



MOLINE

RIVER FRONT + CENTRE PLAN

ENGAGEMENT SUMMARY #2 | APRIL 2024



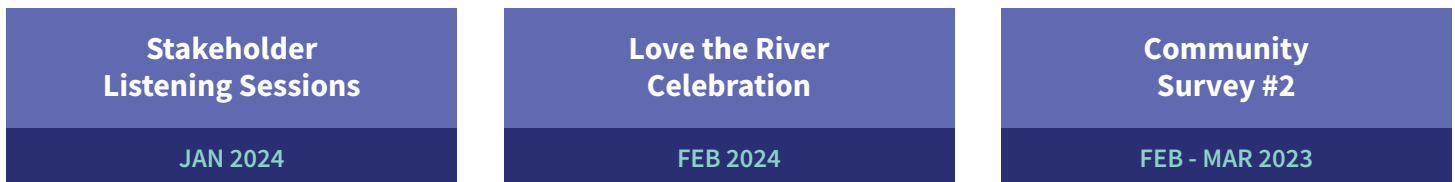
www.molineriverfrontplan.com



Take me to the river!

This initiative — led by the City of Moline, Renew Moline, and a multidisciplinary planning team — will create a compelling vision and implementation plan for a re-imagined Moline riverfront. This planning and design process embraces community engagement, ecological resilience, improved health and wellness for all ages, with a focus on catalyzing future investment within Moline Centre and along the Mississippi River.

There are many ways to get involved and share your thoughts throughout the planning process, including surveys, stakeholder interviews, pop-up events, community festivals, and the project website. This document provides a graphic summary of the engagement opportunities and community feedback from January to March 2024.



Stakeholder Listening Sessions

January 2024 | Virtual Conversations

KEY DISCUSSION QUESTIONS

- **What is going to set Moline apart from other communities in the Quad Cities region? What will create interest + ‘wow’ people?**
- **In the future when the community embraces the river, what will they looking at? What does it feel like for people of all ages and backgrounds?**
- **What elements of the draft riverfront concepts resonate with you? Where do you see areas for improvement?**



Community Survey #2

Saturday, February 10 - Sunday March 10, 2024 | Digital (English + Spanish)




Love the River Celebration

Saturday, February 10, 2024 | 3 - 5PM | Mercado on Fifth







This section of the document includes the key themes and takeaways from the stakeholder listening sessions held virtually in January 2024.

Stakeholder Listening Sessions

The project team facilitated three (3) virtual listening sessions to hear stakeholders' initial thoughts on the draft riverfront concepts. Highlights from the stakeholder discussions are included below.

INCORPORATE STORYTELLING - MOLINE IS THE 'CITY OF THE MILLS'	BOOST RESIDENT PRIDE + TOURISM	
BIG EDUCATIONAL OPPORTUNITY	LEAN INTO THE WALKABILITY + BIKEABILITY	ELEMENTS OF CONCEPT 1+2
FLOODWATER MITIGATION STRATEGIES ARE NECESSARY	COLLABORATE WITH NEIGHBORING COMMUNITIES	
SUPPORT FOR DOWNTOWN RESIDENTIAL	FOR ALL AGES + BACKGROUNDS	CONSIDER MAINTENANCE
CONSIDER PLACEMENT + ORIENTATION OF PARKING	KONE TOWER AS A GATEWAY + IDENTIFIER (PUBLIC USE)	

This section of the document includes the community feedback gathered at the Love the River Celebration at the Mercado on Fifth. The project team began the community event with a presentation that covered the project background, community vision, and design concepts. The celebration was fun for all featuring family-friendly activities and attractions including free professional Valentines-themed photos, a Valentines-inspired decorating station, and local sweet treats and refreshments.

Love the River Celebration

Number of attendees: **75+**

Date: **Saturday, February 10, 2024**

Location(s): **Mercado on Fifth**

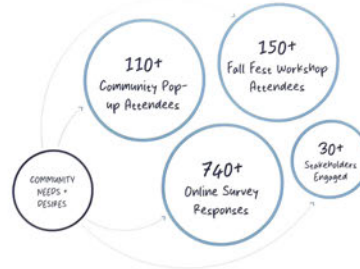
Love the River Feedback

The Love the River Celebration provided the Moline community with the opportunity to share their feedback on the three (3) draft riverfront design concepts. The event had many stations consisting of project area big ideas and draft riverfront concepts, a Valentines decorating station, and a station with a Valentines-inspired photo shoot. Community feedback from the event is included on the following pages.

Prompts + Priorities

What's Guiding Us

These themes represent a summary of both our physical analysis and first round of community engagement. They provide the foundation for discovering the right planning and design strategies for the Master Plan. They also uphold a measure by which we can judge the success of the future vision.



How Might We...

Embrace the River?

The "Mighty Mississippi" is one of the most storied and significant landscapes in the world.

Priorities:

- Strengthen Moline's connection to the Mississippi by crafting memorable experiences that expand access and engagement opportunities with the river.
- Design with the Mississippi to create an adaptable, resilient riverfront district.
- Develop public spaces along the river that bring people together to share experiences, make memories, and build community.

Add a sticker to support!



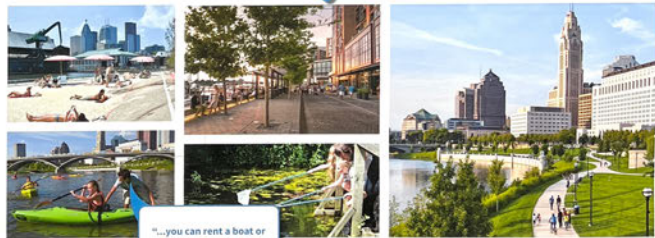
"The river is a huge advantage"



431

Votes to Experience Nature

"It allows me and my children to get closer to nature."



"...you can rent a boat or kayak and paddle."

How Might We...

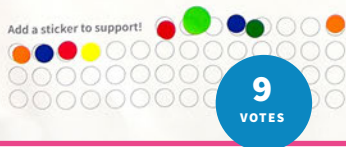
Share More Stories?

