

MEMORANDUM

COMMUNITY & ECONOMIC DEVELOPMENT DEPARTMENT

TO: Thomas Thomas, City Manager

SUBJECT: Adoption of College Hill Revitalization Plan

DATE: November 25, 2013

The City of Rock Island has been developing the College Hill Revitalization Plan for a number of years now and it has been listed as a Council goal since 2006. The draft plan was presented to the City Council on March 4, 2013. A public hearing was held before the Planning Commission on April 2, 2013. A large crowd was in attendance and much testimony was provided. The Planning Commission recommended (7—1) that the City Council approve and adopt the draft plan.

Attached to this memo is the packet that the Planning Commissioners received prior to the public hearing, along with a copy of the approved meeting minutes from their April 2, 2013 public hearing. Consideration of the plan begins at the bottom of page 3 of the meeting minutes, which would be page 13 in this packet. The draft College Hill Revitalization Plan is posted on the City's website. These materials were provided as background information, along with a PowerPoint presentation prepared by CED staff for the Council to review at their November 18, 2013 study session. Adoption of the College Hill Revitalization Plan will be the first 2014-2015 strategic goal to be accomplished by the City Council.

Recommendation: Approval of the College Hill Revitalization Plan as recommended by the Planning Commission at their public hearing on April 2, 2013.

Submitted by: Ben Griffith, AICP, Planning & Redevelopment Administrator
Jeffery Eder, Community & Economic Development Director

Approved: Thomas Thomas, City Manager

TO: City of Rock Island Planning Commission
FROM: Brandy Howe, AICP, Urban Planner II
Ben Griffith, AICP, Planning and Redevelopment Administrator
SUBJECT: College Hill District Revitalization Plan
DATE: March 26, 2013

On Monday, March 4th, CED staff presented the draft College Hill District Revitalization Plan to City Council during study session. At that time, the Council recommended a public hearing before the Planning Commission be held on April 2, 2013 with a tentative Council adoption meeting scheduled for April 15, 2013.

The public hearing notification was placed in the March 17th edition of the Argus Dispatch and a notification letter was mailed to stakeholders in the College Hill District area, including property owners, business owners, and those who participated in the planning process. Public comment on the draft Plan was solicited. The draft Plan was made available on the City's website for public review on March 5th and hard copies were also made available in CED at City Hall and at the downtown branch of the Rock Island Public Library.

Enclosed are public comments that have been received as of March 26th. Any additional comments provided by the public between March 26th and April 2nd will be compiled and distributed to the Planning Commission at the April 2nd meeting.

As a general overview, the College Hill District Revitalization Plan is intended to serve as a policy guide for future development and redevelopment of the College Hill District area. This draft Plan envisions the College Hill District as "a vibrant, growing, sustainable business and neighborhood community that enhances the quality of life for residents and visitors." Further, City Council identified the completion of the College Hill District Revitalization Plan as a 2013 City of Rock Island Initiative and Action in its annual goal setting session.

To provide some clarifications based on comments received, the Plan:

- Provides policy guidance for City staff, the Planning Commission, and City Council in relation to planning and implementation activities in the College Hill District area of Rock Island.
- Outlines implementation goals and activities and identifies potential funding mechanisms; final decisions on all City spending is deferred to City Council.

The Plan does not:

- Provide for enforcement on businesses or owners in the College Hill District area.
- Impose special assessments or special service area taxes on property owners or automatically earmark gaming funds for plan implementation. As noted above, all decisions on City spending will be determined by City Council.

As a final note, planning documents, such as the College Hill District Revitalization Plan, work in concert with other planning tools and regulatory devices, such as zoning ordinances, parking and sign regulations. If adopted, recommendations in this Plan will be considered along with City ordinances and regulations in future planning and redevelopment decision making.



Support Progress for College Hill Business District

For three years, business owners, the city of Rock Island, and Augustana faculty have researched how to promote, design, and economically restructure the areas around 14th avenue from 30th street to 42nd street.

The research included community surveys, review of statistical data, as well as good old-fashioned brainstorming, and has been compiled into a document called the College Hill Revitalization Plan Document.

On April 2nd the Rock Island Planning Commission will review the Plan Document.

Some goals of the Plan document include

- Establishing group retail promotions
- Sponsoring at least two special events each year
- Implementing the community's preference for visual enhancements for streetscape and facades
- Determining funding sources to support the College Hill District Revitalization Plan
- Decreasing the percentage of vacant structures in College Hill District
- Increasing parking capacity
 - The document is available on the City of Rock Island's website at <http://www.rigov.org/index.aspx?nid=1270>

If you support Rock Island moving forward with in accordance with the goals in this document, please show your support! A short email will go a long way to let the City know that this is important to the community!

**Please forward your email of support to
Howe.Brandy@rigov.org**



Support Progress

for

College Hill

Business District

What is the Plan?

- ✓ Over 3 years of research by
 - Neighborhood Businesses
 - City of Rock Island Planners,
 - and Augustana College Faculty
- ✓ Input from community members in the form of public meetings and surveys
- ✓ A road map, outlining many directions that could be taken in 1, 3, and 5(+) years
- ✓ Exploration of the MANY possible funding sources available, in order to leave no stone unturned
- ✓ An Outline of the planning process
- ✓ You Can view the entire plan by visiting the College Hill Website @ www.collegehilldistrict.com

What Does It Say?

- Overview of the challenges, benefits and history of the area
- The Planning process and formation of the business organization
- The Vision and Mission Statements of the Organization
- The research for the communities Visual Preference for College Hill
- The Goals and Strategies of the following challenges and benefits:
 - Branding College Hill
 - Marketing
 - Special Events
 - Business Enrichment
 - Underutilized Properties
 - Parking
 - Traffic and Transportation
 - Leveraging Augustana

What Does It Do?

Shows the City of Rock Island's Support for the goals and strategies.

The City Council will ultimately lead decision-making with regard to timing and allocation of future public expenditures to implement this plan. (Page 56 of College Hill District Revitalization Plan)

This does not change existing design standards for any business or residence in College Hill.

Changing the design standards or guidelines is an extensive planning process that includes preparing and adopting an ordinance with the city of Rock Island.

