

MOLINE COMPREHENSIVE PLAN UPDATES

MOLINE CENTRE
FLORECIENTE
EDGEWATER

ADOPTED
APRIL 22, 2014

LAKOTA

TYLIN INTERNATIONAL THE PLANNING GUILD



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SECTION 1: INTRODUCTION

OVERVIEW

The City of Moline and local stakeholders have been in the midst of ambitious efforts to transform the Floreciente, Moline Centre and the Edgewater neighborhoods into vibrant places for working, living, and recreating. These efforts have included past studies and plans that have guided public and private sector decision-making and strategic investments in important urban design, transportation and real estate development projects. Therefore, the principal objective of the Floreciente, Moline Center and Edgewater Master Plans is to update prior plans and studies by providing compelling and realistic visions for the continued revitalization and transformation of Moline's central business district and surrounding neighborhoods.

The City engaged a multidisciplinary planning team managed by the Lakota Group (Chicago, Illinois) and including the Community Land Use and Economics Group (Arlington, Virginia), TY Lin International (Chicago) and the Planning Guild (Pittsburgh, Pennsylvania) to undertake a community planning process and to prepare these Comprehensive Plan updates.

The planning process involved the following components and tasks:

- Review of existing conditions, including housing; commercial buildings and storefronts; vacant and underutilized properties; transportation; urban design and streetscape; retail, office and industrial activity; the riverfront; historic resources; floodplain and environmental issues; and national infrastructure systems.

- A market study to identify economic strengths and weaknesses, development trends, and opportunities for generating new businesses, jobs and economic development for the residents of Moline.
- An identification of opportunity development sites and areas planned for significant change, including the land within and around the Interstate 74 Bridge Realignment Zone.
- Interviews with key stakeholders including neighborhood residents, property and business owners, local industries, civic and business organizations, brokers and developers, Western Illinois University-Quad Cities Campus, City of Moline staff and commission members, the Bi-State Regional Planning Commission, MetroLINK and the Illinois Department of Transportation (IDOT).
- Facilitation of neighborhood tours and community workshops with key stakeholders to obtain feedback and input regarding transportation and urban design issues.
- Development of preliminary planning strategies and a revitalization vision for Floreciente, Moline Centre and Edgewater based on a collaborative process with stakeholders, analysis of existing conditions and market demand.
- Preparation of preliminary implementation strategies and action steps to achieving the desired revitalization of Moline Centre and the neighborhoods into bustling and thriving places in the Quad Cities.

As defined in the following “Study Area and Context” section, Moline Centre and the Floreciente and Edgewater neighborhoods encompasses more than 690 acres located along four miles of the Mississippi River. As such, this area includes a range of distinct land uses and physical conditions that entail issues and opportunities that are both shared and different between Moline Centre and the neighborhoods. These plan updates take a targeted and focused approach to providing strategies and initiatives that have the highest potential for catalyzing investment and revitalization in the near and long-terms. In addition, these plans offers preliminary concept for specific sub areas and districts, concepts that have garnered strong local stakeholder support and policies to preserve existing businesses and address other areas that might be susceptible to change over the long-term.

This document is also intended to update the City's Comprehensive Plan for Floreciente and Edgewater, and the Moline Centre Master Plan Update from 2001. For the most part, the Moline Centre and Floreciente and Edgewater Plans presented in this document build on and refine these past plans. However, where new analysis and community input led to a change to the recommendations presented in these prior plans, this Comprehensive Plan update takes precedence.

2008 Hurricane Ike Impacts

As a community bordered by two rivers – the Mississippi on our northern border and the Rock River to the south – Moline was significantly impacted by the flooding stemming from Hurricane Ike in June 2008. Moline experienced precipitation more than 200 percent above average, causing both rivers to crest well above major flood stages. On June 24, 2008, Rock Island County was declared a federally-designated area eligible for Community Development Block Grant (CDBG) “Ike” assistance under FEMA-1771-DR.

Moline Centre experiences flood problems primarily in the spring and summer seasons with the worst flooding typically occurring in springtime when rainfall exacerbates the snowmelt thereby rapidly raising the water levels along the Mississippi River. Flooding is also associated with intense thunderstorms in other seasons as well as seasonal ice jams caused by the spring melt. River Drive, a major arterial along the Mississippi River providing access to Moline Centre, consistently floods, disrupting business and impacting residents and those employed and/or shopping in Moline.

The greatest impact of the 2008 flooding was felt along Moline's Mississippi riverfront where not only the community's downtown district is located but also single and multi-family housing, industrial locations, employment centers, tourism destinations, and recreational activities utilizing the River. The project area encompasses Census Tracts 223 and 214. Economic revitalization for this area of Moline is critical as in excess of 60 percent of the residents in this area known as Floriciente, the Moline Centre Planning District and Rivers Edge in Moline's Comprehensive Plan, qualifying them as low-to-moderate income (LMI) level residents.

STUDY AREAS AND CONTEXT

As mentioned above, the study areas for this planning assignment include Moline Centre, Moline’s central business district and the adjacent Floreciente and Edgewater neighborhoods located west and east of Moline Centre respectively. The overall study area is defined by the Rock Island municipal boundary on the west, the Mississippi River to the north, the bluffs to the south, and the East Moline boundary to the east. Moline Centre, Floreciente and Edgewater are connected together mainly by Illinois Route 92, which

operates as 4th and 6th Avenues through the study areas, and River Drive, which also provides access to a northbound on-ramp to Interstate 74 and on-and-off ramps to the Rock Island Arsenal. The Arsenal can also be accessed by an on-ramp located in Moline Centre on 14th Street. Major north-south streets include 6th, 15th, 16th, 34th, 41st, and 48th Streets. Through the middle of all three study areas runs the Iowa Interstate Railroad, providing an important freight connection for Moline industry.

Floreciente

The Floreciente neighborhood - which means “the blossoming” in Spanish - is bounded by the Mississippi River, 6th Avenue along the bluff’s edge, 1st Street at the Rock Island boundary, and 12th Street bordering Moline Centre. The neighborhood is approximately 177 acres in size. Floreciente is primarily an older, traditional residential neighborhood that developed from the 1870s onward providing housing for those who worked at nearby John Deere factories and

other industries north of Railroad Avenue and in other areas of Moline and neighboring Rock Island. Over the last three decades, the neighborhood has become the home to the City’s and region’s growing Hispanic population. Interspersed with the housing stock are churches, civic institutions and a number of small businesses, thriving destination restaurants, and convenience stores and groceries.

FIGURE 1.1 DOWNTOWN NEIGHBORHOODS MAP



Downtown Neighborhoods Map

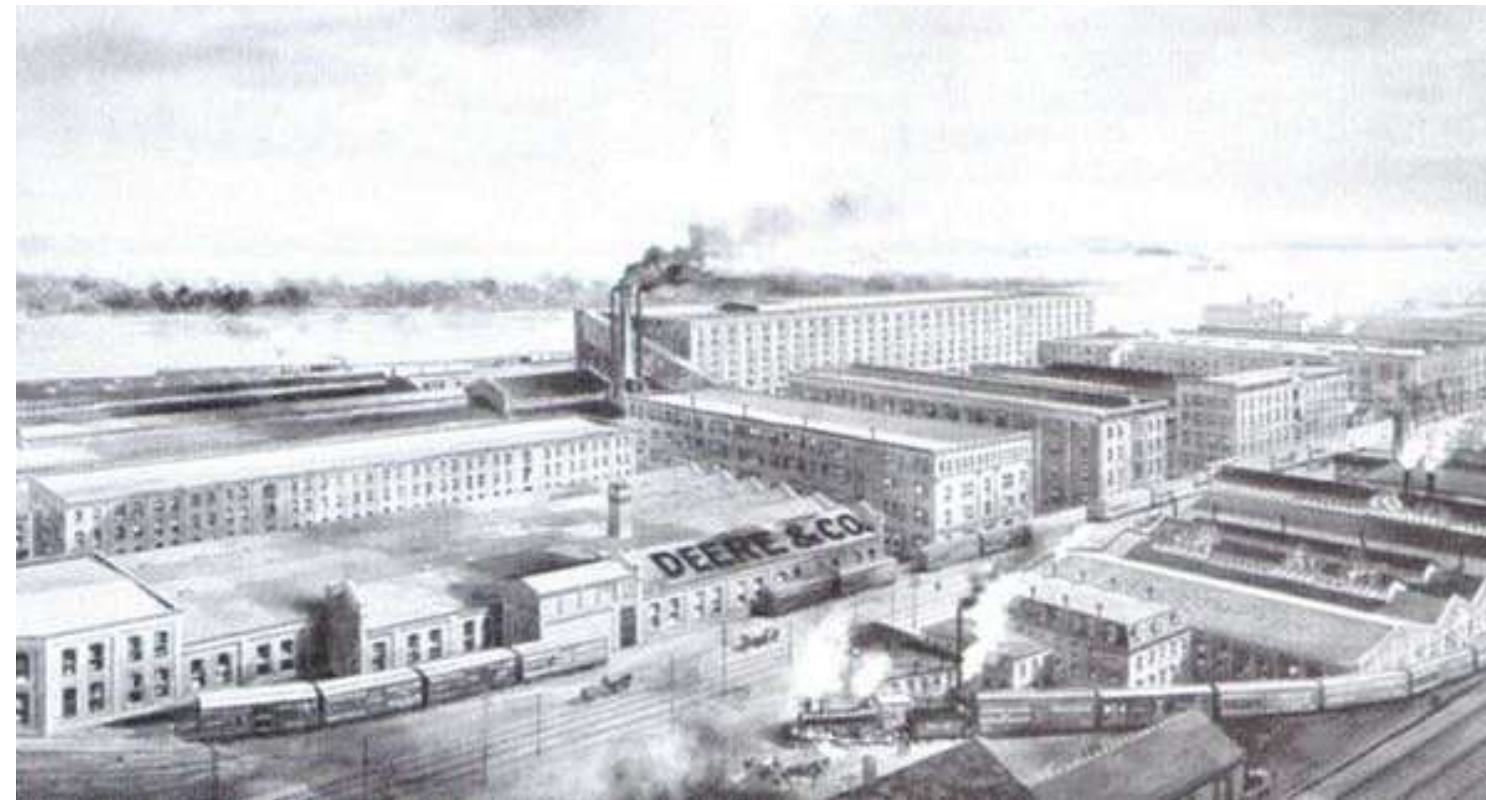
Moline Centre

At 274 acres, Moline Centre is the largest in land area of the three study areas and is bounded by 12th Street on the west, the Mississippi River on the north, 34th Street on the west and bluff line along 5th, 6th and 7th Avenues to the south. Moline Centre consists of several sub districts, including the traditional “Main Street” core along 5th Avenue; the redeveloped riverfront with the Bass Landing, John Deere Commons, and iWireless Center developments; and, the Western Illinois University-Quad Cities campus at 34th Street and River Drive. Located between the University campus, the 5th Avenue traditional core and the riverfronts is the Realignment Zone for the new Interstate-74 Bridge to be constructed starting in 2016.

Historically, downtown Moline developed along 3rd Avenue (now River Drive) between 15th and 18th Streets near the factories and mills that lined the Mississippi River, including the renowned John Deere Factory Plow complex. For much of the 1860s to the 1900s, this bustling downtown district was largely separated from the rest of the community by railroad tracks that served the many industries and commercial enterprises that located along 3rd Avenue. It wasn't until after 1900 that the downtown expanded south to 5th and 6th Avenues to become the community's main shopping and commercial arteries. Major retailers and department stores such as Sears Roebuck and Company, Montgomery Ward's and JC Penney once existed alongside many specialty stores, theaters, hotels, bars and restaurants. Anchoring the east end of the 5th Avenue is the Le Claire Hotel. Constructed in 1922, it is one of several significant multi-story buildings in Moline Centre. Today, along River Drive and 15th Street, several three-story Italianate commercial buildings built during downtown's pre-1900 growth and development period have been rehabilitated and reused for retail and office.

Edgewater

Edgewater is located along the Mississippi River east of Moline Centre at 34th Street and is bordered by 5th Avenue and 55th Street at its southern and eastern boundaries respectively. Edgewater is approximately 176 acres in land area and is predominately single-family residential with a mix of small businesses, other commercial uses and light and heavy industries. The neighborhood's housing stock largely dates from the 1800s to the 1930s. Ben Butterworth Memorial Parkway defines the neighborhood's edge along the Mississippi River and provides open space, play ground and exercise equipment, and a paved trail for walking, running and cycling.



Former John Deere Plow Factory, Moline Centre circa 1850

PRIOR PLANNING INITIATIVES AND STUDIES

Comprehensive plans and plans at the district level are vehicles to establish clear goals and policies for land use and the revitalization and development of the commercial, industrial and residential areas. The following is a review of prior and past planning policies and initiatives in Moline, including those for Moline Centre and Floreciente and Edgewater. Other plans summarized in this section provide relevant background information and planning concepts related to transportation, parks and open space, capital improvements and urban design.

Moline Comprehensive Plan (2001)

The Moline Comprehensive Plan was prepared and adopted by the City of Moline to guide community land development and preservation policy, with an emphasis on managed growth in Moline's developing areas and corridors and infill development in its older, established commercial districts and neighborhoods. The Plan also establishes clear goals and planning priorities for the community's transportation systems, natural areas, business and economic development, housing, and public services, infrastructure and utilities. Future land use is addressed through the creation of 11 separate planning districts with Floreciente, Moline Centre and Edgewater established as three individual districts. Key planning policies and objectives in the Comprehensive Plan include:

- Prepare and implement policies that utilize natural resources and preserve environmental assets for the future.
- Provide safe and sanitary housing for all current and future residents of Moline by preventing blight, through code enforcement, redevelopment, rehabilitation, and conservation, and by encouraging new residential development that meets unmet needs.
- Promote development of new businesses and institutions as well as the retention and expansion of existing establishments in Moline.
- Maintain and enhance a multi-modal transportation system that moves people and goods safely and efficiently throughout the City of Moline and the region.
- Provide public services, including parks and recreation facilities and programs and public utilities to serve current and growing needs.
- Promote the integrity of design in public and private spaces.

Moline Centre (2001)

The Moline Centre Plan, an update from an earlier Moline Centre Plan prepared in 1994, provides a detailed land use and urban design direction for downtown Moline according to several sub districts, including the Riverfront and Main Street areas, the Municipal and Le Claire districts, and the West Gateway Area adjacent to Floreciente. A number of projects and initiatives have been completed since the Plan's adoption including the Bass Landing district and plaza, the Enterprise Lofts, the new KONE corporate headquarters building, 5th Avenue streetscape improvements, wayfinding signage, building façade rehabilitation projects, and upper-floor residential conversions of several buildings along Fifth Avenue and in other areas of the downtown National Register Historic District.

Other aspects of the Moline Centre Plan that await or have not been implemented include streetscape and intersection improvements along 12th, 15th, 17th and 19th Streets, the development of the West Gateway area into a mixed use-senior housing district oriented to the transit center and new train station, urban design enhancements to the Arsenal Island Bridge, and the creation of a technology business hub and campus near the Le Claire Apartments and the Deere and Company Information Technology Center. The Plan also proposed a mixed use district comprising separate traditional neighborhood, institutional, and neighborhood commercial zones between the Interstate 74 Realignment zone and a Riverside Park expansion and redevelopment area near where the current Western Illinois University-Quad Cities campus is now located.

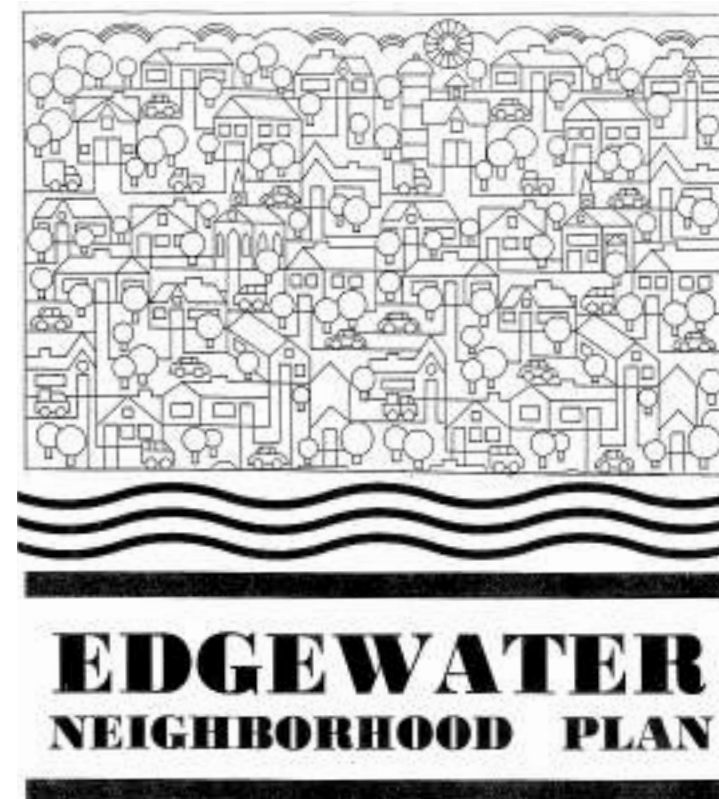
Floreciente Neighborhood Plan Update (2001)

The Floreciente Neighborhood Plan is incorporated as Appendix H of the 2001 Moline Comprehensive Plan and outlines several planning strategies related to housing, transportation, industrial and recreational issues in the neighborhood. The overall neighborhood land use strategy focused on creating a neighborhood center between 6th and 8th Street where neighborhood commercial uses would be concentrated and on preserving housing affordability through housing rehabilitation and infill development. Other planning recommendations include streetscape, landscaping and lighting enhancements along 5th and 6th Avenues and the installation of pedestrian and bicycles paths to improve linkages between the neighborhood's residential areas, Ericsson School, Moline Centre and to the riverfront. The Plan also calls for maintaining the neighborhood's brick streets, changing Illinois Route 92 into two-way thoroughfares and adapting the vacant movie theater building on 4th Avenue into a Mexican Mercado or grocery store.

Edgewater Neighborhood Plan Update (1994)

Included as Appendix I in the Moline Comprehensive Plan, and last prepared in 1994, the Edgewater Neighborhood Plan, like the Floreciente Plan, outlines a land use strategy that seeks to preserve and rehabilitate the existing single-family residential fabric while encouraging new housing construction wherever feasible. One important housing recommendation in the Neighborhood Plan Update included the adoption of a new riverfront residential zoning district and design standards to support higher density single and multi-family housing near and along the neighborhood's riverfront zone.

Other key planning strategies presented in the Neighborhood Plan include development of a new neighborhood commercial center at the intersection of Fourth Avenue and 48th Street; the addition of new open space, playgrounds, pedestrian paths and bike trails; and, the re-routing of Fifth Avenue to join two-way traffic along Fourth Avenue at 27th Street. Other transportation-related recommendations include establishing an industrial and commercial access route along Second Avenue between 29th and 42nd Streets and the installation of controlled intersections to improve pedestrian safety at 54th, 48th, 41st and 24th Streets at Fourth Avenue. Streetscape improvements and protecting river vistas and viewsheds from neighborhood streets are also suggested.



Moline Capital Improvement Program (2013-2017)

The City's Capital Improvement Plan (CIP) for the five years between 2013 and 2017 outlines capital expenditures for various street maintenance and reconstruction, and water systems and stormwater management projects throughout Moline. Significant capital improvements programmed for Floreciente, Moline Centre and Edgewater include eliminating sanitary sewer overflows along River Drive, a new traffic signal installation at 25th Street and River Drive, and a street reconstruction along 5th Avenue between 11th and 14th Streets in Moline Centre to replace underground water and sanitary sewer piping. The River Drive sanitary sewer overflow projects are mandated by the Illinois Environmental Protection Agency (IL EPA) and are partially underwritten by a \$35.7 million Illinois EPA low-interest loan. The CIP also underwrites a citywide sidewalk replacement program that finances sidewalk improvements up to 75 percent of total reconstruction and replacement costs.



Balanced Growth Rail Corridor Assessment Report (2001)

In 2001, MetroLINK, also known as the Rock Island County Metropolitan Mass Transit District, spearheaded an effort to study and analyze the potential for rapid transit services along a 14-mile corridor from Interstate 80 through Moline to the City of Rock Island, and to identify land use planning strategies that would support such services. The Assessment Report concluded that a number of potential station sites along the corridor were feasible for mass transit and that the potential implementation of intercity rail passenger service by IDOT, together with Amtrak, could substantially reduce the cost of implementing local rail passenger service in this corridor. In particular, the Report identified Centre Station in Moline Center as logical location to establish and Amtrak passenger station.



Proposed Rail Corridor, 2001 Balance Growth Rail Corridor Assessment Report

Illinois Highway 92 Corridor Study (2003)

The Illinois Highway 92 Corridor Study was commissioned by the City of Moline to assess opportunities for converting Illinois Route 92 from one-way couplets along 4th and 6th Avenues to two-way travel and to review how the proposed new interchanges associated with the new Interstate 74 Bridge would impact and affect traffic circulation within Moline Centre. The Study examined three possible alternatives: not changing the current one-way couplet system, installing two-way traffic with on-street parking, and two-traffic with a continuous left-turn lane.

A preferred alternative of converting the one-way travel system to two-way operations with a balance of on-street parking and roadway capacity and turning lane improvements at strategic locations along the corridor was then suggested. The alternative also recommends curb extensions and enhanced crosswalks along 4th and 5th Avenues within Florencia as ways to improve the neighborhood's pedestrian environment and to slow traffic. Additionally, only two alternatives for Interstate 74 ramps were recommended as suitable to a two-way street conversion along 4th and 5th Avenues.

Moline Comprehensive Parks and Recreation Master Plan (2004)

In collaboration with the Bi-State Regional Commission, the City's Parks and Recreation Department prepared a master plan for the City's parks, open space, facility and trail systems in order to create and maintain a high-quality network of recreational amenities for residents and visitors. Recommended short and long-term park and open space improvements in relation to Florencia, Moline Centre and Edgewater include development of a Sylvan Island Trailhead Park, the building of a new conservancy and arboretum at Riverside Park, the addition of new green space at Bass Street Landing, and the widening the Ralph B. Birks Trail to 12 feet through Ben Butterworth Memorial Parkway.

Other key policy statements within the Master Plan include identifying and procuring lands in underserved areas and neighborhoods on the City's east side, establishing north-south trail and greenway connections, installing educational, wayfinding and historic interpretive signage at park facilities, and pursuing the adaptive use of existing and former brownfield sites for potential recreational use. The Master Plan is currently being updated.

Moline Bikeways Plan (2011)

An Alternative Transportation Team was formed by the City of Moline to develop recommendations for creating a system of connected bicycle routes throughout the community with a combination of roadway paths along secondary and residential streets, complete streets, and marked routes using standard bicycle route signage and markings. In addition, the Plan proposes a River-to-River Corridor Trail that would connect Moline Centre and the Great River Trail to points south of the Rock River to the Kiwanis Trail following the Interstate 74 alignment.



A bicyclist enters Moline on the Ralph B. Birks Recreation Trail



Decorative landscaping and identity signage for the Ben Butterworth Parkway along River Drive

Moline Streetscape Master Plan (2005)

A streetscape improvement master plan was created in 2005 in partnership between the Moline Centre Main Street Design Committee and the City of Moline in order to introduce “streetscape improvements to support the growth of commerce, housing and entertainment throughout the downtown.” The streetscape plan outlines six different recommended levels of streetscape improvements based on the intensity of land use and traffic and pedestrian activity present in certain locations with Moline Centre. For example, 5th Avenue, being Moline Centre’s main retail street, is designated for “Level A” streetscape improvements incorporating decorative sidewalk and street pavers, planters, trees, benches, and special lighting standards and crosswalk treatments. Level C streetscape treatments located at downtown’s edges at 13th and 18th Streets and along 6th and 7th Avenue are planned for less intense enhancements with street trees and planters, new lighting and painted crosswalks. Specific streetscape and urban design improvements are also suggested for 4th Avenue and River Drive.

Moline Centre Design Guidelines (2007)

Moline Centre Main Street and the City of Moline created a set of design guidelines to encourage appropriate building improvements and “to preserve and enhance the historic quality of the downtown and to attain a consistent visually pleasing image for the downtown area.” The guidelines provide standards and information on proper building preservation and rehabilitation procedures for building materials, storefronts, roofs and windows and doors. The guidelines also provide recommendations for awnings and signage, rear entrances, lighting and window displays, and basic guidelines for new construction. Photos illustrate many of the standards and guidelines presented in the document.

River Drive Corridor Concept Plan (2009)

Commissioned by the City of Moline, the River Drive Corridor Concept Plan outlined a comprehensive vision and strategy for the redevelopment of River Drive, one of the City’s major transportation routes linking Edgewater, Moline Centre and Florenciente. Planning principles incorporated within the Concept Plan include promoting sustainable residential neighborhoods, creating vibrant commercial and mixed-use centers, incorporating new parks and open space wherever possible, strengthening the existing land use patterns along River Drive and developing needed connections along the Corridor through public transportation, trails and roadway improvements, especially in areas where access to the riverfront is strongly desired.

The Concept Plan also divides the Corridor into specific character zones, including a riverfront “Campus” and “Business Campus” area incorporating the Western Illinois University-Quad Cities campus and adjacent industrial and commercial uses to the west, an “East Gateway” for expanded residential and commercial development at River Drive and First Street, and employment zones that encompass significant industries and businesses centers such as the John Deere complex in Florenciente and the Riverstone Sand and Gravel operation at 23rd Street and River Drive. Character zones also include two areas just beyond Moline’s municipal boundaries,

the Columbia Park zone in Rock Island adjacent to Florenciente and an expansion area of the East Gateway Village district in East Moline. Several key planning concepts and strategies include the introduction of new townhomes and mixed use developments in East Gateway, the development of an “urban technology corridor” incorporating the WIU-Quad Cities campus and area just west of the Realignment Zone, new pedestrian and bicycle bridges, and the creation of a River Drive Business Campus for an area bounded by 34th and 38th Streets and 4th Avenue. In addition, the Concept Plan proposes “boulevard” and “parkway” urban design and roadway treatments in three different segments along River Drive.

Moline Bikeways Plan (2011)

An Alternative Transportation Team was formed by the City of Moline to develop recommendations for creating a system of connected bicycle routes throughout the community with a combination of roadway paths along secondary and residential streets, complete streets, and marked routes using standard bicycle route signage and markings. In addition, the Plan proposes a River-to-River Corridor Trail that would connect City Centre and the Great River Trail to points south of the Rock River to the Kiwanis Trail following Interstate 74.



Moline Streetscape Master Plan (2005)



Moline Centre Design Guidelines (2007)



SECTION 2: EXISTING CONDITIONS

MOLINE CENTRE

URBAN DESIGN AND INFRASTRUCTURE

In recent years, streetscape enhancements, including new sidewalks, planters, lighting and crosswalks, have been installed on 5th Avenue from 11th to 19th 15th Streets according to a streetscape master plan prepared in 2011. Other smaller-scaled streetscape

improvements have occurred along 15th Street and River Drive. Community stakeholders have viewed the need to extend streetscape improvements to 4th and 6th Avenues and along all streets to unify Moline Centre visually and reduce visual and pedestrian barriers between the traditional downtown core

with the riverfront. Additional streetscaping and wayfinding signage can also help connect the WIU-Quad Cities riverfront campus area to River Drive and 5th Avenue as well as serve as traffic calming measures along these routes.

FIGURE 2.1 MOLINE CENTRE BASE MAP



Moline Centre Base Map

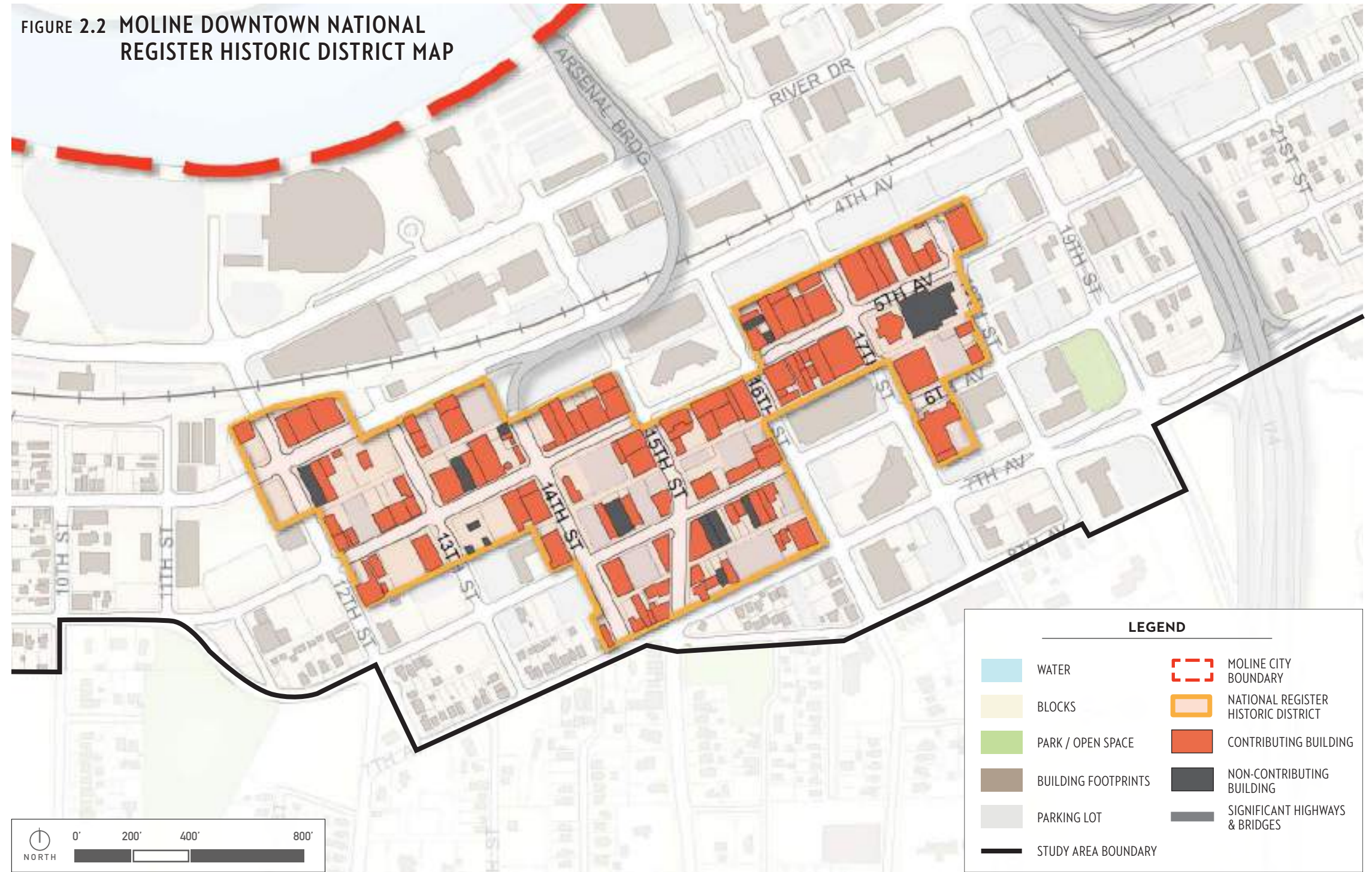
Historic Resources

Portions of Moline Centre along 4th, 5th, and 7th Avenues between 12th and 18th Streets have been listed as a district in the National Register of Historic Places, which is this nation's official list of buildings, sites and structures worthy of preservation. Of the buildings located in the National Register District, 100 are considered contributing both architecturally and historically to the district with 13 listed as non-contributing. Although National Register district designation does not restrict the use of building and properties within its boundaries, commercial and other income-producing properties are eligible to receive a 20 percent federal Rehabilitation Tax Credit. The federal Historic Preservation Tax Credit (HPTC) program is administered by the National Park Service and the Illinois Historic Preservation Agency. Apart from the National Register District, the Historic Architectural Records Geographic Information System (HARGIS), managed by the Illinois Historic Preservation Agency, has identified 27 other properties as historically or architecturally noteworthy.



5th Avenue looking east, circa 1950's

FIGURE 2.2 MOLINE DOWNTOWN NATIONAL REGISTER HISTORIC DISTRICT MAP



Moline Downtown National Register District Map

LAND USE

Moline Centre is primarily the central commercial district for Moline with a mix of light industrial, neighborhood-scaled commercial and institutional uses east of Interstate 74 toward the Western Illinois University-Quad Cities Campus at 34th Street. The downtown core between Interstate 74, 12th Street and the riverfront can largely be defined roughly as two different character zones that correspond to their historical development patterns: the traditional “Main Street” areas along 5th and 6th Avenues and the riverfront area encompassing buildings along River Drive and the Bass Street Landing, iWireless Center and the John Deere Commons developments.

The traditional “Main Street” retail strips along 5th and 6th Avenues were mainly developed from the 1890s to the 1920s and consist predominately of one to four story commercial buildings with first floor retail storefronts and upper floor offices and apartments. There are also several significant multi-story commercial buildings, including the current Le Claire Apartments, the Chase Bank building at 5th Avenue and 15th Street, and the more recent Heritage Plaza building along 5th Avenue between 15th and 16th Streets. The historic commercial buildings along 5th Avenue have experienced significant reinvestment in new retail stores and restaurants and in the conversion of upper-story spaces into rental

apartments. Much of this reinvestment has been spurred by the private sector with some developers utilizing City TIF funds and façade improvement monies while others have applied for the federal Historic Preservation Tax Credit program. However, a number of retail storefront vacancies remain on 5th and 6th Streets.

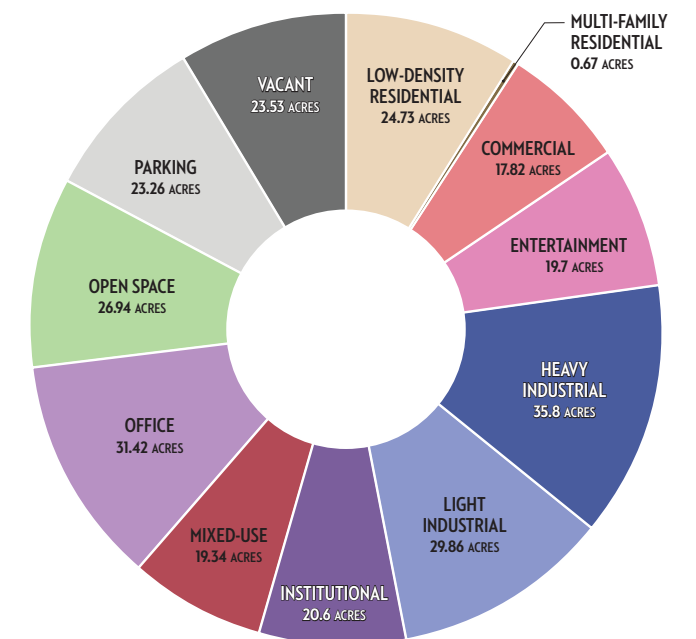
The riverfront zone consists mostly of recent commercial and residential development on former industrial land and historic commercial buildings along River Drive and 15th Street that have been rehabilitated into retail and office uses. The Bass Landing district includes mixed use retail and office buildings, a hotel

and Bass Street Landing Plaza, a site for concerts, festivals and community gatherings. Adjacent to Bass Street Landing is the new corporate headquarters for KONE Elevator Company and the Enterprise Lofts, located at River Drive and 19th Street, which offers both market and below market rate rental apartment units. Further west along River Drive is the iWireless Center, a 12,000- seat multi-purpose arena and the Radisson Hotel as part of John Deere Commons. Between River Drive and 4th Avenue includes a number of relatively newer developments such as the John Deere Pavilion, one of Moline’s most significant visitor attractions, and Centre Station, which includes the MetroLink bus transfer terminal. The Arsenal Bridge, the one-way traffic along 4th Avenue and the railroad right-of-way present considerable pedestrian travel and visual barriers between the riverfront zone and the 5th and 6th Avenue retail streets.



Looking north at Bass Street Landing, with KONE Tower in the background

MOLINE CENTRE LAND USE



East of 19th to 24th Streets includes the Interstate 74 Realignment Zone and a mix of mid to low-scaled commercial uses and single-family residential in varying conditions. Commercial vacancy rates appear to be relatively higher in this area while in some locations, the residential housing stock is either being demolished due to the bridge realignment or rehabilitated. A small commercial node exists east of the 5th Avenue and 23rd Street intersection with a number of one to three-story traditional commercial buildings in varying states of condition. Some community stakeholders view this node as an opportunity to transform it as a “campus town” for the WIU-Quad Cities campus. The adjacent residential neighborhoods east to Riverside Park are mostly traditional single-family homes, largely built between the 1880s and 1920s, and anchored by cultural institutions, including the First Congregational and the New Hope Foursquare Church along 7th Avenue.

Along the River Drive and 4th Avenue corridors toward the WIU-Quad Cities campus is a mix of industrial and neighborhood-level commercial uses, some involving outdoor material storage, scrap metal recycling, and metal fabricating activities near the campus vicinity. Some community stakeholders view the location of such uses near the campus as detracting from creating a more cohesive and visually unified campus district. Such industries have expressed some willingness to relocate to other areas in the community; however, the costs and expenses for City involvement in relocating such industries may be prohibitive. The current WIU campus is projected to expand to six academic buildings at full build-out with student housing and associated commercial uses accommodated in the new Riverbend Commons development to the west of the campus along River Drive. The Ben Butterworth Memorial Parkway and the Ralph B. Birks trail are directly north of campus along the Mississippi River.

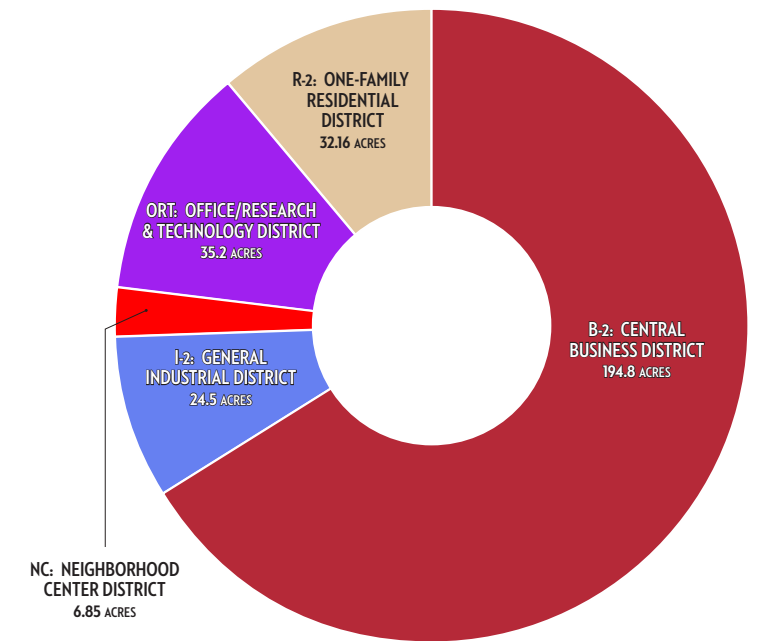
ZONING

Moline Centre currently has five zoning districts, including:

- R-2: One-Family Residential District - is intended to promote single-family detached homes, at six dwelling units per acre, facing local streets and which may be served by alleys.
- B-2: Central Business District - is intended to allow high density, compact, pedestrian oriented shopping, office, service, residential and entertainment uses in buildings that are oriented to the sidewalk.
- I-2: General Industrial District - is intended to allow large-scale industrial and manufacturing uses involving assembly, fabrication and storage activities.
- NC: Neighborhood Center District - is intended to provide areas for small scale, pedestrian-oriented commercial uses serving the retail and commercial needs of the surrounding residential areas, generally in buildings of less than 10,000 square feet in floor area, and three to four floors in height.
- ORT: Office/Research and Technology District - promotes major office, research and technology-based light industrial uses developed in a campus-like setting.
- R-4: One to Six Family Dwelling District - is intended to promote medium-density residential development of up to 7 to 14 dwelling units per acre.

Critical zoning and land use issues include whether some industrial uses should continue to be permitted in areas east of Interstate 74.

MOLINE CENTRE ZONING



5th Avenue in Moline Centre
B-2 Zoning District



5th Avenue at 23rd Street
Neighborhood Center (NC) Zoning District



WIU Campus
Office/Research & Technology (ORT) Zoning District

FIGURE 2.4 MOLINE CENTRE ZONING MAP



Moline Centre Zoning Map

FLORECIENTE

URBAN DESIGN AND INFRASTRUCTURE

Sidewalks, streets and parkways in Floreciente’s residential blocks range in condition from good to poor with several areas needing upgrade and replacement. Some streets are constructed with brick and in fairly good condition; their long-term maintenance and preservation is warranted since they contribute a sense of color, warmth and aesthetics to the neighborhood’s overall visual appearance. Crosswalks across 4th and 5th Avenues are missing in several locations and neighborhood residents view soil erosion from the bluffs as one significant reason why most pedestrians do not use the south side sidewalks along 5th Avenue. There is also a lack of pedestrian and bicycle paths from the neighborhood north to Sylvan Island, the industrial areas and Moline Centre. Additional landscape treatments may be needed to screen the parking lots and industrial uses and the residential neighborhood south along Railroad Avenue.

Historic Resources

The Historic Architectural Records Geographic Information System (HARGIS), managed by the Illinois Historic Preservation Agency, lists 14 buildings within Floreciente as architecturally and historically noteworthy. These buildings were identified during IHAP-sponsored survey work during the early 1970s. Of these buildings, the most notable include the Mission Tabernacle Church at 5th Avenue and 10th Street, the Williams-White Company factory at River Drive and 8th Street, St. Mary’s Catholic Church at 10th and 4th Avenue, and the former Moline Fire Station at River Drive and 5th Street. The Mission Tabernacle Church appears to have significant exterior deterioration and should be considered an endangered neighborhood historic resource.



A brick side street in Floreciente



The Williams-White Company factory - viewed from Railroad Ave.

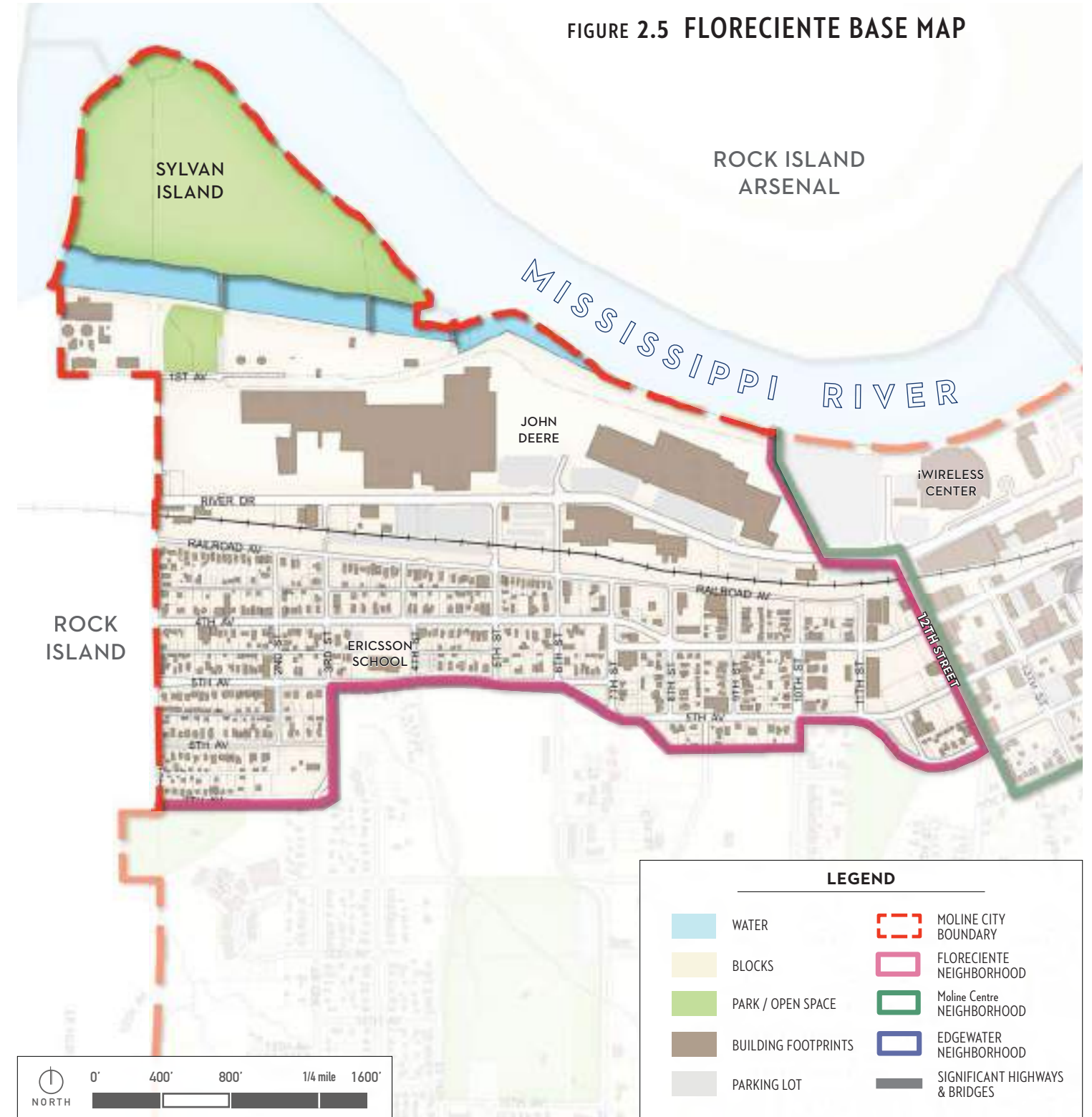


FIGURE 2.5 FLORECIENTE BASE MAP

Floreciente Base Map

LAND USE

Florecente is primarily an older, traditional residential neighborhood, built largely between the 1870s and the 1920s, with a significant industrial presence north of Railroad Avenue to the Mississippi River. The neighborhood's housing stock mainly consists of gable-fronted cottages, Craftsman bungalows, large Queen Anne and Foursquare homes, and other vernacular forms and architectural styles. A majority of homes have been re-sited in vinyl and aluminum and some have missing porches and architectural features; others lack exterior paint and maintenance.

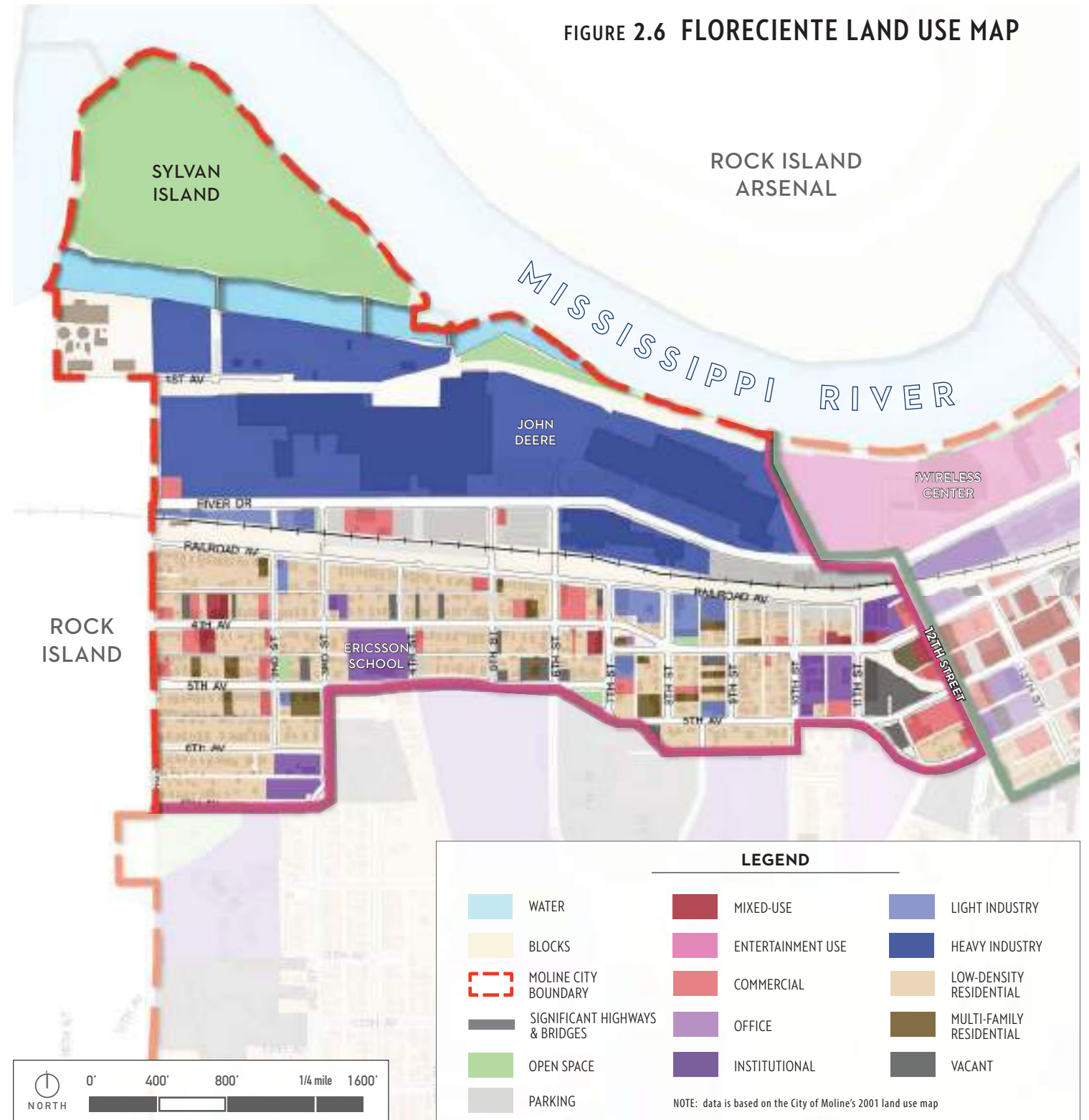
Neighborhood stakeholders view absentee landlords and overcrowding as contributing factors to the neighborhood's tired and worn visual appearance. Newer single-family housing is currently being constructed by Habitat for Humanity along 6th Avenue between 7th and 8th Streets in a compatible Craftsman bungalow style.

Apart from the residential fabric, there are a number of small-scaled commercial and light industrial uses scattered throughout the neighborhood, including the Florecente Market and the El Mexicano Restaurant, both considered important neighborhood destinations and business anchors. Light industrial uses tend to be small auto-body and welding shops and other businesses servicing the John Deere complex north of Railroad Avenue. Near 2nd Street and 4th Avenue, a cluster of traditional commercial buildings exist, including a theater, which was once slated for reuse as a Mercado but has remained vacant for several years. At 4th Avenue and 7th Street, another cluster of commercial buildings house several commercial uses, including a convenience store, a Boys and Girls Club facility and an office for Project Now, an active community social services agency. This node was previously identified in the 2001 Florecente Neighborhood Plan as a potential neighborhood mixed-use commercial center.

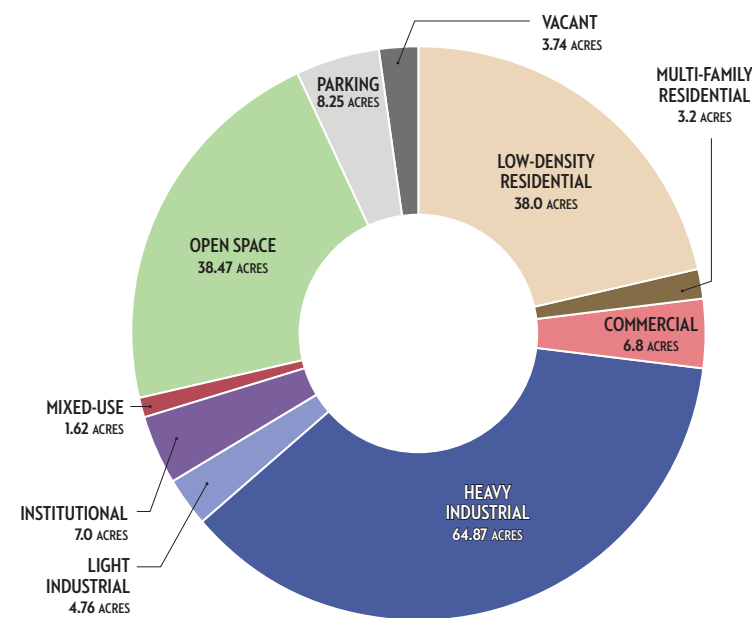
Neighborhood institutions include Community Health Care at 11th Street, St. Mary's Catholic Church on 10th, the Spanish Mennonite Church at 3rd, and Ericsson School and its large playground along 5th Avenue and 6th Street, which is slated for closure by Moline School District 40. A new Boys and Girls Club facility along 10th Street opened recently in an adapted former auto garage and showroom.

The neighborhood's industrial areas mainly consist of John Deere Company facilities and other associated companies north of Railroad and 3rd Avenues. Neighborhood recreation opportunities include Sylvan Island and neighboring Stephens and Velie Park, although they are located on the bluff south of 5th Avenue. A small play lot, Amigos Park, is maintained by the community at 2nd Street and Fifth Avenue across from Marc's Rod Shop.