The story of Moline is as diverse and varied as the people who call it home.

Priorities:

- Celebrate Moline's shared, cumulative history over time; from its first inhabitants to its industrial growth to the diverse community seen today.
- Preserve meaningful existing infrastructure that grounds the district; shining a light on both the City's past while highlighting its future.
- Create a space that is uniquely Moline today.

Add a sticker to support!



216

Votes to Learn about History + Culture

"Huge opportunity to envision the Heritage and Spiegel area."



"The river has so much magical history and it's not documented anywhere."

Prompts + Priorities What's Guiding Us

How Might We...

Strengthen Connections?

The Moline riverfront is closer than you think.

Priorities:

- Create a **safe, comfortable, and clear journey** to and from the riverfront district.
- Develop an **iconic and welcoming gateway** to downtown Moline and its surrounding neighborhoods.
- Strengthen downtown Moline as a model **walkable/bikeable community**.

Add a sticker to support!



14 VOTES

90% of respondents would prefer to walk or bike to the site if it were safe.



"Bike to outdoor festival with kids and then, bike to nearby restaurant."

34% chose walking or walking as their highest transportation priority.



"Start the day with a walk or bike ride along the riverfront trail."

How Might We...

Cultivate Community?

The Moline riverfront is positioned to welcome people from down the street, across the river, and around the world.

Priorities:

- Bring the Moline community together to live, work, and play all year long.
- Grow a place that feels like "home" and draws you back again and again.
- Instill community pride; a place Molineans are proud of and excited to share with their neighbors from down the street and across the globe.

Add a sticker to support!



14 VOTES

"...the district made me feel incredibly proud of the growth and prosperity of this area."



394 Votes to enjoy Art Performances + Events



Eat + Drink 40% of responses when asked what experiences they'd like to see at the riverfront.



"A gathering place of food culture."



How Might We...

Create the Spark?

The riverfront district can be the catalyst that invigorates Moline for generations to come.

Priorities:

- Articulate an **ambitious, yet actionable plan** for the future of Moline's riverfront.
- Highlight projects to generate that critical spark that **builds momentum toward implementation**.
- **Catalyze economic development, drive tourism, expand opportunity and instill pride** in Moline for generations to come.

Add a sticker to support!



12 VOTES

"...becoming a vibrant hub of activity and natural beauty."



"...transforming from a sleepy industrial area into a modern urban area full of life and vitality."

"A gateway between Illinois and Iowa."

77,300 Cars per day pass our site on I-74. More than any other place in the Quad Cities.



Kone Tower!

Riverfront + Moline Centre Gateway

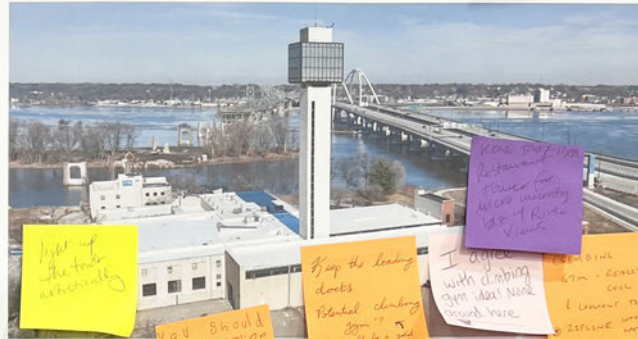
CHALLENGES & OPPORTUNITIES

EXISTING CHALLENGES

- The existing building lies mostly in the floodplain, and will be mostly removed.
- Opportunities to experience the tower from inside are limited, but may be explored through safer means.

DESIGN OPPORTUNITIES

- Use the tower as a beacon; maintain iconic presence in the city.
- Explore opportunities to allow access up to and around the tower safely.
- Safely allow views up inside the tower from the ground floor.
- Enhance the area around the tower to provide access and engage the human scale.



OPPORTUNITY #1: VISUAL ICON

TOWER AS BEACON

- People are familiar with the tower in their mental map of the city. Keep this beacon intact and enhance it.
- Orients and signifies the district within the skyline
- Graphic or lighting application that is iconic to the surroundings

Place a sticky dot here if this is the one!

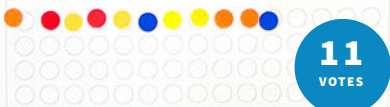


OPPORTUNITY #2: LOOKOUT

TOWER AS AN OBSERVATION PLATFORM

- Allows the experience of traveling up and looking out
- Provide panoramic views of the Mississippi River and beyond
- Potential for perches and strategic overlooks
- Screens / protections for safety

Place a sticky dot here if this is the one!



OPPORTUNITY #3: EXPERIENCING

TOWER AS AN INTERACTIVE ELEMENT

- Allows views up into the tower from the ground floor
- Opportunities to remove parts of the exterior, exposing the frame
- Recreational opportunities to add climbing elements

Place a sticky dot here if this is the one!



“I would love a combination of beacon and observation.”

“Kone Tower Idea - restaurant and tower for micro minority business with river views.”

“Climbing gym really cool + lookout tower. Zipline into water!!!”

“Keep the loading docks. Potential climbing gym? This would be a gold mine.”

“Light up the Kone Tower artistically.”

“You should add a zip line that kind of just went around the area.”

Riverfront Concept A Big Idea #1 - NATIVE + NATURALISTIC

Native + Naturalistic!