Approving the Plan Document shows existing and future businesses and residents that we CARE about promotion, developing and growing this area and we want to invest in our community



Support Progress

for

College Hill

Business District

What is the Plan?

- ✓ Over 3 years of research by
 - Neighborhood Businesses
 - City of Rock Island Planners,
 - and Augustana College Faculty
- ✓ Input from community members in the form of public meetings and surveys
- ✓ A road map, outlining many directions that could be taken in 1, 3, and 5(+) years
- ✓ Exploration of the MANY possible funding sources available, in order to leave no stone unturned
- ✓ An Outline of the planning process
- ✓ You Can view the entire plan by visiting the College Hill Website @ www.collegehilldistrict.com

What Does It Say?

- Overview of the challenges, benefits and history of the area
- The Planning process and formation of the business organization
- The Vision and Mission Statements of the Organization
- The research for the communities Visual Preference for College Hill
- The Goals and Strategies of the following challenges and benefits:
 - Branding College Hill
 - Marketing
 - Special Events
 - Business Enrichment
 - Underutilized Properties
 - Parking
 - Traffic and Transportation
 - Leveraging Augustana

What Does It Do?

Shows the City of Rock Island's Support for the goals and strategies.

The City Council will ultimately lead decision-making with regard to timing and allocation of future public expenditures to implement this plan. (Page 56 of College Hill District Revitalization Plan)

This does not change existing design standards for any business or residence in College Hill.

Changing the design standards or guidelines is an extensive planning process that includes preparing and adopting an ordinance with the city of Rock Island.

Approving the Plan Document shows existing and future businesses and residents that we CARE about promotion, developing and growing this area and we want to invest in our community

Show your support by writing an email to Howe.Brandy@RIGov.org
Or Attend the Meeting April 2nd at City Hall at 5:15

Show your support by writing an email to Howe.Brandy@RIGov.org
Or Attend the Meeting April 2nd at City Hall at 5:15

Compilation of Public Comments in Support of College Hill Plan (Received by Email as of March 26, 2013)

Brandy,

I am new to the business/ownership world. This is my first endeavor. The help I receive from the CHDO has been great. The events we sponsor have brought in new customers that didn't previously know I was there. I believe that making the College Hill Business at both the East and West end look more uniform by identifying them as CHD businesses will further help promote businesses on both ends. Any help in making the outsides look better, well that just helps even more. It's more pleasurable shopping in a nice, neat looking store/area.

The College Hill Document has some great ideas and as a business owner and Rock Island resident I believe it should go forward and begin making changes in what I believe is a great place to shop and to support all of our small businesses. Owning my first business in the CHD has been a great experience for me and I hope to continue for many years.

Barb McKay
Fabulous Finds-owner

Dear Rock Island officials,

I write to strongly support efforts that would enhance the accessibility, attractiveness and number of businesses in Rock Island's campus Hill Top district. There are few areas in Rock Island--and the QCA-- where independently owned businesses can thrive part from the encroachments of chain restraints and box stores (in other words, where all the money stays in the community). Hilltop is one such place, and it offers not only the places where I regularly eat and drink, but also an area where shared public life happens. I hope the city will do whatever it takes to make this are attractive, accessible, and distinctive among the QCA. Thank you.

Sincerely,

Jason A. Mahn
Resident: 830 43rd St.
Augustana Professor

Dear Friend-

As pastor of South Park Presbyterian Church, I am writing to express our enthusiastic support for the College Hill Redevelopment Plan. South Park Church has been a member of this neighborhood since 1887 and we have always been committed to neighborhood improvement. We believe that each business and household within our neighborhood is stronger if the entire neighborhood is stronger. In this way, supporting our neighborhood association's plan is both good neighborliness and enlightened self-interest. The College Hill Plan is a comprehensive plan that has been developed over a long period of time and it has received input from any neighborhood member who cared to speak out. It is a visionary plan that will take advantage of our opportunity to become an attractive center of business and activity for residents throughout the entire QC area. Indeed, the signs of renewal are already apparent. *Cool Beanz*, the *Black Ram*, and *Against the Grain* brewery are doing very well, and our church members visit them frequently. Moreover, many of the more established businesses in our neighborhood have shown greater enthusiasm because their future seems brighter. It is hard to see why the College Hill Neighborhood cannot be at least as popular as the centers in Davenport and Moline.

South Park church is not in the retail business, but we are in the neighborhood and people business. We know that people throughout the QC will be more likely to visit our church if they find our neighborhood appealing. If you approve the proposed plan, all of us who live and work in the College Hill area will be more prosperous and more secure. In behalf of our church leaders, let me conclude by saying that the College Hill Plan has our full support.

Sincerely,

The Rev. Dr. Kenn Shedenhelm

Dear Brandy Howe,

Having lived in the immediate College Hill area (intersection of 31st Street and 15th Avenue) for many years, I have been delighted at some of the new and now very stable businesses, such as Cool Beanz, in our neighborhood. The fact that not only those businesses, but also my bank, a major grocery store (HyVee), and multiple other suppliers are very close by and readily reachable on foot, makes this a prime location. At the same time, the area has retained a residential character that I value. Parking has quickly become an issue and generating more parking areas will have to be a priority. I also hope that the support these businesses receive through the revitalization plan will assist in their long-time viability. I should mention that the availability of venues such as Cool Beanz allows us to bring friends and acquaintances with whom we might want to meet nearby into this area where previously we would have patronized the downtown Moline area or other locations. So I wholeheartedly support efforts to continue to develop this area and as part of the plan develop a strong relationship with Augustana College.

Sincerely,

Tamara Felden
Rock Island and Chicago, Illinois

Just wanted to send a short note of support for Rock Island's College Hill development plan. As a faculty member at Augustana and as a Rock Island resident in walking distance of College Hill, I believe that College Hill is a key avenue to revitalizing this part of town, and keeping potential revenue in the city. A vibrant College Hill means that fewer students trek to downtown Moline for entertainment, and fewer faculty spend time and money in Bettendorf for quality food, coffee, craft brews and boutique shopping. It also means that more neighborhood residents may be encouraged to stay local and enjoy where they live.

Thanks for listening!

