ROCKFORD MADISON STREET

CHARRETTE SUMMARY

AUGUST 2017

PREPARED FOR:

THE CITY OF ROCKFORD ILLINOIS, USA

PREPARED BY:

FARR ASSOCIATES

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This Plan was created with the participation and cooperation of the following entities:

Mayor Morrissey
Rockford City Council
COR Planning & Community Development Department
COR Public Works Department
Rockford Metropolitan Agency for Planning (RMAP)
River District Association (RDA)
Rockford Area Convention & Visitors Bureau (RACVB)
Rockford Parks District (RPD)
Rock River Development Partnership (RRDP)
The Element
Winnebago County

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EXECUTIVE SUMMARY

For the last few years Downtown Rockford has been on a roll. After a decade or more of planning and a recession-driven pause, the pace and momentum of downtown redevelopment is at an all-time high. This development wave includes signature projects on Madison Street including the Ice House and the Brew House. However, in contrast to the continuous walkable downtown west of the Rock River, the developments along Madison Street feel isolated from one another.

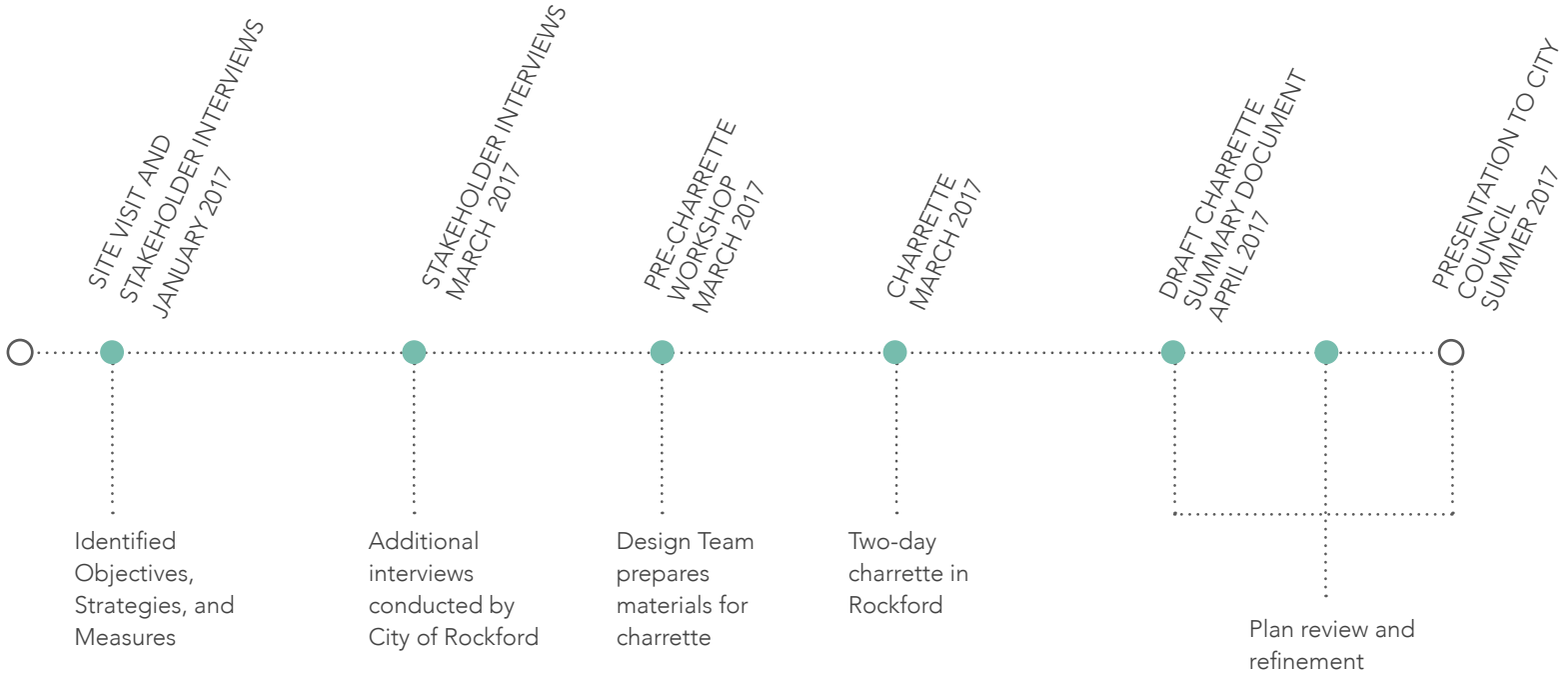
The Madison Street Charrette was initiated to develop an integrated plan and implementation strategy to knit the corridor together. While the highly visible part of the work was a two-day charrette, the planning process started with face-to-face meetings with focus groups and City of Rockford staff. This focus group process lead to a consensus on the three-part organization of the plan: Mobility, Environment, and Place-Based Economic Development. In short, the consensus was that a coherent streetscape was needed to unify the corridor, a design with high environmental performance would both protect and emulate the Rock River, and that the most powerful project driver was the economic redevelopment of the Madison Corridor as a vibrant mixed-use place.

Roughly 75% of the resulting report is devoted to implementation and embraces a TLC approach. This T[actical], L[ean], C[limax] approach recognizes the practical benefits of leading with shorter-term, lower-cost implementation tactics and their power to build momentum for high-investment climax conditions. Four jump-start projects merit a mention here:

1. the capacity of City of Rockford public works crews to implement a street re-striping and sustainable streetscape demonstration project this summer,
2. the possibility of relocating the Ice House across Madison Street to improve riverfront access,
3. the reframing of the trolley as a facility that gives bones to the Madison street corridor and therefore creates real estate value, and
4. reprogramming the underside of the Jefferson Avenue bridge as a public art venue.

Together these four catalytic projects have the power to transform the perception of Madison Street from a cross-town street into a dynamic walk/bike/ride corridor that celebrates the river and enjoys growing support. The fully reconstructed streetscape will further transform Madison Street into a sought-after address, and a platform for economic growth.

PROJECT TIMELINE



Kick-off Meeting

Charrette

Charrette Site Tour

Charrette Open House

Charrette Open House

Charrette Open House

STAKEHOLDER INTERVIEWS

Stakeholder interviews were conducted on January 25 and March 15, 2017 in Downtown Rockford. Broken into five separate groups, participants were asked the following questions:

1. Who are you and what is your stake in Madison Street?
2. How do you want Madison Street to evolve in the future?
3. What activities are underway today that either support or don't support your future vision?

GROUP 1:
Rock River Development Partnership
River District Association

- Strong, defined character for corridor
- Improved landscaping, lighting, bury utilities
- Remove perception of Madison Street as "through-street"
- Make the river more accessible for water sports
- Needs a public space that is accessible with activities for families, maybe with a water feature

GROUP 2:
Real Estate Developers

- Public market is a major attractor for developers
- Shared parking strategies
- Madison as Tech Corridor / high paying jobs
- Park once, walk anywhere!
- Create a 10-yr waterfront plan

GROUP 3:
City of Rockford
RMAP

- Relationship of Madison Street to greater downtown
- Need a cohesive streetscape on Madison Street
- Opportunity for a makerspace district
- Madison Street to Morgan Street connection alternatives
- Consider residential opportunities along corridor
- Need a strong implementation strategy

GROUP 4:
ORCHiD Neighborhood Group
Fordam Forward Group

- Ensure streets are slower
- Need a well-lit pedestrian route between Madison Street and ORCHiD Neighborhood
- It is time for Madison Street to be redeveloped

GROUP 5:
The Element
Sanders Design Group
Rockford Mass Transit District

- Need walkable connections
- Bury utilities under Madison Street
- Unique & recognizable identity
- Rehabilitate existing buildings
- Focus on riverfront development and create logical connections to other venues; not necessarily a continuous riverfront pathway
- Utilize the trolley to shuttle people to events
- Promote shared parking
- Invite local artists to paint murals on blank facades

SHARED INSIGHTS FROM ALL INTERVIEWS

Focus groups were organized by area of interest: developers, not-for-profits, neighborhood residents, etc. This structure allowed for more thorough discussions from a distinct point of view. Interestingly, shared insights and suggestions emerged from these distinct points of view. These cross-cutting themes, expanded below, reinforced the importance of this project's deliverables.

- Create a cohesive streetscape the length of Madison Street.
- Introduce a pedestrian-bike network to transform Madison Street into a human-powered place.
- Support diverse uses including entertainment, residential, and job-creating industry.
- Create a clear and implementable plan where the parts all tie together.

TRANSFORMING MADISON STREET THROUGH 'TLC'

Long-term planning processes often result in recommendations that are costly, resource-intensive, and have a timeline of 15-20 years. On the other hand, a T[actical], L[ean], C[limax] approach proposes shorter-term implementation tactics that ultimately lead to high-investment climax conditions. This approach allows for testing through prototypes, and more immediate results that lead to incremental, yet impactful development. The implementation strategies are subdivided into TLC strategies that take a larger goal and show how to bring it to fruition through short, mid, and long-term steps.

TIME short-term

TACTICAL
(small-scale interventions)

LEAN
(1-story storefront)

COST low

long-term

CLIMAX
(4-5 story mixed-use)

high

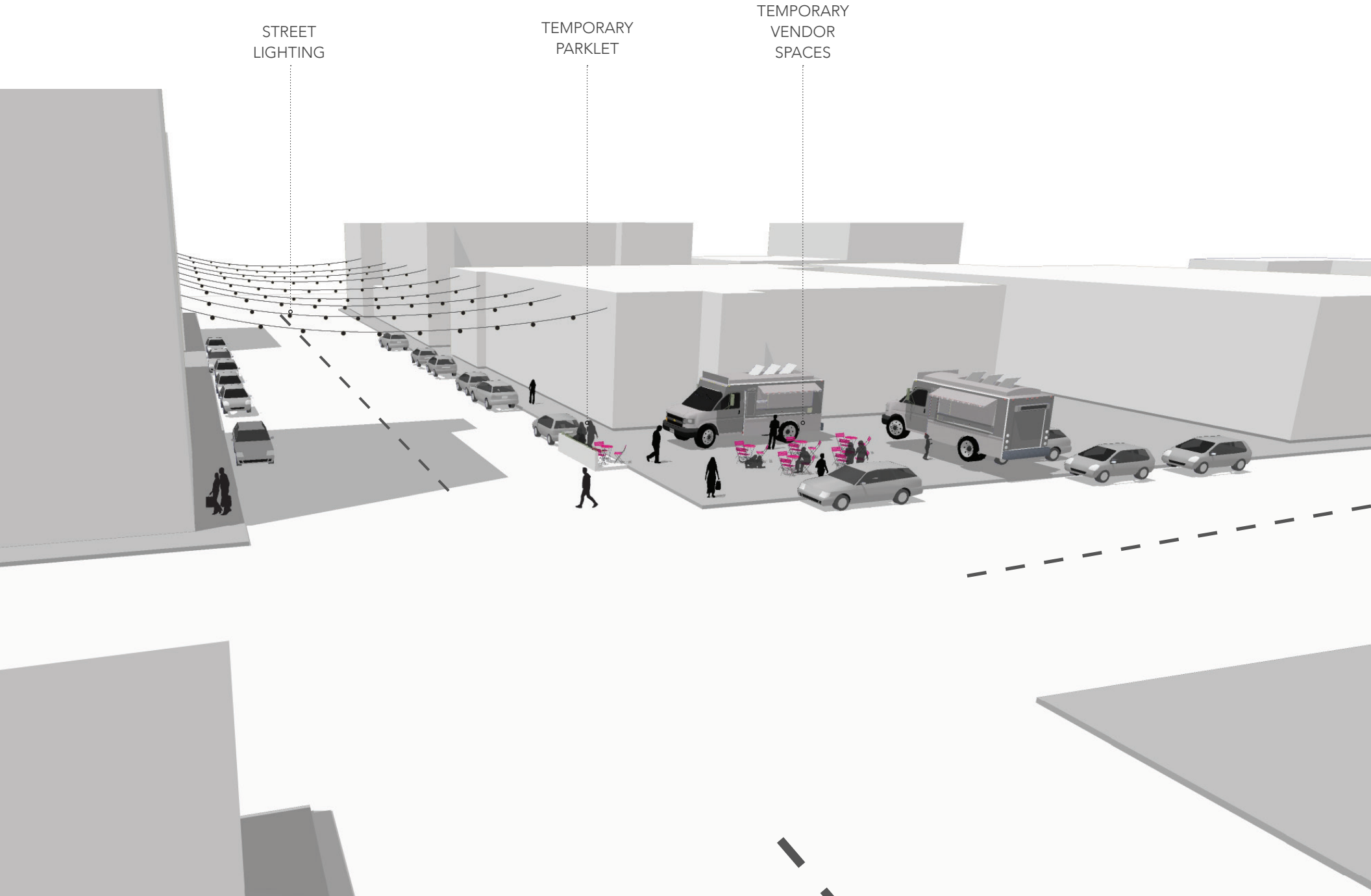
TACTICAL

WHAT IS A TACTICAL APPROACH TO MADISON STREET?

The tactical part of the TLC approach focuses on tactical interventions to accomplish a larger purpose. Tactical Urbanism, as it is often coined, asks the question 'what can we do right away?'. The implementation strategies outline low-risk, temporary solutions to help test the market for future, long-term, permanent improvements. These interventions are an opportunity to solicit public excitement or disapproval towards a certain idea. They are also a way to empower everyday citizens to take challenges into their own hands and come up with solutions that can be carried out quickly and with limited resources.

WHAT DO TACTICS LOOK LIKE?

Tactics can be quite simple or elaborate, depending on availability of time and resources. Some interventions include: covering an unsightly blank wall with artwork, decorating vacant storefronts with lighting, or testing future public spaces with a temporary park set up for one day.


STREET
LIGHTING
TEMPORARY
PARKLET
TEMPORARY
VENDOR
SPACES

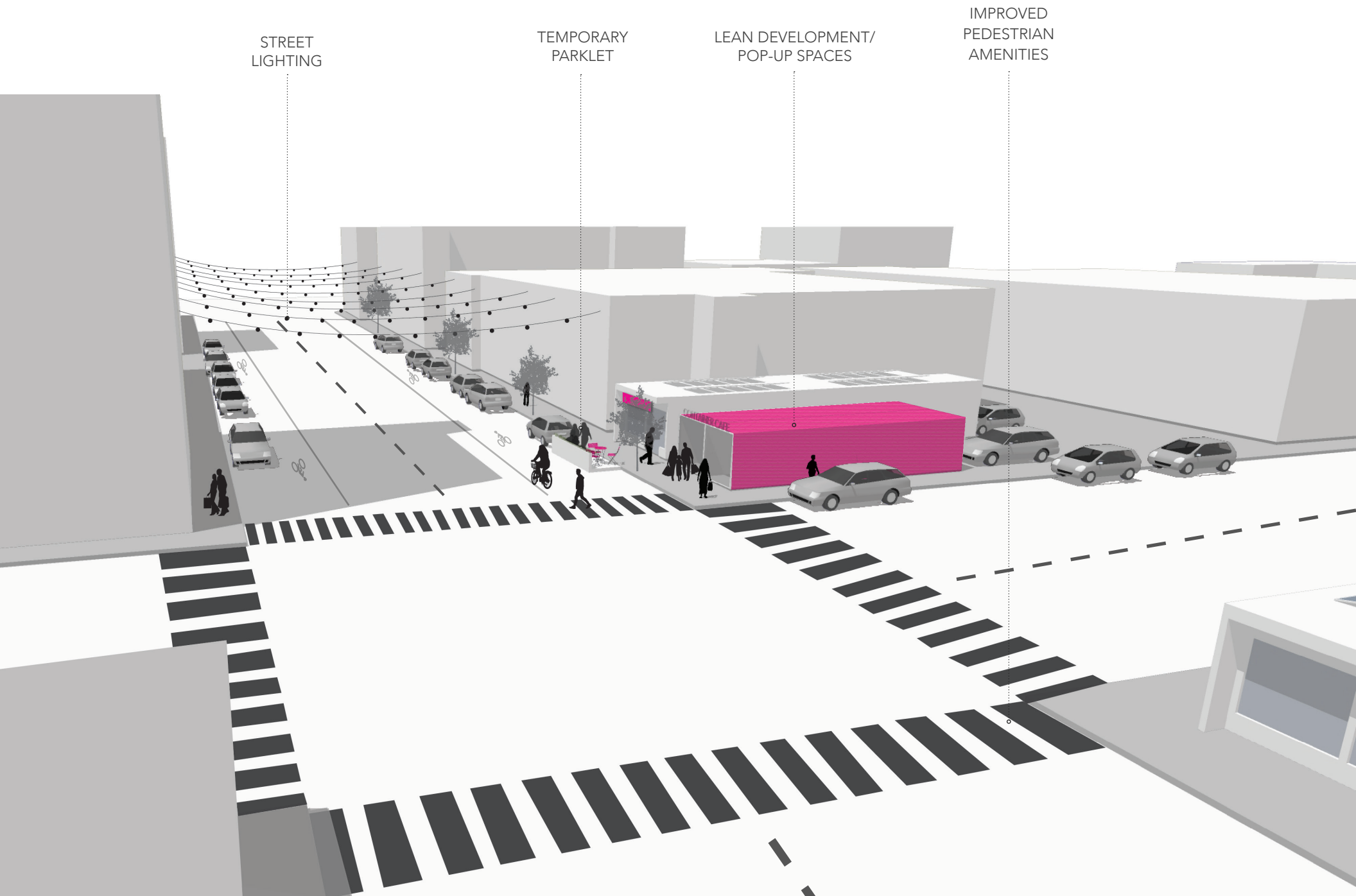
LEAN

WHAT IS A LEAN APPROACH TO MADISON STREET?

Lean strategies are the middle-ground between Tactical Urbanism and Climax development, with an aim to work around the 'red tape' that often hinders development and increases costs. Lean strategies are intended to be flexible and adaptable, with a higher level of permanence than tactical interventions. Lean strategies require more resources than tactical ones, however, and are still less costly and resource-intensive than climax developments. An example of a lean strategy would be a one-story retail building or a shallow, retail space made of shipping containers instead of the four- to five-story mixed-use development.

WHAT RESOURCES ARE REQUIRED IN A LEAN APPROACH?

While lean strategies are meant to work around the financial barriers of high-investment developments, they too need creative methods of execution as some strategies (such as shipping containers and temporary pop-up shops) will be a novel idea in many cities and the zoning and legal mechanisms to bring them to fruition will not be in place.


STREET LIGHTING
TEMPORARY PARKLET
LEAN DEVELOPMENT/ POP-UP SPACES
IMPROVED PEDESTRIAN AMENITIES

CLIMAX

Climax development is the end goal. In the case of Rockford and many other cities, it's what previous plans have called for from the get-go. Climax might look something like a four-story mixed-use building, a new apartment building, or even the permanent adjustment of street sections. This type of development takes a great amount of time, planning, and secure financing. Climax projects often require many partnerships, need greater assurances of returns on investment, and demand more time and thorough planning when it comes to design and engineering.


EXPANDED OUTDOOR SEATING/PARKLET
CLIMAX MIXED-USE DEVELOPMENT
IMPROVED PEDESTRIAN AMENITIES
PERMANENT STREETSCAPE IMPROVEMENTS

'TLC' IMPLEMENTATION STRATEGIES

The TLC Implementation Strategies are organized into three sections: **MOBILITY, ENVIRONMENT, PLACE-BASED ECONOMIC DEVELOPMENT.** A list of end goals are provided for each section to set up TLC recommendations. Partners, recommended timelines, and funding sources are also provided for each strategy. These strategies should be viewed as a menu of options that organizations and the City should consider and implement based on resources available.

The goal of the Implementation Strategies is to provide a clear road map for accomplishing the goals laid out during the charrette process as identified by stakeholders and the City of Rockford.

MOBILITY

1. Provide **continuous pedestrian infrastructure** along Madison Street.
2. **Improve bike connections** to and along Madison Street.
3. **Improve the parking strategy** along Madison Street to balance demand.

ENVIRONMENT

1. Use **best practices for stormwater** on Madison Street.
2. Use native plantings and best management practices to increase and **diversify natural habitat** on Madison Street.
3. **Beautify the corridor** through planting and vegetation choices.
4. Coordinate climax streetscape improvements with **burying of utilities.**

STRATEGIES

PLACE-BASED ECONOMIC DEVELOPMENT

1. Redevelop the Madison Street corridor as a **vibrant regional destination**.
2. Celebrate and **connect to the Rock River** through views and beautification.
3. Use character zones to guide redevelopment by **clustering compatible uses**.
4. Leverage the uniqueness and authenticity of the **trolley stops to add real estate value.**

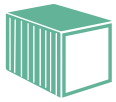
MOBILITY

1 Provide continuous pedestrian infrastructure along Madison Street.

2 Improve bike connections to and along Madison Street.

3 Improve the parking strategy along Madison Street to balance demand.

MOBILITY

		RECOMMENDATIONS	COLLABORATIVE ACTION NETWORK	TIMELINE	FUNDING
TACTICAL 	1	Use paint and other tactical tools to prototype bulb-outs and enhanced crosswalk markings at the intersection of Madison St and Market St (pg. 29; see tactical Environment Implementation Strategies).	Public Works	Summer 2018	CIP - Sales Tax
	2	Install temporary bike racks and other tactical tools in four on-street parking spaces near the intersection of Prairie St and Market St (pg. 29).	COR, Biking Groups, Madison Street Group	Summer 2018	Private Funds
LEAN 	1	Re-stripe bike lanes and sharrows between Grove Street and Y Boulevard consistent with the mobility plan (pg. 32).	Public Works	Summer 2018	CIP - Sales Tax, Grants
	2	Appoint an event-parking coordinator to organize district-wide parking by adding to an existing job description (pg. 46).	BID, Chamber of Commerce, or Park District	1 year	TBD
CLIMAX 	1	Reconstruct the streetscape for the entire length of Madison Street, including burying all overhead electrical lines. Recognizing the challenges of gaining river edge access north of Prairie Street, direct bike traffic to an off-street facility abutting Madison Street (pg. 36).	COR, Madison Street Group	5-15 years	CIP - Sales Tax, TIF, LCG Rider
	2	Insist that surface and structured parking facilities are designed for future redevelopment (pg. 80; see Place-Based Economic Development).	COR	5-15 years	TBD
	3	Create a Transportation Management Association to evaluate parking demand and manage shared facilities (pg. 47; absorbs Lean-2, above).	COR	TBD	Fees applied to current & incoming business

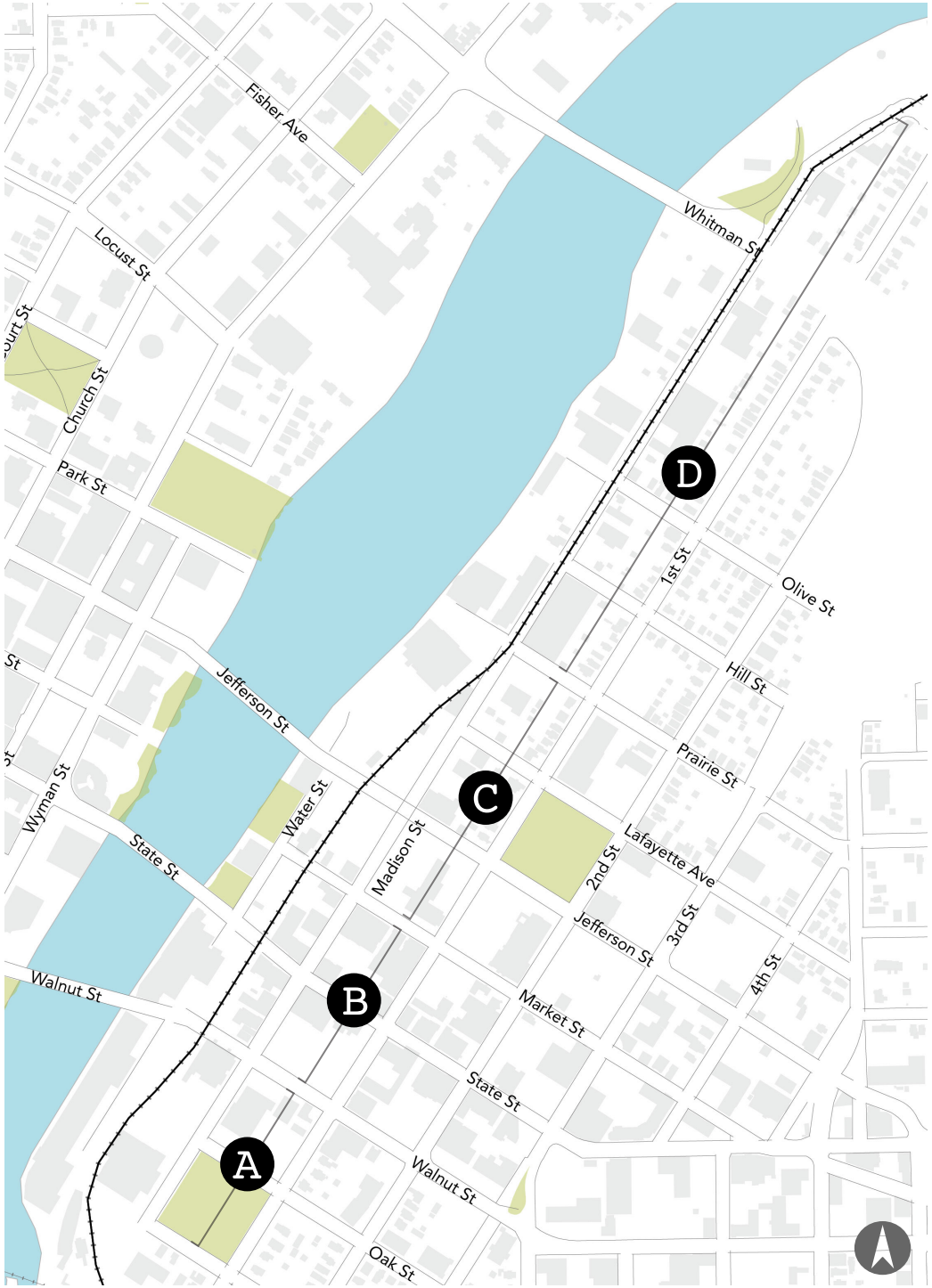
Acronyms: COR - City of Rockford; BID - Business Improvement District; CIP - Capital Improvement Program; TIF - Tax Increment Financing District; LCG - Local Government Compliance Rider; FCB - Forest City Beautiful; ITEP - Illinois Transportation Enhancement Program

FOUR TYPICAL STREET SECTIONS

The charrette team looked at existing street conditions of Madison Street between Grove Street and Whitman Street. This analysis lead to four distinct street sections, identified as A through D on the adjacent map.