Big Idea #1 | Riverfront + Moline Centre Gateway

Big Idea #1 celebrates the natural history of Moline

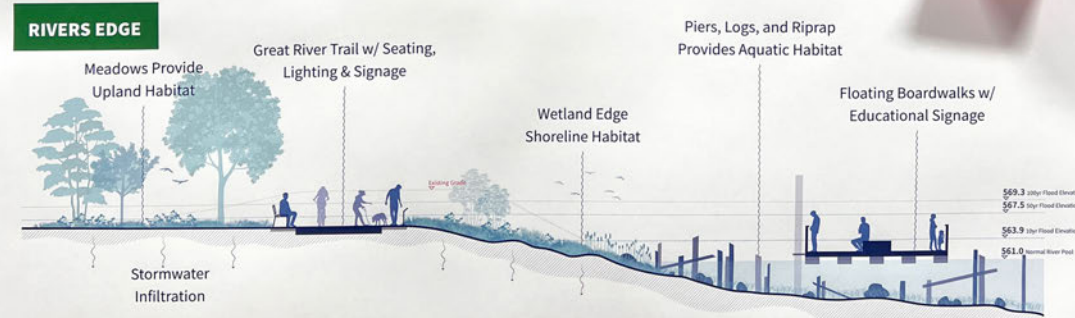


“I love the idea of incorporating history and education of the native and naturalistic.”

“The activities of the seasonal playground and urban, current ways of farm and food.”

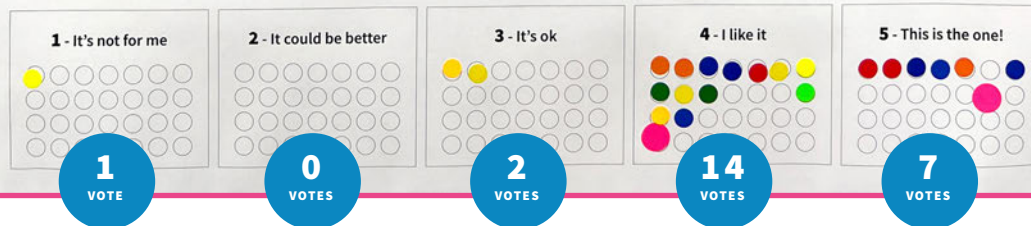
“Drive people to choose Moline instead of Bettendorf / Davenport with unique offerings zipline, island access, climbing wall in the Kone Tower, and skating park.”

“Would love to see boardwalk and overlook added to the seasonal playground concept, and the warming shelter.”



Let us know how you feel about this Concept Below!

Place a sticky dot in the appropriate box below to let us know how you feel about this concept.



Riverfront Concept B Big Idea #2 - SEASONAL PLAYGROUND

“Has too many parking garages.”

“Don’t need more bars. More family-friendly eating and drinking - less fancy dining.”

“Rock Climbing Indoor: all generations, all seasons, exercise low impact, crime reduction, community, youth options.”

“The kayak launch is fire.”

“Restrooms, water fountains, and shade at base of the bridge walk and path - easy + cheap win!”

Seasonal Playground!

Big Idea #2 | Riverfront + Moline Centre Gateway

Big Idea #2 encourages movement and play

VISION

RIVERS EDGE

Dining Terrace & Pavilion

New Channel Provides More Opportunities to Explore

Boulder Scrambles Provide Water Access

"Island Protection"

Let us know how you feel about this Concept!

Place a sticky dot in the appropriate box below to let us know how you feel about this concept.

1 - It's not for me	2 - It could be better	3 - It's ok	4 - I like it	5 - This is the one!
1 VOTE	1 VOTE	2 VOTES	8 VOTES	15 VOTES

“Would love to see more for those of us who boat! The current docks are not easily used - only the ones close to the river.”

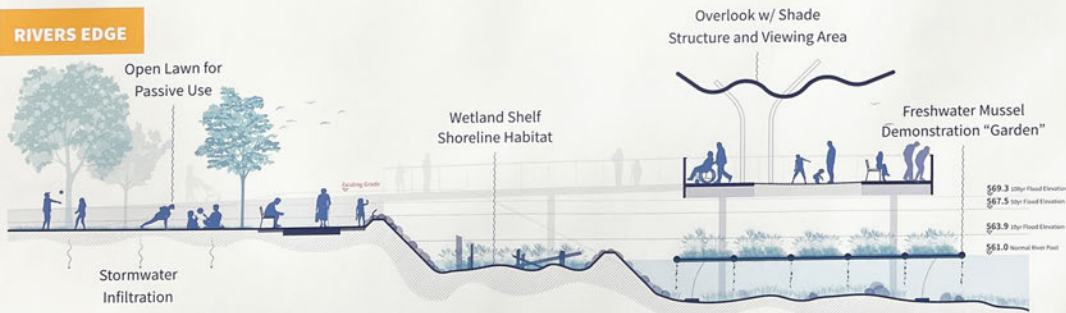
Food + Farming!

Big Idea #3 | Riverfront + Moline Centre Gateway

Big Idea #3 foregrounds the agricultural heritage of Moline

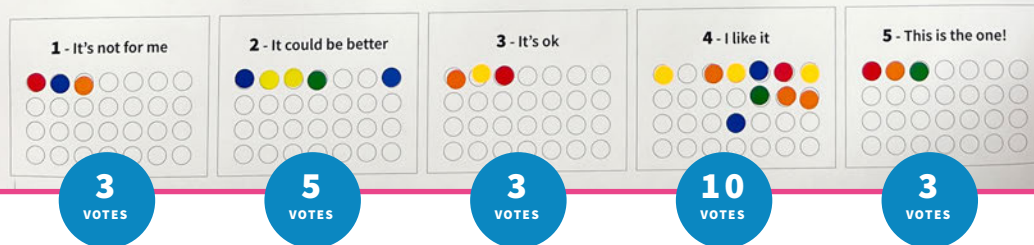


RIVERS EDGE



Let us know how you feel about this Concept Below!

Place a sticky dot in the appropriate box below to let us know how you feel about this concept.





This section of the document highlights the feedback received from the second survey available to the public from Saturday, February 10th to Sunday, March 10th, 2024. The survey was available in both English and Spanish. The City of Moline, Renew Moline, and community partners appreciate all participants who shared their thoughts the riverfront concepts and big ideas.

