



# MOLINE

RIVER FRONT + CENTRE PLAN

## ENGAGEMENT SUMMARY | NOVEMBER 2023



[www.molineriverfrontplan.com](http://www.molineriverfrontplan.com)



## Take me to the river!

This initiative, led by the City of Moline and Renew Moline, will create a compelling vision and supporting implementation plan for a re-imagined Moline riverfront. This community-based planning and design process aspires to community and ecological resilience, improving health and wellness for all ages, and catalyzing future investment within downtown Moline 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 September to November 2023.

<p><b>Stakeholder Listening Sessions</b></p>	<p><b>Community Pop-up Events</b></p>	<p><b>Fall Fest Community Workshop</b></p>	<p><b>Community Survey #1</b></p>
<p>SEP - OCT 2023</p>	<p>OCT 2023</p>	<p>OCT 2023</p>	<p>OCT - NOV 2023</p>

## Stakeholder Listening Sessions

September - October 2023 | In-person Conversations





## Mercado on Fifth Pop-up Event

Friday, October 13, 2023 | 5 - 8:30PM | Mercado on Fifth Market



## Freight House Farmer's Market Pop-up Event

Saturday, October 14, 2023 | 8AM - 12PM | Freight House Farmer's Market





**Dead Poet’s Espresso Pop-up Event**

Saturday, October 14, 2023 | 1 - 2:30PM | Dead Poet’s Espresso



**Community Survey #1**

Friday, October 13 - Friday, November 3, 2023 | Digital (English + Spanish)

 **MOLINE**  
RIVER FRONT + CENTRE PLAN

**Let’s reimagine our riverfront!**  
What is your vision for the future of Moline’s riverfront?

Survey closes on Friday, November 3rd, 2023



**Learn more at [MolineRiverfrontPlan.com](http://MolineRiverfrontPlan.com)**

 **MOLINE**  
PLAN RIBERA FRENTE Y CENTRO

**¡Reimaginemos nuestra ribera!**

¡Comparta su visión para el futuro de la ribera con nuestra encuesta de 8-10 minutos!

Encuesta cierra viernes 3 de noviembre



¡Diez personas recibirán una tarjeta de regalo de \$25 de Lagomarcino’s o Dead Poets’ Espresso!

Visite nuestro sitio web:  
**[MolineRiverfrontPlan.com](http://MolineRiverfrontPlan.com)**



 **MOLINE**  
PLAN RIBERA FRENTE Y CENTRO

**Comparta su opinión.**

¡Comparta su visión para el futuro de la ribera con nuestra encuesta de 8-10 minutos!



Quando complete esta encuesta, se le dará la oportunidad de participar en un sorteo de tarjetas de regalo para 1 de 10 tarjetas de regalo de \$25.

**[www.MolineRiverfrontPlan.com](http://www.MolineRiverfrontPlan.com)**



**Fall Fest Community Workshop**

Saturday, October 14, 2023 | 4 - 6PM | BridgePointe 485





This section of the document includes general feedback and community priorities from three community pop-up events throughout Moline and the Quad Cities.

## Stakeholder + Task Force Listening Sessions

Number of attendees: ~33

Date: **Thursday + Friday, September 21-22, 2023**

Location(s): **Moline City Hall**

### Community Feedback

In late September the planning team hosted a series of listening sessions with 33 individuals from 26 different organizations to explore the dynamics of Moline and share ideas for its future. Below are some of the key takeaways from those conversations.

What are the top 1-3 things that make downtown Moline great today?

“We have the opportunity to build and grow right here.”

“Moline is part of the hometown experience of many, from many different backgrounds.”

“The river is a huge advantage.”

“Downtown businesses are connected and invested in the future success of Moline.”

“Sense of community. There is always something going on: Mercado, Vibrant Arena, Bass Street Landing, etc.”

“Small town charm - when lights and garland go up, it’s magical.”

What are the top 1-3 things that could be better about downtown Moline?

“An activated and accessible river.”

“Housing. Having people living downtown will bring businesses downtown.”

“Bars and restaurants anchored on the bike trail along the river.”

“If we want diverse visitors, experiences should be diverse as well.”

“Four seasons spaces.”

“Preservation of the past while looking to the future. On the move. Not stuck in one place.”

“Celebrate the arrival from I-74. It is a gateway to/from Iowa.”

“Something to compliment Mercado and Vibrant Arena. Partner, don’t compete.”