FIGURE 2.6 FLORECIENTE LAND USE MAP



FLORECIENTE LAND USE



Florecente Land Use Map

ZONING

Florecente currently has eight zoning districts, including:

- R-2: One-Family Residential District - is intended to promote single-family detached homes, at six dwelling units per acre, facing local streets and which may be served by alleys.
- R-4: One to Six Family Dwelling District - is intended to promote medium-density residential development of up to 7 to 14 dwelling units per acre.
- R-6: Multi-Family Dwelling District - promotes a range of housing up to 14 dwelling units per acre, including single family homes, duplexes, townhomes, and multi-level apartment buildings facing local, collector or arterial streets.
- B-2: Central Business District - is intended to allow high density, compact, pedestrian oriented shopping, office, service, residential and entertainment uses in buildings that are oriented to the sidewalk.
- B-3: Community Business District - promotes low-scaled commercial uses of one to two-stories in height with allowances for front setbacks and strip plaza settings.
- C-2: Conservation District - is intended to limit development in areas requiring environmental protection and preservation, especially in areas featuring significant natural features and resources.
- NC: Neighborhood Center - is intended to provide areas for small scale, pedestrian-oriented commercial uses serving the retail and commercial needs of the surrounding residential areas, generally in buildings of less than 10,000 square feet in floor and three to four floors in height.

- I-2: General Industrial District - promotes large-scale industrial and manufacturing uses involving assembly, fabrication and storage activities.

Critical zoning and land use issues include whether some auto-related and light industrial uses should be permitted within the neighborhood's commercial areas since some are located directly near or adjacent to single-family homes.

FLORECIENTE ZONING

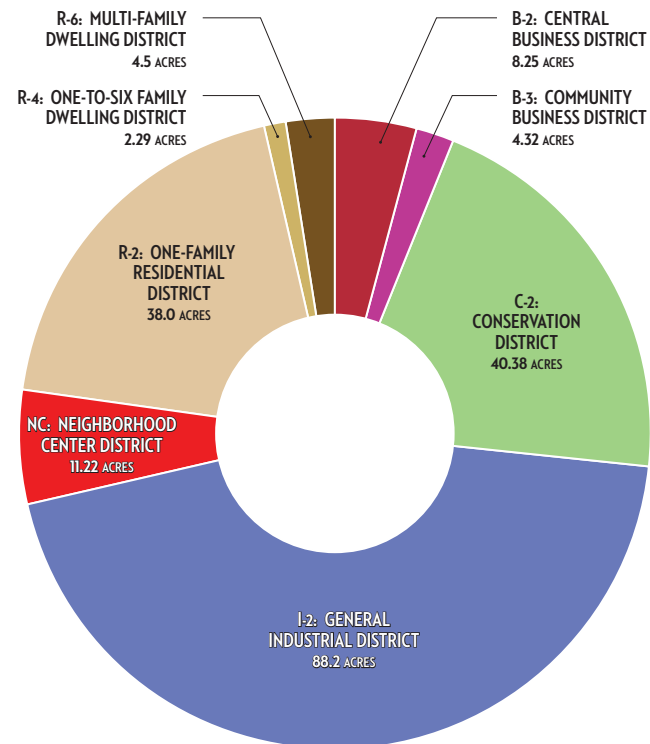
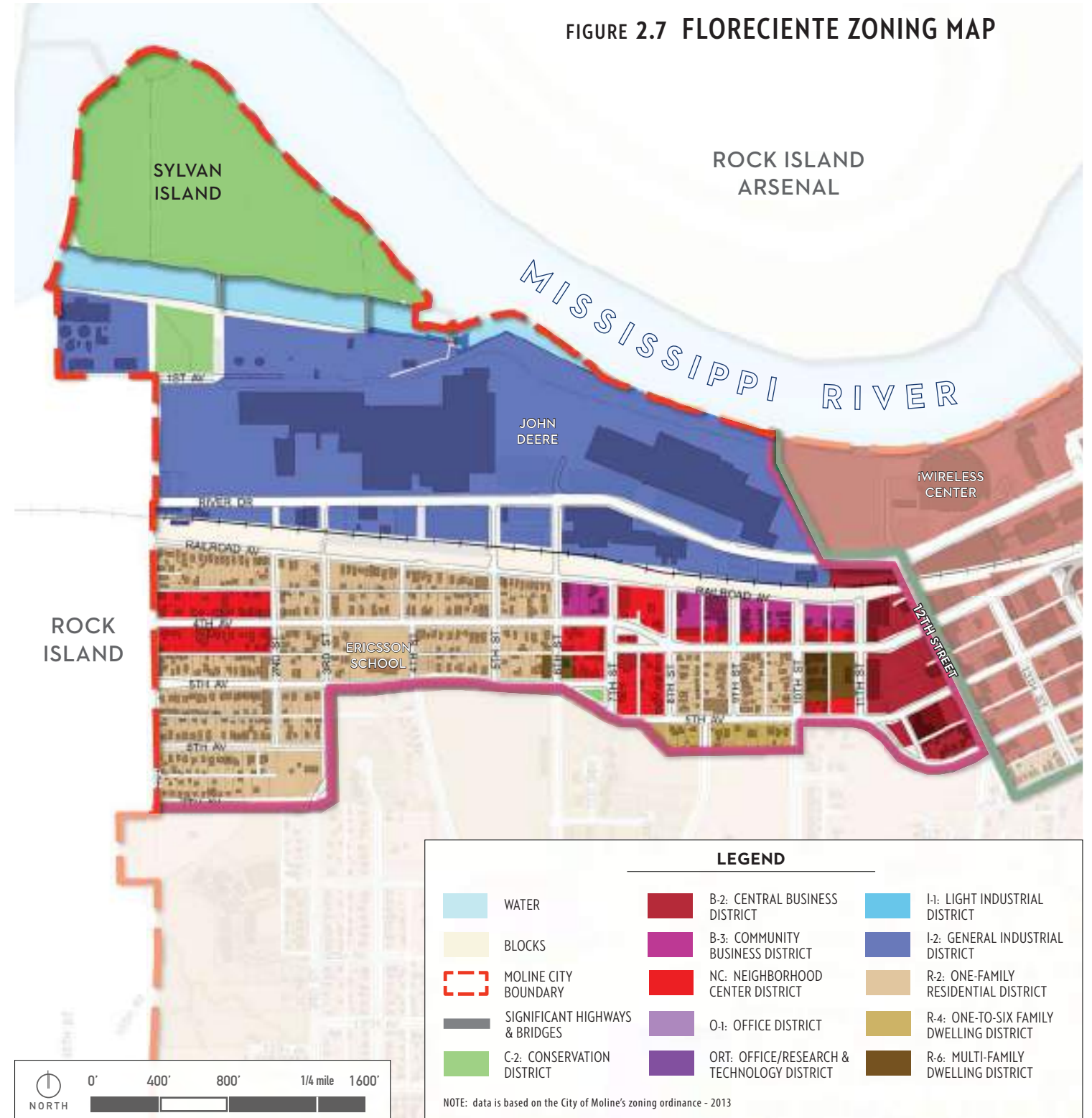


FIGURE 2.7 FLORECIENTE ZONING MAP



Florecente Zoning Map

EDGEWATER

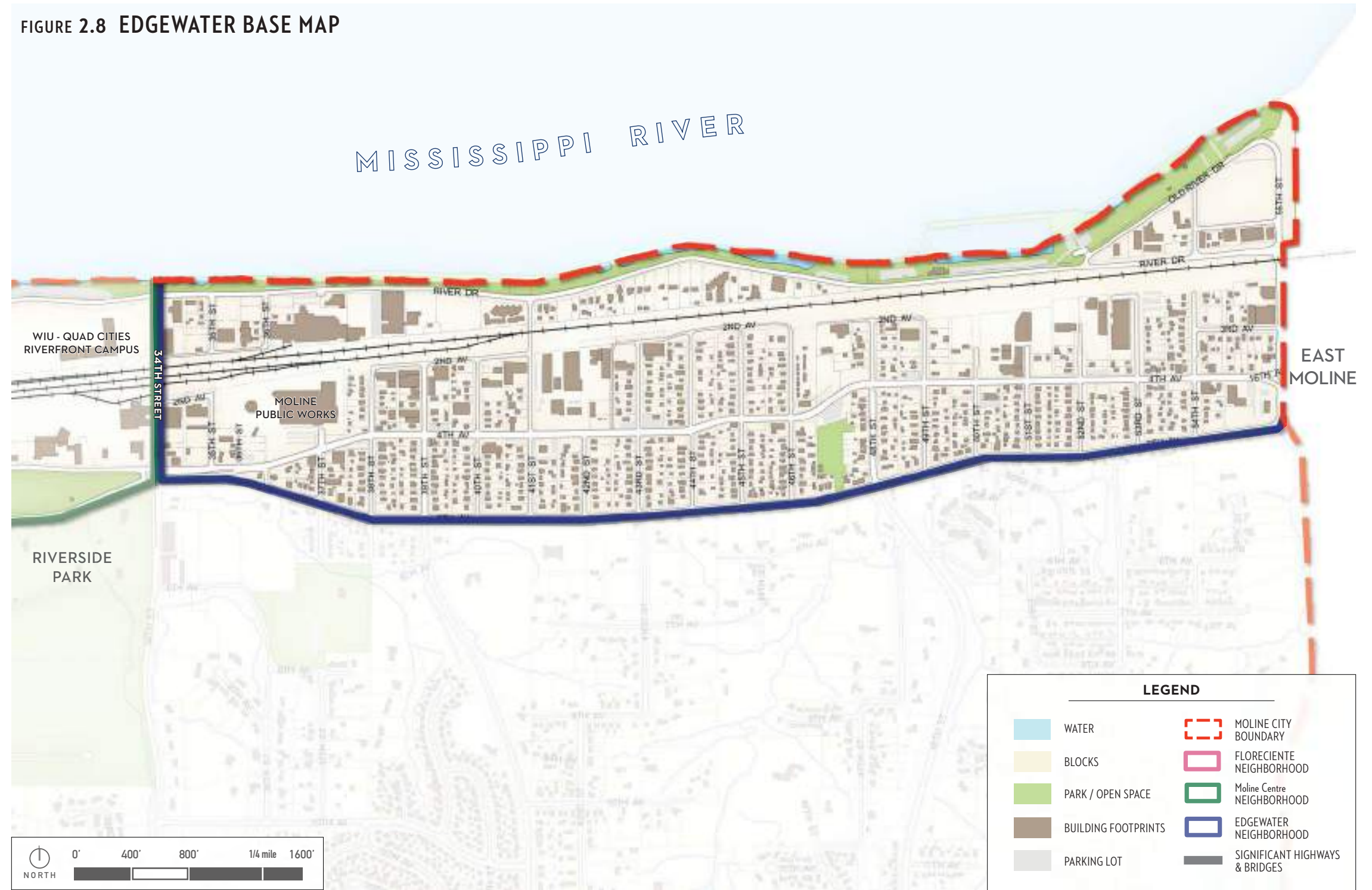
URBAN DESIGN AND INFRASTRUCTURE

Edgewater's overall urban design environment and infrastructure ranges in condition and appearance from good to poor. In general, the neighborhood's residential areas have adequate parkways and sidewalk networks although some areas, especially north of 4th Avenue, have deteriorating or missing sidewalks, and lack curbs and a tree canopy. Along the 4th Avenue commercial corridor, sidewalks exist in some segments but are missing in others; in most areas, sidewalks are relatively narrow and there is a lack of parkway space for landscaping and buffering between the pedestrian and car traffic. This and the lack of intersection crosswalks also make the physical environment along 4th Avenue less safe and comfortable to pedestrians. Additionally, the lack of sidewalks over the railroad crossings at 34th, 41st and 55th Street, as well as missing crosswalks along River Drive are opportunities to encourage walking from the residential neighborhoods to the Ben Butterworth Memorial Parkway, the riverfront and other points



Existing conditions along 4th Avenue in Edgewater

FIGURE 2.8 EDGEWATER BASE MAP



Edgewater Base Map

and destinations within the neighborhood. Sidewalk, parkway and landscaping treatments are also missing within the neighborhood's industrial areas, especially along 2nd Avenue where buffering treatments could help screen the railroad right-of-way from the adjacent industries and residences. In general, the neighborhood is in need of some unifying urban design enhancements, including the need for new lighting, gateways, banners and other streetscape treatments.

Historic Resources

The Historic Architectural Records Geographic Information System (HARGIS) lists one building, the Bushee Farmhouse at 5th Avenue and 38th Street, as architecturally and historically noteworthy, although the existence of this house needs to be verified. Not listed in HARGIS and just outside the Edgewater study area, but worthy of preservation, is the former McKinley School, a Tudor Revival-styled building on the bluff just south of 5th Avenue at 41st Street. This building is currently used for storage.



Former McKinley School at 5th Avenue and 41st Street

LAND USE

The Edgewater neighborhood has a mix of land uses, including single-family residential, small-scale commercial, light and heavy industry, and open space and recreational uses, which are often separated from each other by 4th Avenue and River Drive and the railroad right-of-way that traverses the northern portion of the neighborhood. Despite the significant presence of industrial and commercial uses, Edgewater can be characterized as primarily as an older, traditional residential neighborhood and, like Floreciente, was largely built between the 1870s and the 1920s, although single-family homes from the 1950s and 1960s and multi-family housing developments can be found in scattered locations. Single-family residential is mostly located south of 4th Avenue (behind a line of commercial uses) to the bluff; other single-family is concentrated between 42nd and 46th Streets, between the railroad right-of-way and 4th Avenue, and along the south side of River Drive between 41st and 45th Streets. Additional single-family housing can be found further west in blocks between 4th Avenue and River Drive that have been encroached by industrial and office uses centered along railroad right-of-way. Again, like Floreciente, Edgewater's housing stock consists of Queen Anne and Foursquare homes, gable-fronted cottages and bungalows, many of which have been altered and re-sided. Newer housing includes two recent condominium developments along River Drive facing the Mississippi River.

Most neighborhood commercial uses in Edgewater are located along 4th Avenue and in small concentrations at 4th Avenue and 34th Street and at 54th and 55th Streets between 4th and 5th Avenues. Along 4th Avenue, commercial uses include small retail businesses, gas stations, bars and

restaurants, small offices, car washes and used car lots interspersed between some vacant and underutilized lots, and the front, side and rear yards of single-family homes in the adjacent neighborhoods. Along 4th Avenue, commercial development comes in the form of both auto-oriented strip development and traditional buildings fronting the sidewalk. One large gas station with a significant parking area for cars and trucks exist at the northeast corner of the intersection at 34th Street and 4th Avenue, a critical gateway to the Western Illinois University campus. Further east along 4th Avenue at 55th and 54th Streets is another commercial node consisting mainly of auto-oriented strip commercial development, including a Dollar General Store, a Hardee's restaurant, a gas station, and other smaller office and business uses. There appears to be relatively few building vacancies along 4th Avenue although some buildings could use façade improvements and better signage and landscaping.

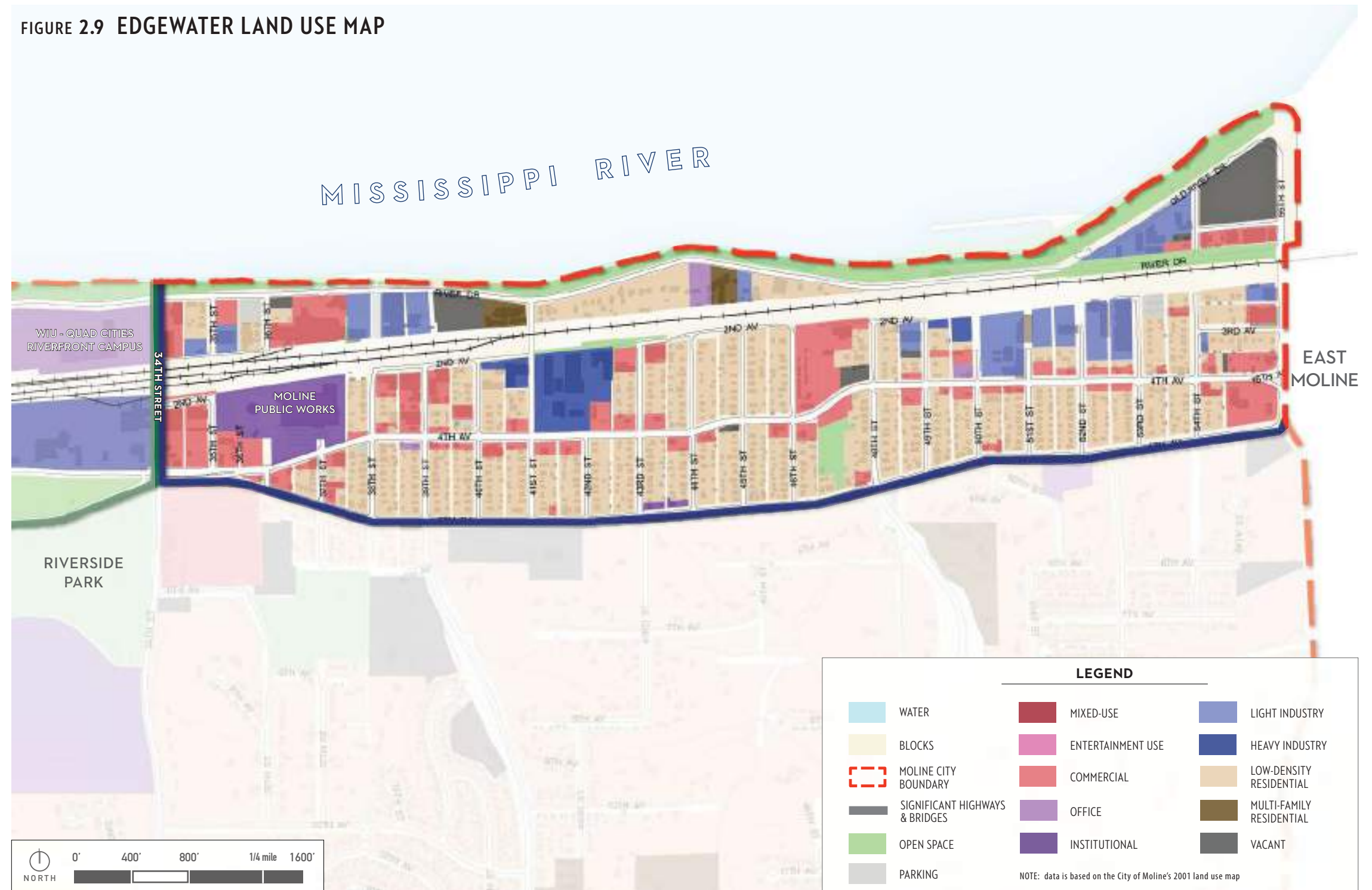


Within Edgewater, single-family homes are commonly mixed with smaller-scale industrial, commercial and office uses.

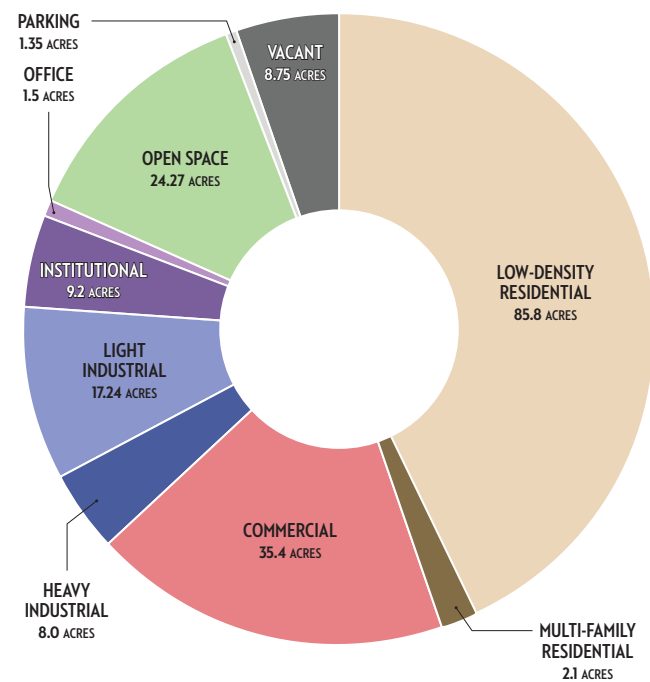
A number of small to mid-sized office and industrial uses exist in Edgewater, mostly adjacent to the railroad right-of-way, some just south of River Drive and others just north of 4th Avenue. As mentioned previously, in some locations, single-family residential is sandwiched in between small machine and tool shops, offices and other light industrial activities. The more significant industrial anchors include Moline Forge at 41st Street and 4th Avenue, General Pattern Corporation on 40th Street, Standard Machine and Tool Company on 43rd Street, the A & A Refrigeration and Ice Company along 43rd Street and the Parr Instrument Company at 53rd Street. Just east of the WIU campus at River Drive at 34th Street a number of small commercial and light industries exist along with several vacant parcels, some of which according to local stakeholders may be suitable for expanding adjacent industries and businesses. Some industrial properties have been converted to commercial uses and have undergone exterior building improvements.

The Ben Butterworth Memorial Parkway is Edgewater’s major green and recreational space, extending along the neighborhood’s entire riverfront, and including the Ralph B. Birks trail, several parking areas and shelters and a commercial marina. At the eastern end of the Memorial Parkway between Old River Drive and River Drive includes a number of small scale commercial and office uses along with some vacant space currently zoned for office and technology uses. The neighborhood’s other green space is East End Park located south of 4th Avenue between 47th and 48th Streets.

FIGURE 2.9 EDGEWATER LAND USE MAP



EDGEWATER LAND USE



Edgewater Land Use Map

ZONING

Edgewater currently has eight zoning districts, including:

- R-2: One-Family Residential District - promotes single-family detached homes, at six dwelling units per acre, facing local streets and which may be served by alleys.
- R-4: One to Six Family Dwelling District - is intended to promote medium-density residential development of up to 7 to 14 dwelling units per acre.
- R-6: Multi-Family Dwelling District - provides areas for high density residential development over 14 dwelling units per gross acre.

- B-3: Community Business District - promotes low-scaled commercial uses of one to two-stories in height with allowances for front setbacks and strip plaza settings.
- NC: Neighborhood Center - is intended to provide areas for small scale, pedestrian-oriented commercial uses serving the retail and commercial needs of the surrounding residential areas, generally in buildings of less than 10,000 square feet in floor area, and three to four floors in height.

- I-1: Light Industrial District - is intended to allow smaller-scale industrial and manufacturing uses involving assembly and fabrication in buildings on smaller lots.
- I-2: General Industrial District - promotes larger-scaled industrial assembly, fabrication, processing, storage and manufacturing uses housed in buildings on larger lots.

- ORT: Office, Research and Technology District - promotes major office, research and technology-based light industrial uses in a campus-like setting.

Critical zoning and land use issues include whether some vacant lots along re-zoned residential or small-scale commercial and whether commercial zoning along 4th Avenue should consolidated in concentrated nodes.

EDGEWATER ZONING

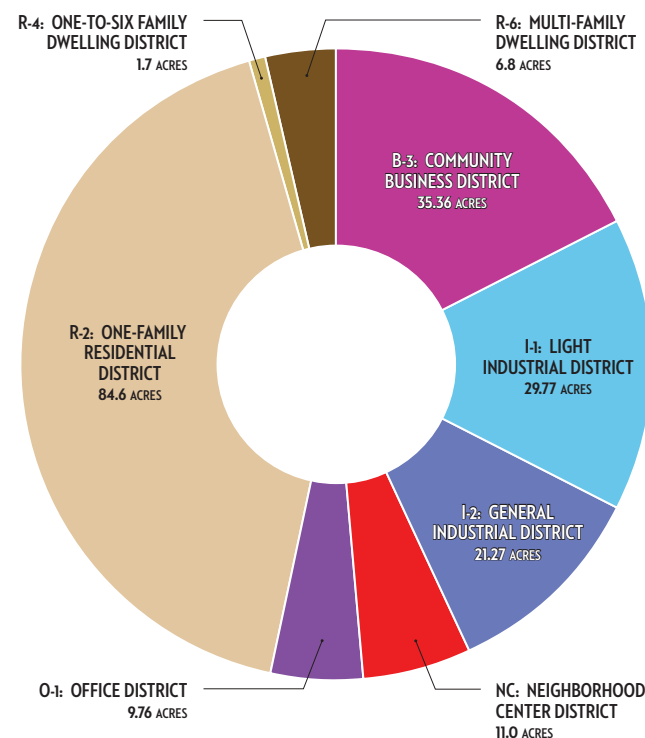
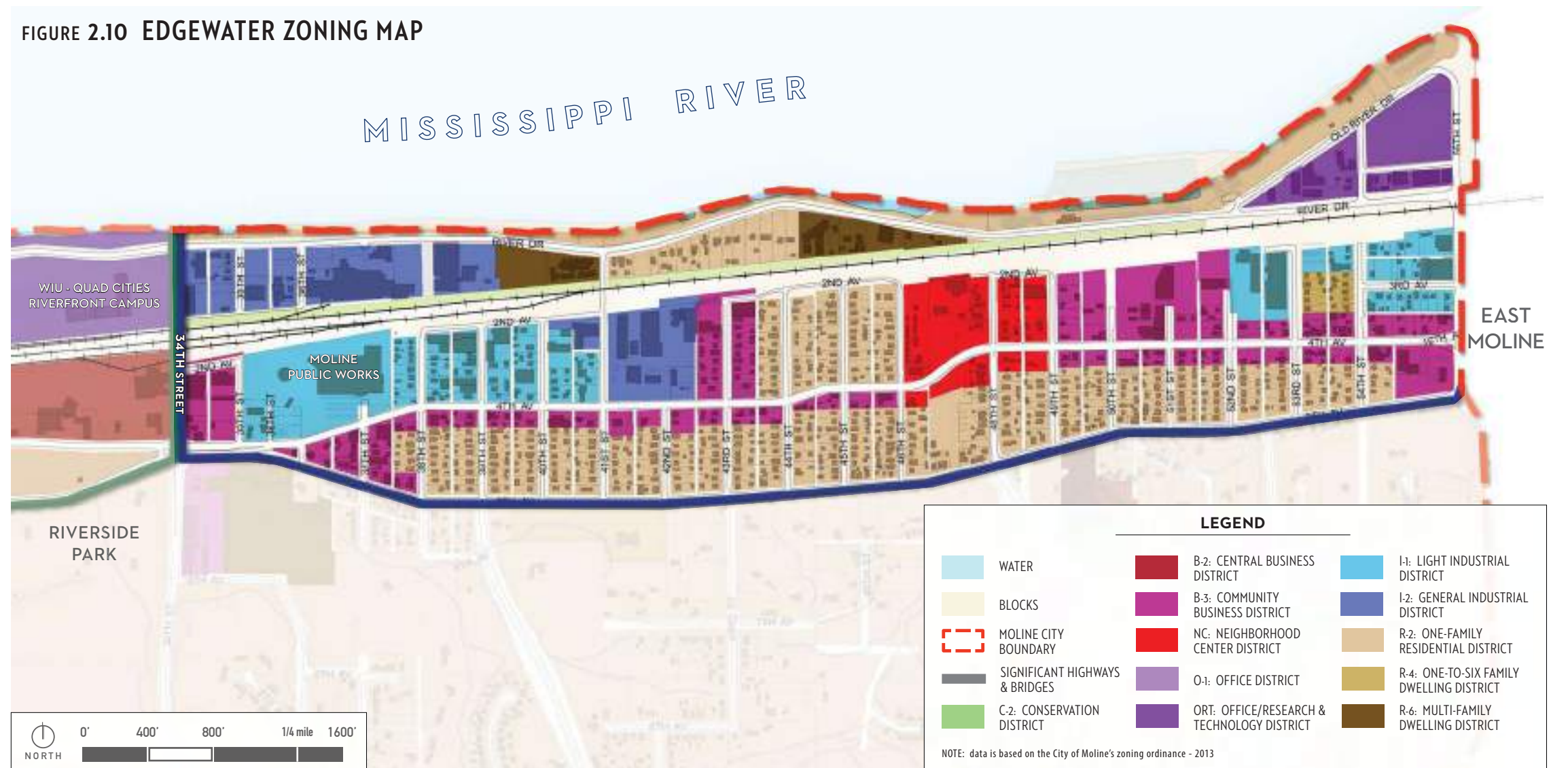


FIGURE 2.10 EDGEWATER ZONING MAP



Edgewater Zoning Map



SECTION 3: MARKET ANALYSIS

INTRODUCTION

Moline City Centre’s economy is strong, with a diverse base of employers, service providers, restaurants and bars, and retailers. Recently added or expanded downtown office anchors, in addition to building the downtown workforce population, have also secured investment opportunities for the future by demonstrating a long-term commitment to Moline Centre.

The two neighborhoods to the east and west of Moline Centre are experiencing different development environments. Edgewater’s future will be driven primarily by the expansion of Western Illinois University’s expansion, including residential student housing and planned retail amenities. Florencia, while stable in its population, is experiencing pressures of disinvestment. These include an aging housing stock, the closing of a neighborhood school, and higher vacancies in neighborhood retail spaces.

Office workers, tourism, which is largely driven by corporate visitors, and the iWireless Center all bring consumer spending to Moline and, in particular, to Moline Centre. As the sales void data demonstrate, Moline is a destination for retail and entertainment purchases for many households in the Quad Cities region. In most categories, there is a sales surplus rather than a sales void. One interpretation of this circumstance is that with the spending of local households already captured (in the City, if not in Moline Centre), there would be little appetite for the development of additional retail square footage. However, with continued growth in downtown office, residential, and lodging, and with the planned expansion at WIU, the three downtown neighborhood districts can likely sustain additional retail in targeted categories.

Alongside this strong commercial context, downtown residential units are growing. The downtown loft rental market continues to show unmet demand, with delivery of new housing units being immediately absorbed. This is a particular economic advantage for Moline: It adds a 24-hour customer presence -- and the retail spending that follows. In addition, it makes larger downtown buildings more viable, with the additional revenue they generate allowing for maintenance and new investment.¹

This combination of factors presents a unique set of needs and challenges. Among these are:

- How to develop the right set of incentives to spur retail that maintains a balance of uses, fills holes in the retail mix, and makes downtown a more full-service place to live and work;
- Strategies for existing Moline businesses to expand into additional lines and/or geographies;
- Capital (such as the creation of an investment fund) to jump-start targeted retail development and to spur local entrepreneurship across the three downtown neighborhoods;
- Grocery recruitment, which could include a full-line grocery store or incremental additions to fill convenience needs as the downtown population continues to expand;
- The potential reuse of the Carnegie Library, an iconic downtown building;
- Tools to break the cycle of disinvestment in Florencia through targeted assistance and incentives.

¹ It should be noted that planned retail amenities at WIU may diminish the viability of certain retail segments (e.g., groceries) in Moline Centre.

DEMOGRAPHIC CONDITIONS

City of Moline

The population of Moline City is stable and is growing very modestly and that trend is forecast to continue over the next several years. However, the city’s annual growth rate (0.12 percent) is predicted to be one-half of the state’s rate of 0.24 percent. Home ownership rates are comparable to the country as a whole, at about 66 percent. Median household income in 2012 was \$49,459 and is forecast to improve at an annual rate of 3.27 percent, a significant increment over national income forecasts.

Moline is largely white by racial composition, but it includes a substantial Hispanic segment of 16 percent. Both the Black and Hispanic portion of Moline’s population are forecast to remain stable over the next several years.

FIGURE 3.1 POPULATION CHARACTERISTICS

	Census 2010	2012	2017
Population	43,483	43,680	43,953
Households	18,573	18,593	18,827
Average Household Size	2.32	2.32	2.31
Owner Occupied Housing Units	12,413	12,209	12,396
Renter Occupied Housing Units	6,160	6,384	6,431
Median Age	39.2	39.8	40.3

Source: ESRI; CLUE Group

FIGURE 3.2 TRENDS: 2012 - 2017 ANNUAL RATE OF CHANGE TABLE

	City	State	National
Population	0.12%	0.24%	0.68%
Households	0.25%	0.39%	0.74%
Median Household Income	3.27%	3.05%	2.55%

Source: ESRI; CLUE Group

FIGURE 3.3 RACE AND ETHNICITY TABLE

	Census 2010	2012	2017
White Alone	83.0%	82.9%	82.8
Black Alone	5.2%	5.1%	5.2%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	2.4%	2.3%	2.3%
Pacific Islander Alone	0%	0%	0%
Some Other Race Alone	5.9%	6.1%	6.2%
Two or More Races	3.3%	3.3%	3.3%
Hispanic Origin (Any Race)	15.6%	16.2%	16.3%

Source: ESRI; CLUE Group

Neighborhoods: Floreciente, Moline Centre and Edgewater

Among the downtown and near-downtown neighborhoods, demographic differences become significant.

- Floreciente households are larger than other households in Moline. Floreciente households may include a larger number of children living at home, and/or they may include multi-generational families living together.
- Floreciente’s median age, at 28.9 years, is significantly younger than other neighborhoods. These are families in their early and growth years, and younger families are still gaining their financial footing.
- All downtown neighborhoods are younger than the city’s median. Edgewater’s population is notably older than Floreciente and Moline Center, but at a median age of 38.1, it is still younger than the city’s median of 39.8.
- Household income for all downtown neighborhoods is very low relative to the city. Floreciente’s and Moline Centre’s median household income is less than 50 percent of the city’s median household. Edgewater - the neighborhood with the highest incomes among the three neighborhoods - is still only 71 percent of the city’s median. Household ages account for part of this difference: younger households typically earn less than older households.
- Floreciente is the most diverse of the three neighborhoods, with only 60 percent of the population identifying as White. Over 73 percent of Floreciente’s population identify as Hispanic (any race). Floreciente is, therefore, a “Hispanic majority” neighborhood.
- Moline Centre also has a notable Hispanic segment, though it is still proportionately less than Floreciente’s. (The proximity of the neighborhoods means, as a practical matter, the boundaries overlap and the neighborhoods blend at their edges.) Moline Centre also counts a larger Black and “Some Other Race” population than the city overall.
- Edgewater’s White population is approximately proportionate to the city’s, but the neighborhood is still more diverse than the city overall, particularly in its Hispanic makeup.
- Educational attainment is low in all three neighborhoods, with only about one-third of the over-25 population having graduated from high school. In Floreciente and Edgewater, a tiny 3 percent of the population has graduated from college.

FIGURE 3.4 NEIGHBORHOOD POPULATION CHARACTERISTICS TABLE			
	Floreciente	Moline Centre	Edgewater
Population	1,308	1,032	1,239
Households	392	457	525
HH size	3.33	2.26	2.36
Median age	28.9	30.9	38.1
HH income	24,726	24,327	35,564

Source: ESRI; CLUE Group

FIGURE 3.5 NEIGHBORHOOD RACE AND ETHNICITY TABLE			
	Floreciente	Moline Centre	Edgewater
White alone	60%	70%	83%
Black alone	5%	8%	4%
American Indian alone	0%	1%	0%
Asian alone	1%	2%	1%
Pacific Islander alone	0%	0%	0%
Some other race alone	23%	14%	9%
Two or more races	11%	5%	3%
Hispanic Origin, any race	73%	34%	21%

Source: ESRI; CLUE Group

FIGURE 3.6 EDUCATIONAL ATTAINMENT OF POPULATION OVER 25 YEARS OLD TABLE			
	Floreciente	Moline Centre	Edgewater
High school graduate, GED, or alternative	31%	28%	33%
Some college, less than 1 year	4%	9%	14%
Some college, 1 or more years, no degree	16%	9%	18%
Associate's degree	7%	11%	12%
Bachelor's degree	3%	12%	3%
Master's degree	1%	2%	5%
Professional school degree	0%	0%	0%
Doctorate degree	0%	0%	0%

Source: ESRI; CLUE Group

RETAIL SALES VOIDS AND SALES DEMAND

Citywide, there is a retail sales surplus of \$307 million and a restaurant dining (“Food Services and Drinking Places”) surplus of \$57 million. The retail surplus exceeds local demand by an impressive 75 percent, and restaurant dining exceeds local demand by a remarkable 130 percent.

Most of the retail sales take place at large-format stores outside Moline Centre or downtown. The four largest sales categories account for 90 percent of the sales surplus:

- Automobile dealers
- Grocery stores
- General merchandise
- Food services and drinking places

Even in categories where Moline is losing sales to other places, the sales voids are small in most cases. For example:

- Furniture and Home Furnishings Stores capture about 87 percent of available demand, leaking only about \$1.1 million;
- Beer, Wine & Liquor Stores in Moline capture about 87 percent of available demand, leaking only about \$0.65 million.

On the other hand, Specialty Food Stores (which include several niche businesses in Moline Centre) only capture about 17 percent of local demand. While the category only loses about \$1.1 million to stores outside Moline, that leakage represents 83 percent of local demand. Recapturing those lost sales could significantly benefit existing downtown food stores.

Gasoline stations – a category not particularly significant for Moline Centre – show the weakest sales capture, at only 12 percent of local demand, representing a sales void of \$38 million.

FIGURE 3.7 RETAIL POTENTIAL AND RETAIL SALES FOR MOLINE CITY (\$) TABLE				
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail (Gap) or Surplus
Total Retail Trade and Food & Drink	44-45,722	\$ 454,781,951	\$ 818,806,976	\$ 364,025,025
Total Retail Trade	44-45	411,310,983	718,347,315	307,036,332
Total Food & Drink	722	43,470,968	100,459,661	56,988,693
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap
Automobile Dealers	4411	66,687,538	153,314,841	86,627,303
Auto Parts, Accessories & Tire Stores	4413	5,945,623	11,599,011	5,653,388
Furniture & Home Furnishings Stores	442	8,514,910	7,399,337	(1,115,573)
Furniture Stores	4421	5,063,534	4,831,033	(232,501)
Home Furnishings Stores	4422	3,451,376	2,568,304	(883,072)
Electronics & Appliance Stores	4431	10,925,314	36,474,853	25,549,539
Bldg Materials, Garden Equip. & Supply Stores	444	13,756,361	15,793,417	2,037,056
Grocery Stores	4451	59,689,148	125,665,731	65,976,583
Specialty Food Stores	4452	1,999,074	341,928	(1,657,146)
Beer, Wine & Liquor Stores	4453	5,137,770	4,487,062	(650,708)
Health & Personal Care Stores	446	35,963,010	48,656,327	12,693,317
Gasoline Stations	447	43,549,197	5,275,837	(38,273,360)
Clothing Stores	4481	17,840,248	41,318,170	23,477,922
Shoe Stores	4482	3,735,398	6,166,499	2,431,101
Jewelry, Luggage & Leather Goods Stores	4483	3,105,930	7,602,855	4,496,925
Sporting Goods, Hobby, Book & Music Stores	451	10,390,179	21,242,446	10,852,267
General Merchandise Stores (2)	452	73,272,078	197,377,248	124,105,170
Miscellaneous Store Retailers	453	9,037,899	25,237,781	16,199,882
Florists	4531	545,512	557,944	12,432
Office Supplies, Stationery & Gift Stores	4532	1,466,478	16,994,348	15,527,870
Used Merchandise Stores	4533	825,262	1,839,785	1,014,523
Other Miscellaneous Store Retailers	4539	6,200,647	5,845,704	(354,943)
Food Services & Drinking Places	722	43,470,968	100,459,661	56,988,693
Full-Service Restaurants	7221	19,243,089	51,129,926	31,886,837
Limited-Service Eating Places	7222	20,047,310	41,275,410	21,228,100
Drinking Places - Alcoholic Beverages	7224	2,191,604	7,394,811	5,203,207

2. Category includes “big-box” and department stores (e.g., Walmart).

Green = sales surplus (Red) = sales deficit

Source: ESRI; CLUE Group

How do Moline’s retail sales compare to other cities in trade area?

Davenport’s retail and food sales are the largest in the region and exceed Moline’s in most categories. Moline’s total retail sales are about half that of Davenport’s, and Total Food & Drink sales are about 60 percent of Davenport’s. There are a few exceptions where Moline’s sales exceed Davenport’s, notably in automobile sales and beer/wine/liquor sales. Total General Merchandise Store sales are relatively close between the two cities, with a 17 percent edge to Davenport (about \$39 million).

The second table below compares sales voids among the five major cities. It makes apparent by category where sales are being “imported” into Moline (from households in other cities) and where sales are leaking outside Moline. Among the sales categories where Moline has sales voids (shaded rows):

- Furniture & Home Furnishing sales and gasoline sales appear to be leaking to Davenport;
- Beer/Wine/Liquor sales appear to be going to East Moline.
- It is unclear where in the Quad Cities Specialty Foods purchases are being made. (The data suggest that people are leaving the region to make specialty foods purchases, despite several stores in this category located in Moline Centre.)
- Moline and Davenport excel in sales at both Full-Service Restaurants and Limited-Service Eating Places (e.g., “fast food”), while Rock Island bests both in the Drinking Places category.

FIGURE 3.8 TOTAL RETAIL SALES FOR MAJOR QUAD CITIES (IN \$1,000'S) TABLE					
Industry Summary	MOLINE	Bettendorf	Davenport	East Moline	Rock Island
Total Retail Trade and Food & Drink	\$818,807	\$ 224,889	\$ 1,682,087	\$ 173,552	\$ 248,030
Total Retail Trade	718,347	193,877	1,517,710	149,482	209,005
Total Food & Drink	100,460	31,012	164,377	24,070	39,024
Industry Group	MOLINE	Bettendorf	Davenport	East Moline	Rock Island
Automobile Dealers	153,315	9,357	119,242	7,542	3,168
Auto Parts, Accessories & Tire Stores	11,599	3,517	17,385	1,737	11,793
Furniture & Home Furnishings Stores	7,399	2,753	55,330	1,397	8,202
Furniture Stores	4,831	136	37,035	1,142	6,339
Home Furnishings Stores	2,568	2,617	18,295	255	1,863
Electronics & Appliance Stores	36,475	3,907	53,742	504	1,808
Bldg Materials, Garden Equip. & Supply Stores	15,793	29,938	24,943	198	2,336
Grocery Stores	125,666	61,986	225,970	54,815	72,183
Specialty Food Stores	342	471	1,758	110	570
Beer, Wine & Liquor Stores	4,487	685	711	4,216	-
Health & Personal Care Stores	48,656	25,474	112,344	59,734	65,599
Gasoline Stations	5,276	23,930	153,745	1,463	7,837
Clothing Stores	41,318	12,919	84,991	996	2,493
Shoe Stores	6,166	151	11,260	-	-
Jewelry, Luggage & Leather Goods Stores	7,603	650	12,226	141	519
Sporting Goods, Hobby, Book & Music Stores	21,242	8,019	59,892	2,218	1,003
General Merchandise Stores ¹	197,377	61	236,492	6,966	7,538
Miscellaneous Store Retailers	25,238	4,776	29,304	952	7,863
Florists	558	386	664	377	174
Office Supplies, Stationery & Gift Stores	16,994	1,269	9,994	88	684
Used Merchandise Stores	1,840	935	3,058	47	1,796
Other Miscellaneous Store Retailers	5,846	2,185	15,588	440	5,209
Food Services & Drinking Places	100,460	31,012	164,377	24,070	39,024
Full-Service Restaurants	51,130	8,553	72,287	8,344	10,808
Limited-Service Eating Places	41,275	21,370	75,892	11,701	19,693
Drinking Places - Alcoholic Beverages	7,395	1,090	12,059	2,078	8,034

Source: ESRI; CLUE Group

FIGURE 3.9 RETAIL SALES VOIDS FOR MAJOR QUAD CITIES (IN \$1,000'S) TABLE					
Industry Summary	MOLINE	Bettendorf	Davenport	East Moline	Rock Island
Total Retail Trade and Food & Drink	\$ 364,025	\$ (239,561)	\$ 740,039	\$ (7,316)	\$ (97,124)
Total Retail Trade	307,036	(225,591)	665,151	(14,017)	(103,080)
Total Food & Drink	56,989	(13,970)	74,888	6,701	5,956
Industry Group	MOLINE	Bettendorf	Davenport	East Moline	Rock Island
Automobile Dealers	86,627	(59,380)	(21,209)	(18,929)	(47,115)
Auto Parts, Accessories & Tire Stores	5,653	(3,424)	3,723	(621)	7,282
Furniture & Home Furnishings Stores	(1,116)	(6,010)	38,286	(1,978)	1,770
Furniture Stores	(233)	(5,253)	26,323	(873)	2,506
Home Furnishings Stores	(883)	(757)	11,963	(1,105)	(736)
Electronics & Appliance Stores	25,550	(8,579)	28,832	(3,828)	(6,450)
Bldg Materials, Garden Equip. & Supply Stores	2,037	13,911	(4,803)	(5,152)	(7,845)
Food & Beverage Stores	63,669	(12,236)	72,499	32,444	21,737
Grocery Stores	65,977	(11,260)	74,354	30,963	26,605
Specialty Food Stores	(1,657)	(449)	(144)	(689)	(957)
Beer, Wine & Liquor Stores	(651)	(527)	(1,711)	2,170	(3,912)
Health & Personal Care Stores	12,693	(7,730)	44,969	45,472	38,323
Gasoline Stations	(38,273)	(22,850)	54,857	(15,892)	(25,360)
Clothing Stores	23,478	(3,323)	52,948	(6,122)	(11,137)
Shoe Stores	2,431	(3,442)	3,993	(1,495)	(2,858)
Jewelry, Luggage & Leather Goods Stores	4,497	(3,454)	4,481	(1,082)	(1,841)
Sporting Goods, Hobby, Book & Music Stores	10,852	(2,228)	39,309	(1,922)	(6,902)
General Merchandise Stores	124,105	(81,758)	70,015	(22,251)	(48,267)
Miscellaneous Store Retailers	16,200	(8,164)	2,274	(2,633)	1,008
Florists	12	22	(37)	164	(229)
Office Supplies, Stationery & Gift Stores	15,528	(2,442)	2,619	(494)	(429)
Used Merchandise Stores	1,015	(815)	(509)	(282)	1,164
Other Miscellaneous Store Retailers	(355)	(4,929)	201	(2,020)	501
Food Services & Drinking Places	56,989	(13,970)	74,888	6,701	5,956
Full-Service Restaurants	31,887	(6,390)	42,348	656	(3,828)
Limited-Service Eating Places	21,228	(1,757)	29,452	3,689	4,436
Drinking Places - Alcoholic Beverages	5,203	(3,565)	3,343	1,200	6,367

Source: ESRI; CLUE Group

Green = sales surplus (Red) = sales deficit

Study Area Retail Sales Potential and Sales Voids

The Census of Population and the Consumer Expenditure Survey was used to calculate retail sales potential for a broad range of retail sectors. Since there are a relatively small number of households across the three study districts, and household income is relatively low, buying power is modest.

Retail sales gaps can be calculated based by subtracting actual retail sales from available household spending. It is important to note the limitations to these calculations for small geographies:

- Sales void calculations for small geographies are less accurate than for larger geographies. This is primarily a result of the limited public data available on very small businesses, and the inaccuracies are significant for Moline Centre.
- Calculations at the neighborhood level are more relevant to convenience purchases (e.g., groceries, drug store purchases) than to comparison items (e.g., apparel, furniture, appliances).
- Downtown’s catchment area is affected by topographical features (the river and the bluffs), and is not a traditional radius from a point. In other words, more people shop downtown than live downtown, but natural and built barriers affect the trade area.
- Sales potential and sales void are based on households within the defined geography. They do not include “imported” spending (e.g., from commuters, tourists, event attendees, etc.).

FIGURE 3.10 AVERAGE ANNUAL HOUSEHOLD EXPENDITURES TABLE	\$ AMOUNT
Food at home (groceries)	\$ 3,537,811
Food away from home (restaurants)	1,676,048
Alcoholic beverages	250,643
Consumed at home	144,030
Consumed away from home	106,617
Household furnishings and equipment	972,893
Household textiles	82,095
Furniture	238,434
Floor coverings	12,793
Major appliances	129,722
Small appliances, miscellaneous housewares	82,734
Miscellaneous household equipment	427,115
Apparel and services	1,360,349
Men and boys	263,629
Women and girls	537,530
Footwear	300,358
Men's footwear	99,647
Boys' footwear	33,474
Women's footwear	136,222
Girls' footwear	31,019
Other apparel products and services	165,923
Watches	19,334
Jewelry	40,469
Shoe repair and other shoe service	514
Coin-operated apparel laundry and dry cleaning	74,488
Alteration, repair and tailoring of apparel and accessories	3,413
Clothing rental	796
Watch and jewelry repair	1,886
Apparel laundry and dry cleaning not coin-operated	15,632

FIGURE 3.10 AVERAGE ANNUAL HOUSEHOLD EXPENDITURES TABLE	\$ AMOUNT
Health care	\$ 2,782,161
Medical services	498,443
Drugs	511,835
Medical supplies	97,112
Eyeglasses and contact lenses	40,949
Hearing aids	11,736
Supportive and convalescent medical equipment	3,935
Rental of medical, supportive, and convalescent equipment	2,937
Entertainment	1,701,580
Fees and admissions	231,345
Social, recreation, health club membership	39,506
Fees for participant sports	46,196
Movie, theater, amusement parks, and other admissions	60,704
Admission to sporting events	14,740
Fees for recreational lessons	24,293
Audio and visual equipment and services	860,226
Musical instruments and accessories (sales and rentals)	7,251
Cable and satellite services	634,926
Audiovisual equipment, recorded music + movies, gaming services (sales, rental, repair)	218,049
Pets, toys, hobbies, and playground equipment	444,868
Pets	354,657
Toys, games, arts and crafts, and tricycles	84,441
Sports, recreation and exercise equipment	98,091
Athletic gear, game tables, and exercise equipment	32,298
Bicycles	10,072

FIGURE 3.10 AVERAGE ANNUAL HOUSEHOLD EXPENDITURES TABLE	\$ AMOUNT
Camping equipment	\$ 8,777
Hunting and fishing equipment	22,428
Winter sports equipment	2,865
Water sports equipment	2,039
Other sports equipment	3,271
Global positioning system devices	15,512
Rental and repair of miscellaneous sports equipment	839
Photographic equipment, supplies and services	25,459
Pinball, electronic video games	635
Live entertainment and party supplies rental for catered affairs	5,335
Personal care products and services	463,115
Personal care products	272,901
Hair care products	49,335
Wigs and hairpieces	5,568
Shaving needs	13,290
Cosmetics, perfume, bath preparations	126,110
Deodorants, feminine hygiene, miscellaneous personal care	34,259
Electric personal care appliances	7,398
Personal care services	190,217
Reading	73,335
Newspapers, magazines	45,129
Books	27,468
Tobacco products and smoking supplies	487,138

Total Average Annual Household Expenditures equals \$35,521,552

Commercially-available retail sales data from ESRI shows several errors when compared with the observed retail mix in Moline Centre. (For example, based on CLUE Group’s calculations, ESRI data over-estimates Moline Centre grocery sales at \$3.4 million, and therefore reports a sales surplus of about \$1 million in sales. At the same time, the data report no beer, wine or shoe sales, when, in actuality, both can be purchased in Moline Centre.

Typically, an annual retail sales benchmark of \$225 to \$250 is used per square foot for downtown independent businesses. Based on the business inventory and field observations of downtown businesses, the following sales gaps/surpluses for four key retail categories have been calculated:

FIGURE 3.11 KEY RETAIL CATEGORY SALES GAPS TABLE			
INDUSTRY	NAICS	APPROX. SF	SALES (GAP) OR SURPLUS
Groceries ³	445	11,500	\$(950,500)
Apparel	4481, 4482	8,500	\$552,500
Jewelry	4483	2,750	\$578,281
Restaurants & bars	7221	39,750	\$8,261,500

³ Includes convenience stores.

Three of four major categories for Moline Centre retail show a sales surplus, with the restaurant surplus being significant. Grocery stores show a sales gap of almost \$1 million, not sufficient in itself to support a small, full-line grocery store.