Community Survey #2

Number of respondents: 922 (917 English + 5 Spanish)

Survey availability: **Saturday, February 10th - Sunday, March 10th, 2024**

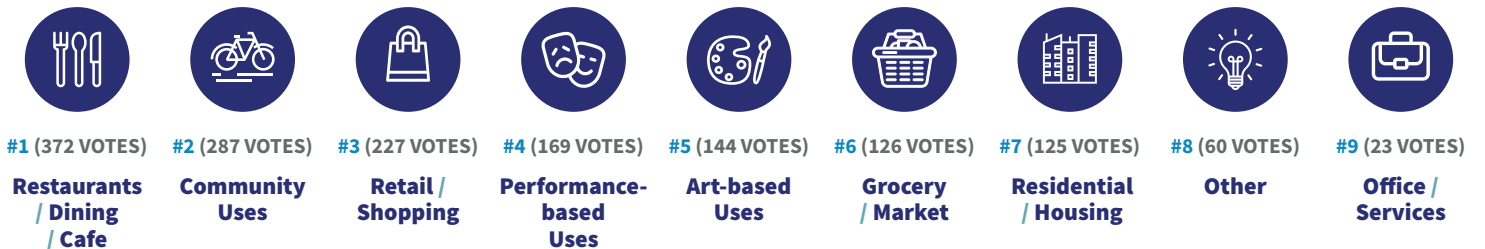
Average completion time: **15 minutes**

Survey Feedback

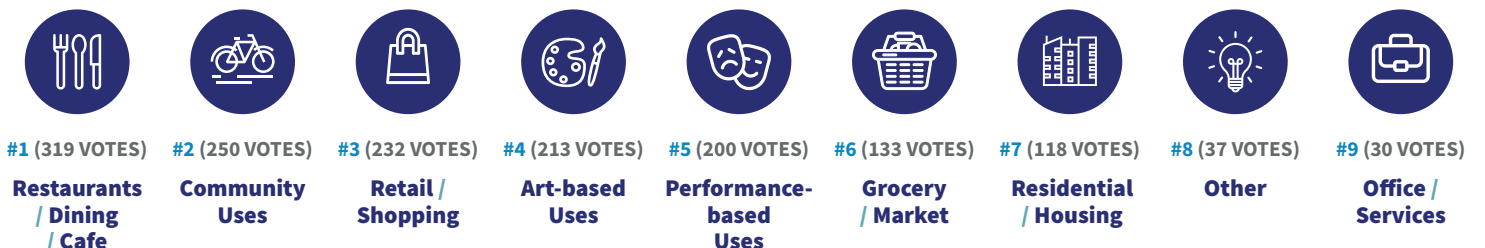
Q1: Did you attend the ‘Love the River’ Celebration at Mercado on Fifth on Saturday, February 10th?



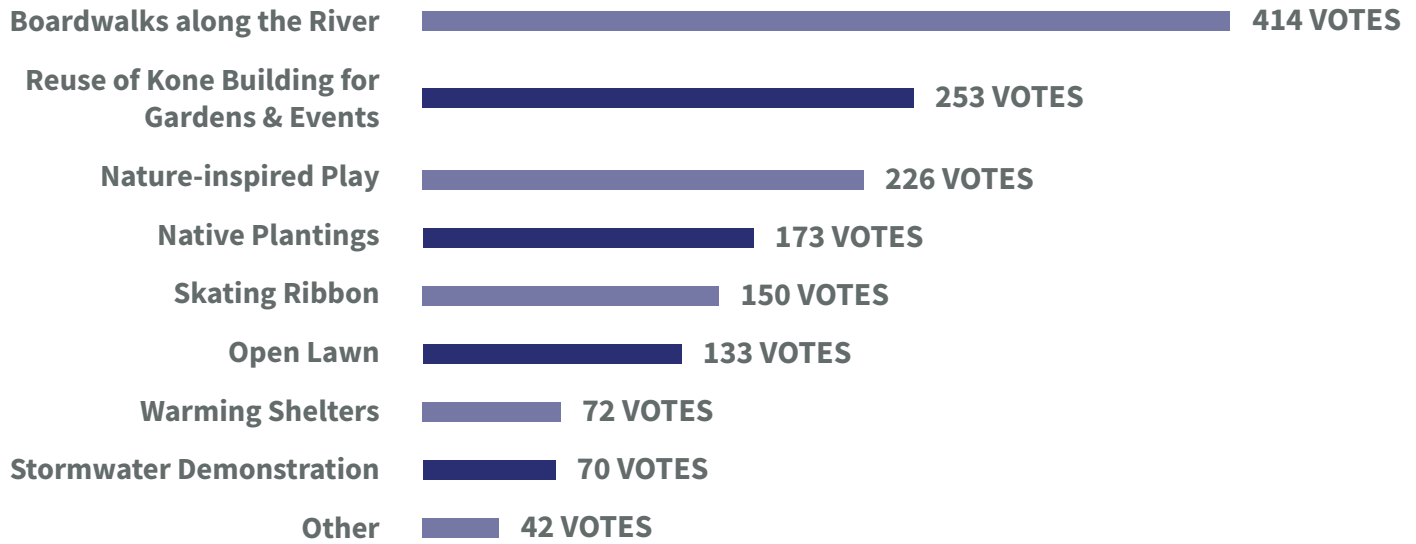
Q2: What are your top three (3) ideas for how to envision the future of the Moline Centre Gateway?



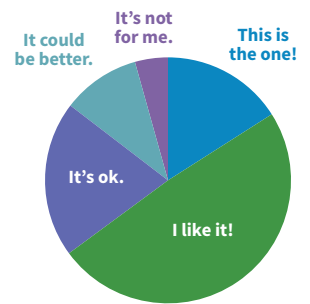
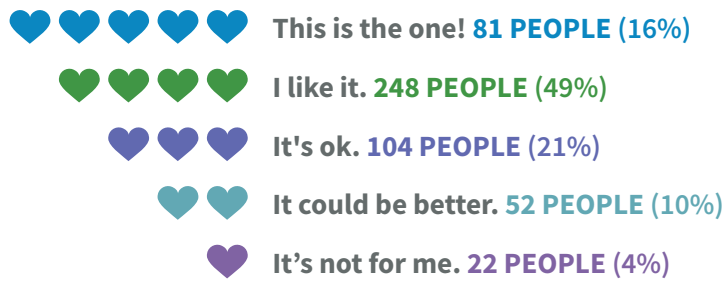
Q3: What are your top three (3) ideas for how to enliven the east end of 5th Avenue?