Stephen A. Klien, Ph.D.
Associate Professor of Communication Studies, Chair, Fine and Performing Arts Division
Augustana College (IL)

Ms. Howe and officials of Rock Island:

I'm very excited to see movement toward a College Hill District Revitalization Plan. As a 15 year resident of Rock Island, living in Broadway and working at Augustana College, the plans to make the College Hill neighborhood better than it already is will directly affect the quality of my family's life and the life of the Augie community. I hope you will give the Plan your full support.

Lendol Calder

Lendol Calder, Ph. D. | Professor of History | Augustana College
639 38th Street | Rock Island, IL 61201 | (309) 794-7679

Hola Brandy,

Many of our students come from areas where a car is not necessary for them to get around their city. One of the many attractions for our students is the College Hill District because of its close locations to campus. They love being able to walk to restaurants, barbers, and many other business's in the neighborhood. Our students also love that we have many locally owned business's and they appreciate the diversity of its owners. This is VERY important for the retention of our students because if they have access to the things that they need and enjoy they then become more engaged with the community and the college.

I really hope that we continue to improve this neighborhood & welcome more business's which in turn will help Rock Island grow and stay the great city that it is.

Thanks for your time,

Greg Aguilar
Director of Multicultural Services
309.794.8275

Dear Mary and to whom it may concern;

I would formerly like my name and business Stacey Willey with Complete Balance Chiropractic removed from the petition against the plan document for the College Hill District. I was asked to sign this petition while being interrupted with my patients and not given the time to go over the documents that were not even presented by the petitioners. I was approached three times within 2 hours, two with petitions and one without. They were quite agitated and I didn't want them in my office. Again I am asking that myself and my businesses name be removed from this petition.

Stacey Willey
Complete Balance

I support the college Hill District revitalization plan

Sue Flaherty, Advancement Services Secretary
Augustana College
639 38th St
Rock Island, IL 61201
309-794-7423 sueflaherty@augustana.edu

Brandy,

I just wanted to take a quick moment to email you my support for the College Hill Revitalization Plan. My wife and I as Rock Island residents are frequent users of numerous businesses in that area including: Fred and Ethels, Cool Beanz, Against the Grain(which in my opinion is one of the best bars in the entire Quad Cities area), Handy True Value, Happy Joes, Harris Pizza, La Rancharita, Lee's on 14th, and Mulkey's.

The plan that is outlined in our opinions would be a tremendous step forward for the city of Rock Island as well as the Illinois Quad Cities in general. It would be tremendous to have what could end up being the equivalent of the Village of East Davenport on this side of the river. Please support this plan! -Nick and Tegan Bitting

Good morning,

I have reviewed the College Hill Revitalization Plan and I fully support its development and implementation! I have watched with pride as new businesses have moved into the College Hill area and begun to transform the area, and this plan will extend the progress even more. In particular, I am excited about the visual enhancements such as improved streetscapes, facades, decreasing vacant structures, etc. Making this area more attractive and pedestrian friendly will boost morale and foster a sense of pride and community, as well as help sales of local area businesses. With this plan, College Hill will become a destination. Moreover, it will help attract students to Augustana College, who will in turn patronize these businesses and may even stay in the community and become local businesses owners themselves!

Let's move forward with this plan without delay!

Thank you,

Amanda Makula, resident of Rock Island

As a long time patron of Cool Beanz coffee shop in the College Hill area I have learned of a plan being set forth that very systematically proposes a bright future for the area.

I am sorry to admit that Cool Beanz is one of the very few establishments that regularly draws this Moline resident into Rock Island and that says a lot for the economic future of your city. You have done much for your downtown and even for 11th Street which shall certainly result in renewed interest in those areas. Now seems an opportune time to focus on College Hill – at least approve the Plan Document thus encouraging the planning to move ahead.

Please read the plan @ www.collegehilldistrict.com which I am sure most detractors have failed to do. Then, knowing the full direction of this plan, approve it so the group may move ahead. Rock Island should be grateful for residents and local small business owners, like these, who take the time and make the effort to affect change that will benefit your city long-term.

Thank you for your serious consideration.

Jill McLaughlin
Moline

I love shopping at the stores in this area and the new additions in the last year are fabulous! Fred & Ethels is a great destination, and Rich @ Against The Grain is doing fabulous.

Please continue to expand this area, it is nice to have some new places to go in rock island. I would love to see another decent restaurant added to this area. Please put our tax dollars into this lovely area of Rock Island.

Thanks,
Piper Engman
745 15th st
rock island il 61201

Brandy -

I'm emailing you in support of the College Hill District Revitalization Plan. I believe that business development and planning is detrimental to the local economy. As an Augustana College alumni that lives and works in the Quad Cities, I feel that having a community backed plan in place for the College Hill district is very important. Augustana College provides a steady stream of customers and it is important to build the connection between the college and the local businesses. I currently utilize many of the businesses in the district including (but not limited to) Cool Beanz, Against the Grain, Steve's Barbershop and Happy Joe's Pizza. Even though I graduated in 2009, I still find myself drawn to this specific area and the businesses in the College Hill district because of my exposure to them when I attended Augustana.

The plan identifies short term (and easy to accomplish goals many of which have no cost) and more long term goals, both of which will benefit the businesses within the district. For example the developing and maintaining a relationship with Augustana College (detailed on page 54) is very important and I feel that the businesses will directly benefit from it. The goals can all be accomplished within 3 years and have very little cost.

Thank you for taking the time to read this and please let me know if you have any questions.

To whom it may concern:

I am writing to inform you of my support for the College Hill District project in Rock Island. I am an Augustana Alum and have lived in the Quad Cities since 1989. A current resident, have lived in Rock Island for approximately 4 years (not including my college years). I truly have grown to love the Quad Cities and all it has to offer. However, I have been extremely concerned about the decline of businesses and growth in the Illinois Quad Cities. I also work in Rock Island for Trinity College of Nursing & Health Sciences and Genesis EAP. I often utilize the services of businesses that are already in place in the College Hill District such as Cool Beanz and Sports Depot. My fear is that other areas of the Quad Cities will continue to offer greater variety and services to draw in business and Rock Island will decline. By remaining the same and maintaining what we have, we will fade away. It is so important for Rock Island, that we continue to look to the future, grow and offer more to appeal to the youth and families in our community...otherwise we will lose them. Thank you for your interest in this project. I wholeheartedly support growth in Rock Island and sincerely hope we continue in that direction for our future and the future of our children and grandchildren.