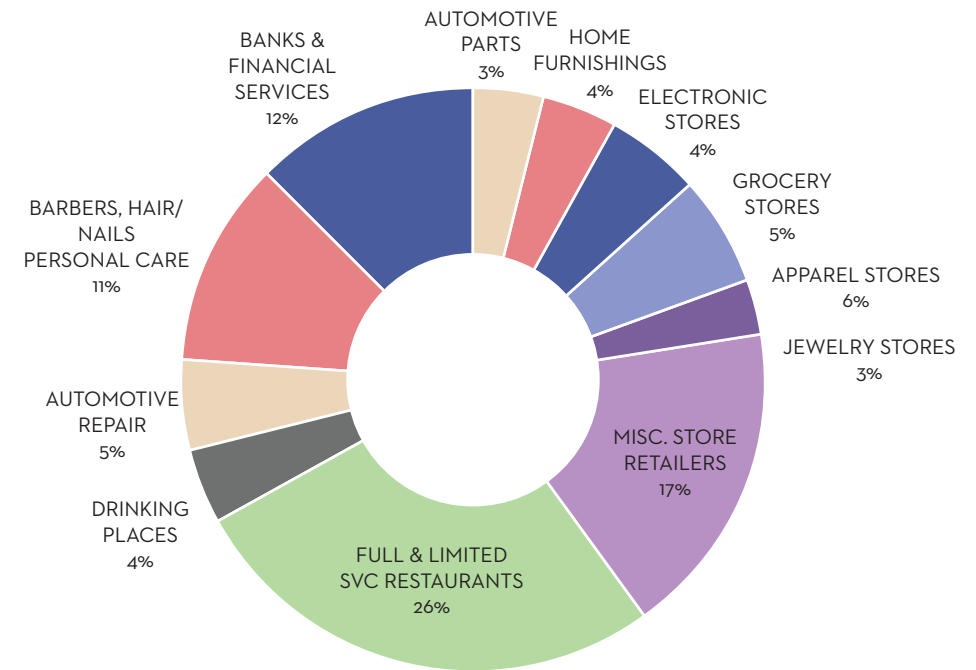
MOLINE CENTRE BUSINESS MIX AND VACANCIES

As is apparent to a casual observer, Moline Centre’s business mix is particularly strong in restaurant dining and bars. Together, these businesses account for approximately 30 percent of ground-floor businesses. Less apparent is the retail presence: approximately 42 percent of ground-floor businesses are retailers. These include:

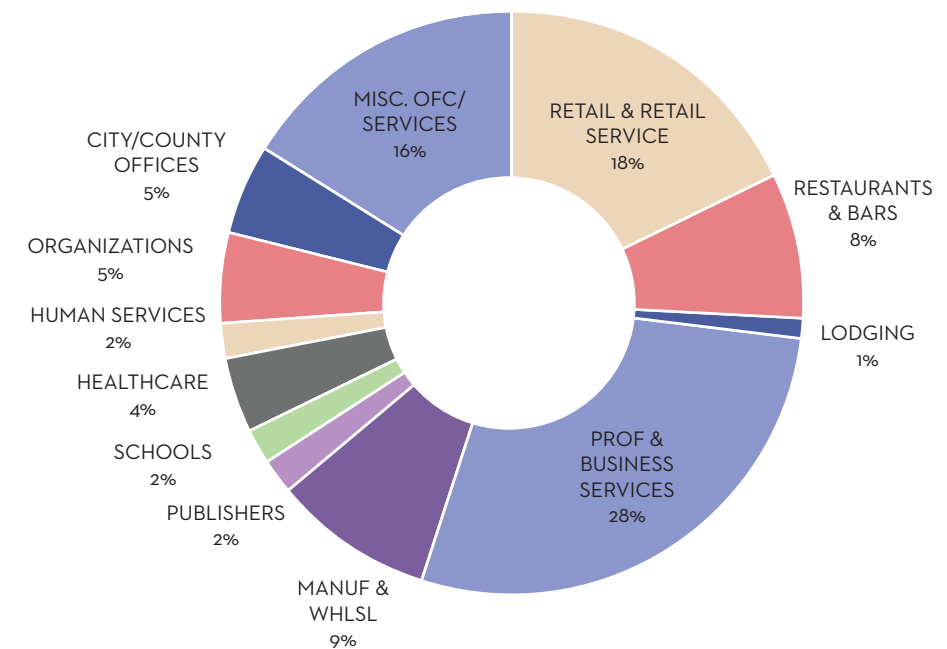
- Automotive parts
- Home Furnishings
- Electronic stores
- Groceries
- Apparel stores
- Jewelry stores
- Other miscellaneous retailers
- Retail-like services (e.g., auto repair, hair and personal care, and banking) account for another 28 percent of ground-floor businesses.

The total Moline Centre business mix (including office, industrial, and other uses) includes approximately 438 businesses. Professional and business services comprise the largest industry segment, at 28 percent. This category includes lawyers, insurance and real estate agents, and the like. Note that the percentages of business types do not account for scale: John Deere is a “Manufacturer and Wholesaler,” while many licensed professionals (e.g., lawyers) are counted as individual businesses

MOLINE CENTRE BUSINESS MIX (GROUND FLOOR)



MOLINE CENTRE BUSINESS MIX (ALL)



Vacancies

The commercial core of Moline Centre shows mixed occupancy levels, varying by block face. While storefronts are fully occupied on several core, vibrant blocks, there is a significant ground-floor vacancy rate overall. Of approximately 130 ground-floor commercial spaces, about 26 percent are currently unoccupied. For benchmarking purposes, a healthy vacancy rate is 10 percent or less.

Downtown Housing

Moline Centre currently counts 350 housing units, with an additional 26 units under construction and near delivery in the second quarter of 2014. The demographic profile drawn to these downtown apartments and condominiums is young to mid-career, and consists of both singles and couples, some of whom work in downtown offices. Empty nesters have not yet shown strong interest in downtown living, although that could change in the future. Demand for downtown living is driven, in part, by having John Deere and KONE offices in downtown. Some employees choose to live downtown for convenience to work and an urban lifestyle. Other factors drive residential growth, as well: Among the Quad Cities, while Davenport has many historic buildings that could be developed for housing, Moline has advantage of nightlife. This appears to be a market differentiator in attracting new residents (and new housing development) to downtown Moline. Most historic buildings in Moline Centre of a viable scale have already been converted to housing.

Rents currently range from \$700 to \$1,300 per month, from studios to two-bedroom apartments. Developers report more interest in smaller units (studios and one-bedrooms) than larger: tenants on a budget are less concerned about square footage than location. Dedicated parking is considered a necessity for downtown living.

Growth in downtown residential units will be driven by employment and lifestyle choices in the Quad Cities region, rather than overall population growth in Moline. With the inventory of available historic buildings small, residential growth may now be set to move to vacant downtown parcels. Current rents already justify new construction, depending on the cost of land and parking. Based on developers' recent experience, buildings do not necessarily have to be historic to interest tenants; tenants would equally be interested in new construction with a downtown style and feel.

Downtown Employment

Employers in downtown Moline account for approximately 676 full-time jobs and an additional 273 part-time jobs. These daily users of downtown add buying power to the 350 residential units. Additionally, Rock Island Arsenal employs about 8,500 people, most of who travel through downtown Moline in order to enter the Arsenal. Also nearby, the planned expansion of WIU (from 1,500 current students to 3,000 students in the next several years) will bring more consumers - students, faculty, and staff - within reach of Moline Centre.



Looking west at Bass Street Landing along River Drive



Southeast corner of River Drive at 15th Street

FINDINGS

Economic Conditions

Moline Centre, Florecente, and Edgewater represent three different economic challenges requiring different development strategies, tools, and incentives. Moline Centre is seeing new housing development, restaurants, and other investment. Its dining and entertainment cluster functions as an anchor. Diversifying the retail base will further establish downtown as a destination. Florecente faces a different set of challenges: while there are pockets of entrepreneurship, it is a neighborhood in need of tools that can help disrupt a cycle of disinvestment. Edgewater's development, on the other hand, is being driven by the planned growth of WIU.

Demographics

The City of Moline's population is stable and forecast to grow very modestly. In the three neighborhoods of the study area, the racial and ethnic mix is forecast to remain stable, but there are particular disparities in income and education when compared with the city overall. Some of these findings will influence housing development and retail; some will need to be addressed through social services and job training.

Retail Sales

The City of Moline serves as a retail and entertainment destination, showing sales surpluses in most consumer spending categories. Sales gap data for the study area shows modest needs in several categories, including groceries, drug store, and other convenience needs. With downtown serving as an attraction for regional customers (particularly for restaurants), there are opportunities for retail expansion and diversification despite neighborhood-based sales surpluses or gaps.

Business Mix

The ground-floor business mix downtown is spread over a relatively large area, disguising both its strengths and weaknesses. Among its strengths, retail and restaurant segments account for a majority of ground-floor businesses. At the same time, about one-quarter of ground floor commercial spaces in the retail core are currently vacant.

Housing

Demand for downtown apartment living is strong and growing. Current occupancy is very high and justifies construction of new residential units.

Moline Centre Retail Development

Demand for Moline Centre retail will be driven, in part, by housing and employment growth in and around Moline Centre. At the present time, retail demand supports the addition of some smaller-scaled amenities, but cannot yet support larger formats, such as a full-line supermarket. As an interim measure, existing food stores should adjust their merchandise mix to better meet local needs. The strong restaurant scene, along with the success of a few specialty stores, suggests that small-scale infill retail (particularly apparel and home furnishings) can be supported on or near blocks where restaurants are already driving traffic.



Ethnic market in Moline Centre on 17th Street



Watermark Corners is a successful mixed use development in the historic core of Moline Centre

SECTION 4: TRANSPORTATION

OVERVIEW

The City of Moline’s transportation network was analyzed to document existing conditions and to identify gaps, barriers, or other issues related to the City’s pedestrian, bicycle, automobile, truck, and transit environment. This planning effort relies upon previous plans and community engagement findings to prepare an updated plan for the neighborhoods of Moline Centre, Floreciente, and Edgewater.

ROADWAY NETWORK

The existing automobile transportation network and average daily traffic volumes are illustrated in the Existing Roadway Network, Average Daily Traffic Map below. The Moline Centre roadway network consists of a well-connected grid throughout the commercial district.

Illinois Route 92

Illinois Route 92 (IL 92) is the primary east-west thoroughfare through Floreciente, Moline Centre and Edgewater and a designated truck route under the jurisdiction of the Illinois Department of Transportation (IDOT). Illinois 92 operates as a pair of one-way roads on 4th Avenue and 6th Avenue between the City’s western municipal limit and 34th Street. This one-way pair arrangement is designed to accommodate high volumes of traffic. Illinois 92 overall can handle more traffic than it currently carries during most times of the day.

The Existing Roadway Network, Average Daily Traffic Map shows truck traffic volumes for 4th and 6th Avenues, which are designated truck routes through Moline. Truck traffic as a percent of total traffic on Illinois 92 ranges from 4 to 6 percent on a typical weekday.

Community stakeholders have stated that speeding occurs along segments of Illinois 92 and River Drive. Traffic calming is needed where pedestrian activity is high, such as in Moline Centre. However, as shown in the Traffic Calming Map below, much of the Illinois 92 is close to pedestrian generators where walking can occur and vehicle speeding could be a concern.

FIGURE 4.1 AVERAGE DAILY TRAFFIC MAP



Average Daily Traffic Map

Slower speeds could be encouraged with techniques such as timing the signals for a slower travel speed, narrowing travel lanes through striping, and curb extensions. Community residents also stated that a one-way to two-way conversion should be reconsidered. Conversion of 4th and 6th Avenues to two-way traffic was previously studied. This issue should be studied in relation to the reconstruction of Interstate 74 ramps and how the overall roadway network would be affected.

River Drive

River Drive, which travels east-west through Moline, is located north of Illinois 92 and also accommodates truck traffic (truck traffic volumes were not available). As shown in the Existing Roadway Network, Average Daily Traffic Map, River Drive accommodates almost as much traffic as 4th and 6th Avenues combined and provides access to a northbound on-ramp and southbound exit ramp on Interstate 74. There is a significant amount of industrial land along River Drive, which generates traffic. Community stakeholders have stated that speeding is a problem on River Drive east of Interstate 74, and support was expressed for traffic calming measures.



Looking west on River Drive at the eastern end of Edgewater

FIGURE 4.2 TRAFFIC CALMING MAP



Traffic Calming Map

Interstate 74

Interstate 74 (I-74) is a north-south interstate highway that travels through the center of the Quad Cities. The section of Interstate 74 that crosses the Mississippi River carries 71,000 automobile and 2,300 trucks, which is three percent of total traffic per day. With its central location within the Quad Cities and close proximity to Interstate 74, the eastern portions of Moline Centre are ideal locations for office, residential, commercial and recreational development.

The new Mississippi River Bridge project proposes the replacement of the existing bridge structure to eliminate curves in the existing alignment. Engineering to construct the new bridge has been mostly completed. The draft Environmental Impact Statement (EIS) prepared by the Iowa Department of Transportation (Iowa DOT) shows that part of I-74 through Moline Centre would be relocated two blocks east of where the current Interstate is located, as shown in the Proposed I-74 Alignment Map below. The project includes the construction of a partial interchange at River Drive and a full interchange at 7th Avenue and 19th Street. The proposed alignment also would involve closing one block of 5th Avenue at the Interstate to provide space for on and off-ramps. Some community stakeholders expressed concern that the closure of this block of 5th Avenue will impact connectivity for pedestrians and motorists traveling east and west. Stakeholders also stated that the Interstate acts as a barrier in Moline Centre as the roadway network below the Interstate overpasses creates long, dark stretches of sidewalks and streets that are a deterrent to walking.



FIGURE 4.3 INTERSTATE I-74 REALIGNMENT PLANS

The image above shows the current plans for the Interstate I-74 Realignment. Plan provided by IDOT as of 2012

RAIL

The Iowa Interstate Railroad (IAIS) and the Burlington Northern Santa Fe Railroad (BNSF) runs through Moline between River Drive and portions of Railroad and 4th Avenues and provides an important freight connection for Moline industry. Passenger rail service is also planned between Moline and Chicago and an intermodal transportation center is proposed at 12th Street and 4th Avenue (see Transit).

Residents who participated in the community workshop stated that, while freight traffic in Moline Centre is necessary, slow-moving or stopped trains can block the railroad crossings, creating congestion and reducing connectivity. When railroad crossing gates are down, the riverfront and industrial areas along River Drive are cut off from the rest of the city. Railroad crossings are shown in the Transportation and Mobility Barriers Map below.



Looking west at the future Amtrak train station site from 4th Avenue and 15th Street

FIGURE 4.4 MOBILITY BARRIERS MAP



Mobility Barriers Map

TRANSIT

MetroLINK is the operator of bus service in Moline and in the Illinois Quad Cities. Bus routes are shown in the Metro Transit Service Map. Moline has an extensive bus transit network that connects the neighborhoods of Florenciente, Moline Centre and Edgewater and to other locations in Moline and in the Quad Cities. The City's bus stops and shelters are visible in Moline Centre and provide a sheltered seating area and transit information.

A multi-modal center at 12th Street and 4th Avenue is programmed for an inter-city rail station as part of a \$222 million project to provide Amtrak passenger rail service between Moline and Chicago. Rail service is expected to begin in 2015. Currently, Amtrak provides service to Moline by way of a train-to-bus connection through Galesburg.



MetroLINK bus stop



Metro Transit service map

FIGURE 4.5 PROPOSED TRANSIT CORRIDOR MAP



Proposed Transit Corridor Map

In 2001, the “Quad Cities Balanced Growth Project” explored the feasibility of providing intra-city transit service between Rock Island and Carbon Cliff. The transit service would have involved a transit line along and existing rail line that is owned by the Iowa Interstate Railroad (IAIS) railroad (see Proposed Transit Corridor Map on the previous page). No additional study has been undertaken concerning the proposed intra-city rail service since the original report was completed. The use of the existing rail line for future transit service was negated with the introduction of the Amtrak passenger rail service between Moline and Chicago.

However, the planning concept on an intra-city transit service has not been disregarded entirely. The Bi-State Regional Commission has identified an east-west bus transit service corridor in the region’s Transit Development Plan that follows a similar corridor route. The transit service corridor could involve anything from higher-level bus service to bus rapid transit (BRT), which is a transit system that has specialized design, services and infrastructure to improve system quality and remove the typical causes of delay. Bus Rapid Transit aims to combine the capacity and speed of light rail with the flexibility, lower cost and simplicity of a bus system. Furthermore, bus rapid transit should operate for a significant part of their journey within a fully dedicated right-of-way (bus-way), in order to avoid traffic congestion.

A BRT system will have most of the following elements:

- Alignment in the center of the road to avoid typical curb-side delays,
- Stations with off-board fare collection to reduce boarding and alighting delay related to paying the driver,
- Station platforms level with the bus floor to reduce boarding and alighting delay caused by steps, and
- Bus priority at intersections (to avoid intersection signal delay).

While a BRT corridor has been identified, no additional study has been conducted to provide specifics of the route, the stops, or the overall details of the system. The route could involve unused rail rights-of-way or take up parts of roadway. Given that parts of Illinois 92 or River Drive provide major east-west connections through the metropolitan area, these roadways could be considered for parts of the system.

In addition, there has also been discussion about a BRT system that would connect the Quad Cities Airport with the Moline Centre. This is another potential transit project that could have a significant impact on Moline Centre. However, like the proposed east-west BRT route, it is only conceptual at this point, and needs additional study and evaluation to determine the specifics of operations including routes, stops and equipment.



Potential Quad-Cities BRT network



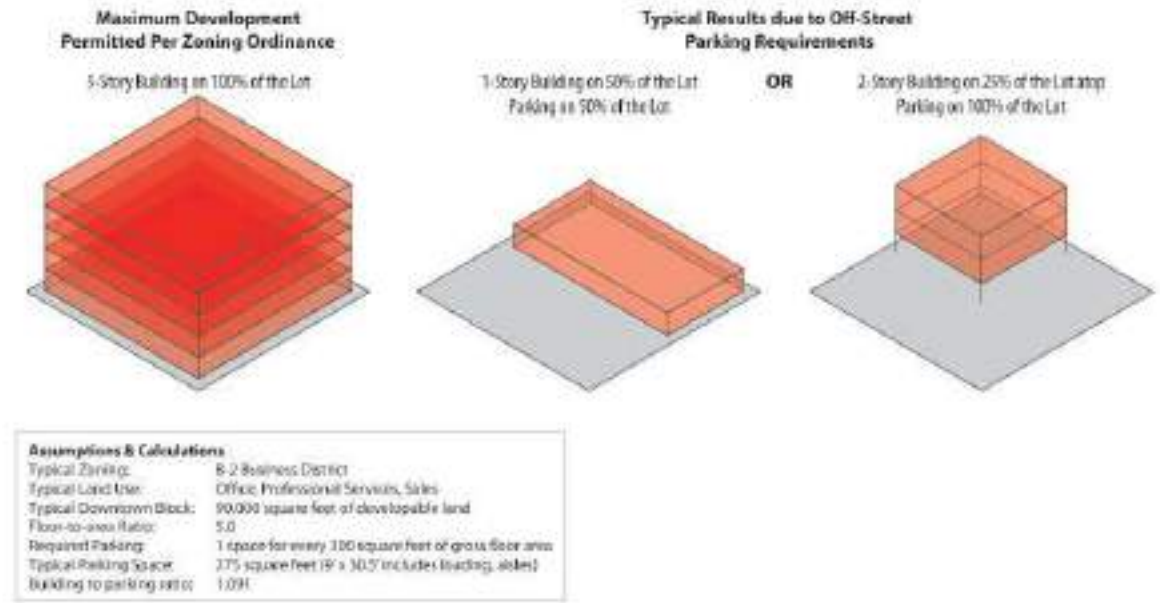
A BRT stop in Cleveland, Ohio

PARKING

Existing parking facilities are shown in the Parking Facilities Map below. Geographic information systems (GIS) data provided by the City of Moline was analyzed to determine how much of the land area in Moline Centre is dedicated to off-street parking, which is approximately one-fifth of Moline Centre’s land area. Several publicly and privately-owned parking lots occupy half a block or more, mainly in locations along 4th Avenue. Surface parking in these areas are taking up land that could be better served for development in the long-term. Interestingly, current zoning regulations for most of Moline Centre exempt developers from providing parking with the exception of “group developments”, which is any single structure or combination of structures on a single lot that contain 50 or more dwelling units or

10 or more non-residential uses; or any institutional, office or commercial land uses containing more than 50,000 gross square feet of floor area. Common examples of group developments include apartment buildings, apartment complexes, condominium complexes, and office centers.

Private off-street parking often is restricted by zoning requirements and cannot be shared among neighboring land uses. This results in the creation of parking facilities that sit unoccupied during certain times of the day. In some areas, residents stated that daytime parking sits empty at night while nighttime restaurant parking can be a challenge to find. One alternative to this is to provide shared public parking that can accommodate the parking peaks that occur at different times of the day and



How off-street parking affects development

FIGURE 4.7 PARKING FACILITIES MAP



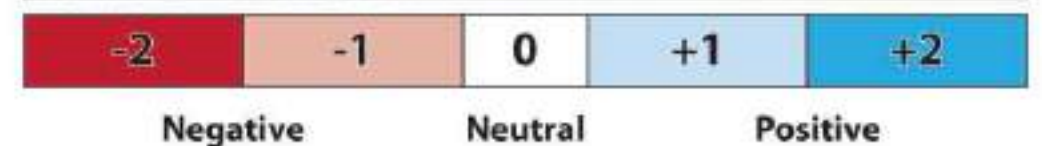
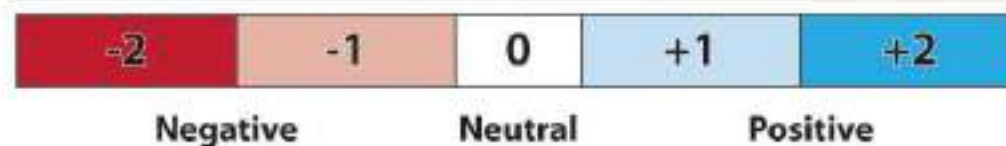
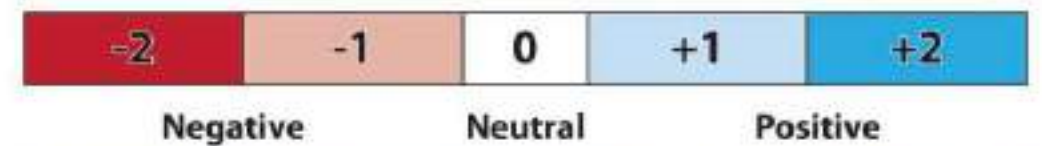
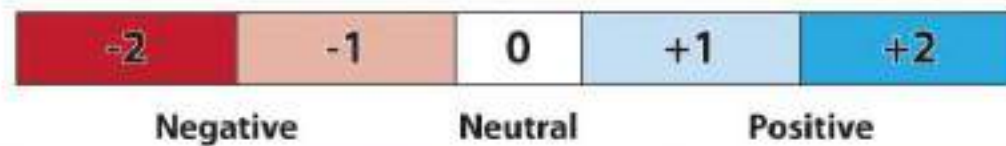
Parking Facilities Map

week. As illustrated in the diagram entitled “How off-street parking effects development”, shown on the previous page, public parking can be much more effective in urban areas where there are mixed land uses (daytime versus nighttime use) which can share the parking. Encouraging shared parking can help to promote more efficient use of parking facilities. Surface parking can detract from Moline Centre’s overall urban design and pedestrian environment. The Parking Visual Preference images show various types of off-street parking facilities in Moline. Community stakeholders rated parking structures and landscaped surface parking higher than conventional surface parking lots.

Community stakeholders were generally in agreement that the current parking supply was adequate; however, there were people who felt that there was too much parking and some thought too little. This is a common reaction in downtown districts as use restrictions can create surplus parking or shortages in some areas during certain times of day.

Community stakeholders also stated that wayfinding signage would be helpful to access the public parking facilities. It also was suggested that the walking environment between public parking facilities and public attractions needed to be improved. A more detailed parking study is needed to determine parking inventory and utilization information.

Parking Visual Preference Survey
 What Is Your Impression Of Each of These Parking Facilities?



PEDESTRIAN

The pedestrian network in Florencia, Moline Centre and Edgewater consists of a very well-connected and compact sidewalk grid, especially in Moline Centre. Pedestrian activity generators, such as large employers, are shown in the Pedestrian Activity Generators Map (below).

Crash data was reviewed to identify areas of concern with respect to pedestrian safety as shown in the Crashes Involving Pedestrians Map (next page) and tabulated in the Crashes Involving Pedestrians by Injury Type Table (right).

The Illinois Department of Transportation (IDOT) defines the following crash injury categories:

Fatal crash - A crash that results in the death of one or more persons.

A-Injury - Any injury, other than a fatal injury, which prevents the injured person from walking, driving, or normally continuing the activities he/she was capable of performing before the injury occurred. This includes severe lacerations, broken limbs, skull or chest injuries, and abdominal injuries.

FIGURE 4.9 CRASHES INVOLVING PEDESTRIANS BY INJURY TYPE TABLE

Crash Type	Year					Total
	2008	2009	2010	2011	2012	
Fatal	0	1	1	0	0	2
A-Injury	2	0	1	4	5	12
B-Injury	5	3	4	4	4	20
C-Injury	2	2	5	7	3	19
PD	1	0	0	0	0	1
Total	10	6	11	15	12	54

FIGURE 4.8 PEDESTRIAN TRAFFIC GENERATORS MAP



Pedestrian Traffic Generators Map

B-Injury - Any injury, other than a fatal or A-Injury, which is evident to observers at the scene of the crash. This includes lump on head, abrasions, bruises, and minor lacerations.

C-Injury - Any injury reported or claimed which is not contained in an A or B injury. This includes momentary unconsciousness, claims of injuries not evident, limping, complaint of pain, nausea, hysteria.

PD (Property Damage, No Injury) - Any crash that does not involve an injury but produces more than \$1,500 to any one person's property when all drivers involved in the crash are insured. If any driver does not have insurance, the threshold is \$500. (This change in threshold became effective January 1, 2009).

Between 2008 and 2012, two fatal crashes occurred and 51 crashes resulted in injury to pedestrians. The Crashes Involving Pedestrians Map below shows that the majority of crashes involving pedestrians occurred outside of the three neighborhoods of Moline Centre, Floreciente, and Edgewater, and that crashes occurred most on major roads including 15th Street and 12th Avenue.

The Ben Butterworth Memorial Parkway and the Ralph B. Birks Trail are major destinations for walking and bicycling in Moline. Providing views of the Mississippi River, the Trail is a high-quality facility that separates non-motorized from motorized traffic. However, the Trail can be difficult to reach due to a lack of connections and barriers such as railroad and roadway crossings as mentioned in previous sections.

Moline Centre has a traditional roadway grid network that supports a walkable environment; however, mobility barriers and the presence of surface parking limit walkability. As stated, railroad crossings become a barrier when slow-moving freight trains block the railroad crossings in Moline Centre.



FIGURE 4.10 CRASHES INVOLVING PEDESTRIANS MAP



Crashes Involving Pedestrians Map

BICYCLE

The Ralph B. Birks Trail is a high-quality trail that connects the Florenciente, Moline Centre, and Edgewater neighborhoods. The Trail is a part of the Grand Illinois Trail, which is a 500-mile system of bicycle trails and routes that extend across northern Illinois to Lake Michigan and along the Mississippi River north to Galena.

The Ralph B. Birks Trail is difficult to reach on a bicycle due to a lack of on-street bicycle facilities and stressful traffic. A level of traffic stress (LTS) analysis was conducted on roads that provide a connection to the Trail - a method for analyzing how a typical person would feel bicycling along a roadway. Factors considered are number of roadway lanes, posted speed, and width of separation between bicycle facilities and travel lanes. The Bicycle Facilities and Connections Map below shows that some roads and streets have medium to high stress levels, which limits bicycle connectivity.



A bike rider enters Moline via the Ralph B. Birks Recreation Trail



Bicycle Facilities and Connections Map

Existing crash data suggests that a large number of people are using the streets for bicycling. The Crashes Involving Bicyclists Map below shows where bicyclists have been struck between 2008 and 2012. No fatal crashes involving bicyclists were reported during this time period, however, as shown in the Crashes Involving Bicyclists by Injury Type Table (right), there were 56 crashes involving injury to a bicyclist.

Community engagement participants suggested that the Ralph B. Birks Trail is beginning to show signs of age and wear and a plan to improve surface conditions should be prepared.

FIGURE 4.13 CRASHES INVOLVING BICYCLISTS TABLE

Crash Type	Year					Total
	2008	2009	2010	2011	2012	
Fatal	0	0	0	0	0	0
A-Injury	4	1	2	0	1	8
B-Injury	3	7	7	4	9	30
C-Injury	6	1	3	4	4	18
PD	2	0	1	1	0	4
Total	15	9	13	9	14	60

FIGURE 4.12 CRASHES INVOLVING BICYCLISTS MAP



Crashes Involving Bicyclists Map

FINDINGS

The existing transportation network supports all modes of transportation and provides room for Moline Centre growth and continued development; however, gaps and barriers in the network limit pedestrian and bicycle connectivity to other parts of Moline Centre and Floreciente and Edgewater. Figure 4.14, shown on the following page summarizes transportation findings presented in this section.

Connectivity Barriers

Community stakeholders identified several barriers that limit connectivity and walkability in the identified study areas. This includes truck traffic on River Drive, wide street crossings, intersections without crosswalk markings, railroad crossings, and interstate overpasses. In order to improve walkability, traffic calming is needed at major intersections and along stretches of 4th and 6th Avenues and River Drive. Efforts should be undertaken to improve bicycling and walking especially at barrier locations. This could include landscaping, lighting, sidewalks and designated bicycle lanes. Pedestrian upgrades at crosswalks including striping, countdown clocks and other improvements would be advisable.

Bicycling

The City should work with local biking advocates to review and refine their existing Bikeways Plan in relation to the bicycle route connections and additions proposed for Moline Centre, Floreciente and Edgewater in this planning document.

Traffic Calming

Community stakeholders expressed a strong desire to slow the speed of traffic in areas where pedestrian activity is high. Roadway improvements to calm traffic can slow the speed without sacrificing capacity through the use of re-timed traffic signals, narrowing travel lanes through the use of pavement markings, and infrastructure improvements including curb extensions and pedestrian signal heads. Community stakeholders generally agreed that it was preferable to calm traffic on River Drive rather than to reduce capacity.

Parking

User-restricted parking, such as employee parking or customer-only parking makes it difficult for motorists to park and walk to multiple destinations and also limits supply of available parking during certain time periods. Public shared use parking can provide a better alternative to private parking that is provided only for the users of the principal building on the property.

Community engagement participants indicated through visual preference surveys that parking structures and landscaped buffers can improve the visual quality of off-street parking. Surface parking can distract urban design and discourage walking. There is also a need to improve wayfinding signage to public parking and improve the connections between public parking facilities and commercial land use and public establishments. The need for pedestrian improvements also was discussed with connectivity barriers and traffic calming.

The supply of parking needs to be studied in greater detail to identify areas of surplus and deficit, and to determine overall occupancy levels at various time periods throughout the day.

Interstate 74 Impacts

The design of Interstate 74 ramps will have a major impact on the automobile and truck traffic traveling through Moline Centre. These impacts need to be considered in the future redevelopment of the Realignment Zone and its connections with the urban street grid in Moline Centre and Edgewater in particular. The proposed alignment of Interstate 74 will impact Moline by closing a portion of 5th Avenue.

The interconnection between Interstate 74, Illinois 92 and River Drive has a strong influence on land use and Moline Centre development. Two questions or issues emerge when considering this interconnection. First, are the freeway ramps in the best location to provide access to and from the Moline Centre? Second, do these major roads create barriers to pedestrian connectivity? Moline Centre has become a walking environment and improving the walking environment has become a community issue.

The Interstate 74 exit/entrance ramps are at River Drive and 7th Avenue. With the future reconstruction of I-74, the question comes to mind as to whether access to Illinois 92 at 4th and 6th Avenues might provide a better means of access to and from Moline Centre.

The Illinois 92 one-way couplet provides a high capacity solution that allows for movement through Moline Centre. The roads can easily accommodate a growth in traffic; however, community stakeholders have expressed a need to slow down the traffic along Illinois 92 and River Drive, especially where there are residences and a walking environment, like Moline Centre. The community seems to have a strong desire to slow up traffic in those areas with high land use

access. Roadway improvements could be designed to encourage slower speeds more appropriate for a traditional commercial district with techniques such as timing the signals for a slower travel speed and narrowing the pavement area through striping enhancements, turn lanes, and curb extensions.

Suggested strategies for improving the transportation network are presented in Figure 4.14: Downtown Moline Transportation Strategy Map. Examining the desire to change the Interstate 74 ramps, making Illinois 92 into two-way streets and traffic calming are complex issues. Such changes would affect the roadway network and travel patterns and land use access. At the very least, strong consideration should be given to converting 4th and 6th Avenues in Floreciente to two-way as the primary traffic-calming measure and to promote a traffic circulation pattern that is more conducive to traditional single-family neighborhoods. It is important to note that upon adoption of this Comprehensive Plan, the City of Moline and Renew Moline will be undertaking a more in-depth planning study of the transportation issues in Moline Centre, Edgewater and Floreciente.

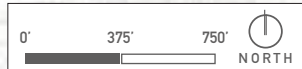
FIGURE 4.14 DOWNTOWN MOLINE TRANSPORTATION STRATEGY MAP



LEGEND

WATER	MOLINE CITY BOUNDARY	PROPOSED TWO-WAY TRAVEL RECONFIGURATION	MAJOR GATEWAY LOCATION
BLOCKS	FLORECIENTE NEIGHBORHOOD	KEY TRAFFIC CALMING AREAS	KEY LOCATION FOR PEDESTRIAN IMPROVEMENTS
PARK / OPEN SPACE	CITY CENTRE NEIGHBORHOOD	KEY BIKE ROUTE / TRAIL	PLANNED TRANSIT STATION
BUILDING FOOTPRINTS	EDGEWATER NEIGHBORHOOD	PLANNED I-74 REALIGNMENT	PLANNED ACCESS RAMP LOCATION
PARKING LOT	SIGNIFICANT HIGHWAYS & BRIDGES		

NOTE: PLANNED I-74 REALIGNMENT IS BASED ON PRELIMINARY DESIGNS PROVIDED BY IDOT.





twenty
Sports Grill & Pub

NFL TICKET
EVERY SUNDAY
EVERY GAME

AVAILABLE IN REAR

Indian Fusion Cuisine Bar Restaurant

SENY RIVER

STOP

SECTION 5: PLANNING STRATEGIES

OVERVIEW

A series of planning strategies and recommendations that support a long-term vision and revitalization framework for Floreciente, Moline Centre and Edgewater has been created and discussed by the Project Steering Committee and the community at large over the course of the planning process. The strategies presented in this Comprehensive Plan seek to build on each neighborhood's existing assets including its small businesses and long-time industries; its housing stock and religious and social institution; location to Interstate 74 and the Mississippi River; parks and open space and, its civic organizations and engaged stakeholders and citizens. Planning strategies also seek to introduce new programs and initiatives that would facilitate reinvestment and development within Moline's central business district and its adjacent neighborhoods, including areas that have been most affected by past flood events. In areas of Moline Centre, Floreciente and Edgewater that are not addressed with specific planning initiatives, this Comprehensive Plan Update stresses the rehabilitation and reuse of existing buildings, sustained efforts in economic and small business development, and the enhancement of the area's transportation network, public spaces and streetscapes.

With further input from the Project Steering Committee, key goals and objectives comprising the overall planning framework were created to help guide local decision and policy making regarding land use, downtown revitalization, parks and open space, transportation, urban design, flood mitigation, and economic development.

The following is a summary of key planning goals and objectives presented in this Comprehensive Plan Update.

FIGURE 5.1 THE LONG-TERM VISION FOR DOWNTOWN MOLINE



An artist's bird's-eye illustration of the long-term vision for Downtown Moline, looking southwest.

Moline Centre Goals and Objectives

The City of Moline and its stakeholder partners will continue to work towards creating a vibrant and resilient Moline Centre that supports a wide range of uses and activities that attracts shoppers, visitors and investors from the community, the region and beyond. To accomplish this, the City and its partners will:

- Facilitate new development on opportunity sites and continued reinvestment in existing buildings through the rehabilitation of facades and storefronts and the conversion of upper floors for offices, location-neutral businesses and residential uses.
- Maintain on-going small business development efforts that support entrepreneurial endeavors, attract needed retail and commercial services, and facilitate the innovative reuse of vacant and underutilized spaces.
- Encourage the local use of existing incentive programs and create new incentives where needed to facilitate key revitalization objectives, including small business development, adaptive use projects and other economic development efforts.
- Maintain the integrity of the Downtown Commercial National Register Historic District and encourage the adaptive use and rehabilitation of key architecturally and historically significant buildings.
- Introduce new commercial and residential uses in the Interstate 74 Realignment Zone over time and as market demand dictates in order to diversify Moline Centre's land use mix and to provide more housing opportunities near the Mississippi riverfront, and downtown shopping and entertainment activities.
- Undertake additional streetscape, urban design and infrastructure improvements to connect the traditional downtown core with the riverfront area, ensure a more comfortable and safe pedestrian environment, and to unify Moline Centre's overall visual appearance. Riverfront enhancements can include new water taxi landings, docking areas, vendor plazas, improved bike trail connections and sloped grass area for residents and visitors to view the Mississippi River.
- Add to Moline Centre's open space and bicycle trail networks through the creation of a new Riverfront Park and the connection of the Great River Trail to new trail segments within the Realignment Zone.
- Foster the development of a Western Illinois University-Quad Cities campus district that encourages continued expansion of the campus north to 4th Avenue and east to 23rd Street along with the installation of urban design and gateway treatments that 'brand' the area and the revitalization of the neighborhood commercial node at 5th Avenue and 23rd Street as potential "campus town."
- Promote sustainable design best practices in City infrastructure and in private development whenever feasible and appropriate to reduce stormwater runoff and flooding events within Moline Centre.
- Continue to strengthen existing partnerships between the City and other stakeholder and advocacy groups in order to implement various components of this Comprehensive Plan Update.
- Use the Moline Centre Comprehensive Plan Update as an advocacy document to encourage the adoption of planning and development policies at the local, regional and state levels that support and facilitate the Plan's goals and objectives.
- Actively encourage the participation of different stakeholder groups, including local schools, non-profits, industries and businesses, social service agencies, disadvantaged populations, and neighborhood organizations in the implementation of the Comprehensive Plan Update for Moline Centre.



Looking south on 15th street

Florecente Goals and Objectives

The City of Moline and its stakeholder partners will continue to work towards creating a thriving residential neighborhood that celebrates its diversity and offers a diversity of housing, employment, social and recreational opportunities. To accomplish this, the City and its partners will:

- Enhance Floreciente's capacity to implement various housing, business development, and urban design and streetscape improvement strategies as presented in this Comprehensive Plan through strengthened partnerships between existing organizations or through the creation of a new revitalization organization. The goal of organization and capacity-building efforts is to improve and enhance residents' quality of life and neighborhood social capital - the strengthened social networks between residents and local entities and organizations.
- Maintain Floreciente's traditional single-family housing stock through proactive rehabilitation and conservation efforts and with a goal of encouraging extensive homeowner program involvement and participation.
- Undertake improvements to neighborhood infrastructure, streets and parkways, and preserve and maintain distinguishing streetscape features such as brick streets to promote neighborhood identity and character.
- Plan for the reuse of the Ericcson School building and site with neighborhood participation to ensure local resident needs and desires are considered and incorporated in long-term reuse plans.
- Install improvements enhancements in locations that help improve the pedestrian environment in Floreciente, including new intersection crosswalks and sidewalk and pedestrian path connections to neighborhood landmarks and destinations, including Sylvan Island, local businesses and Moline Centre.
- Implement programs and initiatives that stimulate and support neighborhood entrepreneurship, new business start-ups and the long-term success and viability of existing businesses and industries. Such initiatives may consist of the removal of barriers to investment or the creation of new financing methods and incentives for business start-ups and entrepreneurial activity.
- Design and construct additional urban design and landscaping treatments along Railroad Avenue to better screen and buffer Floreciente's residential zone from the adjacent industrial areas.
- Promote improvements to existing buildings and parking areas, and encourage good visual merchandising and storefront design practices that can help attract shoppers and visitors, as well as reflect Floreciente's Hispanic heritage and cultural diversity.
- Consider installing traffic calming measures and converting 4th and 5th Avenues to two-way traffic to lower traffic speeds through the neighborhood and to provide direct access and more visibility for neighborhood parks, institutions and neighborhoods.
- Encourage the development of a vibrant neighborhood commercial center at 4th Avenue and 7th Street through concentrated efforts at improving building appearances, attracting new neighborhood-serving businesses, creating new festivals and events, and urban design and streetscape improvements.
- Stimulate reinvestment in other commercial areas in order to support the creation of new businesses and to provide goods, services and cultural offerings for local residents and visitors.
- Promote the adaptive use and rehabilitation of architecturally and historically significant historic buildings in Floreciente.
- Pursue new development opportunities in the Gateway area as a way to introduce new residential and limited commercial uses between Moline Centre and the Floreciente.
- Support efforts and initiatives for enhancing access to Sylvan Island and promoting the Island as a premier destination for cyclists, runners, rowers, and other outdoor enthusiasts.
- Promote sustainable design best practices in neighborhood infrastructure and in private development whenever feasible and appropriate to reduce stormwater runoff and flooding events within Floreciente.
- Use the Floreciente Comprehensive Plan Update as an advocacy document to encourage the adoption of planning and development policies at the local, regional and state levels that support and facilitate the Plan's goals and objectives.
- Actively encourage the participation of different stakeholder groups, including local schools, non-profits, industries and businesses, social service agencies, disadvantaged populations, and neighborhood organizations in the implementation of the Comprehensive Plan Update for Floreciente neighborhood.



Mission Tabernacle Church at 6th Avenue and 10 Street

Edgewater Goals and Objectives

As with Florencia, the City of Moline and its stakeholder partners will continue to work towards enhancing Edgewater as a thriving residential, commercial and industrial neighborhood situated along a distinctive location along the Mississippi River. To accomplish this, the City and its partners will:

- Enhance Edgewater’s pedestrian environment through sidewalk and streetscape enhancements, crosswalk paving treatments and new sidewalks in locations where they are missing.
- Install various traffic calming mechanisms and roadway improvements to help slow car and truck traffic along River Drive.
- Facilitate building and property improvements, especially in Edgewater’s industrial areas where landscaping and façade improvements can help promote a more harmonious and compatible visual appearance with adjacent residential and commercial uses.
- Maintain and enhance the Ben Butterworth Memorial Parkway and the Ralph B. Birks Recreational Trail as important open space and recreational assets for the neighborhood, the City of Moline and the Quad Cities region. Additional enhancements to the Parkway could include new water taxi landings, gardens, landscaped amphitheatres and performance barges for outdoor plays and concerts, and needed infrastructure upgrades near the Celebration Belle landing area.
- Encourage new residential development along the River Drive and the Memorial Parkway Corridor to augment living opportunities along the Mississippi riverfront for young singles and couples, University employees, Moline Centre workers, and seniors and empty nesters.
- Consider consolidation of commercial land uses along 4th Avenue to promote concentration of retail and office activities at certain nodes and the conversion of remaining areas to residential uses and green space. In addition, stimulate reinvestment in other commercial areas in order to support the creation of new businesses and to provide goods and services for local residents and visitors.
- Install new streetscape, urban design, wayfinding and other gateway elements at certain locations within Edgewater to help improve the physical and public space environment, and help “brand” Edgewater as a distinctive, vibrant neighborhood within Moline.
- Maintain and improve Edgewater’s traditional single-family housing stock through rehabilitation and conservation efforts and with a goal of encouraging extensive homeowner program involvement and participation.
- Encourage the adaptive use and rehabilitation of architecturally and historically significant commercial and industrial buildings in Edgewater to accommodate new residential and other retail and small-scaled commercial uses.
- Promote sustainable design best practices in neighborhood infrastructure and in private development whenever feasible and appropriate to reduce stormwater runoff and flooding events within Edgewater.
- Create new open spaces, parks, pedestrian paths and bicycle trails where needed and feasible that can provide better linkages between neighborhood land uses, Western Illinois University, Moline Centre and other neighborhoods within Moline.
- Enhance Edgewater’s transportation network by improving 2nd Avenue, as well as key north-south connections, which can help alleviate the traffic burden along River Drive.
- Use the Edgewater Comprehensive Plan Update as an advocacy document to encourage the adoption of planning and development policies at the local, regional and state levels that support and facilitate the Plan’s goals and objectives.
- Actively encourage the participation of different stakeholder groups, including local schools, non-profits, industries and businesses, social service agencies, disadvantaged populations, and neighborhood organizations in the implementation of the Comprehensive Plan Update for Edgewater.

The document’s illustrative plans and diagrams represent conceptual schemes for building improvements, and transportation, streetscape and urban design enhancements. Opportunity sites portray building heights, massing, site designs and parking layouts as illustrative concepts as how sites could be developed over time or in a comprehensive manner. Actual building heights, massing and site layouts will vary as developers will plan their projects according to actual site conditions and constraints. Improvement concepts to existing buildings and the streetscape and other public spaces will also be subject to constraints.



A mix of building types at 4th Avenue and 38th Street

MOLINE CENTRE

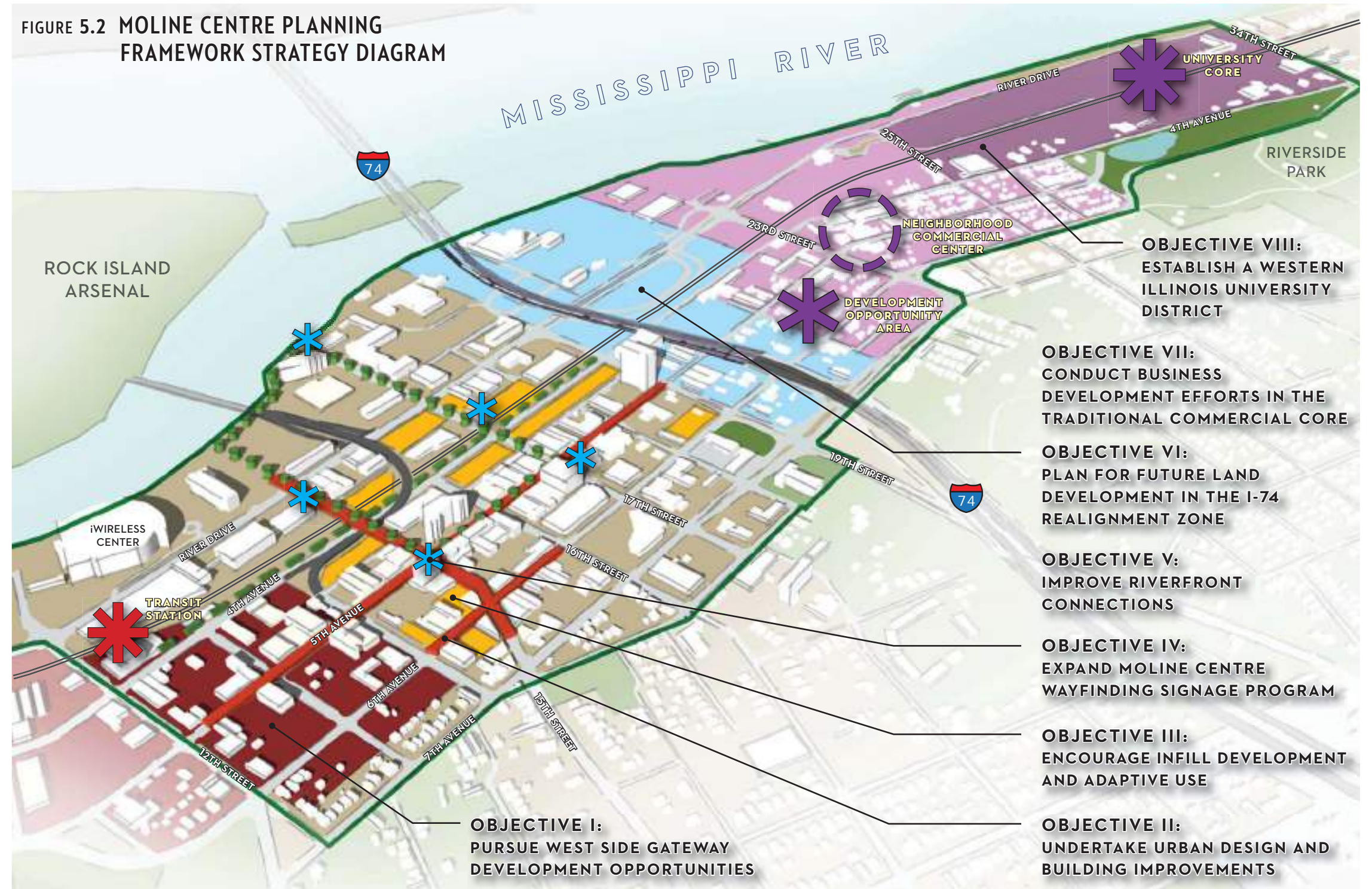
PLANNING STRATEGIES

Upon examination of the neighborhood's existing conditions and the input from community members and stakeholders, a series of planning objectives has emerged to address prevailing issues. When considered in whole, these objectives provide an overarching framework strategy for future improvement efforts within the Moline Centre neighborhood. Items listed below are further explained on the following pages.

Preliminary planning objectives for Moline Centre include:

- I. Pursue West Side Gateway Development Opportunities
- II. Undertake Urban Design and Building Improvements
- III. Encourage Infill Development and Adaptive Use
- IV. Expand Moline Centre Wayfinding Signage Program
- V. Improve Riverfront Connections
- VI. Plan for Future Land Development in the Interstate 74 Realignment Zone
- VII. Conduct Business Development Efforts in the Traditional Commercial Core
- VIII. Establish a Western Illinois University District

FIGURE 5.2 MOLINE CENTRE PLANNING FRAMEWORK STRATEGY DIAGRAM



Moline Centre Planning Framework Strategy Diagram

I. PURSUE WEST SIDE GATEWAY DEVELOPMENT OPPORTUNITIES

The planned transit station at 4th Avenue and 12th Street should promote new development interest and opportunities in this area that borders both Floreciente and Moline Centre. Previous plans have identified this area as an important “gateway” into both neighborhoods where housing and mixed-use developments should be encouraged as part of a transit-oriented development strategy. This Moline Centre Plan proposes that housing and commercial/mixed-use developments should continue to be considered along with an added scenario of positioning the gateway area as a potential entertainment district, given the location of the iWireless Center nearby and the potential need to accommodate an indoor recreational facility.

Entertainment Focus

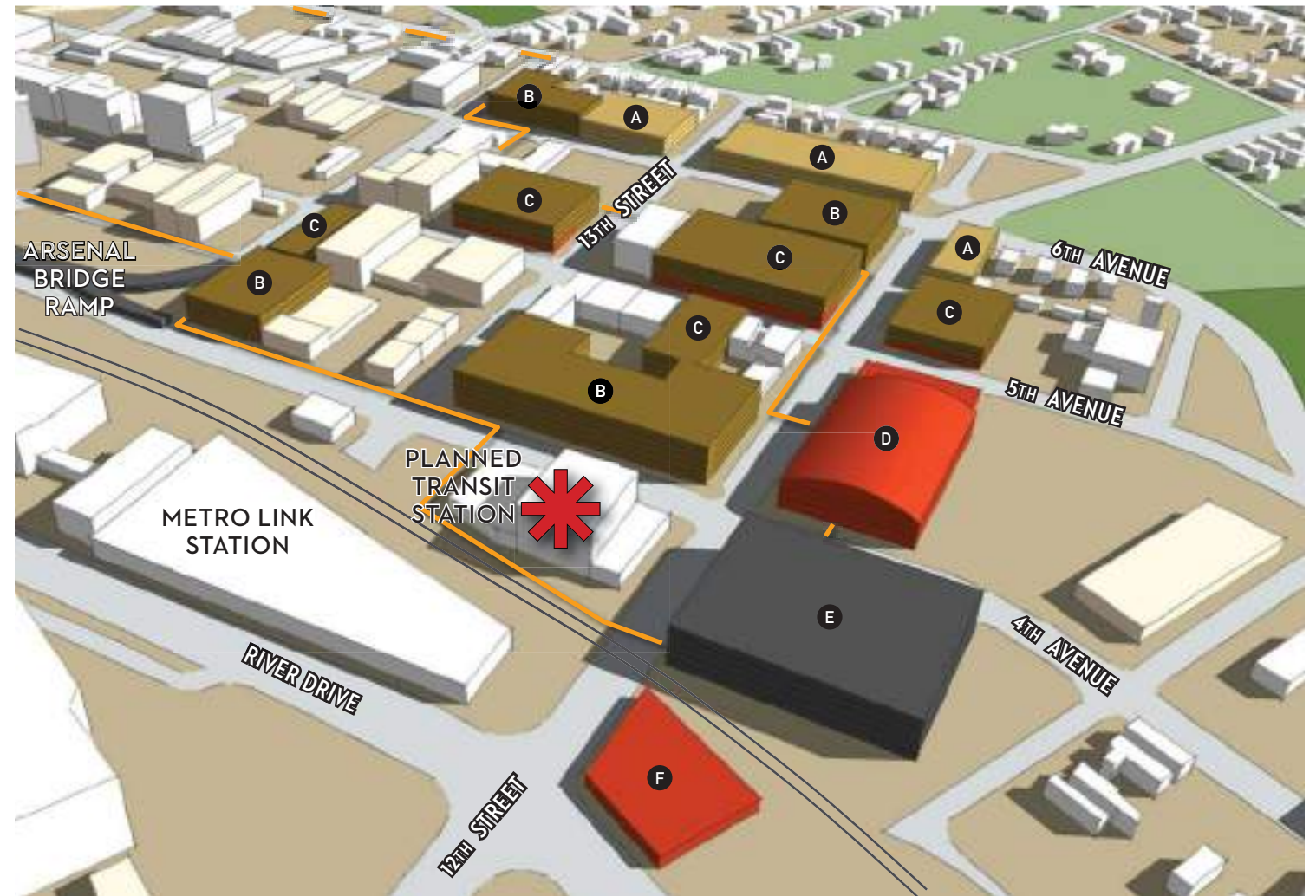
The scenario is largely based on the potential to locate and develop a new indoor recreational facility associated with the iWireless Center at 12th Street and 5th Avenue in the Floreciente portion of the gateway area. In the gateway area east of 12th Street, several residential and mixed use development opportunities are suggested along 4th, 5th and 6th Avenues. Along 6th Avenue between 12th and 14th Streets, a series of rowhome/townhome developments ranging from two to three stories in height and including 20 to 30 units could be accommodated on lots that are currently vacant or underutilized, or contain some existing single-family homes. At the southwest corner of 6th Avenue and 14th Street, an existing vacant lot could accommodate a four-story apartment flat or block building incorporating 36 residential units and internal parking.

