committee						B								
Publish information about agencies that can help with home maintenance									B					
List volunteers and teens willing to help with home maintenance									B					
Create tool sharing program								G						

Organizations

B = Broadway Historic Area Association
 G = Rock Island Economic Growth Corporation

INFRASTRUCTURE AND UTILITIES

TIME LINE														
STRATEGY	MONTHS						YEARS							
	3	6	9	12	15	18	21	2	25	3	35	4	45	5
Get worst streets in Capital Improvements Plan								O						
Inform residents how to get on alley improvement list			B											
Conduct alley study; inform residents adjacent to worst alleys			R											
Inform residents of procedure to get water main improvements		B												
Enact 50/50 replacement/repair program for street curbs		S R												
Study lighting illumination in Broadway												R E		
Coordinate lighting changes with possible installation of ornamental lights												R E		
Inform residents of security light installation procedures					B E									
Consider replacement of sandstone curbs when streets reconstructed	R													
Save sandstone curbs when possible	R													
Salvage sandstone curbs for use at other sites	R													
Implement specifications on concrete curbs to mimic sandstone		R												

Organizations

O = Broadway Residents
 B = Broadway Historic Area Association
 R = City of Rock Island
 S = Steering Committee
 E = Iowa-Illinois Gas and Electric Co.

PHYSICAL ENHANCEMENTS

<i>TIME LINE</i>														
<i>STRATEGY</i>	<i>MONTHS</i>						<i>YEARS</i>							
	3	6	9	12	15	18	21	2	25	3	35	4	45	5
Include brick sidewalks in sidewalk repair program			R S											
Explore costs and feasibility of ornamental street lights														O E
Explore costs and feasibility of burying power lines														O E
Secure donation of trees for downtown gateways								B D G						
Demonstrate historic landscape methods									Z U					
Use series of yards for historic landscaping example									Z U					
Upgrade brick streets to category 2 in Brick Street Plan														R
Include restoration of brick streets in Capital Improvemnts Plan														R
Educate R.I. citizens and City Council on benefits of brick streets												P Z R		
Investigate costs and feasibility of uncovering brick streets														Z R
Consider restoring Longview Pond					B									
Provide match funds for Longview Park renovation					G									
Maintain and restore Hauberg Woods														O

Organizations

R = City of Rock Island
 S = Steering Committee
 O = Broadway Residents
 E = Iowa-Illinois Gas and Electric Co.

B = Broadway Historic Area Association
 D = Development Association of Rock Island
 G = Rock Island Economic Growth Corporation
 Z = Rock Island Preservation Commission
 U = Beautification Commission

TRAFFIC AND TRANSPORTATION

TIME LINE														
STRATEGY	MONTHS						YEARS							
	3	6	9	12	15	18	21	2	25	3	35	4	45	5
Enforce speeding on 17th and 20th Streets		S R												
Erect temporary speed display indicator on 17th and 20th Streets		S R												
Encourage on-site parking	O B													
Enforce off-street parking requirements for multi-family uses	R													
Encourage gradual phase-out of non-conforming uses	O B													
Study accident situation at 9th Avenue and 20th Street					R S									
Investigate traffic controls if tourism increases										O R				
Construct Victorian style bus stop												B P		

Organizations

- S = Steering Committee
- R = City of Rock Island
- O = Broadway Residents
- B = Broadway Historic Area Association
- P = Rock Island Preservation Society

SECURITY AND CRIME

TIME LINE

STRATEGY	MONTHS							YEARS						
	3	6	9	12	15	18	21	2	25	3	35	4	45	5
Initiate neighborhood crime watches				C										
Teach residents how to identify and report crimes								C	R			C	R	
Establish block club and crime watch on 9th Avenue				C										
Create circuitous route around Valley Homes for beat officer					C	R								

Organizations

C = Community Caring Conference
 R = City of Rock Island

NOISE NUISANCES

TIME LINE

STRATEGY	MONTHS						YEARS							
	3	6	9	12	15	18	21	2	25	3	35	4	45	5
Publish phone numbers to report noise nuisances	B													
Review noise nuisance ordinances penalties and suggest revisions								R						
Create nuisance ordinance booklet								R						
Mail nuisance ordinance booklet to owners around identified noisy properties									R					
Recommend improvements with Animal Control			S											

Organizations

B = Broadway Historic Area Association
 R = City of Rock Island
 S = Steering Committee

TRASH NUISANCES														
TIME LINE														
STRATEGY	MONTHS							YEARS						
	3	6	9	12	15	18	21	2	25	3	35	4	45	5
Create nuisance ordinance booklet								R						
Provide phone numbers to report trash nuisances	B													
Enforce indoor furniture on outdoor porches ordinance		R O												
Inform residents quick reporting of nuisances is necessary	B													
Advertise special programs offered by Public Works Department	B													
Sponsor and coordinate Clean Up Days	O C R													
Establish ties with RICAB and develop neighborhood clean up										O				

Organizations

R = City of Rock Island
 B = Broadway Historic Area Association
 C = Community Caring Conference
 O = Broadway Residents

BUSINESSES IN BROADWAY

TIME LINE														
STRATEGY	MONTHS						YEARS							
	3	6	9	12	15	18	21	2	25	3	35	4	45	5
Notify Broadway Assoc. of pending land use applications	R													
Inform business applicants of residential desires of residents	R													
Educate property owners on historical importance of property	B													
Seek alternatives to house demolition for parking lots	B R G													
Urge businesses to implement parking lot screening									R					
Check sites with parking problems with authorized allowances									R					
Change institutional uses from permitted to authorized			S R											
Minimize impact of Villa, Old Lincoln School, Church of Christ, Scientist	R													
Report unauthorized business activity	O													
Follow-up on unauthorized business activity reports; police input				R										
Pursue court complaints and fines against illegal businesses	R													
Establish ticketing system for illegal businesses						R								

Organizations

R = City of Rock Island
 B = Broadway Historic Area Association
 G = Rock Island Economic Growth Corporation
 S = Steering Committee
 O = Broadway Residents

THE DOWNTOWN CONNECTION

<i>TIME LINE</i>														
<i>STRATEGY</i>	<i>MONTHS</i>						<i>YEARS</i>							
	3	6	9	12	15	18	21	2	25	3	35	4	45	5
Inform DARI of business and retail needs of residents						B D								
Advertise new businesses in Broadway newsletter	B													
Maintain historical connection of Broadway and downtown	O D													
Highlight positive aspects of being close to downtown									B					
Produce architectural tours tying together Broadway and downtown									P G					
Create Paintbrush program-no income regs-for downtown corridors	G R													

Organizations

B = Broadway Historic Area Association
 D = Development Association of Rock Island
 O = Broadway Residents
 P = Rock Island Preservation Society
 G = Rock Island Economic Growth Corporation
 R = City of Rock Island

SCHOOLS

<i>TIME LINE</i>														
<i>STRATEGY</i>	<i>MONTHS</i>						<i>YEARS</i>							
	3	6	9	12	15	18	21	2	25	3	35	4	45	5
Publish P.T.A. meetings in newsletter	B													
Educate school children on history of neighborhood						B P O								
Ask schools to identify areas, programs where residents can help	S													

Organizations

- B = Broadway Historic Area Association
- P = Rock Island Preservation Society
- O = Broadway Residents
- S = Steering Committee

PROMOTING AND MARKETING

<i>TIME LINE</i>														
<i>STRATEGY</i>	<i>MONTHS</i>							<i>YEARS</i>						
	3	6	9	12	15	18	21	2	25	3	35	4	45	5
Promote Broadway in manner consistent with neighborhood plan	B													
Utilize other media to promote and market Broadway				Q G D B										

Organizations

- B = Broadway Historic Area Association
- Q = Quad City Convention and Visitors Bureau
- G = Rock Island Economic Growth Corporation
- D = Development Association of Rock Island

chapter 6

appendices

APPENDIX A

BROADWAY NEIGHBORHOOD CONSERVATION PLAN

STEERING COMMITTEE

<u>NAME</u>	<u>REPRESENTATIVE GROUP</u>
Jack Curry	Community Caring Conference
Suzanne Curry	Rock Island Preservation Society
Kimberly Darling	Tenants
Marcy Fuller	Owner/Occupants
Mike Lawrence	Business Owners
Steve Long	Owner/Occupants
Richard Weishar	Investor Owners
Karen Williams	Broadway Historic Area Assoc. Board
Don Wolgast	Broadway Historic Area Assoc.

APPENDIX B

ISSUES IDENTIFIED MAY 1991

<u>ISSUE</u>	<u>POINTS</u>
1. Marketing of Broadway	40
2. Tax delinquent property process	39
3. Networking to reduce crime/traffic problems/noise	38
4. Aesthetics/architectural overlay	32
5. Trash in yards	30
5. Address demolition by neglect	30
6. Abandoned houses	26
7. Protect from commercial incursion	25
8. Neighborhood based guidelines for use of vacant lots	24
9. Compel absentee owners to abide by codes and aesthetic standards	23
10. Consistent neighborhood appearance	21
11. Slum landlords and choice of tenants	20
12. Unauthorized/illegal businesses	17
13. Loose garbage in alleys	16
14. Longview pond	15
15. Middle income rehab programs	12
16. Housing code violations	11
17. Attract urban pioneers	6
18. Eliminate vacant buildings	5
19. Public housing	5



CITY of ROCK ISLAND

This survey is sponsored by the City of Rock Island, with the active support of neighborhood representatives, elected by neighborhood members, to gather information about you and your opinions about the Broadway Historic Area. Information gathered from this survey will be used to form a plan for the Broadway neighborhood that will address issues important to the area.

You will note that this survey is coded with a number. This number will give City staff an indication of who has responded and who has not so that subsequent calls can be made to get the highest response rate possible. All individual information will be kept strictly confidential, and your responses will become part of averages or anonymous lists. Addresses for this survey were generated on a random basis.

Please take about 15 minutes to fill this out and return it by Friday, August 30, 1991, in the enclosed envelope. If you have questions, please call Alan Carmen, Planning and Redevelopment Administrator, or Jill Doak, Urban Planner, at 793-3442.

1. Please list the members of your household by age and sex:

<u>Age</u>	<u>Sex</u>
-----	-----
-----	-----
-----	-----
-----	-----
-----	-----
-----	-----

2. What is the highest level of education completed by a current resident of your household?

- | | |
|--|---|
| <input type="checkbox"/> Elementary School | <input type="checkbox"/> High School |
| <input type="checkbox"/> Two Year College | <input type="checkbox"/> Graduate School |
| <input type="checkbox"/> Four Year College or University | <input type="checkbox"/> Vocational or Technical School |
| <input type="checkbox"/> Other _____ | |

3. What is your gross annual household income?

- | | |
|--|--|
| <input type="checkbox"/> \$0 - \$14,999 | <input type="checkbox"/> \$60,000 - \$74,999 |
| <input type="checkbox"/> \$15,000 - \$29,999 | <input type="checkbox"/> \$75,000 - \$89,999 |
| <input type="checkbox"/> \$30,000 - \$44,999 | <input type="checkbox"/> over \$90,000 |
| <input type="checkbox"/> \$45,000 - \$59,999 | |

4. How many years have you lived at your present location?

- | | |
|---------------------------------------|---|
| <input type="checkbox"/> 0 - 3 years | <input type="checkbox"/> 16 - 25 years |
| <input type="checkbox"/> 4 - 8 years | <input type="checkbox"/> 26 - 40 years |
| <input type="checkbox"/> 9 - 15 years | <input type="checkbox"/> more than 40 years |

5. What is your race?

- | | |
|---|---|
| <input type="checkbox"/> American Indian | <input type="checkbox"/> Spanish origin |
| <input type="checkbox"/> Asian/Pacific Islander | <input type="checkbox"/> White |
| <input type="checkbox"/> Black | <input type="checkbox"/> Other _____ |

6. What is the race of your spouse or partner?

- | | |
|---|---|
| <input type="checkbox"/> American Indian | <input type="checkbox"/> Spanish origin |
| <input type="checkbox"/> Asian/Pacific Islander | <input type="checkbox"/> White |
| <input type="checkbox"/> Black | <input type="checkbox"/> Other _____ |

7. Which of the following categories best describes your occupation?

- | | |
|--|--|
| <input type="checkbox"/> Office/business support | <input type="checkbox"/> Service worker |
| <input type="checkbox"/> Manager | <input type="checkbox"/> Intern/apprentice |
| <input type="checkbox"/> Trained professional | <input type="checkbox"/> Homemaker |
| <input type="checkbox"/> Trained technician | <input type="checkbox"/> Sales |
| <input type="checkbox"/> Skilled laborer | <input type="checkbox"/> Disabled |
| <input type="checkbox"/> Unskilled laborer | <input type="checkbox"/> Retired |
| <input type="checkbox"/> Unemployed | <input type="checkbox"/> Other _____ |

8. Which of the following occupations best describes your spouse/partner's occupation?

- | | |
|--|--|
| <input type="checkbox"/> Office/business support | <input type="checkbox"/> Service worker |
| <input type="checkbox"/> Manager | <input type="checkbox"/> Intern/apprentice |
| <input type="checkbox"/> Trained professional | <input type="checkbox"/> Homemaker |
| <input type="checkbox"/> Trained technician | <input type="checkbox"/> Sales |
| <input type="checkbox"/> Skilled laborer | <input type="checkbox"/> Disabled |
| <input type="checkbox"/> Unskilled laborer | <input type="checkbox"/> Retired |
| <input type="checkbox"/> Unemployed | <input type="checkbox"/> Other |

9. How do you regard racial diversity in the Broadway neighborhood?

- | | |
|--|---|
| <input type="checkbox"/> Very advantageous | <input type="checkbox"/> Advantageous |
| <input type="checkbox"/> Somewhat advantageous | <input type="checkbox"/> Not advantageous |

10. How do you regard economic diversity in the Broadway neighborhood?

- | | |
|--|---|
| <input type="checkbox"/> Very advantageous | <input type="checkbox"/> Advantageous |
| <input type="checkbox"/> Somewhat advantageous | <input type="checkbox"/> Not advantageous |

11. For the property to which this survey was mailed are you...

- | | |
|---|---|
| <input type="checkbox"/> Owner-occupant | <input type="checkbox"/> Tenant-renter |
| <input type="checkbox"/> Contract buyer | <input type="checkbox"/> Investor-owner |

12. Did you move to this location from...

- Other Broadway location
- Other Rock Island location
- Other Quad City location, please specify City _____
- Always lived at this location

13. Why did you move to this location? (Mark all that apply)

- More house for the money
- Proximity to family
- Grew up in Broadway area
- Proximity to downtown
- One and two family zoning
- Nice neighbors
- Quality of schools
- Wanted to live in Rock Island
- Other, please specify _____
- Wanted to buy "fixer-upper"
- Proximity to work
- Historic homes
- Affordable housing
- Multi-family zoning
- Found "dream house"
- Quality of neighborhood
- Found suitable apartment

14. Do you feel recent Broadway activity is improving the neighborhood?

- Yes No Maybe

15. Where did you get the majority of your information about the Broadway neighborhood?

- Realtors
- Bankers
- City of Rock Island
- Broadway Area Association
- Broadway residents
- Other _____

16. What information provided to you influenced your decision to move to this location? Please comment.

17. What do you like about the Broadway neighborhood? (Mark all that apply)

- Affordable housing
- Diversity of people
- Neighbors
- Quiet
- Streets, alleys, sidewalks
- Broadway Area Association
- Proximity to churches
- Large, mature trees
- Community Caring Conference block club
- Other _____
- Other _____
- Location
- Historical character/architecture
- Access to parks
- Good place to raise family
- Proximity to schools
- Brick streets
- Relatively safe and crime-free
- Sense of neighborhood

18. Is the Broadway neighborhood a good place to raise a family?

Yes No Don't know

Please list reasons for your response:

19. Do you frequent neighborhood businesses?

Yes No

If yes, which ones?