Section A exists between the current southern end of Madison Street north toward Walnut Street. **Section B** is found a block north and south of State Street. **Section C** runs from Market Street, below the Jefferson Street bridge and north to Prairie Street. **Section D**, which includes the train tracks, begins at Prairie Street and heads north toward the YMCA.

The following pages look at the existing street facilities and dimensions and propose LEAN changes that can occur within the next year, as well as CLIMAX changes that should be coordinated with the burying of utilities in five to seven years. For Section D, there are two climax alternatives.



PEDESTRIAN ZONE IMPROVEMENTS

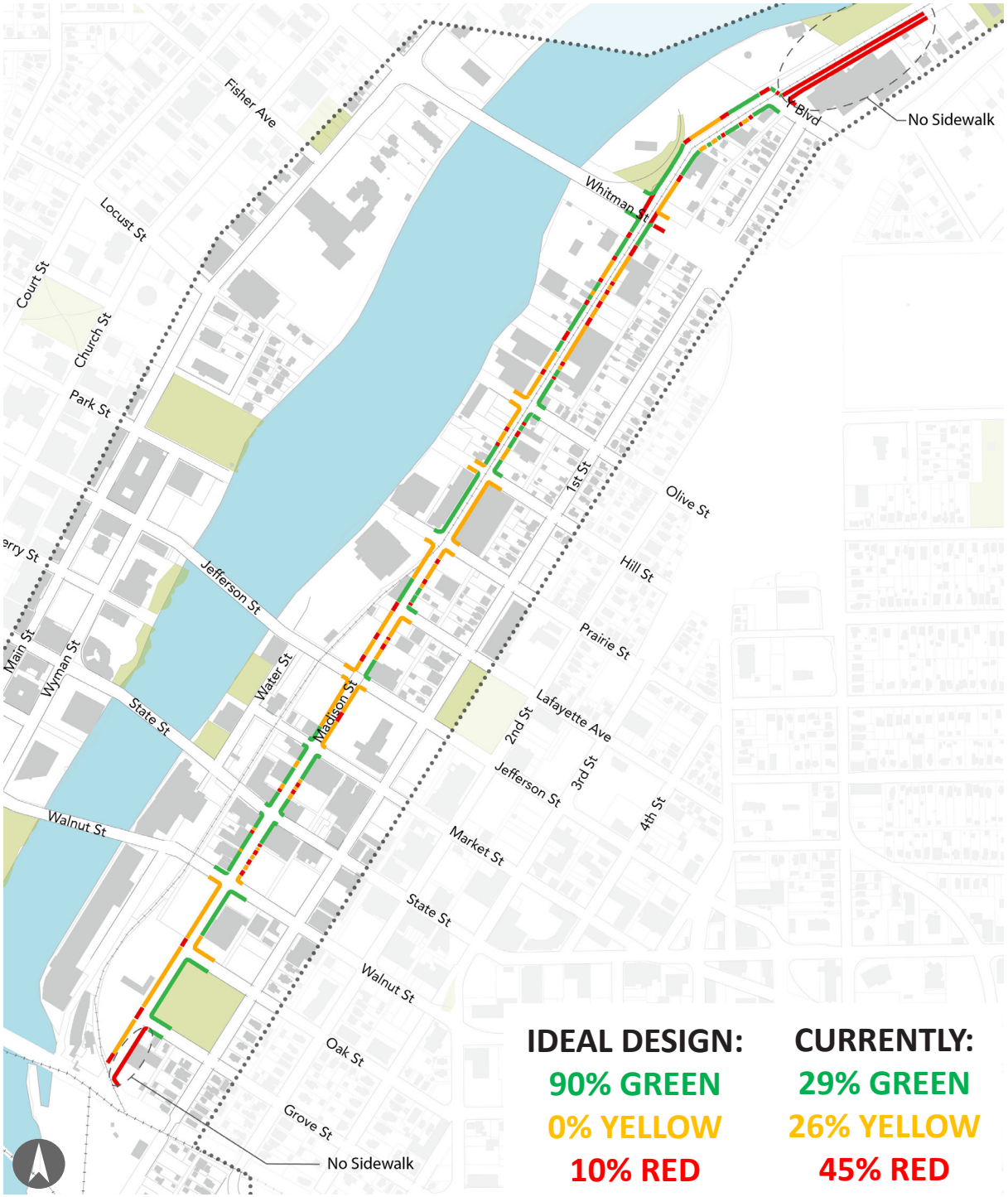
A Pedestrian Zone Analysis helps to identify conflict points between vehicles and pedestrians. Intersections, curb cuts for parking lots and driveways, and segments of Madison Street without sidewalks were assigned 'RED.' Segments that were safe but unrewarding, such as walking along a fenced parking lot, were assigned 'YELLOW.' Safe and rewarding parts of Madison Street, such as a cafe or storefront without a setback from the sidewalk, were assigned 'GREEN.'

Improvements such as reducing or narrowing curb cuts, as well as adding bulb-outs at intersections, can reduce pedestrian/vehicular conflicts on Madison St.

GREEN: Safe and rewarding

YELLOW: Safe, but not rewarding

RED: Unsafe and unrewarding



MADISON STREET TACTICAL IMPROVEMENTS

To jump-start some of the improvements listed on the following pages, temporary and low-fidelity improvements can be used to test options before committing the funds for substantial street section changes.

Sidewalk bulb-outs can be tested on key intersections with paint and bollards to shorten the crossing distance for pedestrians across Madison Street. Alternatively, plants and temporary barriers may also be used.

Work with public works to test out on-street bike lanes and organize traffic cones and small planters to delineate a buffered bike lane.

To accommodate additional demand for bike parking as bike facilities are added and improved, temporary bike parking can be installed in vehicle parking spaces. A pilot location for temporary bike parking could be near Prairie Street to accommodate riders visiting the park, Ice House, or Prairie Street Brewhouse.

Tactical Painted Bulb-out

Tactical Bulb-out

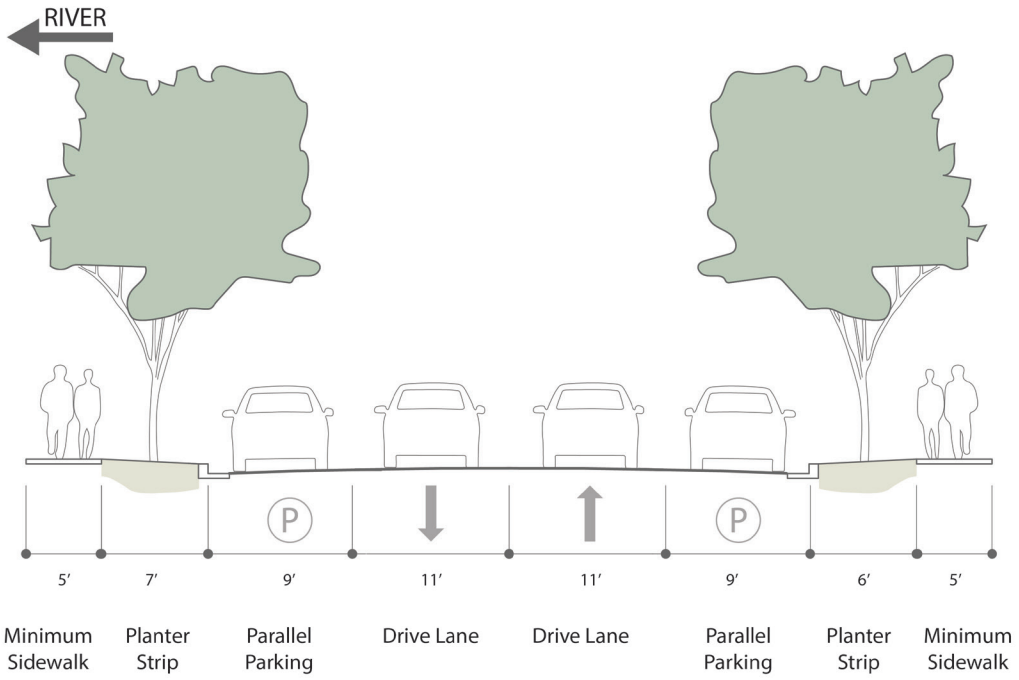
Tactical Bicycle Parking

Tactical Bike Lane

EXISTING STREET SECTIONS

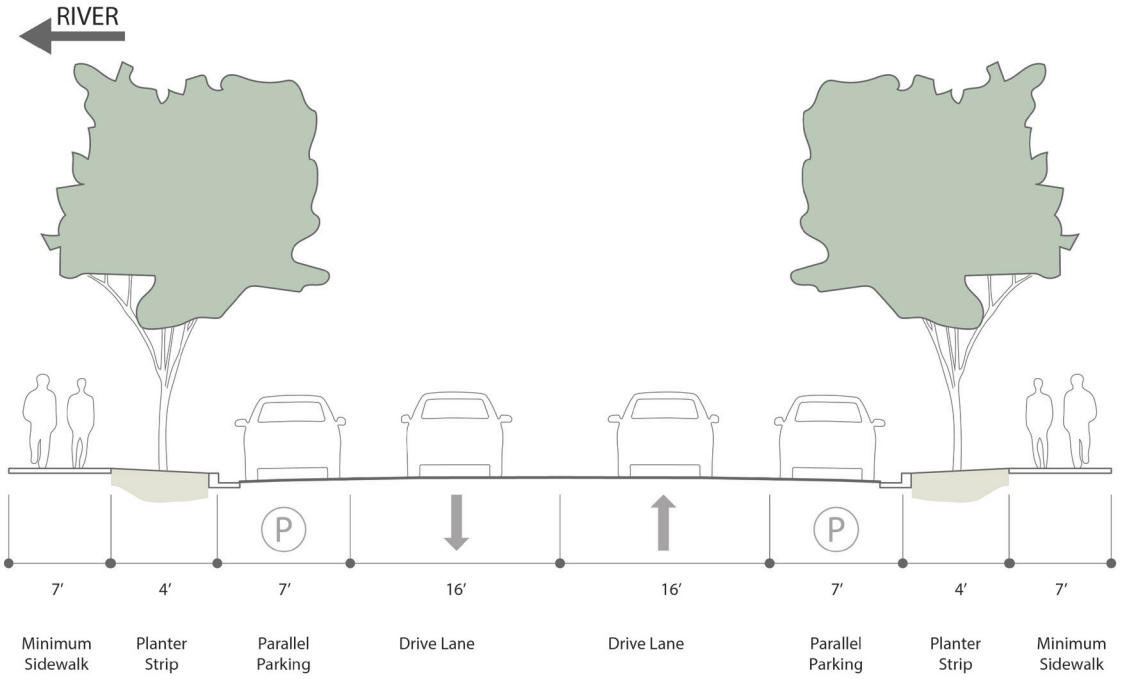
A EXISTING MADISON STREET

+ Two 11′ travel lanes
+ On-street parking (9′)
+ 5′ sidewalk
+ 11-12′ parkway
+ 40′ curb to curb
+ 63′ total right-of-way



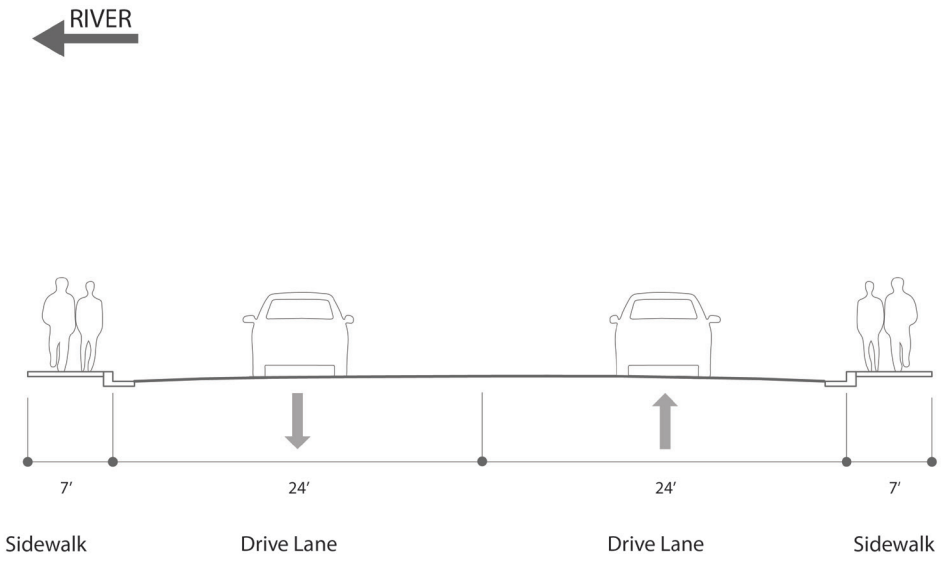
B EXISTING MADISON STREET

+ Two 16′ travel lanes
+ On-street parking; both sides of street (7′)
+ 7′ sidewalk
+ 11′ parkway
+ 46′ curb to curb
+ 68′ total right-of-way



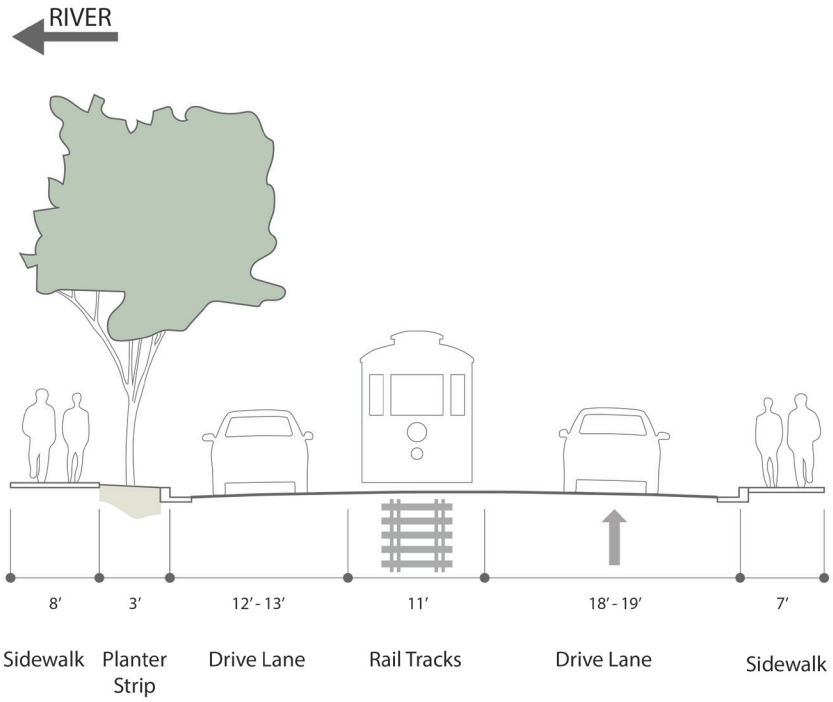
C EXISTING MADISON STREET

+ Two 24′ travel lanes
+ Some on-street parking
+ 7′ sidewalk
+ 7′ parkway
+ 48′ curb to curb
+ 62′ total right-of-way



D EXISTING MADISON STREET

+ Two 12-19′ travel lanes
+ Rail tracks within street
+ 7-8′ sidewalk
+ 7-11′ parkway
+ 43′ curb to curb
+ 61′ total right-of-way



PROPOSED STREET SECTIONS

LEAN

MADISON STREET LEAN IMPROVEMENTS

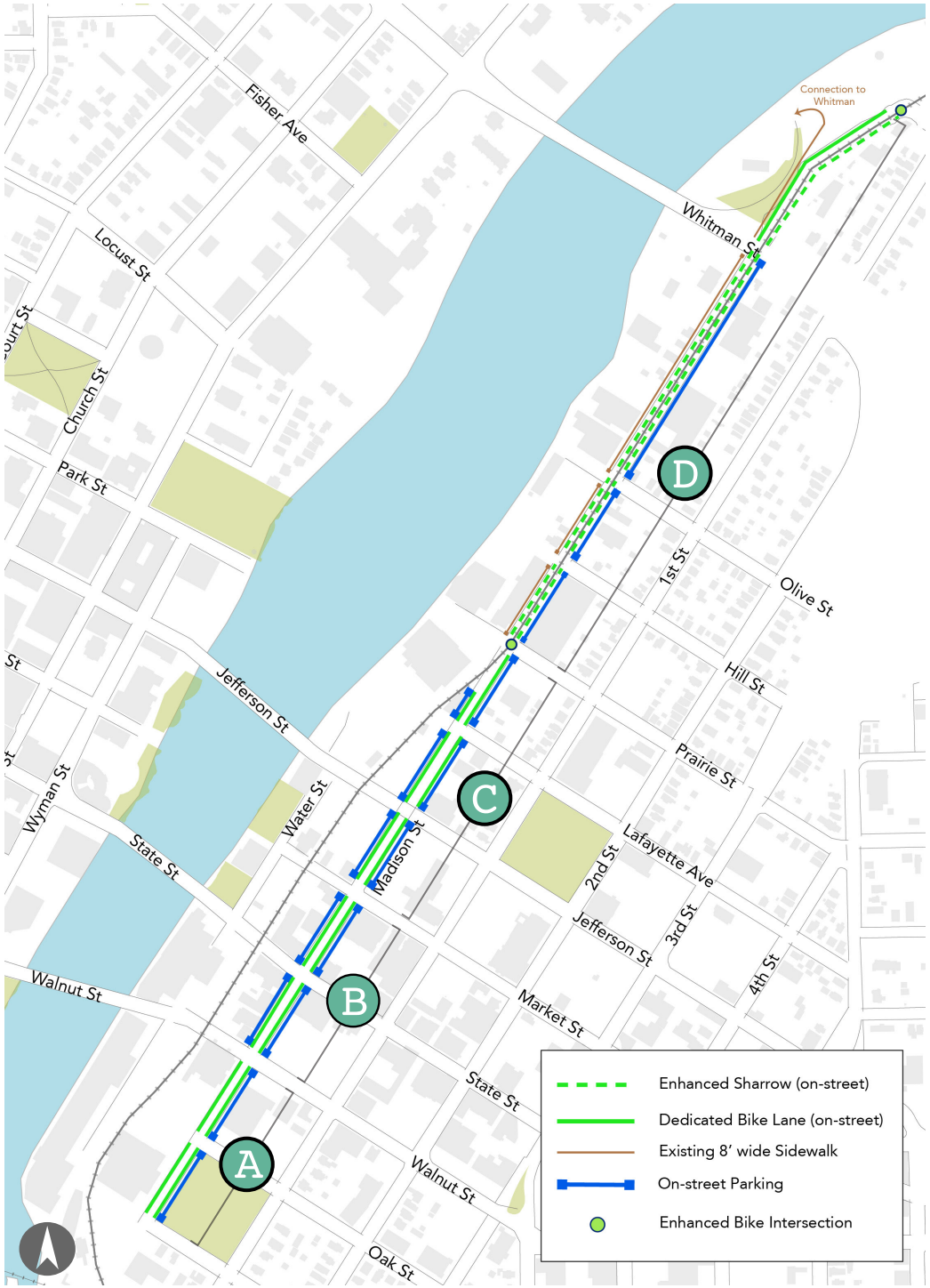
Lean improvements to Madison Street can be implemented immediately.

A Restrict parking from the west side of the street. Maintain on-street parking along the east side of the street serving the proposed hotel and Ingersoll Centennial Park. Stripe a dedicated bike lane in each direction adjacent to the driving lanes. There is sufficient width for 6′ bike lanes, or 5′ bike lanes with 1′ buffers. Buffers should be located adjacent to the driving lanes.

B Maintain existing 7′ parking on both sides of the street, curbside along retail. Along this segment, the driving lanes could be reduced to 10′ in each direction to accommodate a 5′ on-street bike lane. There is not enough width to provide a buffer.

C Maintain existing 7′ parking on both sides of the street, curbside along retail. Along this segment the driving lanes could be reduced to 10′ in each direction to accommodate a 5 to 6′ on-street bike lane. The bike and parking lanes could be reduced by 1′ each to provide a 2′ buffer between the parking lane and bike lane on both sides.

D The centerline railway along Madison Street north of Prairie complicates any on-street bike lane design. Along this segment there is an existing 12 to 13′ southbound (west of the tracks). This constrained width is not sufficient for a dedicated bike facility. A ‘sharrow’ facility – a design in which bikes and cars share the entire driving lane – can be striped on-street, however national standards recommend a 14′ minimum lane width for a sharrow facility.



Within the existing 12′ lane, it is recommended that the sharrow be located in the center of the drive lane, and enhanced with an eye-catching thermoplastic base rectangle base, as shown on the right.

Today, in the northbound direction the existing 18 to 19′ lane accommodates both a driving lane and on-street parking. To maintain the on-street parking in the Tactical/Lean design, the driving lane is effectively 11′. It is recommended that an enhanced sharrow as described for the southbound lane be installed.

The proposed sharrow design is not typically considered an all-ages bike facility, as the condition of sharing a lane with a vehicle is intimidating for many riders. Along this segment there is an 8′ sidewalk on the west side of the street. It is recommended that the 8′ sidewalk be enhanced with pavement paint and additional signage designating it as a shared path for pedestrians and cyclists.