Other residential developments are suggested on infill development lots at the northeast corner of 6th Avenue and 12th Street and at the southwest corner of 4th Avenue, and 14th Street near the Arsenal Bridge ramp, totaling 66 to 80 new residential units in the gateway. Mixed-use commercial and residential developments are also proposed for infill development sites at the southeast corners of 5th Avenue and 12th and 13th Streets, at mid-block along 5th Avenue between 12th and 13th Street, and at the northwest corner of 5th Avenue and 14th Street. These developments would accommodate 20,000 square feet of retail/commercial space and 80 upper-story residential units. Last, a five-story residential development at 4th Avenue and 12th Street and facing the planned new hotel across the street could potentially accommodate 100 residential units.



Planned transit station site (right side) and opportunity areas

FIGURE 5.3 WEST SIDE GATEWAY - ENTERTAINMENT CONCEPT VIEW



A bird's eye view rendering, looking southeast, of the entertainment focus concept that shows potential building massing and land uses.

PLAN DATA		LEGEND	
A RESIDENTIAL DEVELOPMENT - 2 to 3-story, Rowhomes or Townhomes	D ENTERTAINMENT ORIENTED DEVELOPMENT - 3 to 5-story, Commercial Anchor	WATER	LOW DENSITY RESIDENTIAL USE
B RESIDENTIAL DEVELOPMENT - 4 to 5-story, Condos or Apartments	E NEW PARKING STRUCTURE - 4 to 5-story, Ground Floor Retail Space	BLOCKS	MID / HIGH DENSITY RESIDENTIAL USE
C MIXED-USE DEVELOPMENT - 3 to 4-story, Ground Floor Commercial Use - Condos or Apartments on Upper Floors	F COMMERCIAL DEVELOPMENT - 1 to 2-story, Restaurant or Retail Use	BLUFF AREAS	COMMERCIAL / RETAIL USE
		PARK / OPEN SPACE	COMMERCIAL OR OFFICE USE
		EXISTING BUILDING	LIGHT INDUSTRIAL, OFFICE OR COMMERCIAL ANCHOR USE
		NATIONAL REGISTER HISTORIC DISTRICT	PARKING STRUCTURE

Residential Focus

This development scenario replaces the indoor recreational facility with a mixed use development in Florenciente. The only other significant scenario change is that instead of a mix between rowhomes/townhomes and an apartment block development along 6th Avenue between 13th and 14th Streets, only a four to five-story apartment block accommodating 70 residential units with internal parking is suggested.



Commercial development with upper story offices and housing



Above: two examples of low-to-mid scale residential development

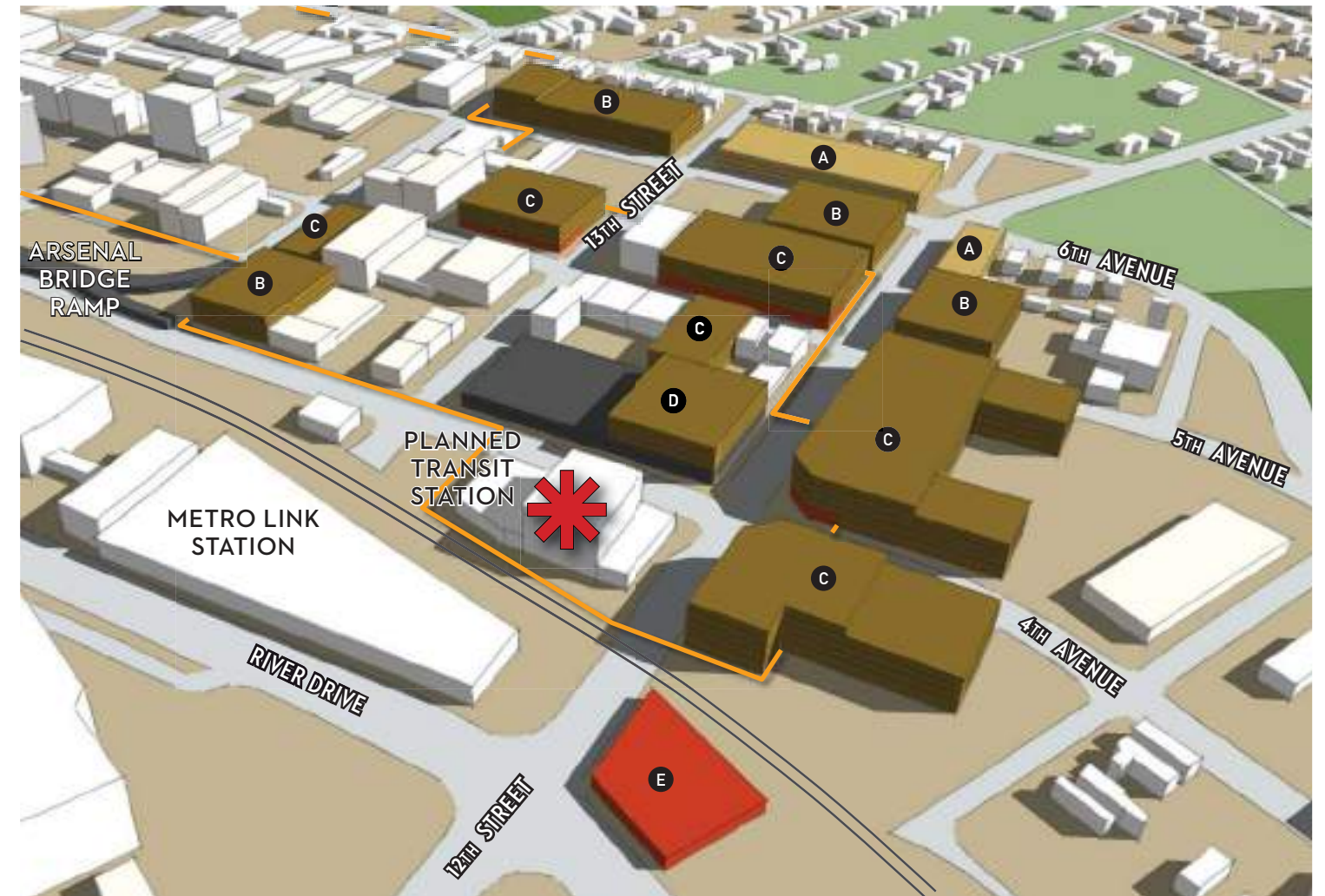


Mixed-use development encompassing multiple blocks



Mixed-use development on a single site

FIGURE 5.4 WEST SIDE GATEWAY - RESIDENTIAL CONCEPT VIEW



A bird's eye view rendering, looking southeast, of the residential focus concept that shows potential building massing and land uses.

PLAN DATA		LEGEND	
A RESIDENTIAL DEVELOPMENT	- 2 to 3-story, Rowhomes or Townhomes	WATER	LOW DENSITY RESIDENTIAL USE
B RESIDENTIAL DEVELOPMENT	- 4 to 5-story, Condos or Apartments	BLOCKS	MID / HIGH DENSITY RESIDENTIAL USE
C MIXED-USE DEVELOPMENT	- 3 to 4-story, Ground Floor Commercial Use - Condos or Apartments on Upper Floors	BLUFF AREAS	COMMERCIAL / RETAIL USE
D NEW PARKING STRUCTURE DEVELOPMENT	- 3 to 5-story, Commercial Anchor	PARK / OPEN SPACE	COMMERCIAL OR OFFICE USE
E NEW PARKING STRUCTURE	- 3 to 5-story, Parking Structure on Floors 1 & 2 - Condos or Apartments on Upper Floors (3 - 5)	EXISTING BUILDING	LIGHT INDUSTRIAL, OFFICE OR COMMERCIAL ANCHOR USE
F COMMERCIAL DEVELOPMENT	- 1 to 2-story, Restaurant or Retail Use	NATIONAL REGISTER HISTORIC DISTRICT	PARKING STRUCTURE

Market Considerations

Market conditions, including rapid absorption rates for Moline Centre housing, suggest support for additional residential units. The target market would be:

- Young singles and couples (20s through 30s)
- Downtown workers, especially those working at John Deere, KONE, and WIU)

This market favors a product that has loft-like qualities, such as low-rise buildings with large windows and open floor plans. Adaptive use of nearby historic buildings is favored, but not required if there is also strong demand for new construction. Current demand is primarily for a rental product in small configurations, with most units falling in the studio and one-bedroom categories. The target market is not necessarily a rail “commuter,” though downtown residents will likely be frequent users of the passenger rail service. Co-location of new housing around a transit hub is both complementary and desirable in that the activities of transit users and residents will reinforce each other.

Ultimately, downtown residential units may attract Quad City empty nesters, though this demographic is not driving current development. Depending on land values, the feasibility of new-construction housing may require public participation, such as through the development of shared parking facilities that include dedicated spaces for new residential.

RETAIL

Downtown residents and workers, rail users, iWireless Center visitors and hotel guests will drive convenience-oriented retail and services in the gateway area. These may include:

- Cafes, coffee and breakfast restaurants, and wi-fi hang-out places
- Services such as dry cleaner/laundry, repair shops, cell phone stores, and fitness clubs
- Prepared foods including grab-and-go lunch and dinner options
- Fast casual restaurants and chains such as Jimmy Johns and Chipotle, and some independents

Other retail and restaurant establishments will become supportable in the gateway zone as the transit and residential base grows.

Historic Resources

It should be noted that potential development opportunity sites in the gateway would impact the northwestern edge of the Moline Downtown National Register Historic District with the potential loss of contributing buildings on two to six sites.

Implementation Considerations

Implementing proposed residential, commercial and mixed use developments will largely be driven over time by emerging market demand for such spaces and developer interest in particular sites. All identified development opportunity sites within the West Gateway area are currently zoned B-2: Central Business District, which allows for a variety of commercial, residential and entertainment uses in compact, pedestrian-oriented development compatible with the downtown building fabric. However, consideration may be given to changing the zoning classification south of 6th Avenue between 13th and 14th Streets from R-2: One-Family Residential District to R-4: One to Six Family Dwelling District or R-6: Multi-Family Dwelling District, which provides for high density residential development up to and over 14 dwelling units per gross acre.

To make the development opportunities feasible, several parcels would need to be assembled by a developer. Infrastructure and streetscape improvements, as suggested by the Streetscape Master Plan, may also be needed within these areas. The City could participate in underwriting the cost of infrastructure improvements or assist the developer in property assembly.



Example of storefront improvements



Example of an open air storefront with outdoor seating

II. UNDERTAKE URBAN DESIGN AND BUILDING IMPROVEMENTS

A number of urban design and building improvement initiatives have taken place over the years, including the installation of a new streetscape program and various façade and storefront rehabilitation projects. These efforts should continue but with a different focus in areas that have not received streetscape enhancements, or have taken advantage of City incentives for facade improvements.

Building Improvements

The City of Moline should continue funding its grant and loan programs for storefront and façade rehabilitation projects located in Moline Centre but with an aim toward encouraging building improvements along 6th Avenue, downtown side streets and in the neighborhood commercial node at 5th Avenue and 23rd Street. One way to encourage building rehabilitation in these areas is to implement a first-come, first-serve application process for one-time grants offered at higher grant or loan amounts. The Moline Centre Main Street Design Committee could spearhead an effort to market special grant and loan opportunities by meeting with individual property owners and providing design assistance and building improvement planning services.

Federal Historic Preservation Tax Credits

The federal Historic Preservation Tax Credit can be a significant incentive for large-scale building rehabilitation and adaptive use, including the conversion of upper-floors and rehabilitation of storefronts and facades. Several Moline Centre developers have reported that they are already using the tax credits but it is unclear how many downtown building improvements projects have actually been financed through tax credits.

More extensive use of the credits should be pursued either by offering a bonus grant or loan amount for those property owners or developers who also secure the tax credits as part of their financing or by requiring that any project over \$50,000 seek utilization of the tax credits first before applying for tax-increment financing funds from the City. In addition, efforts in educating local property owners and developers on the tax credits should be undertaken jointly between the City and the Main Street Design Committee, perhaps through workshops and one-on-one consultations.



The existing building on 15th Street at 6th Avenue (see potential improvements sketch, right)

Design Guidelines

The Moline Centre Design Guidelines should be updated to include more detailed standards and guidelines related to new construction and infill development, especially within the Moline Downtown National Register District where additional images, photos and graphics can help to illustrate recommendations on compatibility between old and new buildings in terms of new building massing and materials, scale and height, and treatments and

articulations at the ground level along the sidewalk. Outside of the National Register District, new construction design guidelines should also address the transition areas from the infill development to the adjacent residential neighborhoods where new buildings of additional height and higher mass could potentially block views.

FIGURE 5.5 POTENTIAL BUILDING IMPROVEMENTS ILLUSTRATION



Illustration of potential improvements to the commercial building on 15th Street at 6th Avenue.

Streetscape Improvements

Streetscape improvements should continue in all areas of Moline Centre according to the Moline Downtown Streetscape Master Plan. Level B and side street improvements from 12th to 19th Streets and along 6th and 7th Avenues should receive priority for new improvements going forward. Enhancements along 4th Avenue should also receive priority since the railroad right-of-way can be a visual and pedestrian barrier between the 5th Avenue retail core and the Bass Street Landing and John Deere Commons developments along the riverfront. However, the 4th Avenue streetscape scheme will have to be revised as a second track in the right-of-way will be added to accommodate Amtrak passenger service. Additional streetscaping emphasis should also be placed at the intersection of 6th Avenue and 15th Street as this is a major gateway entrance into the traditional downtown area.



5th Avenue streetscape under construction (recently completed)

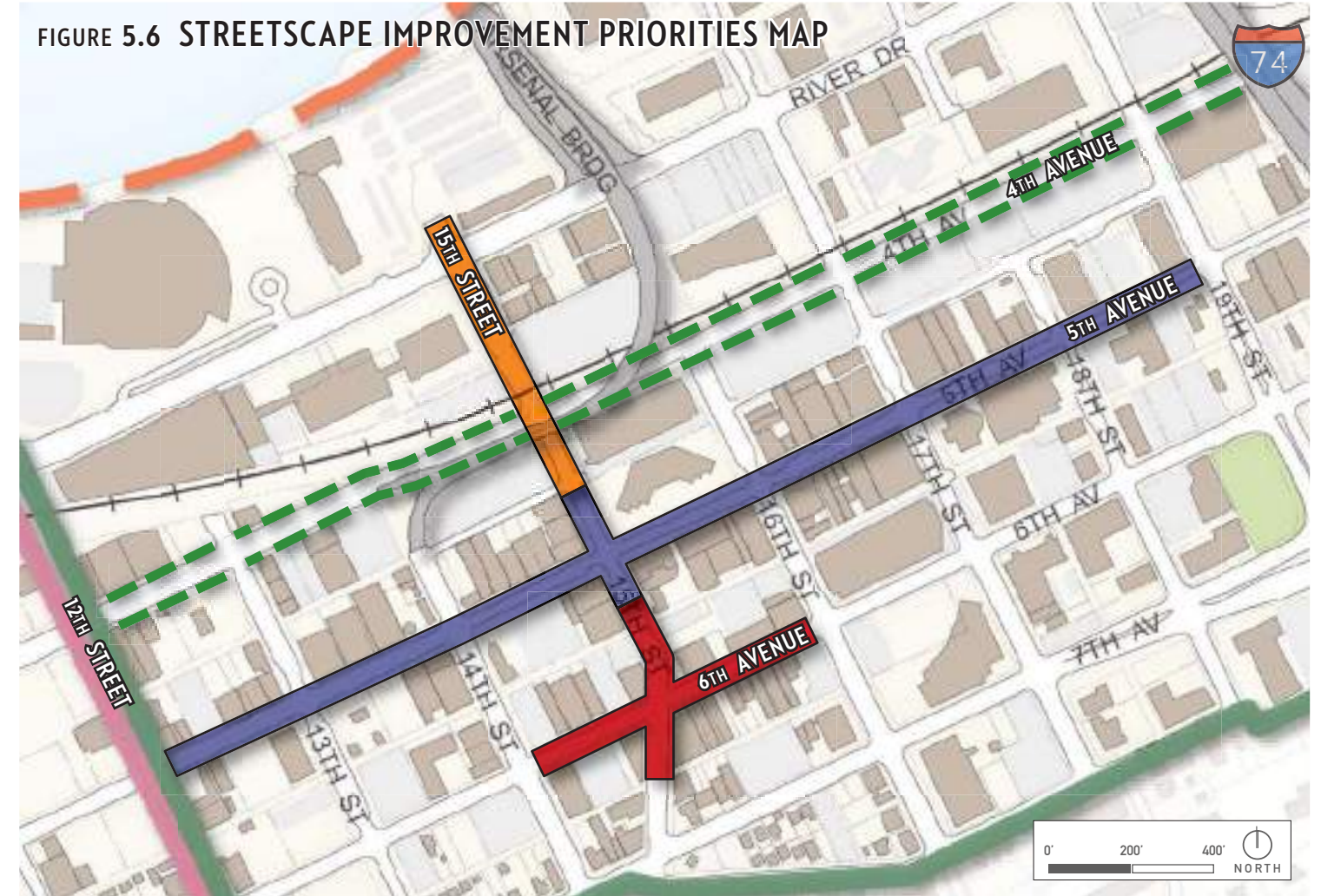
Arsenal Bridge and Railroad Avenue Right-Of-Way Improvements

Several community stakeholders regard the Arsenal Bridge ramps and the railroad right-of-way as significant visual barriers to walking from the 5th Avenue retail corridor to John Deere Commons and River Drive. The 2001 Moline Centre Plan recommended colored sculptural ceiling panels, special paving and decorative lighting to enhance the Bridge underpath while the 2007 Downtown Streetscape Master Plan proposed a comprehensive parkway treatments along the 4th Avenue Corridor and railroad right-of-way. Both plans provide meaningful design directions for improving the pedestrian paths and connections along 15th Street and other locations and should be pursued.

In addition to the design suggestions for the Arsenal Bridge made in the 2001 Plan, public art and sculpture should also be considered as part of the design enhancement scheme. For instance, Seattle has its famous “Fremont Troll” sculpture underneath one end of the George Washington Memorial Bridge that connects the Fremont neighborhood with downtown Seattle. Public art can provide visual interest and a sense of discovery along the pedestrian route.

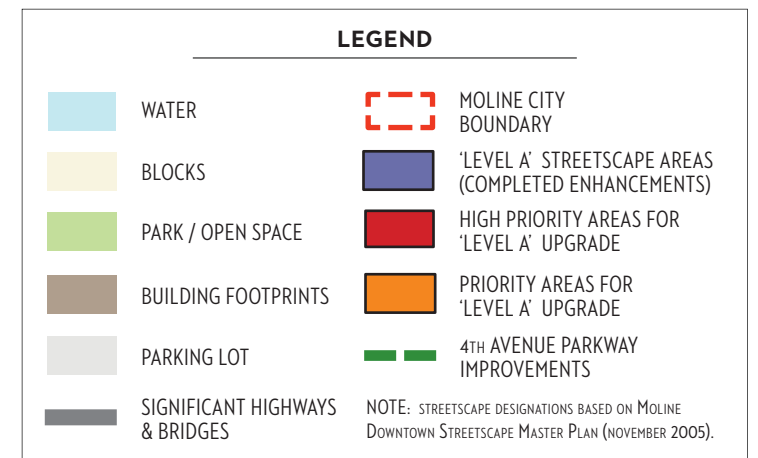
Implementation Considerations

The City’s existing small business and façade rehabilitation incentive programs should continued to be funded by the City of Moline with a consideration to offering bonus grant amounts to properties located in high priority areas and property owners and developers seeking to use the federal historic preservation tax credits. The Moline Centre Main Street Design Committee should play an active role in marketing the programs through one-on-one meetings with property owners and regular open houses and workshops. In addition, streetscape



Streetscape Improvement Priorities Map

and Arsenal Bridge improvements can continue to be financed by Special Service Areas 5 and 6 and potentially with funds from the Illinois Department of Transportation, including its Transportation Enhancements Program (ITEP).



III. ENCOURAGE INFILL DEVELOPMENT AND ADAPTIVE USE

Several sites within Moline Centre’s traditional core, including existing surface parking lots and under-utilized and vacant spaces, could potentially accommodate infill development with new retail, office and residential uses. In addition, infill development would not only diversify Moline Centre’s land use base but also strengthen and enhance its urban design and development character. The most significant development opportunity sites within the traditional core exist along the 4th Avenue corridor and north of the railroad tracks where a number of public and privately-owned parking lots are located. These sites could potentially consist of seven new office and mixed-use developments totaling approximately 440,000 to 480,000 square feet of office space and 135,000 square feet for retail (sites shown in red on the Infill Development Opportunities Map).

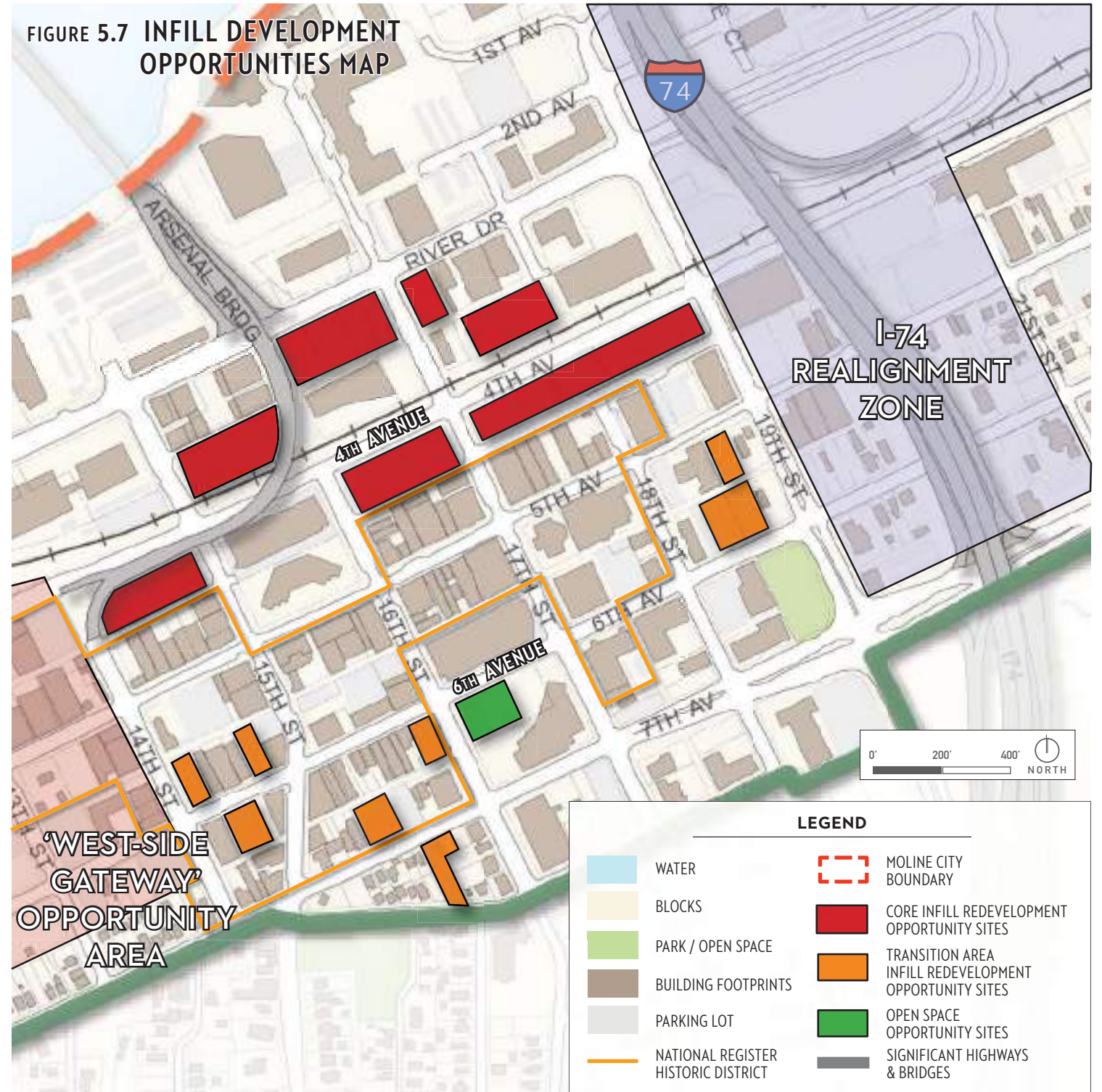
Smaller infill development sites exist in other transition areas south of 5th Avenue, which could add 200,000 to 280,000 square feet of new residential uses (potentially 160 to 200 apartment units) and 20,000 to 30,000 square feet of retail and commercial space (Transition Areas on Infill Development Opportunities Map). One new green space amenity is proposed at the southeast corner of 6th Avenue and 16th Street, currently an under-utilized parking lot in front of the City Police Department Building. Commercial with upper floor residential uses may be more appropriate in these locations. Several ways in which facilitate infill development on some of the smaller opportunity sites include upgrading on-site or nearby infrastructure, sidewalks and nearby park amenities. As in the Gateway area, market conditions would favor high absorption rates for new downtown housing, especially for a target market of singles and couples and downtown workers.



Vacant land at the corner of 6th Avenue and 13th Street



Residential infill development scaled for transition areas



Infill Development Opportunities Map

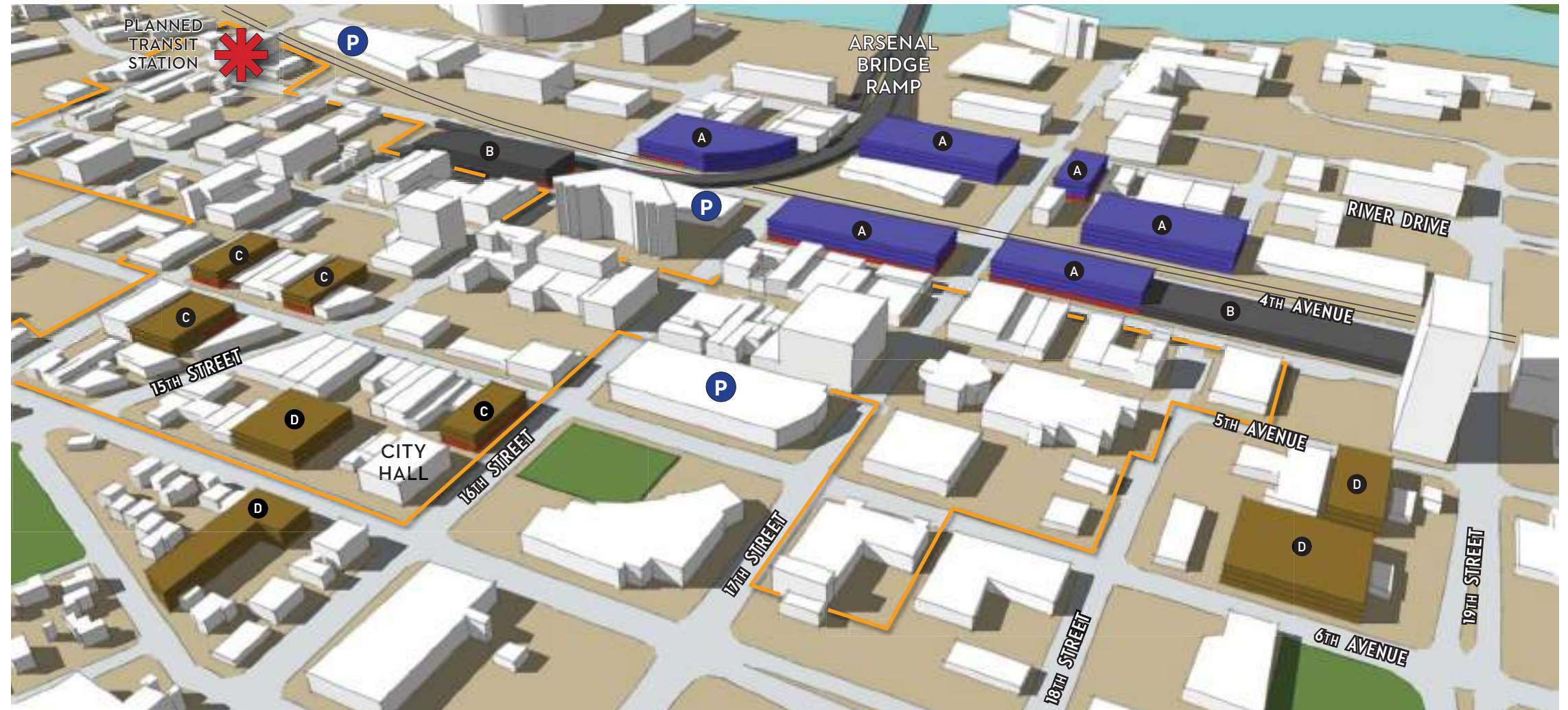
Parking Strategy in Infill Areas

New development in the Downtown will require a comprehensive strategy for addressing parking. This strategy should focus on the removal of surface parking lots that accommodate only one building on a lot, improving walkability, and the provision of public shared parking and the integration of parking into the fabric of buildings so that the appearance of parking is hidden by the building. This strategy can allow more efficient development that does not take valuable land space by parking. It will also allow for greater economic development opportunities and higher tax return to the City.

A better alternative in traditional downtown districts is to provide shared public parking that can accommodate the parking peaks that occur at different times of the day and week. Public parking can be much more effective in urban areas where there are mixed land uses (daytime versus nighttime use) that can share the parking. For example, offices can use the parking during the day and entertainment and commercial uses can use the parking in the evening and on the weekend.

Most of Moline Centre is currently zoned B-2: Central Business District, which exempts new developments from the minimal parking space requirements. This exemption does not totally relieve a developer from providing parking, however. Rather, it sets up a development review process that should encourage an examination of parking needs based on the proposed development and surrounding site conditions. Developers should be required to provide public shared-use parking based on the public parking situation within a few blocks of the proposed development. In addition, the provision of public

FIGURE 5.8 TRADITIONAL CORE INFILL DEVELOPMENT CONCEPT VIEW



A bird's eye view rendering looking north, of the infill development sites that shows potential building massing and land uses.

shared parking is sensitive to location. With each proposal, a utilization study of public shared use parking within close proximity of the development should be undertaken, either by the City or the developer. The utilization study would determine the status of supply and demand in the vicinity. The study also should address how public-private partnerships will be instrumental in fulfilling the development's parking demand.

PLAN DATA		LEGEND	
A MIXED-USE DEVELOPMENT (OFFICE)	C MIXED-USE DEVELOPMENT	WATER	LOW DENSITY RESIDENTIAL USE
- 3 to 4-story, Ground Floor Commercial or Office Use	- 2 to 3-story, Ground Floor Commercial Use	BLOCKS	MID / HIGH DENSITY RESIDENTIAL USE
- May Include Internal Parking for Private Use	- Condos or Apartments on Upper Floors	BLUFF AREAS	COMMERCIAL / RETAIL USE
- Office or Commercial Service Uses on Upper Floors	D RESIDENTIAL DEVELOPMENT	PARK / OPEN SPACE	COMMERCIAL OR OFFICE USE
B POTENTIAL PARKING STRUCTURES	- 2 to 3-story, Condos or Apartments	EXISTING BUILDING	PARKING STRUCTURE
- 2 to 4-story, Ground Floor Retail Space		EXISTING CIVIC PARKING DECK	NATIONAL REGISTER HISTORIC DISTRICT

The new development may be able to fulfill parking needs with nearby public shared-use facilities that have a parking surplus. With the facilities that have a current surplus, the developer could work out an agreement with the suppliers. For example, if the parking structure is owned by the City, the City could require a fee in lieu of providing parking. The fee would match the cost of providing parking. If there is a demand for additional parking in the vicinity of the new development, then the developer should be required to provide parking. However, it should be made available as public shared parking and not dedicated to just the users of the development.

As mentioned previously, “group developments” with 50 or more dwelling units or 10 or more non-residential uses; or an institutional, office or commercial development containing more than 50,000 gross square feet of floor area, are required to seek a special use permit in regards to parking. Common examples of group developments include apartment buildings, apartment complexes, condominium complexes, and office centers. Most new development proposed in this Moline Centre Plan would fall into this classification.



Looking east from 17th Street, surface parking lots take up a significant amount of space within Moline Centre.



New mixed-use and office development on River Drive and 4th Avenue infill sites should reflect the area's existing character and scale.



Existing office development in Moline Centre

Carnegie Library Reuse

Particular emphasis should be placed on the preservation and reuse of the Carnegie Library building at 5th Avenue and 17th Street, given its architectural quality, prominent location and contributing status to the National Register Historic District. The building is now in private ownership, but there is strong civic interest that the building maintains a viable use.

As in Moline, many Carnegie libraries across the country have been vacated as functioning library facilities. A portion of these buildings have been adapted to serve new functions, most commonly for non-profit use such as:

- Community arts center
- Cultural center
- Senior center
- City offices
- County offices



Moline's former Carnegie Library

Reuse for commercial enterprises are also possible and would allow rehabilitation schemes to qualify for federal Historic Preservation Tax Credits. Most options assume a commercially developed rental facility leased to for-profit, non-profit, or residential tenants, including for example:

- Rental to a private school or adult continuing education center
- Event space for weddings and receptions
- Rental apartments with later conversion to condominiums
- Co-working space, including open-format, flexible office space offered as monthly “memberships” to startup businesses and knowledge workers.
- Art gallery
- Retail incubator
- Antiques mart including stalls and small retail spaces sub-leased to a variety of vendors and managed by a single entity
- Professional offices
- Restaurant (first floor)
- Lease to a downtown-compatible university program such as Augustana College’s art or business administration departments, or a department of the Western Illinois University-Quad Cities campus.

A combination of uses may be necessary to make use of the building’s unusual configuration, although more use may make adaption more challenging and complex. A business and financing plan should be developed to test the feasibility of various uses and their alternatives. The study should incorporate feasibility for using a combination of funding sources, including various tax credit and incentive programs, as part of a development pro-forma.



Before Reuse



The former Carnegie Library in the Manayunk neighborhood in Philadelphia, was converted into seven apartments. Double-height front windows were divided to allow for two-story interior.

Implementation Considerations

Implementing proposed residential, commercial and mixed use developments will largely be driven over time by emerging market demand for such spaces and developer interest in particular sites. All identified development opportunity sites within the West Gateway area are currently zoned B-2: Central Business District, which allows for a variety of commercial, residential and entertainment uses in compact, pedestrian-oriented development compatible with the downtown building fabric. The City could participate in underwriting the cost of infrastructure improvements or assist the developer in property assembly. Streetscape improvements, as suggested by the Streetscape Master Plan, may also be needed within these areas.

In regards to the adaptive use projects, including the Carnegie Library in particular, the City could offer low-interest loans or grants to potential developers seeking to use the federal historic preservation tax credit as part of the overall project financing. Alternatively, the City and its development partners could convene or form a co-developer/investor team that could purchase the property and develop it or secure services a fee developer experienced in adaptive use and the tax credits. However, a historic structures or feasibility report should be commissioned to determine costs in adapting the building to new uses.

IV. EXPAND MOLINE CENTRE WAYFINDING SIGNAGE PROGRAM

The 2001 Moline Centre Plan proposed a comprehensive wayfinding signage program to help guide visitors to major attractions and destinations, including the iWireless Center, the John Deere Pavilion, the riverfront and Centre Station. Portions of the wayfinding program been already installed, mostly along the western edge of Moline Centre and along River Drive where signage leads travelers to the iWireless Center and the John Deere Pavilion. The wayfinding signage program should be evaluated to determine where additional signage may be needed to direct visitors to the 5th Avenue commercial corridor, Western Illinois University, City Hall, public parking facilities and other important destinations. A key aspect of wayfinding improvements is in establishing a clear link between Riverfront access points and supporting amenities, such as parking and restaurants.

Gateways

In addition to wayfinding signage, opportunities exist to enhance gateways entrances into Moline Centre with specially-designed gateway stands, signage, monuments or public art. Although gateway elements and treatments should be distinctive in their own right, their design should also complement the design of the existing wayfinding program, perhaps by incorporating its color palette and branding images. Gateway treatments could vary in design and scale according to whether they are located at “major” gateway entrances - places where travelers are first entering the traditional downtown core, such as, the exit ramps off Interstate 74, and secondary gateways where local residents often enter Moline Centre. Major gateways have been identified off proposed new Interstate 74 ramp entrances at River Drive and 7th Avenue (see gateway maps) and the 5th and 6th

Avenue intersection junction in Floreciente traveling east. Minor gateways include River Drive at 12th Street and 6th Avenue and 15th Street. Even smaller-scaled “landmark” gateway treatments, such as pole banners and identity signage could be installed at key locations, such as 5th Avenue and 12 Street and at 6th Avenue and 15th Street, to reinforce a visitor’s or shopper’s awareness that they are in the traditional Moline Centre core. The existing Moline Centre identity pole markets at 5th Avenue and 15th Street could serve as the landmark gateway treatments.

Alongside the wayfinding and gateway program, consideration should be given to designing and installing kiosks at certain locations to help provide maps and other information on downtown destinations to visitors and pedestrians.



A pedestrian-scaled wayfinding and branding element in Ferndale, Michigan

FIGURE 5.9 MOLINE CENTRE GATEWAYS MAP



Moline Centre Gateways Map

Cultural Trail/Interpretive Signage

In addition to the expanding the wayfinding program, a “cultural walk” could be created connecting various downtown destinations and landmarks such as the 5th Avenue retail corridor with John Deere Commons, Bass Landing and the Riverfront. The cultural trail would include special sidewalk paving, landscaping treatments, and public art. An integral element to a cultural walk is the installation of interpretive signage or plaques that could be attached to buildings or mounted on separate poles, monuments or bases at significant landmarks, buildings or sites where former buildings, homes and factories were once located. The signage could incorporate a historic photograph, a brief building or site history and even a quick response (QR) code where a website version could be downloaded on a smartphone.

Creating the cultural trail could be a joint effort between Moline Centre Main Street, the City’s Historic Preservation Commission, the corporate community and other key stakeholders. Some elements of the current streetscape program could be incorporated as part of the overall cultural walk design or, perhaps, some streetscape elements such as sidewalk paving could be changed or modified as part of the cultural walk design.

Implementation Considerations

Designs and construction documents for new gateways and the cultural trail should be prepared, ideally, as part of an overall revision to the Streetscape Master Plan prepared in 2005. Design and construction costs could be underwritten from the existing Special Services Areas, ITEP monies and other grants. Construction of the cultural trail could potentially be funded through private sector sponsorships and donations.



John Deere Commons



Indianapolis Cultural Trail (Indianapolis, Indiana)



Signage element incorporating historic information (La Grange Park, Illinois)



Unique historic site marker (Ann Arbor, Michigan)



Wayfinding Signage (Atlanta, Georgia)

V. IMPROVE RIVERFRONT CONNECTIONS

Moline Centre’s proximity to the Mississippi River is an important strategic advantage and partly defines the downtown’s identity and brand image. However, it has been noted by many community stakeholders that visitors as well as local residents find it difficult to access the riverfront by car or by walking, and some are not even aware the Mississippi River is in close proximity to the traditional downtown core. Ways in which to enhance awareness of the riverfront and to promote it as a distinct destination in Moline Centre is to install pedestrian-scaled wayfinding and directional signage in and around the traditional core directing

visitors and residents to the riverfront, as well as the creation of a special pedestrian-way along 17th Street connecting the traditional downtown core at 5th Avenue to Bass Landing and the Riverfront (see 17th Street Riverfront Connection).

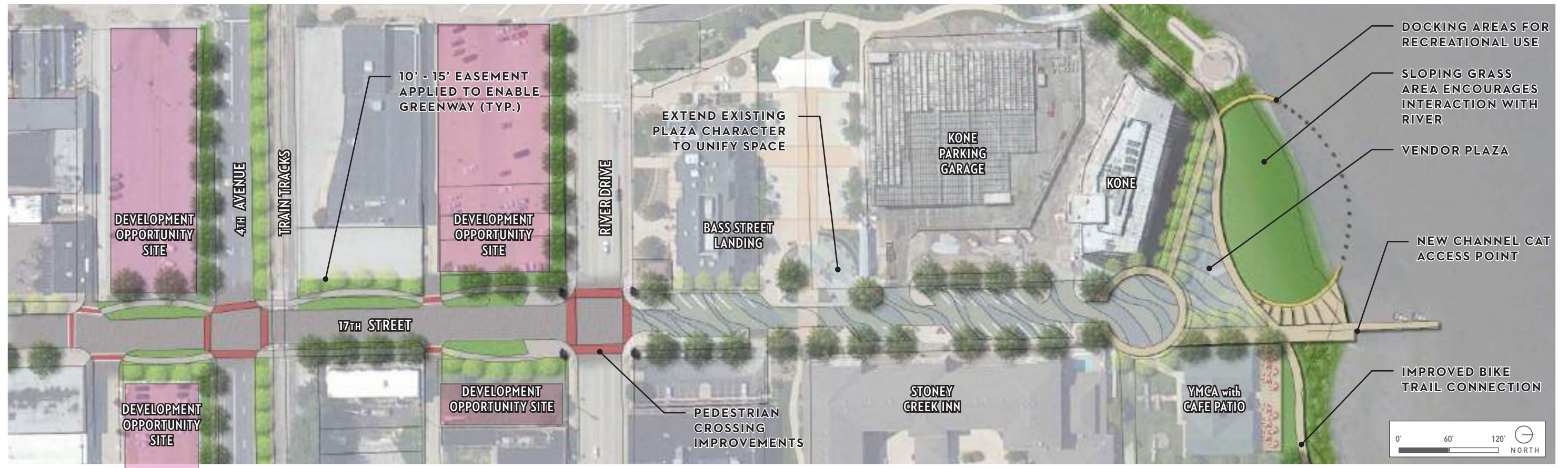
The 17th Street pedestrian-way reinforces previous streetscape, roadway and urban design recommendations presented in the 2001 Moline Centre Plan with which most elements have already been constructed. However, one element of that design scheme that has not been fully implemented is the installation of a bike trail connection and an additional overlook. These

elements, along with a newly landscaped park space, perhaps designed as a sloped or stepped amphitheater, a water taxi landing, public art and other streetscape amenities could create an attractive destination for tourists, residents, walkers and cyclists. Furthermore, additional landscaping in the 17th Street right-of-way to 4th and even 5th Avenues could encourage downtown workers and shoppers to walk to the riverfront. Special paving within the 17th Street roadway at Bass Landing could also serve to make this segment an extended pedestrian space for festivals and events. Additional riverfront connections are also suggested in the succeeding section in the Interstate 74 Realignment Zone.

Implementation Considerations

Designs and construction documents for streetscape, right-of-way and riverfront enhancements along 17th Street should be prepared, ideally, as part of an overall revision to the Streetscape Master Plan prepared in 2005. Design and construction costs could be underwritten from the existing Special Services Areas and other grants. Elements of the 17th Street pedestrian way could be funded through the Special Service Areas, private sector support, especially those related to potential public art installations, streetscape amenities, and landscape improvements.

FIGURE 5.10 17TH STREET GREENWAY CONCEPT PLAN



17th Street Greenway Concept Plan

VI. PLAN FOR FUTURE LAND DEVELOPMENT IN THE INTERSTATE 74 REALIGNMENT ZONE

The construction of the new Interstate 74 Bridge over the Mississippi River presents unique opportunities to introduce new commercial and residential uses, as well as open space and improved access to Mississippi River in land left over from the Interstate realignment - new uses that can help extend Moline Centre's development pattern to the east. Given the large amount of land that will become available, a rare opportunity exists to create a grand civic open space with direct connections to the riverfront.

Even with this opportunity, care should be taken to maximize the value of land for future development. This will require balancing the realities of the real estate market both short and long-term with what the community's vision will be for Moline Centre, and the Riverfront in particular.



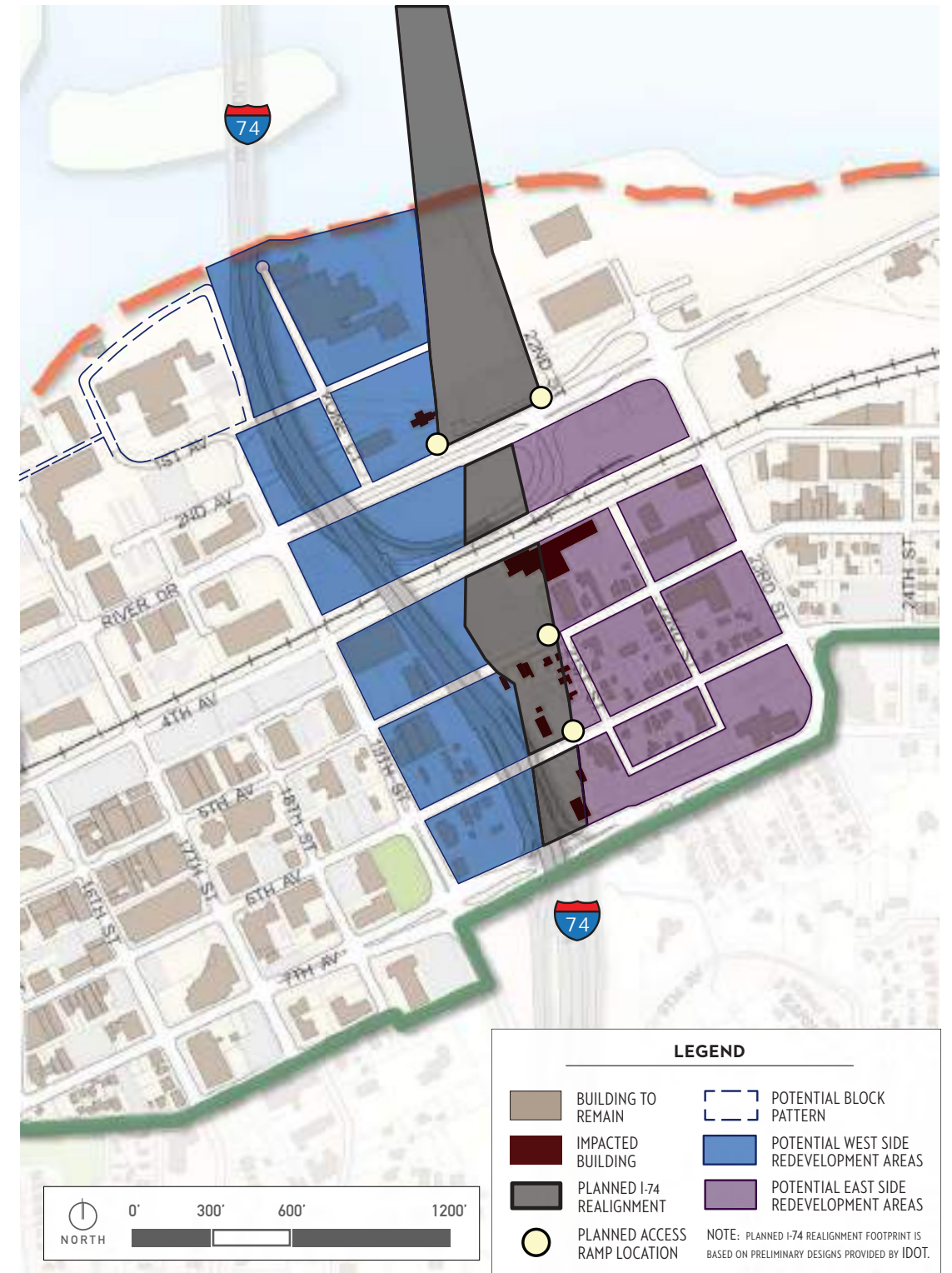
The view from underneath Interstate 74 today

FIGURE 5.11 INTERSTATE 74 REALIGNMENT ZONE MAP



Interstate 74 Realignment Zone

FIGURE 5.12 I-74 REALIGNMENT DEVELOPMENT OPPORTUNITY AREAS MAP



I-74 Realignment Development Opportunity Areas Map

Three different development scenarios are presented on the following pages. Each showing a variation on the density of development desired and the types of uses to be encouraged.

Riverfront Park

All three schemes incorporate a new riverfront park, which could encompass two acres and incorporate an extension of the Great River Bike Trail, special landscape features and sculpture or public art that could interpret in some fashion the location of the former Interstate 74 Bridge. This interpretation could consist of special paving stones or design feature marking where the Bridge's footings once stood. Perhaps, some portions or elements of the footings, which will most likely be transferred in ownership from IDOT to the City, could be preserved as part of the interpretive program.

Market Considerations

In addition to establishing new open space in the Re-Alignment Zone, the land made available provides a unique development opportunity for new commercial and residential uses as the land will have fewer constraints than many other downtown parcels. An office anchor in this zone will establish a new eastern end to Moline Centre, as well as encourage additional Class A office space. Residential use may not be a preferred option on newly-created development parcels directly adjacent to the new Interstate Bridge and its ramps without adequate buffering.

While current demand levels do not support a new, full-line grocery store, projected growth of Moline Centre - both residential and office - could tip the scale in five to ten years for added demand. The City should manage the long-term use options for one or two 30,000 square foot parcels by creating temporary open space so the community has the flexibility to permit commercial development in the future.

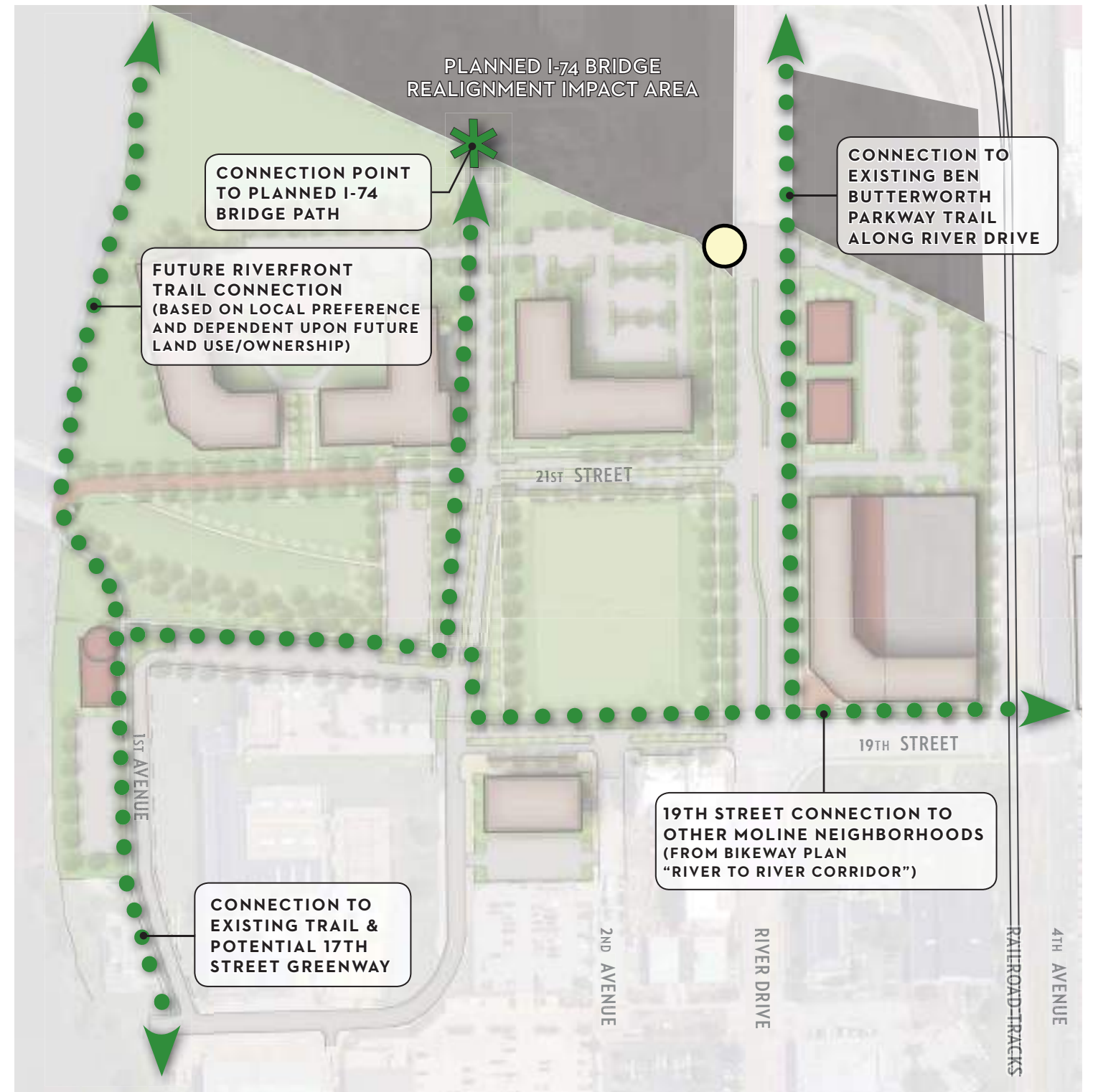


A riverfront bike trail



Wayfinding and branding signage in Greenville, SC

FIGURE 5.13 I-74 REALIGNMENT AREA BIKE CONNECTIVITY MAP



I-74 Realignment Area Bike Connectivity Map

Design Guidelines

Design guidelines for the Realignment Zone could be considered as an effective means to managing the quality of new development design in terms of materials, scale and massing and the transition areas between the new development and single-family residential areas and the ramps and embankments of the new Interstate-74. Such guidelines could be developed as a separate section of a newly-revised Moline Centre Design Guidelines or as a stand-alone document.