20. What types of businesses would you like to see locate in existing commercial facilities surrounding Broadway? Please list.

21. What types of businesses, if any, would be acceptable to relocate within the residential area of Broadway? Please list.

22. Do you think conversions of houses to commercial uses are acceptable?

Yes No Not sure

23. What is the best advantage of having neighborhood businesses? (Please mark one)

<input type="checkbox"/> Proximity to services	<input type="checkbox"/> Neighborhood diversity
<input type="checkbox"/> Neighborhood anchor	<input type="checkbox"/> Use of existing buildings
<input type="checkbox"/> Convenience	<input type="checkbox"/> Other _____

24. What is the biggest problem with neighborhood businesses? (Please mark one)

- Lighted parking lots
- Noise
- After hours activity
- Insensitivity to neighborhood character/architecture
- Other, please specify_____
- Inadequate parking
- Increased traffic
- Crime related to business

25. Do you believe unlicensed nuisance businesses operate in the Broadway neighborhood?

- Yes
- No

Tell us where they are:

26. Is the architectural character of Broadway important to you?

- Very important
- Somewhat important
- Important
- Not important

27. Should Broadway's architecture be protected?

- Yes
- No
- Maybe

If yes, what should be protected? (Mark all that apply)

- Exteriors of all structures in Broadway
- Exteriors on some parts of Broadway
- New construction
- "Front" only
- Sides facing streets
- Wooden clapboard siding
- Landscaping
- Brick streets
- Secondary structures, garages
- Brick sidewalks
- Limestone curbs
- Paint colors

28. What outstanding original interior features does your place of residence possess? (Mark all that apply)

- Fireplace(s)
- Hardwood floors
- Original woodwork
- Plaster/wood moldings
- Original doors & hardware
- Original staircase
- Light fixtures
- Built-in bookcases
- Claw-foot tub
- Stained glass
- Ceiling medallions
- Pedestal sink
- Parquet floors
- Other_____
- Other_____
- Maid's room
- Mantel(s)
- Interior columns
- Vainscoting/paneling
- Chair rail
- Pocket doors
- French doors
- High ceilings
- Beveled glass
- Tile floors
- Oak toilet tank
- Copper hot water tank
- Cistern
- Other_____

APPENDIX E

Structural Condition Criteria

1 = GOOD 2 = FAIR 3 = POOR 4 = DETERIORATED

Roof

1. Satisfactory
2. Minor wear weathering
3. Shingles or flashing, broken, rotted, needs replacing
4. Roof structure sagging, failing, broken

Chimney

1. Satisfactory
2. Minor wear, slightly eroded
3. Missing mortar or bricks, leaning, bent
4. Out of plumb, bulging or deflected alignment

Fascia/Eaves

1. Satisfactory
2. Needs paint
3. Separations, Cracks
4. Holes, missing pieces

Gutters and Downspouts

1. Satisfactory
2. Needs paint
3. Rusting, broken
4. Missing materials

Walls

1. Satisfactory
2. Needs paint, pointing or patching, minor cracks
3. Several minor cracks, few major cracks, missing covering
4. Major cracks, displacement, separation, erosion, rot or missing bricks, holes

Windows/Doors

1. Satisfactory
2. Needs paint
3. Panes, screens, panels torn, cracked, broken
4. Loose, broken or missing framing

Main Porch

1. Satisfactory
2. Needs paint, minor cracks, weathering
3. Loose, cracked, missing or broken deck, balustrade or steps
4. Makeshift construction, settlement or separation from primary structures, severely cracked foundation or supports

Foundation

1. Satisfactory
2. Minor cracks, weathering
3. Erosion, major cracks, holes, missing mortar
4. Settlement, major holes, deflection

House Walk

1. Satisfactory
2. Minor cracks
3. Displacement over 1 inch, drainage problems
4. Missing pieces, severely broken, eroded

Premises/Landscape

1. Well maintained
2. Unkempt, weedy, overgrown, litter
3. Severe neglect, trash
4. Abandoned autos, junk

Sidewalk

1. Satisfactory
2. Displacement up to 1 inch
3. Displacement of more than 1 inch, crumbling
4. Missing pieces

Curb and Gutter

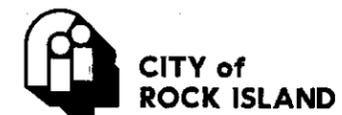
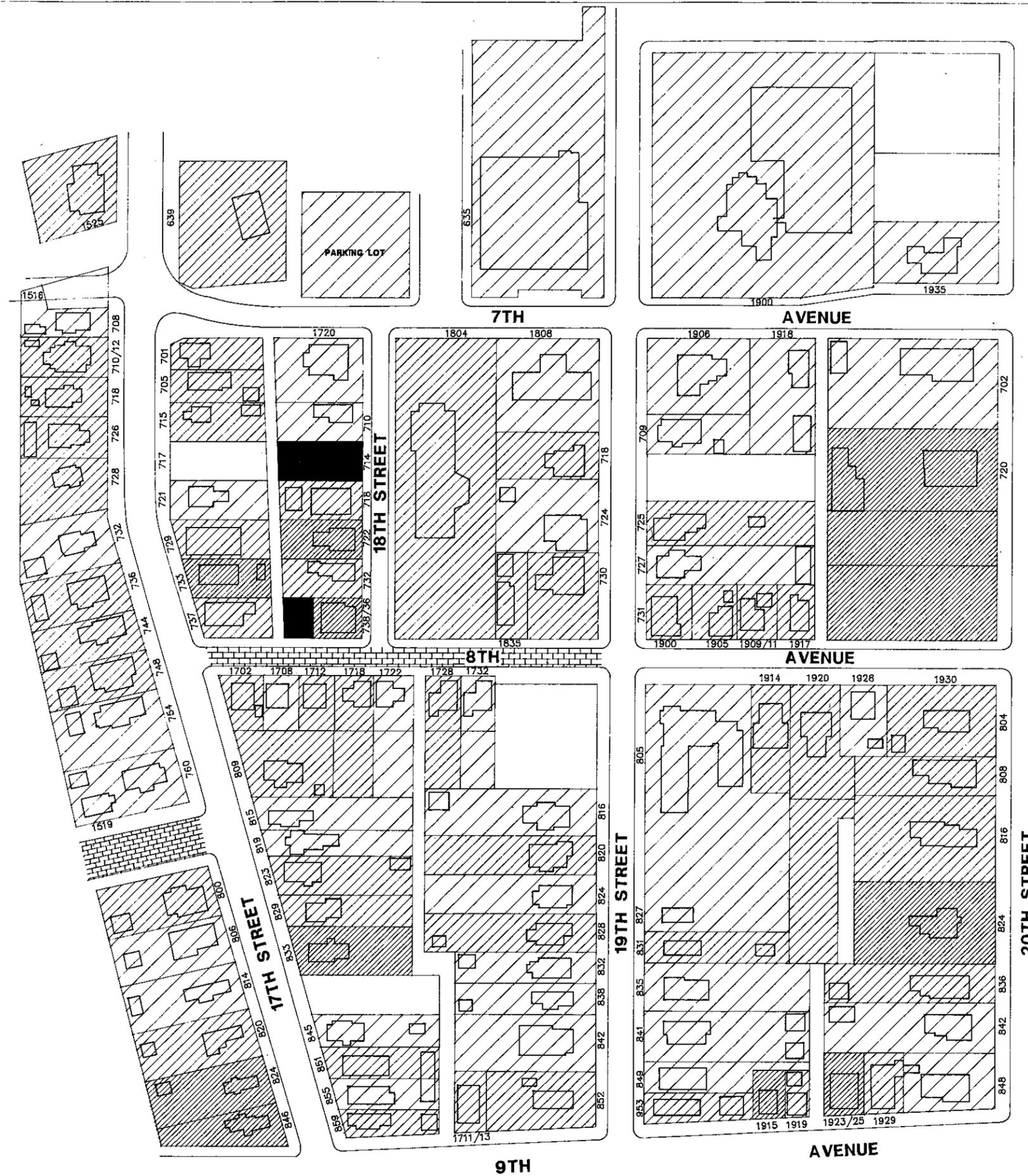
1. Satisfactory
2. Minor cracks
3. Broken, uneven, drainage problems
4. Missing pieces

AREA 1

BROADWAY HISTORIC AREA

BUILDING CONDITIONS LEGEND

-  GOOD CONDITION
-  FAIR CONDITION
-  POOR CONDITION
-  DETERIORATED CONDITION



CITY of
ROCK ISLAND



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PLANNING AND REDEVELOPMENT DIVISION 1991



AREA 2
**BROADWAY
 HISTORIC AREA**

BUILDING CONDITIONS

LEGEND

-  GOOD CONDITION
-  FAIR CONDITION
-  POOR CONDITION
-  DETERIORATED CONDITION

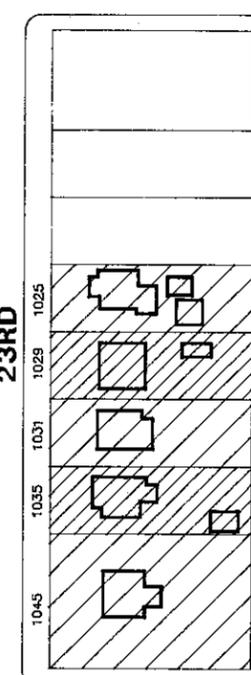
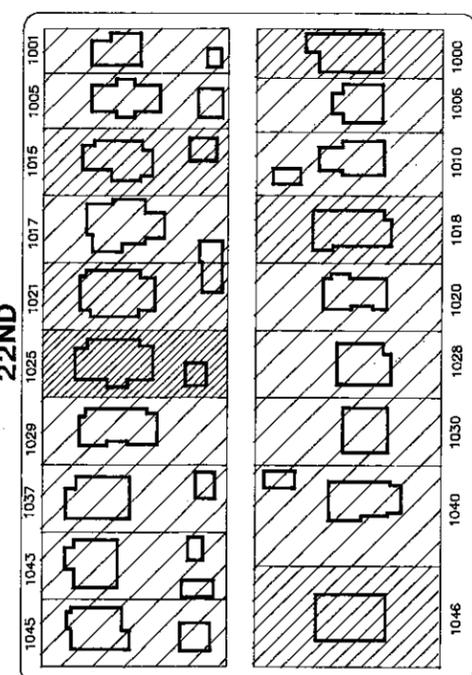
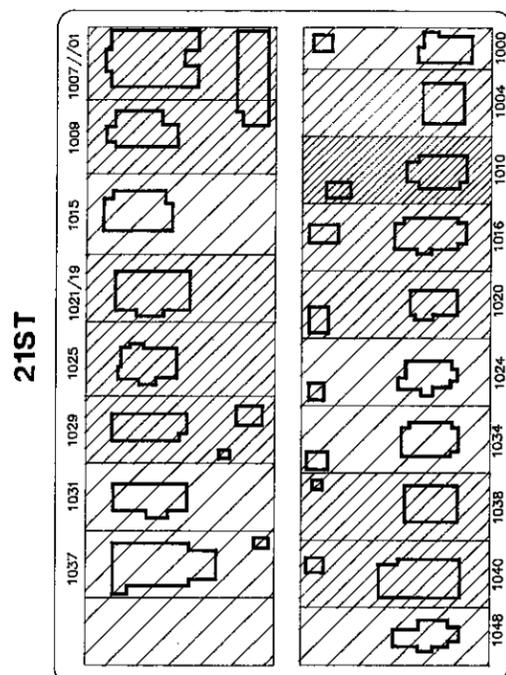
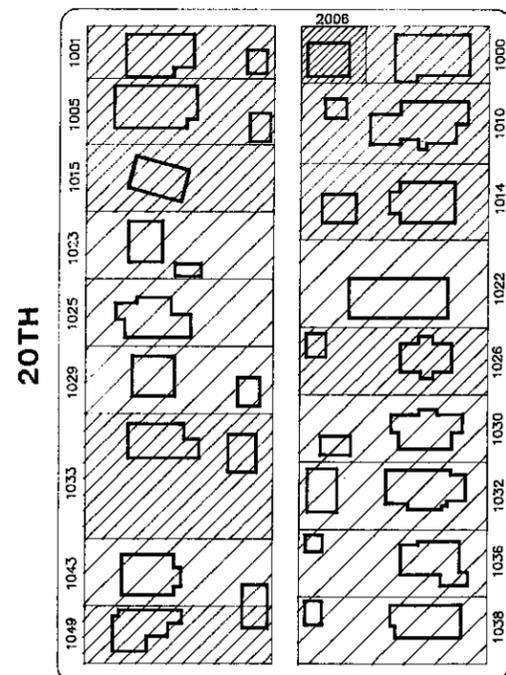
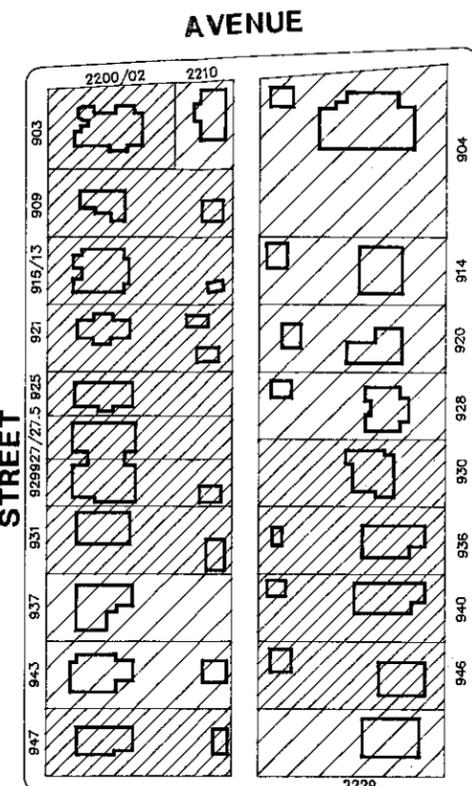
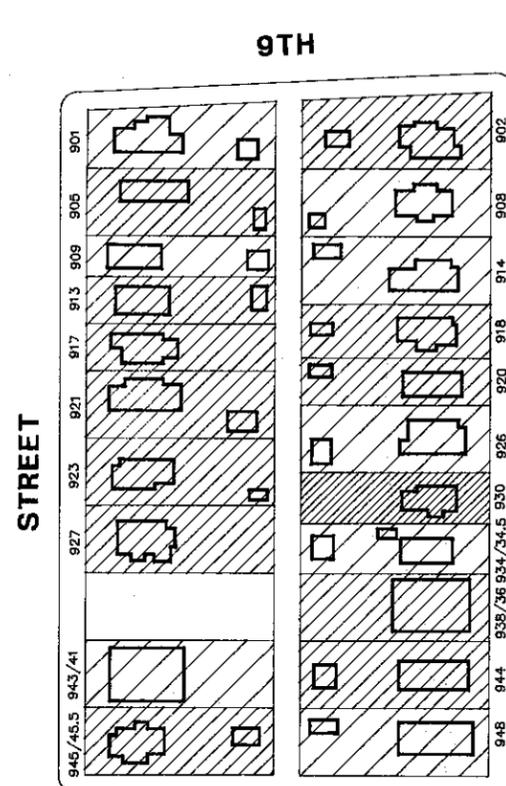