“People love the Kone tower. It’s a landmark.”



This section of the document includes general feedback and community priorities from three community pop-up events throughout Moline and the Quad Cities.

## Community Pop-up Events

Number of attendees: ~111

Date: **Friday + Saturday, October 13-14, 2023**

Location(s): **Mercado on Fifth Market, Freight House Farmer’s Market, and Dead Poet’s Espresso Paint Party**

## Community Feedback

The community pop-ups provided Moline residents and visitors the opportunity to share their vision for Moline’s riverfront. Participants used three (3) pom-poms to share their priorities for the riverfront.

Jar Priority Exercise: **What are your top three experiences that the Riverfront District needs most? Places to...**



Other feedback:

“A big covered gazebo for flexible events and community use!”

“More art across the riverfront park.”

“Fix the flooding!”

“A dog park!”

“More green space, river visibility + interactive opportunities.”



This section of the document includes the community feedback gathered at the Community Fall Fest event at the BridgePointe building. Participants of all ages enjoyed trick-or-treating, pumpkin decorating, family photos, live music, and the El Mariachi food truck, while sharing their feedback at five (5) stations with interactive exercises.

## Fall Fest Community Workshop

Number of attendees: **150+**

Date: **Saturday, October 14, 2023**

Location(s): **BridgePointe Building 485**

### Fall Fest Feedback

The Community Fall Fest provided the Moline community with the opportunity to share their vision for Moline’s riverfront. At the first station, attendees checked in and picked up their spooky fest guide to collect stickers as they complete each station. The second station paired an interactive mapping exercise with pumpkin decorating. At the third and fourth stations, participants used pom-poms to share their priorities for the riverfront and shared their ‘perfect day’ at the riverfront. The final station included the community survey and a fall-inspired photo opportunity.

Jar Priority Exercise: **What are your top three experiences that the Riverfront District needs most? Places to...**