An urban riverfront park in Columbus, Ohio

Limited Development Concept

The limited development concept proposes four separate one-story commercial developments ranging in size from a 5,000 to a 30,000 square feet housing a variety of tenants from a restaurant along the riverfront to a small-scaled grocery store at River Drive and 19th Street (see Limited Development Concept map). Given River Drive's importance as a transportation artery through Moline Centre, commercial use is suggested along this portion of River Drive. All four commercial developments would be serviced by their own surface parking lots. In addition, three office buildings ranging from 30,000 to 90,000 square feet each at two to three stories in height is suggested for land behind the commercial development at 21st Street. These buildings would also be serviced by their own parking. Office uses could potentially capture technology-based businesses or other enterprises seeking Class A office space, and an advantageous location to Western Illinois University, the Rock Island Arsenal, the Transit Center, and Moline Centre's shopping and entertainment areas. The former KONE corporate headquarters building is retained for office or light-industrial use.

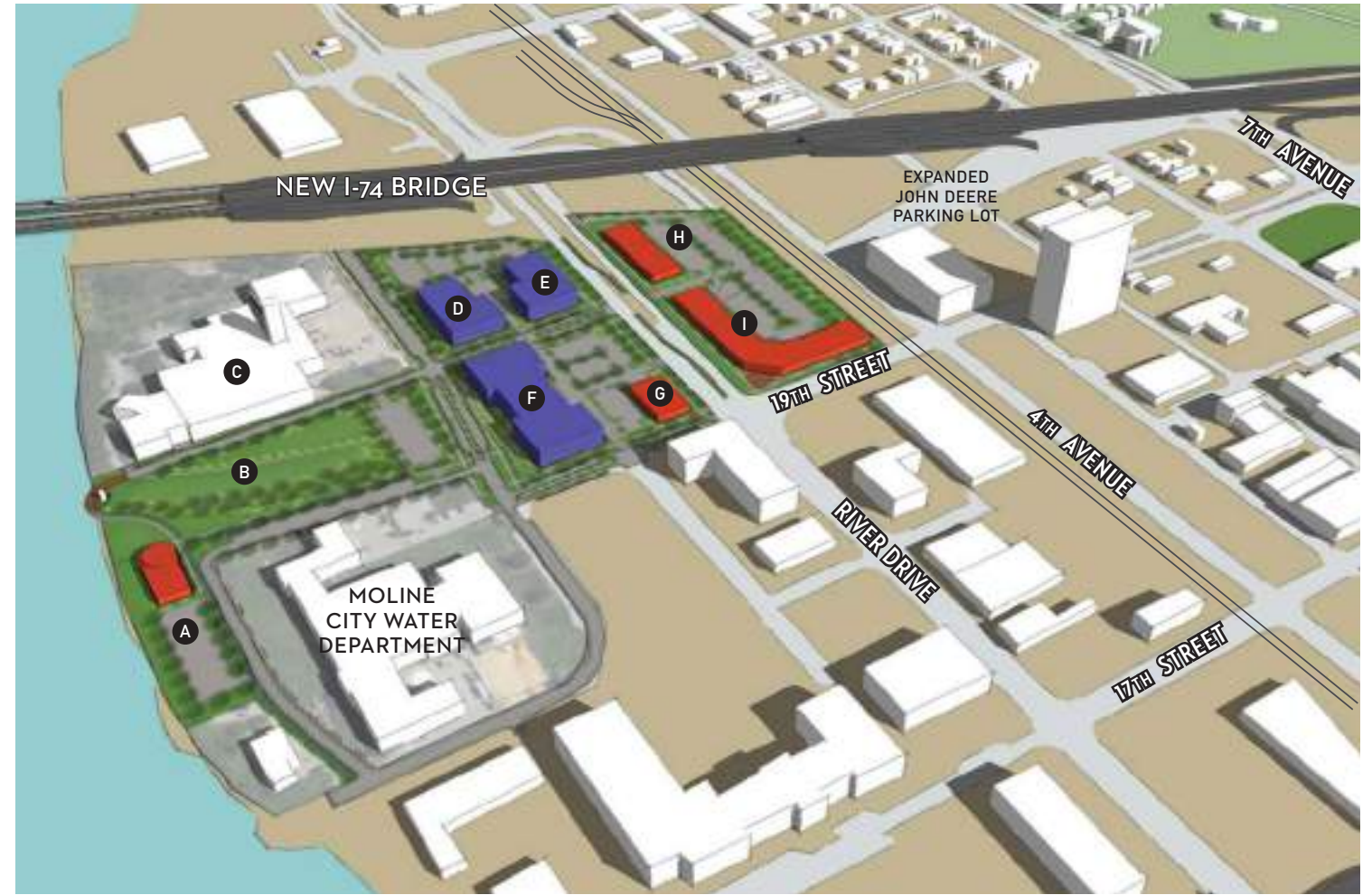


A contemporary office building



Well designed commercial space with site furnishings

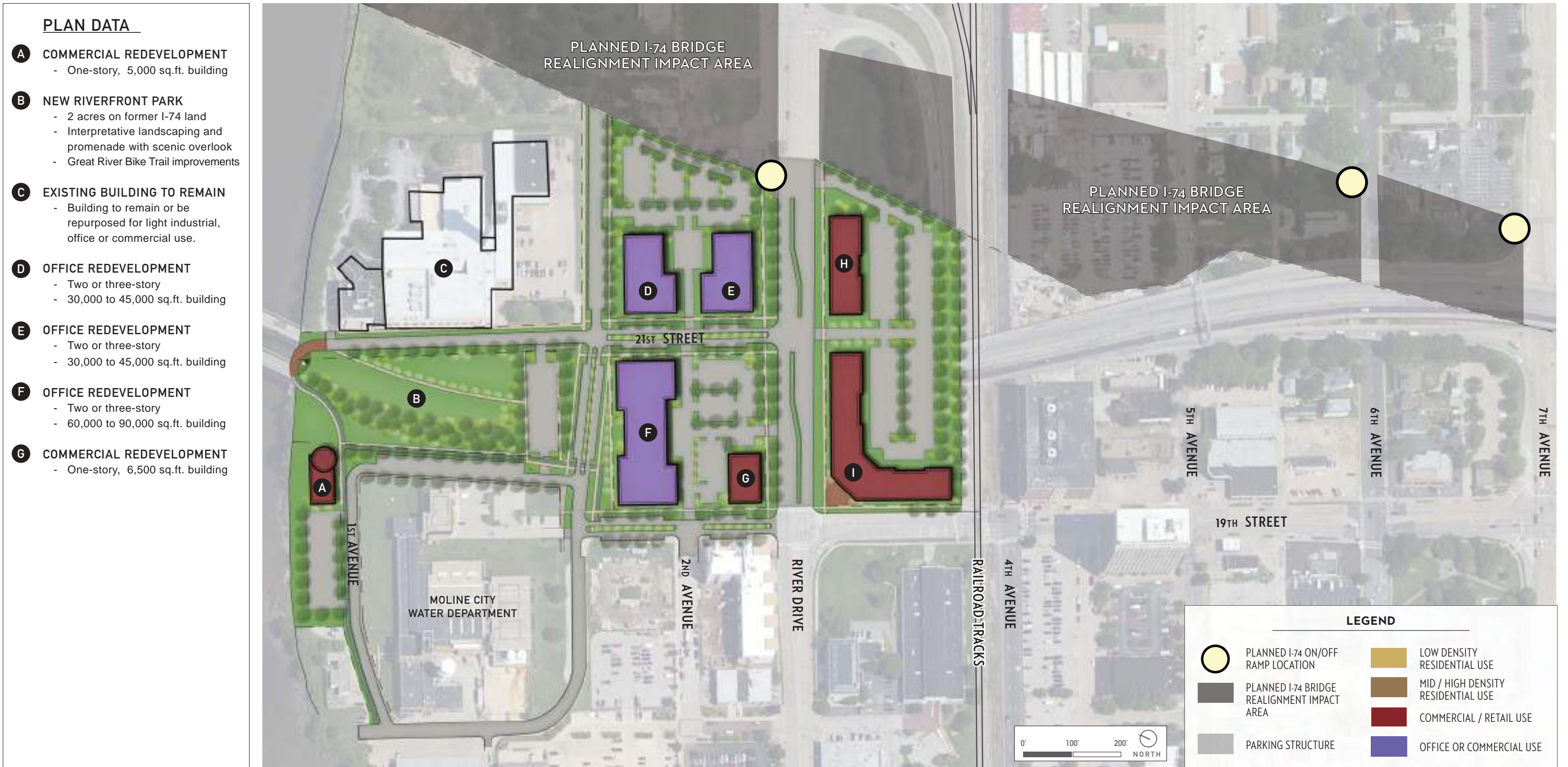
FIGURE 5.14 I-74 REALIGNMENT AREA - LIMITED DEVELOPMENT CONCEPT VIEW



A bird's eye view rendering of the limited development concept that shows potential building massing and land uses (looking southeast).

PLAN DATA		LEGEND	
A	COMMERCIAL REDEVELOPMENT - One-story, Restaurant	WATER	LOW DENSITY RESIDENTIAL USE
B	NEW RIVERFRONT PARK	BLOCKS	MID / HIGH DENSITY RESIDENTIAL USE
C	EXISTING BUILDING TO REMAIN	BLUFF AREAS	COMMERCIAL / RETAIL USE
D E F	OFFICE REDEVELOPMENT - Two or three-story	PARK / OPEN SPACE	COMMERCIAL OR OFFICE USE
G H I	COMMERCIAL REDEVELOPMENT - One-story	EXISTING BUILDING	LIGHT INDUSTRIAL, OFFICE or COMMERCIAL ANCHOR USE
Note: additional details provided on the following page		PARKING STRUCTURE	

FIGURE 5.15 I-74 REALIGNMENT AREA - LIMITED DEVELOPMENT CONCEPT PLAN



I-74 Realignment Area - Limited Development Concept Plan

Expanded Office Concept

This concept proposes more dense office development along 21st Street in three separate developments ranging from three to four stories in height and 45,000 to 100,000 square feet of floor space. These developments would replace the former KONE headquarters complex. A mixed use development containing 30,000 square feet of commercial space and 45 apartment units in two upper stories is proposed at the corner of River Drive and 19th Street. Again, this development could potentially house a small-scaled grocery store or a variety of other retail uses. Additional residential and office developments are suggested at different locations along 19th Street and 5th and 6th Avenues (see Limited Development Concept map). Again, the office and residential development would take advantage of the locations near to the riverfront, Moline Centre shopping and dining areas and to Western Illinois University. Additional open space could be accommodated in the block bordered by 21st and 21st Streets and River Drive.



A corner entry feature provides a focal point



A small community green



Mid-rise office buildings help to frame a shared open space

FIGURE 5.16 I-74 REALIGNMENT AREA - EXPANDED OFFICE DEVELOPMENT CONCEPT VIEW

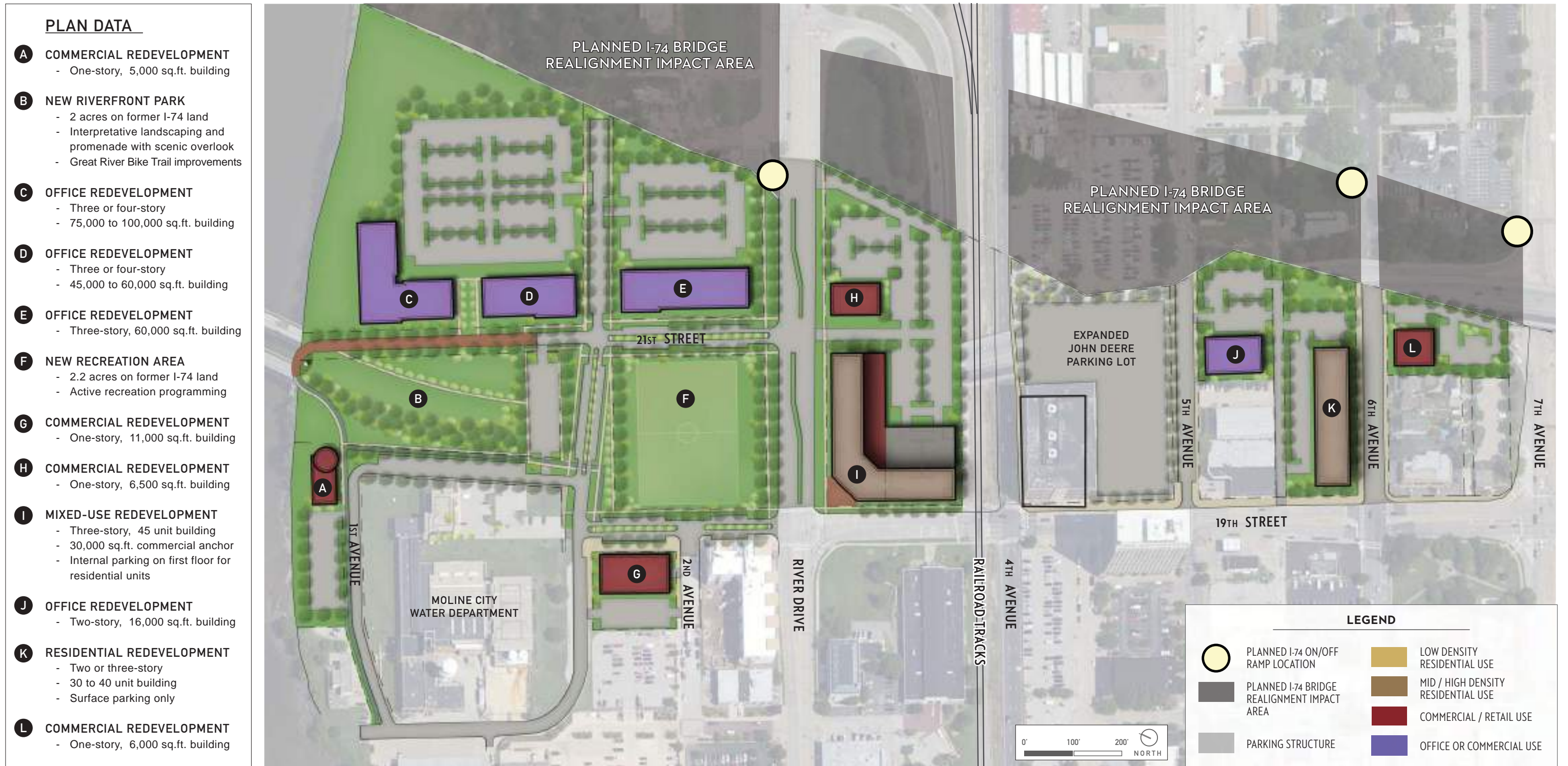


A bird's eye view rendering of the expanded office development concept that shows potential building massing and land uses. (looking southeast)

PLAN DATA		LEGEND	
A	COMMERCIAL REDEVELOPMENT - One-story, Restaurant		WATER
B F	NEW RIVERFRONT PARKS		BLOCKS
C D E	OFFICE REDEVELOPMENT - Three to four-story		BLUFF AREAS
G H L	COMMERCIAL REDEVELOPMENT - One-story		PARK / OPEN SPACE
I	MIXED-USE REDEVELOPMENT - Three-story, Residential over Commercial Anchor		EXISTING BUILDING
J	OFFICE REDEVELOPMENT - Two-story		LOW DENSITY RESIDENTIAL USE
K	RESIDENTIAL REDEVELOPMENT - One-story		MID / HIGH DENSITY RESIDENTIAL USE
			COMMERCIAL / RETAIL USE
			COMMERCIAL OR OFFICE USE
			LIGHT INDUSTRIAL, OFFICE OR COMMERCIAL ANCHOR USE
			PARKING STRUCTURE

Note: additional details provided on the following page

FIGURE 5.17 I-74 REALIGNMENT AREA - EXPANDED OFFICE DEVELOPMENT CONCEPT PLAN



I-74 Realignment Area - Expanded Office Development Concept Plan

Expanded Residential Concept

Instead of an office development scenario, this concept proposes three residential and four mixed-use developments that would add more than 500 new living units and 50,000 square feet of commercial space. The residential and mixed use developments would range in height from four to six stories. As with the previous scenarios, a small scaled grocery or other retail uses would be located at River Drive and 19th Street, as well as a 5,000 square foot restaurant along the riverfront. This scenario also retains the block reserved for open space at River Drive and 21st Street. As mentioned elsewhere in this plan document, young singles and couples, downtown workers and even empty nesters would comprise the main market for these residential uses.

Implementation Considerations

Implementing proposed redevelopment scenarios within the Realignment Zone will largely be driven over time by emerging market demand for housing, retail, office and light industrial uses. It is projected that the new Interstate 74 Bridge would likely begin in 2016 or 2017 with a three to five year construction timetable depending on the availability of federal and state funding. After the bridge's construction, the City will receive the first right of refusal from IDOT in retaining ownership of former right-of-way land; by state statute, however, the City will be obligated to sell or trade the land for fair market value. Therefore, the City will be in a unique position to conduct further planning for the Realignment Zone and to issue Requests for Proposal (RFPs) or Expressions of Interests (EOI) from the developer community for specific opportunity sites. Planning needs to prepare these sites for development would include additional studies for transportation and infrastructure improvements, and design and engineering for urban design and streetscape enhancements and the proposed Riverfront Park.

Currently, the Realignment Zone is zoned B-2: Central Business District, which is generally appropriate for the redevelopment scenarios suggested in this Moline Center Plan Update. As an option, the City could zone some parcels R-6: Multi-Family Dwelling District if residential is strictly desired in some locations, especially near the riverfront zone. A design overlay could also be considered to manage development design and ensure architectural compatibility within this important subarea in Moline Centre. To facilitate development, the City could participate in underwriting the cost of infrastructure and streetscape improvements. A revised Streetscape Master Plan may also be needed to guide urban design treatments in this area. Grants from the Illinois Department of Natural Resources (IDNR) could be secured to partially underwrite the costs of developing the Riverfront Park.



Riverfront park and trail

FIGURE 5.18 I-74 REALIGNMENT AREA - EXPANDED RESIDENTIAL DEVELOPMENT CONCEPT VIEW



A bird's eye view rendering of the expanded residential development concept that shows potential building massing and land uses. (looking southeast)

PLAN DATA		LEGEND	
A	COMMERCIAL REDEVELOPMENT - One-story, Restaurant		WATER
B	F NEW RIVERFRONT PARKS		BLOCKS
C	D MIXED-USE REDEVELOPMENT		BLUFF AREAS
E	G MIXED-USE REDEVELOPMENT - Four to five-story, Residential over 1st Floor Commercial		PARK / OPEN SPACE
H	COMMERCIAL REDEVELOPMENT - One-story		EXISTING BUILDING
G	MIXED-USE REDEVELOPMENT - Four-story, Residential over Commercial Anchor - Shared Internal Parking		LOW DENSITY RESIDENTIAL USE
J	K RESIDENTIAL REDEVELOPMENT - Three to four-story		MID / HIGH DENSITY RESIDENTIAL USE
			COMMERCIAL / RETAIL USE
			COMMERCIAL OR OFFICE USE
			LIGHT INDUSTRIAL, OFFICE OR COMMERCIAL ANCHOR USE
			PARKING STRUCTURE

Note: additional details provided on the following page

FIGURE 5.19 I-74 REALIGNMENT AREA - EXPANDED RESIDENTIAL DEVELOPMENT CONCEPT PLAN



I-74 Realignment Area - Expanded Residential Development Concept Plan

VII. CONDUCT BUSINESS DEVELOPMENT EFFORTS IN THE TRADITIONAL COMMERCIAL CORE

Among the Quad Cities, Moline Centre carries a positive image as a dining and entertainment destination and as a desired location for in-town living. The restaurant offerings have become even more diverse in the past few years, with the addition of Twenty Sports Grille, Lemongrass, and Barley and Rye Bistro, among others. This restaurant cluster already functions as a regional destination – as district diners seek out for the variety it offers. Separate from the Moline Centre’s restaurant cluster along Fifth Avenue, there may be opportunities to develop individual destination restaurants with a high-quality operator in high-design riverfront settings. Current and future opportunities for high-end restaurant development exist at river-view sites at the KONE Building, within the Interstate 74 Realignment Zone, and in the gateway areas between Florenciente and Moline Centre along 12th Street. All of these, in addition to serving the Moline and Quad Cities market, are also aligned with iWireless Center event attendees and business and leisure travelers using nearby lodging at John Deere Commons.

Retail Development

Retail uses within Moline Centre, especially along 5th Avenue – downtown’s main commercial street, needs more diversification. With attention and effort paid to retail positioning along the 5th Avenue, with proximity to the existing restaurant cluster, the pedestrian traffic generated by diners, downtown employees, and people attractions such as the iWireless Center, incremental new retail could perhaps be spurred in the following categories:

APPAREL

For apparel to succeed in Moline Centre, new apparel stores will have to be distinct from commodity-type offerings at big-box stores and other chain retailers outside Moline Centre. At the same time, downtown apparel offerings must fit a value-conscious demographic. Boutique-styled used clothing stores, especially stores highlighting consignment’s “green” cache, is a growing sector of apparel retail, particularly in traditional downtown locations. Some of these businesses are independents and a few are regional chains.

HOME FURNISHINGS

As residential development increases in Moline Centre, demand for home furnishings will also increase, mainly generated by more young adults and couples living in or buying new residential units. Moline Centre’s existing restaurant and entertainment cluster suggests compatibility with a slightly “quirky” cluster of home furnishings businesses. As with apparel, apartment or condominium tenants will tend to shop small-footprint independent stores, which could also include used or consignment offerings. Examples of such businesses include architectural salvage, popular Mid-Century Modern consignments, and private sellers who want to test a retail store format.

PREPARED FOODS

While there are plenty of restaurants in Moline Centre, there are limited “grab-and-go” prepared food options. Filling this need may be possible by repositioning existing businesses before attempting to recruit new ones. For example, an existing downtown convenience store like Eagles Nest, which currently under-merchandises approximately 25 to 30 percent of its interior space, could open a deli and prepared foods counter.

GROCERIES

Groceries are available in Moline Centre and Florenciente, but the general public has a different perception because of the lack of a chain supermarket. While a full-line grocery store is not supportable at this time, alternative arrangements and solutions can fill the need (see Walgreens example in Objective 6). Heritage Natural Foods offers a wide selection of groceries, but is not widely viewed as a downtown grocery option. If the operators of that business were open to exploring changes and adaptations to their

business model, the business could position itself as Moline’s downtown grocery store by adding:

- Limited lines of standard grocery products, such as cereals, canned and jarred foods, frozen foods, and cookies, for example, which would not otherwise fall within the “natural foods” category;
- A deli counter;
- Prepared foods such as salads, a salad bar, and a hot food bar.

Changes to the product mix would need to be accompanied by a strong marketing plan to reposition the business in the public’s eyes, but the move could both strengthen an existing business and fill a perceived merchandise void in Moline Centre.



Green Street Consignment operates ten stores in the Mid-Atlantic and Northeast.



A home furnishings store

Retail Development Tools

A variety of tools and methods can be used to stimulate new retail development in Moline Centre. These tools include:

POP-UP STORE

Acquiring a master lease for a key vacancies and operating such spaces as “permanent pop-ups,” with tenants rotating on a one to three-month cycle. In this model, the location remains constant with the exception of the occupant, use, and storefront design change. A permanent pop-up is an effective way to allow entrepreneurs to test retail business ideas which can subsequently be spun off into permanent locations.

Startup Incubation

Co-working spaces have grown rapidly around the country in recent years as they are well-suited for knowledge workers such as application developers, web designers, consultants, and other independent business people who like the idea of working in a dynamic, creative environment, rather than working alone at home. Co-working has often been called: “working alone, together.” Typically, a person or small group rents a raw commercial space, sets up utilitarian office furnishings, and sublets the space in the form of memberships. There are dozens of examples across the country (e.g., indyhall.org, affinitylab.com, cocomsp.com, for example), and most have membership benefits and rates posted on their websites. Co-working spaces could be developed in some of the larger commercial buildings with vacant upper floors.

Role of Moline Centre Main Street

The Moline Centre Main Street program can play an active role in advancing business development objectives and activities as proposed in the Moline Centre Plan Update. By serving as catalyst and convener, the Main Street program can begin to diversify downtown’s business mix, the Main Street could undertake the following:

- Working with existing Moline Centre specialty grocery retailers, such as its ethnic and natural food stores, to diversify their product mix by adding some mainstream products and prepared foods, and marketing their stores to Moline Centre residents and office workers,

- Establishing one-year master leases with owners of one or more vacant storefronts downtown and soliciting proposals from Quad Cities entrepreneurs to establish pop-up stores on a one to three-month rotation;
- Identifying apparel and home furnishing retailers in the Quad Cities region and cultivating future recruitment prospects, and
- Identifying young entrepreneurial knowledge workers in the Quad Cities and establishing a forum that can be developed into a co-working facility.



A pop-up store in New York City



Indy Hall co-working space, Philadelphia, PA.

CASE STUDY: WALGREENS

As Moline Centre residential and office demand grow over time, demand for retail will also grow as well, especially in convenience categories such as drug store purchases and grocery items. Over the past two years, Walgreens has been testing a new model in the downtowns of major cities, including Chicago. Their new flagship stores are 20,000 to 23,000 square feet (compared to 13,000 to 15,000 in their traditional formats) and offer greatly expanded food, beauty, and healthcare options. The stores stock fresh, healthy prepared foods, such as sushi and salads, and some offer amenities like juice and frozen yogurt bars. They also typically include a high-quality wine and liquor department. In addition, the stores are positioning themselves as a convenient option for customers to seek out primary healthcare services, as Walgreens hopes to take advantage of people covered under new insurance plans but who lack a primary care physician. While Walgreens has not yet placed such stores in smaller markets like Moline, it could do so in the future. Moline Centre and the Interstate 74 Realignment Zone could be well-suited to this concept.



A Walgreens in Chicago, Illinois

VIII. ESTABLISH A WESTERN ILLINOIS UNIVERSITY DISTRICT

Over the next several years, and depending on State of Illinois funding levels and other factors, the Western Illinois University-Quad Cities campus is projected to grow to include six academic buildings plus associated student residential housing and retail services to be developed by the private sector. In turn, an expanding campus merits a long-term vision for how the area around the campus should grow and develop over time. In the long-term, a “University District” with a more sensible and unified land use development pattern, urban design appearance, and pedestrian and transportation networks, can be created (see the “Long-term WIU District rendering on the following page).

Land Use

Long term, as University and associated development expands westward to 25th and 27th Streets, additional land may be needed for related University development in lands south of the railroad right-of-way and north of 4th Avenue. This land is currently occupied by a mix of heavy and light industry, which could be relocated at some time in the future. The University’s Phase II master plan proposes a sports and wellness facility along with several small and large-scale commercial and mixed use developments fronting 4th Avenue with pedestrian connections and bridges to the academic buildings to the north and Riverside Park to the south. It is unclear how much ground-floor commercial and retail space could be supported in this area given existing market conditions and the commercial uses that are already planned for River Bend Commons. However, residential may be a more likely possibility given the potential desire for students, professors and lecturers, young adults and empty nesters to want to live near a university. Regardless, this land represents an opportunity for university facility expansion and to create a true university campus environment.

Further to the west at 5th Avenue and 23rd Street, a small neighborhood commercial node exists, which through efforts at small business development, encouraging façade and building improvements, and implementing various streetscape and urban design enhancements could reposition this node to offer more retail and dining opportunities serving the University market. Other streetscape and urban design improvements could be implemented along 4th Avenue to encourage pedestrian travel between the campus and the campus town/neighborhood commercial node. The single-family residential area between the university and the campus should remain single-family residential with an emphasis of housing rehabilitation and infill where appropriate.

A balance between residential and commercial uses in Moline Centre and the University district should be a short and long-term goal going forward. Additional commercial amenities in or near the campus should be planned accordingly so they do not compete with commercial uses existing in Moline Centre. Ideally retail and restaurant uses should be restrained or discouraged in or near the University so the entertainment and retail emphasis remains in Moline Centre, within future development along the Realignment Zone, and in an emerging neighborhood business cluster at 5th Avenue and 23rd Street.

However, the campus has particular on-site needs for a café, casual food options, and some convenience goods, serving both students and faculty, which may be fulfilled as part of the new River Bend Commons development directly to the west of the WIU-Quad Cities campus. Beyond these areas, additional commercial development may not be able to be supported long-term.



Well-lit identity signage frames a view of an iconic campus building



Identity signage integrated into landscaping - Univ. of Notre Dame



Above: three examples of identity signage for universities

FIGURE 5.20 LONG TERM VISION FOR THE WESTERN ILLINOIS UNIVERSITY DISTRICT



Existing WIU building



Riverbend Commons Development Site



Aerial view looking south of the long-term WIU campus areas



5th Avenue in the eastside I-74 realignment opportunity area



A bird's eye view rendering of the long term vision for the Western Illinois University District (looking southwest).

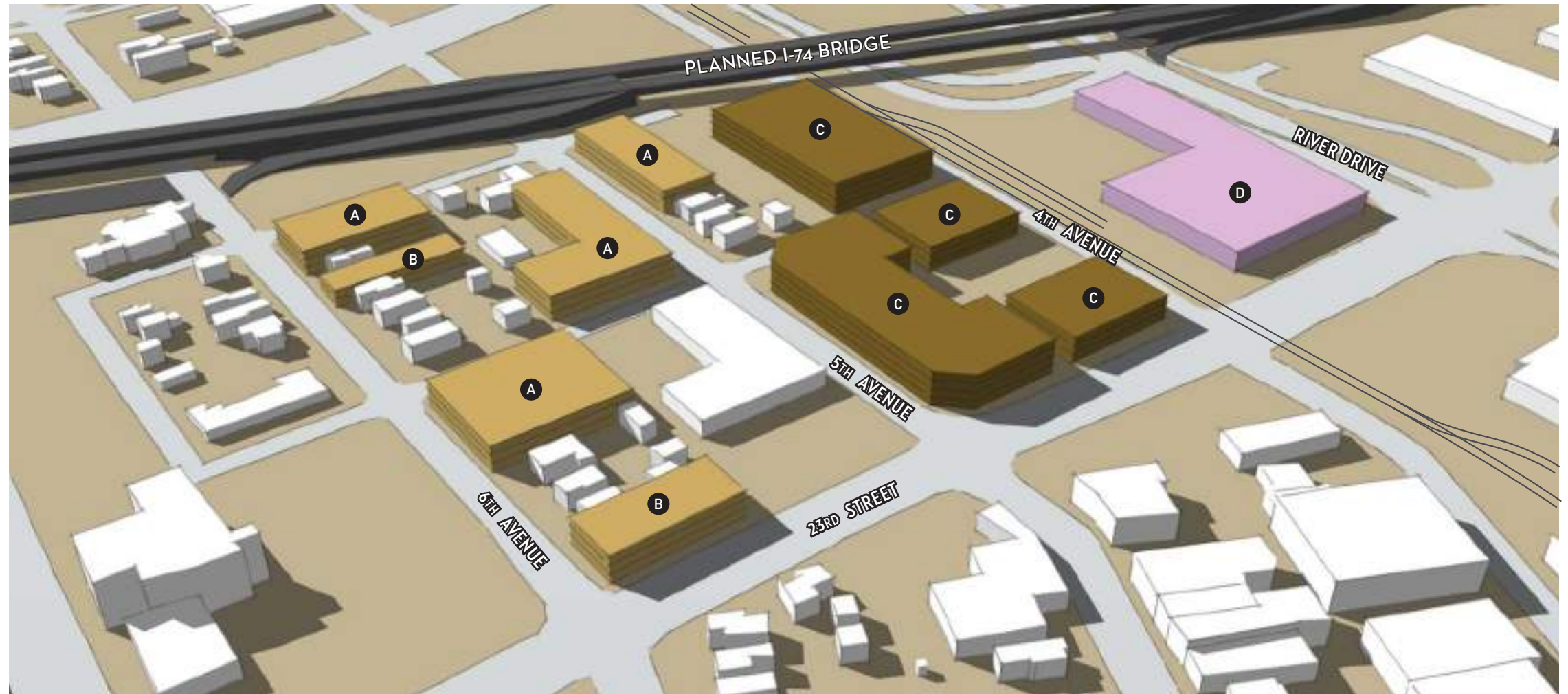
Two different development scenarios are presented on the following pages for the east side of the Realignment Zone based upon the density of development desired and the types of uses to be encouraged. These scenarios do not incorporate any open space features.

Limited Residential Development Concept

Given that the land and neighborhoods in the east portion of Realignment Zone is mainly residential in land use, a limited redevelopment scheme for the area proposes a combination of three to four-story multi-family courtyard apartment buildings along 4th Avenue and 23rd Street, and two to four flat developments and smaller-scale multi-family buildings between 5th and 6th Avenues. The multi-family buildings could provide between 40 to 80 living units while the two to four flats would add some additional density in areas with there is a mix of single-family residential and auto-oriented commercial uses. The added residential density should serve to spur new retail and neighborhood commercial uses, especially in and around the commercial node at 23rd Street and 5th Avenue, which could evolve into a “campus town” for nearby Western Illinois University. New residents would also be in walking distance of the new riverfront park proposed for western side of the Realignment Zone.

In addition to the residential development, a 50,000 to 80,000 square foot combination office and light industrial complex could be developed at the corner of River Drive and 23rd Street. This building could house office, technology or research functions or even light industrial uses with no outdoor storage activities. This location may be suitable for such uses given the nearby planned ramps for the new Interstate 74 Bridge at River Drive.

FIGURE 5.21 EAST I-74 REALIGNMENT AREA - LIMITED RESIDENTIAL DEVELOPMENT CONCEPT VIEW



A bird's eye view rendering of the limited development concept that shows potential building massing and land uses (looking northwest).



3-story townhomes

PLAN DATA		LEGEND	
A RESIDENTIAL REDEVELOPMENT - Two to three-story, Rowhomes or Townhomes	C RESIDENTIAL REDEVELOPMENT - Three to four-story, Condos or Apartments	WATER	LOW DENSITY RESIDENTIAL USE
B RESIDENTIAL INFILL DEVELOPMENT - Two to three-story, Duplexes or 3-Flats	D LIGHT INDUSTRIAL OR COMMERCIAL DEVELOPMENT - One-story, Commercial or Light Industrial Use	BLOCKS	MID / HIGH DENSITY RESIDENTIAL USE
<i>Note: additional details provided on the following page</i>		BLUFF AREAS	COMMERCIAL / RETAIL USE
		PARK / OPEN SPACE	COMMERCIAL OR OFFICE USE
		EXISTING BUILDING	LIGHT INDUSTRIAL, OFFICE OR COMMERCIAL ANCHOR USE

FIGURE 5.22 EAST I-74 REALIGNMENT AREA - LIMITED RESIDENTIAL DEVELOPMENT CONCEPT PLAN



East I-74 Realignment Area - Limited Residential Development Concept Plan

Expanded Residential Development Concept

This scenario proposes additional multi-family residential development along 5th Avenue with two additional buildings accommodating 20 to 60 living units. Again, additional residential density could help support additional retail and commercial development within the vicinity; new residents would also be in walking distance of the new riverfront park proposed for western side of the Realignment Zone. A combination office and light industrial complex at River Drive and 23rd Street is again proposed.

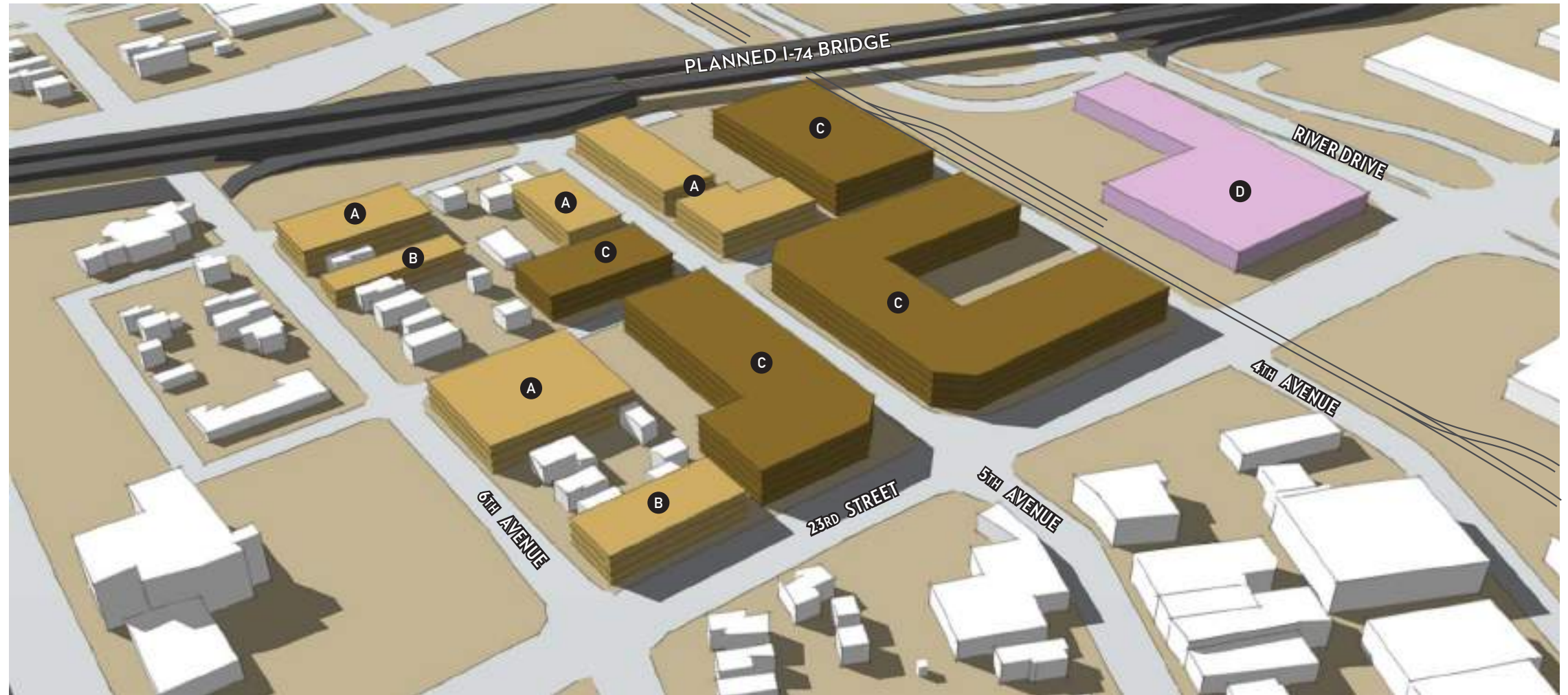


rowhomes



3-story residential development with a corner feature

FIGURE 5.23 EAST I-74 REALIGNMENT AREA - EXPANDED RESIDENTIAL DEVELOPMENT CONCEPT VIEW



A bird's eye view rendering of the full build-out development concept that shows potential building massing and land uses (looking northwest).



Mixed-use development near the University of Notre Dame

PLAN DATA		LEGEND	
A	RESIDENTIAL REDEVELOPMENT - Two to three-story, Rowhomes or Townhomes		WATER
B	RESIDENTIAL INFILL DEVELOPMENT - Two to three-story, Duplexes or 3-Flats		BLOCKS
C	RESIDENTIAL REDEVELOPMENT - Three to four-story, Condos or Apartments		BLUFF AREAS
D	LIGHT INDUSTRIAL OR COMMERCIAL DEVELOPMENT - One-story, Commercial or Light Industrial Use		PARK / OPEN SPACE
			EXISTING BUILDING
			LOW DENSITY RESIDENTIAL USE
			MID / HIGH DENSITY RESIDENTIAL USE
			COMMERCIAL / RETAIL USE
			COMMERCIAL OR OFFICE USE
			LIGHT INDUSTRIAL, OFFICE OR COMMERCIAL ANCHOR USE

Note: additional details provided on the following page

FIGURE 5.24 EAST I-74 REALIGNMENT AREA - EXPANDED RESIDENTIAL DEVELOPMENT CONCEPT PLAN



Limited I-74 Realignment Area - Expanded Residential Development Concept Plan

Urban Design

A comprehensive urban design program should be considered for the University District that incorporates streetscape elements, wayfinding signage and gateways, lighting, landscape treatments and pedestrian paths and bicycle trails. The urban design program should strive to unify the University area as a cohesive, vibrant neighborhood of the City. Along the waterfront, gardens, water taxi landings and small landscaped amphitheater spaces for outdoor plays and music performances could be created as additional waterfront amenities. An urban design and streetscape plan should be prepared, perhaps jointly between the City and Western Illinois University.



Campus wayfinding signage



Building identity signage



Smaller-scale gateway signage



Campus information kiosk



Campus branding integrated with identity elements



Well placed curb bump-outs can create space for outdoor dining areas and decorative landscaping.

Implementation Considerations

The WIU campus is currently zoned ORT: Office/ Research and Technology District with land to the west and south zoned B-2: Central Business District. Consideration may be given to creating a new University District zoning classification, which would allow and guide the development of university facilities in a manner that is compatible for the site and the neighboring residential and commercial areas. It would also serve to restrict future commercial and multi-family residential uses, with the exception of student housing, from the University area, which is proposed to occur in the Realignment Zone and in the neighborhood “campus town” node at 23rd Street and 5th Avenue.

FIGURE 5.25 WIU ‘CAMPUS TOWN’ CONCEPT VISUALIZATION



Eye-level photo-visualization of the potential character of an WIU ‘Campus Town’ located at the commercial node on 5th Avenue at 23rd Street (looking north east on 5th Avenue).



Existing view of 5th Avenue at 23rd Street - looking east

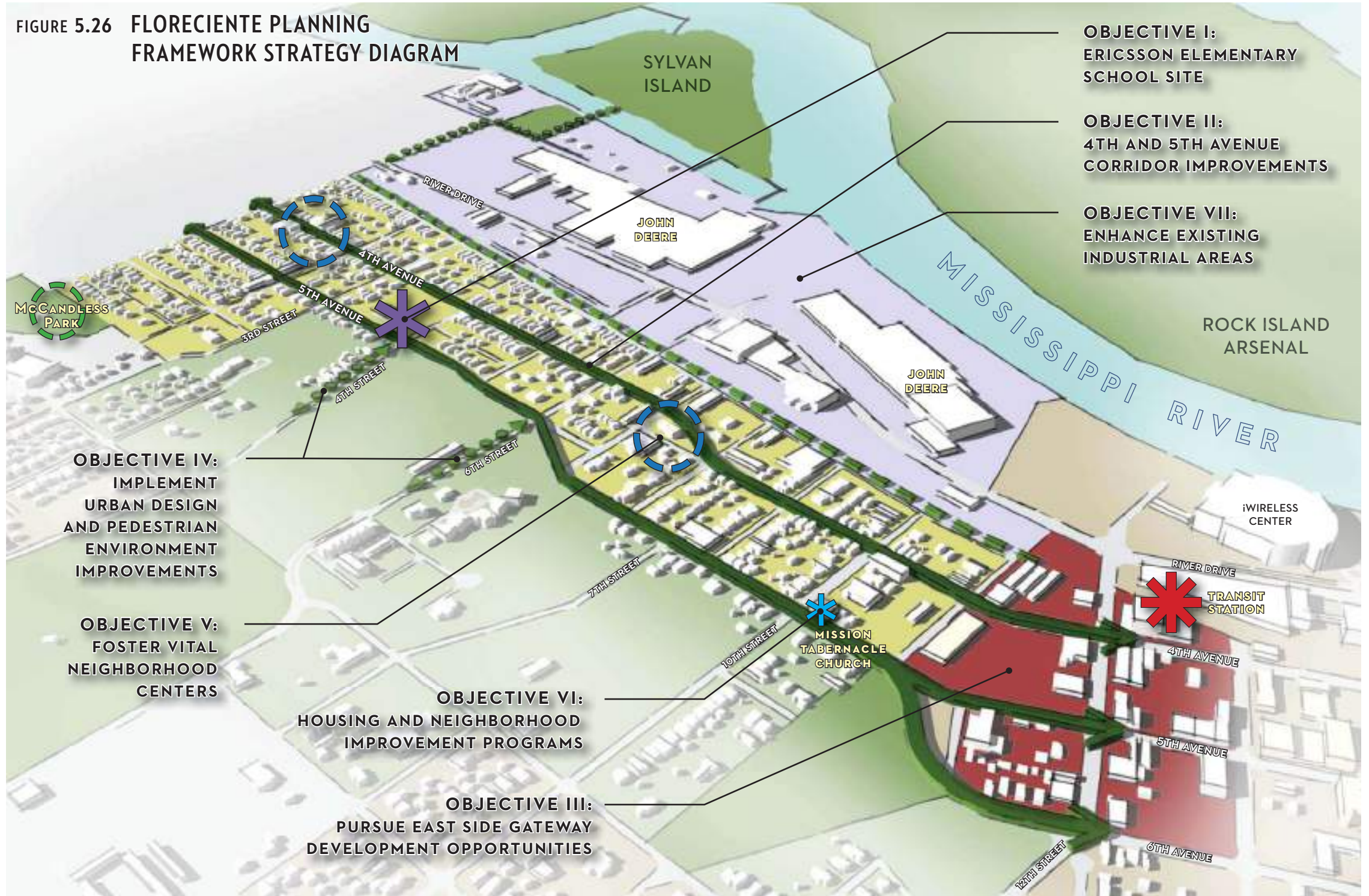
FLORECIENTE

PLANNING STRATEGIES

Upon examination of the neighborhood's existing conditions and the input from community members and stakeholders, a series of planning objectives has emerged to address prevailing issues. When considered in whole, these objectives provide an overarching framework strategy for future improvement efforts within the Floreciente neighborhood. Items listed below are further explained on the following pages.

Preliminary planning objectives for Floreciente include:

- I. Ericsson Elementary School Site
- II. 4th and 5th Avenue Corridor Improvements
- III. Pursue East Side Gateway Development Opportunities
- IV. Implement Urban Design and Pedestrian Environment Improvements
- V. Foster Vital Neighborhood Centers
- VI. Housing and Neighborhood Improvement Programs
- VII. Enhance Existing Industrial Areas



Floreciente Planning Framework Strategy Diagram

I. ERICSSON ELEMENTARY SCHOOL SITE

Schools are key indicators of community vitality and sustainability as they influence where families choose to live, neighborhood property values and tax revenues, and the pace and location of neighborhood residential and commercial development. Schools also offer resources to meet the social, recreational and health needs of the neighborhood. The pending closure of Ericsson Elementary School by Moline School District #40 could have lingering negative impacts within the Floreciente neighborhood; however, given the school site's size and location, as well as its potential to remain as a vital neighborhood anchor and destination, there are opportunities for re-use and redevelopment of the building and site. These opportunities include reusing Ericsson School as a community facility, repurposing the School's playground area as neighborhood open space, and redeveloping the property for residential use.

Reuse Ericsson School as a Community Facility

In many communities, schools have been relied upon to house not only just educational functions but also health clinics, day care centers, after-school social programs, business support programs, adult learning classes and vocational support, sport programs, community kitchens, and cultural and performing arts activities. When the school closes, these uses could potentially be accommodated in some fashion within the existing school building. The building could also provide office space for other neighborhood non-profit organizations and institutions. In addition, the School's existing grounds could be improved and enhanced to accommodate various outdoor sports and athletic activities, community gardens, playgrounds, and an open air shelter for outdoor markets and special events. A non-profit community development corporation could own and manage the building and house various neighborhood revitalization programs and initiatives.



Ericsson Elementary viewed from 5th Avenue



A school reused as a community center



Milwaukee Makerspace



A produce stand in a covered, open air market



Seasonal farmer's markets

CASE STUDY: "MAKERSPACE" ERICSSON SCHOOL REUSE OPTION

In cities around the country, entrepreneurial hackers and tinkerers are creating "makerspaces," frequently in old schools and vacant industrial factories and warehouses. Generally speaking, a makerspace is a community-created manufacturing center, which typically provides space for people ("makers") to build or manufacture physical things such as crafts, three-dimensional printing, specialty parts, and food production. Such spaces are usually outfitted with a variety of shared equipment and tools and many resemble the co-working space model where individuals may become members or rent machinery time. Some makerspaces may offer a teaching or training component that may be provided by a local college or university.

A makerspace requires funders and investors to establish a management organization and to purchase equipment; however, much of the setup work is done by the makers themselves, who may build work benches or carry out interior renovations. In Floreciente, a makerspace could also serve as a business incubator that helps to grow local businesses started by neighborhood entrepreneurs. For the Ericsson Elementary School, recent high school graduates or WIU students could come together and create and develop the makerspace. One example of a makerspace is in Milwaukee, Wisconsin (Milwaukee Makerspace at milwaukeemakerspace.org).

Neighborhood Open Space

As suggested above, part of the existing school grounds could function as needed neighborhood open space for outdoor sports and recreational purposes, perhaps as a soccer field with new and added playground space. A portion of the site could also be used for outdoor markets or “mercados públicos” during the spring, summer or fall where local merchants and entrepreneurs could sell produce, food staples and crafts and products. The existing Ericcson School building could remain to provide space for locker rooms and an exercise facility. Alternatively, a new but smaller building in place of Ericcson School could be constructed to provide the exercise and locker rooms needed in support of the outdoor recreational uses.

Residential Development

A third scenario proposes the sale of the Ericcson School site for private development, perhaps as single-family detached or attached residential homes. If developed as attached rowhomes, the site could potentially accommodate 8 to 16 units with parking garages located to the center of the site. Regardless of whether they are developed as detached or attached residential homes, new development should be designed to reflect and be compatible with the building forms and styles found within the Floreciente neighborhood.

Implementation Considerations

Converting the existing school building into a community center would require the formation of a private or non-profit sector ownership group that could finance and undertake needed renovations and improvements in order to offer interior spaces for lease to other entities. Private and non-profit development is often the most efficient method of conversion while the City could provide technical assistance to identify and help leverage monies or access to state or federal financing programs. Converting the site to outdoor play spaces and soccer fields could be funded by grants from the Illinois Department of Natural Resources (IDNR);

however, this may require City Parks Department ownership and management of the site. In terms of redeveloping the Ericcson School site as new housing, new residential development will most likely require some subsidy to lower land acquisition and development costs given current neighborhood land values and Floreciente’s low household incomes. The neighborhood’s relatively large household sizes, combined with relatively young demographics, suggest that the local market will have a preference for larger housing units in order to accommodate growing families.

FIGURE 5.27 ERICCCSON SCHOOL - OPEN SPACE / COMMUNITY CENTER CONCEPT



Ericcson School Site - Neighborhood Open Space / Community Center concept plan

FIGURE 5.28 ERICCCSON SCHOOL - RESIDENTIAL DEVELOPMENT CONCEPT



Ericcson School Site - Residential Development concept plan

II. 4TH AND 5TH AVENUE CORRIDOR IMPROVEMENTS

The current roadway configuration for 4th and 5th Avenues through Floreciente encourages automobile traffic to travel at higher speeds that is normally desired in a predominantly residential neighborhood. Such fast-moving traffic discourages pedestrian activity, makes traversing 4th and 5th Avenue less safe, promotes pollution and detracts from the neighborhood's overall quality of life. Suggested below are three different scenarios incorporating both short and long-term roadway improvements that can help slow traffic and enhance the overall pedestrian environment along 4th and 5th Avenues.

Traffic Calming Measures

A variety of physical design improvements are available to help manage the speed of traffic, and foster a more comfortable pedestrian environment. Examples include a reduction in lanes or lane widths, corner bump-outs, improved crosswalks and the introduction of additional 'vertical' elements such as street trees and decorative light posts. At the very least, parking lane stripping, corner bump-outs and crosswalks with special striping and paving treatments should be considered on all intersections in Floreciente. These traffic calming measures were also recommended in the Illinois Highway 92 Corridor Study.

Maintain One-Way Couplets

The current one-way travel network through the neighborhood could be retained as a way to maintain short travel times to Moline Centre, Edgewater, other Moline neighborhoods and destinations beyond the City to the east and west. However, vehicle speeds will generally be higher with a less safe and comfortable pedestrian environment. To mitigate these impacts, intersections should be improved with marked or paved crosswalks, parking lane stripping where warranted, and raised medians where possible. Trees and landscaping treatments in the parkways could also serve to lower traffic speeds by promoting a sense of enclosure and visual interest to drivers.



A highly visible, decorative crosswalk



Boulevard lighting with identity elements



A streetscape with bump-outs and clay pavers



A corner bump-out with native plantings



Brick sidewalks and pedestrian-scale lighting

Convert 4th and 5th Avenues to Two-Way Travel

The Illinois Highway 92 Corridor Study suggests scenarios in which 4th and 5th Avenues could be converted from way to two-way travel. Two-way travel along these streets would have several benefits, including lower traffic speeds, fewer vehicle turns and more direct routes for travelers seeking their destinations within the neighborhood, and maintain or even increase on-street parking locations. From a land use perspective, it would provide direct access and more visibility for neighborhood parks, institutions and commercial nodes. Most importantly, it would also

provide a more safe and predictable environment for pedestrians. The Corridor Study provides a basis for understanding the constraints and opportunities in implementing a conversion of this scope. Permission from IDOT to undertake the conversion and additional study and engineering will be needed.