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AREA 4
**BROADWAY
 HISTORIC AREA**

**BUILDING CONDITIONS
 LEGEND**

-  GOOD CONDITION
-  FAIR CONDITION
-  POOR CONDITION
-  DETERIORATED CONDITION



CITY of
 ROCK ISLAND



NORTH

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 PLANNING AND REDEVELOPMENT DIVISION 1991

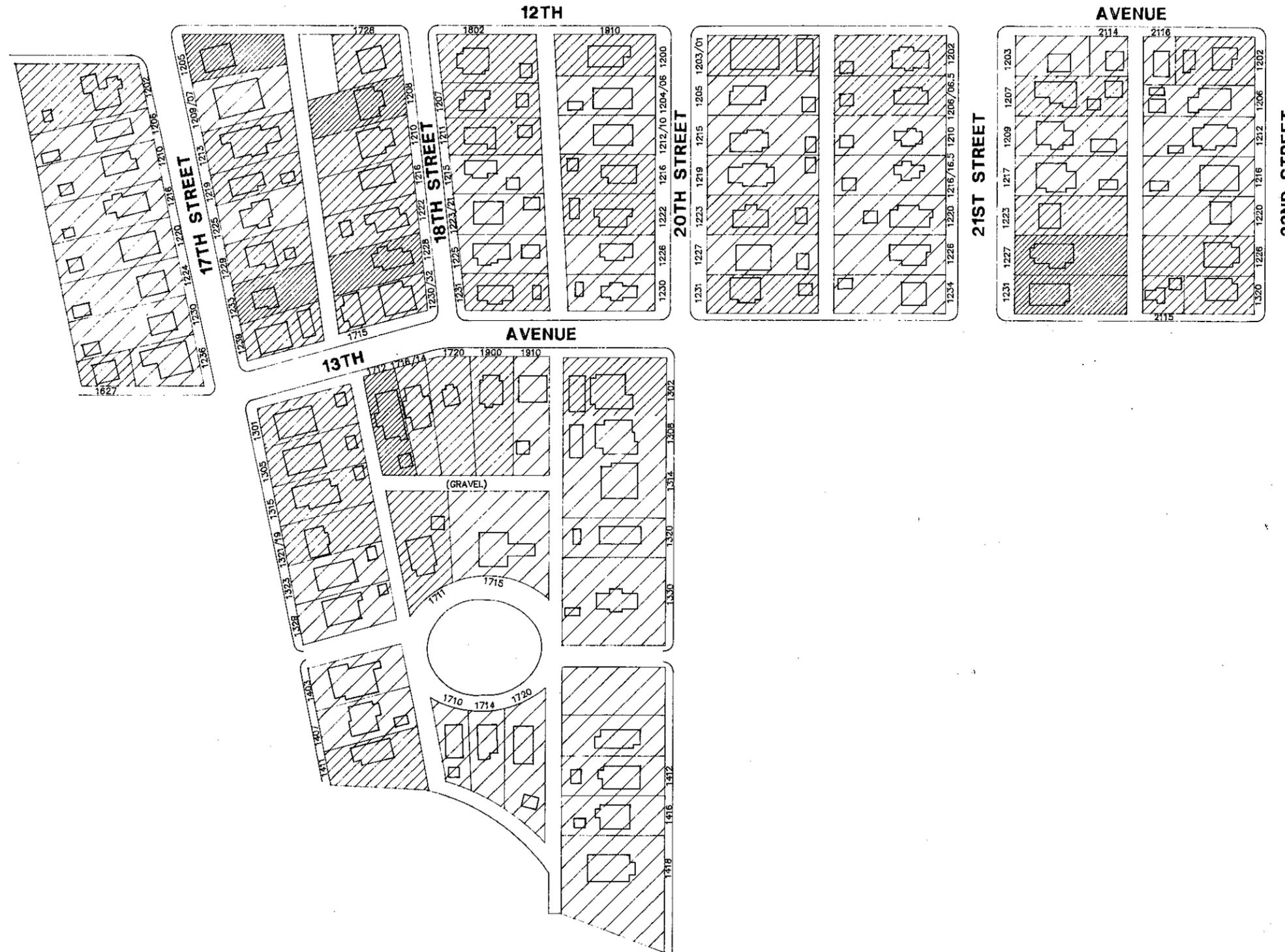
AREA 5

BROADWAY HISTORIC AREA

BUILDING CONDITIONS

LEGEND

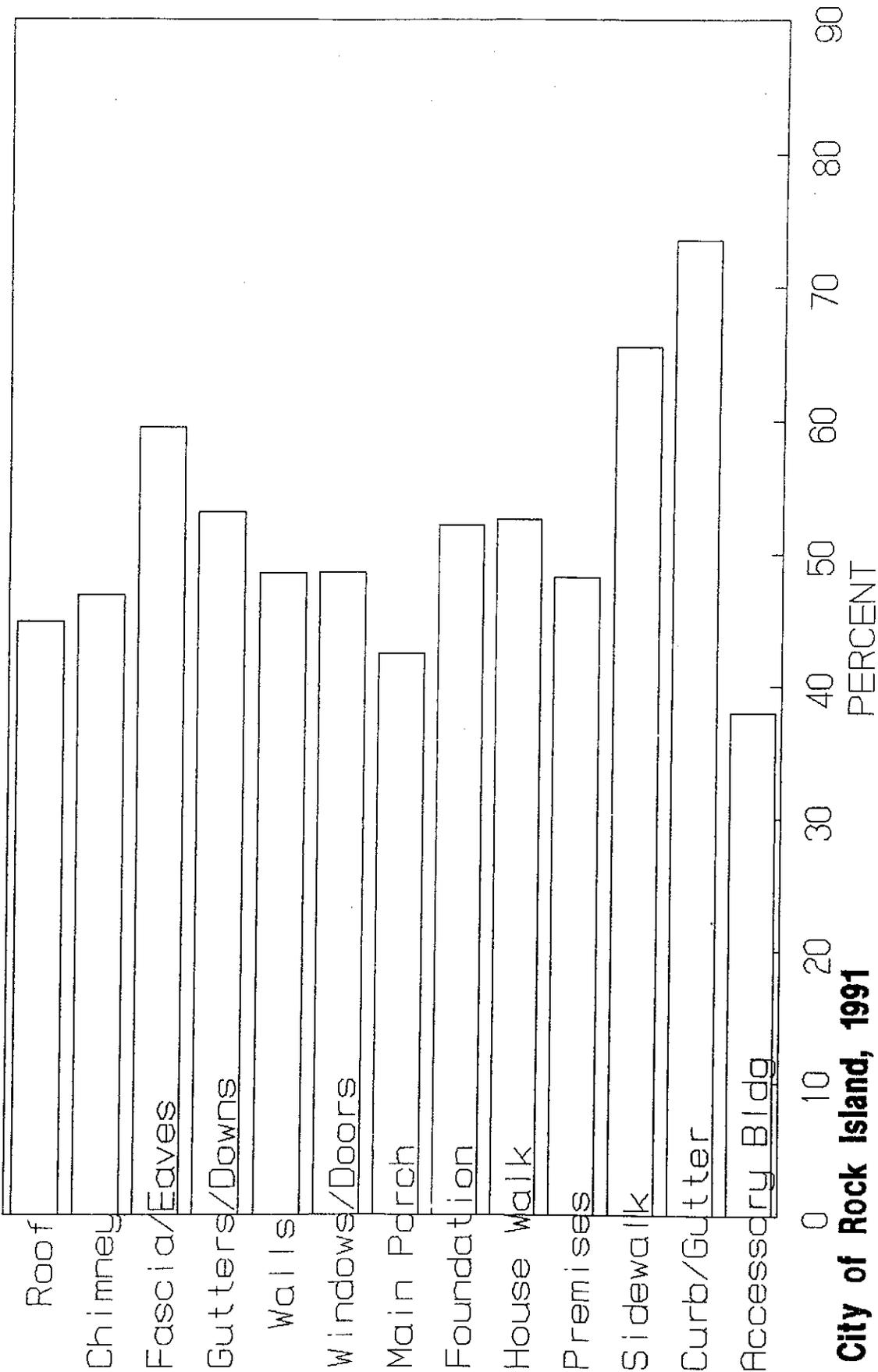
-  GOOD CONDITION
-  FAIR CONDITION
-  POOR CONDITION
-  DETERIORATED CONDITION



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PLANNING AND REDEVELOPMENT DIVISION 1991

GOOD CONDITION

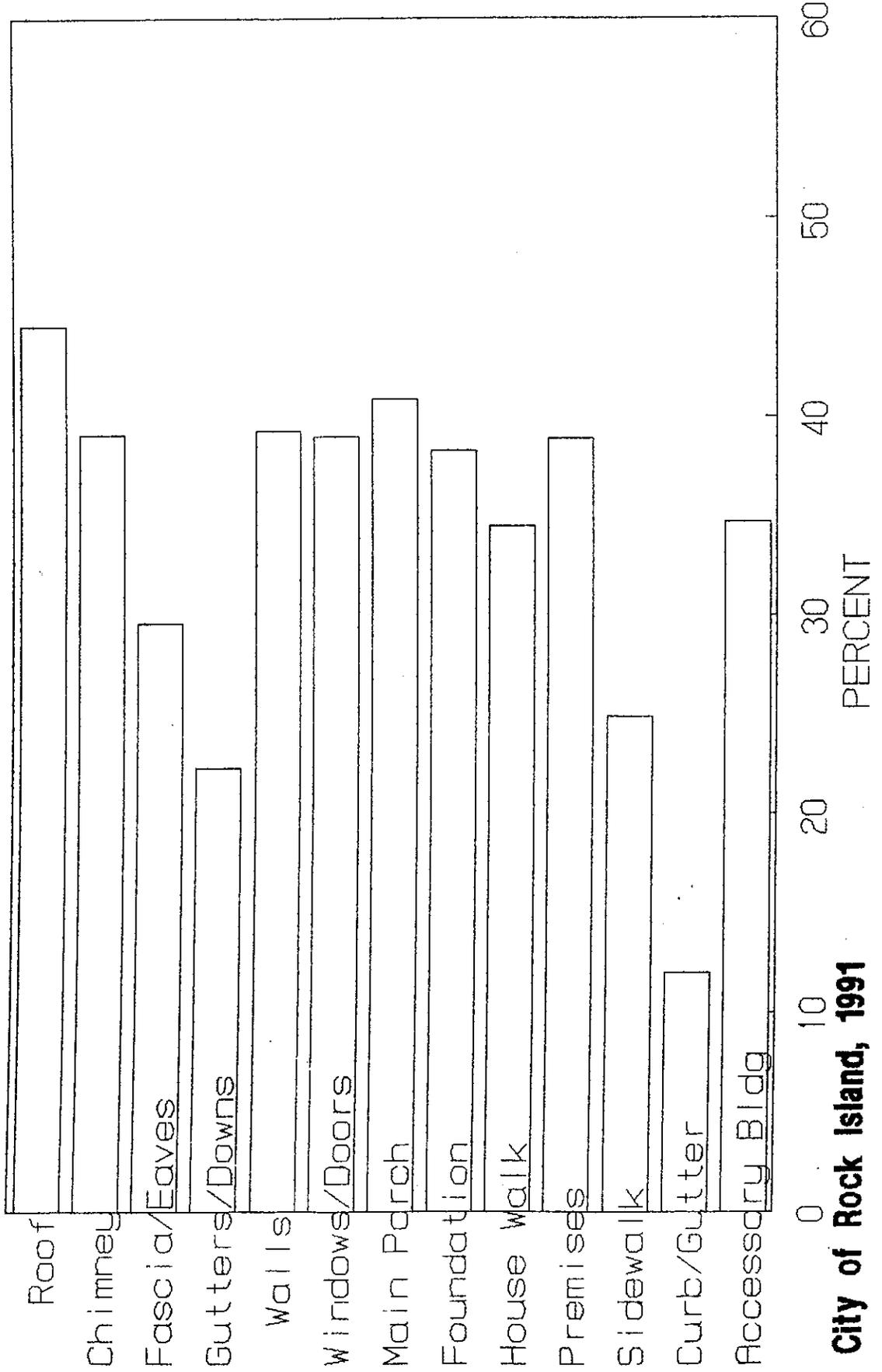
Structural and Property Elements Broadway Neighborhood Conservation Plan