Q4: What are your top three (3) elements from CONCEPT A (Big Idea #1)?



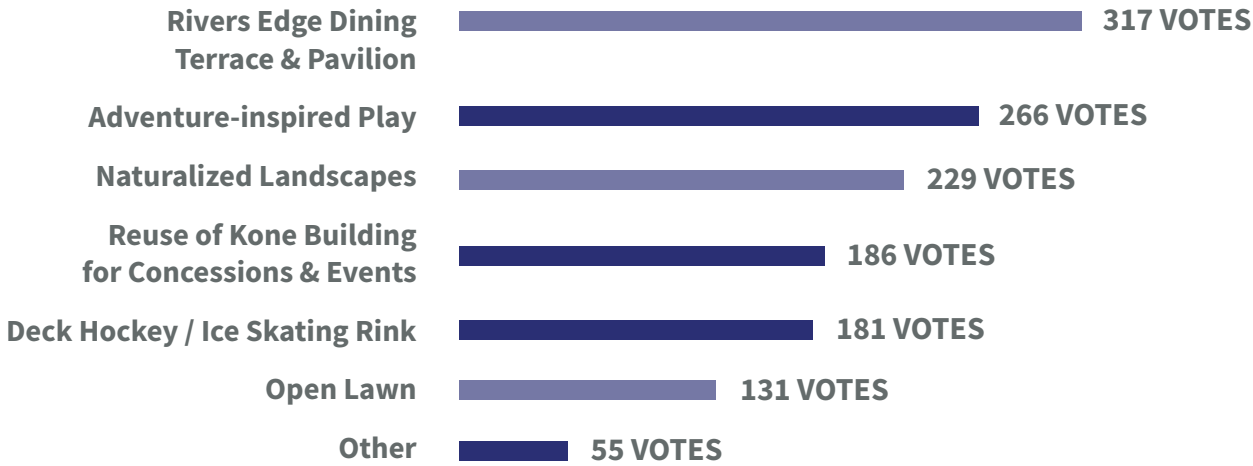
Q5: How do you feel about CONCEPT A (Big Idea #1)?



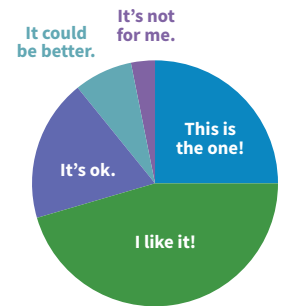
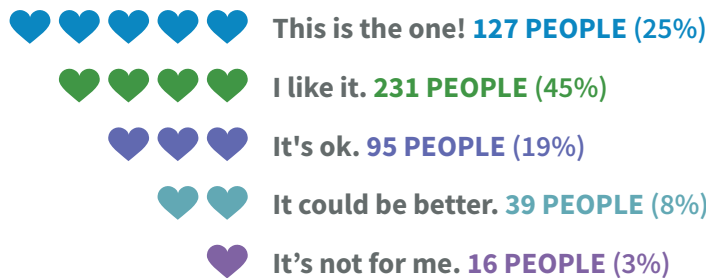
Q6: Any additional thoughts about CONCEPT A (Big Idea #1)?

- "Needs more retail and restaurant focus to capture economic opportunities riverfront visitors can bring."
- "I just really want the Montgomery (KONE) building to be preserved. It is a big part of the Quad Cities' history and the entire United States."
- "The boardwalks and skating ribbon are great features."
- "Less parking and more room for other events or grass areas."
- "I love the native plants being used! So important for the soil, and it is a great learning opportunity."
- "Could there be a better connection to the 5th Avenue area across the railroad tracks?"
- "I love the native plants being used! So important for the soil, and it is a great learning opportunity."
- "Community gardens or community art walls where people can express themselves."

Q7: What are your top three (3) elements from CONCEPT B (Big Idea #2)?



Q8: How do you feel about CONCEPT B (Big Idea #2)?



Q9: Any additional thoughts about CONCEPT B (Big Idea #2)?

“Like the idea of adding courts + adventure play, but still could include nature elements from Big Idea #1.”

“This one feels adventurous and exciting. The kayak chute and naturalized areas look like great areas to experience the river, and the relative lack of interior road paving feels nice.”

“Take more advantage of River board walk by having more restaurants/shopping along it with outdoor seating along the boardwalk.”

“A seriously tall rock wall would make us a destination. Love that idea.”

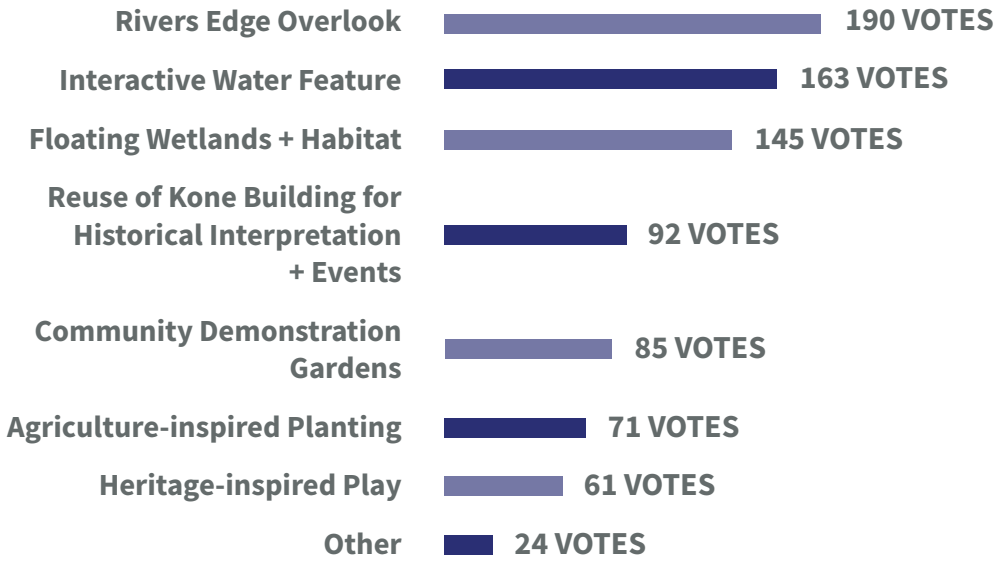
“I love the creation of the island. I wish that this could be combined with concept A of nature-based along with the skating ribbon. We don’t need more pickleball courts or outdoor sports courts.”