Sincerely,
Christiana

Comments Received Regarding Circulation of Petitions – (Received by Email as of March 26, 2013)

Hi Mary

I'm embarrassed to say signed the petition. I asked if I could keep a copy to read, and was told to stop talking and sign. I think I was trying to feel like I did the right thing at the time, but honestly I have lost sleep over it. On the way out he was talking to some of my customers and saying things that I know to be untruths. I wish to be taken off of the petition.

Thank you
Jennifer Horvath
Fred & Ethels

Mary,

I was approached by Greg from Harris Pizza and he presented me with a petition he wanted me to sign. He sat at my desk telling me about the "cons" of the College Hill document and how it would be bad for my business, meaning rent would be raised because taxes would be raised and such.

I asked him if I could take time to read it since I'm new to business and the whole document plan which I hadn't read at the time. He gave me an hour to read it but asked that I not copy it or take it out of my store to which I agreed.

When he came back I told him I wasn't comfortable signing something that I didn't know enough about. His response was, "well if you don't sign it, you'll be sorry." Not sure what his intent was about being sorry but the whole time he was here I felt very uncomfortable and felt like I was being pressured into "being on his side" by signing his petition.

No, I did not sign his petition.

Thanks,
Barb McKay-Fabulous Finds, owner

Mary:

I have been out of town most of the month. So when i recived a call asking me to sign something to do with collage hill, I said yes. I have now found out what it is really about, and am sorry for it.

Will try to get back for the hearing.

Karolyn Williams.

-----Original Message-----

From: Mary Chappell
Sent: 21 Mar 2013 18:58:24 GMT

Subject: Public Hearing Posters

Good afternoon -

By now most of you have received a letter announcing the date for the upcoming Public Hearing for the College Hill District Plan document. Just in case - the Public Hearing is scheduled for Tuesday, April 2, 2013, at 5:15 p.m., at City Hall. Posters promoting the hearing date are available to place in your businesses. Let me know if you are interested and we will get one (or more) to you ASAP.

As previously stated, many of you were involved with the development of the plan document or currently involved with the organization. Hope you can attend the Public Hearing to show your support of the CHD and to listen to other questions and comments. Reminder - a copy of the document and appendix are available on the city's website at www.rigov.org .

Let me know if you have any questions and thank you!

Mary M. Chappell
Development Programs Manager
City of Rock Island
1528 Third Avenue
Rock Island, IL 61201
(309) 732-2923 - direct
(309) 732-2930 - fax
chappell.mary@rigov.org

March 8th 2013

To: Members of the Rock Island Planning Commission

Subject: College Hill District Organization (CHDO) Plan

From: Business and Property owners within the governing area. (The undersigned)

Dear Commission members:

We take this time to write with regards to the upcoming agenda item where the commission will be asked to review and vote to recommend to the city council this plan as part of the City of Rock Island's comprehensive plan. This plan will become a permanent and guiding document that will provide for enforcement on businesses and property owners within the designated area. This document we collectively feel is far reaching and incomplete as a permanent guideline document. As a group we have 5 major areas of concern which are as follows:

1. How much are the Improvements and who decides the Improvements?
2. How are the Improvements to be paid?
3. Selective enforcement of city ordinances especially parking has created a major problem for businesses and residential property owners.
4. Design Standards. Process and Commission involvement.
5. Does this document advance business location or deter new businesses in CHDO and promote development in the residential and business (B-1) zoning.

First, there are Improvements proposed in this document that would make major marketing and street improvements for the district. Those recommendations would require funding in the amount of more than \$1,000,000. These improvements are detailed in the document and become part of the plan document. Have the residents been included in moving this process forward or was the process slanted after the Dakota public meeting to include only a minority representation of the plan area residents and businesses? We believe that these Improvements will move forward and be assessments to the property owners (both Business and Residential) as part of the approved plan and we are not in agreement on these specific items.

The "Living Alleys" of the plan looks beautiful but what are the costs to be incurred? A major redo of the Alley north of 14th avenue to 12th Avenue between 30th and 31st streets could require the property owners to be assessed for the alley Improvements along and any front yard public Improvements.

We believe that only the property owners both residential and business of the CHDO district and effected property owners should vote to approve this sweeping plan as it directly affects their taxes.

Second, the plan discusses options for payment of these improvements which include several options. These options include:

1. Special Assessments
2. Tax as a special service area.
3. Fed, State and City funding via Fed and State grants gaming funding.
We believe gaming funding should only be used to its original intended purpose and that is maintaining the city infrastructure.



APPROVED

**MINUTES OF THE PLANNING COMMISSION
MEETING OF APRIL 2, 2013
CITY OF ROCK ISLAND, ILLINOIS**

The Rock Island Planning Commission held its regularly scheduled meeting in the City Hall Council Chambers at 1528 – 3rd Avenue, Rock Island, Illinois. Present were Commissioners Michael Creger, Ted Johnson, David Levin, Jason Lopez, Tim Meegan, Norman Moline, Diane Oestreich and Lorian Swanson. Commissioner Ed Hanna arrived a few minutes after the meeting was called to order. Commissioners Bruce Peterson and Berlinda Tyler-Jamison were absent. The meeting was called to order by Chairman David Levin at 5:10 PM. Also in attendance were Mary Chappell, Alan Fries, Ben Griffith and Brandy Howe.

AN ORDER APPROVING THE WRITTEN AGENDA

Chairman Levin requested that the Commission consider reversing items #4 and #5 due to his having a conflict of interest with the Friendship Manor PUD request. He explained that he is on the Friendship Manor Board of Directors and would have to recuse himself from discussion and voting on the matter. After a brief discussion, Commissioner Johnson made a motion to revise the written agenda. Commissioner Oestreich seconded the motion and the revised agenda was approved unanimously by the Commissioners.

AN ORDER APPROVING THE MINUTES OF THE OCTOBER 2, 2012 MEETING

The Commission considered the matter of approval of the minutes of the October 2, 2012 meeting. Commissioner Lopez made a motion to approve the minutes as presented, which was then seconded by Commissioner Swanson. After a brief discussion, the Commission voted unanimously to approve said minutes.