City of Rock Island, 1991

FAIR CONDITION

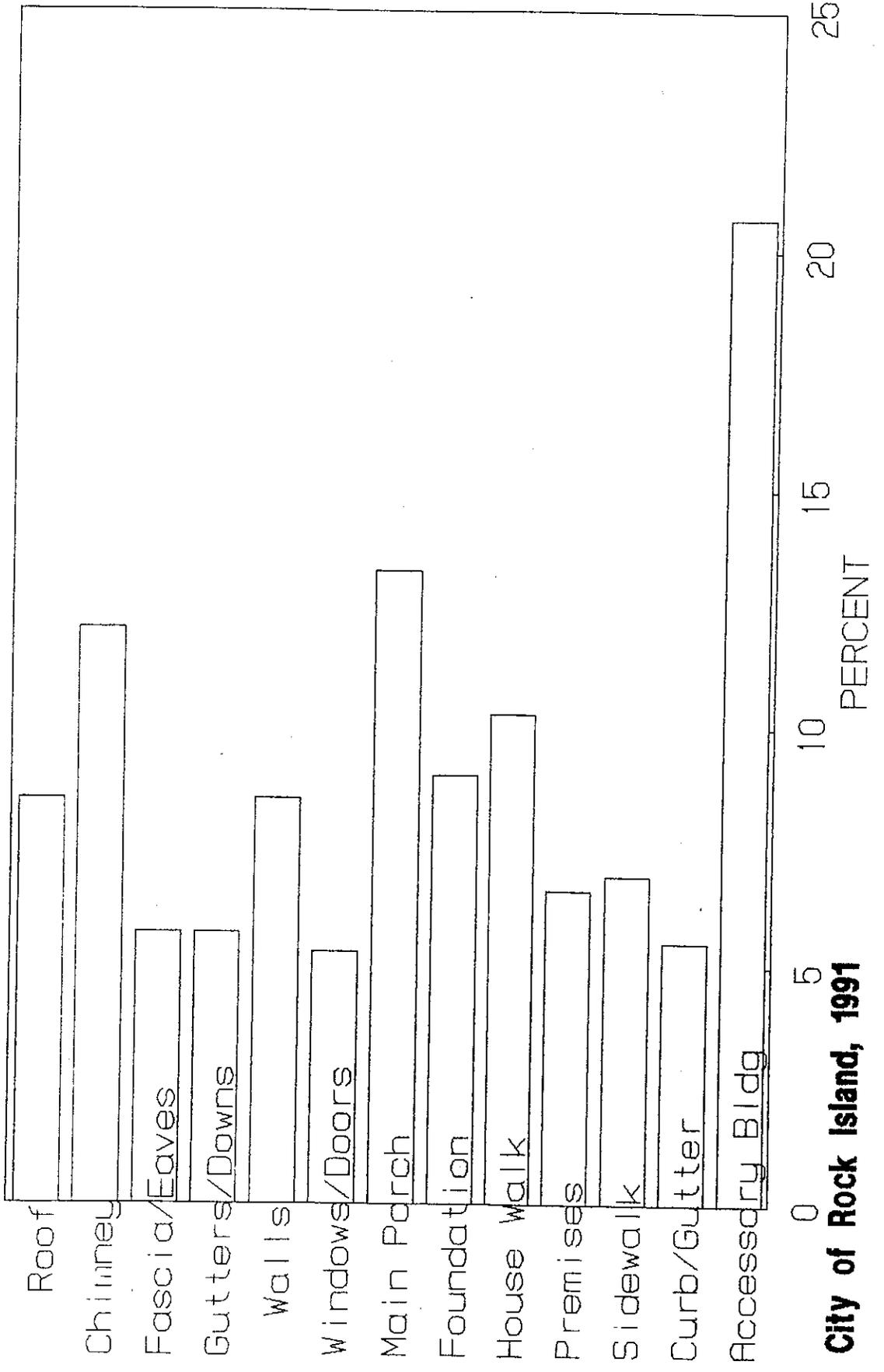
Structural and Property Elements Broadway Neighborhood Conservation Plan



City of Rock Island, 1991

POOR CONDITION

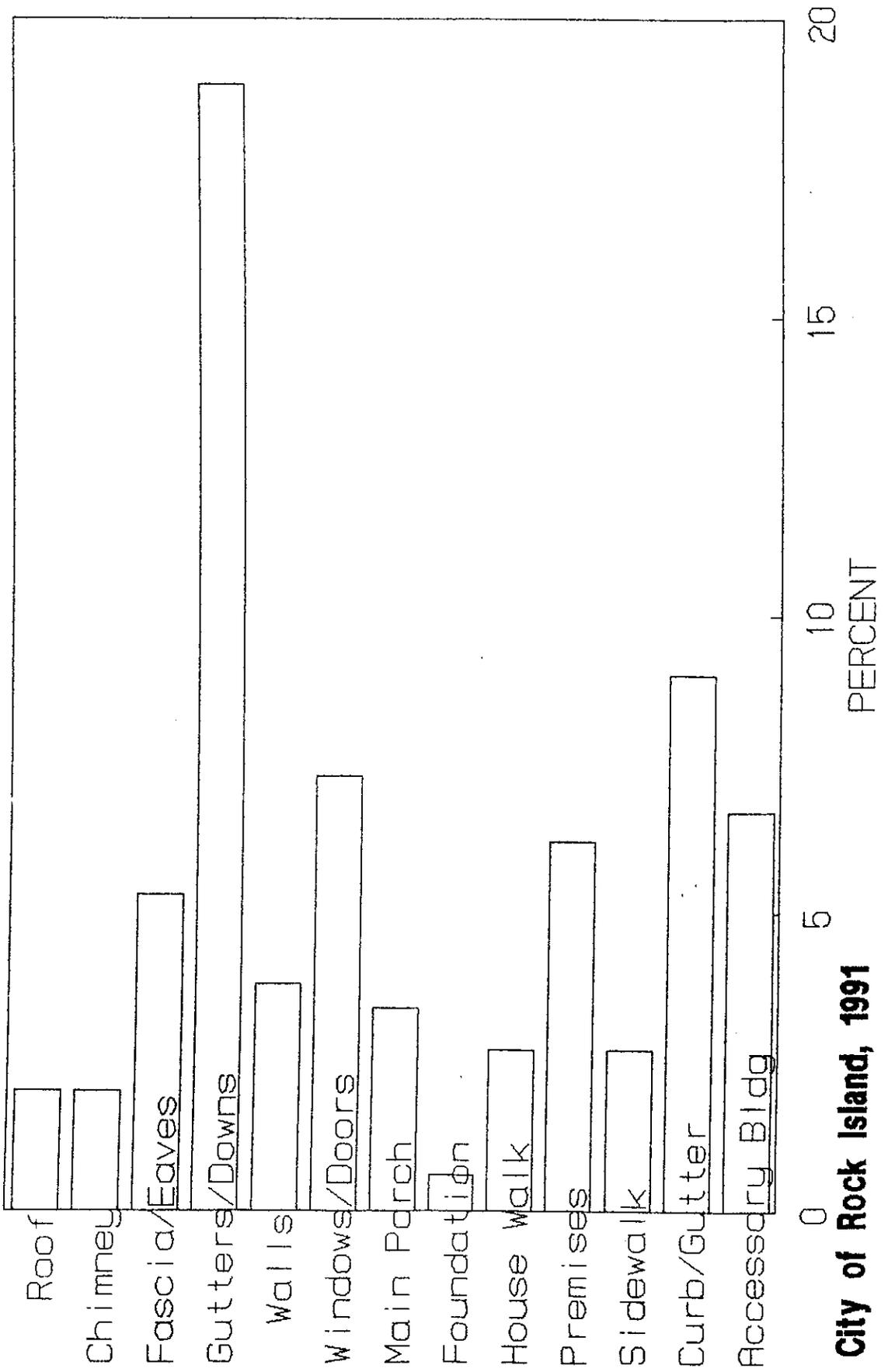
Structural and Property Elements Broadway Neighborhood Conservation Plan