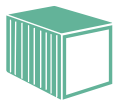
Enhanced Sharrow: Centered in Drive Lane

On-Street Bike Lane

On-Street Cycle Path

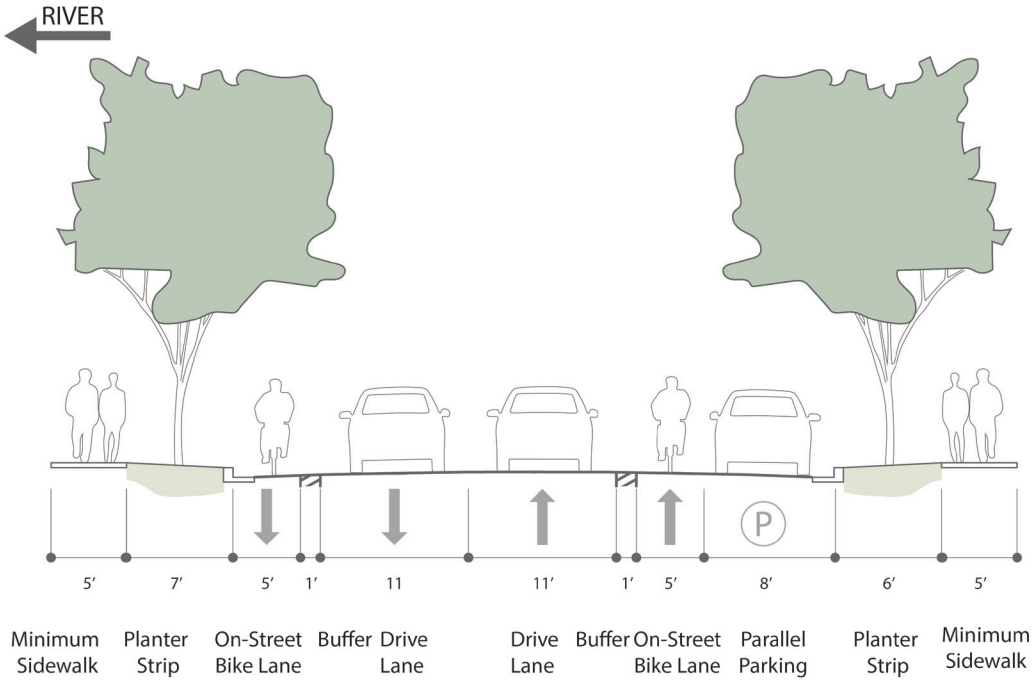
PROPOSED STREET SECTIONS

LEAN



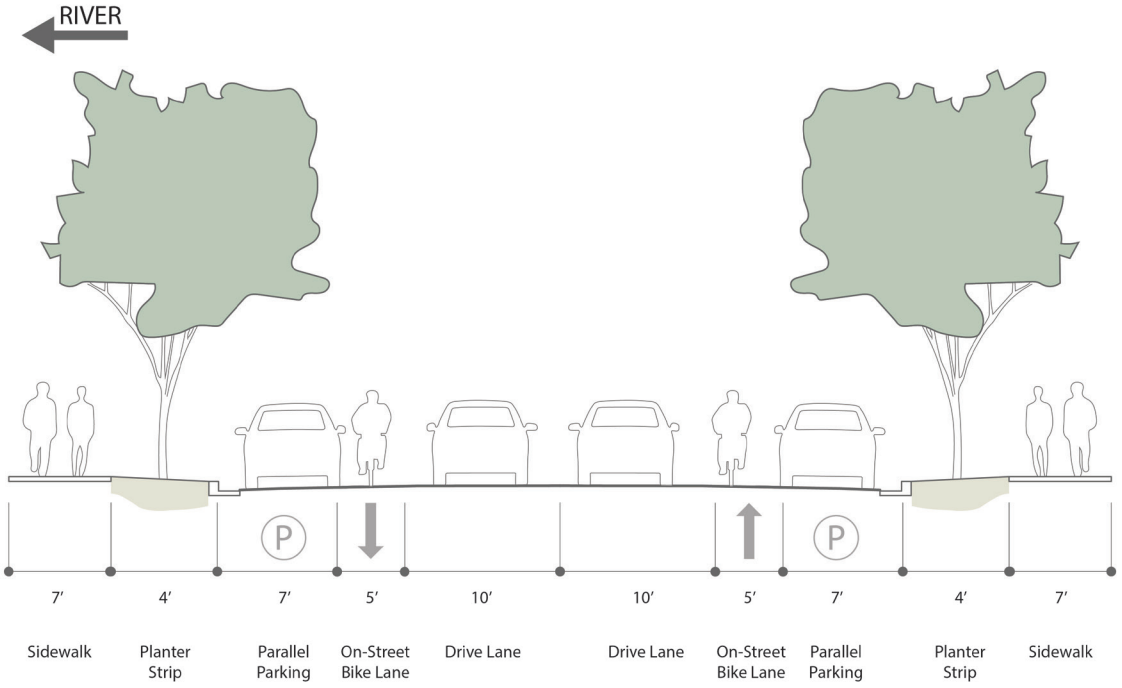
A PROPOSED LEAN IMPROVEMENTS

+ Two 11′ travel lanes
+ On-street parking; **east side only** (8′)
+ **Buffered bike lane (5′)**
+ 5′ sidewalk
+ 11-12′ parkway
+ 42′ curb to curb
+ 63′ total right-of-way



B PROPOSED LEAN IMPROVEMENTS

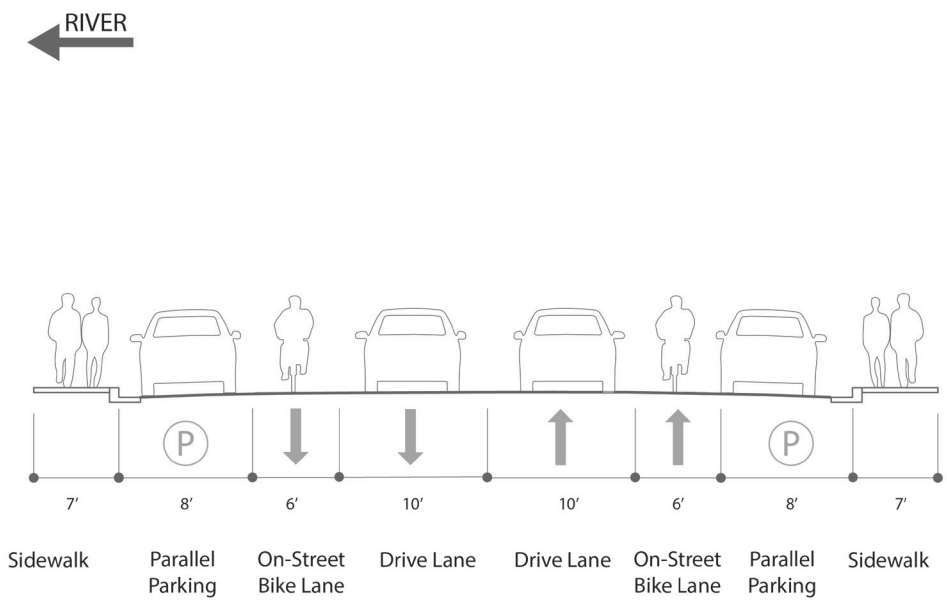
+ **Two 10′ travel lanes**
+ On-street parking; both sides of street (7′)
+ **5′ on-street bike lane; both directions**
+ 7′ sidewalk
+ 11′ parkway
+ 44′ curb to curb
+ 68′ total right-of-way



C

PROPOSED LEAN IMPROVEMENTS

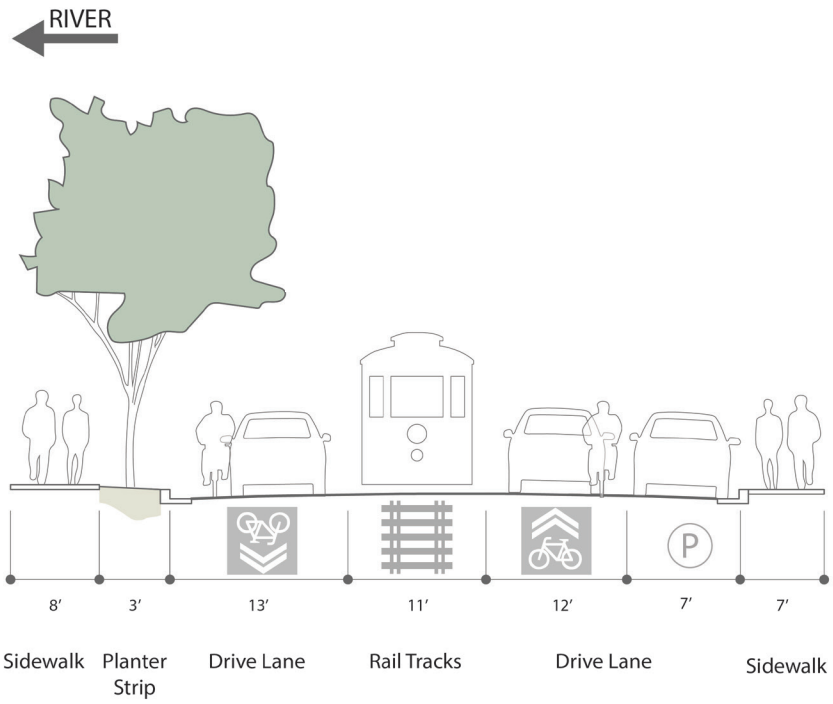
+ Two 10′ travel lanes
+ On-street parking; both sides
+ 6′ on-street bike lanes; both directions
+ 7′ sidewalk
+ 7′ parkway
+ 48′ curb to curb
+ 62′ right-of-way



D

PROPOSED LEAN IMPROVEMENTS

+ Two 12-13′ travel lanes
+ 11′ railroad tracks lane
+ On-street parking; east side only (7′)
+ Enhanced sharrows; both directions
+ 7-8′ sidewalk
+ 7-11′ parkway
+ 43′ curb to curb
+ 61′ total right-of-way



PROPOSED STREET SECTIONS

CLIMAX

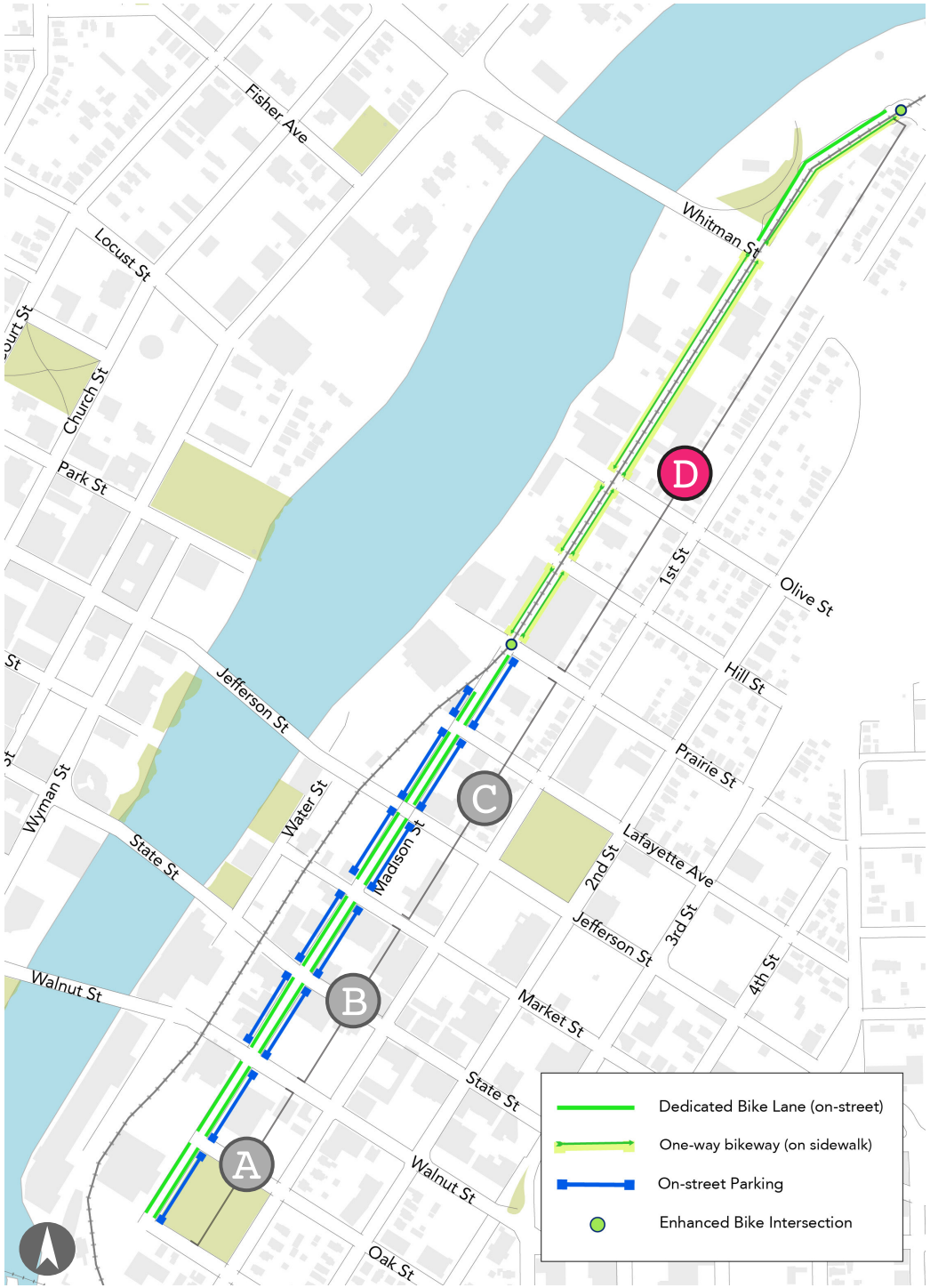
MADISON STREET CLIMAX IMPROVEMENTS

Climax improvements to Madison Street should be timed with future plans to bury utilities. Sections A, B, and C are identical to the LEAN segments (pg. 34-35).

D

The preferred Section D option creates one sidewalk-level bike facility in each direction. At the Prairie Street intersection, the bike lane would shift along the cross street crosswalk, to connect with an extended curb ramp on the north side of the intersection. Cyclists would then continue in a lane (distinguished by pavement material) along the street-side of the sidewalk. Best practice would maintain 6' for the bike facility with a material distinction between the bike lane and the sidewalk space and ample signage.

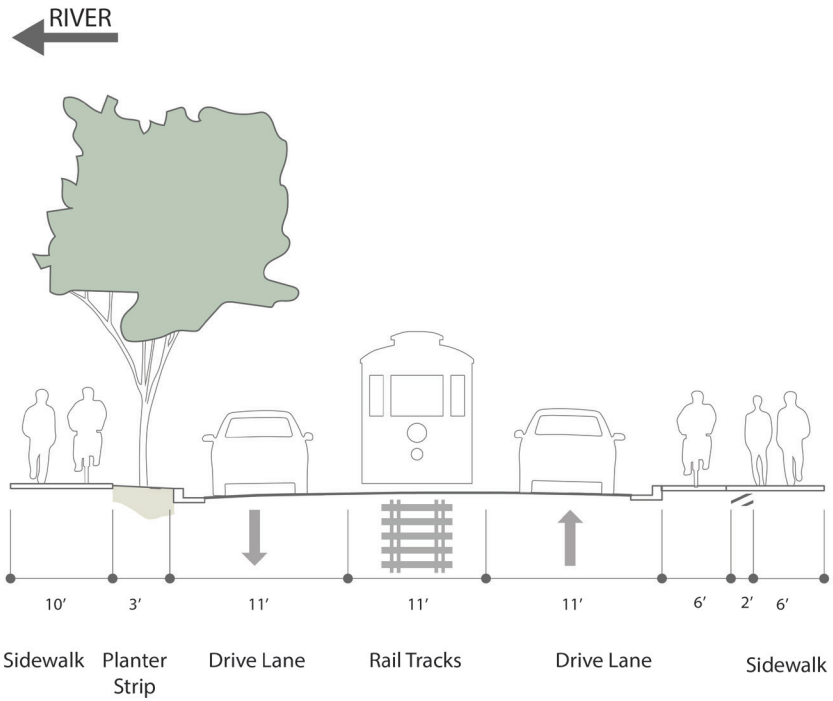
The advantage of this design is that it allows cyclists to continue within a dedicated facility along the same side of the street the entire length of the corridor.



Sections A, B, and C are identical to the LEAN segments (pg. 34-35).

D PREFERRED CLIMAX IMPROVEMENTS

+ Two 11′ travel lanes
+ 11′ railroad tracks lane
+ No on-street parking
+ 14′ shared sidewalk on the east side
+ 10′ shared sidewalk on the west side
+ 13-14′ parkway
+ 33′ curb to curb
+ 60′ total right-of-way



Shared Path

PROPOSED STREET SECTIONS

CLIMAX

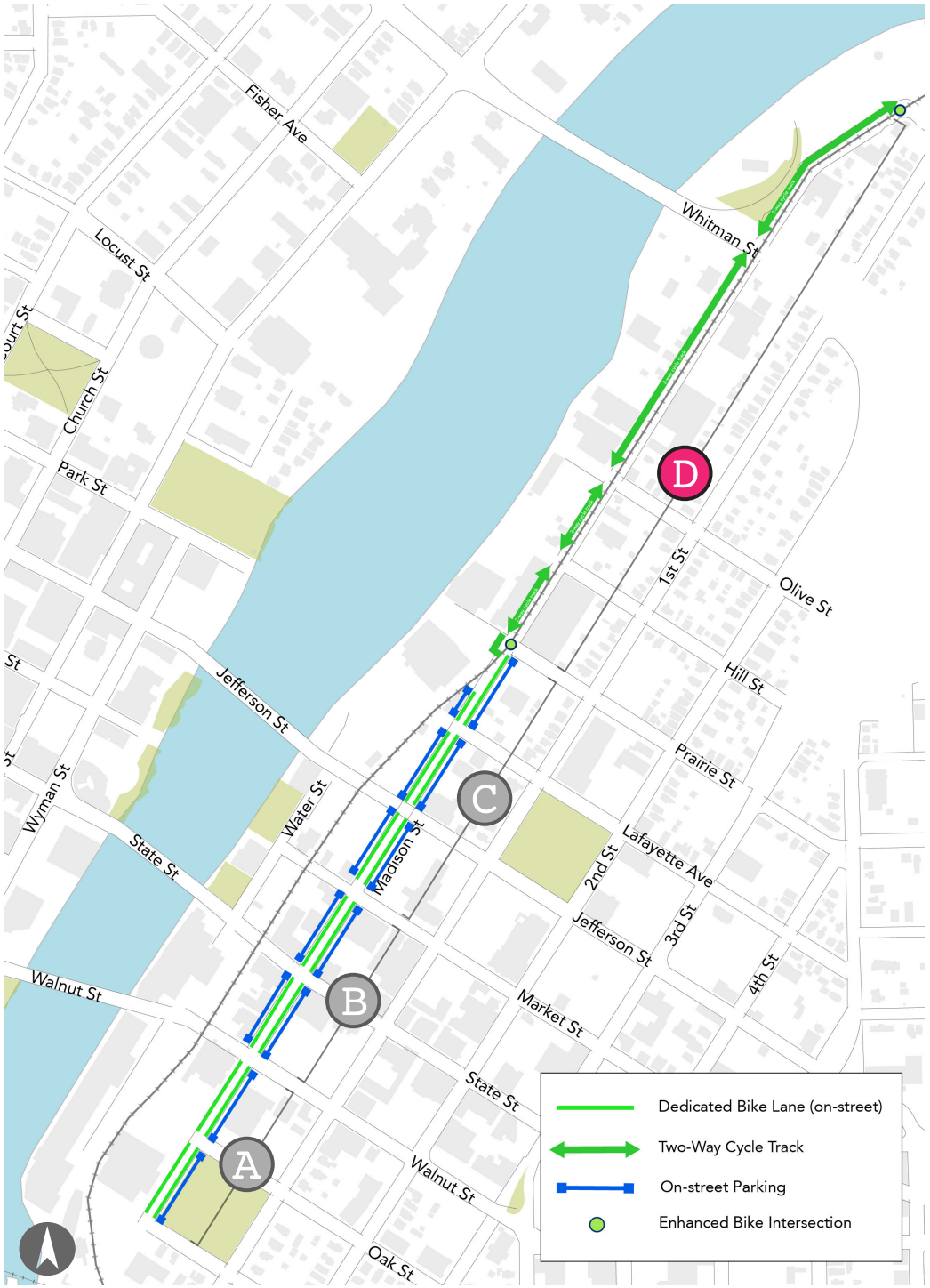
MADISON STREET CLIMAX IMPROVEMENTS

Climax improvements to Madison Street should be timed with future plans to bury utilities. Sections A, B, and C are identical to the LEAN segments (pg. 34-35).

D

This **alternative** Section D option shows a total reorganization of lanes around the train tracks. Here, the 18′ to 19′ space on the east side of the tracks (currently one northbound driving lane + one parking lane), would convert to one 9′ driving lane in each direction. The west side of the tracks would be converted to a two-way cycle track on-street. The central train lane acts as a wide buffer between the cyclists and the vehicles when trains are not present.

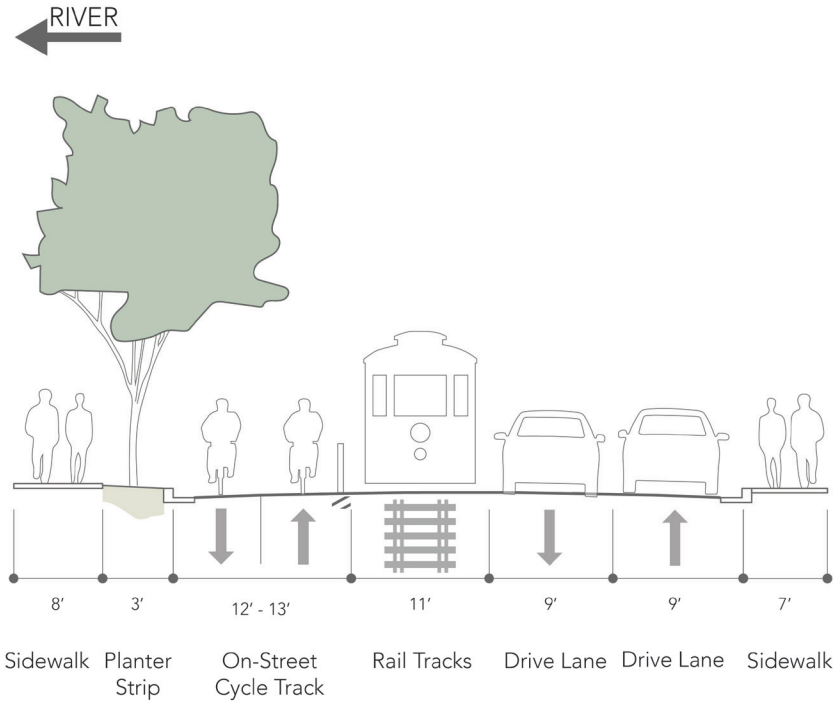
This alternative presents a design challenge at the Prairie Street intersection. Northbound cyclists would be required to cross to the east side of the street along the south crosswalk at Prairie Street. A bike facility would need to shift east into the southeast corner of the intersection to ensure a perpendicular crossing over the tracks for cyclists safety.



Sections A, B, and C are identical to the LEAN segments (pg. 34-35).

D ALTERNATIVE CLIMAX IMPROVEMENTS

+ Two 9′ travel lanes
+ 11′ railroad tracks lane
+ No on-street parking
+ 12-13′ on-street cycle track
+ 7-8′ sidewalk
+ 7-11′ parkway
+ 42′ curb to curb
+ 60′ total right-of-way



On-Street Cycle Path

MADISON STREET CONNECTIONS

To improve Madison Street's connectivity to the south, three alternatives were identified to connect Madison Street to Morgan Street through the ComEd site. This additional site access could lend itself to the ComEd site being developed in the future.

Challenges for making this connection include crossing two railroad tracks, multiple grade changes, land ownership, and proximity to existing buildings and the river's edge.

Current end of Madison Street, looking south toward ComEd site

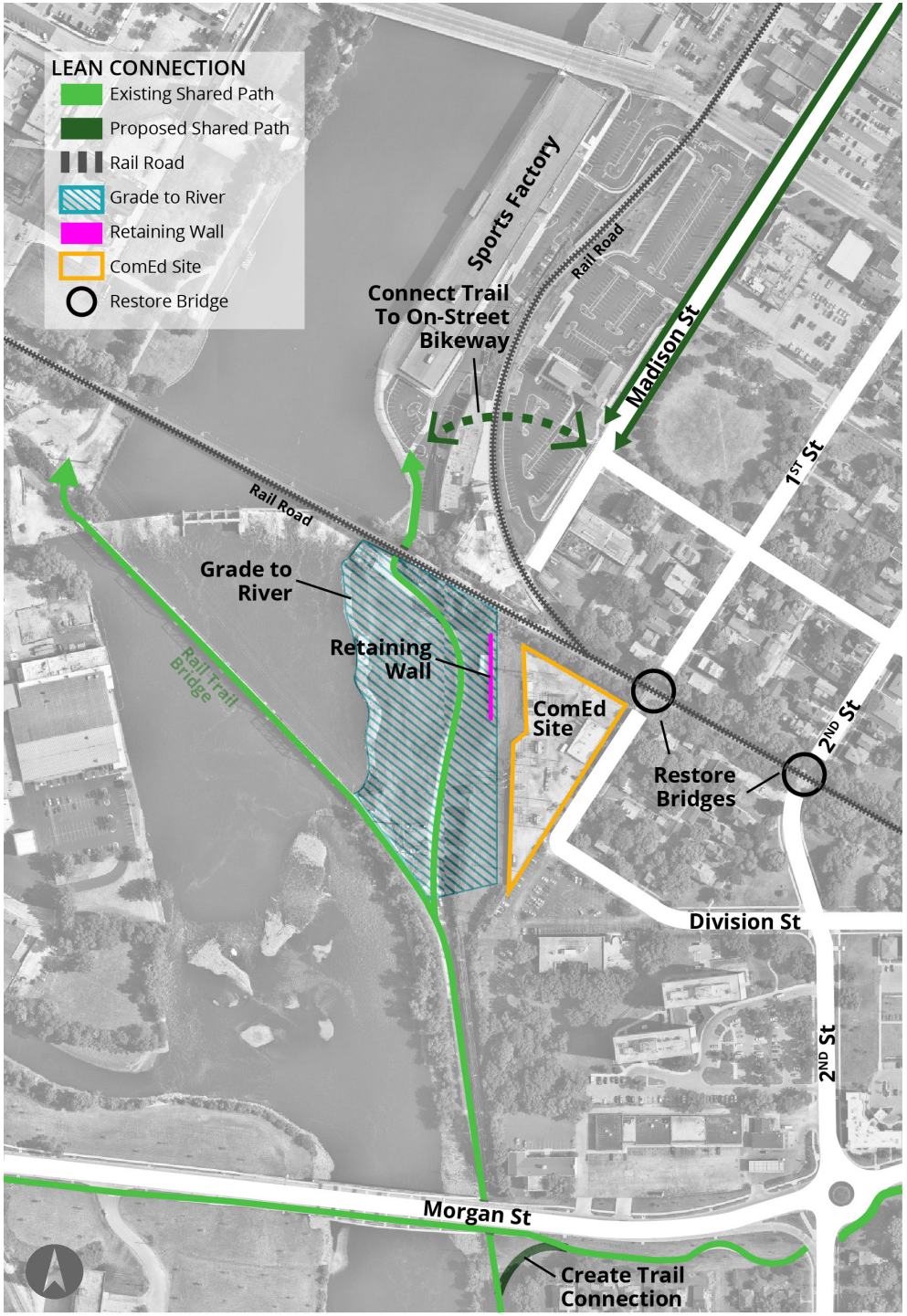
ComEd site, looking south toward Morgan Street Bridge

MADISON STREET LEAN CONNECTION

The LEAN proposed connection does not extend Madison Street, but instead recommends restoring both the 1st and 2nd Street Bridges and leading drivers to 2nd Street using wayfinding signage. In this option, the shared-use path would be extended to the north under the railroad tracks and connect to the on-street bikeway facility on Madison Street via a connection through the Sport Factory parcel. A new trail connection would be made between the shared-use path along the water to Morgan Street.

LEAN

No new street construction.