PROCEDURAL EXPLANATION

Chairman Levin provided a brief explanation of the public hearing procedures for the benefit of the Planning Commissioners and those in attendance.

PUBLIC HEARING 2013-02: REQUEST FROM MISSMAN, INC. TO CHANGE THE ZONING FROM R-7(MOBILE HOME/MANUFACTURED HOME RESIDENCE) DISTRICT, R-4 (ONE TO SIX FAMILY

RESIDENCE) DISTRICT AND B-4 (HIGHWAY BUSINESS) DISTRICT TO PUD (PLANNED UNIT DEVELOPMENT) DISTRICT AND APPROVE PRELIMINARY AND FINAL SITE PLANS FOR PROPERTIES LOCATED AT 4422, 4512 & 4520 – 9TH STREET AND 4630 & 4700 – 11TH STREET

Next there came before the Commission Public Hearing #2013-02: consideration of a request from Missman, Inc., for a PUD zoning change for the site formally known as “Michael’s Trailer Park” on south 11th Street. Mr. Fries presented the staff report to the Commission, explaining the variances which had been requested. The Commissioners asked Mr. Fries about closing a portion of 9th Street, the amount of railroad traffic to the west, and whether or not a traffic study would be required.

The applicant, Mr. Pat Eikenberry of Missman, Inc., stepped forward to address the Commissioners. He stated that the intent was to develop Class A office space and create a gateway entrance to the City of Rock Island. He stated that the City Engineering Office was working with IDOT to conduct a traffic study and how to rework the signalized intersection at 11th Street and Blackhawk Road. Mr. Eikenberry stated that Black Hawk College and Christine Elsberg’s State Farm office were both ready to begin construction almost immediately and that Missman would be in the very near future. He stated that an archeological study was about to get underway in accordance with state statutes. Mr. Eikenberry stated that the site would be heavily landscaped, that the stormwater retention area may become a fountain and that Bob Anderson, the owner of “City Limits Saloon” was very excited about the project and was in favor of executing cross parking and ingress-egress easement agreements.

Seeing that there were no further questions from the Planning Commissioners, Chairman Levin opened the public hearing and asked for members of the public to step forward and make comments. Hearing no comments in support or opposition to the PUD request, Chairman Levin closed the public hearing and stated that he would entertain a motion.

Commissioner Johnson made a motion to recommend approval of the PUD rezoning and the preliminary and final site plans, as requested. Mr. Meegan seconded the motion and the Commissioners voted unanimously to recommend approval of the PUD to the City Council.

Following the Missman item, Chairman Levin handed the gavel to Vice-Chairman Oestreich and the two exchanged seat at the dais as he had earlier stated a conflict of interest for the Friendship Manor item which was next on the agenda.

PUBLIC HEARING 2013-01: REQUEST FROM FRIENDSHIP MANOR TO CHANGE THE ZONING FROM R-3 (ONE AND TWO FAMILY RESIDENCE) DISTRICT TO PUD (PLANNED UNIT DEVELOPMENT) DISTRICT AND APPROVE A PRELIMINARY SITE PLAN AND PHASE 1 FINAL SITE PLAN FOR PROPERTIES LOCATED AT 1218 & 1226 – 21ST AVENUE, 2117 – 12TH STREET AND 1301 – 22ND AVENUE IN ROCK ISLAND, ILLINOIS

Next there came before the Commission a request for a zoning change to PUD (planned unit development) district for Friendship Manor. Mr. Fries presented the staff report to the Commission, explaining the variances which had been requested. The Commissioners asked Mr. Fries about landscaping, stormwater and the need for a retaining wall on the site.

The applicant, Mr. Rick Devinney, CFO of Friendship Manor, stepped forward to address the Commissioners. He stated that Friendship Manor had held three neighborhood meetings with adjacent neighbors and that all three meetings had been positive and that all of the adjacent neighbors were OK with the proposed project after their questions had been addressed. Mr. Devinney stated that ten units were being proposed and that seven had already been spoken for. The Commissioners asked about the need for a lighted sign, sidewalks, landscaping, fencing, and the availability of on-street parking and street dimensions.

Steve Ulstad, architect for Friendship Manor, stepped forward and explained the need for the sidewalk variances and a lengthy discussion ensued between him and several of the Planning Commissioners, about the location and use of sidewalks in the area.

Seeing that there were no further questions from the Planning Commissioners, Vice-Chairman Oestreich opened the public hearing and asked for members of the public to step forward and make comments. Hearing no comments in support or opposition to the PUD request, Vice-Chairman Oestreich closed the public hearing.

The Commissioners continued their discussion about the need for sidewalks in the area and especially for this particular project since most of the residents would be walking back and forth to the main campus of Friendship Manor. Hearing no further discussion on the topic, Vice-Chairman Oestreich stated that she would entertain a motion.

Commissioner Meegan made a motion to recommend approval of the PUD rezoning and the preliminary and final site plans, adding a condition that the applicant shall construct a sidewalk along the western side of 12th Street, from the private street entrance to 12th Street. Mr. Lopez seconded the motion and the Commissioners voted 8—0—1 to recommend approval of the PUD to the City Council. Chairman Levin abstained from voting on the item due to a conflict of interest.

At approximately 6:05 PM, Chairman Levin announced that he needed to leave the meeting so he could attend the NAACP Mayoral candidate forum.

PUBLIC HEARING 2013-03: REQUEST FOR PLANNING COMMISSION REVIEW AND RECOMMENDATION FOR THE COLLEGE HILL DISTRICT REVITALIZATION PLAN

Next there came before the Commission a request to review the College Hill District Revitalization Plan and recommend it for action by the Mayor and City Council. Ms. Howe

presented a brief PowerPoint presentation to the Commission, providing background of the purpose and intent of the Plan, as well as a timeline for development of the Plan. Vice-Chairman Oestreich confirmed that City staff was the applicant and proponent for the College Hill Revitalization Plan.

Commissioner Johnson asked how many meetings had been held, who had been contacted and who had attended them. Ms. Chappell answered by providing background on the beginning of the establishment of the stakeholders group, explaining who they were and how they were selected and contacted. She also explained how the decision to form two separate, parallel study groups was made and how each progressed, and ultimately how they merged their information and findings into the draft planning document before the Commission.