0 5 10 15 20 25
PERCENT
City of Rock Island, 1991

DETERIORATED CONDITION

Structural and Property Elements Broadway Neighborhood Conservation Plan



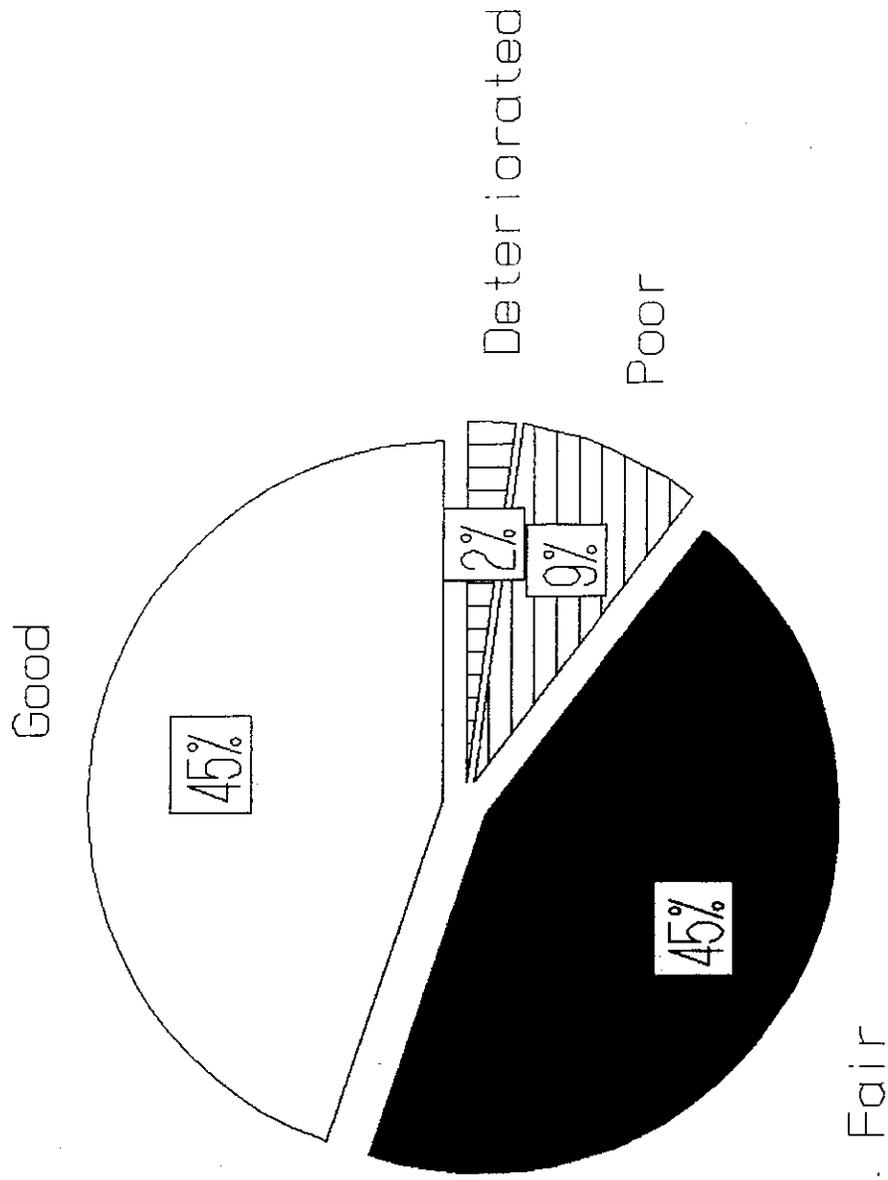
0 5 10 15 20
PERCENT

City of Rock Island, 1991

ROOF CONDITION

Broadway Neighborhood Conservation Plan

1991

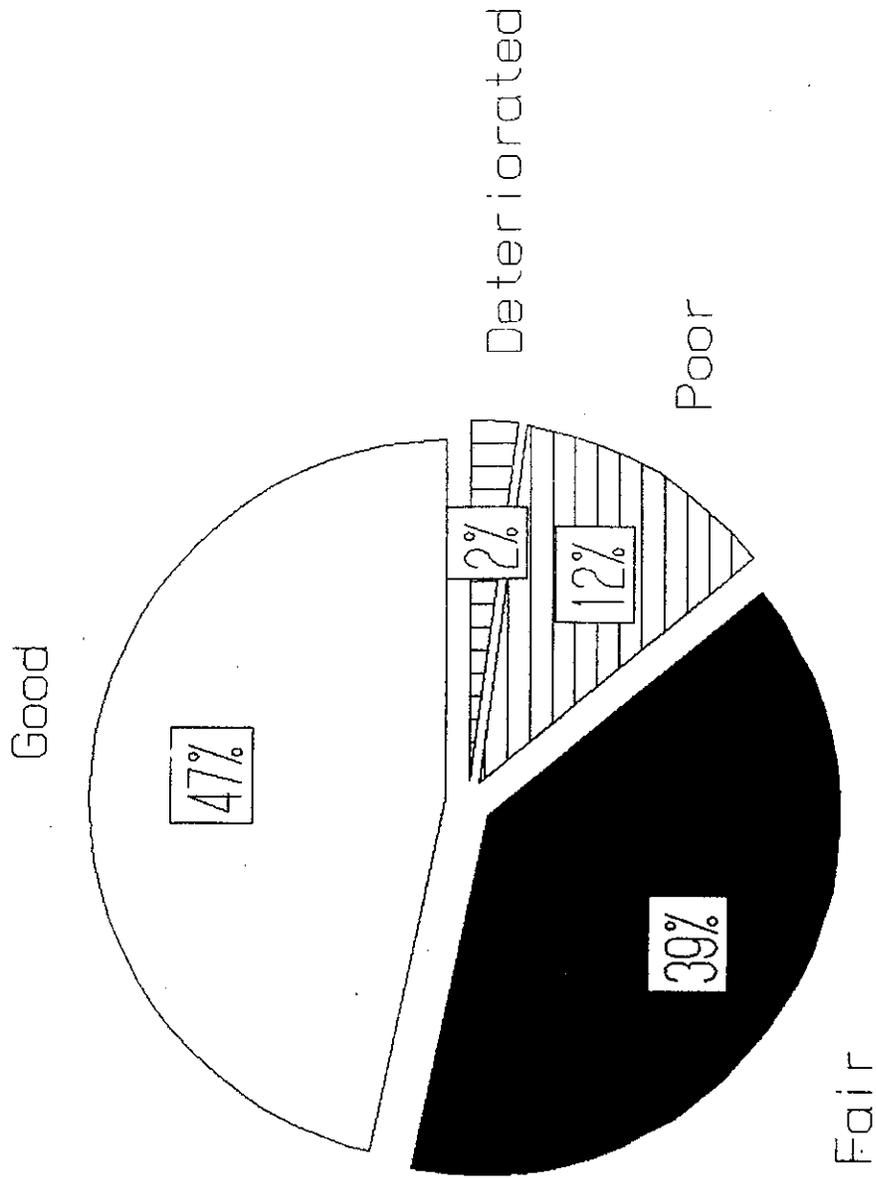


Rock Island Planning and Redevelopment

CHIMNEY CONDITION

Broadway Neighborhood Conservation Plan

1991

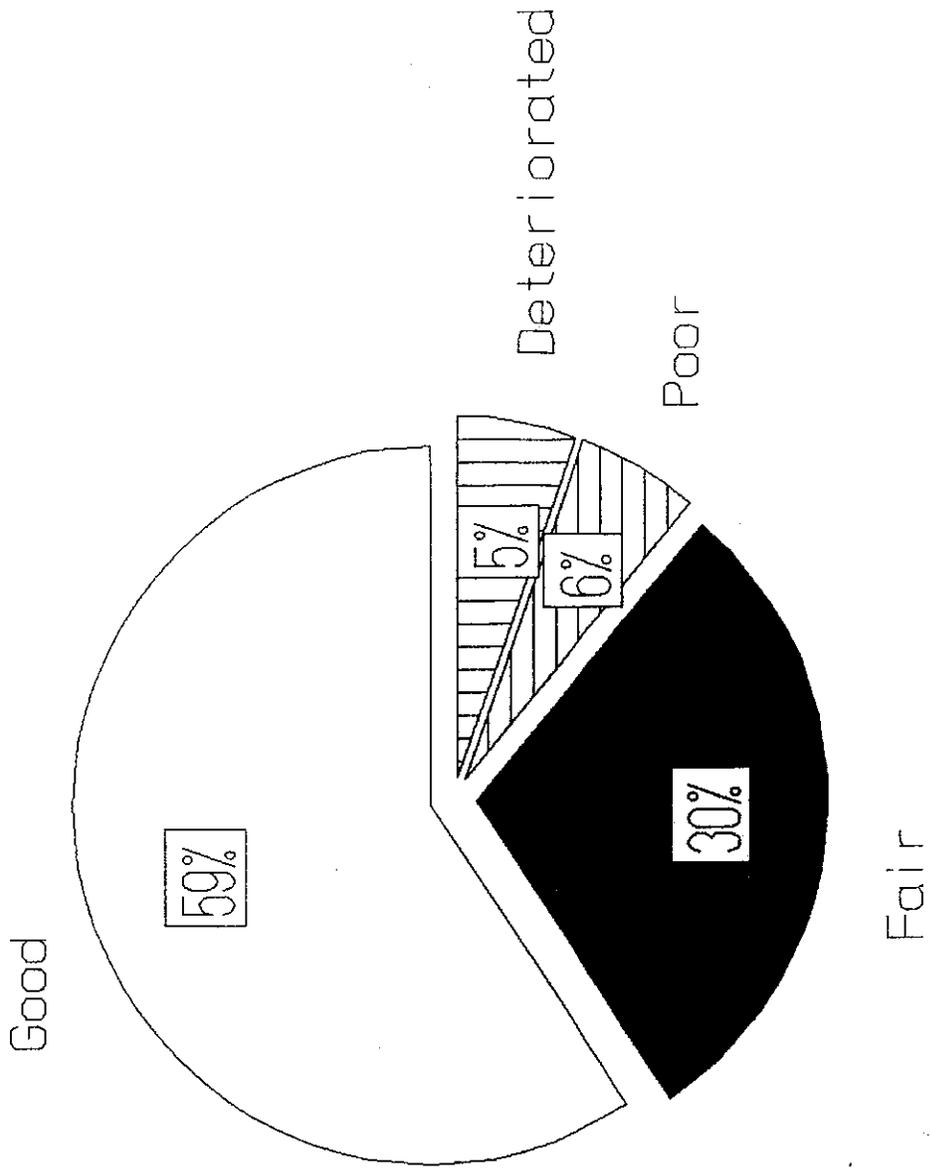


Rock Island Planning and Redevelopment

FASCIA AND EAVES CONDITION

Broadway Neighborhood Conservation Plan

1991

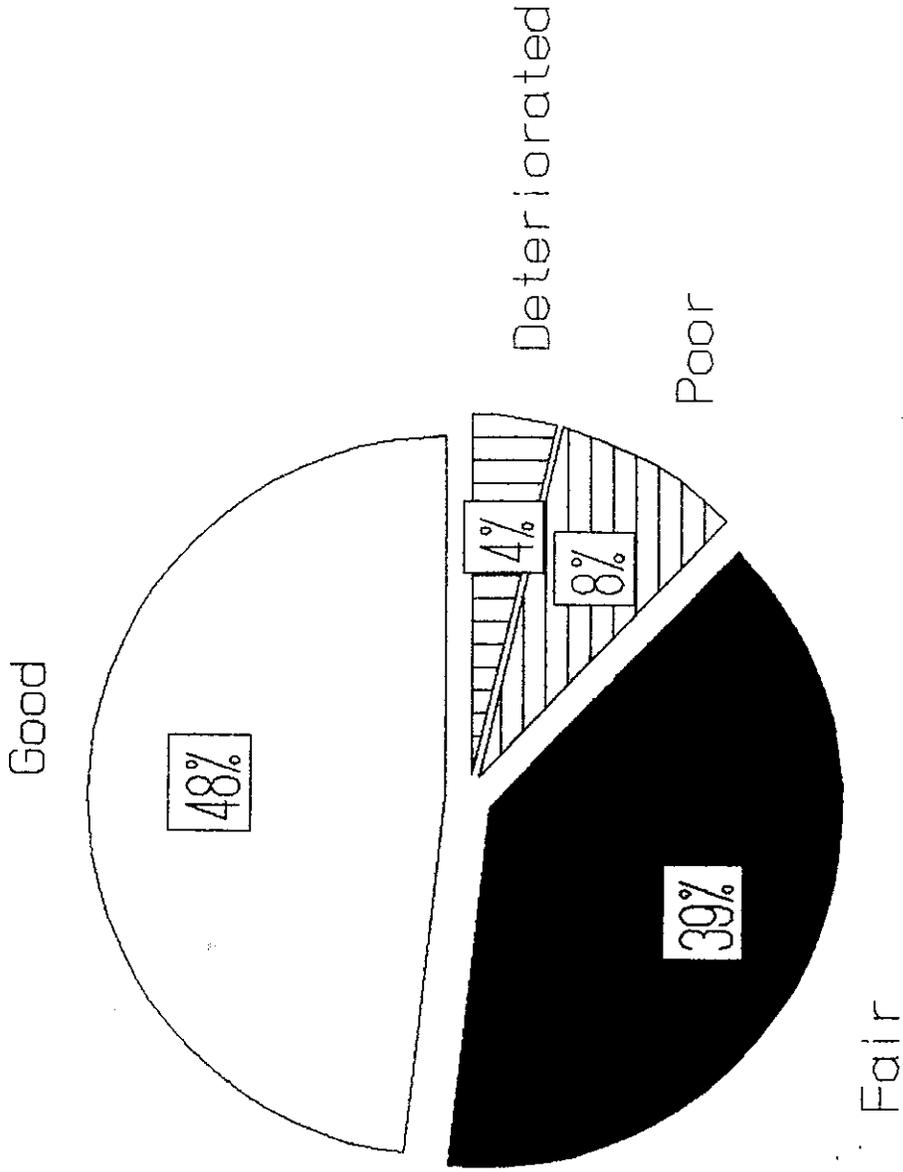


Rock Island Planning and Redevelopment

WALLS CONDITION

Broadway Neighborhood Conservation Plan

1991

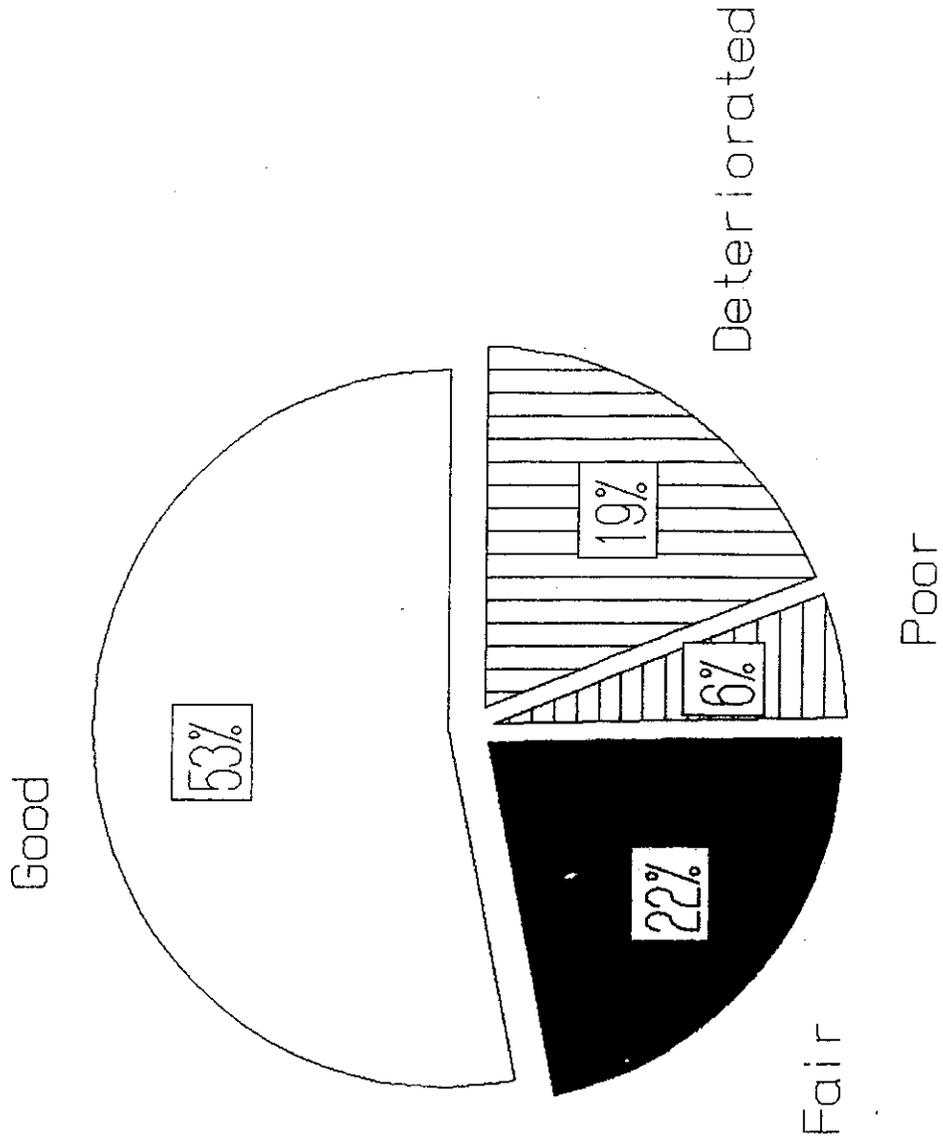


Rock Island Planning and Redevelopment

GUTTERS AND DOWNSPOUTS CONDITION

Broadway Neighborhood Conservation Plan

1991

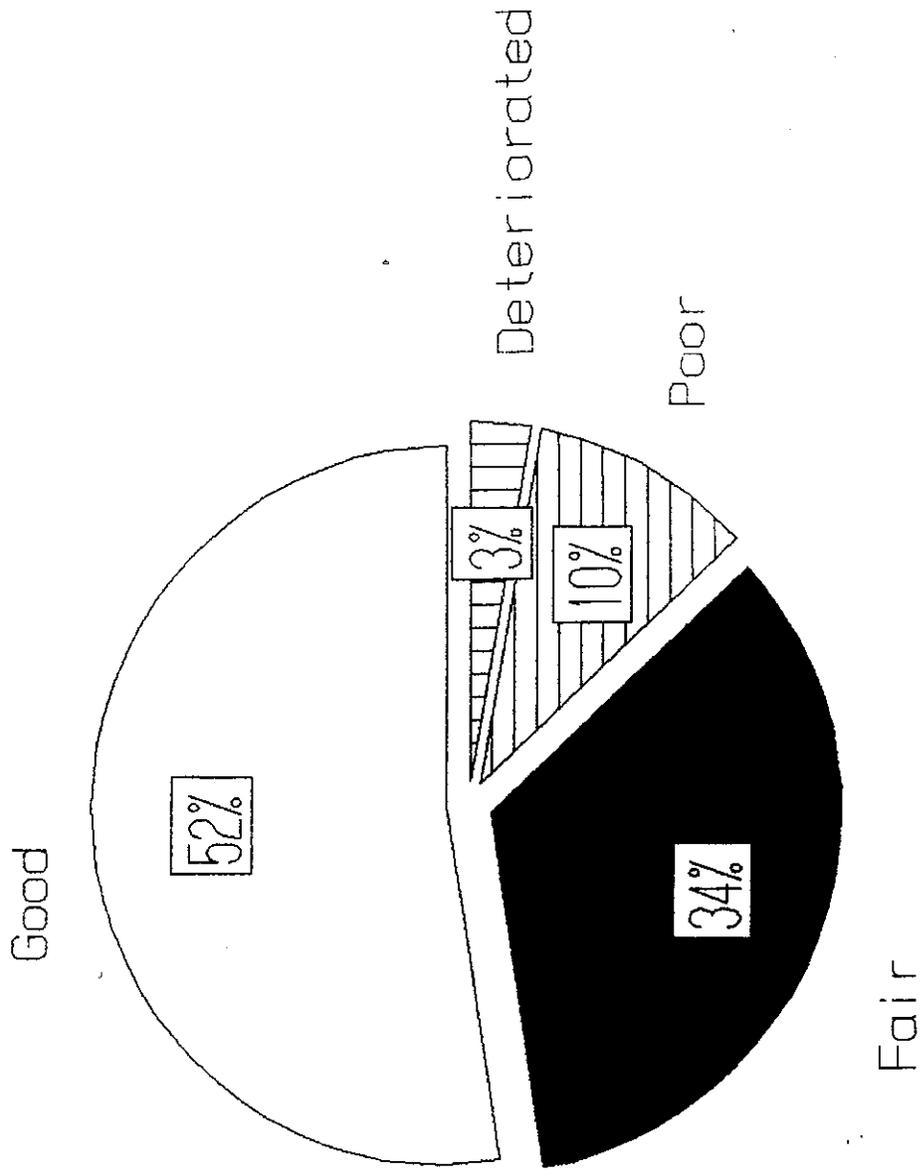


Rock Island Planning and Redevelopment

HOUSE WALK CONDITION

Broadway Neighborhood Conservation Plan

1991

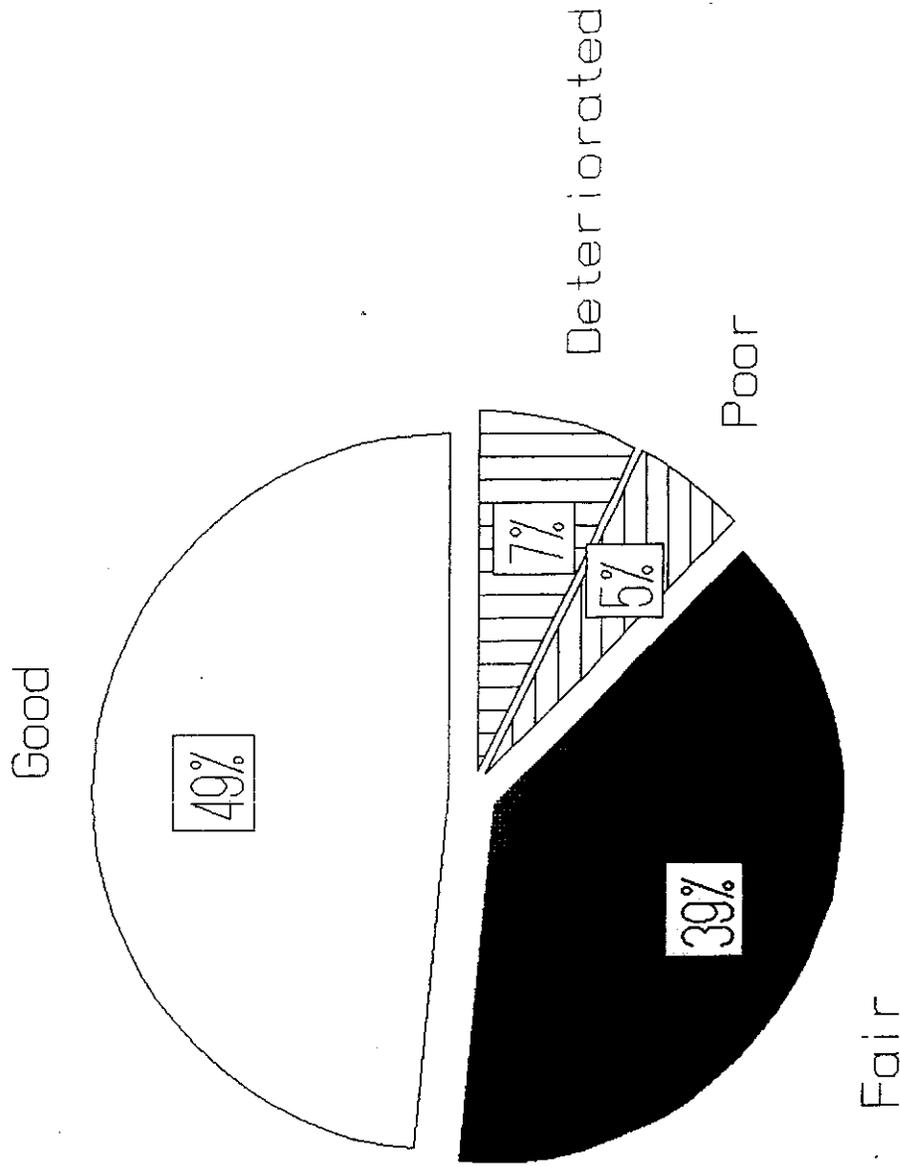