“Integrate a skate park under I-74.”

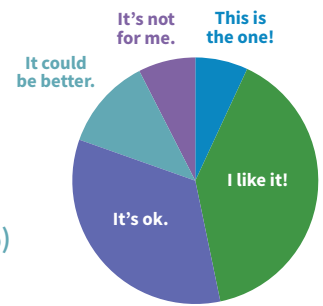
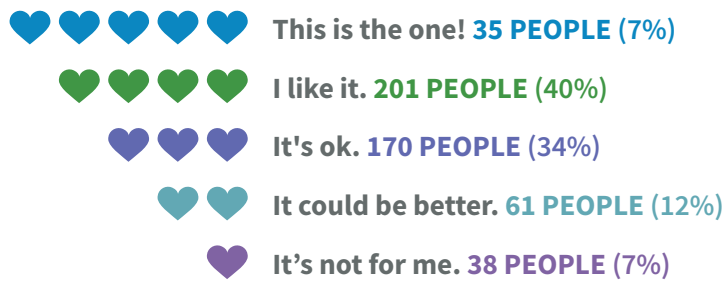
“Don’t forget to keep riverfront area for history.”

“The ice rink is something Iowa had up on us and is MUST!”

Q10: What are your top three (3) elements from CONCEPT C (Big Idea #3)?



Q11: How do you feel about CONCEPT C (Big Idea #3)?



Q12: Any additional thoughts about CONCEPT C (Big Idea #3)?

I don't think this has broad enough appeal and won't attract as many people as both Concept A or Concept B.

"This is the design that makes the best advantage of the proximity to the river and is a unique draw that has a chance of bringing in all residents as well as tourists."

"Love the incorporation of the wetlands and mussel demonstration area."

"Crucial to tell our area's stories, from the beginning."

"With such a beautiful I-74 bridge now in place, there should be an outdoor stage using it as a backdrop."

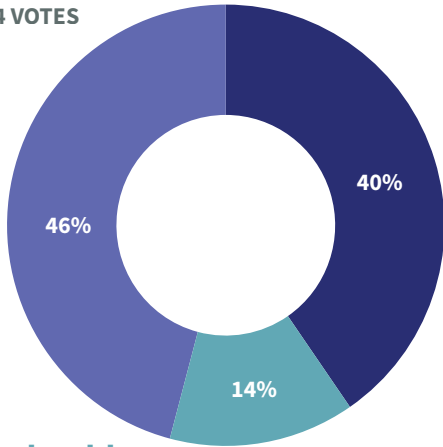
"There should be some displays and thought given to showing the history of the river front. Dams saw, grist mills, and early industry shaping the area."

"Use the open lawn for gardens, habitat, and trails - open lawn is wasted use of space."

Q13: How do you feel about the Kone Tower?

I don't have a strong opinion.

234 VOTES



It must be preserved.

206 VOTES

It should be torn down.

70 VOTES

Q14: If it is feasible for the Tower to remain, which opportunity gets you most excited?



Observation Platform

Experiential lookout to ascend



Beacon

Visual orienting icon to view



Interactive Element

Programmed site feature to engage with

Q15: Any additional thoughts on the Tower?

“I think it is kind of nice being there. It should be a beacon in the night like the I-74 bridge, and also allow citizens to go to the top for viewing and to see the city.”

“It doesn't have to stay, but if maintaining it for use is feasible, it should.”

Tear it down!

“It's a great anchor for the area and it would be wonderful to use it as an observation platform and programming site.”

“I'd hate to see a super ambitious plan end up causing more issues than solutions.”

“Opportunities # 2 (Beacon) and #3 (Interactive Element) are better options. The Beacon is a safe route, and an Interactive Element would be fun and attract more tourism.”

“The cost to preserve and reuse the tower could impact the overall project.”

“Nostalgic and Iconic. The only relic of the old I-74 (placement wise) as a reference point to where the old bridge used to be.”

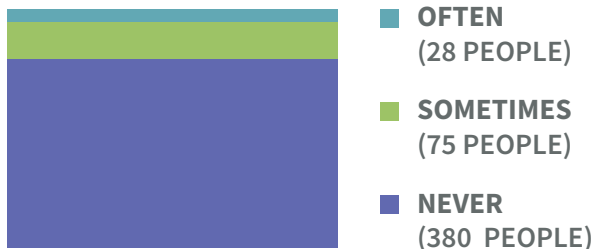
“I WANT THIS TOWER TO STAY. I've been to the tower when Heritage Church owned it and it was a very beautiful experience. I will remember my visit forever. I think we should keep the tower as an observation deck for the community to see the beautiful skyline.”

“Best view in the Quad Cities.”

Q16: Please select the top three (3) places you get food today.