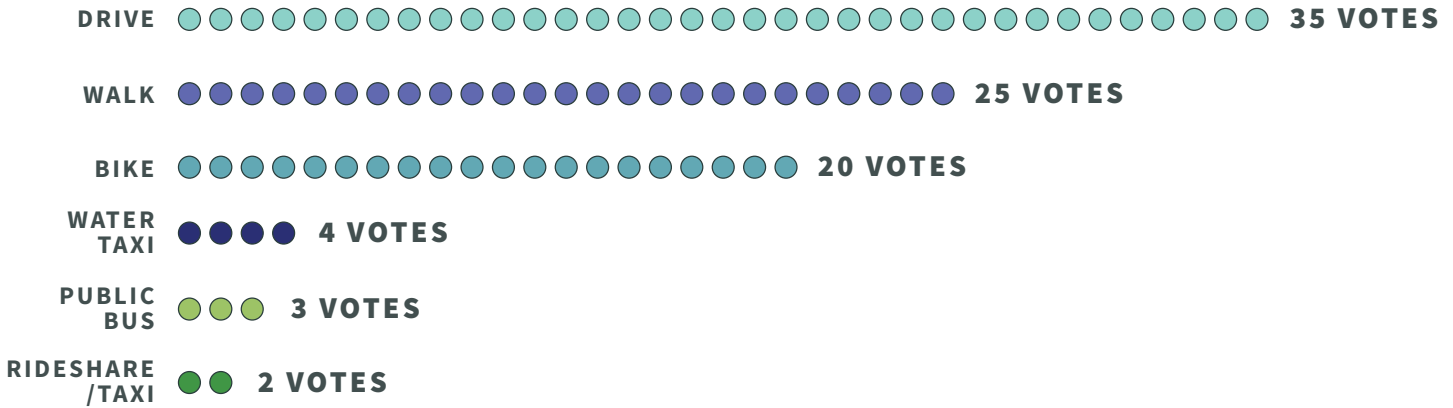




**Connectivity Exercise: What are some things that would make getting to the river better?**

“Mode destinations along the bike trail.”	“Bike lanes and repair stations.”	“Better lighting, more sidewalks, more accessible.”	“Wider streets.”
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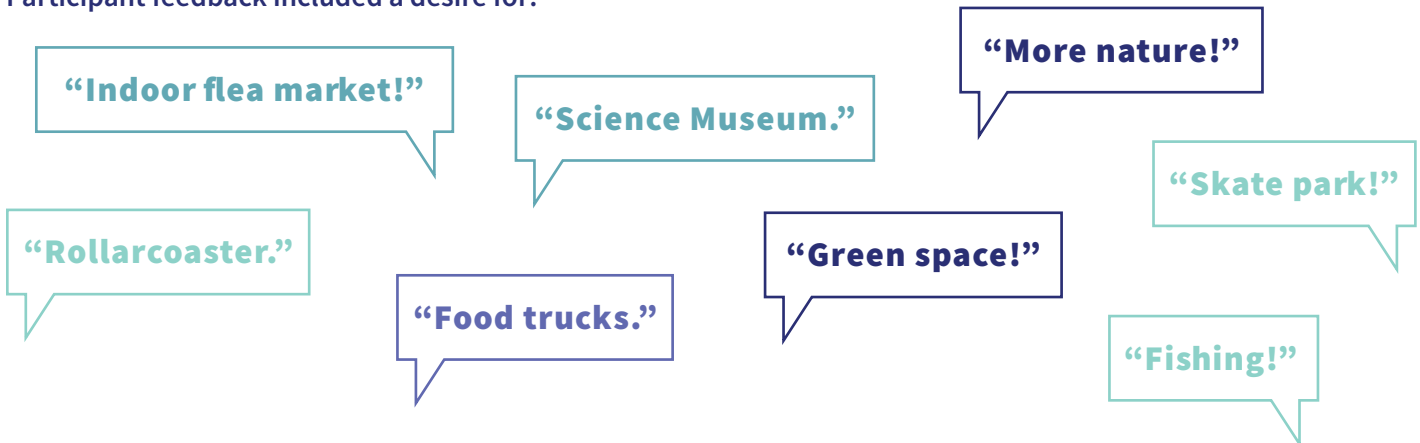
**Modality Exercise: What is your highest priority of travel?**



**‘My Perfect Day’ Exercise: Design your dream riverfront. Use your imagination and think big!**



**Participant feedback included a desire for:**





This section of the document highlights the feedback received from the survey available to the public from Friday, October 13th to Friday, November 3rd, 2023. The survey was available in both English and Spanish. The City of Moline, Renew Moline, and community partners appreciate all participants who shared their vision for the riverfront.

## Community Survey #1

Number of respondents: 742 ( 738 English + 4 Spanish)

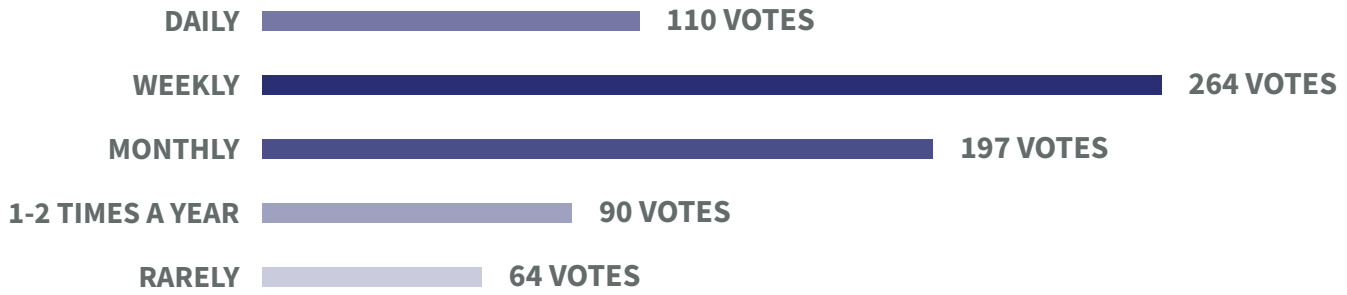
Survey availability: **Friday, October 13th, 2023 - Friday, November 3rd, 2023**