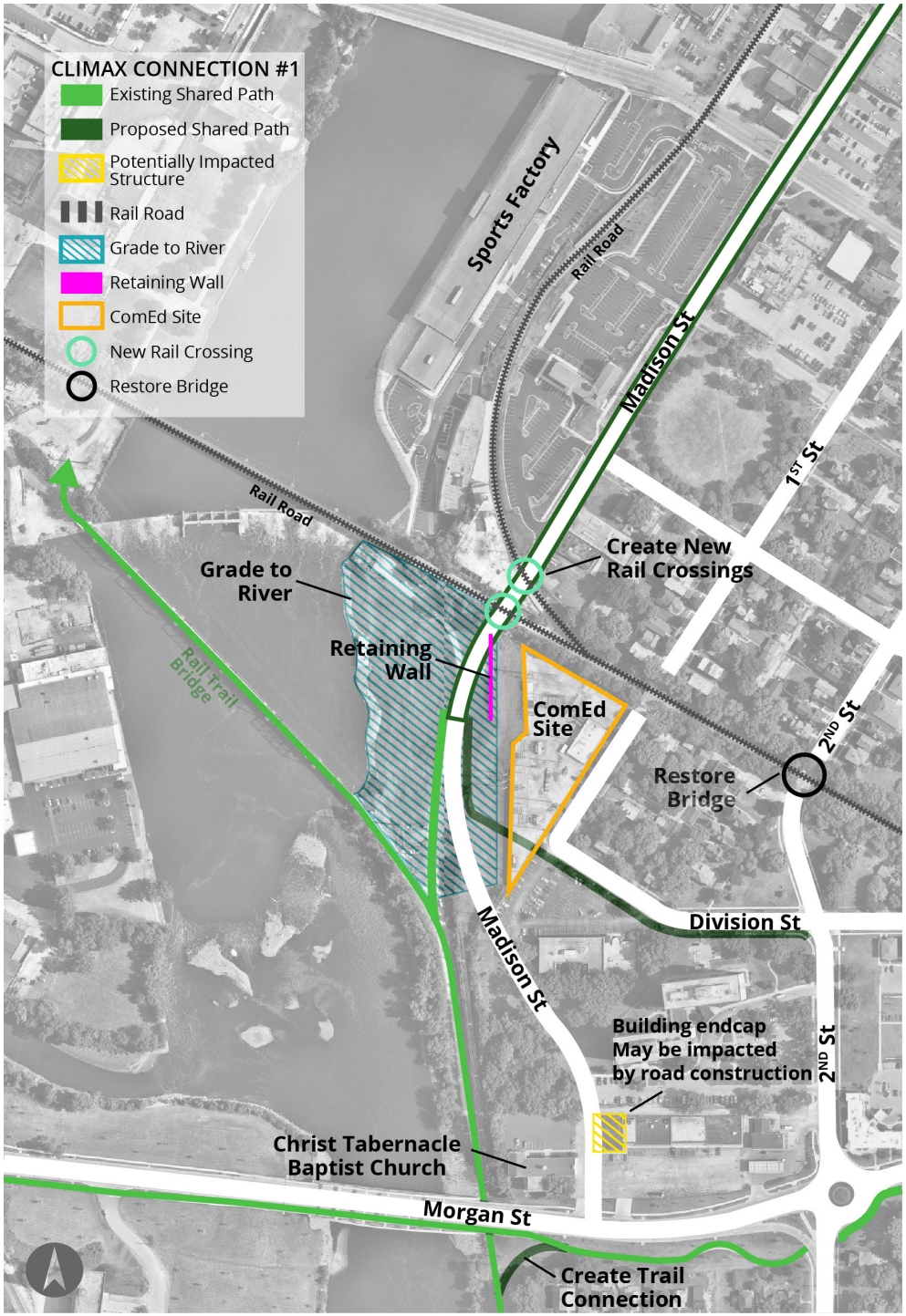
MADISON STREET CLIMAX CONNECTION #1

Madison Street would be extended south to Morgan Street. As part of the Madison Street extension, two new rail crossings would be created at grade. It is recommended that the bridge over 2nd Street be restored to restore network connectivity in the neighborhoods. This proposed change may impact the endcap of the commercial building north of Morgan Street; the Christ Tabernacle Baptist Church would not be impacted by this street construction.

New segments of the shared-use path would extend south along the waterfront to connect the shared path along Morgan Street and the Morgan Street Bridge. A trail spur could connect near 1st Street at Diamond, if desired.

CLIMAX

1,600 feet of new Madison Street.

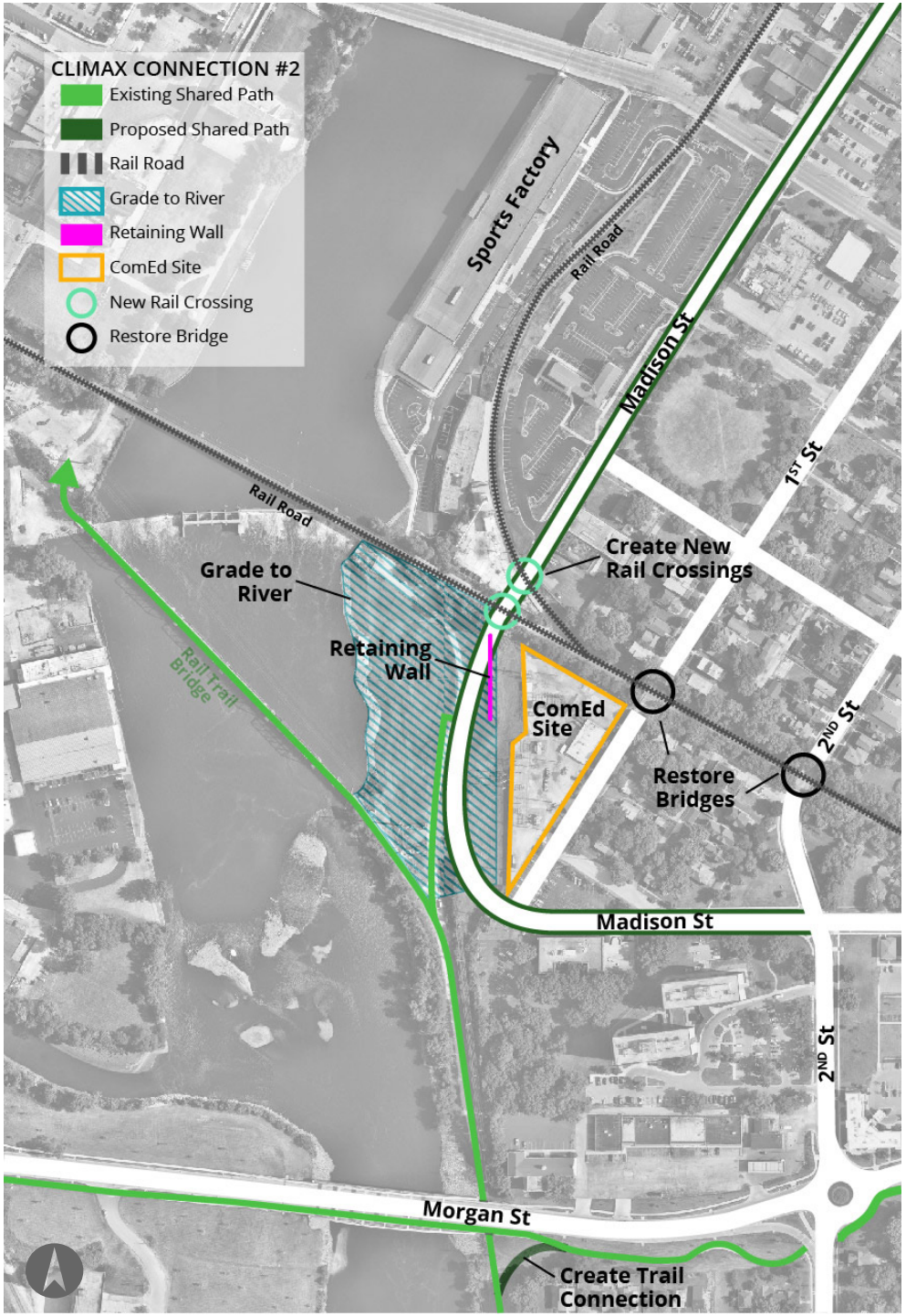


MADISON STREET CLIMAX CONNECTION #2

Madison Street would connect with 1st Street and Diamond by extending south of the rail road tracks around the ComEd Site. As part of the Madison Street extension, two new rail crossings would be created at grade. A new connection would be made between the shared path along Morgan Street and the trail to the south of Morgan Street. The bridges over the railroad at 1st Street and 2nd Street would be restored. This makes best use of previous investment in roundabout at 2nd Street and Morgan Street. This alternative also preserves the larges green space along the River.

CLIMAX

800 feet of new Madison Street.



PARKING STRATEGY RECOMMENDATIONS

When it comes to solving parking issues along Madison Street, the name of the game is **communication**.

On a typical day, there is ample parking along Madison Street to serve local businesses, offices, and residents. The parking challenges faced by businesses along Madison Street stem from the regular, high-attendance events that occur seasonally at a variety of destinations along the corridor.

With event-based parking demand, the first instinct is to build more parking based on each destination's individual peak parking demand. However, if every business or institution built a parking facility to house their peak demand, Madison Street would look like one contiguous parking lot, or a small city of parking garages. Conversations with residents and stakeholders confirmed that this is not the desired future for the area.

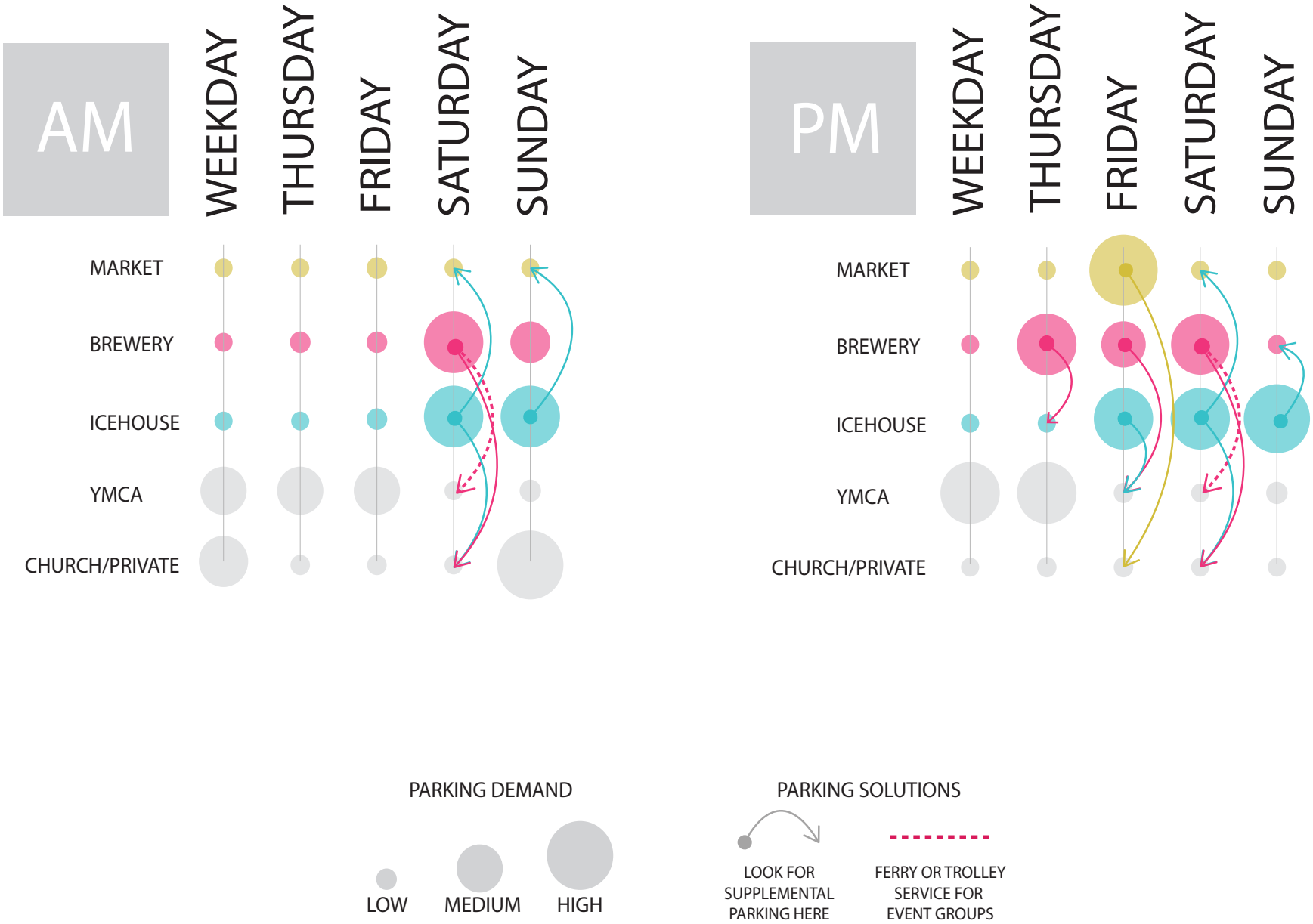
Future development plans, such as the expansion of the Ice House, will generate substantial demand that could warrant the construction of additional parking. However, constructing additional parking is not the only tool a municipality can use to better manage event-based parking demand.

Due to these issues, conversations with stakeholders representing the event-based businesses were prioritized. The graphic on the following page illustrates the event destinations along Madison Street and shows the generalized day-of-the-week or time-of-day parking demand is highest for each of these destinations. The right portion of the graphic illustrates where one destination coordinator might look for additional parking to support their events.

Large pre-scheduled events, such as weddings at the Prairie Street Brewery, can easily take advantage of more remote parking options. Partnerships with the Park District to provide (rail) Trolley or water taxi service to the YMCA, Coronado Theater parking deck across the river, or Sport Factory lots could make the last leg of transportation to an event a unique experience for guests while effectively distributing the downtown parking demand.

For the graphic on the following page, "Private / Churches" includes:

Trinity Lutheran
St. James Church
Trinity Learning Center
Rever's Lot
238-304 N Madison Street


AM
WEEKDAY
THURSDAY
FRIDAY
SATURDAY
SUNDAY
MARKET
BREWERY
ICEHOUSE
YMCA
CHURCH/PRIVATE
PM
WEEKDAY
THURSDAY
FRIDAY
SATURDAY
SUNDAY
MARKET
BREWERY
ICEHOUSE
YMCA
CHURCH/PRIVATE
PARKING DEMAND
LOW
MEDIUM
HIGH
PARKING SOLUTIONS
LOOK FOR SUPPLEMENTAL PARKING HERE
FERRY OR TROLLEY SERVICE FOR EVENT GROUPS

TACTICAL PARKING CONDITION

- Initiate event coordination meetings to start conversations between destination managers and event organizers.

- Create a major-event calendar by gathering information from stakeholders. Distribute the calendar to destination managers and event coordinators. Include direct contact information to other coordinators or stakeholders.

- Expand on the provided parking resource map *(next page)* specifying local parking lots and owners in each of the shared parking zones along Madison street (aqua and purple), as well as remote parking sites (YMCA, Sports Factory, and Coronado Theater parking deck across the river). This map should include owner contact information, total number of spaces, number of spaces potentially available for shared parking, and means of transportation between event spaces and parking asset (i.e. trolley, bus, ferry, etc.).

- Produce temporary wayfinding signs or sandwich boards to assist drivers in identifying appropriate parking when multiple events occur at the same time.

- Distribute digital maps to event attendees with event information and directions to all preferred area parking opportunities and nearby on-street parking in advance of events; note walking distance in feet or minutes. Coordinate these maps between destinations, and identify local retail and restaurant destinations to promote park-once attitude in the area.

LEAN PARKING CONDITION

- Appoint an event-parking coordinator on staff to carry communication forward. This effort could be conducted out of an existing BID, Chamber of Commerce, or Park District. Parks District should be a stakeholder, as the use of the Trolley and water taxi may be key to alleviating immediate parking demand from major events.

- Establish a seasonal schedule of event logistics and coordination meetings to maintain on-going communication around parking and event planning.

- Pave additional off-street lots at strategic locations.

- Coordinate landowners and private businesses to create and install unified parking signage for large lots identifying them by name or number to simplify directions to parking assets for visitors.

- Regularly collect, record, and compare parking utilization data along Madison Street to properly assess parking behaviors. This will allow the City to better understand demand patterns and identify where additional supply should be located.

- Implement demand-based parking rates during large events. This will reduce demand in high priority lots (which would be offered at a higher rate) while incentivizing parkers to remote facilities (which would be offered at a lower rate). Ultimately this will disperse parking demand system-wide.

CLIMAX PARKING CONDITION

- Construct additional parking garage(s) with ground floor retail to maintain an active streetscape.
    - Ensure that the construction cost and parking assets of the facility is shared among event venues, business owners, and/or City to accommodate visitor parking.
    - Reserve a portion of the ground floor/most convenient spaces for incoming visitors.
    - Require that incoming parking garages are designed with adaptive re-use elements so that they may be converted to more active uses in the future. These include level floors, higher ceilings heights, and centralized ramps.

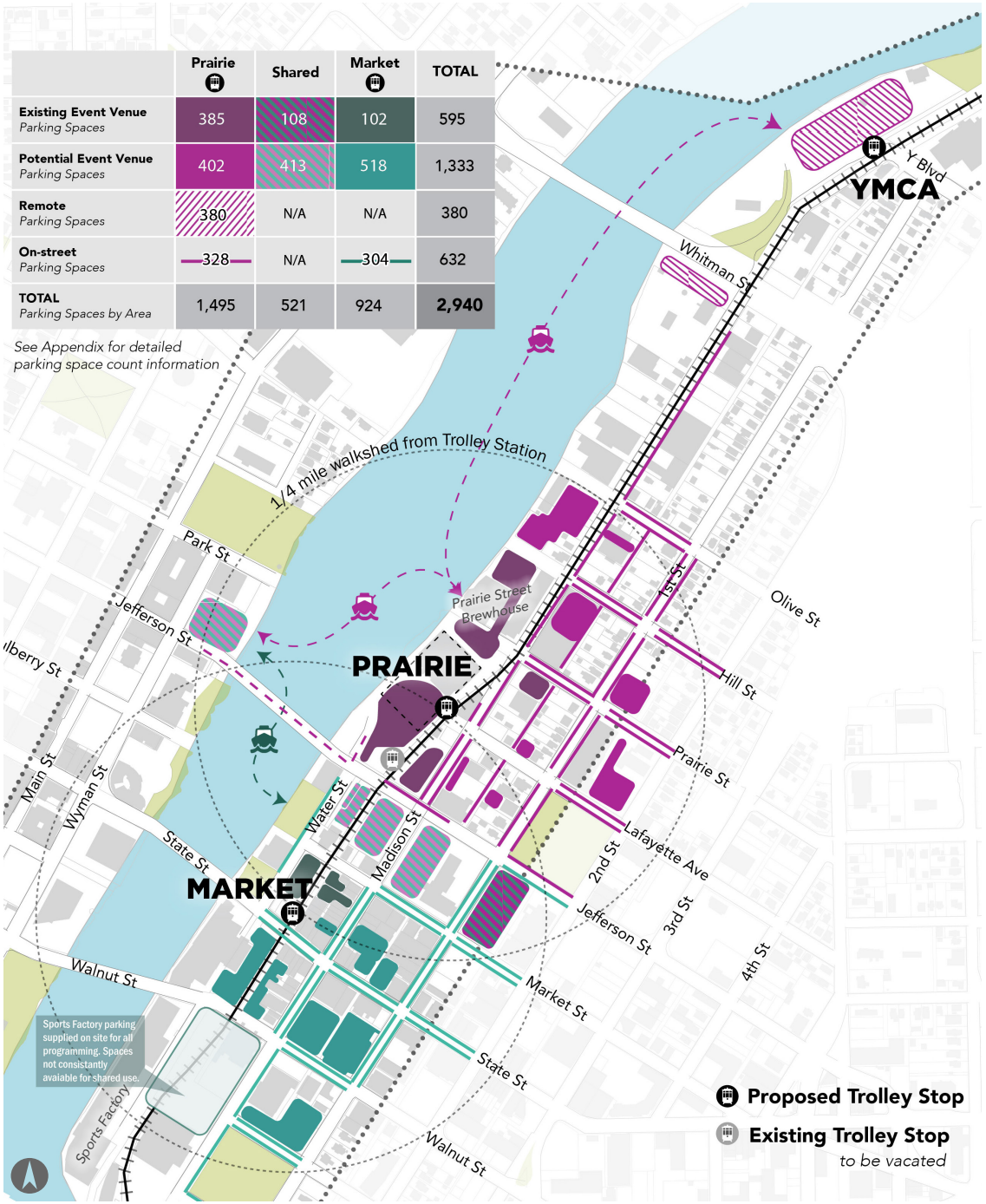
- Create a shared parking fund as a line item in the City budget using meter/enforcement funding (that would otherwise be used to construct additional parking). Use this fund to enter into a shared parking agreement with businesses in prime shared parking locations.

- Create a transit fund as a line item in the cities budget using meter/enforcement funding (that would otherwise be used to construct additional parking). Use this fund to enter into an agreement with trolley or ferry to connect people to and from parking facilities during large events.

- As incoming development continues to occur along Madison Street, consider establishing a Transportation Management Association (TMA) funded by current and incoming businesses. Staff on the TMA would evaluate parking demand, determine prime shared parking facilities, and manage leased or shared parking agreements among businesses and event venues.

	Prairie	Shared	Market	TOTAL
Existing Event Venue *Parking Spaces*	385	108	102	595
Potential Event Venue *Parking Spaces*	402	413	518	1,333
Remote *Parking Spaces*	380	N/A	N/A	380
On-street *Parking Spaces*	328	N/A	304	632
TOTAL *Parking Spaces by Area*	1,495	521	924	**2,940**

See Appendix for detailed parking space count information



ENVIRONMENT

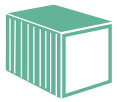
1 Use best practices for stormwater on Madison Street.

2 Use native plantings and best management practices to increase and diversify natural habitat on Madison Street.

3 Beautify the corridor through planting and vegetation choices.

4 Coordinate climax streetscape improvements with burying of utilities.

ENVIRONMENT

		STRATEGIES	COLLABORATIVE ACTION NETWORK	TIMELINE	FUNDING
TACTICAL 	1	Use paint and stencils to identify street drain inlets with "Drains to River" language (pg. 52).	Youth Groups	2018-2019	CIP - Sales Tax
	2	Temporarily place landscaped planters in painted bulb outs (see tactical Mobility Implementation Strategies) to demonstrate future native vegetation (pg. 29).	Public Works	Summer 2018	FCB, Grants, CIP
	3	Install planted urns in parkways narrower than 9' at a maximum of 30' on center (pg. 51).	Public Works	1-3 years	FCB, Grants, CIP
LEAN 	1	Where street trees are missing, install new trees with proper subsurface preparation every 30' on center (pg. 51).	Public Works	Ongoing	Forestry Fund, FCB, Grants
	2	Remove paving at demonstration bulb-outs to allow infiltration (pg. 52).	Public Works	TBD	TBD
	3	Provide design assistance and funding for up to three buildings along Madison Street to pilot a façade lighting program (pg. 60).	COR; Public Works	Ongoing	Private Funding
	4	Consider additional research to restrict or exclude blue light within the City Standard Pedestrian Scale Lighting (pg. 60).	COR; Public Works	1-3 years	General Fund
CLIMAX 	1	Design the right-of-way (ROW) reconstruction (see Mobility Implementation Strategies) to accommodate stormwater best management practices including stormwater bump-outs, pervious paver parking lanes, and a continuous series of street trees (pg. 51-55; absorbs Lean-2).	Public Works	5-10 years	CIP - Sales Tax, Grants, State ITEP, FCB
	2	Provide City Standard Pedestrian Scale Lighting along corridor to increase feel os safety and walkability (pg. 60).	Public Works	5-10 years	CIP - Sales Tax, Grants, State ITEP

Acronyms: COR - City of Rockford; CIP - Capital Improvement Program; FCB - Forest City Beautiful; ITEP - Illinois Transportation Enhancement Program

PLANT STREET TREES

Streets trees offer a multitude of benefits for the City. Some benefits include improved air quality, provision for wildlife habitat, retaining stormwater, noise abatement, increased psychological well-being, and improved aesthetics.

TACTICAL

If the distance from the outer edge of the right-of-way to the back of curb is 9 feet or less, street trees should not be planted. Instead, large commercial-grade planted urns can be used. The urns can act as a buffer between pedestrians and traffic, while also offering wildlife habitat and improved aesthetics for the corridor.

LEAN

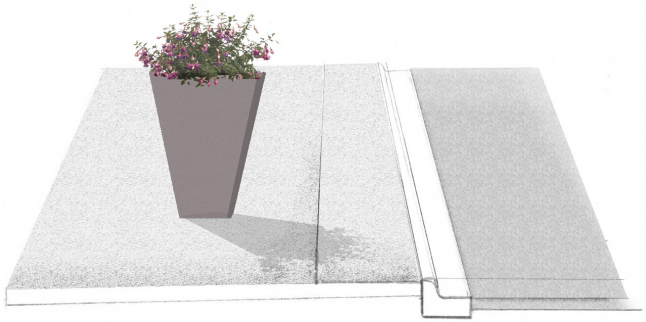
Install street trees in available parkway space where there is at least 4 to 6 feet of space between the sidewalk and back of curb.