Rock Island Planning and Redevelopment

WINDOWS AND DOORS CONDITION

Broadway Neighborhood Conservation Plan

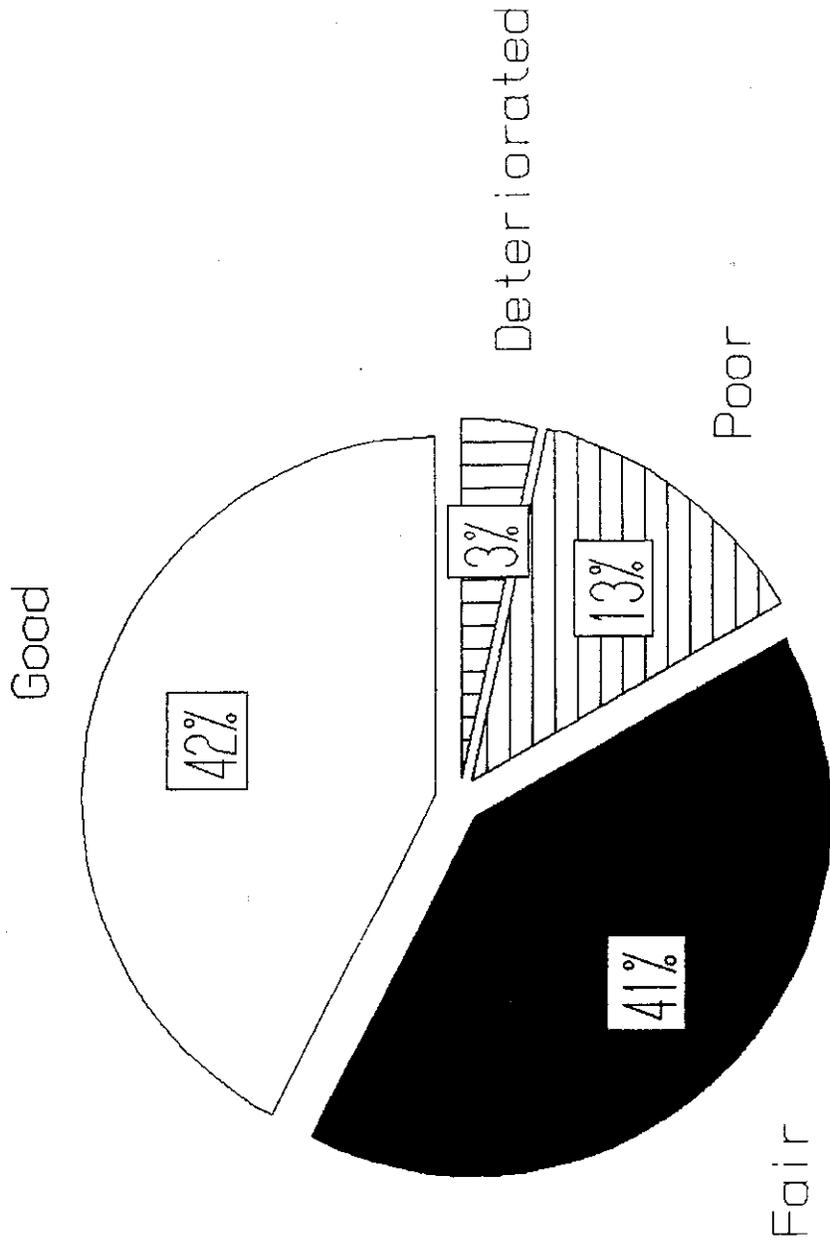
1991



MAIN PORCH CONDITION

Broadway Neighborhood Conservation Plan

1991

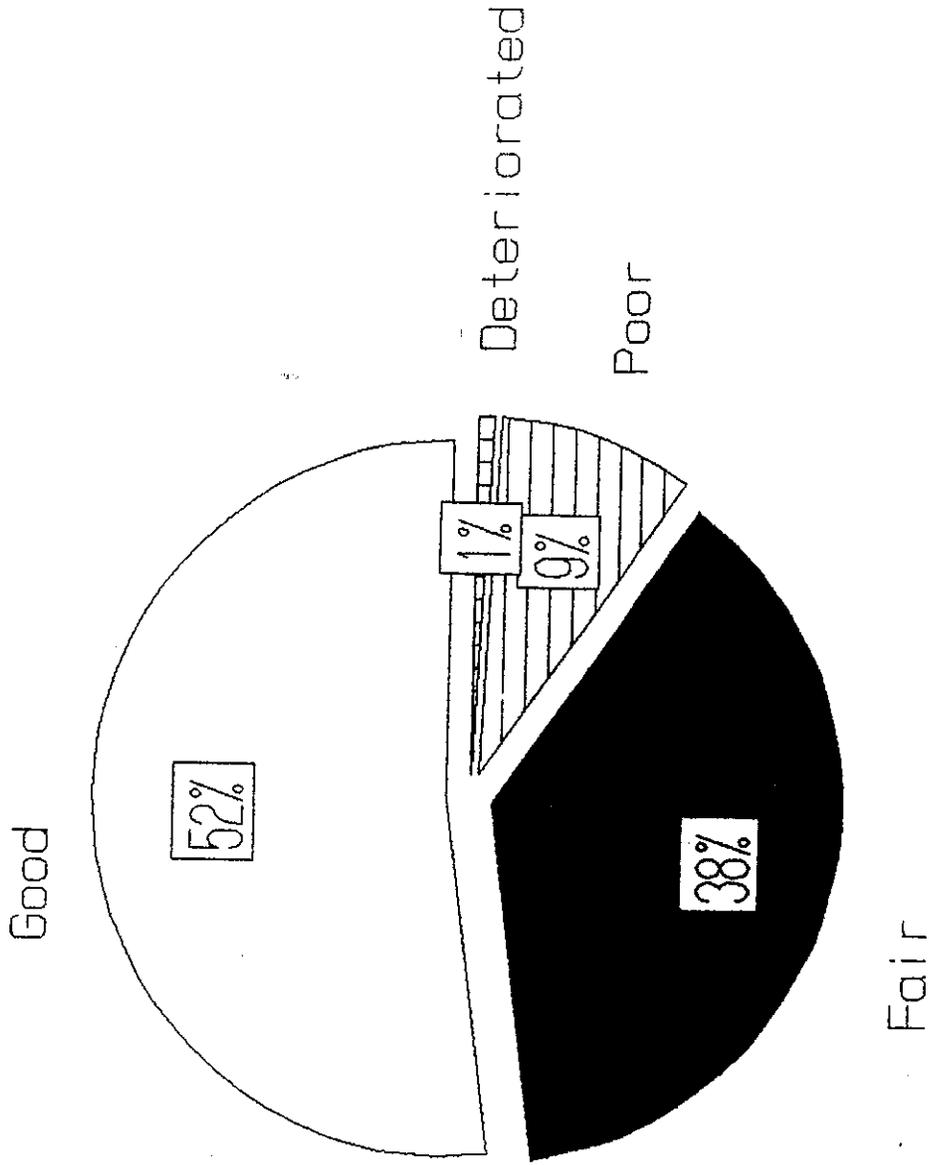


Rock Island Planning and Redevelopment

FOUNDATION CONDITION

Broadway Neighborhood Conservation Plan

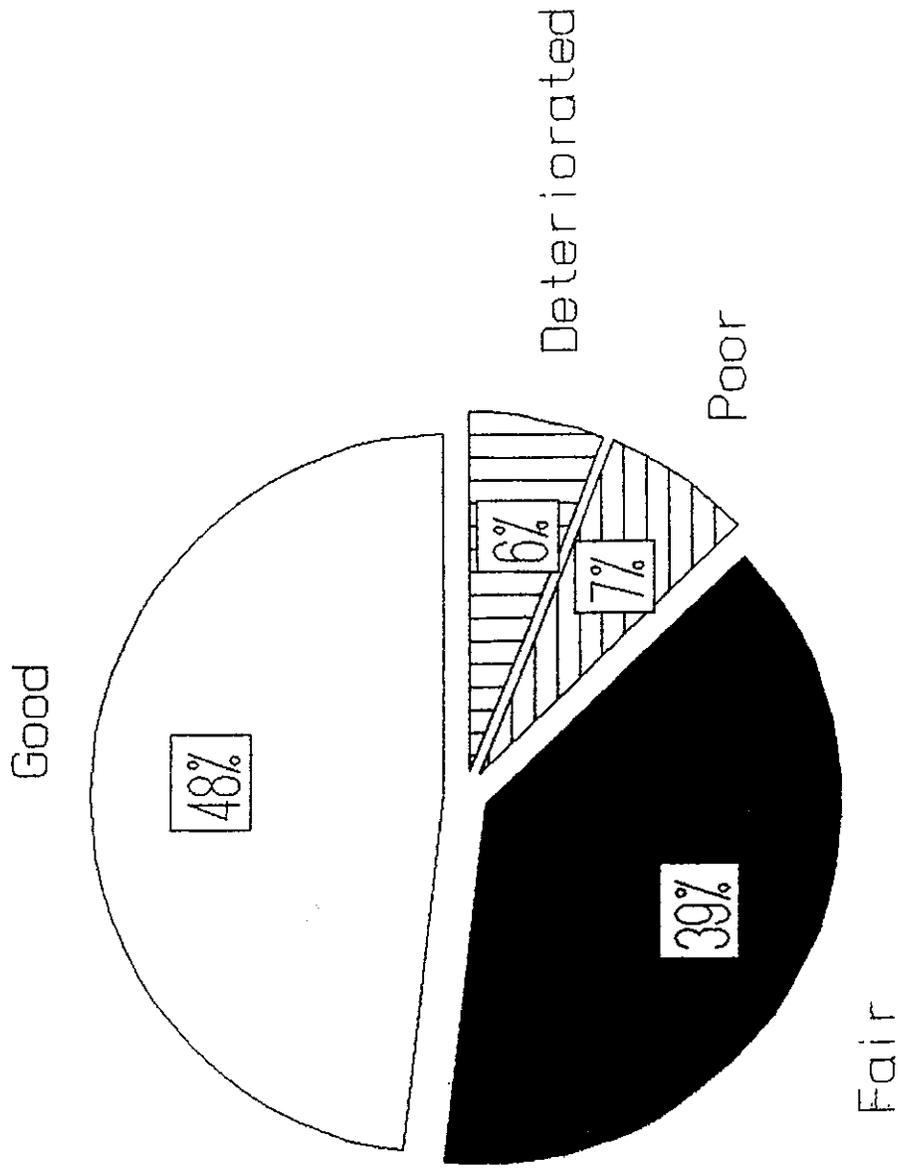
1991



PREMISES CONDITION

Broadway Neighborhood Conservation Plan

1991

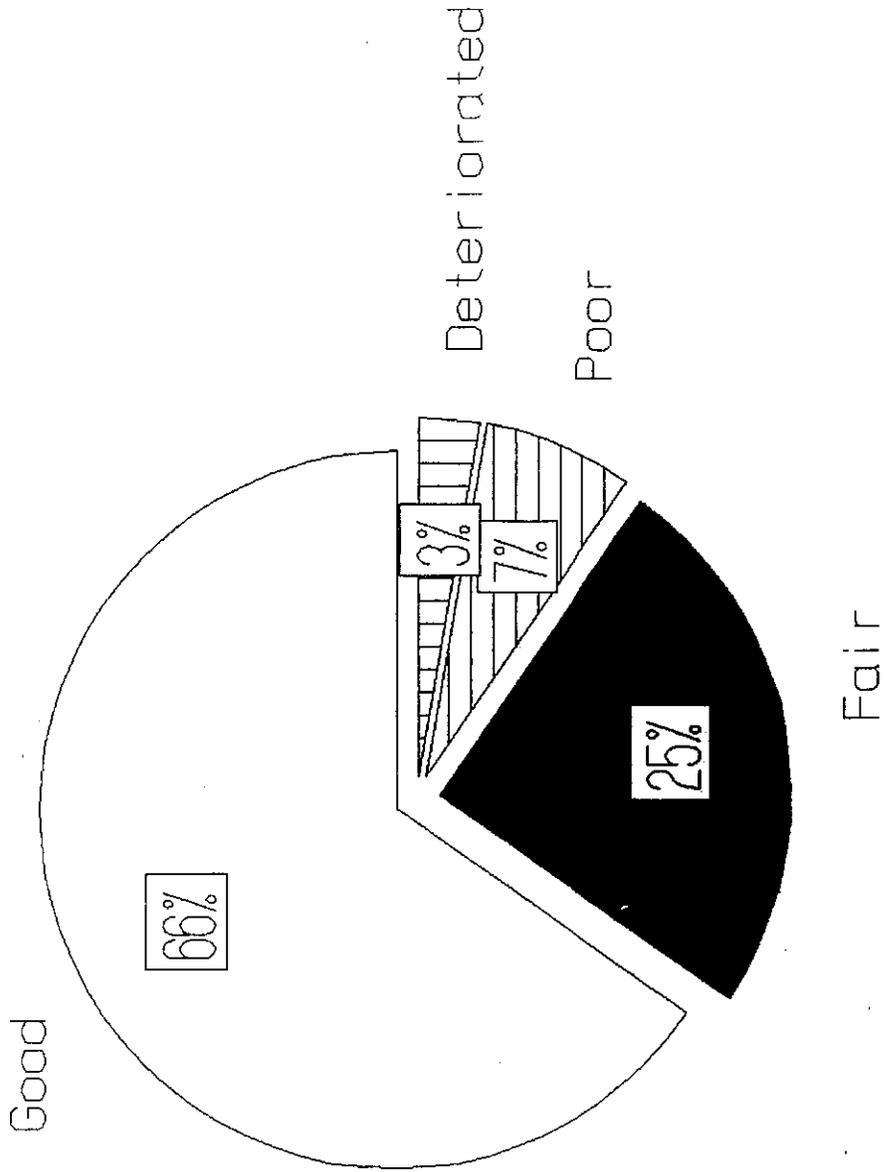


Rock Island Planning and Redevelopment

SIDEWALK CONDITION

Broadway Neighborhood Conservation Plan

1991

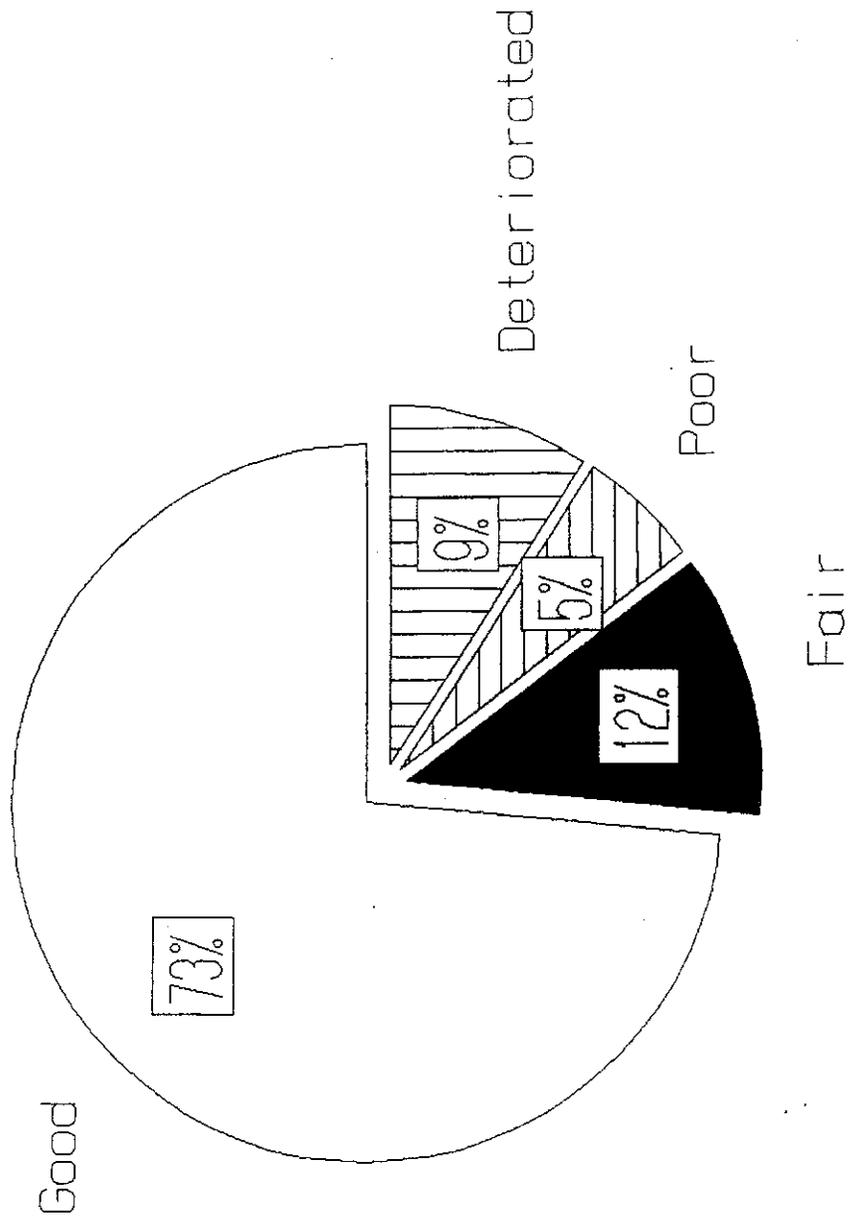


Rock Island Planning and Redevelopment

CURB AND GUTTER CONDITION

Broadway Neighborhood Conservation Plan

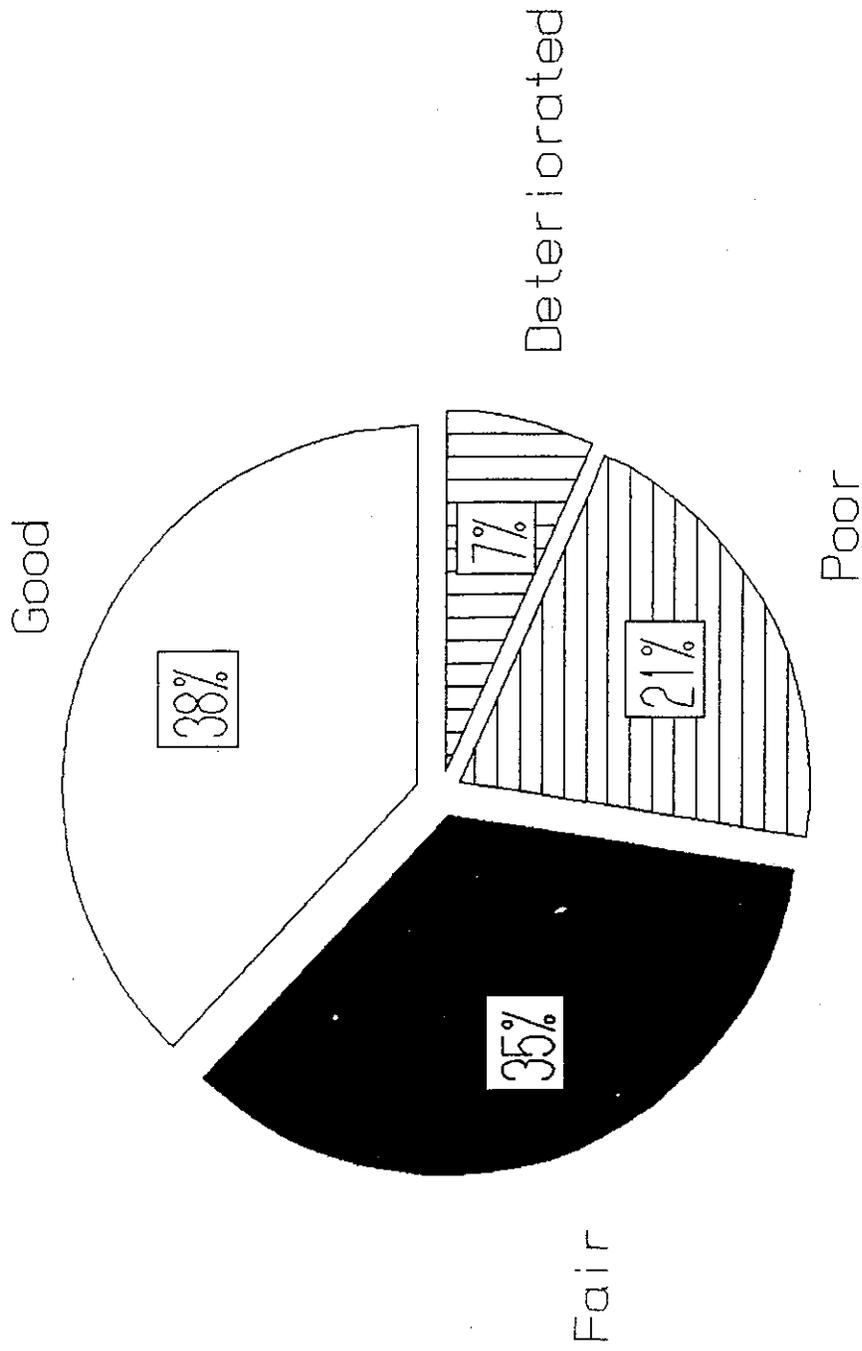
1991



ACCESSORY BUILDING CONDITION

Broadway Neighborhood Conservation Plan

1991



Rock Island Planning and Redevelopment

APPENDIX H

GOALS ESTABLISHED

NOVEMBER 1991

<u>GOALS</u>	<u>POINTS</u>
1. Financial Incentives for Everyone for Restoration (Including Siding Removal)	70
2. Creation of Historic District	68
3. Investment by City in Infrastructure (especially water mains)	33
4. Broadway Image - Keep Up Marketing	23
5. Program to Facilitate Underground Utilities and Period Streetlighting	21
6. More Involvement and Improvement in School District	20
7. Promote Neighborhood, Not Businesses	19
8. Minimize Residential Impact of Adaptive Reuse of Lincoln School, Villa de Chantal, Church of Christ, Scientist	16
8. Original Facades	16
9. Security, Safety, Traffic with Night Patrols	15
10. Enforce Existing Codes - Beautification	13
10. Cul-de-Sac - 9th Avenue/24th Street	13
11. Design Intervention and Guidance	12
12. Dissemination of ``How To'' Educational Information on Restoration and Preservation	11
13. Restoration of Longview Pond	10

14. Oppose Mandatory Inspections of Rental Properties	9
15. Better Image through Clean-Up of Trash	7
15. Attention to Income Property Problems	7
15. Get Rid of Junk Vehicles/Illegal Businesses	7
16. Guidelines for Infill - With Enforcement	6
17. No More Artificial Siding through City funds	4
17. Demolition Review	4
18. Noise Abatement	1