#1	Grocery store	446 VOTES
#2	Restaurant or diner (sit down, carry out or delivery)	353 VOTES
#3	Fast food restaurants	157 VOTES
#4	Farmers' market, farm stand, or Community Supported Agriculture (CSA) program	131 VOTES
#5	Warehouse club (Costco, etc.)	110 VOTES
#6	Specialty food store (ethnic markets, bakeries, etc.)	97 VOTES
#7	Grow your own	37 VOTES
#8	Meal delivery or grocery home delivery	35 VOTES
#9	Corner store or convenience store	34 VOTES
#10	Dollar store	22 VOTES
#11	Food pantry or food bank	17 VOTES
#12	School, hospital, or residential care	10 VOTES
#13	Other	9 VOTES
#14	Shelter	3 VOTES

Q17: Evaluate the following statement based on your experience: *Within the past 12 months, the food I bought ran out, and I didn't have money to buy more.*

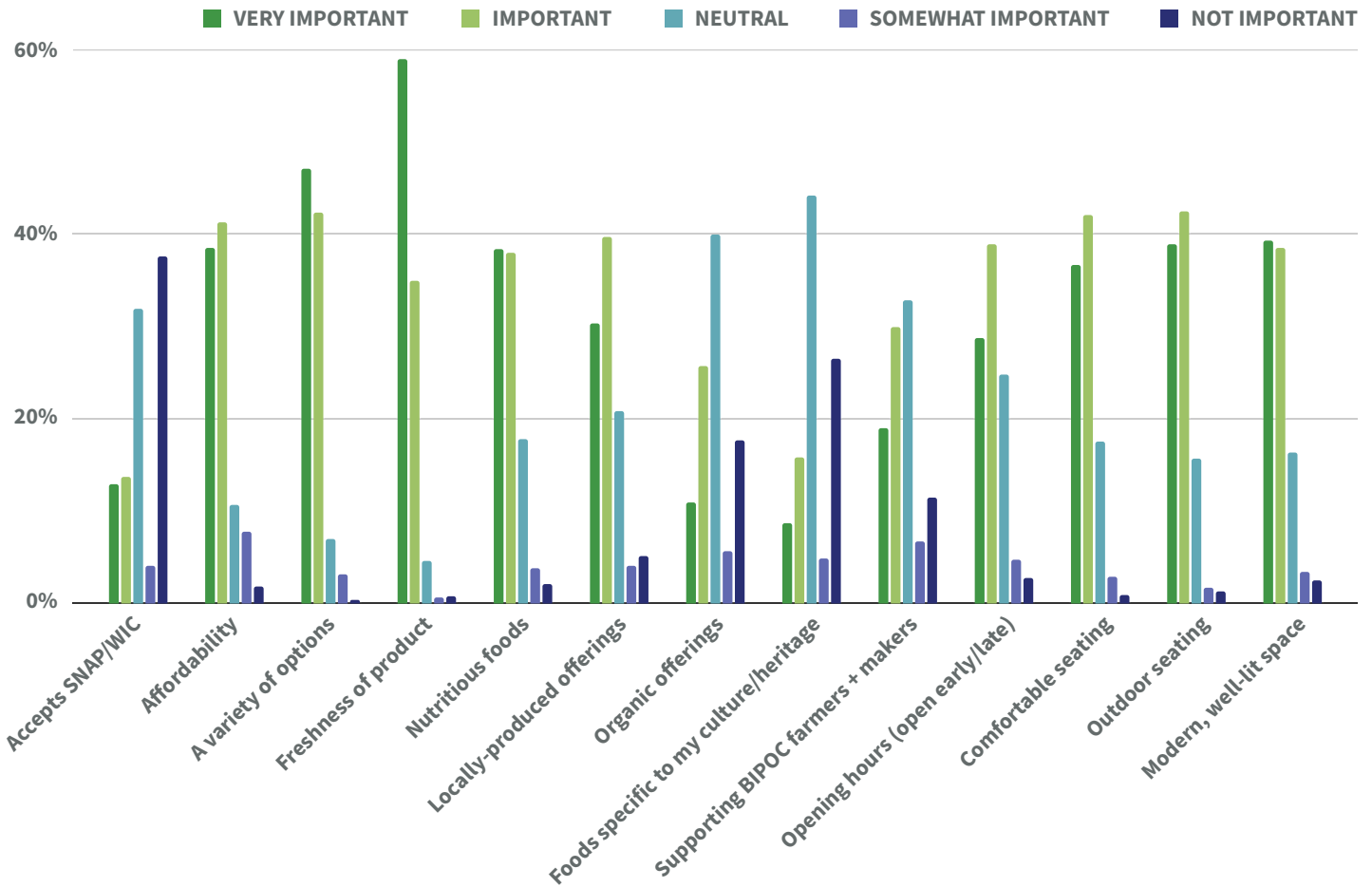


Q18: What types of vendors would you like to visit at a public food hall or the riverfront? Select your top five (5) preferences.

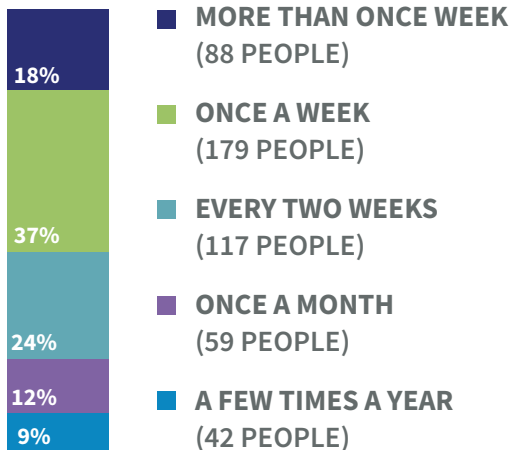
#1	Sit-down restaurants	311 VOTES
#2	Pop-up farmer's market	276 VOTES
#3	Food trucks	262 VOTES
#4	Deli/sandwich shops	259 VOTES
#5	Bakeries	248 VOTES
#6	Coffee Shops	238 VOTES
#7	Restaurants selling to-go meals	156 VOTES
#8	Fruit + vegetable shop	129 VOTES
#9	Specialty food vendors (spices, honey, salsas, jams)	126 VOTES
#10	Butcher shop with fresh meats	97 VOTES
#11	Ethnic grocer or supplier	87 VOTES
#12	Seafood shop	65 VOTES
#13	Bulk food store (grains, spices, nuts, flours)	53 VOTES
#14	Other <i>Write-ins:</i> Brewery (x4) Winery Adult Beverages Trader Joe's Smoothies/Juice Bar Crafts Vendors from around the world Food truck style shops	16 VOTES

Q19: What factors would make a public food hall an ideal place for you to dine or shop for food?