CLIMAX

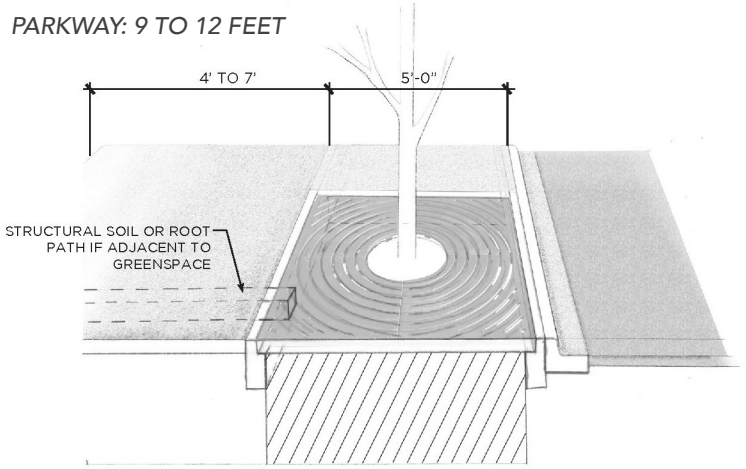
For parkways that are sized 9 to 12 feet wide and do not contain existing tree wells, construct new 5'x5' tree wells. If the sidewalk is adjacent to an existing green space, use root paths to connect the tree wells to the green space. If the sidewalk is not adjacent to green space, reconstruct the surrounding sidewalk using structural soil to support the health of the street tree.

For parkways that are over 12 feet wide and do not contain existing planters, reconstruct the sidewalk to create continuous, raised planter areas.

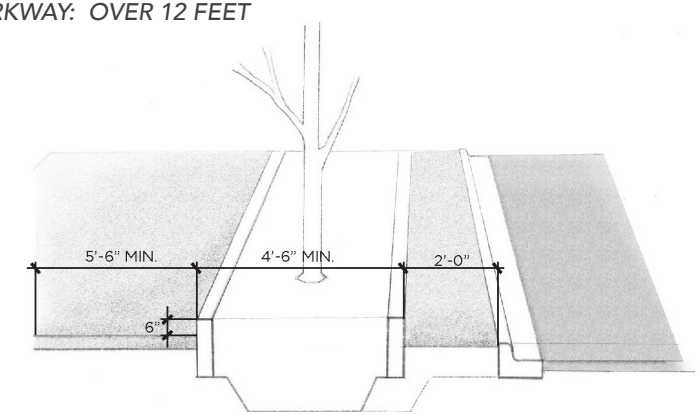
PARKWAY: 0 TO 9 FEET



PARKWAY: 9 TO 12 FEET



PARKWAY: OVER 12 FEET



INSTALL STORMWATER INTERVENTIONS

Streets can be designed to mitigate the impact of stormwater through plantings and soil bases that remove pollutants and slow the flow of stormwater into the City's utility pipes.

TACTICAL

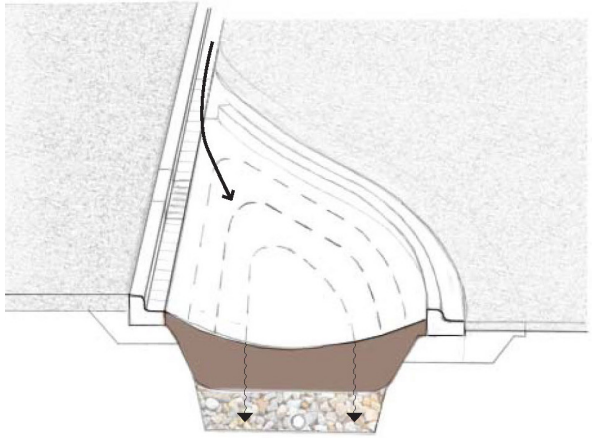
Use a 'Drains to River' stencil on all stormwater grates along Madison Street to educate residents and visitors that the streets drain into the Rock River.

LEAN

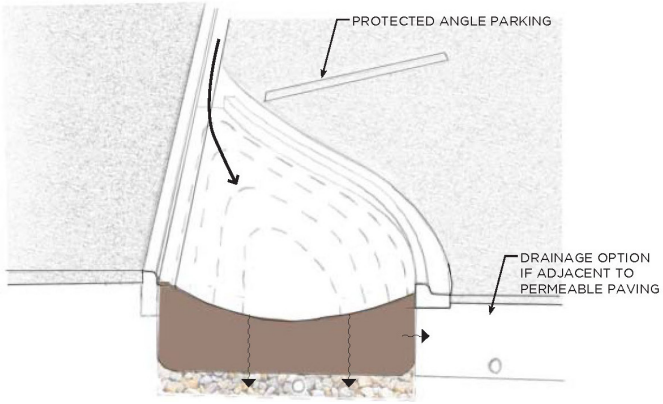
Stormwater bulb-outs serve a number of purposes within the street. They help to reduce the crossing distance for pedestrians as well as capture and slowly distribute stormwater into the river. As a pilot, build a retrofit stormwater bulb-out to store stormwater and reduce pedestrian crossings at intersections. The existing gutter pan would need to be saw-cut to direct stormwater into the bulb-out instead of the storm drain.

Drains to River stencil

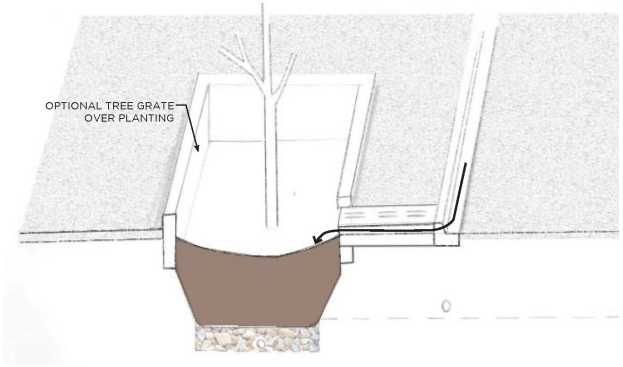
RAIN GARDEN BULB-OUT: RETROFIT OPTION



RAIN GARDEN BULB-OUT: NEW CONSTRUCTION OPTION



RAINGARDEN WITHIN THE PARKWAY (OVER 12')



CLIMAX (PREFERRED)

Reconstruct the curb at key intersections to direct stormwater into the bump-out, while reducing the crossing distances for pedestrians along Madison Street. The climax reconstruction accommodates more stormwater than the LEAN retro-fit option.

CLIMAX (ALTERNATIVE)

If there is not sufficient space in the street for a bulb-out, the stormwater could instead be redirected into a rain garden within the parkway (between the sidewalk and the curb). This offers the same stormwater filtration benefits, but does not reduce the pedestrian crossing distance at intersections.

Existing Madison Street at Market Street

Proposed Madison Street at Market Street

INSTALL PERVIOUS PAVING

There are a range of materials that can create a pervious paving surface including porous asphalt/concrete, open grid pavers, permeable pavers, and gravel paving. Depicted in adjacent graphics, permeable pavers create a pervious surface that can support both pedestrian and vehicular uses. The pavers are spaced to allow for water to infiltrate through them and into a coarse sublayer that helps to remove sediment and pollutants as well as reduce and slowly distribute stormwater.

LEAN

As a pilot, build a retrofit a parking lane with permeable pavers to store stormwater and delineate parking areas.

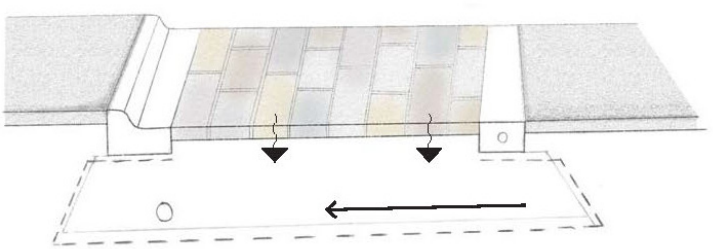
CLIMAX (PREFERRED)

As the utility poles are buried, the sidewalk and parking lanes could be reconstructed to both have permeable pavers.

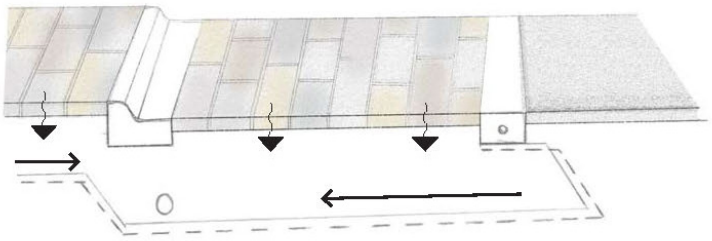
CLIMAX (ALTERNATIVE)

The entire right-of-way can be reconstructed to accommodate permeable pavers.

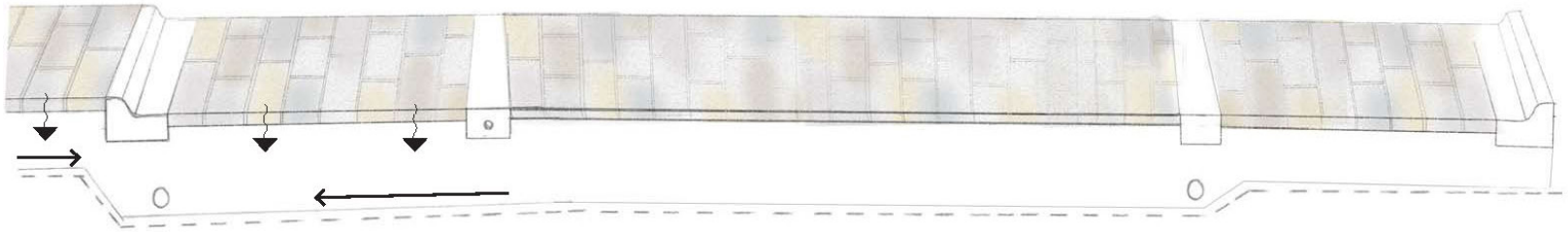
PAVING WITHIN PARKING LANE



PAVING WITHIN PARKING LANE AND SIDEWALK

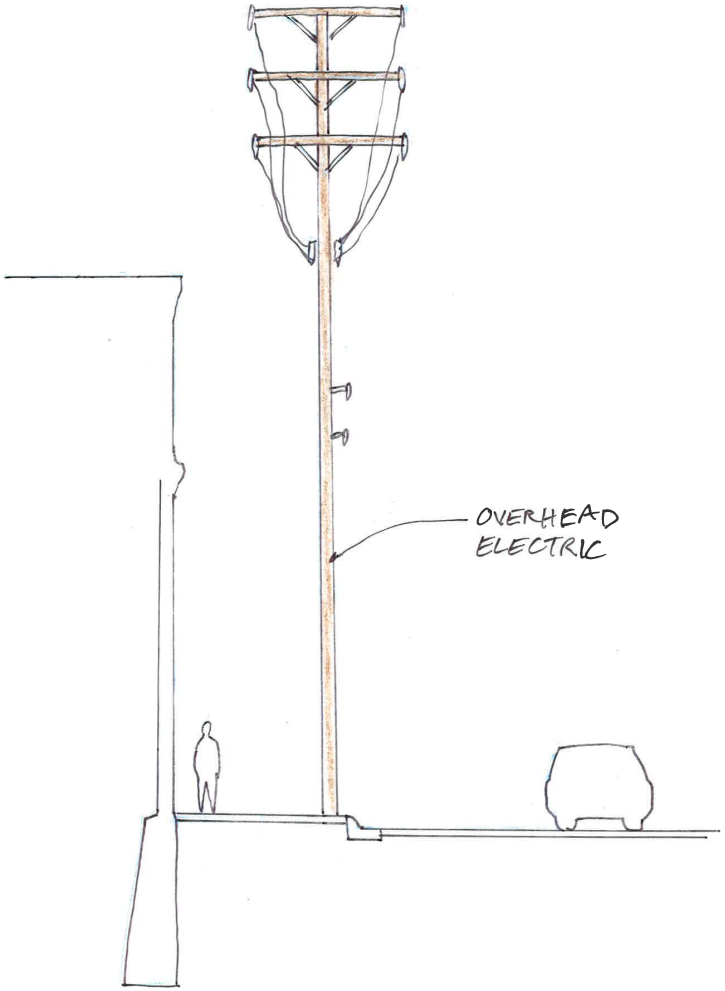


FULL STREET PAVING

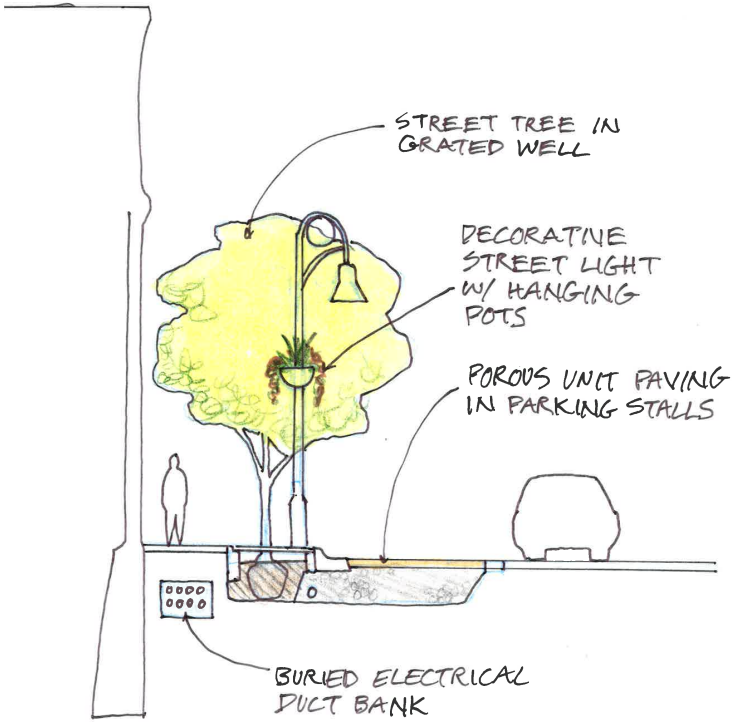


COORDINATE CLIMAX STREET IMPROVEMENTS

Climax street improvements should be coordinated with the future burying of utilities along Madison Street to reduce costs and construction timelines.

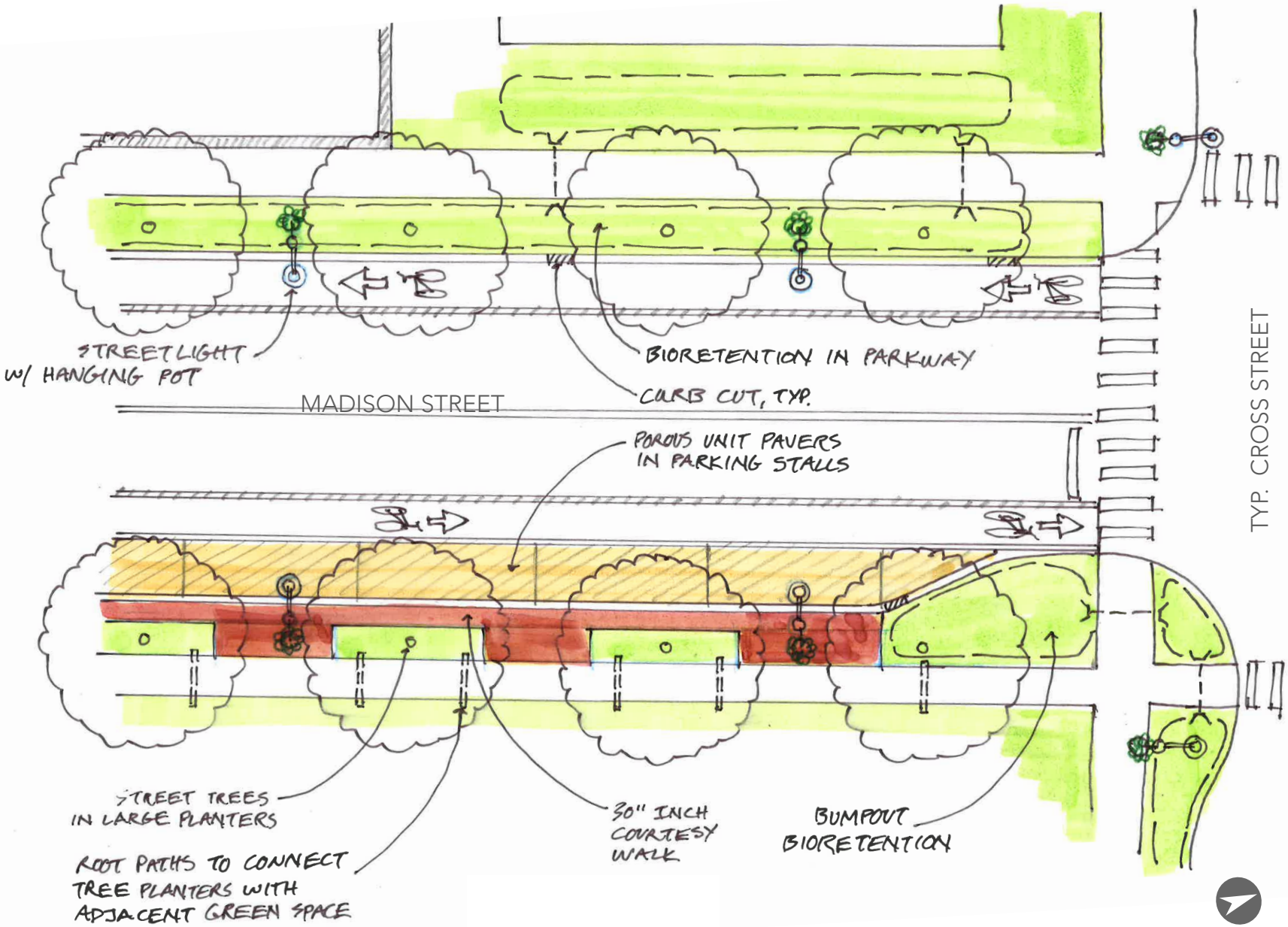


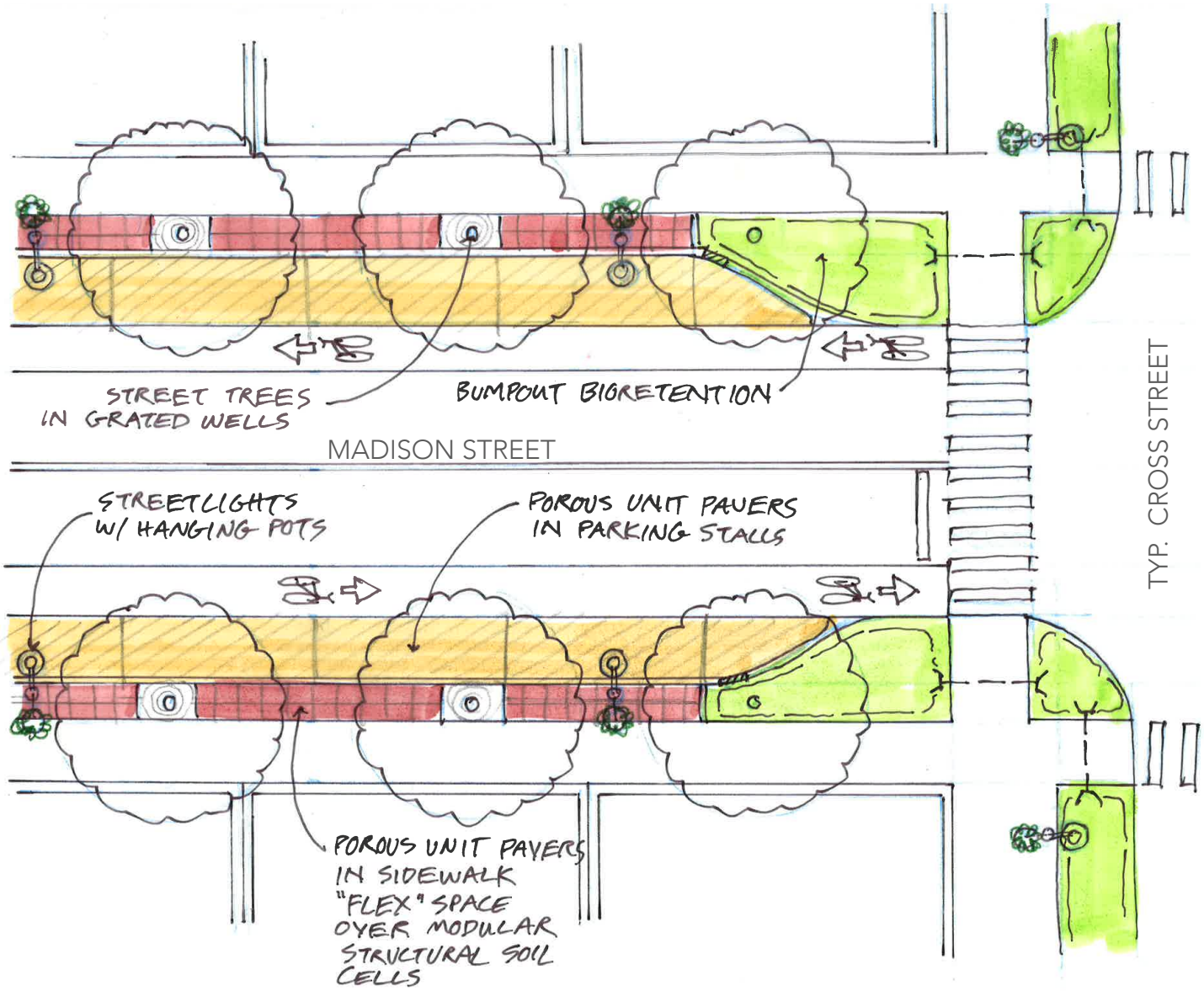
Existing Madison Street Section



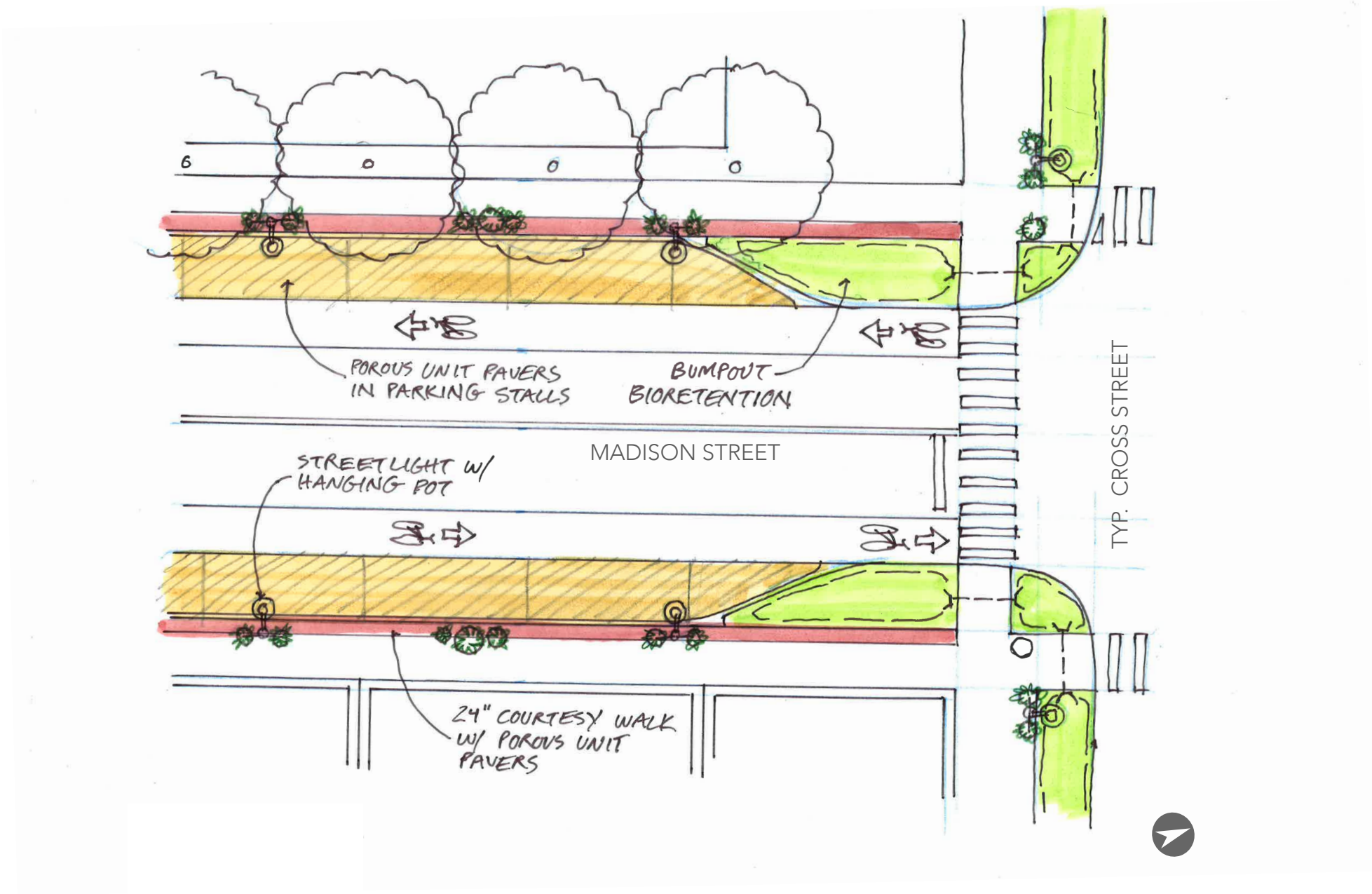
Proposed Madison Street Section

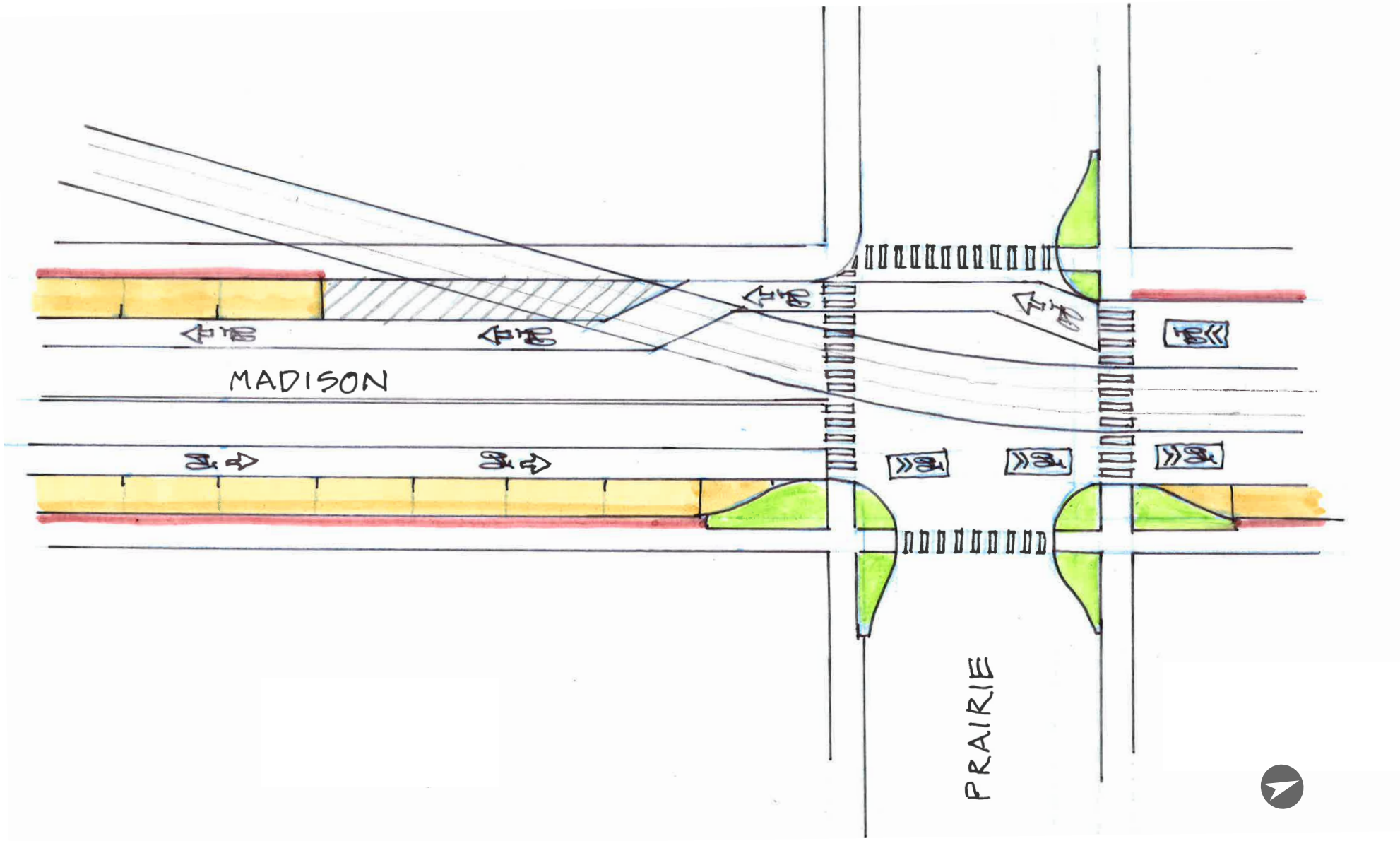
MADISON STREET CLIMAX CONNECTION [Section A]