Average completion time: **8 - 10 minutes**

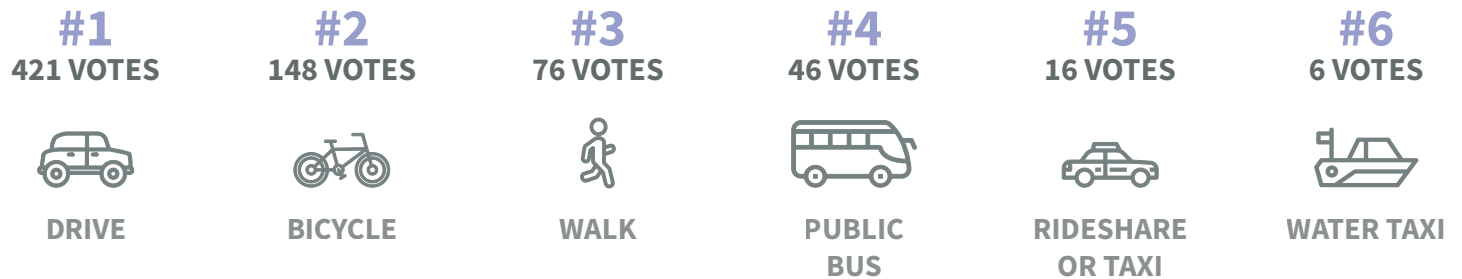




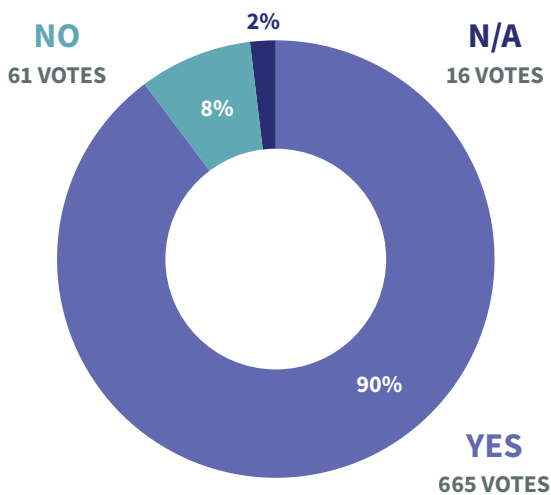
**Q3: How often do you visit the Downtown Riverfront?** Choose your top answer.



**Q4: How do you get to the Downtown Riverfront today?** Choose your top answer.



**Q5: Would you walk/bike/roll between the Downtown Riverfront and other Downtown destinations if it were safe, comfortable, and intuitive to do so?**

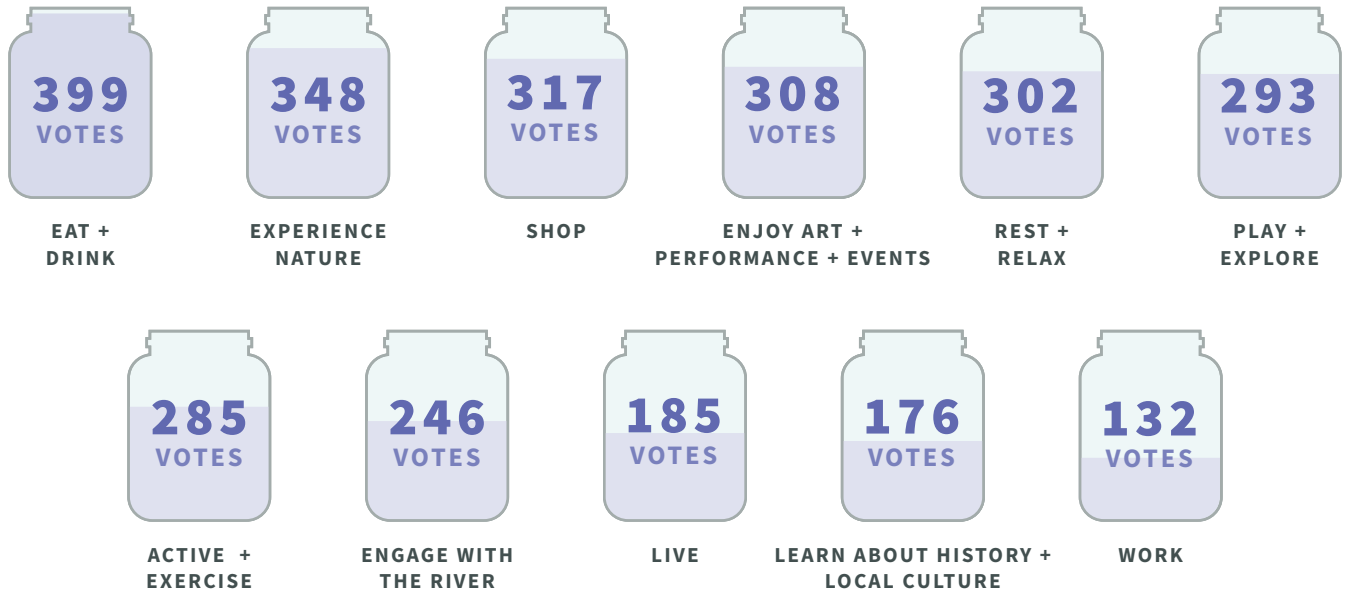


**Q6: What improvements would make you comfortable walking/biking/rolling between the Downtown Riverfront and other Downtown destinations?**

Check all that apply.