Implementation Considerations

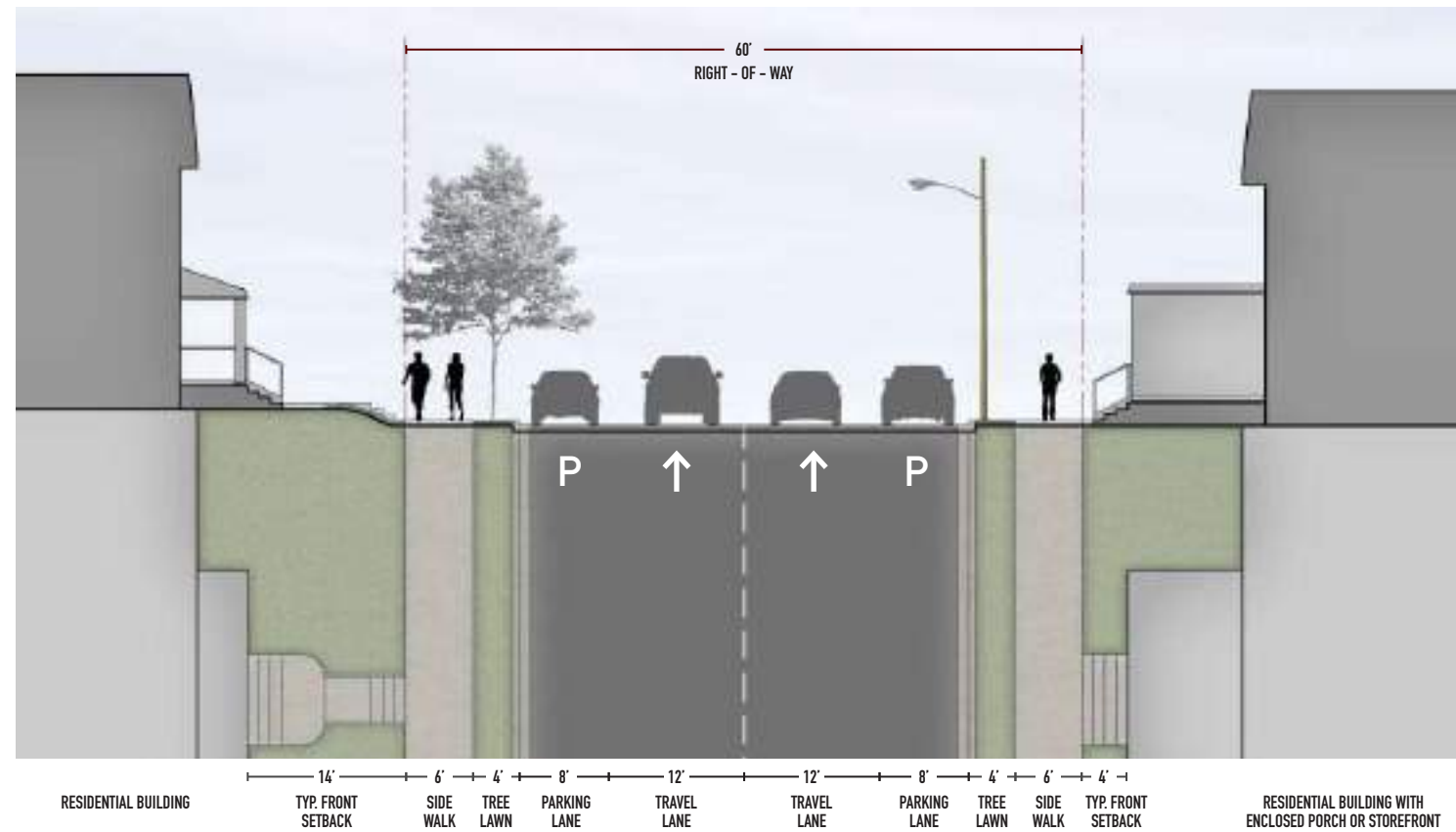
Traffic calming measures and converting the 4th and 5th Avenues to two-way travel will require further study and analysis to determine exact impacts to the Level

of Service, potential new roadway geometries and needed modifications to certain intersections where streets enter Moline Centre as 4th and 6th Avenues will most likely retain its one-way travel configurations through the downtown. The City of Moline be largely responsible for financing traffic calming improvements and the two-way conversion if undertaken. The Illinois Highway 92 Corridor Study provided an initial estimate of more than \$1.1 million to implement intersection improvements, stripping and signalization enhancements needed to convert 4th and 5th Avenues to two-way travel.



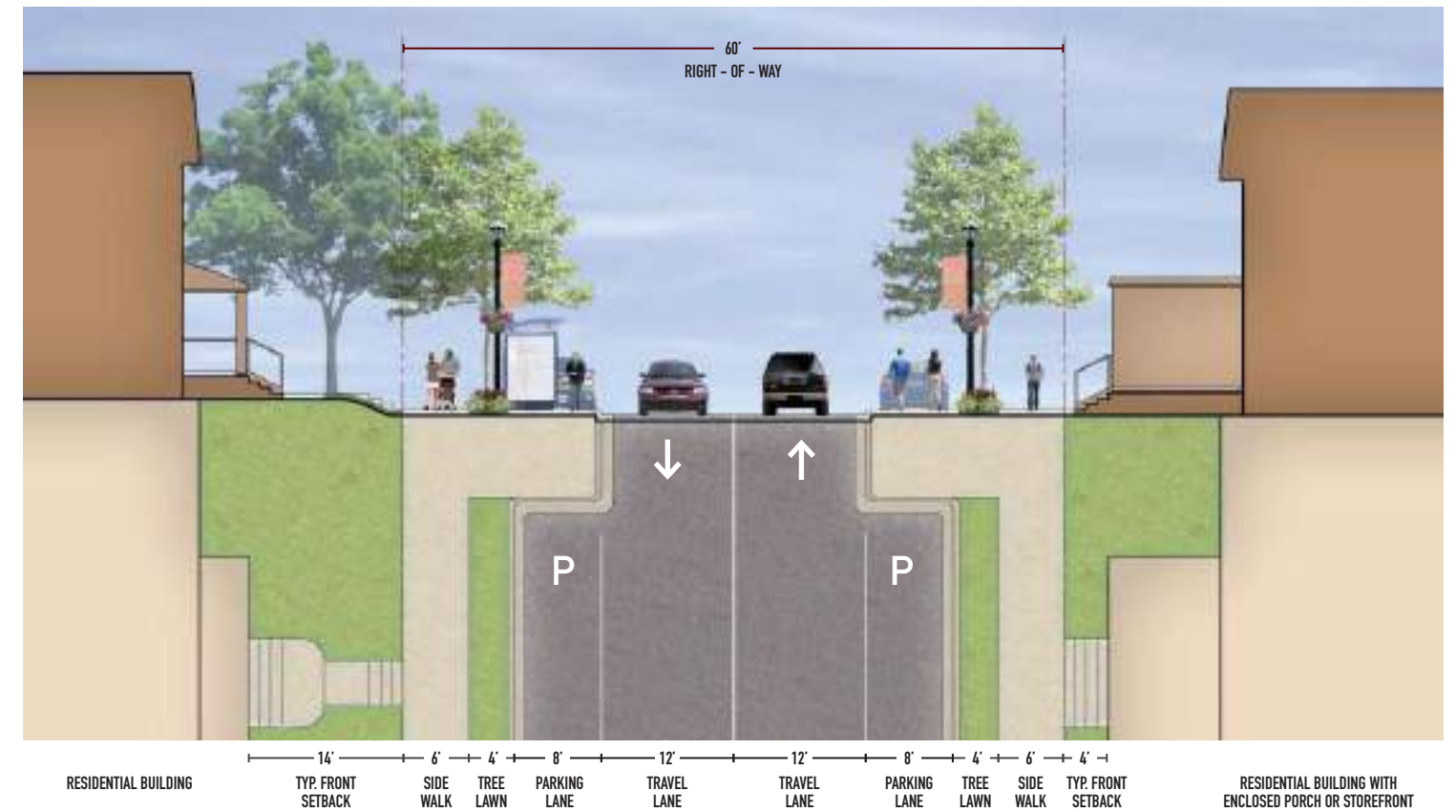
A view looking west on 4th Avenue at 89th Street shows a wide roadway with few pedestrian amenities.

FIGURE 5.29 EXISTING 4TH AVENUE CROSS SECTION



Typical existing cross-section on 4th Avenue

FIGURE 5.29 POTENTIAL 4TH AVENUE CROSS SECTION



Potential two-way cross-section on 4th Avenue, with corner bump-outs

FIGURE 5.31 EAST SIDE GATEWAY - RESIDENTIAL CONCEPT VIEW

III. PURSUE EAST SIDE GATEWAY DEVELOPMENT OPPORTUNITIES

The planned transit station at 4th Avenue and 12th Street should promote new development interest and opportunities in this area that borders both Florenciente and Moline Centre. Previous plans have identified this area as an important “gateway” into both neighborhoods where housing and mixed-use developments should be encouraged. This Moline Centre Plan proposes that housing and commercial/mixed-use developments should continue to be considered along with an added scenario of positioning the gateway area as a potential entertainment district, given the location of the iWireless Center nearby and the potential need to accommodate new iWireless Center facilities.

Historic Resources

It should be noted that potential development opportunity sites in the gateway would impact the northwestern edge of the Moline Downtown National Register Historic District with the potential loss of two to six contributing buildings.

Residential Focus

In the gateway area west of 12th Street, new mixed-use and residential developments are suggested to take advantage of the nearby transit center location, businesses along 5th Avenue in Moline Centre, and travel distance to nearby industrial and employment centers. Going north along 12th Street between 5th and 6th Avenues, one rowhome/townhouse development at three stories, with five to ten units is proposed; along with a residential four-story apartment building at the southeast corner of 5th Avenue and 12th Street. A larger five-story mixed use building with 10,000 to 15,000 square feet of ground



A bird's eye view rendering looking northwest, at the residential focus concept that shows potential building massing and land uses.

floor retail space and 40 upper-floor apartment units could be located on the half-block between 4th and 5th Avenues. This development site could potentially incorporate an internal parking structure servicing the development. Further north, between the railroad right-of-way and 4th Avenue, another mixed-use development with ground-floor retail and 80 apartment units and internal parking is suggested. At the corner of River Drive and 12th Street, a one to two-story commercial building housing a restaurant use could take advantage of a unique location near the iWireless Center.

PLAN DATA		LEGEND	
A RESIDENTIAL DEVELOPMENT	- 2 to 3-story, Rowhomes or Townhomes	WATER	LOW DENSITY RESIDENTIAL USE
B RESIDENTIAL DEVELOPMENT	- 4 to 5-story, Condos or Apartments	BLOCKS	MID / HIGH DENSITY RESIDENTIAL USE
C MIXED-USE DEVELOPMENT	- 3 to 4-story, Ground Floor Commercial Use - Condos or Apartments on Upper Floors	BLUFF AREAS	COMMERCIAL / RETAIL USE
D NEW PARKING STRUCTURE DEVELOPMENT	- 3 to 5-story, Parking Structure on Floors 1 & 2 - Condos or Apartments on Upper Floors (3 - 5)	PARK / OPEN SPACE	COMMERCIAL OR OFFICE USE
E COMMERCIAL DEVELOPMENT	- 1 to 2-story, Restaurant or Retail Use	EXISTING BUILDING	LIGHT INDUSTRIAL, OFFICE OR COMMERCIAL ANCHOR USE
	<i>Note: additional details provided on the following page</i>	NATIONAL REGISTER HISTORIC DISTRICT	PARKING STRUCTURE

Entertainment Focus

This development scenario replaces the mixed-use development concepts proposed above between 5th Avenue and the railroad right-of-way with a new indoor recreation facility associated with the iWireless Center. This facility would be approximately 30,000 square feet in size with an additional 8,000 square feet for retail uses. A parking deck to the north would accommodate parking needs in the vicinity, as well as an additional 10,000 to 15,000 square feet for additional retail and commercial space.



Johnny's Ice House in Chicago, Illinois

FIGURE 5.32 EAST SIDE GATEWAY - ENTERTAINMENT CONCEPT VIEW



A bird's eye view rendering looking northwest, at the entertainment focus concept that shows potential building massing and land uses.

PLAN DATA		LEGEND	
A RESIDENTIAL DEVELOPMENT - 2 to 3-story, Rowhomes or Townhomes	D ENTERTAINMENT ORIENTED DEVELOPMENT - 3 to 5-story, Commercial Anchor	WATER	LOW DENSITY RESIDENTIAL USE
B RESIDENTIAL DEVELOPMENT - 4 to 5-story, Condos or Apartments	E NEW PARKING STRUCTURE - 4 to 5-story, Ground Floor Retail Space	BLOCKS	MID / HIGH DENSITY RESIDENTIAL USE
C MIXED-USE DEVELOPMENT - 3 to 4-story, Ground Floor Commercial Use - Condos or Apartments on Upper Floors	F COMMERCIAL DEVELOPMENT - 1 to 2-story, Restaurant or Retail Use	BLUFF AREAS	COMMERCIAL / RETAIL USE
		PARK / OPEN SPACE	COMMERCIAL OR OFFICE USE
		EXISTING BUILDING	LIGHT INDUSTRIAL, OFFICE OR COMMERCIAL ANCHOR USE
		NATIONAL REGISTER HISTORIC DISTRICT	PARKING STRUCTURE

IV. PEDESTRIAN ENVIRONMENT IMPROVEMENTS

Several areas with Floreciente have emerged as important pedestrian connections, deserving particular focus for various urban design treatments and enhancements.

Pedestrian Paths and Connections

Neighborhood residents have identified 5th Avenue at 4th and 6th Streets as intersections needed various improvements to promote pedestrian safety and comfort. These improvements could include curb extensions, specially paved or raised crosswalks, and median refuges.

5th Avenue Soil Erosion Mitigation

Neighborhood residents have identified soil erosion from the bluff line along 5th Avenue as a principal reason for why pedestrians do not use the south sidewalks along this thoroughfare. At times after storms and weather events, eroded soil deposits on to the sidewalks, often making them too muddy to traverse. Methods to reduce soil erosion include restoring the bluff's native vegetation and habitat, removing debris, and changing the slope in certain locations to improve drainage.

Parkway Improvements

In some neighborhood locations, parkways are missing trees and curbs and some sidewalks are in deteriorating condition. A parkway improvement program should be developed, funded and implemented to facilitate parkway enhancements. Tree plantings could occur as part of neighborhood "clean and green" activities and funded from both public and private sources.

Railroad Avenue Landscape Buffer

Over the years, a number of landscaping and physical improvements have taken place along Railroad Avenue to help provide additional parking and buffer the neighborhood's residential area to south from the John Deere industrial complex to the north. However, in some areas, there is still a demonstrable need to maintain previous improvements along with adding new curbs and missing infrastructure, and incorporating new landscaping and urban design treatments to increase buffering and create a more definable and visually-

appealing neighborhood space along Railroad Avenue. A Railroad Avenue landscape improvement plan should be created to outline an overall design scheme, which could incorporate new trees and plantings, new parking areas, crosswalk improvements and sustainable design features such permeable pavers, bio-swales and rain gardens. In any landscape improvement scheme, clearings should be planned at certain points along Railroad Avenue to ensure views of the William White Machine Shop, an identified important historic resource within Floreciente.

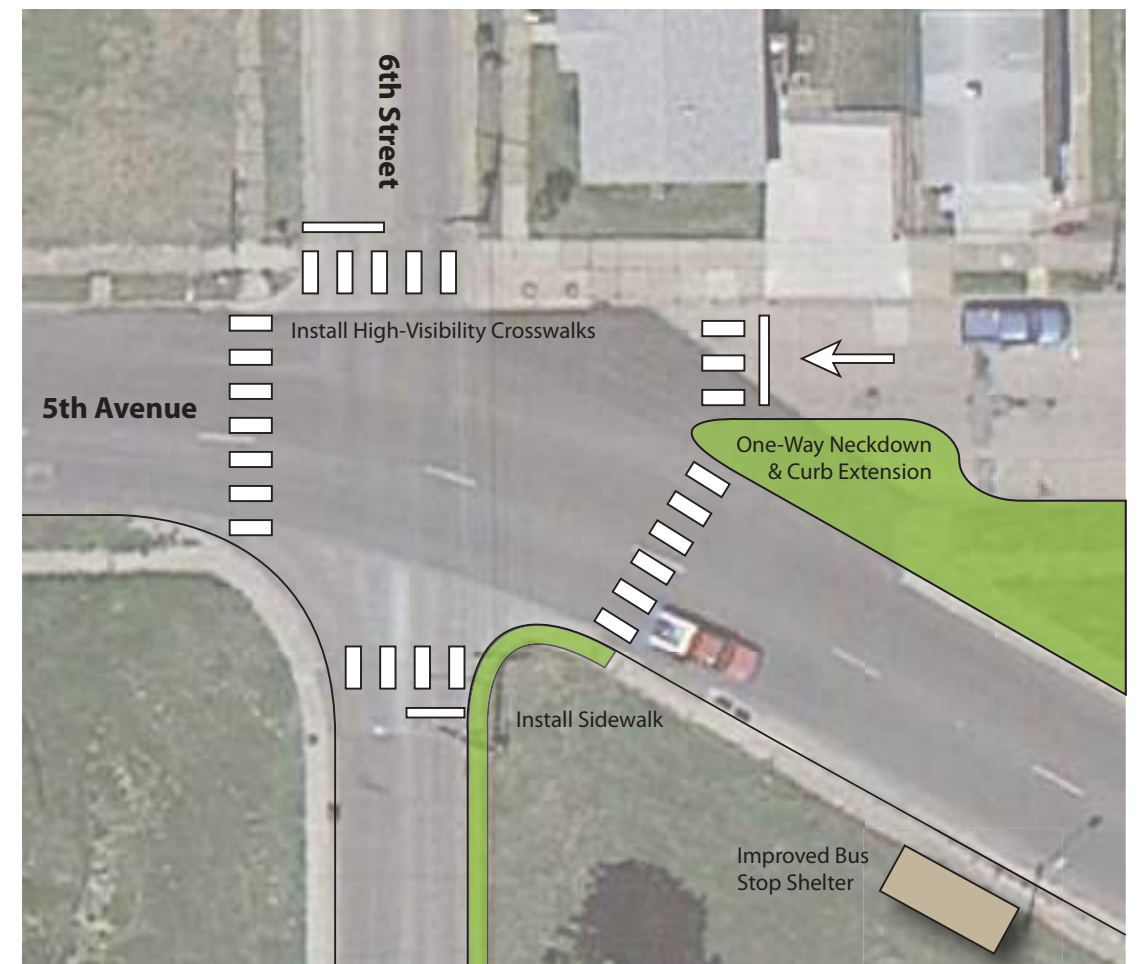


Poor pedestrian environment along Railroad Avenue

FIGURE 5.33 INTERSECTION SAFETY IMPROVEMENTS DIAGRAM

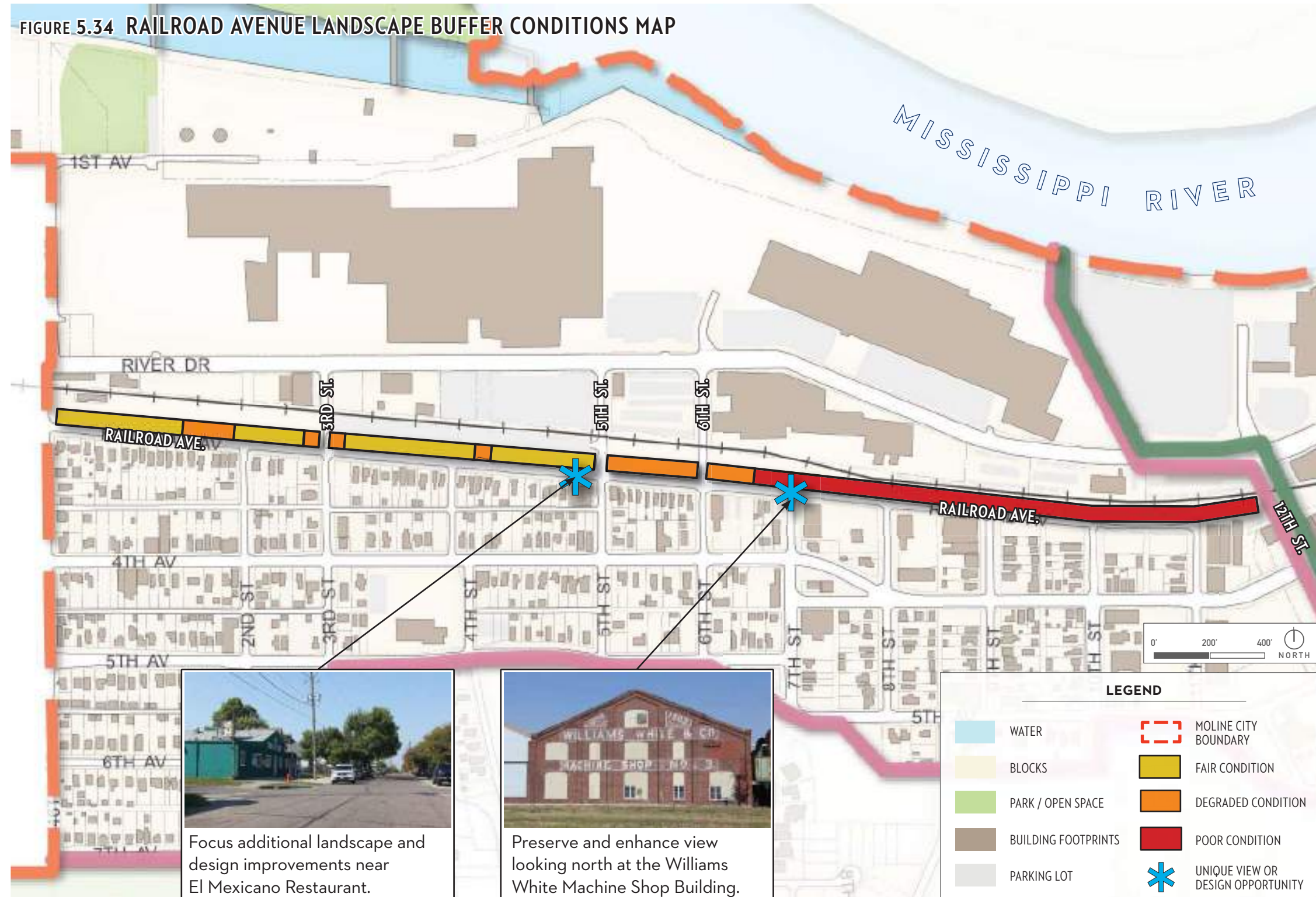


5th Avenue at 6th Street Intersection existing conditions



5th Avenue at 6th Street Intersection safety improvements (assumes two-way conversion of 5th Ave.)

FIGURE 5.34 RAILROAD AVENUE LANDSCAPE BUFFER CONDITIONS MAP



FAIR CONDITION

Established trees, curbs and parallel parking areas are clearly present. Basic maintenance required.



DEGRADED CONDITION

Trees are sporadic, curbs and parallel parking areas are present, though clearly in need of improvement.



POOR CONDITION

Few - if any - trees, curbs or concrete parallel parking areas exist. Major improvements are required.



Railroad Avenue Landscape Buffer Conditions Map

Sylvan Island

Over the last several decades, Sylvan Island, once the home of a Republic Steel Company plant, has been transformed as an important open space, recreational and conservation area for Moline residents. It is regarded in the region as a destination for nature-watching, fishing, walking, rowing and cycling. Currently, the Island is connected to Florencia by two bridges, a wagon bridge constructed by the Baltimore Bridge Company in 1872, and the other serving railroad traffic first built by the Detroit Bridge and Iron Company in 1891. Both bridges are considered the oldest and most historically significant bridges in the Quad Cities region. The wagon bridge was recently closed due to safety concerns and an engineering study commissioned by the City in 2013 estimated that rehabilitating the structure would cost approximately 1.7 million. Currently there is no access to Sylvan Island due to the bridge closure; however, the City has applied for and received a state grant to fund a bridge replacement project. It is unclear if the existing bridge is eligible for listing in the National Register of Historic Places.

With the pending replacement of the wagon bridge, an opportunity exists to improve pedestrian paths for local residents to the Sylvan Island and Sylvan Island Gateway Park along 2nd, 4th and Railroad Avenues and 2nd and 46th Streets. Pedestrian path improvements could include enhanced crosswalks, parking or empty lot screening, universal design improvements for people with disabilities, new parkway trees and landscaping, special sidewalk pavement treatment, railroad crossing upgrades, and small-scale wayfinding signage for pedestrians and cyclists. If the bridge is replaced, interpretative signage should be installed at the Gateway Park to provide information and visual history of the bridge. Other infrastructure improvements that should be considered is the rehabilitation of the Sylvan Slough limestone wall.

The City should continue to support efforts to maintain and enhance Sylvan Island as a destination area for cycling, fishing, jogging, bird-watching, canoeing and even industrial archaeology and heritage tourism. In years past, partnerships with the Illinois Department of Natural Resources, River Action and other advocacy groups have played key roles in securing funding and resources to improve and maintain the Island. An updated Parks and Recreation Master Plan to be completed in 2014 will recommend a number of short to long term improvements to the Island. A more comprehensive management plan could be created to determine more specific enhancements related to industrial archaeology and heritage tourism and potential public-private partnerships that could help underwrite such enhancements.



Sylvan Island Bridge is now closed to use

Implementation Considerations

Design and construction documents for intersection and pedestrian path improvements, wayfinding signage and the Railroad Avenue landscape buffer will need to be prepared. The intersection improvements, especially in regards to the curb bump-outs and extensions, should be explored further as part of an overall study to potentially convert 4th and 5th Avenues from one-way to two-way travel. Parkway enhancements could be planned and undertaken as part of an overall capital improvements program for Florencia prepared and implemented by the City. A portion of that capital improvement program could be undertaken by one or several neighborhood groups, especially in regards to the more critical parkway needs such as new tree plantings and basic landscaping treatments.

The soil erosion issues along 5th Avenue could be addressed as part of a comprehensive assessment of such issues along the entire bluff line in Moline, which could be funded through state and foundation sources. Improvements to bike trails and other amenities to Sylvan Island could also be funded through state grants, principally through the Illinois Department of Natural Resources.



Sylvan Island Bridge

V. FOSTER VITAL NEIGHBORHOOD CENTERS

With a focused effort at providing entrepreneurial support and incentives, the traditional commercial storefront clusters at 4th Avenue and 1st, 2nd, and 7th Streets, could be developed as neighborhood retail nodes with clusters of ethnic Hispanic/Mexican businesses, such as groceries, restaurants, apparel, and house wares. Key elements of a revitalization program for these potential centers should include;

- Building improvement incentives for both exterior design improvements and interior build-out,
- A new small business venture fund that could provide low interest loans and grants to prospective entrepreneurs and,
- In order to grow a local business cluster, existing Floreciente businesses may have the capacity to open a second business in the neighborhood, selling a complementary product or service. These businesses could serve as starting point for neighborhood business development as they already know the neighborhood and consumer market, and have developed a sustainable business model.

Another important key to fostering strong and vibrant commercial activity in Floreciente is the creation of a neighborhood or community development corporation that could provide technical and financial assistance to property owners and prospective entrepreneurs for building improvements and business start-ups. The development corporation could also serve as an effective liaison between neighborhood stakeholders and the City of Moline, local banks and financial institutions, foundations and philanthropic institutions, and industries and corporations. This liaison role can help to forge important partnerships to help leverage human and financial resources to facilitate the revitalization of the neighborhood's important commercial assets. Key commercial nodes where revitalization efforts should be concentrated include the node at 4th Avenue and 7th Street and at 4th Avenue between 1st and 2nd Streets.



A pedestrianized street in Oak Park, Illinois

Neighborhood Core – 4th Avenue and 7th Street

Centrally located within the Floreciente neighborhood, this well-established cluster of commercial and neighborhood-serving uses at the intersection of 4th Avenue and 7th Street provides a significant opportunity to create a true community center. Although there are only two commercial buildings in this node, the one-block stretch of 4th Avenue between 7th and 8th Streets could provide a unique setting for neighborhood special events and social activities. The

street itself could be enhanced with brick pavers, new lighting, sidewalks and curbs, and a new “Floreciente” gateway sign at the intersection. The one traditional commercial building facing 4th Avenue could be re-used a restaurant space with a sidewalk extension for outdoor dining and entertainment. All buildings within this node would receive façade, storefront and signage improvements to help return them to their approximate original appearance. A concept illustration is shown on the following page.



Potential exists for a vibrant public space near 4th Ave. and 7th St.

FIGURE 5.35 4TH AVENUE STREETScape CONCEPT ILLUSTRATION



An artist's concept rendering of a potential pedestrianized street on 4th Avenue at 7th Street (looking east). Image provided by Ed Tillrock.

Theater Node - 4th Avenue between 1st and 2nd Streets

The existing theater building and other traditional commercial storefronts along 4th Avenue between 1st and 2nd Streets constitute another potential commercial node at Floreciente’s western edge. Though currently vacant, the existing theatre building has potential to be a distinct neighborhood attraction. However, vacant theaters, especially small neighborhood theaters, present special reuse challenges in regards to financing movie projection equipment and in on-going operations and management. As a reuse strategy, the neighborhood should first explore for what alternative uses could fit the existing building. Since the building was designed for assembly that makes it well-suited to “theater-like” uses, for example:

- A movie theater showing Spanish-language films or videos with a cinema-restaurant format
- Event rental for parties, community events and weddings
- Arts cooperative or gallery
- A lecture or presentation hall

Alternative adaptations for the theater could include:

- Restaurant
- Retail
- Public market
- Gym/fitness center
- City offices

The theater could potentially be eligible for the federal Historic Preservation Tax Credit as one incentive to facilitate its rehabilitation and reuse. Small business loans and grants could also be used for encourage business start-ups not only in the theater building but also in other buildings located within this node.

Implementation Considerations

The City’s existing small business and façade rehabilitation incentive programs should be targeted in the identified neighborhood nodes to encourage business start-ups and appropriate storefront and building improvements. Additionally, building owners, developers and prospective entrepreneurs who chose to invest in Floreciente could be offered a bonus grant or loan amount. Crowdsourcing could also be employed to identify supportable businesses desired by Floreciente residents and visitors.

Design and construction documents will also be needed for streetscape and other urban design improvements in making the nodes along 4th Avenue attractive places and destinations for neighborhood commercial activities, gatherings and events.

Financing sources for such improvements could potentially come from ITEP monies, the City’s Capital Improvements Program, and even private sector sources, including corporations and foundations. Tax-Increment Financing District and Special Service Area funding mechanisms could also be considered but would require additional study for feasibility.



*Bagdad Theatre and Pub in Portland, OR
The McMenamen’s chain specializes in the adaptive reuse of historic buildings as hotels and entertainment uses.*



The vacant theater on 4th Avenue could be a unique destination



FIGURE 5.36 THEATER NODE CONCEPT VISUALIZATION

A photo-visualization of potential improvements in the Theater Node area.

VI. HOUSING AND NEIGHBORHOOD IMPROVEMENT PROGRAMS

Florenciente is one of Moline's most well-established traditional neighborhoods with a strong Hispanic identity. Like many traditional neighborhoods in communities around the country, maintaining neighborhood stability and quality of life through housing rehabilitation and other improvements are constant challenges, especially in securing needed funds and in encouraging property owner participation. Housing rehabilitation efforts in particular can help enhance the neighborhood's design character and urban form, improve property values, maintain the neighborhood's socioeconomic make-up and build resident pride-of-place.

It is suggested that programs and initiatives aimed at improving the physical conditions of existing homes should be created and implemented with financial marketing and organizational tools available to local residents.

Establish a Housing Rehabilitation Incentive Program

A neighborhood housing rehabilitation incentive program should be established offering grants or below-market financing to current residents for making property improvements and new residents seeking to rehabilitate new homes up to certain neighborhood design standards. Incentives, at first, could be targeted to certain neighborhood blocks in order to facilitate exterior housing improvements and to build momentum for additional private investments along adjacent blocks. Targeted blocks need not be ones with the most needs but rather where there may be a strong likelihood of positive and visible neighborhood change.

The incentive program could come in the following forms:

LOW-INTEREST REHABILITATION LOAN PROGRAM

New homebuyers would be eligible for low-interest loans to make improvements in conjunction with property purchase within a targeted block. The loan would typically carry a fixed interest rate that may be 1 percent below the 60-day Fannie Mae rate with the home buyer contributing three to five percent of the purchase price from their own funds. The buyer may then borrow the balance of the funds needed to buy and renovate the home, possibly as much as 110 percent of the after-rehabilitation appraisal of the property. There would be no homeowner income restrictions on loan program use and all applicants must have the ability to pay the loan back and meet standard underwriting requirements. The City or a neighborhood development corporation could also require that converted apartment homes be rehabilitated as single-family residences as a condition for loan approval.

REHABILITATION GRANT PROGRAM

Existing homeowners within Florenciente would be eligible for \$5,000 or \$10,000 matching grants to undertake various exterior property improvements, including painting, siding removal and installation, landscaping, lighting and other site improvements. There should be no homeowner income restrictions to use the grant program; they must also match the grant with their monies. The grant program could be structured as a forgivable loan whereby the property owner must undertake the improvements and live in the residence for five years. If the property owner fails to meet such requirements, the owner is subject to loan recapture.

DESIGN ASSISTANCE

Basic design and architectural assistance could be provided to grant or loan applicants to ensure that proper home rehabilitation methods and procedures are followed and a desired neighborhood appearance is achieved with grant or loan proceeds. The design assistance could be provided by the City of the neighborhood development corporation.



A typical side street in Florenciente has a variety of interesting character elements - such as brick streets with wide tree lawns, etc. In many locations, these elements are in need of maintenance.



A rehabilitated home



Homes under rehabilitation

HOMEBUYER COUNSELING

Counseling can be provided to prospective homeowners on topics related to house maintenance and repair, and maintaining a good mortgage payment history.

DESIGN MANUAL

In addition to design assistance, a design manual can be prepared by the City or the neighborhood development corporation to provide guidelines and best practices to exterior housing rehabilitation. The manual could cover topics such as siding repair and removal, painting, porch repair and replacement, new additions, landscaping, garages, and driveways. Photos, images and graphics could help illustrate and describe rehabilitation methods and standards.

Financing the incentive program could come from several different sources, including municipal general revenues, grants and loan programs from the Illinois Department of Commerce and Community Affairs and the Illinois Housing Development Authority, regional and local foundations, private lenders in the area and community housing development organizations (CHDO's). Administration and management of the financial incentive programs could be undertaken by the City or in partnership with a neighborhood development corporation that could have the additional responsibilities of program marketing and promotion. Alternatively, the neighborhood development corporation could also manage this program on behalf of other Moline neighborhoods.

Neighborhood Marketing

Florecente has many assets and positive qualities that should be more actively marketed and promoted to realtors, lenders and prospective homeowners. Marketing activities can help change local attitudes and perceptions about Florecente and help shape a more consistent, positive image regarding neighborhood housing opportunities and quality of life. Furthermore, marketing efforts should not just be seen as supplemental to housing rehabilitation initiatives proposed above but as important and integral to building momentum for housing and neighborhood improvements, attracting future homebuyers and in engaging current residents in neighborhood revitalization efforts.

A Florecente marketing program could encompass two different set of activities: neighborhood-based events such as block parties and festivals organized by local residents and neighborhood organizations, and print and internet-based tools that promote financial incentive programs, recently rehabilitated homes for sale, before and after pictures of home improvements, neighborhood amenities, and local lending sources. Internet-based tools could also include a neighborhood blog that allows local residents to post stories about their home rehabbing experiences and life in the neighborhood. Ideally, neighborhood marketing activities should be the function of a neighborhood development corporation.

Establish a Neighborhood Development Corporation

Implementing and managing a housing rehabilitation program along with other important neighborhood revitalization initiatives will require local stakeholders and residents to be well-organized and motivated to facilitate short and long-term change. In other words, a well-funded and staffed organization structure, such as a neighborhood development corporation or other community development entity, should be created to help manage new neighborhood incentive programs, provide technical and financial assistance to homeowners and entrepreneurs, produce special events and marketing programs, and help build social capital for long-term neighborhood growth and vibrancy. A neighborhood development corporation could be established and funded through a variety of sources, including municipal contributions,



Florecente has a unique neighborhood character



Above: before and after images of a rehabilitated home in Rock Island, Illinois

foundations and philanthropic support, memberships and sponsorships, and revenues streams from special service areas (SSAs) and business improvement districts (BIDs). Alternatively, a neighborhood development corporation could be constituted or restructured from an existing neighborhood organization or entity.

A neighborhood development corporation typically undertakes many or several of the following activities:

- Real estate development – purchase, rehabilitation and selling of residential, commercial and industrial buildings
- Affordable housing development
- Small business technical assistance, lending and incubation
- Workforce and vocational training
- Neighborhood planning and urban design improvements
- Day care and early childhood educations
- Neighborhood health clinics and services
- Youth development and creation
- Community consensus-building

A successful neighborhood development corporation should enjoy broad-based support in its activities by neighborhood stakeholders, a clear vision and strategic plan for developing internal human and financial resources to carry out the organization’s mission, and a willingness to adapt to changing conditions and opportunities. Floreciente stakeholders should seek assistance and consultation in establishing a neighborhood development corporation from the Local Initiatives Support Corporation (LISC) or other entities with experience in successful neighborhood revitalization.

Preserve Important Historic Resources and Pursue Adaptive Use Opportunities

The Mission Tabernacle Church has been identified as a significant neighborhood historic resource in need of preservation and rehabilitation. Currently, the Church is showing signs of spalling and deteriorating brick due mainly to water infiltration on its exterior elevations, which could lead to far more significant building safety and structural issues if not addressed promptly. The church has also been identified as potentially eligible for listing in the National Register of Historic Places, which could make it eligible for the federal Historic Preservation Tax Credits if it re-used in a income-producing capacity. Clearly, maintaining the building as a functioning church or religious institution is preferable, and ways in which the existing congregation can undertake restoration and rehabilitation before the building experiences additional deterioration should be explored.

As a first step, a conditions survey should be completed to help determine exact exterior and interior building conditions and what methods and techniques should be employed to address important maintenance and rehabilitation concerns. Ways in which a religious congregation can generate additional income to underwrite a conditions survey and a building maintenance program include shared space and leasing agreements with other organizations, such arts groups, social services, day-care centers and job training sites and the development of a capital fundraising strategy. If long-term use as a church or religious building is not viable, adaptive use opportunities could be explored, include adapting the building as living spaces and apartments, condominiums, a bed and breakfast, offices, co-working spaces, a conference center and a music or performing arts space. Again, only income-producing uses would be eligible to take the Historic Preservation Tax Credit.

Conduct Preservation Planning

Previous historic resource survey efforts in Moline were last conducted in the neighborhood more than 25 years ago. A new historic resource survey should be conducted to update previous surveys and inventories and determine the number of buildings that may be historically and architecturally significant to the neighborhood and the City of Moline. The identification of such resources can help the City and neighborhood stakeholders plan more effectively for their long-term preservation, as well as determine if Floreciente could qualify as a district in the National Register Historic District. While it may be unlikely that the neighborhood would be eligible for National Register designation at this point, given the number of homes that have been re-sided and altered over the years, the survey could provide critical data and information on how homes and the neighborhood in general looked like in the past. This in turn can help provide a design direction for the neighborhood, especially in regards to housing rehabilitation efforts that focus on removing artificial siding and restoring missing home features such as porches. The neighborhood design direction should be summarized within the design manual as mentioned previously. Over time, historic preservation-based housing improvements can dramatically enhance neighborhood appearances and build a special sense of place for Floreciente.

Implementation Considerations

Implementing various aspects of the housing and neighborhood improvement program should start with determining whether a new neighborhood development corporation should be established to carry out a more comprehensive revitalization program for Floreciente or if an existing agency or entity to assume that mission. Two existing organizations that could likely assume a broader neighborhood revitalization mission would be Project Now and the Floreciente Neighborhood Association; however, Project Now delivers a number of social service programs for a three-county area, which could restrict its ability to manage a Floreciente-focused revitalization effort, while the Neighborhood Association is currently not staffed and lacks organizational capacity. A neighborhood summit or a convening of key Floreciente stakeholders and leaders should be undertaken to consider the best organizational and funding approaches to a comprehensive neighborhood revitalization program. Floreciente leaders should also consult with the Local Initiatives Support Corporation (LISC), a national non-profit neighborhood revitalization organization, to assist in determining the appropriate path in addressing organizational issues.

In regards to the adaptive use projects, the City could offer low-interest loans or grants to potential developers seeking to use the federal historic preservation tax credit as part of the overall project financing. Alternatively, the City and its development partners could convene or form a co-developer/investor team that could purchase the property and develop it or secure services a fee developer experienced in adaptive use and the tax credits. However, a historic structures or feasibility report should be commissioned to determine costs in adapting the building to new uses. Certified Local Government grants for the Illinois Historic Preservation Agencies could be used to fund future architectural and historical surveys in Floreciente.

VII. ENHANCE EXISTING INDUSTRIAL AREAS

This Neighborhood Plan recognizes that Floreciente will continue to be home to many small and large -scaled industries, which provide jobs and employment for residents of the neighborhood and the Quad Cities at large. However, industrial uses, especially those located within Floreciente’s residential areas, should blend in more seamlessly into the neighborhood fabric in terms of its building and site design and landscaping. This recommends to principal industrial area improvement strategies, frontage enhancements to heavy industrial sites and a design improvement program for light industrial uses.

Frontage Improvements on Heavy Industrial Sites

Additional landscaping and buffering treatments should be encouraged along property edges and between industrial uses in order to reduce visual impacts and create a more “green” physical environment. Parking lot frontages, especially the lots located south of River Drive, should receive landscaping treatments, perhaps including new trees, plantings and low knee walls to help screen the parking lots along the sidewalks, the roadway and the railroad right-of-way.



Industrial frontage conditions along River Drive



Landscape screening along surface parking lots. These areas can also accommodate storm water runoff from sidewalks and parking lots.

Design Guidelines for Light Industrial Uses

Within Floreciente’s residential district, light industrial businesses are often located alongside homes and small-scale commercial and residential uses. These industries could also benefit from landscaping and exterior building improvements as a way to promote more visual compatibility with the surrounding residential building fabric. Such improvements could include building frontage and parking lot landscape improvements, façade rehabilitation and remodeling, and well-designed and scaled signage. Design guidelines and an industrial building improvement program with incentives could be developed to encourage such improvements. Such design guidelines could be incorporated as part of a neighborhood design manual as mentioned previously with a industrial building improvement program managed by the City or a neighborhood development corporation.

Implementation Considerations

Encouraging frontage improvements could be accomplished through the establishment of new incentives and any modifications that may needed in zoning buffer yard requirements to enhance landscaping treatments in buffer spaces between industrial and residential uses. As mentioned above, landscaping and building improvements for industrial properties could be eligible expenses as part of industrial building improvement program managed by the City or a neighborhood development corporation. Funding sources could come from Tax-Increment Financing District and Special Service Area funding mechanisms, although they would require additional study for feasibility



A light industrial use



A light industrial use

FIGURE 5.37 EDGEWATER PLANNING FRAMEWORK STRATEGY DIAGRAM

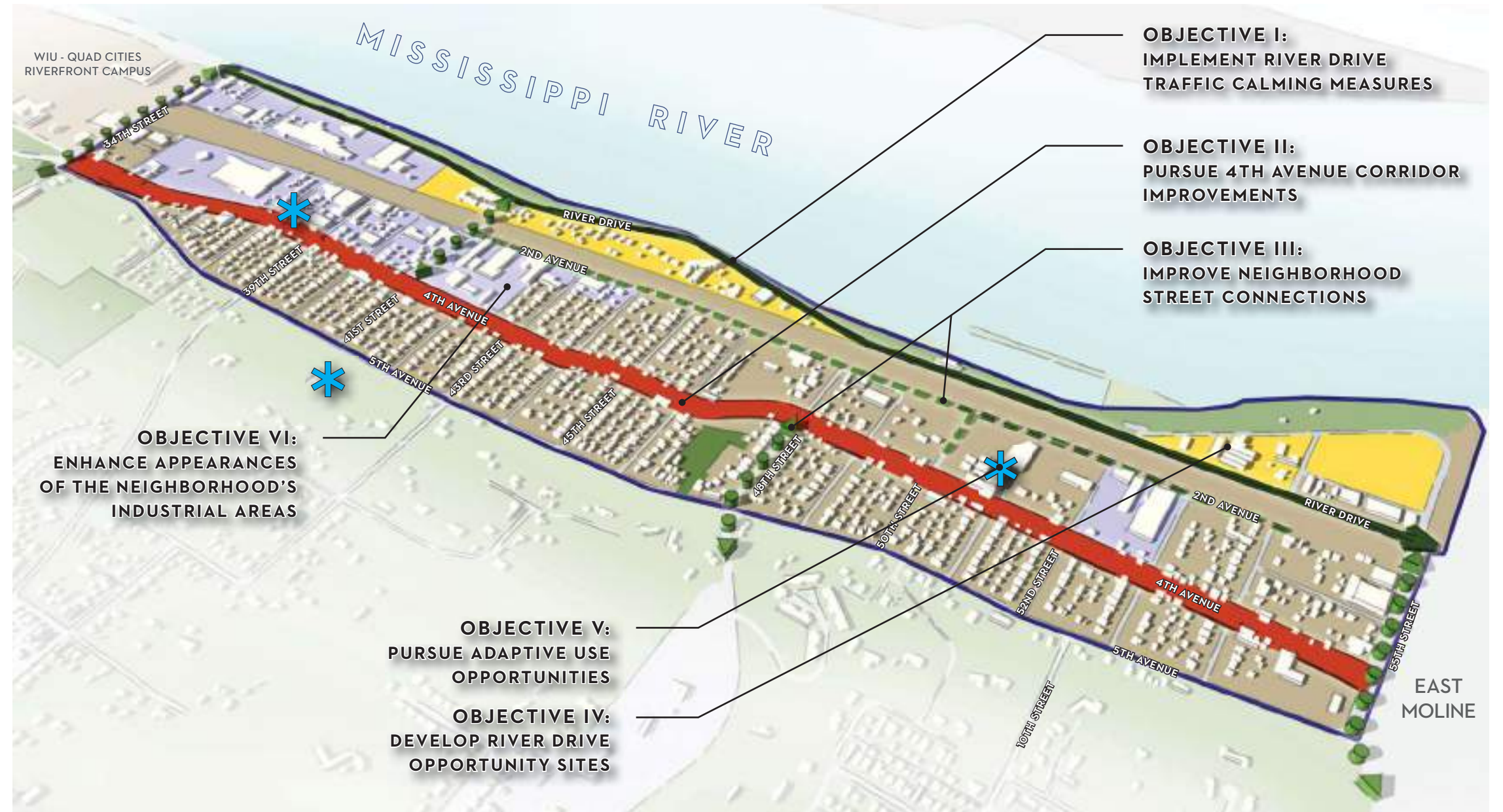
EDGEWATER

PLANNING STRATEGIES

Upon examination of the neighborhood's existing conditions and the input from community members and stakeholders, a series of planning objectives has emerged to address prevailing issues. When considered in whole, these objectives provide an overarching framework strategy for future improvement efforts within the Edgewater neighborhood. Items listed below are further explained on the following pages.

Preliminary planning objectives for Edgewater include:

- I. Implement River Drive Traffic Calming Measures
- II. Pursue 4th Avenue Corridor Improvements
- III. Improve Neighborhood Street Connections
- IV. Develop River Drive Opportunity Sites
- V. Pursue Adaptive Use Opportunities
- VI. Enhance Appearances of the Neighborhood's Industrial Areas



Edgewater Planning Framework Strategy Diagram

I. IMPLEMENT RIVER DRIVE TRAFFIC CALMING MEASURES

Along with 4th Avenue, River Drive is a major transportation route within the Edgewater neighborhood linking it to the Western Illinois University-Quad Cities campus, Moline Centre, Floreciente, and to East Moline and communities located further east. River Drive is heavily used by both cars and light and heavy trucks servicing industries located in both Floreciente and Edgewater. It is also a significant barrier for pedestrians wishing to access the Ben Butterworth Memorial Parkway and the riverfront. Promoting a more safe and comfortable pedestrian environment along River Drive has been expressed by many neighborhood stakeholders during the planning process as a key planning goal going forward.

The primary planning strategy for improving River Drive's pedestrian environment is to implement several traffic-calming measures. Traffic calming is a set of street design alternatives and traffic rules that serve to slow and reduce traffic while providing a more comfortable environment for pedestrians and cyclists. The fundamental principle behind traffic calming is the belief that streets are valuable public spaces that should be shared equally by all users. Most traffic calming mechanisms are simple in their design and implementation and can be easily modified to accommodate emergency vehicles, garbage trucks, and buses when needed.

Traffic calming strategies for River Drive can be summarized as follows (see Traffic Calming Measures map on following page for specific locations):

A. To highlight the 34th Street as an access point to the Ben Butterworth Memorial Parkway, install a gateway monument or identity signage at one of the corners of 34th Street and River Drive. A dynamic or radar speed feedback sign, which makes drivers aware when they are driving past the speed limit, could also be installed. The feedback sign should be installed as a permanent sign in scale with other signage along the roadway. It should not be attached as part of a trailer.

B. To calm traffic and improve pedestrian and bicycle connections at 41st Street, high-visibility pedestrian crossings and pedestrian signal heads with countdown clocks should be installed. Curb cuts should also be installed to provide trail access for bicycle and pedestrian traffic from 41st Street.

C. Most areas along River Drive have trees but this portion between 42nd and 44th Streets does not and is bare. In this location, install landscaping on the north side of River Drive.

D. Install a gateway feature, landscaping, and a posted speed limit and a dynamic speed feedback sign that displays travel speed to approaching motorists. Traffic calming measures are specifically needed at this location as a change in land use occurs from industrial to residential.

E. Install high-visibility pedestrian crossings and pedestrian signal heads with countdown clocks. Since the Ben Butterworth Memorial Parkway does not travel parallel to River Drive at this location, a sidewalk is needed on the north side of River Drive. To further calm traffic, plant trees on south side of River Drive to visually narrow the road.



River Drive is a fast moving and heavily used corridor, with a number of visual obstructions due to the road's geometry.



Planted median with trees and distinct landscaping



Curb extensions reduce pedestrian crossing distances

The 2009 River Drive Corridor Concept Plan provides additional direction on creating a River Drive that promotes a “lower-speed, high amenity experience that emphasizes the natural experience along Ben Butterworth Parkway and the Mississippi River.” This Plan recommends new pedestrian lighting standards, adequate sidewalks, street furniture, a wayfinding system, and street signage with a “River Drive icon” as ways in which to achieve a more “scenic by-way or trail experience” along this transportation route.

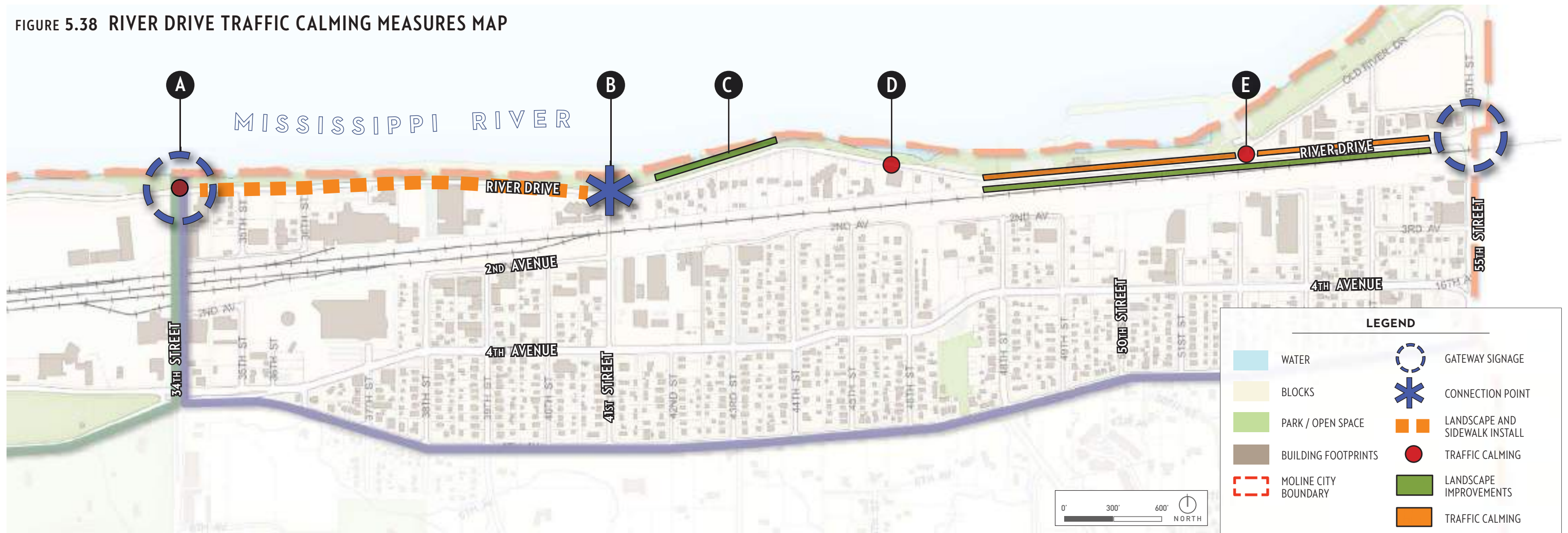
Implementation Considerations

Installing traffic calming measures along River Drive will require preparation of a detailed design plan and cost estimates for where landscaping, sidewalk, signage, intersection and gateway improvements should take place. Dynamic speed feedback signs and pedestrian countdown timers can be purchased by the City through its Capital Improvements Program.