STREET TREES IN GRATED WELLS
BUMPOUT BIORETENTION
MADISON STREET
STREETLIGHTS W/ HANGING POTS
POROUS UNIT PAVERS IN PARKING STALLS
TYP. CROSS STREET
POROUS UNIT PAVERS IN SIDEWALK "FLEX" SPACE OVER MODULAR STRUCTURAL SOIL CELLS

MADISON STREET CLIMAX CONNECTION [Section C]




MADISON
PRAIRIE

IMPLEMENT LIGHTING BEST-PRACTICES

Nancy Clanton of Clanton & Associates has provided lighting best-practices for municipalities by creating some 'dos and don'ts' for street and facade lighting. In general, well-designed lighting strategies should not only light the area, but take into account all view angles while creating a beautiful ambiance without glare and annoyance.

High color temperature (CCT) light sources have the highest concentration of blue light. Many municipalities are limiting the CCT of their street and pedestrian lighting to 3000K or less which is similar to the color of the setting sun. Dimming or turning off lighting is another strategy to reduce over-lighting an area.

Ideally, light sources should change color over the course of the evening and into the late night. Blue light will enhance visibility during the rush hour, but as vehicular and pedestrian traffic decreases at night, the spectrum can minimize blue light and switch to the red range.

LEAN
Provide design assistance and funding for up to three buildings along Madison Street to pilot a façade lighting program.

Consider additional research to restrict or exclude blue light within the City Standard Pedestrian Scale Lighting

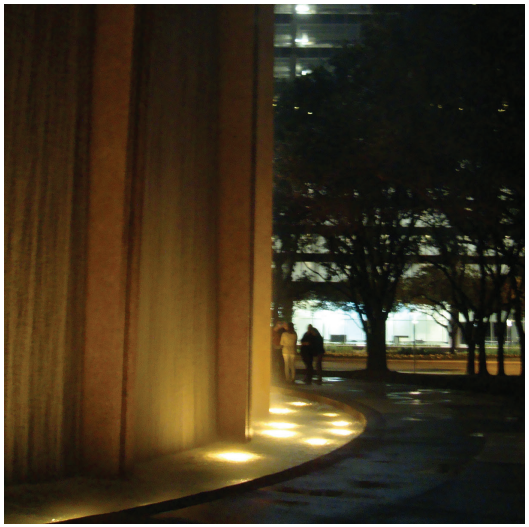
CLIMAX
Specify public utility poles equipped with data-ready modules and a lighting system that is dimmable and avoids blue-spectrum light.

SPECTRAL LIGHTING

FACADE LIGHTING

Do

- Mount light at the top of facades and aim inward
- Emphasize architectural features such as columns and arches using beam distributions
- Use warm-colored, dim light



Don't

- Aim across a visual path with a floodlight
- Aim up a façade
- Overlight
- Select glaring luminaries

STREET LIGHTING

Do

- Light sidewalks and streets appropriately for the neighborhood and explicitly where needed
- Use low-glare streetlights
- Minimize uplight of all kinds (cobra lights, etc.)

Don't

- Use streetlights to light yards and private property
- Overlight
- Use high-glare streetlights

PLACE-BASED ECONOMIC DEVELOPMENT

1 Redevelop the Madison Street corridor as a vibrant regional destination.

2 Celebrate and connect to the Rock River through views and beautification.

3 Use character zones to guide redevelopment by clustering compatible uses.

4 Leverage the uniqueness and authenticity of the trolley stops to add real estate value.

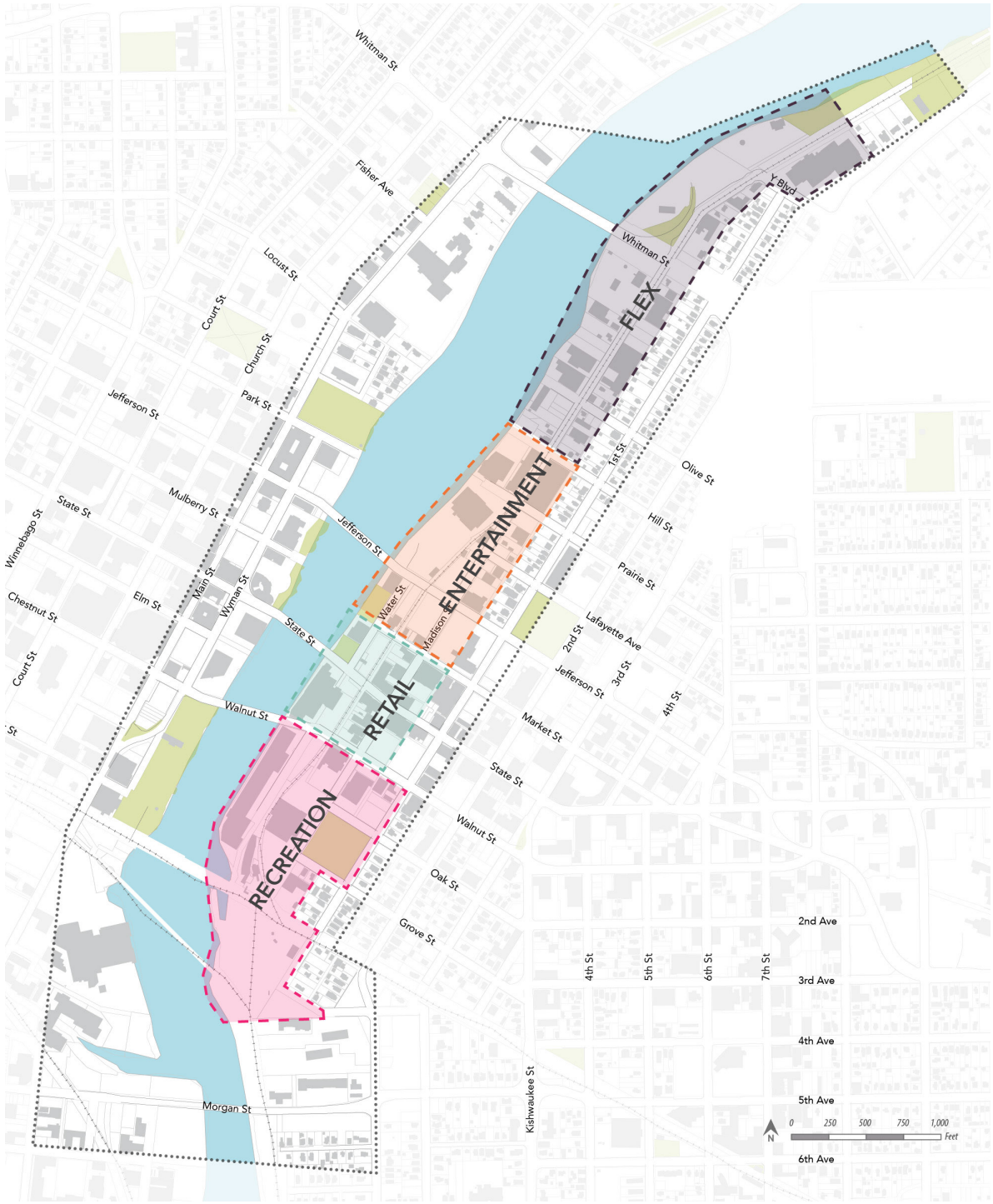
PLACE-BASED ECONOMIC DEVELOPMENT

		STRATEGIES	COLLABORATIVE ACTION NETWORK	TIMELINE	FUNDING
TACTICAL 	1	Install temporary wayfinding signage for events (pg. 76).	COR, RACVB, Park District	Ongoing	TBD
	2	Using paint and available tools, identify, celebrate, and humorize the trolley stops (pg. 79).	Park District	1-3 years	Park District
	3	Move the Park Trolley stop closer to Prairie Street to open up the park for recreational use; add YMCA stop (pg. 78).	Park District	1-3 years	Park District
	4	Hold a chalk art contest for the columns under the Jefferson Street Bridge (pg. 81).	COR, RACVB, City Market, River District, Art Council	1-2 years	Grants
LEAN 	1	Fill in the street wall gaps with one-story liner buildings (pg. 80).	Private Developers	5-15 years	Private Funding
	2	Install a temporary incubator use in the former Cellusuede building (pg. 82).	COR, Building Owner, RAEDC	3-10 years	TBD
	3	Develop a branding and marketing plan for leveraging the trolley (pg. 78).	COR, River District, Madison Street Group	1-3 years	TBD
	4	Upgrade all trolley stops with benches and other semi-permanent structures (pg. 79).	Park District, COR	1-5 years	Park District, Grants
CLIMAX 	1	Promote mixed-use development (upper story residential) along the corridor (pg. 84-87).	Private Developers	Ongoing	Private Funding
	2	Renovate the Ice House or relocate it across Madison Street from its current location (pg. 85-86).	Park District	1-10 years	TBD
	3	Extend trolley to Sports Factory (pg. 79).	UPRR, IDOT, Park District, COR	1-10 years	TBD
	4	Improve viewsheds to Rock River (pg. 74).	COR, Public Works, Private Developers	1-10 years	TIF; Private Funds

Acronyms: COR - City of Rockford; RACVB - Rockford Area Convention & Visitors Bureau; RAEDC - Rockford Area Economic Development Council; UPRR - Union Pacific Railroad; IDOT - Illinois Department of Transportation; TIF - Tax Increment Financing District

CHARACTER ZONES

This document divides the Madison corridor into 'character zones.' While the zones are not internally homogeneous, they are distinguished by economic activities, land use, scale, and perception. These zones can create value by helping compatible businesses and enterprises to locate and grow in their optimal locations along the corridor. This sorting can be done formally through zoning, but zoning regulations are often too slow to adapt to the pace of innovation in the marketplace. Consequently, character zones can provide subtler nudges to businesses and investors to know where they belong.



CHARACTER ZONE: RECREATION

The southern end of Madison Street from Walnut Street to the ComEd site is going through substantial redevelopment. The recently opened Sports Factory sits along Rock River adjacent to the old Watch Factory building and across Madison Street from a future boutique hotel. Stakeholder interviews indicated that this area's greatest challenge may be its perception of being disconnected from the rest of downtown due to train tracks, decommissioned bridges, sight lines and changes in topography. Efforts to address this perception are underway, such as adding consistent wayfinding signage directing visitors from the Sports Factory to the Retail Character zone, just one block north at Madison Street and State Street.

KEY PARCEL OWNERSHIP

- City of Rockford
- Park District
- Joseph James
- Koch Family
- Register Star
- ComED

Madison Street at Grove Street looking southwest

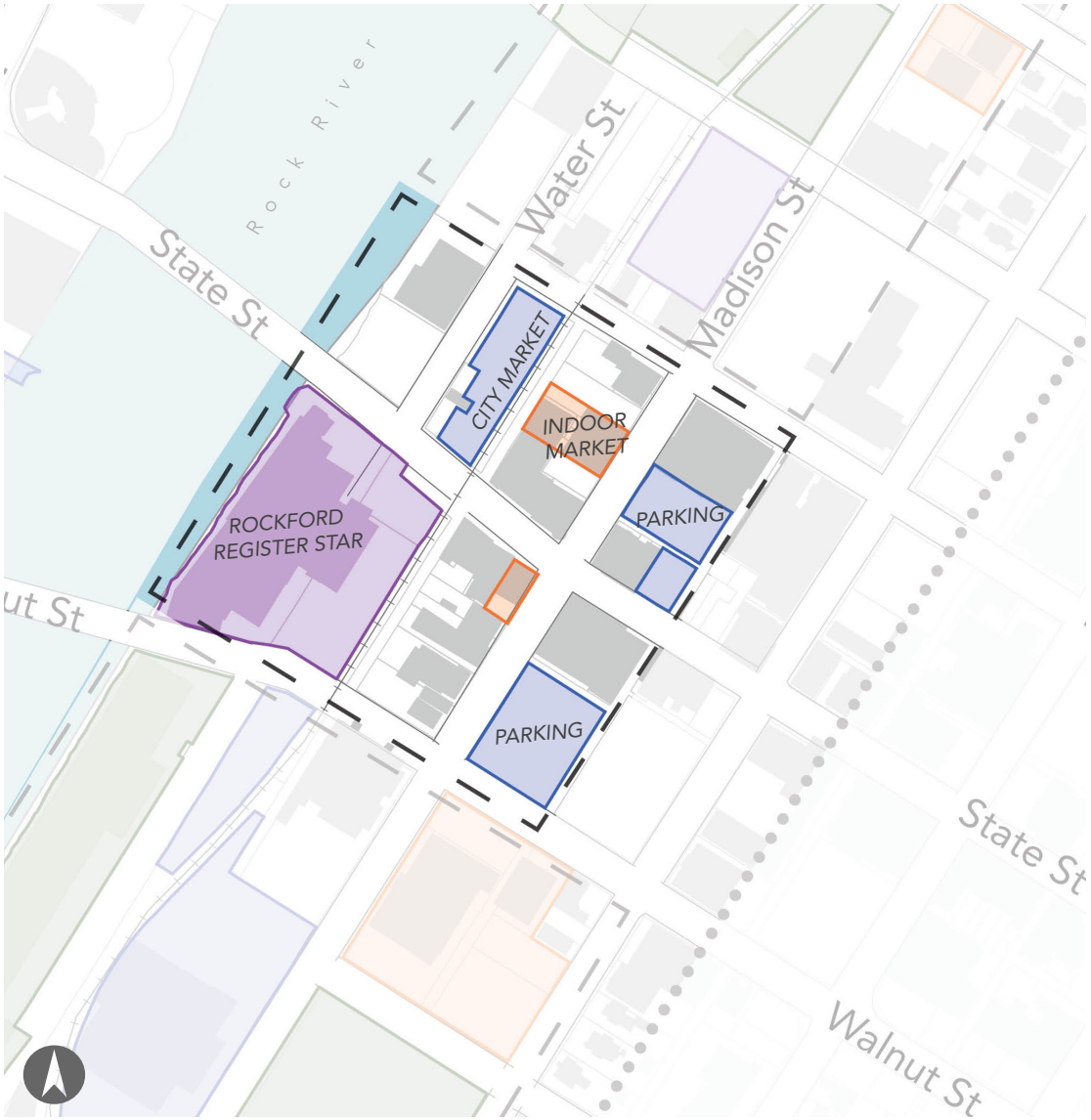
ComEd Site looking south

Madison Street at Oak Street looking south

Rock River Dam and rail bridge

CHARACTER ZONE: RETAIL

The blocks of Madison Street on either side of State Street define this character area. This area can be viewed as the gateway to Madison Street from the west side of downtown. This area is home to Joe Marino Park, the Register Star building, Rock Valley Community College, and a series of small shops and restaurants. This area is already strong with minimal need for intervention.



KEY PARCEL OWNERSHIP

- City of Rockford
- Park District
- Joseph James
- Koch Family
- Register Star
- ComED

Madison Street looking north to State Street

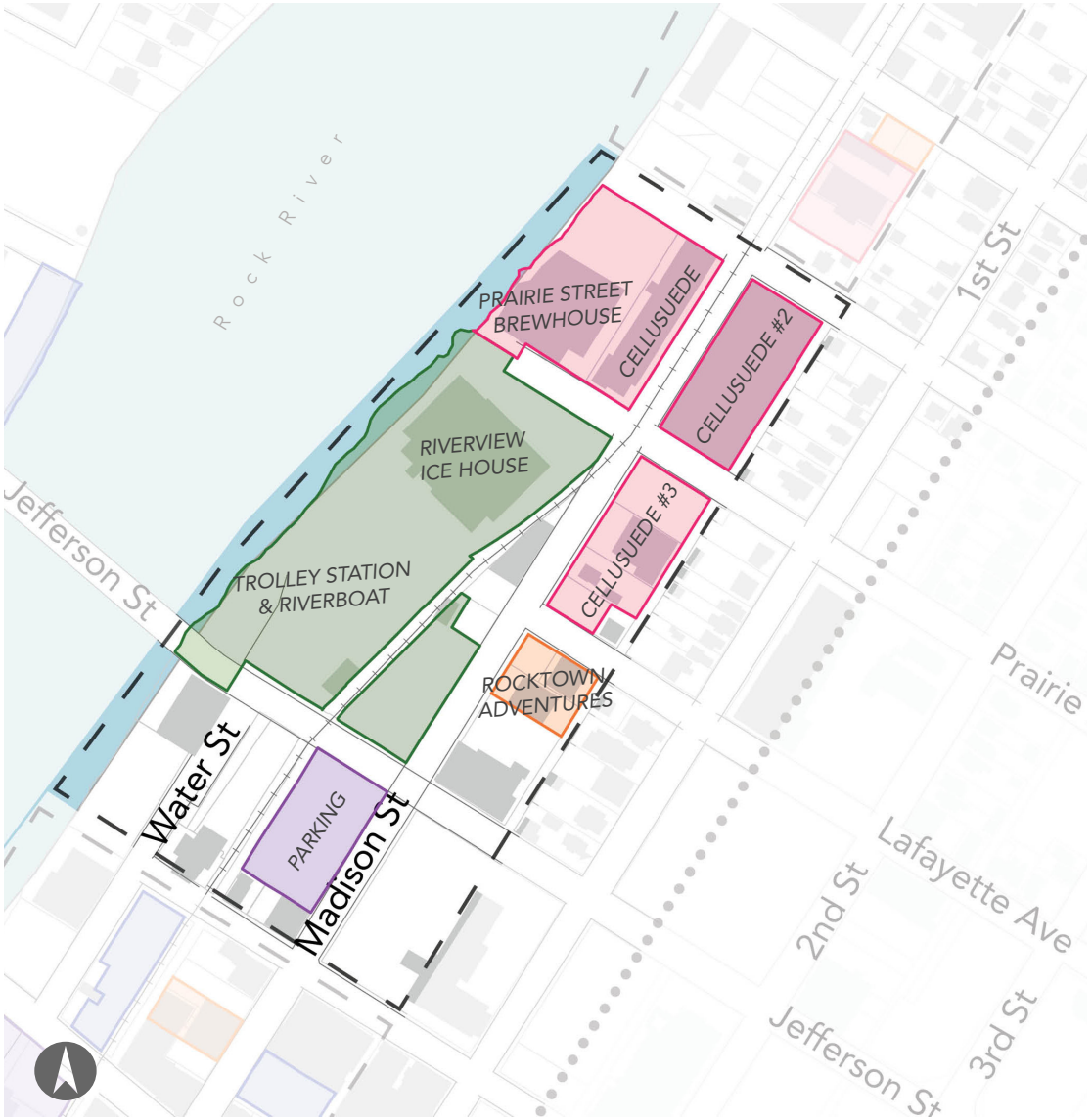
Madison Street looking south to State Street

Madison Street retail frontage

State Street development near Madison Street

CHARACTER ZONE: ENTERTAINMENT

This area spans from Hill Street to Market Street and encompasses community destinations such as the Prairie Street Brewhouse, the Riverview Ice House, a Trolley station and a Forest City Queen Riverboat Launch in the park. A few light industrial buildings remain with some already being re-purposed to smaller-scale production. This area has the backbone for a 'Makerspace' District.



KEY PARCEL OWNERSHIP

- City of Rockford
- Park District
- Joseph James
- Koch Family
- Register Star
- ComED

Madison Street looking south to Jefferson Street viaduct

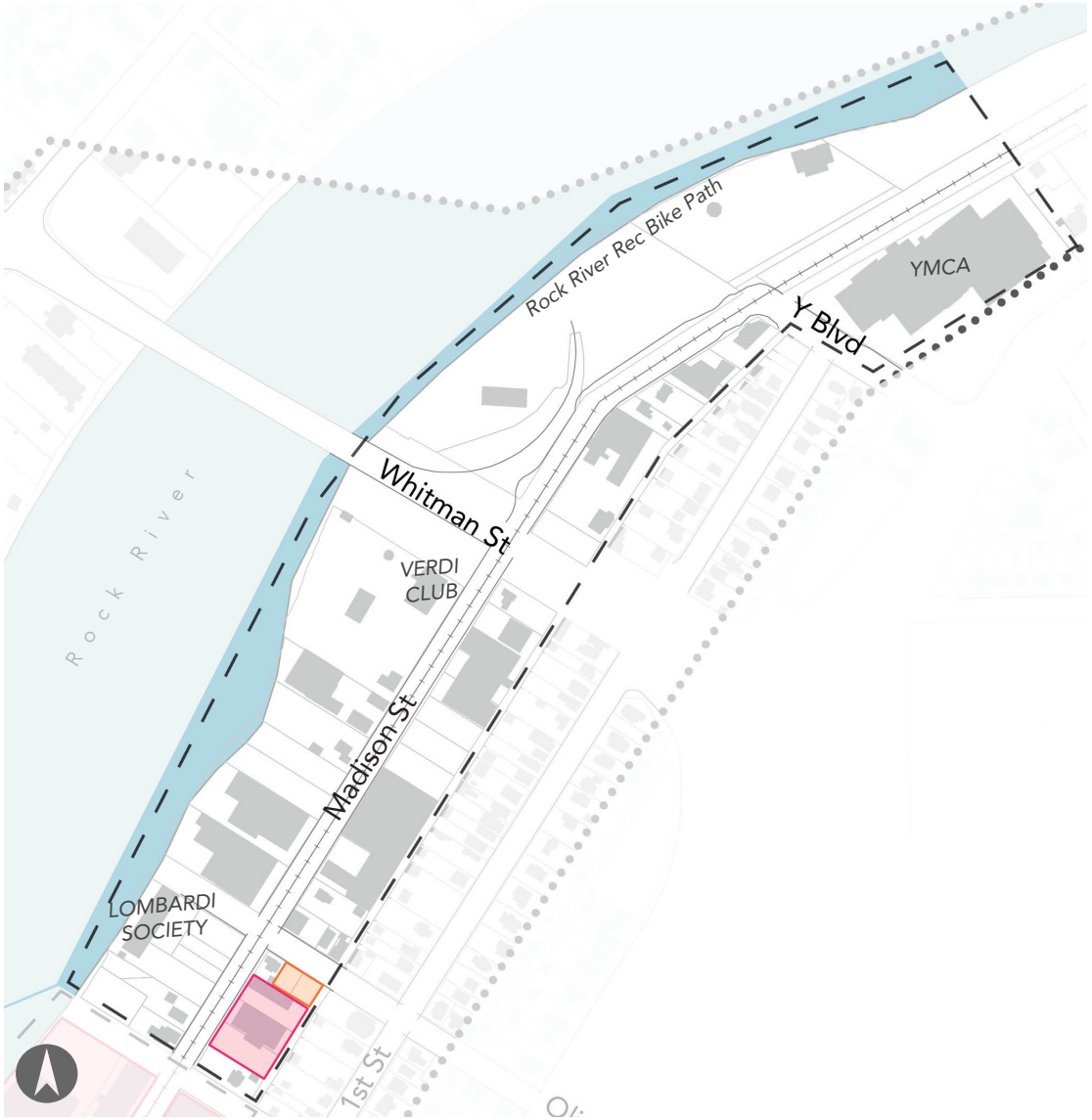

Light industrial development on Madison Street


Rail tracks at Madison Street looking north to Prairie Street

Madison Street looking north to Jefferson Street viaduct

CHARACTER ZONE: FLEX

This area includes the northern end of Madison Street stretching from the YMCA to Hill Street. This is a unique stretch of Madison Street, as the railroad runs down the center of the street. Primarily light industrial uses line either side of the street with brief interruptions for a town bar, social clubs, a few homes, capped on the north end by the YMCA and Rock River Recreational Bike Path.