#1	Better planting + landscape buffers between sidewalks and the street	334 VOTES
#2	More amenities (seating, water fountains, art, etc.)	330 VOTES
#3	Safer/more comfortable crossings	324 VOTES
#4	More off-street trails and bike facilities	305 VOTES
#5	More generous sidewalks	290 VOTES
#6	Better lighting	226 VOTES
#7	More shade giving street trees	220 VOTES
#8	Intuitive signage and wayfinding	169 VOTES
#9	None, I would still drive	50 VOTES

**Q7: What are the top five experiences that the Riverfront District needs most? Places to...**



**Q8: If you'd like to elaborate on your answer above, do so here.**

“Need more entertainment and activity options for the older kids/teenagers/ young adults.”

“My hope is thoughtful development with balance in mind. Downtown has always had pubs and places to eat. It would be nice to have more retail and other types of businesses.”

“The people of the QC need better balance – the well-being of the community physically and mentally would greatly benefit from a celebrated and exciting riverfront area that makes both children and grown ups alike want to go play.”

“The river has so much magical history and it’s not documented anywhere.”

“Somewhere to slow down, experience life, and feel the breath of nature.”

“Places to engage with visual art or sculptures. There is a huge opportunity to differentiate our riverfront from the rest of the downtowns and that is through compelling artwork.”

“Huge opportunity to re-envision the Heritage and Spiegel area near the new I-74 bridge. Make a family-friendly environment for food, entertainment, and play.”

“We have no smaller music and performance venues to speak of. Every other city in the QC has something. We have some of the best river views! It’s such a missed opportunity.”

**Q9: Imagine 10 years from now, the riverfront district has been transformed... describe your perfect day spent there! Describe in 3-5 sentences what you experience and the types of activities taking place.**

I start my day by walking to the nearby Riverside Park for a morning run and outdoor exercise, enjoying the fresh air and beautiful natural scenery. Next, I walk through the creative neighborhoods of the Riverfront to my studio. In the evening, I meet a friend for dinner at a fashionable restaurant in the Riverside area.

The Riverside area has undergone tremendous changes, transforming from a sleepy industrial area into a modern urban area full of life and vitality.

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

As the sun sets, head to the riverfront amphitheater for a live performance or concert. Grab a bite to eat from one of the food trucks or vendors and enjoy the show. End the night with a drink at one of the rooftop bars or lounges that offer stunning views of the river and the city.

Spend the afternoon exploring the new mixed-use development that has been built along the riverfront. The development features a variety of shops, restaurants, and entertainment venues, including a movie theater and a concert venue. Take a stroll through the green space and enjoy the public art installations.

Take your family for a walk, go shopping and enjoy the pace of slow life.

An 'open air' farmers market!

There must be a lot of changes, birds and flowers, wonderland, wonderland

I live in a modern high-rise apartment with a magnificent riverfront view.

I would like there to be more critical mass of things to do there. One riverfront restaurant is not enough. We need a whole lifestyle center — restaurants, shops, bars, and some family-friendly choices.

A quiet place for a coffee/tea in the morning then walking and shopping unique shops and places to view art, eating lunch at a quaint unique restaurant, followed by a walk or bike ride in the afternoon along the river to lead into the evening for drinks and live music.

Take your family for a walk, go shopping and enjoy the pace of slow life.

It's nice and pleasant to go for a walk every day.

Mom and pop shops, outdoor venue, and park.

A place that is unique to the Quad City area as a whole, and will draw people to Moline. It should include a central area surrounded by dining with outdoor seating, live music, cool lighting, and walking paths. Artistic water fountains would definitely tie it into the river theme. Having a clear view of the bridge would be great too.

More hybrid buildings to create a truly walkable, livable downtown.