A median provides for a pedestrian refuge when crossing the street

FIGURE 5.38 RIVER DRIVE TRAFFIC CALMING MEASURES MAP



River Drive Traffic Calming Measures Map

II. PURSUE 4TH AVENUE CORRIDOR IMPROVEMENTS

Within Edgewater, 4th Avenue functions as an important transportation route and gateway into Moline Centre and into surrounding neighborhoods. During the planning process, community stakeholders have expressed the desire to improve 4th Avenue's overall physical appearance and land use pattern. Key strategies to improving the Corridor include streetscape enhancements, building and property improvements and consolidation or commercial uses at key nodes.

Streetscape and Roadway

As noted previously, sidewalk and streetscape conditions vary in condition along 4th Avenue. In some areas, sidewalks and landscape treatments are missing. Various streetscape and urban design enhancements should be undertaken over time to improve parkway conditions by replacing deteriorating sidewalks, adding sidewalks where they do not exist and installing new crosswalks, lighting standards, trees and other landscape treatments within the parkway space where desired and feasible. A streetscape plan should be developed to guide the types of urban design improvements that should occur along 4th Avenue over time.

It is understood that parkway improvements may not be consistent over the entire length of 4th Avenue given the narrow parkway space in some locations. However, additional parkway space could be gained if roadway modifications were to be considered and undertaken. For instance, the 4th Avenue roadway along the majority of its length is 44 feet wide with four 11-foot travel lanes; if the roadway was reconfigured to include just three 12-foot lanes, an additional four feet would be gained on each side for parkway landscaping, lawn space, rain gardens and trees. Sidewalks could be just six feet wide instead of seven in order to gain extra green space. A landscaped median could be installed at some locations along 4th Avenue as a mechanism to calm traffic, as well as to add a new green element to the roadway.



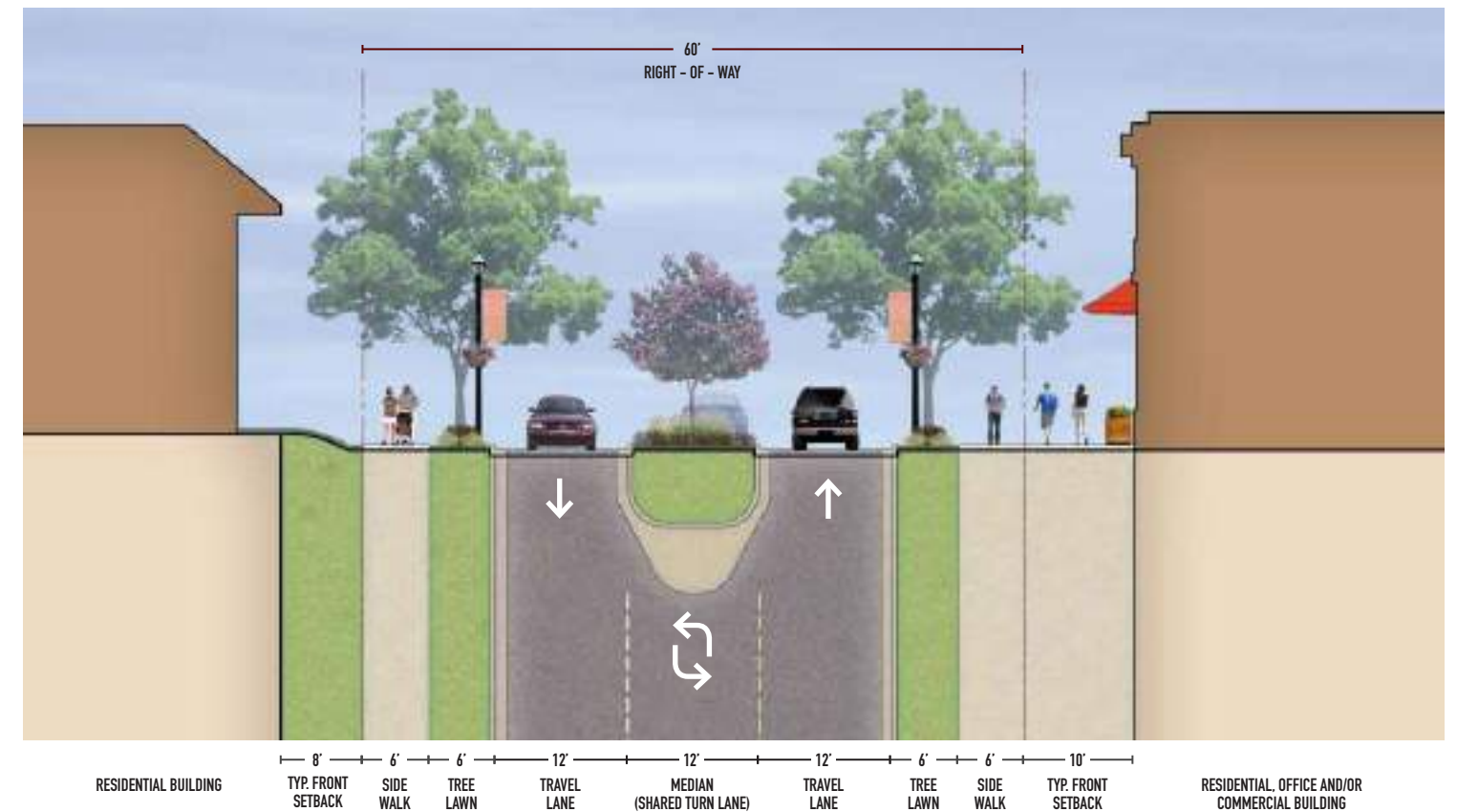
An overly wide roadway, and lack of consistency in setbacks, uses and architectural style results in a poor pedestrian environment along 4th Avenue.

FIGURE 5.39 EXISTING 4TH AVENUE CROSS SECTION



Typical existing cross-section on 4th Avenue

FIGURE 5.40 POTENTIAL 4TH AVENUE CROSS SECTION



Potential cross-section on 4th Avenue, shared turn lane and planted median

Land Use

Ideally, commercial activity should be concentrated at certain nodes along 4th Avenue, particularly at 34th, 39th, 43rd, 48th, and 55th Streets. The nodes at 34th and 55th Streets represent opportunities for “gateway” commercial redevelopment where new buildings constructed closer to the sidewalk could accommodate small scale retail uses serving the adjacent neighborhoods and the Western Illinois University campus. In other nodes, a combination of façade, urban design and streetscape improvements can help

promote such nodes as visually appealing shopping environments. Some redevelopment should occur in these nodes if opportunities emerge to strengthen the node’s commercial fabric.

In other areas along 4th Avenue between commercial nodes, alternative land uses to commercial should be considered as a means to concentrating retail and office uses in the identified nodes. Potential alternative uses could include single or multi-family and additional parkway and open space. The overall physical redevelopment of 4th Avenue could be guided

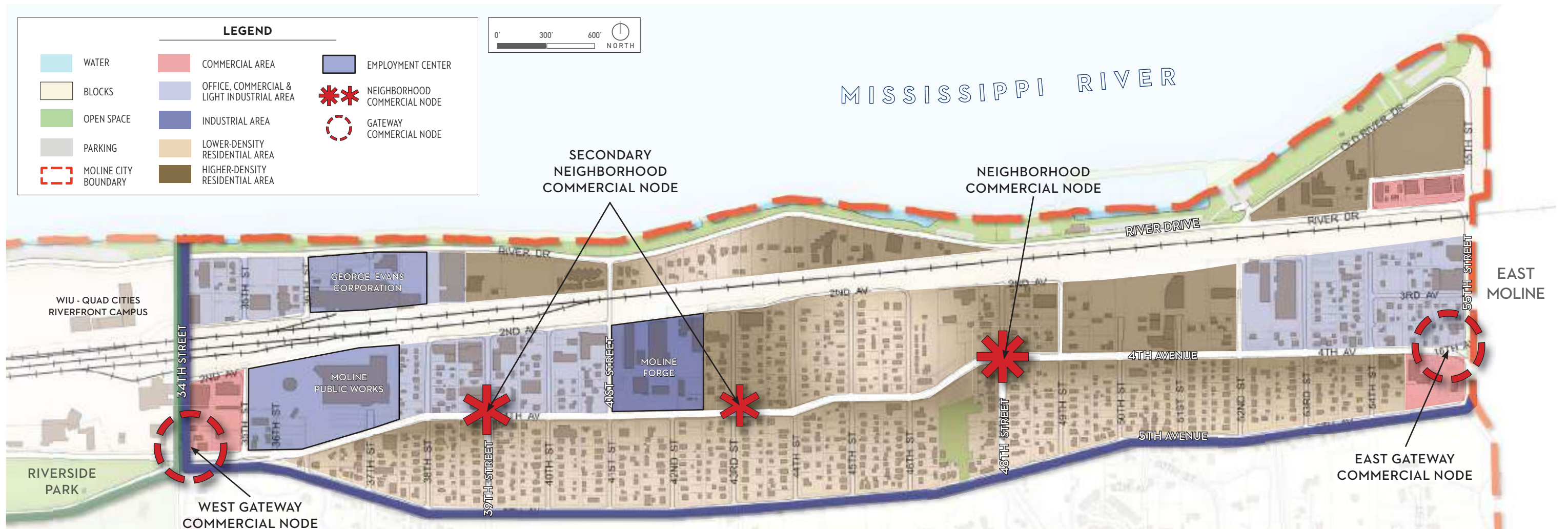
by a set of overlay design guidelines or a form-based code that could govern the desired future physical form of development, including parking lot locations, landscaping requirements and architectural character.

Implementation Considerations

Changes to the 4th Avenue roadway and installing new streetscape enhancements would require further study and approval by IDOT, as well as preparation of streetscape improvement plans and construction documents. Financing for these implementation actions could come from IDOT and its Illinois

Transportation Enhancement (ITEP) program and other sources along with local Motor Fuel Tax (MFT) funds. An easement may be needed in some locations to gain the land necessary for additional sidewalk and parkway space. Furthermore, changes in zoning from commercial to low-density residential may be necessary to encourage consolidation of commercial uses along 4th Avenue in identified nodes as presented previously. Design standards or a form-based code could be adopted by the City to help guide development design in areas that would consolidate as commercial nodes and those that transition from commercial to residential or parkway space.

FIGURE 5.41 EDGEWATER POTENTIAL LAND USE FRAMEWORK



Potential Land Use Framework Diagram

III. IMPROVE NEIGHBORHOOD STREET CONNECTIONS

A lack of street connectivity within certain areas of Edgewater forces a majority of traffic onto 4th Avenue and River Drive, which significantly impacts the neighborhood's overall transportation network. These street connectivity issues make it difficult for both motorists and truck traffic to travel through the neighborhood, and pedestrians and visitors to cross certain streets and intersections.

2nd Avenue

Several recommendations to improve neighborhood street connections are centered on 2nd Avenue, which has the potential to improve circulation within the overall neighborhood's transportation network.

These recommendations include (see 2nd Avenue Connections Map):

- A. Along these 2nd Avenue roadway segments (green lines), improvements are needed as most locations lack curbs, sidewalks, and landscaping and pedestrian amenities. Improvements in these segments should focus on these issues.
- B. Along these segments (yellow lines), no paved roadway exists; however, there are no buildings or rights-of-way issues that would impact construction of a new roadway.
- C. Along these segments of 2nd Avenue (orange lines), a potential path for extending 2nd Avenue exists but falls within privately-owned property. In some instances, property owners may be encroaching

in the public right-of-way. These areas represent significant obstacles to extending 2nd Avenue, requiring rights-of-way issues to be identified and resolved.

D. Includes segments and areas where the projected path of 2nd Avenue is obstructed by privately-owned land and or buildings. These segments (red lines), represent significant impediments to implementation, requiring rerouting, transfer of property ownership or rights-of-way purchase.

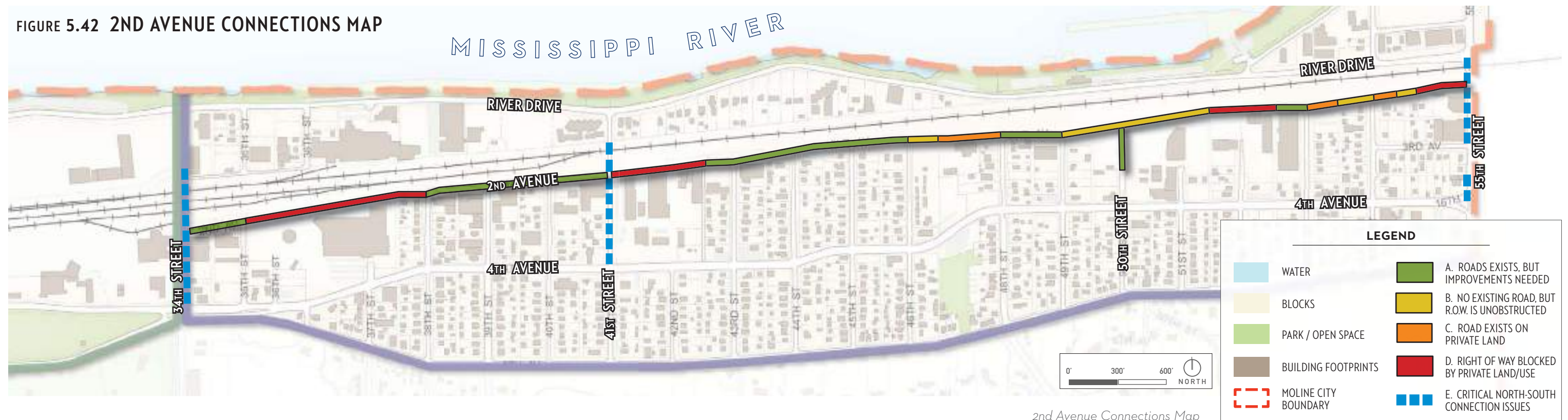
E. These areas are specific locations (blue dashes) along the neighborhood's key north-south connection routes at 34th Street, 41st Street and 55th Streets. Public space improvements will need to be addressed including missing or deteriorated sidewalks, excessive curb cuts and poor frontage conditions and landscaping.

Enhance Key North/South Connections

Primary north/south connections coming into - and within - Edgewater should be targeted for streetscape and pedestrian-safety improvements. 34th, 48th and 55th Street serve as major gateways in Edgewater and should be identified as such. 41st Street is a key connection point to the riverfront for neighborhood residents.

The intersection at 34th Street and 4th Avenue is of particular importance as it is both the western edge of the neighborhood and a major access point for Western Illinois University. While major safety improvements to the intersection - including potential configuration changes - should be explored in concert with the long term build-out of the WIU campus, there are a number of straightforward interventions that could be implemented in the near term. Examples of these improvements are shown in the accompanying diagram.

FIGURE 5.42 2ND AVENUE CONNECTIONS MAP



Implementation Considerations

Priority should be placed on enhancing the north-south connections at 34th, 41st and 55th Streets by installing sidewalks where needed, consolidating curb cuts and encouraging landscaping and building frontage improvements. These improvements could be financed through the City’s CIP, through a special assessment district or a Special Service Area. Extending Second Avenue as suggested

above could prove challenging given that rights-of-way would have to be purchased in addition to engineering and construction costs. Implementation of this particular planning recommendation would be a lower, long-term priority and subject to property owner cooperation and participation. However, the extension of Second Avenue has the potential to become an alternative transportation routes for trucks servicing industries and business in the area.



4th Avenue and 34th Street Intersection - looking west

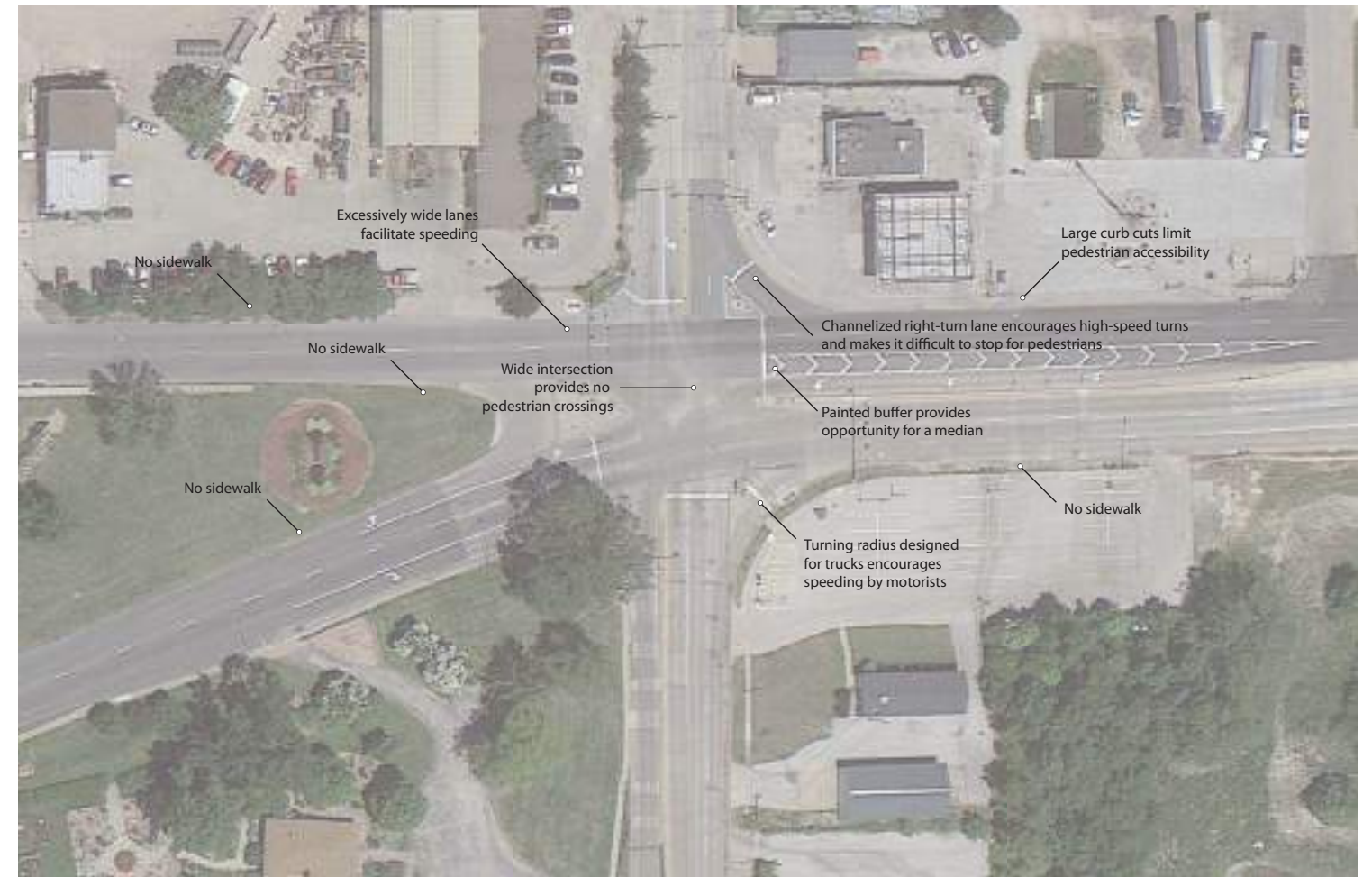


4th Avenue and 34th Street Intersection - looking south

FIGURE 5.43 INTERSECTION SAFETY IMPROVEMENTS DIAGRAM



4th Avenue and 34th Street Intersection Existing Conditions



4th Avenue and 34th Street Intersection Safety Improvements Diagram

IV. DEVELOP RIVER DRIVE OPPORTUNITY SITES

With adjacent location to Ben Butterworth Memorial Parkway and attendant scenic views of the Mississippi River, there is clear community interest to seeing additional residential development along River Drive, especially in vacant opportunity sites. Residential development can come in the form of infilling existing residential areas and in developing on opportunity sites along various segments of River Drive.

Infill Existing Residential Areas

Most of the existing residential areas along River Drive between 39th and 48th Streets consist of single-family homes on large lots. In these locations, consider encouraging modest density increases in order take advantage of the area's development potential. These developments could come in the form of attached homes and two, three and four flats.

New Development Opportunities

While the existing, viable industrial properties on River Drive - located generally between 34th and 39th Streets - should be maintained, vacant land at the far eastern end of the neighborhood at Old River Drive and 54th Street could present new residential development opportunities. At the 54th Street location, two, three-to-four-story multi-family housing developments with 75 to 100 dwelling units each, could be possible. Again, the market for such units could be young singles, downtown workers, and empty nesters and retirees. Consideration should also be given to long-term land use change on land directly west of this site, which is currently zoned for light industrial uses. Encouraging residential

development at this location can help improve the likelihood this area north of River Drive could develop a distinct residential neighborhood near Marquis Harbor.

Implementation Considerations

Implementing proposed residential developments along River Drive will largely be driven over time by emerging market demand for such uses and developer interest in particular sites. It appears that only the River Drive opportunity site at 54th Street would require a zoning change from ORT: Office/Research and Technology District to R-6: Multi-Family Dwelling District. To make these development opportunities feasible, several parcels would need to be assembled by a developer and infrastructure and streetscape improvements undertaken. The City could participate in underwriting the cost of infrastructure improvements in these locations.



Vacant River Drive properties well-suited for development

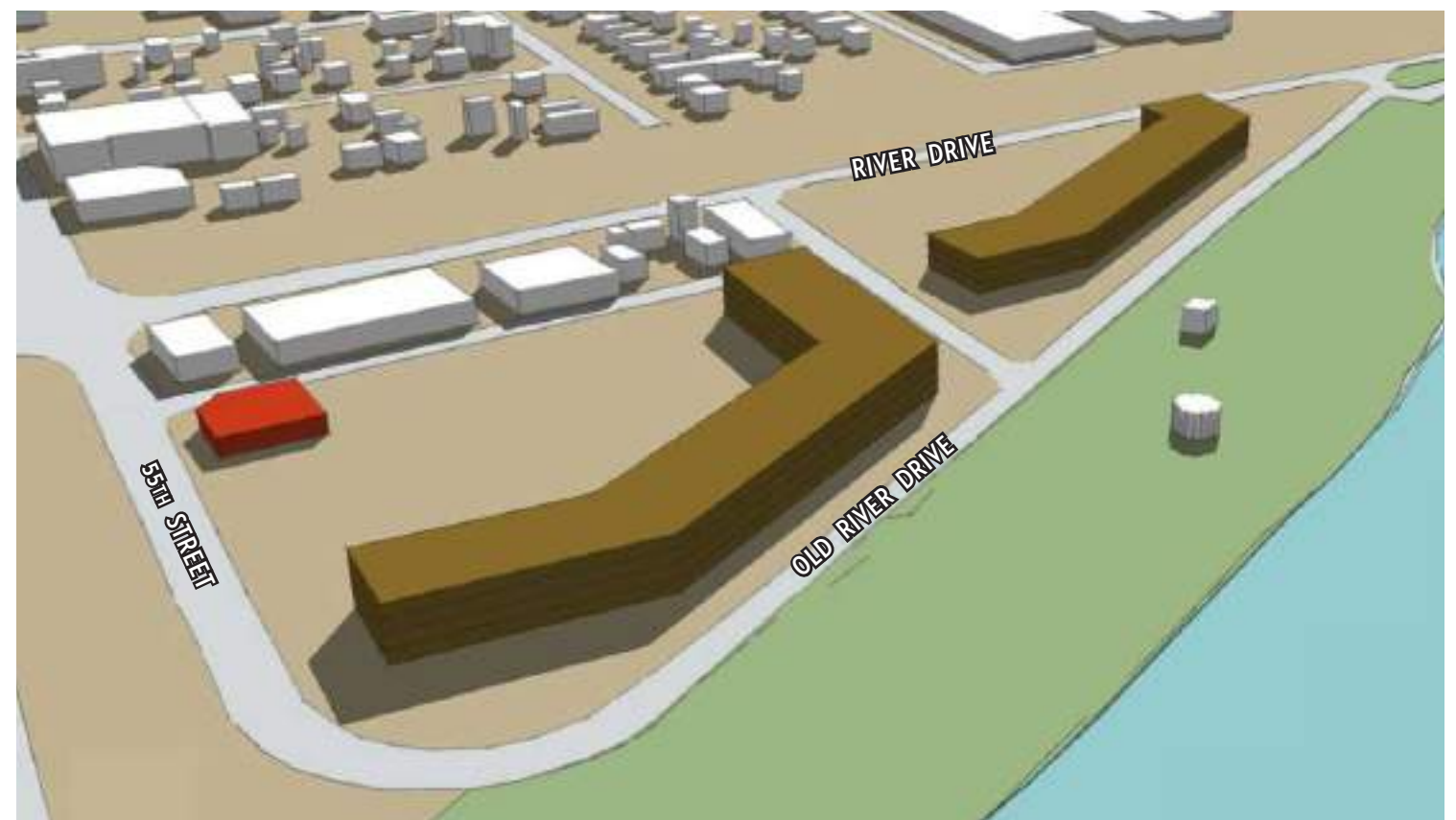


Large vacant areas at the eastern end of Edgewater are zoned for industrial use, but could have potential for residential development.



3 to 4 story multi-family development

FIGURE 5.44 RIVER DRIVE OPPORTUNITY SITE CONCEPT VIEW



A bird's eye view rendering of the opportunity sites at the east of River Drive show potential building massing and land uses. (looking southeast)

V. PURSUE ADAPTIVE USE OPPORTUNITIES

Two key adaptive use candidates in Edgewater have been identified during the planning process, including the industrial building at 4th Avenue and 50th Street and the former McKinley School building just south of 5th Avenue on top of the bluff at 41st Streets. The potential re-use of these buildings could be largely driven by the pace of expansion at Western Illinois University and the additional retail and housing demand WIU could generate. As Edgewater attracts a more affluent, more educated population of students, professors and new families, it may support reuse of these properties as:

- Loft-style apartments
- A community health center
- Senior residential living
- A “Makerspace” (see Floreciente Planning Strategies)

Both buildings could potentially use the federal Historic Preservation Tax Credit as one incentive and financial source to facilitate their rehabilitation and reuse. However, multiple layers of financing will be needed to form a “capital stack” to undertake such projects, which may need to include other incentives such as the Low-Income Housing Tax Credit (LIHTC), private capital, and other government loans and grants. Since these buildings are in private ownership, the first steps in the adaptive use process are to determine what current plans exist for the buildings and if the owners are willing to discuss future adaptive use scenarios and opportunities. Then, going forward, whether the existing owners will act as the developers or sell the properties to other developers and investors, potential roles for the City and other partners could include:

- Recruiting new building owners, developers or fee developers to undertake the adaptive use project
- Underwrite in part or in whole additional market or feasibility reports to determine how easily the building converts to the intended or new use.
- Provide technical assistance on using federal tax credit programs
- Determining what local incentives could be offered, including needed municipal infrastructure improvements
- Forming a co-development team or non-profit Limited Liability Company to purchase the property, hire a fee developer and facilitate the adaptive use process

Edgewater Preservation Planning

As discussed with the Floreciente planning strategies, a new historic resource survey should be conducted to update previous surveys and inventories and determine the number of buildings that may be historically and architecturally significant to the Edgewater neighborhood. The identification of such resources can help neighborhood stakeholders plan more effectively for their long-term preservation. While it may be unlikely that the neighborhood’s residential fabric would be eligible for National Register designation at this point, given the number of homes that have been re-sided and altered over the years, the survey could provide a critical design direction for future exterior home improvements.

Implementation Considerations

Beyond the adaptive use strategies suggested above, funding for preservation planning activities could come from Certified Local Government grants from the Illinois Historic Preservation Agency, which could be used for future architectural and historical surveys in Edgewater.



Firestone Alley, an adaptive use project



Light industrial building reused as commercial space



Aerial view of the former warehouse/factory complex



Other spaces and structures exist along 4th Avenue that could be repurposed

VI. ENHANCE APPEARANCES OF THE NEIGHBORHOOD'S INDUSTRIAL AREAS

A number of successful and thriving industrial uses exist within Edgewater providing jobs and employment to area residents. However, many of these industries are located side-by-side with single-family homes and small-scale commercial uses, some existing as good neighbors while other are in need of building and landscape improvements to buffer their presence in residential areas. A number of improvements could be undertaken in these areas to enhance and unify neighborhood appearances and aesthetics.

These improvements include (see Industrial Area Enhancements Map):

- A. Additional Landscape Opportunity. These are potential target areas where additional landscape improvements can provide visual and aesthetic enhancements, such as landscaped buffers and branding elements, including identity and gateway signs.
- B. Frontage Improvements. These areas are edges of industrial properties where physical improvements are needed such as landscaped screening, other landscape treatments, sidewalks, improved signage, and the removal of unsightly waste or materials.

C. Critical Frontage Improvements Required. Locations are denoted where frontage improvements should be of high priority, due to their existing conditions and visibility to residential and commercial areas.

D. Access Point Improvements Recommended. These are areas where access to industrial uses should be maintained and enhanced. The visibility of these points, along with their proximity to key neighborhood elements, warrants added improvements, such as gateway elements, signage, lighting and landscaping.

Implementation Considerations

Encouraging frontage and landscape improvements could be undertaken through a combination of private and public initiatives, one of which could be a site improvement grant or loan program offered to local industries as a means to implement various enhancements. Other public initiatives could be the development of gateway and landscape enhancements in the right-of-way. Funding sources could come from Tax-Increment Financing District and Special Service Area funding mechanisms, although they would require additional study for feasibility.

FIGURE 5.45 INDUSTRIAL AREA ENHANCEMENTS MAP



Industrial Area Enhancements Map

SECTION 6: FLOOD MITIGATION

EXISTING CONDITIONS

Moline Centre

The 500-year flood zone encompasses Moline Centre's riverfront and Interstate 74 realignment zones, portions of the 4th and 5th Avenue commercial strips between 13th and 15th Streets, and the areas including the WIU campus, the Ben Butterworth Memorial Parkway, and nearby industries.

Florenciente

The 500-year flood zone encompasses portions of the neighborhood's industrial areas mainly occupied by Deere & Company facilities.

Edgewater

The 100 and 500-year flood zones encompass most of Edgewater's riverfront area to the railroad right-of-way and to several industrial areas between 51st and 55th Streets to 4th and 5th Avenues. A portion of the 500-Year flood zone extends to an industrial area between 40th and 42nd Streets.

PRELIMINARY FLOOD MITIGATION STRATEGIES

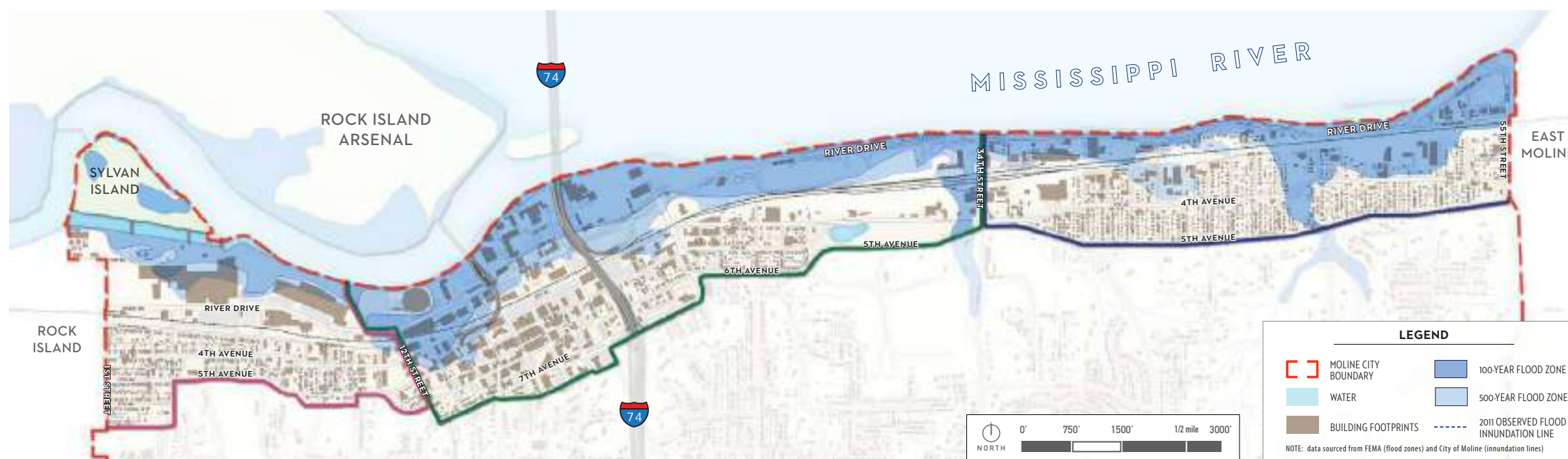
To reduce flooding and flooding impacts in Moline Centre and the Florenciente and Edgewater neighborhoods, the following green infrastructure strategies and recommendations should be considered:

- **Cisterns:** large above-ground or below-ground chamber for the collection of stormwater. Ideally the water collected would be used for onsite landscape irrigation or for graywater use (ie, toilet flushing) and not just released into the storm sewer. Because of their size and cost of installation, cisterns are most applicable for large properties or properties with a high percentage of impermeable surface. These systems would find their best application near

the Deere facilities, the iWireless parking deck, train station and the university campus. Small cisterns, or rain barrels, are more applicable for small commercial or residential lots.*

- **Bio-retention:** most often is a term denoting the use of native vegetation to capture and retain stormwater, including features such as bioswales, rain gardens, green walls and green roofs. Bioswales and rain gardens are essentially the same, except bioswales are generally linear and replace the drainage function of ditches and/or occupy the medians of parking lots or roads. Rain gardens are generally smaller and more focused in residential and park settings. They both work the same way. A rain barrel and a rain garden are commonly applied in tandem, and rain barrel outflow is diverted to the rain garden to provide additional stormwater capture on site. These systems can, and should, be installed throughout the city.
- **Green roof and green wall:** in addition to significantly reducing stormwater runoff, these features reduce urban heat islands, improve air quality, extend the life of roofs and building envelopes, and significantly reduce energy use. Buildings don't have to have flat roof to have green roof installations. These systems would work best in commercial and industrial situations.

FIGURE 6.1 DOWNTOWN FLOOD AREAS MAP



Downtown Flood Areas Map

* NRDC recent study of green infrastructure on private commercial (<http://www.nrdc.org/water/commercial-value-green-infrastructure.asp>) has info about rates of return on investment.

IMPERVIOUS SURFACES

Areas of High Impervious Surface Ratio

Areas of high impervious surface ratio pose the highest risk for accelerated stormwater run-off (flash flooding), thermal and particulate contamination and minimal retention and detention, minimal ground water recharge and on-site ponding of stormwater.

These areas show the highest benefit from mitigation through surface (landscape) treatment and added surface texture.

An effective stormwater management strategy for Moline must include the upland areas above the Moline Center, Florenciente and Edgewater neighborhoods. While the downslope areas have higher impervious surface ratios, the areas above the ravines contribute significant amounts of stormwater as well

Areas of Moderate Impervious Surface Ratio

Areas of moderate impervious surface ratio pose a moderate risk for accelerated stormwater run-off (flash flooding), thermal and particulate contamination and limited retention and detention, limited ground water recharge and on-site ponding of stormwater.

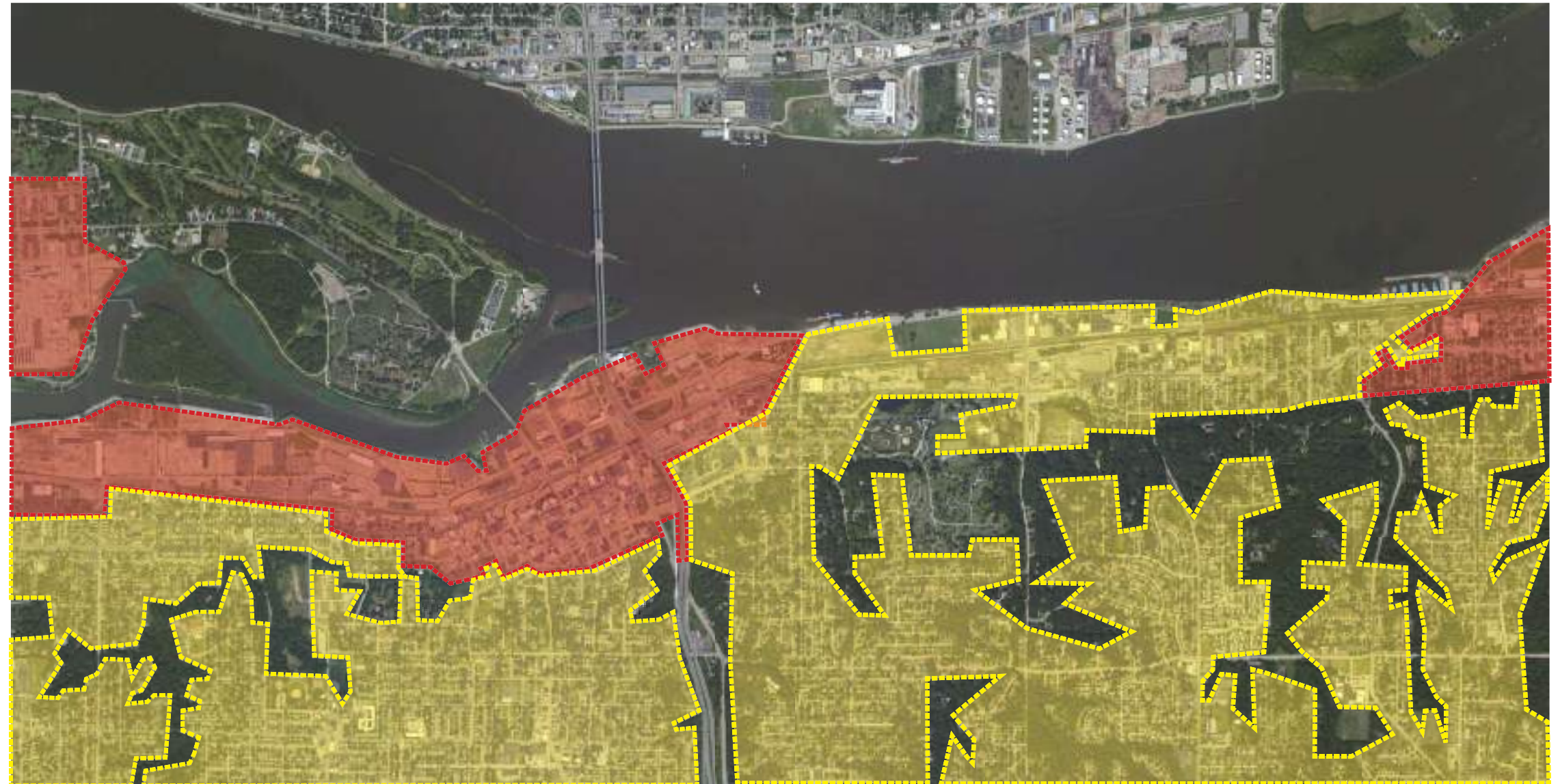
These areas will show the benefit from mitigation through surface (landscape) treatment.

NOTE

Areas not shaded are generally open space or undeveloped space and of less concern.

Stormwater does not recognize neighborhood boundaries. Areas outside the study area are shown because they have both direct and indirect impact on stormwater issues in the study area.

FIGURE 6.2 IMPERVIOUS SURFACE AREAS MAP



Impervious Surface Areas Map

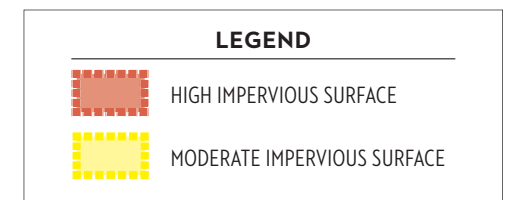


FIGURE 6.3 GENERALIZED FLOOD RISK TYPOLOGIES MAP



Typologies for Stormwater Management / Flood Mitigation

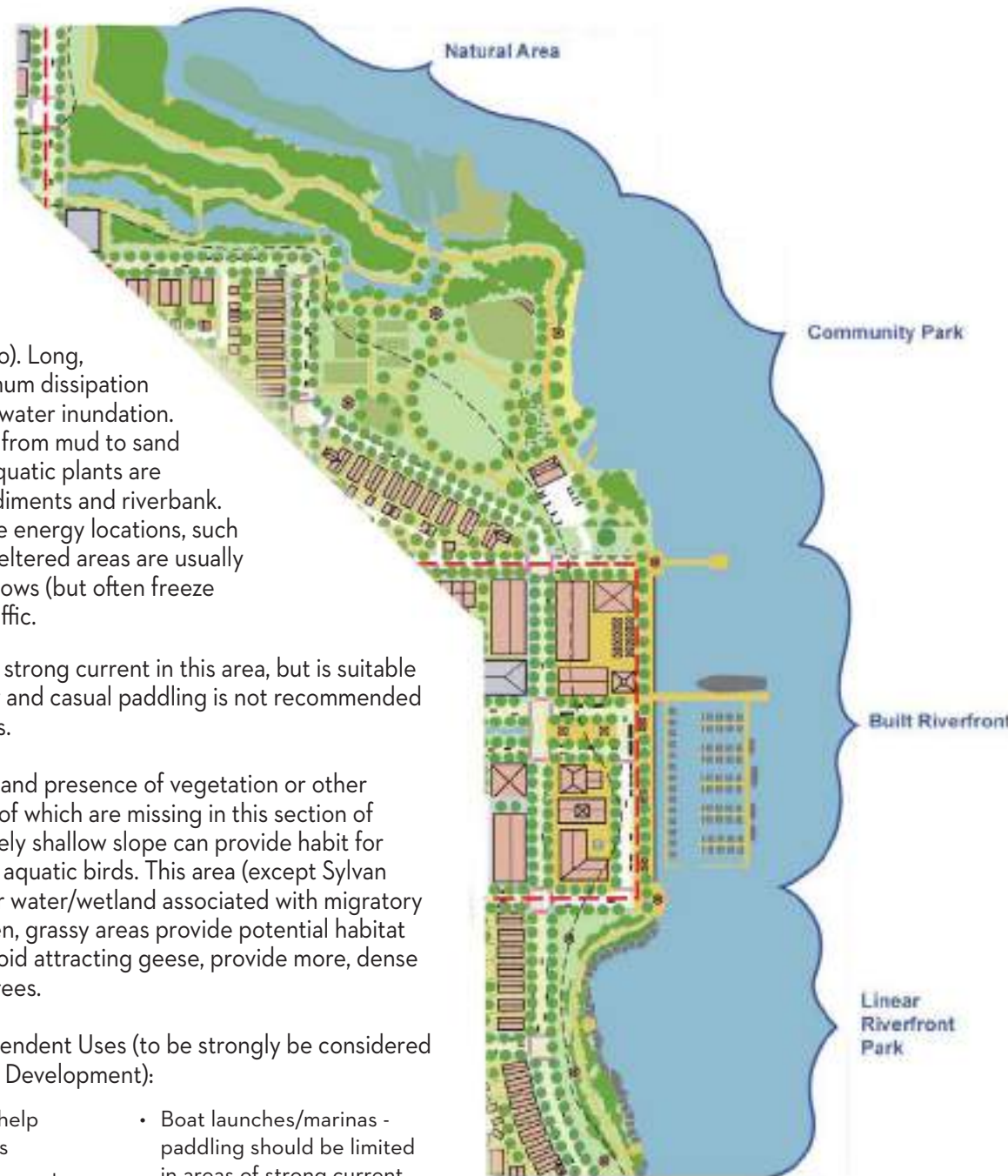
The diagram to the left provides an indication of different conditions in, and around, the downtown neighborhoods. Each letter corresponds to geophysical and use characteristics associated with that general area beyond those identified by the flood hazard map. These typologies are best suited to specific types of stormwater mitigation and floodplain management techniques described later in this report. Areas of special concern and opportunity are also highlighted.

Because stormwater originates uphill, several of the mitigation strategies shown take advantage of the open spaces and streams located above the Ravines.

- A. Island and/or natural area
- B. Industrial waterfront
- C. Waterfront open space (mixture hard and soft surface)
- D. Moderate density industrial/commercial waterfront
- E. Moderate density residential, downslope
- F. Downtown/commercial core
- G. Riverfront open space/park - in floodplain
- H. Low density/park/wetland, downslope
- I. Upslope open space/park with open drainage area
- J. The ravines/steep slope

All natural areas/parks and downtown should be linked by pedestrian/bicycle pathways
 If possible ALL streams should be daylighted.
 All culverts should be widened.

GENERALIZED GREEN RIVERFRONT DEVELOPMENT STRATEGIES



Less than 18° slope (3:1 ratio). Long, shallow slope allows maximum dissipation of wave energy and storm water inundation. Consists of fine sediments from mud to sand or gravel. Terrestrial and aquatic plants are important to stabilizing sediments and riverbank. Usually exists in lower wave energy locations, such as the Mississippi River. Sheltered areas are usually protected from fetch, ice flows (but often freeze over) and boat and ship traffic.

The Mississippi River has a strong current in this area, but is suitable for strong paddlers. Family and casual paddling is not recommended except in “protected” areas.

Depending on the species and presence of vegetation or other structural elements (many of which are missing in this section of the Mississippi), the relatively shallow slope can provide habitat for a variety of fish, plants and aquatic birds. This area (except Sylvan Island) is not well suited for water/wetland associated with migratory birds, but the adjacent open, grassy areas provide potential habitat for ducks and geese. To avoid attracting geese, provide more, dense native shrub species and trees.

Some Potential Water Dependent Uses (to be strongly be considered in overall Green Riverfront Development):

- Habitat restoration - to help increase fish populations
- Passive recreation - parks and river activity viewing areas
- Active recreation - parks and playgrounds
- Boat launches/marinas - paddling should be limited in areas of strong current
- Fishing

NATURAL AREA/CONSERVATION



The **Natural Area** of the Moline Riverfront should be preserved as a natural area with wetlands, ponds and indigenous vegetation. This area should have full access to the Mississippi River and can serve as a stormwater inundation area. The riverfront near 34th Street could be developed in this way. Sylvan Island, while downstream from the core of Moline, can serve as a flood inundation area and wildlife habitat area

COMMUNITY PARK/GREENSPACE



The **Community Park/Greenspace Area** of the Moline Riverfront should be developed as a secondary flood detention/inundation area. This area should have primarily permeable surfaces and water tolerant plants. These waterfront areas can be developed in virtually any area of the riverfront and can serve as public recreation/activity spaces, playgrounds, amphitheaters, etc. that are well drained.

BUILT RIVERFRONT



The **Built Riverfront** of Moline should have full access to the Mississippi River and can also serve as a stormwater inundation area. The riverfront near the arena and Moline Center should be developed with permeable paving and bioswales/planting areas linked to an underground cistern. Green roof and walls should be installed as much as possible to help manage stormwater and provide passive cooling.

RIVERFRONT GREENWAY



The **Riverfront Greenway** of the Moline Riverfront is an important part of the quality of life of Moline. Beyond serving as a non-motorized connection between the neighborhoods of the city, it can be an integral part of the stormwater mitigation system with permeable paving material, bioswales and a slightly raised riverfront edge.

RIVERFRONT ACCESS/CONNECTION SCENARIOS

Riverfront Access / Connection

River access and connection can have a direct effect on flood mitigation and resilience. River access is an important part of river life. It is critical that in placing trails and access points at the river's edge and within the floodplain, they be designed to be resilient to inundation and easily cleaned and repaired after a flooding event.

The following are some generalized and inexpensive approaches to river and riverfront access:

- **Vegetation:** whenever possible the riverfront, and especially the river's edge, should be planted with native hydrophilic species that can easily recover from inundation. Grass is not considered an effective means of managing runoff.
- **Hard Surfaces:** whenever possible, all paved surfaces should utilize permeable/porous paving materials. Gravel and mulch can work, but they do have a tendency to be displaced by a storm/flooding event.
- **Retention/Detention:** Whenever possible, rain gardens, bioswales and similar water-friendly retention and detention systems should be integrated into the landscape. Levees, berms and flood walls are generally not effective stormwater and flood mitigation/resiliency systems - and they're ugly. A possible exception would be to slightly elevate trails, bikeways, railbeds and roadways to minimize their inundation and serve minimally as a flood resistance system. They should be bordered by bioswales or at least hydrophilic planting materials as part of the overall flood mitigation, resilience riverfront development.