KEY PARCEL OWNERSHIP

- City of Rockford
- Park District
- Joseph James
- Koch Family
- Register Star
- ComED

Madison Street at Prairie Street looking north

Rock River Rec Bike Path looking south to Whitman Street

Madison Street at Hill Street looking north

Madison Street light industrial building

IMPROVE VIEWSHEDS TO ROCK RIVER

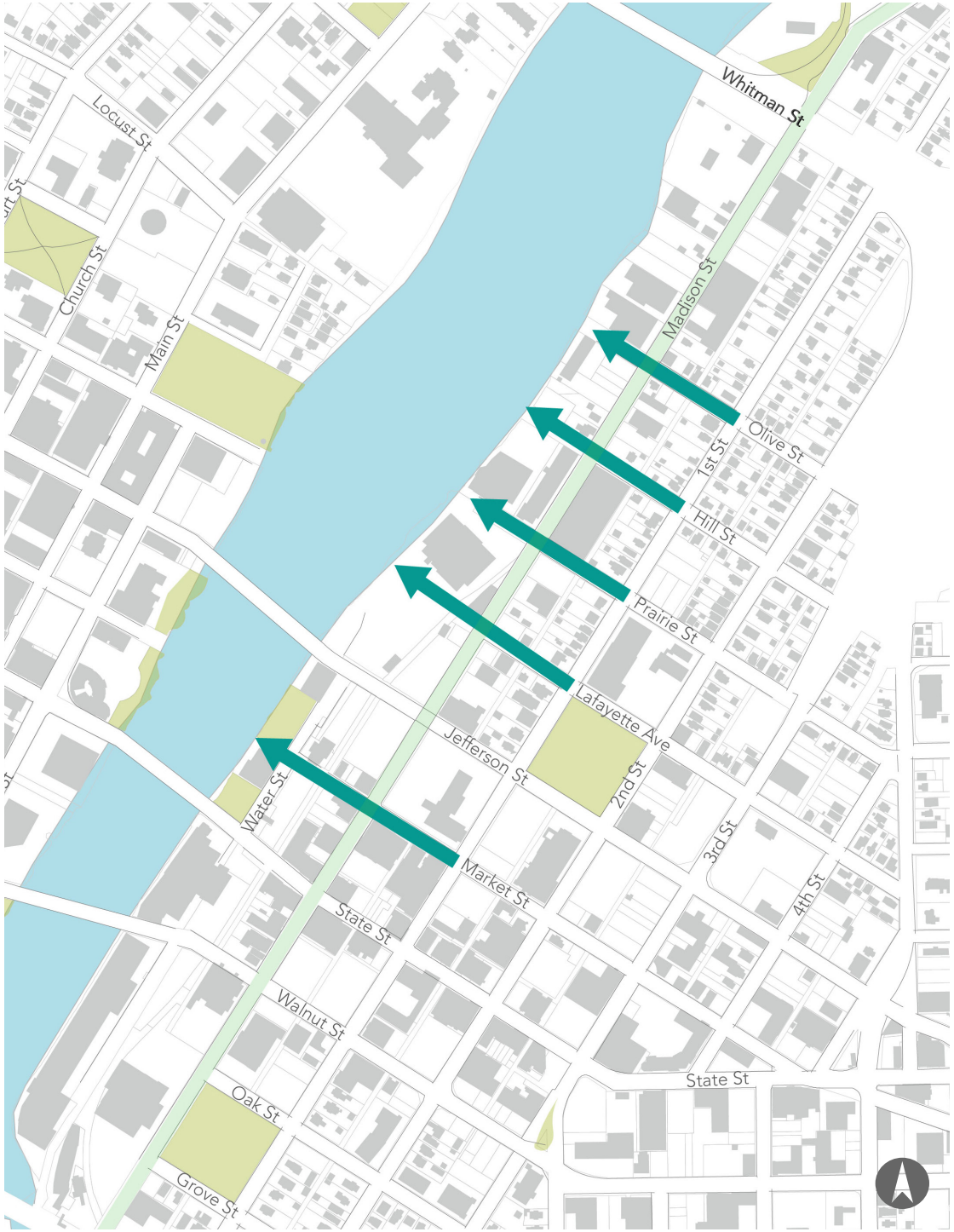
There are five existing viewsheds to the Rock River from Madison Street between Olive Street and Grove Street. Care should be taken to enhance these views and use these viewsheds as opportunities to draw pedestrians from Madison Street down to Rock River.

LEAN

Clear views to the river by trimming trees and clearing brush along side streets leading to the river. In some cases, dumpsters and other equipment should be moved from the ends of the side streets.

CLIMAX

Orient upper stories of new mixed-use buildings along Madison Street perpendicular to Rock River to open viewsheds for residents east of Madison Street. A 10 foot setback from the sidewalk and stepping back upper stories after the second or third floor will help keep sight lines open.



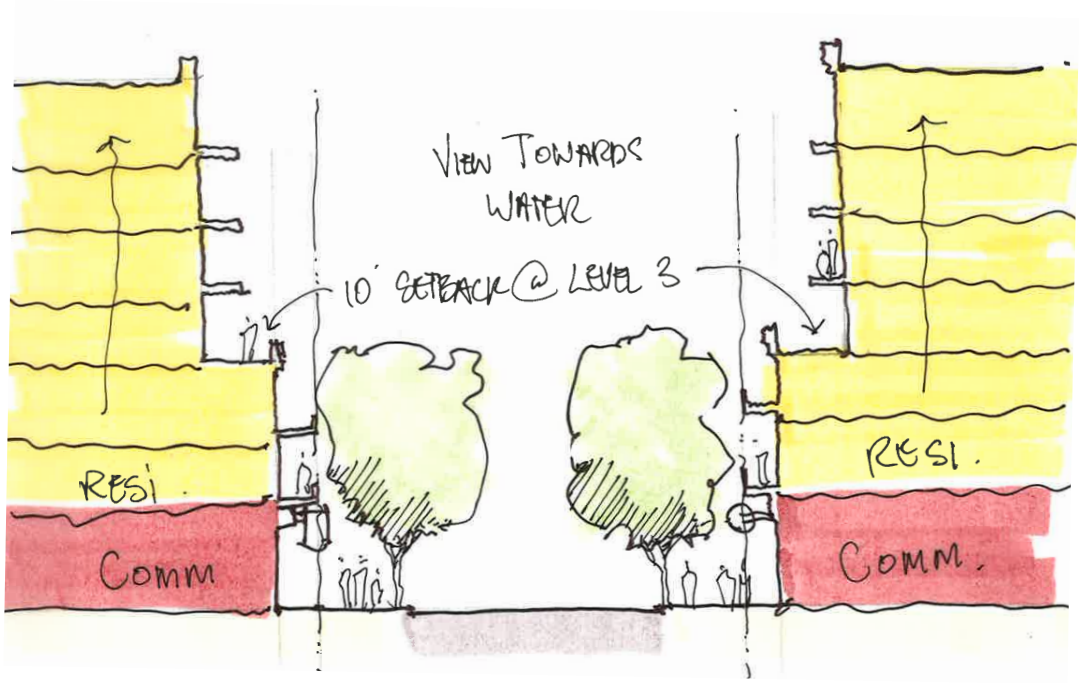

Prairie Street


Hill Street

Olive Street


Lafayette Ave


Market Street



Example Mixed-Use Building

EXPAND WAYFINDING TO MADISON STREET

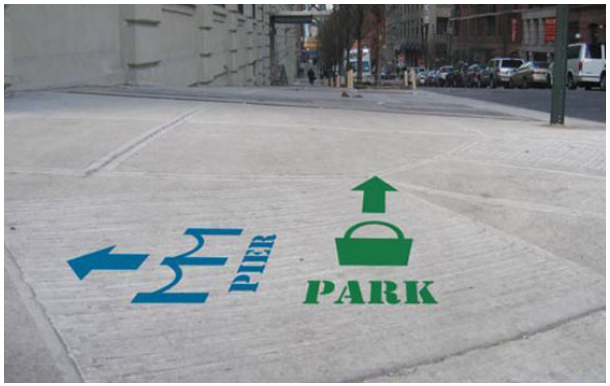
Wayfinding signs help residents and visitors navigate and explore what downtown Rockford has to offer. The City recently undertook a study to create consistent wayfinding signage for downtown districts. This momentum should be leveraged to expand signage for the Madison Street District to help connect pedestrians to destinations along Madison Street as well as to Rock River.

TACTICAL

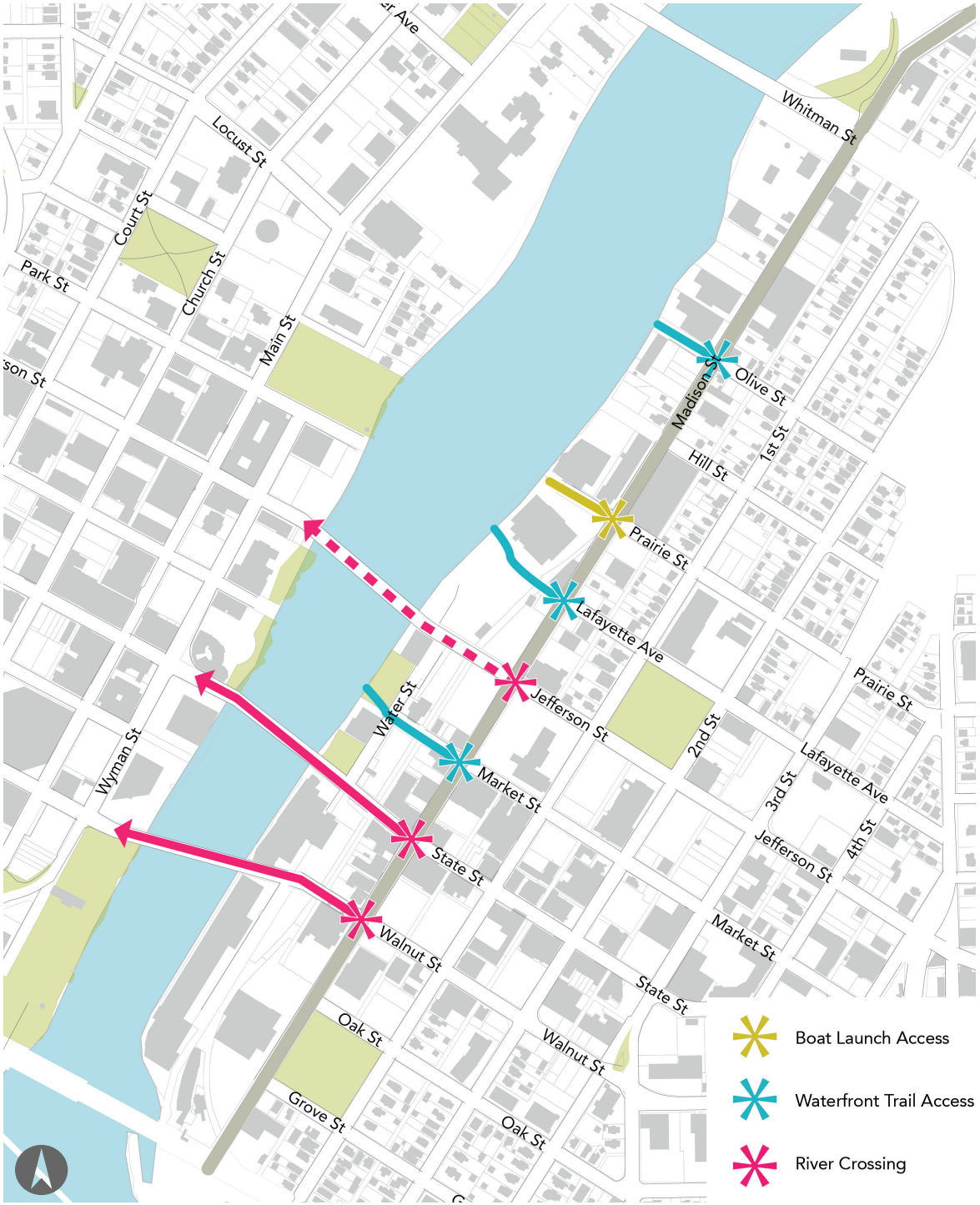
Create temporary wayfinding signage for events along Madison Street as they occur, such as the outdoor market, Meltfest, and Dinner on the Docks.

CLIMAX

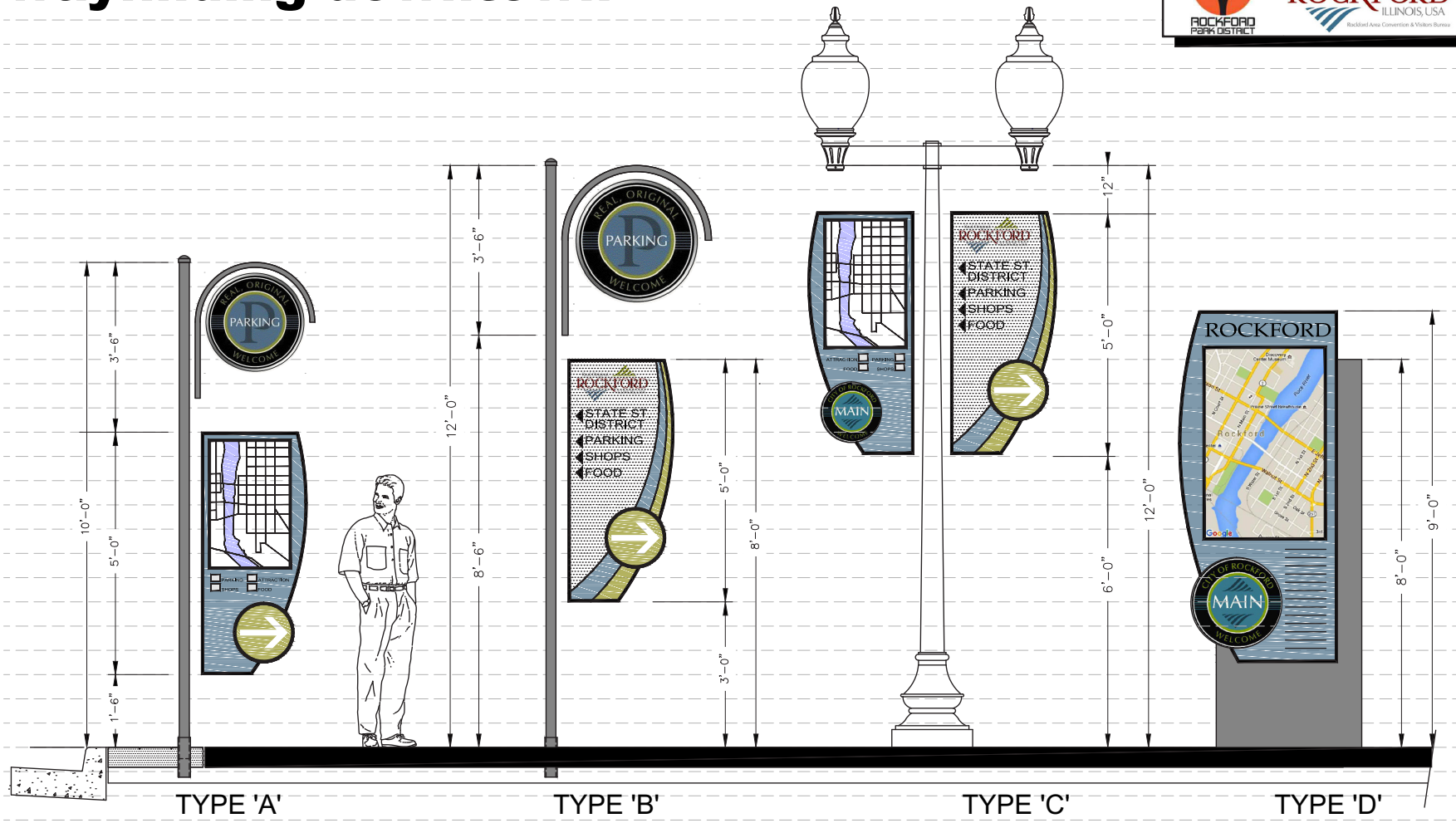
Expand current wayfinding program along Madison Street from the Sports Factory to the YMCA.



Tactical wayfinding signage: stencil and spray



wayfinding downtown



WAYFINDING SIGNAGE:

1.0

pedestrian experience committe
wayfinding signage concepts

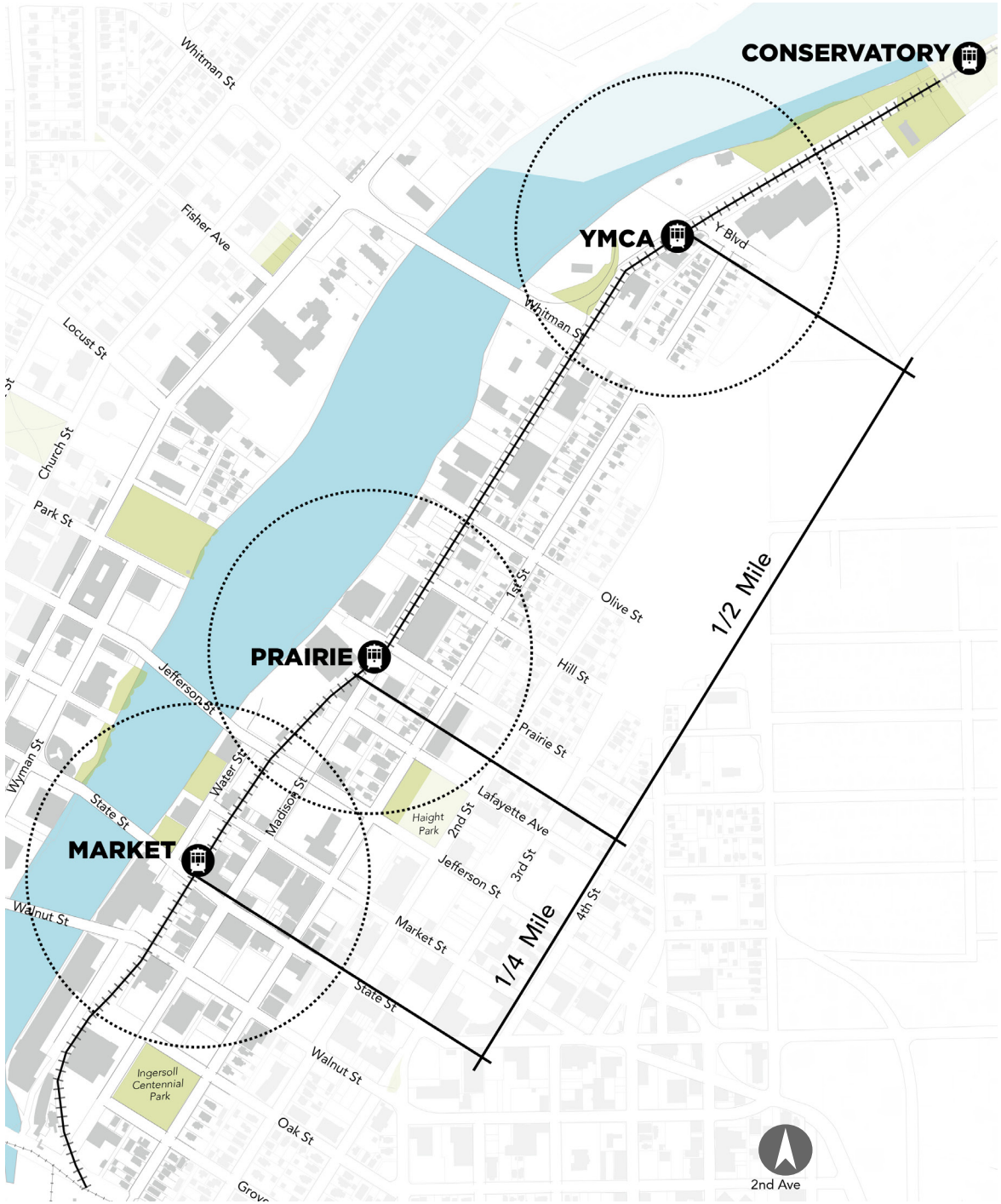
4/22/2016

CAPITALIZE ON THE TROLLEY

Public transit has always created real estate value. This applies even to those systems that operate seasonally, such as Rockford's Trolley Car 36. As currently marketed by the Rockford Park District, Trolley Car 36 is targeted toward rail fans and their nostalgia and affection for historic train equipment. This narrow focus has served the trolley well, protecting it against closure and making it available as a once-in-a-lifetime curiosity ride for many Rockfordians.

The financial pressure on all levels of governments to provide returns on their investments demands that we get more return from public ventures such the trolley. This report proposes to reposition the trolley as part of a transit-oriented development (TOD). While more detailed implementation study is needed, we recommend pursuing these lower-cost enhancements:

1. Rename and rebrand the trolley to focus on the amenity and/or experience rather than the single rail car.
2. Establish clear stations with marked boarding and unboarding locations.
3. Add a station near the YMCA.
4. Establish and stick to a memorable schedule for the stops.
5. Consider adding a second trolley car.



EXPAND THE TROLLEY NETWORK

TACTICAL

Paint wayfinding signage to the trolley. As a pilot project, add a trolley stop near the YMCA and mark it with a sign.

LEAN

Pour a slab of concrete and add a bench for the YMCA trolley stop. Develop a guiding plan for the trolley and TOD around the stations. Determine if the trolley can/should be extended to Sports Factory.

CLIMAX

If Trolley location is successful, build a shelter. If feasible and desired, construct a Sports Factory trolley station.

Proposed location for new YMCA trolley stop

Rockford's Trolley Car 36

Proposed location for new YMCA trolley stop

FILL IN THE 'GAPS' ALONG MADISON STREET

The 'gaps' between key destinations on Madison Street typically consist of parking lots and under-utilized buildings. To create a sense of continuity along the corridor, consider the approaches to redevelopment and parking as one strategy.

TACTICAL

Building on the current momentum of temporary interventions in Downtown, host a Saturday pop-up event on the Rockford Register Star parking lot and City-owned lot at State Street and Madison Street.

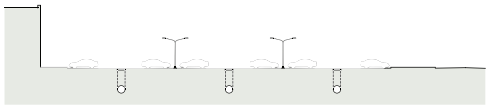
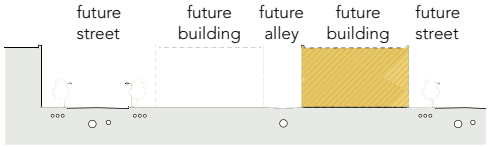
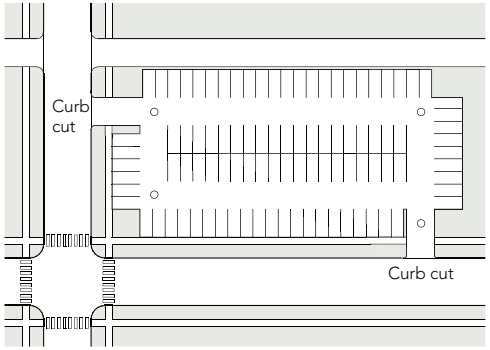
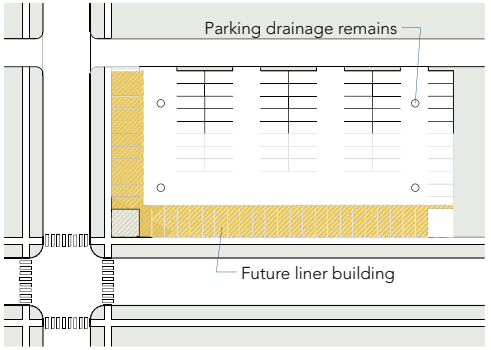
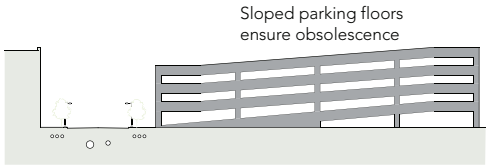
LEAN

Renovate under-utilized buildings along the corridor, such as 116 N Madison Street, and light industrial buildings north of Prairie Street. Construct liner buildings along Madison Street on existing surface parking lots.