Seeing that there were no further questions for City staff, Vice-Chairman Oestreich acknowledged the large number of attendees and encouraged them to select spokesmen to speak for and against the plan in order to move the meeting along without having to implement time limits on speakers. She emphasized that each speaker be sure to sign in before speaking and that supporters of the plan would go first.

Ms. Annette Zapolis, owner of Cool Beanz, stepped forward and addressed the Commissioners. She stated that she was Chairman of the College Hill Development Organization (CHDO) and gave a brief history of the plan and the role of the CHDO. She emphasized the hard work of all the stakeholders who had been involved with the planning process from the beginning in 2010. In response to Commissioner Johnson's questions about the CHDO, Ms. Zapolis explained that the CHDO was organized in 2011 and that the meetings were open to anyone, that they collected dues to cover the costs of incorporation and shared marketing, that there were currently 27 members and their numbers were growing. She also stated that members included Augustana College, South Park Presbyterian Church and the City of Rock Island.

Commissioner Moline asked why the boundary did not include the residential properties located off 14th Avenue between the 30th and 38th Street nodes, comparing them to the "hole in the donut" and that they should have been included in the plan. Commissioner Swanson echoed this belief, stating that there should be some kind of design consistency to connect the two nodes. Ms. Zapolis answered that the plan addressed such things as planters, banners, signage, street lights, and many other items which were more business-related than residential, and that the consensus of the planning groups was to adopt a plan and begin to move forward, by identifying possible projects and potential funding mechanisms.

Mr. Doug Tschopp of Augustana College stepped forward to address the Commissioners. He said he represented the college in expressing support for the plan, that the college has a current enrollment of approximately 2,500 students, that having such a neighborhood so close to campus was a great value to not only the students, but to their parents and visitors. He called it a "unique relationship" and supports the plan.

Mr. Joshua Schipp, President of the KeyStone Neighborhood, stepped forward to address the Commissioners. He voiced his strong support of the plan, pointed out that he was in at least three of the photos found throughout the plan, that it was a bold vision with concrete steps already taken to adopt it. He stated that some detractors had made negative statements about taxes and infrastructure, but that the foundation of the plan is solid and solidly built by an impressive collection of stakeholders. Mr. Schipp stated that it was an open and democratic process, that years of hard work had been put into the production of the document, and encouraged the Planning Commission to recommend approval to the Mayor and City Council.

Vice-Chairman Oestreich then asked for a show of hands of those sitting in the audience who supported the plan and then asked for a show of hand of those who were against. There were approximately 40 in favor and 4 against. She asked if those attendees sitting in the audience would sign a sign-in sheet, indicating whether they were for or against the plan. *(A two-page copy of that sign-in sheet is included with these meeting minutes.)*

Mr. Alan Carmen, identifying himself as a former City staff member, stepped forward to address the Commissioners. He stated that although he recently retired from the City, the plan forms the basis or foundation for future actions to take place. Mr. Carmen stated that the College Hill area was an extremely walkable area, as indicated by its high walkability score, that it was not a suburban area and that while off-street parking will always be a concern, the provision of numerous off-street parking lots would alter the urban fabric of the area. He stated that imposing retro-active parking regulations would be onerous and impractical, that 14th Avenue was not Blackhawk Road, and that it was a unique area. Mr. Carmen stated that the City prides itself on its openness and input and that many opportunities were available for anyone who was interested to provide their input. He stated that he wants to see business investment in the area and that not having an approved plan or keeping the plan in limbo, does not give business owners any direction.

Commissioner Johnson asked why the Historic Preservation Commission was selected for design review when there was only a handful of historically contributing buildings in the study area. Mr. Carmen answered that the Historic Preservation Commission has much design expertise amongst its members and that it made sense to have them conduct design review— not for historic preservation, but for architecturally-based design review.

Commissioner Johnson stated that there were serious concerns over the importance of special taxing districts and asked how successful they have been in the past. Mr. Carmen answered that special taxing districts were well established and allowed by state statutes and that he would defer to City staff to answer questions on that topic.

Commissioner Swanson stated that the area was very walkable and that either node could be easily reached on foot, although parking was a problem. Mr. Carmen stated that it was not only very walkable, but bikeable too and that there was adequate public transportation making it

convenient to get to and from the area very easily. He stated that there was parking nearby although not directly out in front.

Commissioner Moline expressed his concerns that the residential areas were seemingly not included in the plan and that perhaps in the future there could be a “phase 2” plan which could address the residential areas. Mr. Carmen stated that the corridor was identified as a business corridor early in the initial planning process and that it could be worth taking a look in the future if it becomes necessary.

Commissioner Meegan stated that long-term residents feel like they were being squeezed out by residential/mixed-use and that they need to be capitalized on, that it was not included as part of the plan. Vice-Chairman Oestreich encouraged everyone to focus on the plan as presented and that perhaps it could be expanded in the future.

Ms. Michelle Juehring, owner of Vintage Rose Antiques, stepped forward to address the Commissioners. She stated that she was excited to be in the College Hill area, having moved to Rock Island from Bettendorf. She stated that it gave her a great location and there was a synergy among businesses in the area, and was excited that the City of Rock Island cared enough to prepare such a plan. She especially liked the idea of promoting businesses and the College Hill District and that CHDO meetings were a good place to share plans and visions. Ms. Juehring stated that it was refreshing to be a part of the College Hill District and appreciated the City’s commitment to the district and to the small business owners.

Vice-Chairman Oestreich asked if there were any other speakers who wished to speak in favor of the plan, and not seeing any, asked if anyone was in opposition to the plan to step forward.

Mr. Greg Mosley, owner of Harris Pizza, stepped forward to address the Commissioners. He stated that he was against the plan, thought it was strange that the City had not approached him or any of the older, existing businesses to take part in the planning process, adding that the only formal letter he had ever received from the City was for the public hearing this evening. Mr. Mosley stated that the visual preference survey was a joke and that his attorney had advised against him joining the CHDO for liability reasons. He stated that there were many issues, such as trees growing into power lines and buckling the sidewalks and that he had provided a PowerPoint showing numerous examples of this. Mr. Mosley stated that the plan allows the City to adopt special assessment areas and business improvement districts which would only increase property taxes for the property owners and not for the business owners. He questioned the projects that were proposed in the plan and how they were going to be funded, adding that the cost estimates were not accurate and grossly misstated.