CENSUS ESTIMATES OF BROADWAY HISTORIC AREA
USING 1990 BLOCK GROUP DATA*

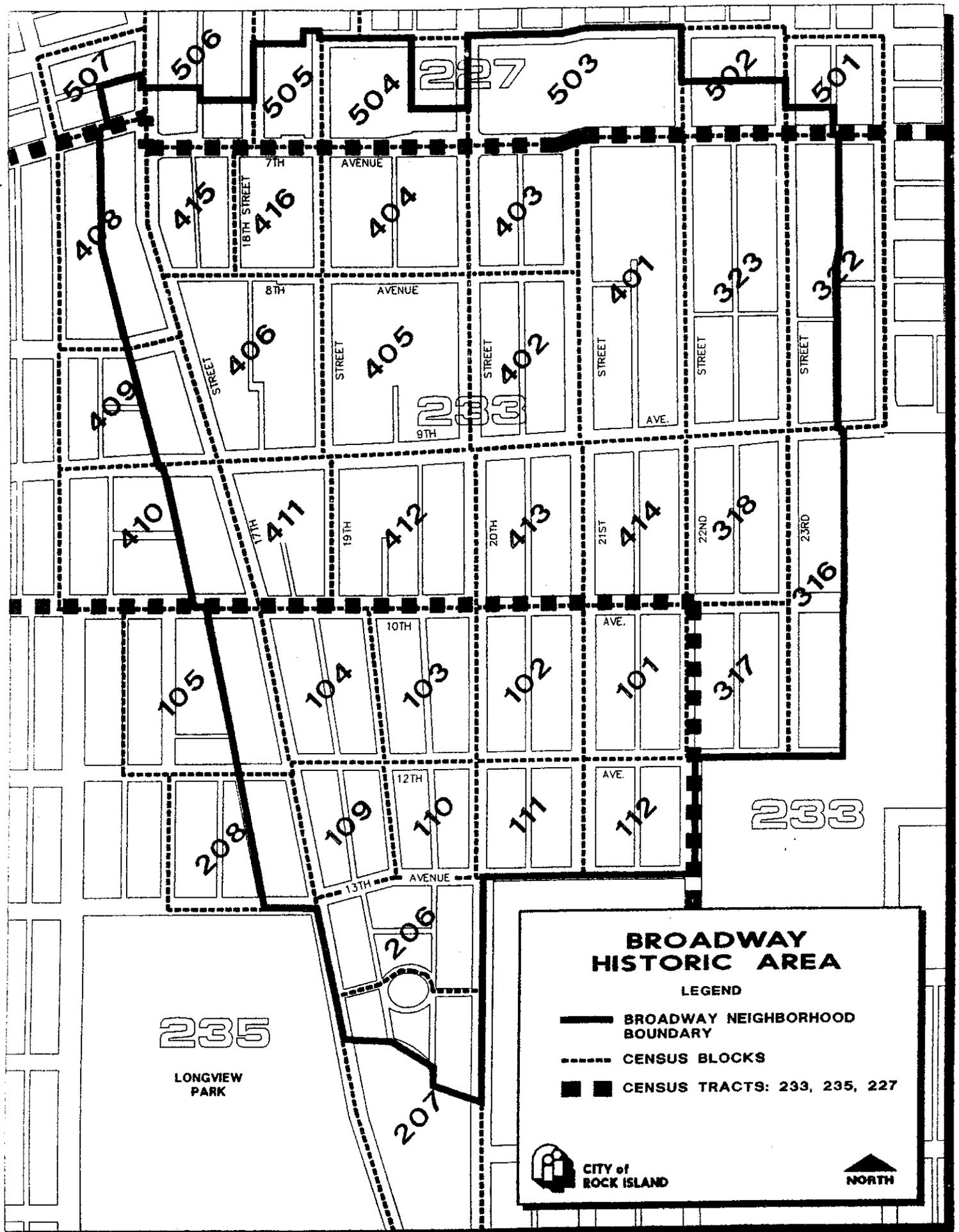
	CT 227 BG 5	CT 233 BG 4	CT 233 BG 3	CT 235 BG 1	CT 235 BG2	TOTAL OR AVERAGE	PERCENTAGES
TOTAL POPULATION	182	852	198	563	49	1844	
TOTAL HOUSING UNITS	134	441	84	255	23	937	
OCCUPANCY AND TENURE							
Occupied Housing Unit	110	362	74	208	21	775	83
Owner Occupied	17	120	43	101	9	290	37
Renter Occupied	93	242	31	107	12	485	63
Vacant Housing Unit	24	79	10	47	2	162	17
For seasonal use	0	0	0	0	0	0	0
Persons per owner occupied unit	2.3	2.7	2.8	3.1	2.8	2.7	
Persons per renter occupied unit	1.5	2.1	2.5	2.4	1.7	2.0	
UNITS IN STRUCTURE							
1 unit, detached	27	138	51	111	10	337	36
1 unit, attached	3	5	2	9	1	20	2
2 to 4 units	28	208	29	111	4	380	41
5 to 9 units	14	68	1	23	7	113	12
10 or more units	61	19	0	0	2	82	9
Mobile home, trailer, other	1	3	0	1	0	5	1
VALUE							
Specified owner occupied units	14	82	37	80	7	220	
Less than \$50,000	13	67	31	64	3	178	81
\$50,000 to \$99,000	1	14	6	16	3	40	18
\$100,000 to \$149,000	0	1	0	0	1	2	1
\$150,000 to \$199,000	0	0	0	0	0	0	0
\$200,000 to \$299,000	0	0	0	0	0	0	0
\$300,000 or more	0	0	0	0	0	0	0
Median (dollars)	18,800	32,000	36,300	34,000	55,800	35,380	
CONTRACT RENT							
Specified renter-occupied units paying cash rent	93	231	29	101	12	466	
Less than \$250	81	149	15	63	7	315	68
\$250 to \$499	11	82	14	35	5	147	32
\$500 to \$749	1	0	0	3	0	4	1
\$750 to \$999	0	0	0	0	0	0	0
\$1000 or more	0	0	0	0	0	0	0
Median (dollars)	151	219	249	226	235	216	
RACE AND HISPANIC ORIGIN OF HOUSEHOLDER							
Occupied housing units	110	362	50	193	21	736	78
White	96	259	37	164	19	575	17
Black	9	79	10	24	2	124	0
American Indian, Eskimo or Aleut	0	2	0	0	0	2	0
Asian or Pacific Islander	0	3	0	2	0	5	1
Other race	0	5	0	0	0	5	1
Hispanic Origin (of any race)	5	1	0	0	0	6	3

SEX	CT 227	CT 233	CT 233	CT 235	CT 235	TOTAL OR	PERCENTAGES
	BG 5	BG 4	BG 3	BG 1	BG 2	AVERAGE	
Male	66	424	99	267	24	880	48
Female	116	428	99	296	25	964	52
Under 5 years	11	63	19	53	3	149	8
5 to 17 years	23	176	50	128	8	385	21
18 to 20 years	7	41	5	30	2	85	5
21 to 24 years	11	49	8	34	1	103	6
25 to 44 years	38	302	66	184	14	604	33
45 to 54 years	9	78	13	46	8	154	8
55 to 59 years	7	25	8	15	2	57	3
60 to 64 years	7	35	8	26	2	78	4
65 to 74 years	34	53	10	36	6	139	8
75 to 84 years	26	22	9	9	3	69	4
85 years and older	9	8	2	2	1	22	1
Median age	46	31	31	30	40	36	
Under 18 years	34	239	69	181	11	534	29
65 years and over	69	83	21	47	10	230	12
HOUSEHOLDS BY TYPE							
Family households (families)	28	190	48	130	10	406	
Married couple families	16	101	32	78	8	235	58
Male householder	4	12	4	11	0	31	8
Female householder	8	77	12	41	2	140	34
Non-family households							
Householder living alone	75	142	22	59	10	308	
Persons living in households	182	852	198	563	49	1844	
Persons per household (excluding vacant units)	1.9	2.4	2.7	2.7	2.2	2.4	
RACE AND HISPANIC ORIGIN (ALL HOUSEHOLD MEMBERS)							
White	148	544	163	374	41	1270	69
Black	16	217	21	148	6	408	22
American Indian, Eskimo or Aleut	0	3	0	1	2	6	0
Asian or Pacific Islander	0	4	1	4	0	9	0
Other race	1	25	0	0	0	26	1
Hispanic Origin	16	60	14	36	0	126	7

*All numbers are estimates based on available data at the time. Percents of block groups in Broadway were applied to total block group data:

CT 227, BG 5: 41% CT 233, BG 3: 18% CT 235, BG 1; 75% CT 235, BG 2: 19%

** There are some slight variations in totals due to rounding



APPENDIX J

INFILL/OVERLAY SUBCOMMITTEE

Name

Representing

Linda Anderson
Dan Hill
Mike Lawrence
Diane Oestreich
Karen Williams
Alan Carmen
Jill Doak

Rock Island Preservation Society
Broadway Historic Area Assoc. Board
Steering Committee
Planning Commission
Steering Committee
City staff
City staff

APPENDIX K

SPECIAL SURVEY TEAM

Steering Committee

Kim Darling
Marcy Fuller
Mike Lawrence
Karen Williams
Don Wolgast

Neighborhood Residents

Yancy Bolden
James Braet
Dave Dacon
Mike Hammer
Sarah Motz
Clayton Peterson
Nancy Pheiffer

City Staff

Alan Carmen
Jill Doak

LDI ALLOCES VAC LOT
BROADWAY HISTORIC AREA

Address	Tax Parcel #	Size	Lot Area Sq. Ft.	1 - 1½ Story		2 - 2 ½ Story		Ability to Duplex
				Max. House Width	Max. House Width	Max. House Width	Max. House Width	
717 17 St.	(09) 1657	50x130	6500	35'		30'		Y
839 17 St.	(09) 6740	49x180irr	8820irr	34'		29'		Y
912 17 St.	(09) 771	50x170	8500	35'		30'		Y
929 17 St.	(09) 5326	47x103irr	4841irr	32'		27'		N
717 19 St.	(09) 6659	60x216.5	12990	45'		40'		Y
806 19 St.	(09) 6726	109x130	14170	depends on average front yards				Y
728 20 St.	(09) 6667	70x216	15120	55'		50'		Y
734 20 St.	(09) 6668	96x216	20736	depends on average front yards				Y
807 20 St.	(09) 6681	50x140	7000	35'		30'		Y
914 20 St.	(09) 6789	48.5x150	7275	33.5'		28.5'		Y
937 21 St.	(09) 5997	50x140.5	7025	35'		30'		Y
813 22 St.	(09) 4636	60x137	8220	45'		40'		Y
701 23 St.	(09) 4572-1	50x139.7	6985	depends on average front yards				Y
831 23 St.	(09) 4648	38x124	4712	23'		18'		N
2209 9 Ave.	(09) 4653	40x63	2520	25'		20'		N
1724 12 Ave.	(09) 7057	50.5x100	5050	35.5'		30.5'		N

Notes

- * 1- 1½ Story: Sum of side yards is 15'
- * 2- 2½ Story: Sum of side yards is 20'
- * 3000 sq. feet in lot area required for each unit
- * 30' rear yard required
- * Front yard is average of those on same block for 150 feet
- * Corner lots must adhere to two front yards
- * There are some provisions for reduction of side yard requirements for substandard lots (49 ft. wide or less)



Dear Investor Owner:

You own rental property in the Broadway Historic Area which is a neighborhood currently undergoing an intensive planning process directed by the City of Rock Island and a Steering Committee made up of the area's property owners and residents. The City of Rock Island is interested in obtaining information about Broadway landlords and their tenants. Please answer the following questions to the best of your ability and return the survey in the enclosed self-addressed, stamped envelope by November 8, 1991.

1. Has your rental property seemed more in demand to prospective tenants since identification of the Broadway Historic Area three years ago?

Yes No

2. Do you hire someone to manage your building(s)?

Yes No

3. Make a checklist of the five most desirable qualities in a tenant.

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____

4. Do you use any criteria in selecting new tenants?

Yes No

5. Do you require references from your tenants?

Yes No

6. Do you require a safety deposit?

Yes No

If so, is it greater than the amount of one month's rent?

Yes No

7. Have you ever had to evict a tenant?

Yes No

If so, for what reason?

8. What is the average cost of an eviction to you? \$ _____

9. Would you characterize the majority of repairs you undertake as regular maintenance or tenant caused?

Regular Maintenance Tenant Caused

10. What percentage of your repairs is caused by neglect of a tenant? _____%

11. Are you responsive to tenant complaints?

Yes No

12. How many days does it take you or your manager to respond to a tenant complaint?

_____ days

13. Are you responsive to neighbor's complaints about your tenant(s)?

Yes No

If so, how do you usually handle the complaint?

14. Do you live at the location you also rent?

Yes No

If not, how often do you inspect your rental units?

BROADWAY HISTORIC AREA
ROCK ISLAND, ILLINOIS
STREET INVENTORY CHECKLIST

Alley Location (between) _____
from _____ to _____

GENERAL INFORMATION:

Type of Pavement:

- Asphalt
- Concrete
- Brick
- Gravel

Drainage Problems? Yes No

Existing Patches? Yes No
% Patched _____

General Comments: _____

ASPHALT PAVEMENT OR GRAVEL CONDITION: (circle one)

Cracking? transverse Longitudinal Random
Average Crack Width: <1/4" 1/4" - 1/2"
 >1/2"

Pot Holes? Yes No
If yes: Average Size: _____ X _____ Number: _____

Rutting? (Severity): _____
Corrugating? (Severity): _____
General Comments: _____

CONCRETE CONDITION:

Cracking? Transverse Longitudinal Random
Average Crack Width: <1/4" 1/4" - 1/2"
 >1/2"

Joint Deterioration? (Severity): _____
Comments: _____

Spalling? (Severity): _____
Slab Settlement? (Severity): _____

CONDITION RATING: (Severity)

- 1=Good
- 2=Fair
- 3=poor

chapter 7

meeting participants

MEETING PARTICIPANTS

Introductory Meeting

April 9, 1991

Mike Attwood
Bill Block
Jane Block
Sue Brackevelt
Joe Brune
Mary Brune
Jack Curry
Larry Dean
Greg DeReus
Margaret DeReus
Paul Fessler
Anna Fields
Dr. M. Fields
Marcy Tamosaitis Fuller

Mike Hammer
Carolyn Hardin
Mike Hermans
Tom Hughes
Hannelore Huisman
Sally Kleeman
Chris Larson
Eleanor Lofquist
Sherry Maurer
Beth Orwitz
Gary Pheiffer
Laura Rosner
Barb Scoville

Bonnie Stephens
G. A. Stephens
Carol Stream-Fessler
Narveen Virdi
Diane Von Dresky
Dick Weishar
Pat Welch
Charles J. White
Evie White
Karen Williams
Lori R. Williams
Nona Williams
Deborah Wolgast
Don Wolgast

Issues Identification Meeting

May 14, 1991

Mike Attwood
Lois Baumunk
Jill Boldon
Jack Curry
Suzanne Curry
Kimberly Darling
Deb Dehoin
Larry Dean
Nancy Dean

Paul Fessler
Cindi Foster
Marcy Fuller
Ric Fuller
Mike Lawrence
Eleanor Lofquist
Steven A. Long
Sherry Maurer
G. Motz
Sarah L. Motz

Diane Oestreich
Beth Orwitz
Clayton Peterson
Laura Roesner
Diane Von Dresky
Richard Weishar
Karen Williams
Nona Williams
Deborah Wolgast
Don Wolgast

Goal Setting Meeting

November 21, 1991

Pat Berg
Margie Bragg
Jack Curry
Suzanne Curry
Larry Dean
Nancy Dean
Alana Ferguson
Paul Fessler
Cindi Foster
Marcy Fuller
Mike Hammer

Dan Hill
Hannelore Huisman
Robert Kling
Mike Lawrence
Sherry Maurer
Al Mitchell
Mrs. Al Mitchell
Janice Mohr
Janet Murphy
John Murphy
Diane Oestreich
Beth Orwitz

Bonnie Peltanen
Lou Pizano-Guldenzopf
Carol Stream-Fessler
Vince Thomas
Evie White
Karen Williams
Nona Williams
Morgen Wirth
Rodney Wirth
Deborah Wolgast
Don Wolgast
Bob Yapp

Strategy Session Participants

December 4, 11 and 18, 1991

Linda Barr
Suzanne Curry
Kimberly Darling
Marcy Fuller
Hannelore Huisman

Mike Lawrence
Steve Long
Sherry Maurer
Lisa Neff
Greg Stephens

Richard Weishar
Evie White
Karen Williams
Don Wolgast
Bob Yapp

Document Review Meeting

February 20, 1992

Edward Angerer
Linda Barr
Pat Berg
Jill Bolden
Yancy Bolden
Mae Bragg
Debby Braet
Jim Braet
Victor Cardoso
Jack Curry
Dave Dacon
Clover Daley
Rick Daley
Kimberly Darling
Larry Dean
Nancy Dean

Elaine Foht
Ron Foht
Marcy Fuller
Ed Hale
Jan Hale
Daniel Hill
Tom Hughes
Christina Johansson
Rita Kirk
Mike Lawrence
Carol Lloyd
Neal Lloyd
Steve Long
Charlie Mahaffey
Margaret Melody
Michelle Melody

Mary Mitten
Norm Moline
Sarah Motz
Virginia McF. Motz
Lisa Neff
Diane Oestreich
V. Oleman
Oscar Powell
Carol Stream-Fessler
Evie White
Karen Williams
Nona Williams
Deborah Wolgast
Don Wolgast
Bernadette Wooten
Don Wooten
Bob Yapp