CLIMAX

Dependent on time and market forces, redevelop industrial parcels north of Prairie Street as mixed-use or residential uses. If constructing a parking deck to accommodate demand from climax developments, build a flat-floor deck to accommodate future redevelopment of the building for non-parking uses.

Liner residential paired with a parking deck: Normal, IL

OBSOLETE	ADAPTABLE
SURFACE PARKING FIELD	FUTURE BLOCKS & STREETS
	
Infrastructure optimized for parking	Infrastructure ready for future development
SURFACE PARKING LOT	FUTURE LINER BUILDING
	
RAMPED PARKING DECK	PARKING DECK WITH RAMPS
	

ENHANCE THE JEFFERSON STREET BRIDGE VIADUCT

The city-owned right-of-way below the Jefferson Street Bridge provides a key connection from Madison Street to Water Street, as well as to the pedestrian bridge across the Rock River. The space is currently underused and uninviting, but it doesn't have to be this way!

TACTICAL

Invite residents and community groups to decorate the columns with chalk on a City Market weekend. This could be framed as a community chalk art contest.

LEAN

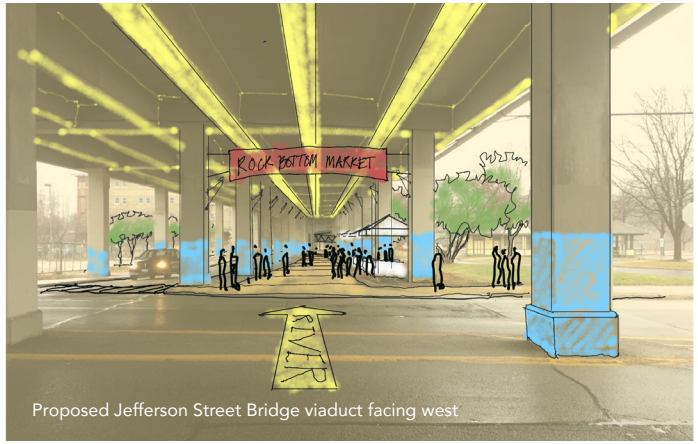
Extend the mural on the east side of the underpass across Madison Street. Paint the lower five feet of each column in a consistent color scheme and invite artists to paint the upper portions of columns. This will provide a continuity in appearance while also incorporating public artwork.

CLIMAX

Close one aisle to traffic in summer to program space with events such as an open-air art market.

With any street closures, the City will need to coordinate with any Water Street businesses that use the Jefferson Street Viaduct for access.

Existing Jefferson Street Bridge viaduct facing west



Proposed Jefferson Street Bridge viaduct facing west

Market under viaduct in Paris, France

CREATE A MAKERSPACE DISTRICT

Stakeholders of Madison Street expressed an interest in creating a Makerspace District. Within this context, the term 'makerspace' can mean a number of things. Ilana Preuss of Recast City has identified a range of small-scale manufacturing options that could be appropriate in Rockford.

Small scale manufacturing includes all types of small businesses producing tangible goods, such as textile, hardware, wood, metal, 3D printing, and food.

Maker industries and small manufacturing businesses can occupy ground floors of office or residential buildings, or can be mixed horizontally as neighbors within a neighborhood or main street.

TACTICAL

Occupy an existing building or storefront along Madison Street. This option is best suited for uses that will not require special machinery or food production.

LEAN

Renovate an existing building or storefront to accommodate small-scale production. This option anticipates upgrading the interior to accommodate food production or small-scale machinery.

CLIMAX

When appropriate, redevelop a parcel with a new mixed-use building that incorporates residential on upper levels.

SMALL MANUFACTURING

Businesses that are starting to scale

Location
Main street/neighborhood retail center; great residential neighbor that brings vibrancy

Design
Retail frontage optional depending on business type (wholesale does not require it), but will still need below market retail pricing. May need larger box delivery access.

Numbers
2,000-5,000 ft^2; 5-20 Employees

Sales
Type: Consumer or business supply-chain products;
Funnel: Retail and/or wholesale

Example
Zeke's Coffee & Roasting

SHARED KITCHENS & WORKSHOPS

Spaces with private access to sets of industry-targeted tools open to small businesses

Location
Transitional areas appropriate for commercial or residential, but with truck access

Design
Does not require main frontage entrance. Will require more delivery access for materials. Great back-of the-building use.

Numbers
2,000-15,000 ft^2; Variable Employees

Sales
Type: Consumer products; Funnel: Retail online or wholesale

Example
5-12 Dessert Boutique & Lounge

MAKERSPACES

Community centers with public access to shared production tools

Location
Main street or larger commercial district; a central location will support increased public use

Design
Used by part-time businesses and hobbyists. Focus on education to promote use of tools and STEM. Open to public. Operated as non-profit or for-profit business. Low-cost tool use for startups.

Numbers
3,000-30,000 ft^2; 1-30 Employees

Sales
Type: Prototyping and small batch production; Funnel: One-off retail or prototyping

Example
Manufactory (for-profit model)

AT-SCALE PRODUCTION

Small businesses producing for broad distribution

Location
Commercial districts; Place at commercial edge of neighborhood

Design
May need larger truck access with materials delivered in palettes (not boxes). Production may create some noise or smell.

Numbers
5,000-30,000 ft^2; 20-50 Employees

Sales
Type: Consumer or business supply-chain products; Funnel: Predominantly wholesale

Examples
Studio Printworks (custom wallpaper/art)

THREE SCHEMES

To conclude the charrette, three schemes were created to gather public feedback on various potential 'big moves' for the Madison Street Corridor. Attendees discussed each scheme at a small table and chose one person to report their comments and preferences to the larger group.

Key comments from this process include:

- Ensure continuity along Madison Street or the river front
- Relocating the Ice House is a 'big play'; if relocated to the ComEd site, that would create a 'sports Mecca'
- Some prefer moving the Ice House across Madison Street from its current location
- Consider white water rafting on ComEd site
- Maintain and enhance views to the river
- Better utilize existing green space instead of adding more
- Consistent streetscape and lighting along Madison Street
- Incentivize business and residential development along Madison Street
- If connecting Madison Street to Morgan Street, connect through roundabout
- Consider moving boat launch to Hinshaw parking lot on the west side of Rock River *(see scheme 1)*

SCHEME 1: WATER STREET MARKET DISTRICT

This scheme proposes expanding the Ice House on its current site, while making improvements to connect to Rock River.

Water Street would be resurfaced with permeable pavers that would expand to the Jefferson Street viaduct. Through wayfinding and enhanced streetscape, this scheme aims to expand the vibrancy from the current farmer's market and future indoor market all the way to Rock River.

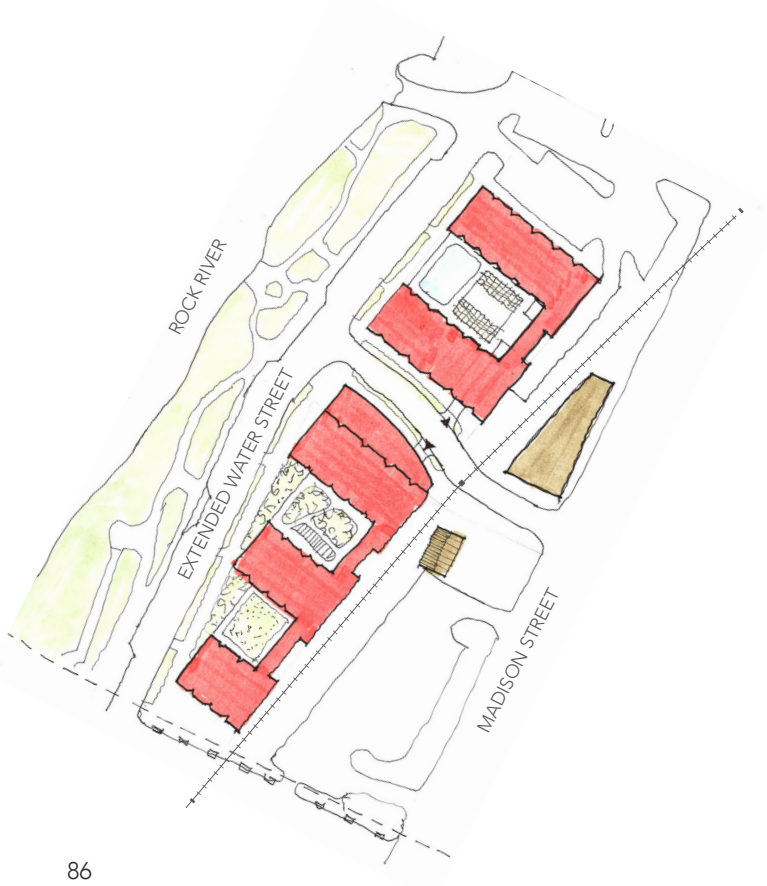
Mixed-use buildings are proposed along the length of the Madison Street corridor to 'fill in the gaps' and further spur economic development for Downtown.

SCHEME 2: RIVER LIVING

This scheme proposes moving the existing Ice House to the east side of Madison Street and redeveloping a portion of the former Ice House property for multi-family residential development fronting a new riverfront park. Additional multi-family buildings are proposed across the street and on the other side of the Jefferson Street viaduct.

Townhomes and infill commercial buildings are proposed for the northern end of Madison Street to complement the existing urban fabric.

Madison Street is extended through the ComEd site to the Morgan Street bridge. This provides additional access to the site, which could be developed as a white water rafting park.

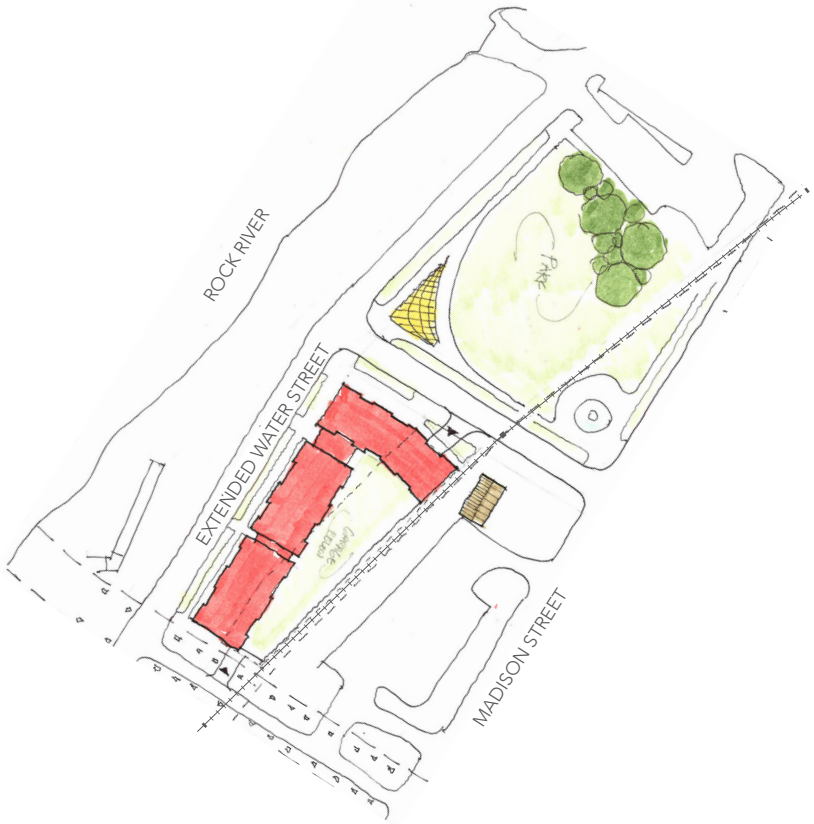


SCHEME 3: RIVERVIEW PARK

This scheme emphasizes views from Madison Street to the Rock River by omitting development between Madison Street and the proposed extension of Water Street. New multi-family residential is proposed between the new park and the Jefferson Street bridge.

This scheme relocates the Ice House to the ComEd property near the dam as part of a Sports District, pairing well with the new Sports Factory.

At the north end of Madison Street, this scheme proposes a makerspace district between Prairie Street and Whitman Street. Some existing industrial buildings could be re-purposed as makerspaces or live/work developments. In some cases, new infill buildings may be necessary.



APPENDIX

The Appendix consists of (1) the Objectives, Strategies, and Measures that came out of stakeholder interviews and working with the City of Rockford and RMAP, (2) cost estimates for improvements identified in the Implementation Strategies, and (3) detailed parking space counts.

Objectives, Strategies, & Measures

OSMs are a powerful charrette tool that provide a criteria-based framework for evaluating design scenarios. With input from the City, Farr Associates developed and refined an OSM Framework. OSMs are often based directly on recurring topics and issues from reports and conversations – like promoting mixed use development, environmental protection, transportation, etc. These OSMs can help facilitate decision-making by allowing for the assessment of trade-offs between scenarios.

	OBJECTIVE	STRATEGY	MEASURE
Mobility	Enable safe and comfortable connections for all	Provide continuous, ADA accessible pedestrian infrastructure along Madison St Corridor and to the riverfront (grading, sidewalk width, snow removal)	100% of Madison Street Corridor with ADA accessible pedestrian infrastructure & as possible along river front
		Provide continuous bicycle network along Madison St Corridor and to the riverfront (grading, sidewalk width, snow removal)	100% of Madison Street Corridor with bicycle infrastructure, designated routes, and bike parking.
		Reduce conflicts between pedestrians, bicyclists, and cars	Meet Vision Zero for pedestrian fatalities and major injuries; 50% reduction in vehicular collisions
		Madison Street parking to be on-street or behind buildings	Ped Zone indicates no more than 10% 'red'
		Park once, walk anywhere	Distributed municipal parking facilities with real-time capacity data
		Provide appropriate and inviting lighting along the corridor and paths to riverfront	Percentage of Madison Street Corridor meeting COR lighting standards

	OBJECTIVE	STRATEGY	MEASURE
Place	Create the place the Rockfordians meet together	Build a pedestrian-friendly environment	Percentage of Madison St with minimum 5' wide sidewalk
			Frequency/number of benches along corridor
			Percentage of Madison St shaded by tree canopy or architectural feature
		Support open-air dining along Madison St and on the River	Plan delineates if dining goes on Madison St or River edge
		Create a continuous series of event spaces available for public & private use	Add 2 additional event spaces along corridor
		Use trolley to strengthen Madison Street's unique identity	
		Promote a family-friendly environment	Increase number of kayakers/canoers on the river (no wake zone); Add fishing points;
		Make Madison St Corridor a bike-to destination	Provide secure bike parking on every block (1:1 ratio of bike:car parking spaces)
	Create a vibrant 18 hour place	Promote mixed-use development in the gaps	Total square footage of mixed-use buildings along Madison St Corridor
	Celebrate and connect to the river	Improve and add pedestrian and bicycle connections to riverfront	Number of connections to riverfront from Madison St
		Wayfinding and storytelling	Wayfinding signage at every decision point in a journey

	OBJECTIVE	STRATEGY	MEASURE
Environment	Preserve/restore natural water	Use best practices for stormwater on Madison St	Convert XX% of Impervious to Pervious Surfaces; % of Impervious surfaces treated by water quality BMPs
	Preserve/restore habitat for native plants and animals	Use native plantings and BMP strategies to increase the amount and diversity of habitat	Quantity of space (square footage) devoted to diverse plantings that support habitat
	Beautify Madison St Corridor	Beautify corridor through planting and vegetation choices	Number of important viewsheds with deliberate aesthetic treatments

	OBJECTIVE	STRATEGY	MEASURE
Economic Development	Clear property development strategies	Create a plan that encourages redevelopment of adjacent neighborhood through by-right development	New building permits; Renovation permits in adjacent neighborhoods
		Maintain industrial character (makerspaces, local industry, adaptive reuse)	Number of industrial buildings in use or re-purposed
	Promote/create a broader range of jobs	Invest in technological infrastructure and allow for makerspaces, incubators, and co-work spaces by-right	Percentage of commercial parcels with access to Fiber Internet

COST ESTIMATES

MADISON STREET CORRIDOR				Date Prepared: 4/4/17
Recommended Budgets for Green Infrastructure				
Description	*Level*	*Unit*	*Unit Price*	*Notes*
PLANT STREET TREES				
Planted Urns	Tactical	Each	$800	Commercial grade, precast concrete, with planting soil and plants
Street Tree in Existing Tree Well or Planter	Lean	Each	$1,200	Includes site preparation, 2.5" caliper tree installation, 1 yr maintenance
Dead Tree Removal & Re-paving	Lean	Each	$1,500	Includes tree removal, excavation, 10'x10' concrete paving
Street Tree in Newly-Constructed Continuous Planter	Climax	Each	$3,800	Includes pavement removal, new curb, soil, turf grass, and trees, 5'x30' size
Street Tree in Newly-Constructed Tree Well (w/ Root Paths)	Climax	Each	$4,000	Includes pavement removal, 5'x5' tree well w/ grate, tree, root paths
Street Tree in Newly-Constructed Tree Well (w/ Structural Soil)	Climax	Each	$8,000	Includes pavement removal, 5'x5' tree well w/ grate, tree, 100 SF of structural Soil
STORM WATER INTERVENTIONS				
"Drains to River" stencils on Sewer Inlets	Tactical	Each	$5	Includes re-usable stencil, paint
Painted Rain Garden Bulb-outs	Tactical	Each	$250	Includes cleaning pavement, painting lines
Rain Garden Bulb-out (Retrofit)	Lean	Each	$8,000	Includes pavement removal, curb saw-cut, excavation, storm sewer extension, engineered soil, plantings (250 SF size)
Rain Garden Bulb-out (New Construction)	Climax	Each	$12,000	Includes pavement/curb removal, new curb, excavation, storm sewer extension, engineered soil, plantings (250 SF size)
Parkway Rain Garden	Climax	Each	$15,000	Includes pavement/curb removal, new curb, excavation, storm sewer extension, engineered soil, plantings (250 SF size)
Permeable Paving in Parking Lane (retrofit)	Lean	SF	$50	Includes pavement/curb removal, new curbs, excavation, storm sewer extension, aggregate base, porous unit pavers
Permeable Paving in street and/or parkway (new construction)	Climax	SF	$35	Includes pavement/curb removal, new curbs, excavation, storm sewer extension, aggregate base, porous unit pavers

MADISON STREET CORRIDOR				Date Prepared: 4/11/17
Recommended Budgets for Multi-Modal Infrastructure				
Description	*Level*	*Unit*	*Unit Price*	*Notes*
Street and Sidewalk Interventions				
Mill & Resurface (street repaving)	All	Square Yard	$100	Includes milling and resurfacing with asphalt
Lane Striping	All	Linear Foot	$1	Average cost for typical 4" or 6" lane striping of vehicle and bike lanes
Bike Lane Symbols	All	Each	$500	Cost assumes pre-formed thermoplastic symbols
Enhanced Sharrows	Tactical	Each	$725	Cost assumes pre-formed thermoplastic symbols with green thermoplastic backing
Bollards	Climax	Each	$75	Assumes 28” flexible delineators
Intersection Upgrades	Climax	Each	$250,000	Includes installation of a traffic signal with bike signals, bike route striping, and crosswalk striping
High-visibility Crosswalk	All	Linear Foot	$4	High-visibility crosswalk assumes a 2' stripe on 4' centers
Sidewalk Replacement/Upgrades	All	Linear Foot	$39	Includes removing existing material and pouring new concrete sidewalks
New Curb and Gutter	Climax	Linear Foot	$75	Assumes a 6” high curb with a 12” gutter
Side path (bike and pedestrian)	Climax	Linear Foot	$52	Includes a 10'-wide asphalt path adjacent to the sidewalk
Madison Street Extension*	Climax	Lump Sum	$3.4M	Includes earthwork and landscaping, new roadway with sidewalk and side path, storm sewer, water main, land acquisition, and building demolition. More detail can be found in the Preliminary Estimate of Cost prepared by the City of Rockford.

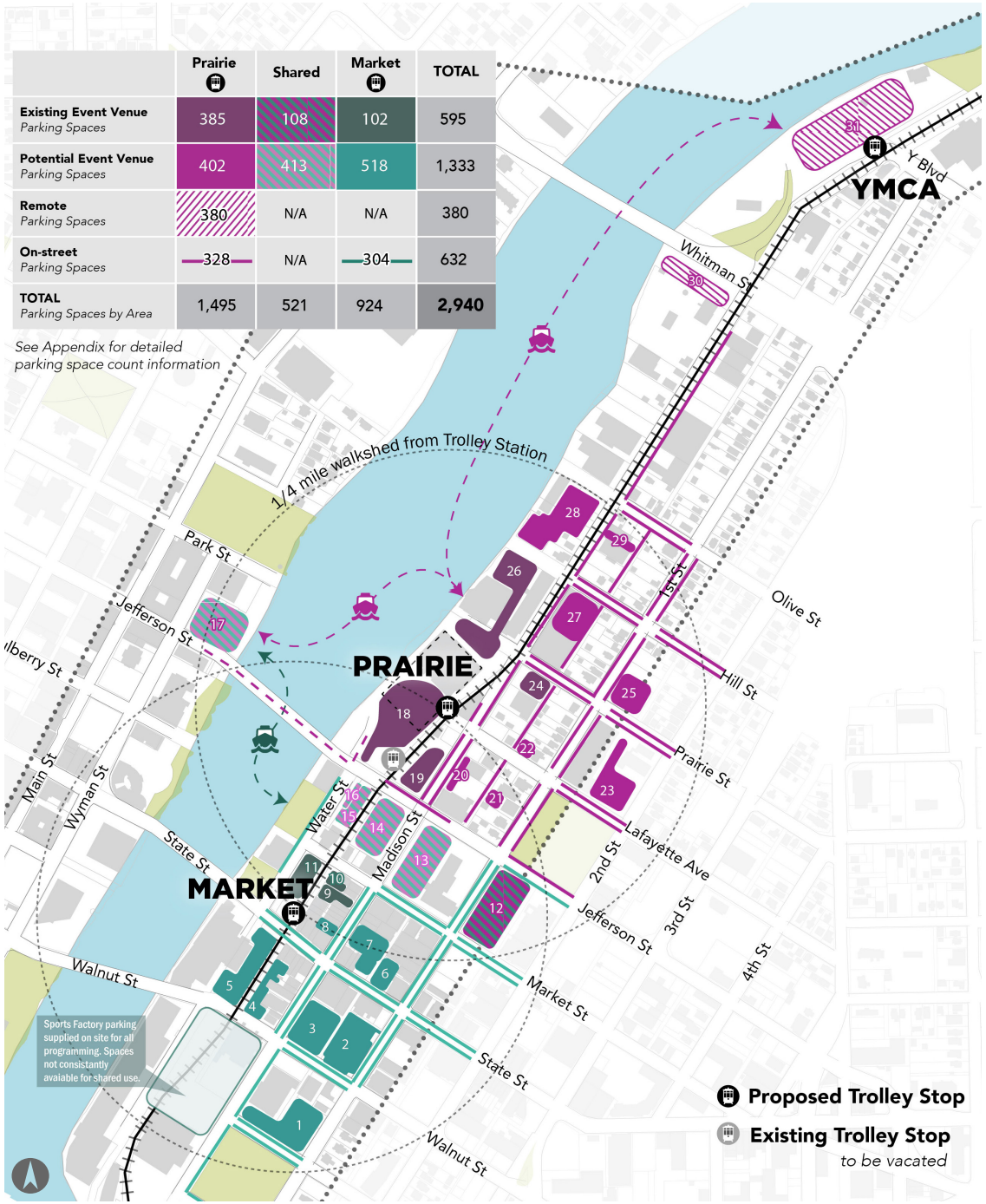
* Detailed cost estimates prepared by the City of Rockford.

PARKING SPACE COUNTS

Refers to pages 44 to 47.

	Prairie	Shared	Market	TOTAL
Existing Event Venue *Parking Spaces*	385	108	102	595
Potential Event Venue *Parking Spaces*	402	413	518	1,333
Remote *Parking Spaces*	380	N/A	N/A	380
On-street *Parking Spaces*	328	N/A	304	632
TOTAL *Parking Spaces by Area*	1,495	521	924	**2,940**

See Appendix for detailed parking space count information



MARKET AREA PARKING

Map Number	Description	Estimated Spaces
1	Private: Customers/Employees	116
2	Private: Employees Only	73
3	Private: Employees Only	92
4	Private: Employees Only	44
5	Private: Customers/Employees	100
6	Public	29
7	Public	53
8	Private: Customers/Employees	11
9	Private: Customers/Employees	29
10	Private: Employees Only	15
11	Public	58
On-street Parking		304

PRAIRIE AREA PARKING

Map Number	Description	Estimated Spaces
18	Private: Customers/Employees	213
19	Private: Customers/Employees	29
20	Private: Employees Only	15
21	Shared	15
22	Shared	11
23	Shared	45
24	Private: Employees Only	40
25	Shared	118
26	Private: Customers/Employees	103
27	Proposed Lot	75
28	Private: Customers/Employees	110
29	Private: Employees Only	13
On-street Parking		328

SHARED PARKING

Map Number	Description	Estimated Spaces
12	Private	108
13	Private (currently shared)	85
14	Private	129
15	Private: Employees Only	34
16	Public	15
17	Lot across the River	150

REMOTE PARKING

Map Number	Description	Estimated Spaces
30	Public	32
31	YMCA Lot	348

ROCKFORD MADISON STREET CHARRETTE SUMMARY

JULY 2017