Commissioner Meegan asked Mr. Mosley if there was anything in the plan that he favored. Mr. Mosley answered that he supported marketing and branding, but that there were four points that he was firmly against: taxation, special assessments, special zoning overlay districts and another body of regulations. He stated that he had spoken to the Mayor, the City Manager and

the Community & Economic Development Director about these issues and that they shouldn't spend any more time on them.

Commissioner Swanson stated that most of the negative comments seemed to come from the 38th Street area and asked whether some of the detractors had actually read the draft plan. Mr. Mosley stated that he had been given a draft of the plan by Mary Chappell which was dated January 31st and that there was now a new one on-line dated April 2nd so he wasn't sure which one was current. He said that the point is that he wasn't invited to any meetings, that he thought it (CHDO) was a business association, and that unless there was a benefactor, there would be a huge cost, but it's a zoning change and I don't like it, adding that it was an overlay and that he didn't care to be a part of it.

Mr. David Requet, owner of Gendler's Wine & Spirits and the Black Ram restaurant, stepped forward to address the Commissioners. Mr. Requet stated that he was not opposed to the plan, nor was he for it. He stated that he was a founding member and was not against the status quo. He stated that there had been many excellent questions this evening and that they should be answered before the plan becomes part of the Comprehensive Plan. Mr. Requet stated that he was concerned that the residential property owners had not been included in the planning process, that they had parking concerns, exemplified by their seeking City Council approval for permit parking. He stated that Mr. Schipp would be outraged if businesses took all the on-street parking leaving none for a birthday party in the KeyStone neighborhood. Mr. Requet stated that the living alley shown in the visual preference survey did not include the property owners and that it was a joke, adding that the City did not plow or maintain alleys and that it would never work. He stated that the features shown in the visual preference survey such as landscaping and brickwork don't work in downtown and that they wouldn't work in College Hill, adding that nobody wanted a special assessment or taxing district to pay for it. Mr. Requet asked why change when a process already exists, stating that he had to go before the Board of Zoning Appeals for a variance and that now he would need to go before another layer of bureaucracy. He stated that he got off the bandwagon when the residential owners were excluded and that this plan turns its back on the residential property owners.

Seeing no further speakers in opposition, Vice-Chairman Oestreich asked City staff for rebuttal.

Ms. Chappell stepped forward to address the Commissioners. She began by stating that the plan was the result of over 20 months of planning efforts by a large group of dedicated stakeholders who were excited about the plan. She stated that great amount of research and input went into the plan. Ms. Chappell stated that the plan offers a roadmap or a guide for an articulated vision for the future, that over 20 public meetings were held for stakeholders, projects were identified discussed and prioritized or discarded. Potential funding sources were identified and included in the plan, but none would be implemented by adoption of the plan. She compared this plan to the many other neighborhood plans prepared over the years. Many other key elements which came out of the planning process were included in the plan and that all were discussed by the stakeholders at the various public meetings.

Commissioner Lopez asked if all of the neighborhood plans had come to fruition or were they only goal setting. Mr. Fries answered that the City developed many neighborhood plans and that various concepts, goals and ideas had been implemented, but that no neighborhood plan had been completely implemented, adding that they have become a state-wide model for how to address neighborhood planning.

Ms. Chappell continued by stating that adoption of the plan would not activate any special assessment or business improvement taxes, but that they had merely been identified as potential funding sources for future consideration, adding that any tax increase would require specific action by the City Council. She stated that many concerns were addressed during the planning process and that everything had been carefully considered by the stakeholder group. Ms. Chappell stated that the City does not prepare too many business plans, but that this plan has been a very positive plan with much input from the people in the audience and Jill Doak.

Vice-Chairman Oestreich stated that the plan document does not cast anything in stone, that it provides policy guidance to Planning staff, the Planning Commission and to the City Council.

Commissioner Johnson asked what the process would be to move forward with any of the projects identified in the plan. Ms. Chappell answered that the stakeholders would ask City Council for assistance to establish a project and that the City Council would need to approve the project and how to fund it.

Commissioner Swanson complimented the work that went into producing the plan and cited the Broadway Historic District as an example of how groups can get involved and encourage the City Council to support a project.

Commissioner Lopez stated that there was concern about people stating that they were not invited and that notices were not received, and asked how people were invited to the various meetings. Ms. Chappell answered that there were two paths; a path to develop the plan document where invitations and notices were hand-delivered by visiting various businesses in the College Hill area. Two committees, a Design and Promotion Committee and an Economic Restructuring and Organization Committee, were established and tasked with various topics of discussion and review. Ms. Zapolis stated that she and others walked throughout the district to hand deliver packets, wrote a newsletter, the City mailed notices to stakeholders and businesses from previous meeting attendance, CHDO membership, even inviting Mr. Mosley to attend a Board meeting to address them and ask questions, adding that anyone is invited to attend, that CHDO is moving forward and that they will provide guidance to any who seek it. Ms. Zapolis stated that if there was any lack of involvement, it has been due to apathy, not from a lack of outreach by many people involved in the planning process.

Seeing no further speakers from the audience, Vice-Chairman Oestreich closed the public hearing and opened the floor for Commissioner discussion and perhaps a motion.

Commissioner Swanson stated that it was just a plan and to keep it going. She made a motion to accept the plan and move it forward to the City Council. Commissioner Johnson seconded the motion.

Commissioner Meegan stated that the plan is a tool to align the aspirations of the business community on the hill and that it will shake out what will and won't work. He said that it was difficult to go over every detail, but that it was a good, solid plan.

Commissioner Lopez stated that he agreed with Commissioner Meegan, that working with the City and Neighborhood Partners, you needed to have a plan or guide, that it was not going to make anyone do what they didn't want to do—ordinances and laws do that—it's a dream and a good dream.

Commissioner Hanna stated that the plan has many positive aspects going for it, that the City and CHDO have been heavily involved with it, and that his experience with many different organizations has shown him that they all have vision plans or roadmaps to follow or not follow, and that the most positive thing is working together.