## Survey Demographics

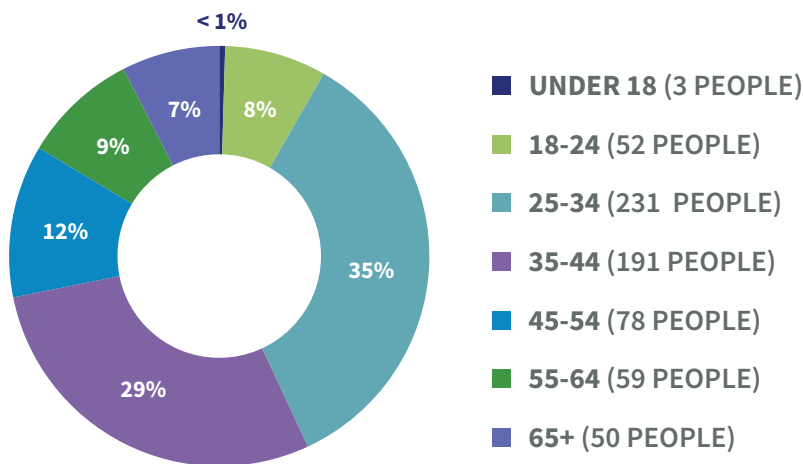
Please note, the questions below were optional. The data below is not representative of all survey participants.

### Q10: \*What is your zip code? (Optional)

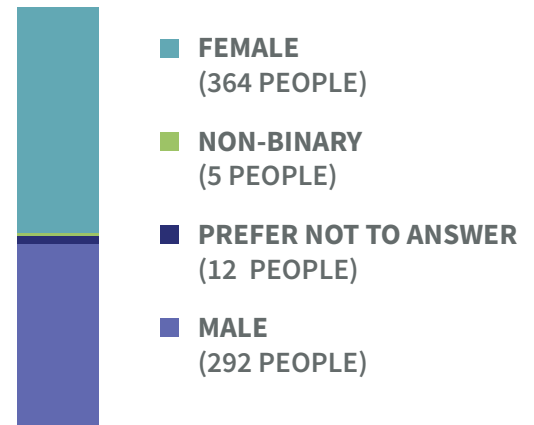
*\*Only the top seven (7) zip codes are shown below.*



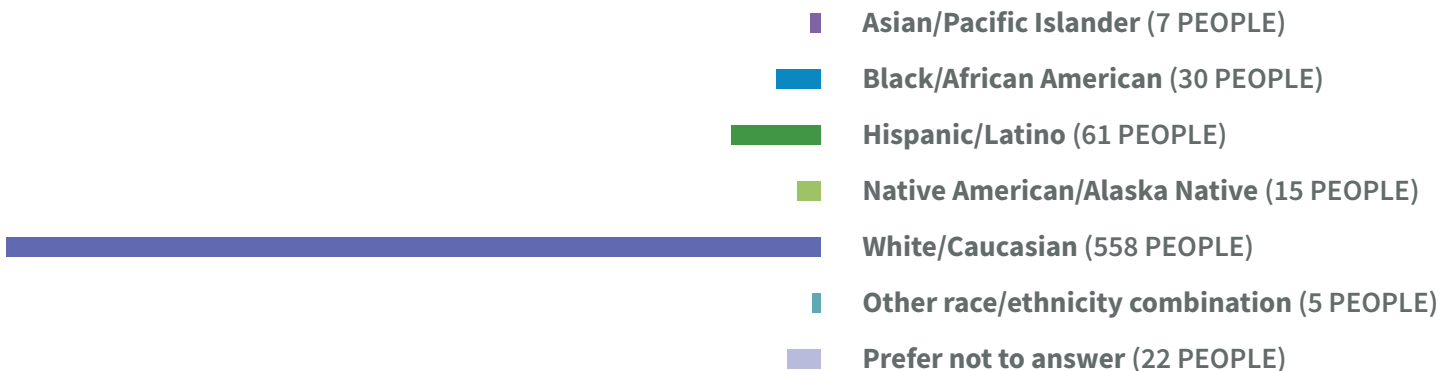
### Q11: What is your age? (Optional)



### Q12: What is your gender? (Optional)



### Q13: 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 September to November 2023.

## Community Key Takeaways

**Position the downtown Moline riverfront as a destination for the Quad Cities region and beyond.**

**Create an accessible, engaging, and flexible environment for people of all ages, backgrounds, and abilities.**

**Improve the connectivity and visibility between the riverfront and greater downtown area, adjacent neighborhood, and existing community assets.**

**Share the stories of the Moline community through public art and wayfinding.**

**Balance public and private investment/development to create a livable district for residents and a welcoming environment for visitors.**

**Design with sustainability in mind and protect natural systems for a resilient and lasting waterfront community.**