Please rank according to importance.



Q20: How often would you shop at a food hall or market like this?



Q21: Would you like to attend any of the following programs or events at the riverfront?

Please select all that apply.

- #1 Food festivals (406 PEOPLE)
- #2 Large public events (304 PEOPLE)
- #3 Cultural events/demonstrations (dance/singing) (265 PEOPLE)
- #4 Community gatherings (252 PEOPLE)
- #5 Gardening workshops (240 PEOPLE)
- #6 Cooking class or chef demo in a teaching kitchen (237 PEOPLE)
- #7 Educational programs for kids (159 PEOPLE)
- #8 Conferences, lectures, or presentations (156 PEOPLE)
- #9 Educational tours of a farm, kitchen, or food hall (125 PEOPLE)
- #10 Nutrition education classes (97 PEOPLE)

Survey Demographics

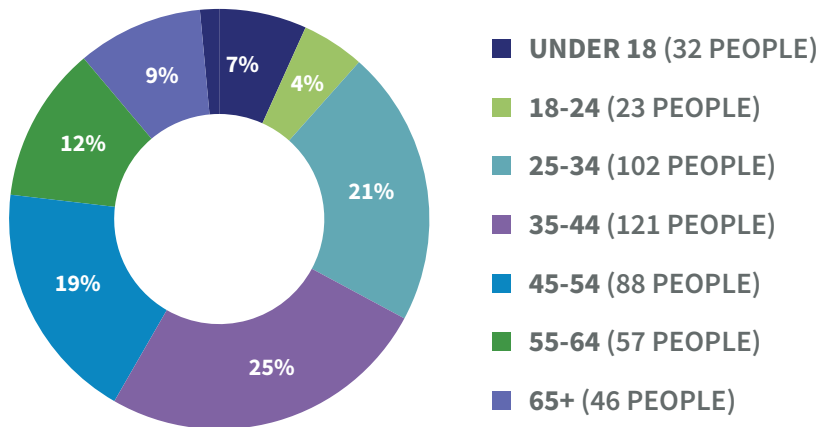
Please note, the questions below were optional. The data below is not representative of all survey participants.

Q22: *What is your zip code? (Optional)

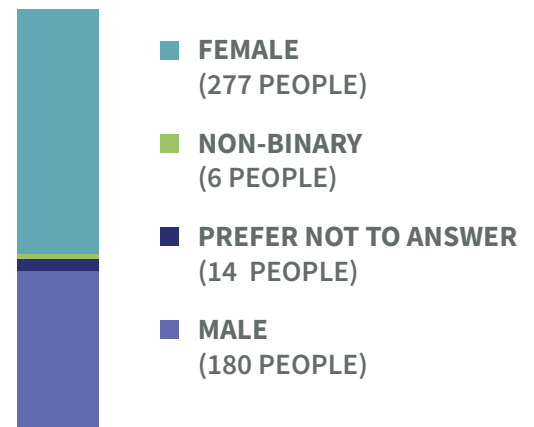
**Only the top seven (7) zip codes are shown below.*



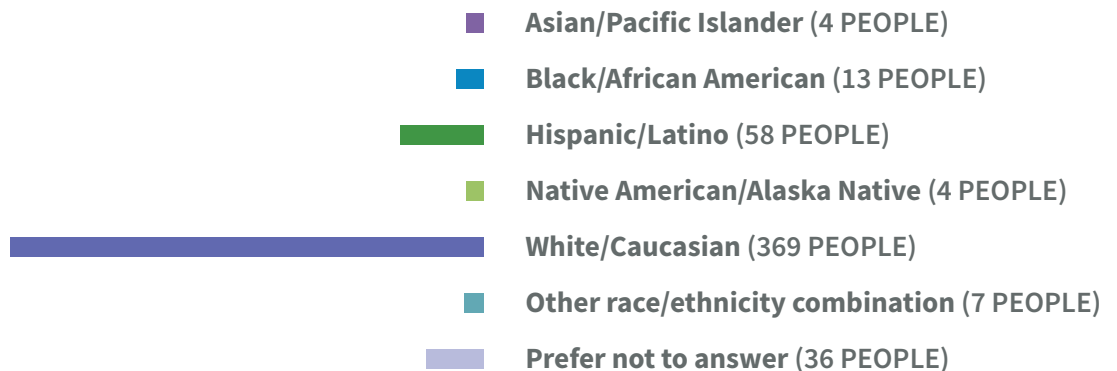
Q23: What is your age? (Optional)



Q24: What is your gender? (Optional)



Q25: How would you best describe yourself? (Optional)





This section of the document includes the key takeaways and themes from the engagement opportunities and community feedback from January to March 2024.

Community Key Takeaways

Of the three draft visions for the Riverfront and Gateway sites, Native + Naturalistic (Concept A/Big Idea #1) and Seasonal Playground (Concept B/Big Idea #2) resonated most with the community. Many respondents recommended merging elements and design layouts from the draft riverfront concepts.

The highest ranked program elements from all three concepts included features that support engagement with the river, connection to nature, and opportunities to play/explore. 1) Boardwalks along the River, 2) Rivers Edge Overlook, 3) Rivers Edge dining Terrace & Pavilion, 4) Floating Wetlands + Habitat, 5) Adventure-inspired Play, 6) Reuse of Kone Building for Gardens & Events, 7) Naturalized Landscapes, and 8) Nature-inspired Play.

If it is feasible for the Kone Tower to remain, a majority of respondents were most excited about the idea of it as an Observation Platform (62%) followed by the idea of it as a Beacon (24%). A smaller percentage raised concerns about the resources and funding required to maintain the structure and uphold high standards for public safety.

The top five (5) highest ranked ideas to enliven the Moline Centre Gateway and area east end of 5th Avenue include: 1) Restaurants/Dining, 2) Community Uses, 3) Retail/Shopping, 4) Performance-based Uses, and 5) Arts-based Uses.