Commissioner Swanson stated that it was good to see grass roots efforts and that the vacancy rates seemed to be decreasing.

Commissioner Moline stated that extra consideration should be given to the residential areas.

Vice-Chairman Oestreich stated that she was involved in the Broadway plan years ago and that many things are very blue sky and expensive, such as street lights, but because it was part of the plan, the City eventually included decorative street lights along 7th Avenue in their Capital Improvement Plan. The City has not improved everything in the Broadway plan, but I do support the College Hill Plan.

Hearing no further comments, Vice-Chairman Oestreich asked for a roll-call vote and the results are listed below:

Michael Creger:	<u>NAY</u>	Tim Meegan:	<u>YEA</u>
Ed Hanna:	<u>YEA</u>	Norman Moline:	<u>YEA</u>
Ted Johnson:	<u>YEA</u>	Diane Oestreich:	<u>YEA</u>
Jason Lopez:	<u>YEA</u>	Lorian Swanson:	<u>YEA</u>

By a vote of 7—1, the motion to recommend approval of the College Hill Revitalization Plan to the Mayor and City Council was approved.

OTHER BUSINESS—INTRODUCE COMPREHENSIVE PLAN PROCESS AND SCHEDULE

Ms. Howe reported that the City had applied for and received a grant from the Illinois Department of Community and Economic Opportunity, informally known as the “IKE Grant.” She explained the background and purpose of the grant and stated that after extensive internal discussions, Planning staff was recommending that the Planning Commission would act as the steering committee, as outlined in the Planning Commission By-Laws. Ms. Howe stated that she had prepared an aggressive schedule and briefly reviewed the outline included in the meeting packet.

Commissioners Moline and Oestreich discussed the comprehensive planning process when first undertaken in 1985 and expressed their satisfaction with the number of community meetings and public outreach at that time. Ms. Howe stated that the Planning Commission would be heavily involved in the comprehensive planning process and that she was eager to begin working on the comprehensive plan.

OTHER BUSINESS—PLANNER REPORT

Mr. Griffith reported that the terms for Ed Hanna, Tim Meegan and Lorian Swanson were due to expire at the end of April. He stated that there were no term limits and asked whether or not they wanted to continue to serve so he could prepare a reappointment memo for the Mayor and City Council’s consideration. All three Commissioners expressed their interest in being reappointed to the Planning Commission.

Mr. Griffith reminded the Commissioners that they would need to elect officers at their May meeting and that if they did not meet in May, then the next meeting after that. He also reminded the Commissioner of their need to complete their Open Meetings Act training as required by the State of Illinois. Mr. Griffith concluded by asking the Commissioners to be mindful of any *ex parte* communications and to contact the Planning Office with any questions regarding any items on upcoming agendas.

ADJOURNMENT

Commissioner Johnson made a motion to adjourn the meeting at approximately 7:40 PM. Commissioner Moline seconded the motion and it carried unanimously. The next regularly scheduled meeting of the Planning Commission would be May 7, 2013.

Respectfully submitted,



Ben Griffith, AICP

April 2, 2013 Planning Commission Public Hearing

I support the College Hill Plan:

Richard Nunez 2554 19th Ave Rock Island
Michelle Jewling 2961-14th Ave RI Vintage Rose
Stephen Mapes 1412 30th St RI Happy Joe's
Cynthia Wildermuth 3011 21st Ave RI - Fabulous Finds
Peggy Smith 732-30th St RI Fabulous Finds (vendor)
Banshi Ray 3001-30th St RI Fabulous Finds owner
Annette Zapols 2036 40th St RI - Cool Beans owner & resident
Robert Zapols 1325 30th St. Cool Beans Owner
Denise Woolson 1303 30th St Sunshine's Performing Arts Owner
Denny Woolson 1303 30th St Sunshine's Performing Arts Owner
Judy Apple 1326 30th St Fred & Ethel's owner / prop owner
Jennifer Prather 1309 30th St Hilltop Hair shop owner / prop owner
Tim Kavanaugh 2955 14th Ave Resident
Tim Kavanaugh 1228-30th St. Hilltop Tavern
Paul Colletti 2535 22nd Ave.
Todd Seemann 4200 14th Ave Neighborhood Laundry owner / CHDO ^{member}
Deborah Doehler 2428-18 STREET A, MOLINE, IL. Arts Advocate
Scott Christiansen 350-44 ST ROCK ISLAND, IL
Bernard G Plauer (KLAUER HILL & A/C) 3009-14 AVE R.I.
Carol Plauer - Plauer Hgic A.P. 3009-14 Ave. R.I. IL.
Aaron Ring 1518 31st St, RI
Brennan P 1323 1/2 30th St, RI
Douglas Tschopp Augustana College 639 38th St, RI
Charla Jundgren 2965 13th Ave, R.I. Jundgren Family Chiropractic
Sean Demovich 2512 14th Ave, RI Owner of Mahieu Signs
George Bucaris 610 45th St, R.I. Board member w/ Keystone N. Assn

I Support The Colley Hill Plan

Bob Vetrovich 1435-30 Street R.I. Handy ADAR
Ann Vetrovich 1435-30st Handy True Valve
Rodd Tweed 3900 8th ave RI
Margaret Tweed 3900 8th Ave, R.I.
Jeremy Pyle 4211 1st Ave north IL ~~the Edge~~
Brad Lee 962 23rd Ave R.I. EDGE TATTOO
Jennifer Lee 962 23rd Ave RI owner The Edge
Kareem Williams 816-23rd St RI owner Estate of Green
Kai Swanson 2514 22 1/2 Ave R.I. - Augustana College
Jenni Venema 2514 22 1/2 Ave RI
(for) Ruth Sessee 5525 34th Ave Moline, IL patron of Cool Beans
(for) Timothy Ludolph ~~34th Ave~~ Augustana College - Swanson Student

DO NOT Support

Do NOT Greg Mosley 1700 W 1st Ave Coal Valley owner HARRIS Pizzeria
Do NOT Athaleen Mosley 1700 W 1st Ave Coal Valley Pres HARRIS Pizzeria
Lynda C. Regent 34 Wildwood Drive R.I. ~~Black Ram Restaurant~~
Nancy Regent 34 Wildwood Drive RI