① Source Credit: Perkins Eastman, used with permission

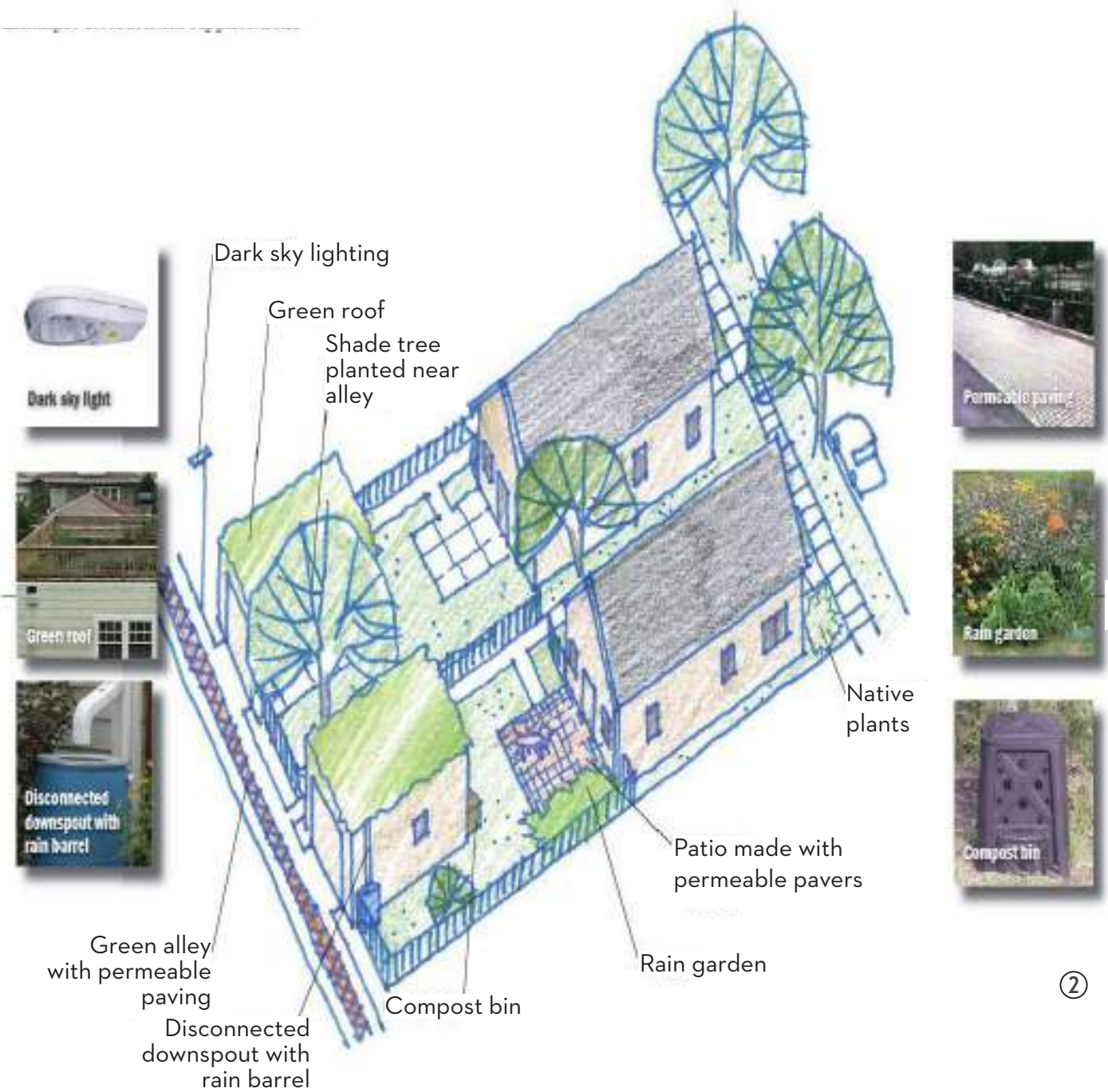
GENERALIZED GREEN STRATEGIES TO MAXIMIZE STORMWATER RETENTION / DETENTION AND FLOOD RESILIENCE

COMMERCIAL & INDUSTRIAL APPLICATION OF GREEN INFRASTRUCTURE



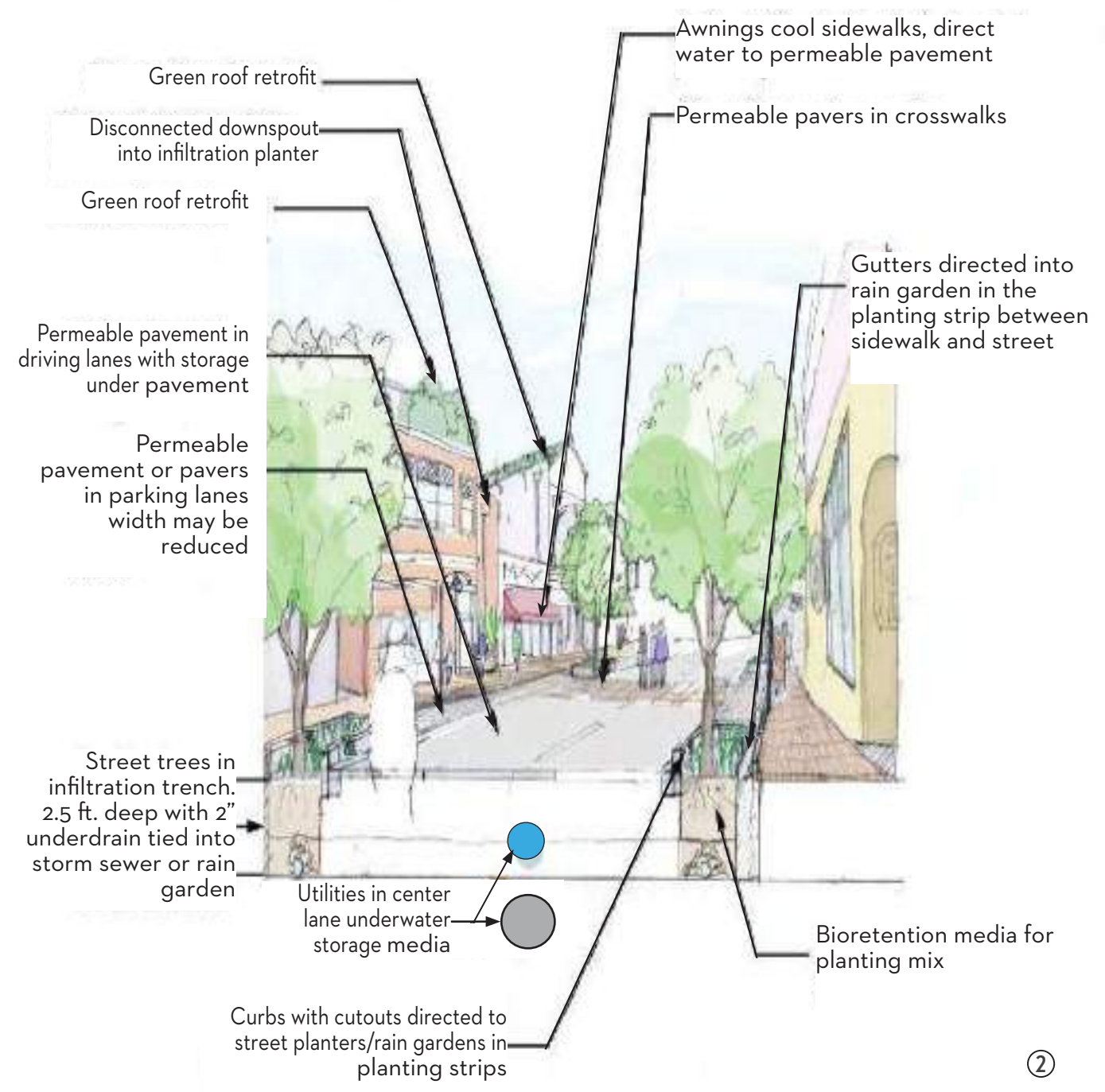
② Source Credit: Hitchcock Design Group, used with permission

MULTIPLE GREEN ENHANCEMENTS - RESIDENTIAL



GENERALIZED GREEN STRATEGIES TO MAXIMIZE STORMWATER RETENTION / DETENTION AND FLOOD RESILIENCE

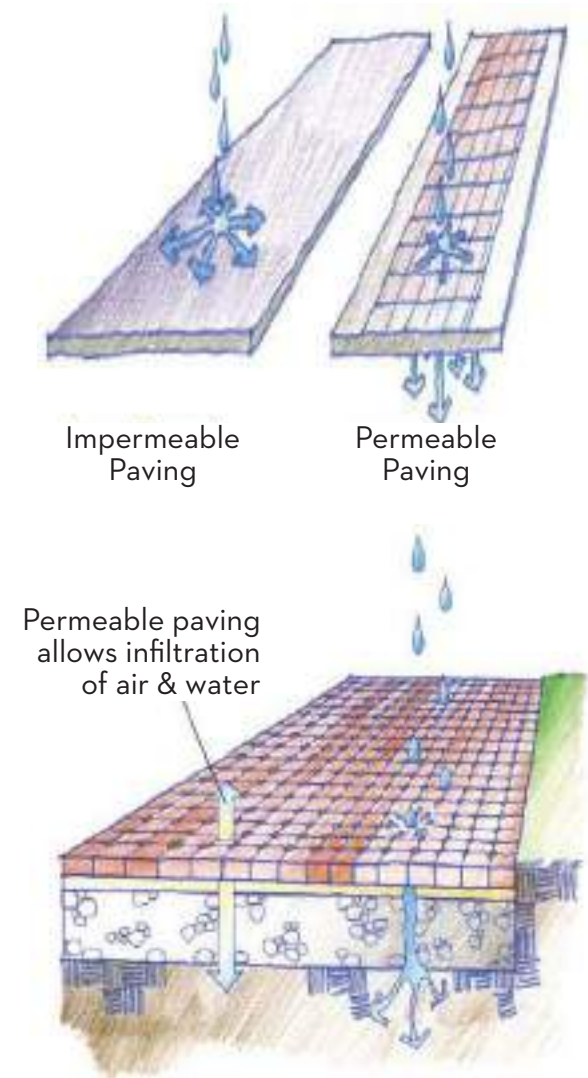
DECENTRALIZED STORMWATER CONTROLS IN URBAN STREETSCAPE



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② Source Credit: Hitchcock Design Group, used with permission

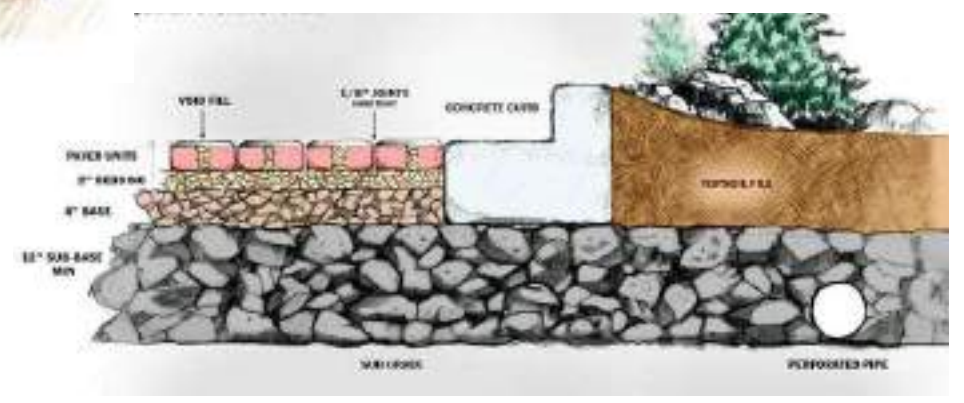
PERMEABLE PAVEMENT



Permeable pavement has pores or openings that allow water to pass through the surface & percolate through the existing subsoil. In areas where the soils do not drain freely, permeable pavement can be used in combination with subsurface drainage systems like pipes or stormwater infiltration trenches.

Potential Benefits:

- Reduces the rate and quantity of stormwater runoff
- Filters silt, pollutants & debris
- Provides paving options for site specific applications
- Recharges ground water
- Reduces urban heat island effect



HIGH VALUE PROJECTS TO MAXIMIZE STORMWATER RETENTION/DETENTION AND FLOOD RESILIENCE

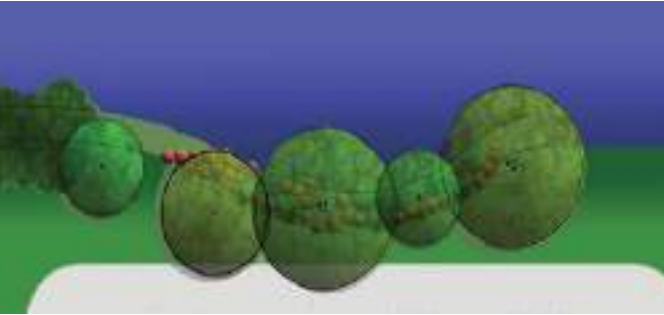
BELOW GRADE CISTERNS/BIOSWALE



The **Below Grade Cistern** serves to detain stormwater, including minor flooding events in industrial/commercial areas. It can serve as a detention area for building runoff or a retention rain garden/bioswale system.

This system would best be applied along the waterfront near the Deere & Company facilities and the arena. It could also be used to manage stormwater in the Moline Centre area and the parking structure.

RIVER/STREAM EDGE BUFFER



The **River/Stream Edge Buffer** is a critical component of the stormwater/flood management system. The use of planting materials (trees, shrubs and hydrophilic plants) helps to stabilize the river/stream banks and can absorb some of the energy from moving water to assist in detaining stormwater.

CREATED WETLAND/NATURALIZED DETENTION



The use of **Constructed Wetlands and Naturalized Detention Pools** can be used as a temporary measure to reduce upstream flooding impacts in the Mississippi River floodplain. These engineered systems can serve double duty as visual and recreation amenities.

BIOSWALE/STORMWATER DETENTION



The use of **Bioswales and Rain Gardens for Stormwater Detention** is one of the most basic green infrastructure strategies for managing stormwater and upslope flooding. As a temporary detention system, rain gardens and bioswales can be used to recharge the groundwater system or to channel stormwater to existing storm sewers. Larger rain gardens can serve as wildlife habitat. Bioswales can be used alongside bike trails and roads.

PERMEABLE PAVEMENT/RAIN GARDENS



Permeable Paving is an effective way to detain water in highly developed areas such as Moline Centre. Used in conjunction with bioswales and rain gardens, these paving systems can greatly reduce the amount of stormwater being sent to existing storm sewers. Rain gardens and bioswales in the Moline Centre area can also receive stormwater from building roofs and roof gardens.

PARKING BIOSWALES



An integral part of a stormwater mitigation program is the capture of rainwater from parking lots and other impervious surfaces. **Parking Bioswales** can not only detain stormwater, they can be designed to absorb pollutants and sediment washing off of the parking lots during rain events.

High value projects: quicker-cheaper-greener.

The projects shown here have the potential of providing high return on investment for Moline, particularly in the downtown neighborhoods, which tend to be more flood-prone. As a general rule, avoiding flooding is the most cost effective mitigation strategy. Building in the floodplains is strongly discouraged, and ultimately costly, even with the National Flood Insurance Program (which is currently undergoing significant reevaluation and changes). **Cisterns, bioswales, vegetated streams/river buffer, permeable paving in downtown, created wetlands/retention/detention pools in the floodplain, and parking lot bioswales** have proven to be the most effective at managing stormwater and flooding events.

These high value projects provide a valuable return on investment for projects that will not only provide **resiliency**, but will also provide community benefits such as aesthetics, habitat, recreational opportunities, rainwater harvesting for onsite irrigation, reduced maintenance, and increased property values.

STORMWATER MANAGEMENT & FLOOD RISK REDUCTION - PRINCIPLES AND BEST PRACTICES

Principles and Best Practices

Understand the type, source and probability of flooding, including asset exposure and vulnerability

- Conduct a community flood risk assessment
- Acquire or develop updated flood mapping and depth grids
- Use FEMA tools such as RiskMAP and HAZUS
- Gather and analyze stream gauge and water quality data
- Evaluate road stream crossing culverts for flood contribution
- Determine if culverts conveying buried streams provide adequate capacity to pass probable maximum flow
- Take a watershed approach to flood risk reduction, recognizing that heavily engineered structural flood reduction solutions can transfer flood risk upstream or downstream

Effectively communicate flood risk to the public

- Implement the public education component of FEMA Community Rating System
- Apply FEMA's RiskMAP and HAZUS to communicate relative risk and potential for loss of property and life

Integrate local hazard mitigation planning and comprehensive or master planning

- Plan at the watershed level
- Consider the interjurisdictional impacts on potential flood risk caused by proposed changes in land use
- Apply effective metrics for understanding performance, limitations, costs and benefits of green and gray infrastructure in reducing flood risk
- Utilize FEMA's RiskMAP¹ and HAZUS in evaluating the flood risks associated with community development scenarios
- Take into account the co-benefits of flood risk reduction strategies (ie, economic competitiveness, quality of life, recreation access)

Make land use decisions that reduce flood risk

- Regulate the 500 year (0.02% annual chance) floodplain
- Locate development away from areas of flood risk
- Balance flood protection and community development by locating highest vulnerability development away from flood risk areas
- Prioritize/Incentivize development outside of floodplains and wetlands
- Implement flood risk reduction components of FEMA Community Rating System
- Identify and protect land required for current and future flood risk reduction (floodplain and wetlands, areas for green infrastructure)
- Utilize FEMA's Pre-Disaster Mitigation program to mitigate impending disasters before they occur

Restore degraded landscapes and replicate natural water systems in urban settings

- Re-establish stream buffers with native vegetation
- Limit or reduce impervious surface
- Reduce stormwater runoff through the use of Low Impact Development and Green Infrastructure
- "Daylight" buried streams to provide flood storage and create urban water features
- Recapitalize gray infrastructure with green infrastructure or a green/gray combination
- When flood damage occurs, provide recovery in a manner that increases resilience to future events
- Utilize FEMA's Acquisition program to acquire repetitive loss properties and restore them to natural flood protection area that also provides recreational amenities (ie, trails, fishing)

RECOMMENDED STORMWATER MANAGEMENT & FLOOD MITIGATION BEST PRACTICES BY TYPOLOGY - A GREEN PATTERN BOOK

Stormwater Management and Flood Mitigation and Community Resilience

In Moline there are basically two causes of flooding:

- Upstream Mississippi River flooding, and
- Localized storm events THAT CAUSE stormwater inundation associated with rain events exceeding the capacity of local natural and built system.

There is very little that can be done to prevent upstream flooding of the Mississippi River except to prepare the community and make Moline as resilient to damage as possible.

Flood risk associated with rainfall events (2" or less) can be significantly reduced with green infrastructure and low impact development. 75% - 90% of rainfall events are of this magnitude.

These Best Practices vary by the context of 1) slope, 2) impervious surface, 3) ground cover/texture, 4) soil type, 5) relative position in the watershed and 6) other factors.

- Several basic principles are key:
- Water flows downhill.
 - The steeper the slope, the straighter its path, and the smoother the surface - the higher its energy of the moving water.
 - On-site retention and/or detention reduces flood risk.
 - If a structure is in the path of moving water, it is best for the water to be directed through the structure to an area where it can be slowed, retained or detained.
 - **Bottom Line: Prevent the local storm water from flowing downhill to the Mississippi River and do so as naturally as possible.**

Typologies (see diagram)

- A. Island and/or natural area
- B. Industrial waterfront
- C. Waterfront open space (mixture hard and soft surface)
- D. Moderate density industrial/commercial waterfront
- E. Moderate density residential, downslope
- F. Downtown/commercial core
- G. Riverfront open space/park - in floodplain
- H. Low density/park/wetland, downslope
- I. Upslope open space/park with open drainage area
- J. The ravines/steep slope

All natural areas/parks and downtown should be linked by pedestrian/bicycle pathways
 If possible ALL streams should be daylighted
 All culverts should be widened



Best Practices	Use In Typology	Pros/Cons
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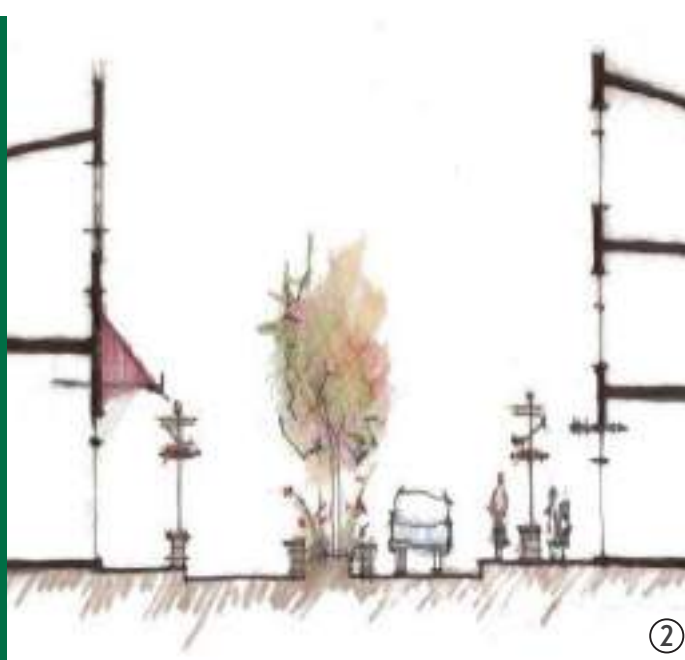
PARKING LOT BIOSWALES



D
F

- PROS:**
- Captures the first 1.5 inches of rainfall (75-90% of all rainfall events are 0 to 1.5 inches of total precipitation).
 - Filters dirt and pollution carried by stormwater runoff
 - Reduces the thermal impacts of stormwater on streams
 - Reduces urban heat island effect of parking lots by providing shade and evapotranspiration
 - Provides aesthetic benefits that boost property value, as determined by studies
 - Relatively low cost to install
- CONS:**
- Multiple bioswales may be needed depending on the size of the parking lot.
 - Cannot control flooding from major rainfall events.
 - Requires some regular maintenance

STREET BIOSWALE/PLANTINGS



F
F

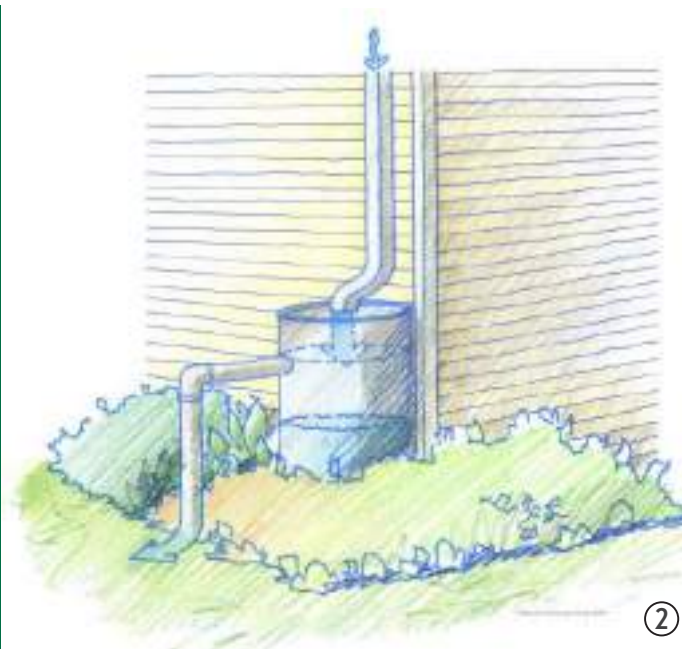
- PROS:**
- Captures the first 1.5 inches of rainfall (75-90% of all rainfall events are 0 to 1.5 inches of total precipitation).
 - Filters dirt and pollution carried by stormwater runoff
 - Reduces the thermal impacts of stormwater on streams
 - Reduces urban heat island effect of parking lots by providing shade and evapotranspiration
 - Provides aesthetic benefits that boost property value, as determined by studies
 - Relatively low cost to install
 - provides the benefits of a planted median
 - Can be installed during scheduled road repaving
- CONS:**
- Cannot control flooding from major rainfall events.
 - Requires a wider right of way than a non-median road
 - Requires some regular maintenance

② Source Credit: Hitchcock Design Group, used with permission

RECOMMENDED STORMWATER MANAGEMENT & FLOOD MITIGATION BEST PRACTICES BY TYPOLOGY - A GREEN PATTERN BOOK

Best Practices	Use In Typology	Pros/Cons
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RAIN BARREL/CISTERN



- E**
- PROS:**
- Captures varying amounts of rainfall depending on size and number in place
 - Filters dirt and pollution carried by stormwater runoff
 - Reduces the thermal impacts of stormwater on streams
 - Provides aesthetic benefits that boost property value
 - Captured runoff can be used for onsite irrigation
 - Rain barrels are low cost to install & maintain
 - Rain barrels and cisterns can be designed to overflow to rain gardens for additional stormwater capture
- CONS:**
- Cisterns can be costly to install, and multiple rain barrels may be needed to capture stormwater from residential properties
 - Rain barrels cannot be used in winter
 - Cannot control flooding from a major rainfall event

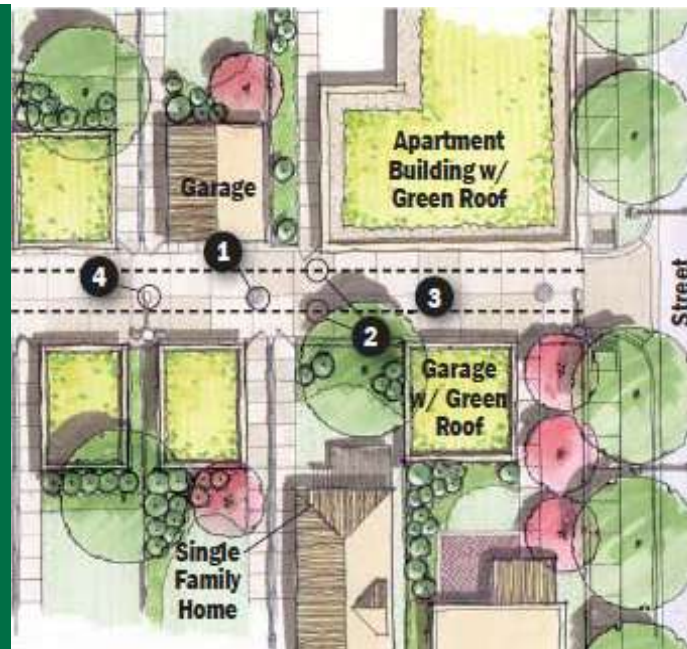
RAIN GARDEN



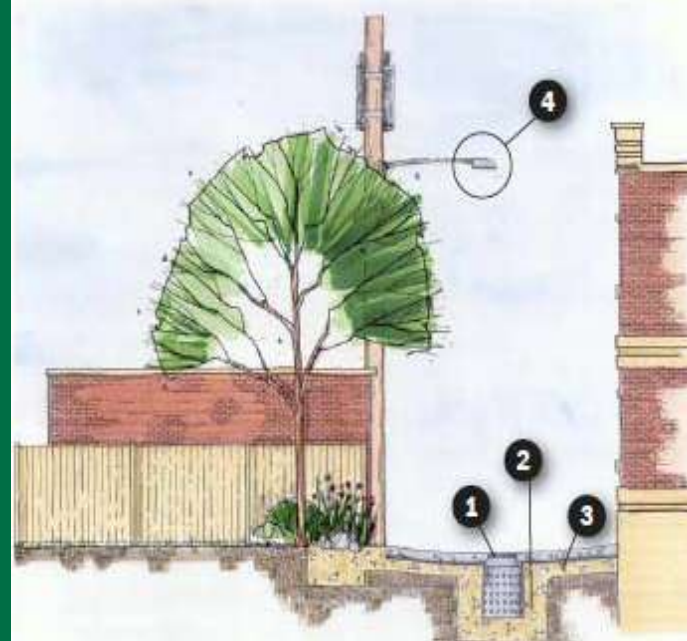
- E**
- PROS:**
- Captures the first 1.5 inches of rainfall (75-90% of all rainfall events are 0 to 1.5 inches of total precipitation).
 - Filters dirt and pollution carried by stormwater runoff
 - Reduces the thermal impacts of stormwater on streams
 - Provides aesthetic benefits that boost property value, as determined by studies
 - Relatively low cost to install
 - Can be designed to accept the overflow from rain barrels and cisterns
- CONS:**
- Multiple rain gardens may be needed depending on the size of the property.
 - Cannot control flooding from major rainfall events.
 - Requires some regular maintenance

Best Practices	Use In Typology	Pros/Cons
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GREEN PAVEMENT MATERIALS WITH SUBSOIL FILTRATION SYSTEM







- D**
- PROS:**
- Captures the first 1.5 inches of rainfall (75-90% of all rainfall events are 0 to 1.5 inches of total precipitation).
 - Reduces the amount of impermeable surface
 - Filters dirt and pollution carried by stormwater runoff
 - Reduces pothole formation
 - Reduces the thermal impacts of stormwater on streams
 - Stormwater fee reduction pays for increased installation costs
 - Repaving generally required less often
- CONS:**
- More costly than traditional paving to install
 - May not be applicable in high vehicle weight areas
 - Cannot control flooding from a major rainfall event
 - Requires coordination with State Dept of Transportation



- D**
- E**
- F**


RECOMMENDED STORMWATER MANAGEMENT & FLOOD MITIGATION BEST PRACTICES BY TYPOLOGY - A GREEN PATTERN BOOK


Best Practices	Use In Typology	Pros/Cons	Best Practices	Use In Typology	Pros/Cons
<p>NATURALIZED DETENTION</p>  <p>②</p>	<p>A C G H I</p>	<p>PROS:</p> <ul style="list-style-type: none"> • Size and design can vary depending on the • Filters dirt and pollution carried by stormwater runoff • May reduce the thermal impacts of stormwater on streams • Provides aesthetic benefits • Mimics the natural system by allowing stormwater to collect and dissipate • May reduce thermal heat island depending on amount of associated tree cover • Less prone to accumulate silt than traditional detention ponds <p>CONS:</p> <ul style="list-style-type: none"> • Variable costs to build and maintain, depending on design • Requires permitting in most states • Cannot control flooding from major rainfall events. • Requires significant maintenance 	<p>RIVER CLEAN UP EVENT</p>  <p>③</p>	<p>A G H I</p>	<p>PROS:</p> <ul style="list-style-type: none"> • Gets community invested in river health • Community pride • Opportunity for community to reconnect to river • Creates community • Educational opportunity • Organizations like American Rivers, River Network, Living Lands and Waters, and others provide assistance <p>CONS:</p> <ul style="list-style-type: none"> • Requires a group to organize • Cost involved with disposing the trash collected • Potential for injury • Requires some safety equipment
<p>NATIVE LANDSCAPING</p>  <p>②</p>	<p>A G H I</p>	<p>PROS:</p> <ul style="list-style-type: none"> • Native species thrive in local temperature and precipitation conditions • Reduces the amount of impermeable surface • Reduces the volume and the velocity of stormwater escaping a site • Provides vegetative cover for wildlife • Filters dirt and pollution carried by stormwater runoff • Reduces urban heat island effect by providing shade and evapotranspiration • Provides aesthetic benefits that boost property value, as determined by studies • Relatively low cost to install • Supports a niche market: most nurseries carrying native species are small independent businesses <p>CONS:</p> <ul style="list-style-type: none"> • Requires control of invasive species • Nursery stock may be harder to find • Limits the use of exotic species in landscaping 	<p>RIVERFRONT BLUFF OPEN SPACE</p>  <p>④</p>	<p>C G</p>	<p>PROS:</p> <ul style="list-style-type: none"> • Opportunity for scenic river views • Opportunity for linear recreational area (trail) • Opportunity for green infrastructure such as bioswales to reduce the amount of runoff in upland areas • Community amenity/quality of life • Contributes to community identity and sense of place • Shared river views can increase property value <p>CONS:</p> <ul style="list-style-type: none"> • Requires an investment to acquire property and install trail and green infrastructure • Requires maintenance


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④ Source Credit: Elena Singh, used with permission

RECOMMENDED STORMWATER MANAGEMENT & FLOOD MITIGATION BEST PRACTICES BY TYPOLOGY - A GREEN PATTERN BOOK




Best Practices	Use In Typology	Pros/Cons
<p>ROOF TOP GREENING</p> 	<p>F</p>	<p>PROS:</p> <ul style="list-style-type: none"> • Captures up to first 1.5 inches of stormwater runoff • Reduces the amount of impermeable surface • Reduces energy use in the building due to insulation properties of green roof • Green roof outlasts traditional roof • Reduces urban heat island • Improves urban air quality • Increases property value, as determined by studies • Increases commercial occupancy • Increases lease values • Aesthetic benefits • Most applicable to flat roofs, though low pitch roofs can be greened as well <p>CONS:</p> <ul style="list-style-type: none"> • More expensive than a traditional roof to install

Best Practices	Use In Typology	Pros/Cons
<p>BIOSWALE</p> 	<p>B D</p>	<p>PROS:</p> <ul style="list-style-type: none"> • Captures the first 1.5 inches of rainfall (75-90% of all rainfall events are 0 to 1.5 inches of total precipitation). • Filters dirt and pollution carried by stormwater runoff • Reduces the thermal impacts of stormwater on streams • Reduces urban heat island effect by providing shade and evapotranspiration • Provides aesthetic benefits that boost property value, as determined by studies • Relatively low cost to install <p>CONS:</p> <ul style="list-style-type: none"> • Multiple bioswales may be needed depending on the size of the lot • Cannot control flooding from major rainfall events • Requires some regular maintenance





Best Practices	Use In Typology	Pros/Cons
<p>UPLAND STORMWATER DETENTION</p> 	<p>A I</p>	<p>PROS:</p> <ul style="list-style-type: none"> • Reduces the transfer of stormwater within the basin • Retains stormwater on sites • Provides groundwater recharge • Can create landscaped public and private areas <p>CONS:</p> <ul style="list-style-type: none"> • Requires maintenance • Involves cost

⑤ Source Credit: Fran Howell, used with permission





RECOMMENDED STORMWATER MANAGEMENT & FLOOD MITIGATION BEST PRACTICES BY TYPOLOGY - A GREEN PATTERN BOOK

Best Practices	Use In Typology	Pros/Cons	Best Practices	Use In Typology	Pros/Cons
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">VERTICLE GARDENING</p> 	<p>D</p> <p>F</p>	<p>PROS:</p> <ul style="list-style-type: none"> • Captures stormwater runoff • Reduces the amount of impervious surface • Reduces the thermal impacts of stormwater on streams • Reduces energy usage in buildings • Protects building envelope, decreasing maintenance requirements • Aesthetic benefits • Increases property values • Increases commercial occupancy <p>CONS:</p> <ul style="list-style-type: none"> • Cost of installation • Cost of maintenance 	<p style="writing-mode: vertical-rl; transform: rotate(180deg);">GREEN PARKING ISLANDS</p> 	<p>B</p> <p>F</p>	<p>PROS:</p> <ul style="list-style-type: none"> • Captures the first 1.5 inches of rainfall (75-90% of all rainfall events are 0 to 1.5 inches of total precipitation) • Filters dirt and pollution carried by stormwater runoff • Reduces the thermal impacts of stormwater on streams • Reduces urban heat island effect of parking lots by providing shade and evapotranspiration • Provides aesthetic benefits that boost property value, as determined by studies • Relatively low cost to install <p>CONS:</p> <ul style="list-style-type: none"> • Multiple bioswales may be needed depending on the size of the parking lot. • Cannot control flooding from major rainfall events • Requires some regular maintenance
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">GREEN PLAYGROUND</p> 	<p>C</p> <p>G</p>	<p>PROS:</p> <ul style="list-style-type: none"> • Captures stormwater runoff • Reduces the amount of impervious surface • Reduces the thermal impacts of stormwater on streams • Aesthetic benefits • Community amenity • Can be combined with greenway park and/or trail • Green surfaces are low maintenance <p>CONS:</p> <ul style="list-style-type: none"> • Initial cost of construction higher than traditional playground surfacing 	<p style="writing-mode: vertical-rl; transform: rotate(180deg);">RAIN GARDEN - ROAD MEDIAN</p> 	<p>B</p> <p>F</p>	<p>PROS:</p> <ul style="list-style-type: none"> • Captures the first 1.5 inches of rainfall (75-90% of all rainfall events are 0 to 1.5 inches of total precipitation) • Filters dirt and pollution carried by stormwater runoff • Reduces the thermal impacts of stormwater on streams • Provides aesthetic benefits that boost property value, as determined by studies • Relatively low cost to install • Can be designed to accept the overflow from rain barrels and cisterns <p>CONS:</p> <ul style="list-style-type: none"> • Multiple rain gardens may be needed depending on the size of the property. • Cannot control flooding from major rainfall events • Requires some regular maintenance


RECOMMENDED STORMWATER MANAGEMENT & FLOOD MITIGATION BEST PRACTICES BY TYPOLOGY - A GREEN PATTERN BOOK

Best Practices	Use In Typology	Pros/Cons	Best Practices	Use In Typology	Pros/Cons
<p>RIVER EDGE BUFFER</p> 	<p>G</p>	<p>PRO:</p> <ul style="list-style-type: none"> • Reduces thermal impacts of stormwater on river • Filters sediment and pollution from stormwater • Decreases the amount of impervious surface • Provide a vegetated wildlife corridor • Provide green space • Can be combined with a river trail • Visual amenity • Opportunity to provide native species plantings • Can reduce the cost of maintenance • Provides a safety barrier between pedestrian areas and river <p>CON:</p> <ul style="list-style-type: none"> • Can block views of the river from certain vantage points • May limit access to the river • Must be maintained 	<p>RAIN GARDEN - COMMERCIAL AREA</p> 	<p>D E</p>	<p>PROS:</p> <ul style="list-style-type: none"> • Captures the first 1.5 inches of rainfall (75-90% of all rainfall events are 0 to 1.5 inches of total precipitation). • Filters dirt and pollution carried by stormwater runoff • Reduces the thermal impacts of stormwater on streams • Reduces urban heat island effect by providing shade and evapotranspiration • Provides aesthetic benefits that boost property value, as determined by studies • Relatively low cost to install <p>CONS:</p> <ul style="list-style-type: none"> • Multiple bioswales may be needed depending on the size of the lot. • Cannot control flooding from major rainfall events. • Requires some regular maintenance
<p>RAIN GARDEN - PLANTING STRIP</p> 	<p>B F</p>	<p>PROS:</p> <ul style="list-style-type: none"> • Captures the first 1.5 inches of rainfall (75-90% of all rainfall events are 0 to 1.5 inches of total precipitation) • Filters dirt and pollution carried by stormwater runoff • Reduces the thermal impacts of stormwater on streams • Provides aesthetic benefits that boost property value, as determined by studies • Relatively low cost to install • Can be designed to accept the overflow from rain barrels and cisterns <p>CONS:</p> <ul style="list-style-type: none"> • Multiple rain gardens may be needed depending on the size of the property • Cannot control flooding from major rainfall events. • Requires some regular maintenance 	<p>BIOSWALE PLANTING STRIP</p> 	<p>E</p>	<p>PROS:</p> <ul style="list-style-type: none"> • Captures the first 1.5 inches of rainfall (75-90% of all rainfall events are 0 to 1.5 inches of total precipitation) • Filters dirt and pollution carried by stormwater runoff • Reduces the thermal impacts of stormwater on streams • Reduces urban heat island effect by providing shade and evapotranspiration • Provides aesthetic benefits that boost property value, as determined by studies • Relatively low cost to install <p>CONS:</p> <ul style="list-style-type: none"> • Multiple bioswales may be needed depending on the size of the lot • Cannot control flooding from major rainfall events. • Requires some regular maintenance





RECOMMENDED STORMWATER MANAGEMENT & FLOOD MITIGATION BEST PRACTICES BY TYPOLOGY - A GREEN PATTERN BOOK

Best Practices	Use In Typology		Best Practices	Use In Typology	Pros/Cons
 <p>GREEN STREETS</p>	<p>B</p> <p>D</p> <p>E</p> <p>F</p>	<p>PROS:</p> <ul style="list-style-type: none"> • Captures the first 1.5 inches of rainfall (75-90% of all rainfall events are 0 to 1.5 inches of total precipitation) • Filters dirt and pollution carried by stormwater runoff • Reduces the thermal impacts of stormwater on streams • Provides aesthetic benefits that boost property value, as determined by studies • Relatively low cost to install • Can be designed to accept the overflow from rain barrels and cisterns <p>CONS:</p> <ul style="list-style-type: none"> • Multiple rain gardens may be needed depending on the size of the property. • Cannot control flooding from major rainfall events. • Requires some regular maintenance 	 <p>GREEN WALL</p>	<p>B</p> <p>G</p> <p>H</p> <p>I</p>	<p>PROS:</p> <ul style="list-style-type: none"> • Captures stormwater runoff • Reduces the amount of impervious surface • Reduces the thermal impacts of stormwater on streams • Reduces energy usage in buildings • Protects building envelope, decreasing maintenance requirements • Aesthetic benefits • Increases property values • Increases commercial occupancy <p>CONS:</p> <ul style="list-style-type: none"> • Cost of installation • Cost of maintenance
 <p>GREEN STREETS ON A SLOPE</p>	<p>I</p>	<p>PROS:</p> <ul style="list-style-type: none"> • Captures the first 1.5 inches of rainfall (75-90% of all rainfall events are 0 to 1.5 inches of total precipitation) • Filters dirt and pollution carried by stormwater runoff • Reduces the thermal impacts of stormwater on streams • Provides aesthetic benefits that boost property value, as determined by studies • Relatively low cost to install • Can be designed to accept the overflow from rain barrels and cisterns <p>CONS:</p> <ul style="list-style-type: none"> • Multiple rain gardens may be needed depending on the size of the property. • Cannot control flooding from major rainfall events • Requires some regular maintenance 	 <p>RIVERFRONT BLUFF OPEN SPACE</p>	<p>B</p> <p>F</p>	<p>PROS:</p> <ul style="list-style-type: none"> • Captures the first 1.5 inches of rainfall (75-90% of all rainfall events are 0 to 1.5 inches of total precipitation) • Filters dirt and pollution carried by stormwater runoff • Reduces the thermal impacts of stormwater on streams • Provides aesthetic benefits that boost property value, as determined by studies • Relatively low cost to install • Can be designed to accept the overflow from rain barrels and cisterns <p>CONS:</p> <ul style="list-style-type: none"> • Multiple rain gardens may be needed depending on the size of the property • Cannot control flooding from major rainfall events • Requires some regular maintenance





RECOMMENDED STORMWATER MANAGEMENT & FLOOD MITIGATION BEST PRACTICES BY TYPOLOGY - A GREEN PATTERN BOOK

Best Practices	Use In Typology	Pros/Cons	Best Practices	Use In Typology	Pros/Cons
<p>BIOSWALE INLET/PLANTING STRIP</p> 	<p>B D E F I</p>	<p>PROS:</p> <ul style="list-style-type: none"> • Less cost to install than a bioswale or rain garden • Slows the velocity of rainwater entering the storm sewer system • Provides a visual amenity <p>CONS:</p> <ul style="list-style-type: none"> • Does not significantly reduce the volume of stormwater • Requires some maintenance 	<p>MARINA - VEGETATED BUFFER</p> 	<p>C G H</p>	<p>PROS:</p> <ul style="list-style-type: none"> • Provides boating access to river • Community amenity • Connects people to the river • Possible opportunity for riverfront trail • Vegetated buffer filters sediment and pollution from stormwater • Vegetated buffer reduces volume and velocity of stormwater <p>CONS:</p> <ul style="list-style-type: none"> • Not everyone owns a boat • Vegetation in buffer area must be maintained
<p>MARINA WITH HARD BUFFER</p> 	<p>C G H</p>	<p>PROS:</p> <ul style="list-style-type: none"> • Provides boating access to river • Community amenity • Connects people to the river • Possible opportunity for riverfront trail • Hardscape does not require vegetation maintenance <p>CONS:</p> <ul style="list-style-type: none"> • Not everyone owns a boat • Impermeable surface next to river increases thermal impact of stormwater • Hardscape requires maintenance 	<p>RAIN GARDEN - ROADSIDE</p> 	<p>D E G H</p>	<p>PROS:</p> <ul style="list-style-type: none"> • Captures the first 1.5 inches of rainfall (75-90% of all rainfall events are 0 to 1.5 inches of total precipitation) • Filters dirt and pollution carried by stormwater runoff • Reduces the thermal impacts of stormwater on streams • Provides aesthetic benefits that boost property value, as determined by studies • Relatively low cost to install • Can be designed to accept the overflow from rain barrels and cisterns <p>CONS:</p> <ul style="list-style-type: none"> • Multiple rain gardens may be needed depending on the size of the property. • Cannot control flooding from major rainfall events • Requires some regular maintenance





RECOMMENDED STORMWATER MANAGEMENT & FLOOD MITIGATION BEST PRACTICES BY TYPOLOGY - A GREEN PATTERN BOOK

Best Practices	Use In Typology	Pros/Cons	Best Practices	Use In Typology	Pros/Cons
<p>PERMEABLE PAVERS - ALLEY</p> 	<p>D E</p>	<p>PROS:</p> <ul style="list-style-type: none"> • Captures the first 1.5 inches of rainfall (75-90% of all rainfall events are 0 to 1.5 inches of total precipitation) • Filters dirt and pollution carried by stormwater runoff • Reduces the thermal impacts of stormwater on streams • Reduces urban heat island effect of parking lots by providing shade and evapotranspiration • Provides aesthetic benefits that boost property value, as determined by studies • Relatively low cost to install <p>CONS:</p> <ul style="list-style-type: none"> • Multiple bioswales may be needed depending on the size of the parking lot. • Cannot control flooding from major rainfall events. • Requires some regular maintenance 	<p>RIVERFRONT PARK - GRASS</p> 	<p>C</p>	<p>PROS:</p> <ul style="list-style-type: none"> • Public access to river views • Green space • Opportunity for riverfront trail • Community amenity • Space for civic programming - festivals, performances, concerts, fireworks displays, etc. • Reduces the volume of stormwater runoff • Flood-resilient use of riverfront land • Increases community economic competitiveness <p>CONS:</p> <ul style="list-style-type: none"> • Requires mowing during growing season • May require patching after heavy use events • Grass does little to decrease stormwater temperature or slow stormwater velocity
<p>RAIN GARDEN - URBAN STREETSIDE</p> 	<p>D</p>	<p>PROS:</p> <ul style="list-style-type: none"> • Captures the first 1.5 inches of rainfall (75-90% of all rainfall events are 0 to 1.5 inches of total precipitation) • Filters dirt and pollution carried by stormwater runoff • Reduces the thermal impacts of stormwater on streams • Reduces urban heat island effect of parking lots by providing shade and evapotranspiration • Provides aesthetic benefits that boost property value, as determined by studies • Relatively low cost to install <p>CONS:</p> <ul style="list-style-type: none"> • Multiple bioswales may be needed depending on the size of the parking lot. • Cannot control flooding from major rainfall events • Requires some regular maintenance 	<p>RAIN GARDEN - CURB</p> 	<p>B C D E F</p>	<p>PROS:</p> <ul style="list-style-type: none"> • Captures the first 1.5 inches of rainfall (75-90% of all rainfall events are 0 to 1.5 inches of total precipitation) • Filters dirt and pollution carried by stormwater runoff • Reduces the thermal impacts of stormwater on streams • Reduces urban heat island effect of parking lots by providing shade and evapotranspiration • Provides aesthetic benefits that boost property value, as determined by studies • Relatively low cost to install <p>CONS:</p> <ul style="list-style-type: none"> • Multiple bioswales may be needed depending on the size of the parking lot • Cannot control flooding from major rainfall events. • Requires some regular maintenance





RECOMMENDED STORMWATER MANAGEMENT & FLOOD MITIGATION BEST PRACTICES BY TYPOLOGY - A GREEN PATTERN BOOK

Best Practices	Use In Typology	Pros/Cons	Best Practices	Use In Typology	Pros/Cons
<p>RAIN GARDEN - INDUSTRIAL</p> 	<p>B D</p>	<p>PROS:</p> <ul style="list-style-type: none"> • Captures the first 1.5 inches of rainfall (75-90% of all rainfall events are 0 to 1.5 inches of total precipitation) • Filters dirt and pollution carried by stormwater runoff • Reduces the thermal impacts of stormwater on streams • Provides aesthetic benefits that boost property value, as determined by studies • Relatively low cost to install • Can be designed to accept the overflow from rain barrels and cisterns <p>CONS:</p> <ul style="list-style-type: none"> • Multiple rain gardens may be needed depending on the size of the property • Cannot control flooding from major rainfall events • Requires some regular maintenance 	<p>RESILIENT RIVERFRONT PARK</p> 	<p>B C</p>	<p>PROS:</p> <ul style="list-style-type: none"> • Integrated systems can be tailored to access and use • Resilient to flooding • Creates public amenity • Increases economic competitiveness • Becomes part of community character • Venue for outdoor events: river races, fireworks, concerts, festivals, etc. • Boat ramps and marinas can be integrated • Trails can connect riverfront to downtown • Interpretive signs can provide info on community and river history <p>CONS:</p> <ul style="list-style-type: none"> • Hardscaping elements do not address stormwater velocity, volume and temperature • Does not reduce the urban heat island • Cost of installation • Cost of maintenance • High public use areas will require integration of restroom facilities
<p>RAIN GARDEN - PLANTING BOX</p> 		<p>PROS:</p> <ul style="list-style-type: none"> • Reduces stormwater volume • Decreases impermeable surface • Filters sediment and pollutants from stormwater • Improves the viability of street trees due to larger tree boxes <p>CONS:</p> <ul style="list-style-type: none"> • Less effective than bioswales at reducing stormwater volume • Requires maintenance 	<p>STORMWATER RETENTION/DETENTION</p> 	<p>A E H I</p>	<p>PROS:</p> <ul style="list-style-type: none"> • Reduces stormwater velocity • Traditional solution for stormwater management <p>CONS:</p> <ul style="list-style-type: none"> • Provides no water quality benefits • Provides no thermal benefits • Provides no habitat benefits • Does not mimic the natural system • Costly to construct and maintain • Since they are sized to address small storms, they provide little flood resiliency





RECOMMENDED STORMWATER MANAGEMENT & FLOOD MITIGATION BEST PRACTICES BY TYPOLOGY - A GREEN PATTERN BOOK

Best Practices	Use In Typology	Pros/Cons	Best Practices	Use In Typology	Pros/Cons
<p>NATIVE LANDSCAPING</p> 	<p>A C H</p>	<p>PROS:</p> <ul style="list-style-type: none"> • Native species thrive in local temperature and precipitation conditions • Reduces the amount of impermeable surface • Reduces the volume and the velocity of stormwater escaping a site • Provides vegetative cover for wildlife • Filters dirt and pollution carried by stormwater runoff • Reduces urban heat island effect by providing shade and evapotranspiration • Provides aesthetic benefits that boost property value, as determined by studies • Relatively low cost to install • Supports a niche market: most nurseries carrying native species are small independent businesses <p>CONS:</p> <ul style="list-style-type: none"> • Requires control of invasive species • Nursery stock may be harder to find • Limits the use of exotic species in landscaping 	<p>RAIN GARDEN - ROADSIDE</p> 	<p>B</p>	<p>PROS:</p> <ul style="list-style-type: none"> • Captures the first 1.5 inches of rainfall (75-90% of all rainfall events are 0 to 1.5 inches of total precipitation) • Filters dirt and pollution carried by stormwater runoff • Reduces the thermal impacts of stormwater on streams • Reduces urban heat island effect by providing shade and evapotranspiration • Provides aesthetic benefits that boost property value, as determined by studies • Relatively low cost to install <p>CONS:</p> <ul style="list-style-type: none"> • Multiple bioswales may be needed depending on the size of the lot • Cannot control flooding from major rainfall events. • Requires some regular maintenance
<p>RAIN GARDEN - INDUSTRIAL</p> 	<p>B</p>	<p>PROS:</p> <ul style="list-style-type: none"> • Native species thrive in local temperature and precipitation conditions • Reduces the amount of impermeable surface • Reduces the volume and the velocity of stormwater escaping a site • Provides vegetative cover for wildlife • Filters dirt and pollution carried by stormwater runoff • Reduces urban heat island effect by providing shade and evapotranspiration • Provides aesthetic benefits that boost property value, as determined by studies • Relatively low cost to install • Supports a niche market: most nurseries carrying native species are small independent businesses <p>CONS:</p> <ul style="list-style-type: none"> • Requires control of invasive species • Nursery stock may be harder to find • Limits the use of exotic species in landscaping 	<p>“STREAM CALMING”</p> 	<p>B H I</p>	<p>PROS:</p> <ul style="list-style-type: none"> • Captures the first 1.5 inches of rainfall (75-90% of all rainfall events are 0 to 1.5 inches of total precipitation) • Filters dirt and pollution carried by stormwater runoff • Reduces the thermal impacts of stormwater on streams • Reduces urban heat island effect by providing shade and evapotranspiration • Provides aesthetic benefits that boost property value, as determined by studies • Relatively low cost to install <p>CONS:</p> <ul style="list-style-type: none"> • Multiple bioswales may be needed depending on the size of the lot • Cannot control flooding from major rainfall events. • Requires some regular maintenance

RECOMMENDED STORMWATER MANAGEMENT & FLOOD MITIGATION BEST PRACTICES BY TYPOLOGY - A GREEN PATTERN BOOK

Best Practices	Use In Typology	Pros/Cons	Best Practices	Use In Typology	Pros/Cons
<p>GREEN ROOF - DOWNTOWN RESID.</p> 	<p>D F</p>	<p>PROS:</p> <ul style="list-style-type: none"> • Captures up to first 1.5 inches of stormwater runoff • Reduces the amount of impermeable surface • Reduces energy use in the building due to insulation properties of green roof • Green roof outlasts traditional roof • Reduces urban heat island • Improves urban air quality • Increases property value, as determined by studies • Increases commercial occupancy • Increases lease values • Aesthetic benefits • Most applicable to flat roofs, though low pitch roofs can be greened as well <p>CONS:</p> <ul style="list-style-type: none"> • More expensive than a traditional roof to install 	<p>BIOSWALE - PLANTING STRIP DRAINAGE</p> 	<p>B E</p>	<p>PROS:</p> <ul style="list-style-type: none"> • Captures the first 1.5 inches of rainfall (75-90% of all rainfall events are 0 to 1.5 inches of total precipitation) • Filters dirt and pollution carried by stormwater runoff • Reduces the thermal impacts of stormwater on streams • Provides aesthetic benefits that boost property value, as determined by studies • Relatively low cost to install • Can be designed to accept the overflow from rain barrels and cisterns <p>CONS:</p> <ul style="list-style-type: none"> • Multiple rain gardens may be needed depending on the size of the property • Cannot control flooding from major rainfall events. • Requires some regular maintenance
<p>RESILIENT RIVERFRONT DEVEL.</p> 	<p>B C</p>	<p>PROS:</p> <ul style="list-style-type: none"> • Integrated systems can be tailored to access and use • Resilient to flooding • Creates public amenity • Increases economic competitiveness • Becomes part of community character • Venue for outdoor events: river races, fireworks, concerts, festivals, etc. • Boat ramps and marinas can be integrated • Trails can connect riverfront to downtown • Interpretive signs can provide info on community and river history <p>CONS:</p> <ul style="list-style-type: none"> • Hardscaping elements do not address stormwater velocity, volume and temperature • Does not reduce the urban heat island • Cost of installation • Cost of maintenance • High public use areas will require integration of restroom facilities 	<p>BIOSWALE/RAIN GARDEN</p> 	<p>E H I</p>	<p>PROS:</p> <ul style="list-style-type: none"> • Captures the first 1.5 inches of rainfall (75-90% of all rainfall events are 0 to 1.5 inches of total precipitation) • Filters dirt and pollution carried by stormwater runoff • Reduces the thermal impacts of stormwater on streams • Provides aesthetic benefits that boost property value, as determined by studies • Relatively low cost to install • Can be designed to accept the overflow from rain barrels and cisterns <p>CONS:</p> <ul style="list-style-type: none"> • Multiple rain gardens may be needed depending on the size of the property. • Cannot control flooding from major rainfall events • Requires some regular maintenance

RECOMMENDED STORMWATER MANAGEMENT & FLOOD MITIGATION BEST PRACTICES BY TYPOLOGY - A GREEN PATTERN BOOK

Best Practices	Use In Typology	Pros/Cons	Best Practices	Use In Typology	Pros/Cons
 <p>GREEN PARKING STRUCTURE</p>	<p>B D H I</p>	<p>PROS:</p> <ul style="list-style-type: none"> • Native species thrive in local temperature and precipitation conditions • Reduces the amount of impermeable surface • Reduces the volume and the velocity of stormwater escaping a site • Provides vegetative cover for wildlife • Filters dirt and pollution carried by stormwater runoff • Reduces urban heat island effect by providing shade and evapotranspiration • Provides aesthetic benefits that boost property value, as determined by studies • Relatively low cost to install • Supports a niche market: most nurseries carrying native species are small independent businesses <p>CONS:</p> <ul style="list-style-type: none"> • Requires control of invasive species • Nursery stock may be harder to find • Limits the use of exotic species in landscaping 	 <p>PARKING LOT RUN-OFF MGMT.</p>	<p>B D</p>	<p>PROS:</p> <ul style="list-style-type: none"> • Moves stormwater quickly off the parking lot <p>CONS:</p> <ul style="list-style-type: none"> • Transfers flood risk to other locations • Does not reduce impervious surface • Does not provide any green infrastructure benefits • Must be maintained
 <p>GREEN PARKING LOT</p>	<p>B C</p>	<p>PROS:</p> <ul style="list-style-type: none"> • Can be used for overflow or infrequent parking needs • Can double as a park or public event space • Reduces impervious surface • Recharges groundwater • Reduces the volume of stormwater runoff • Reduces the thermal impact of stormwater on streams • Filters silt and pollution from stormwater runoff • Subsurface permeable system is sturdy and can withstand traffic • No pothole formation • Reduces urban heat island effect <p>CONS:</p> <ul style="list-style-type: none"> • Not just an open field—must be engineered and carefully installed • Grass must be mowed • Must be maintained 	 <p>RIVERFRONT PARK W/ BUFFER</p>	<p>B</p>	<p>PROS:</p> <ul style="list-style-type: none"> • Provides a community amenity • Connects people to the river • Riverfront views • Riverfront access • Flood resilient • Becomes an element of community identity and character • Revitalizes surrounding neighborhood • Location for local events, ie festivals, concerts, fireworks, farmers markets • May or may not reduce impermeable surface • May or may not provide green infrastructure benefits <p>CONS:</p> <ul style="list-style-type: none"> • Cost of design and construction • Cost of maintenance

RECOMMENDED STORMWATER MANAGEMENT & FLOOD MITIGATION BEST PRACTICES BY TYPOLOGY - A GREEN PATTERN BOOK

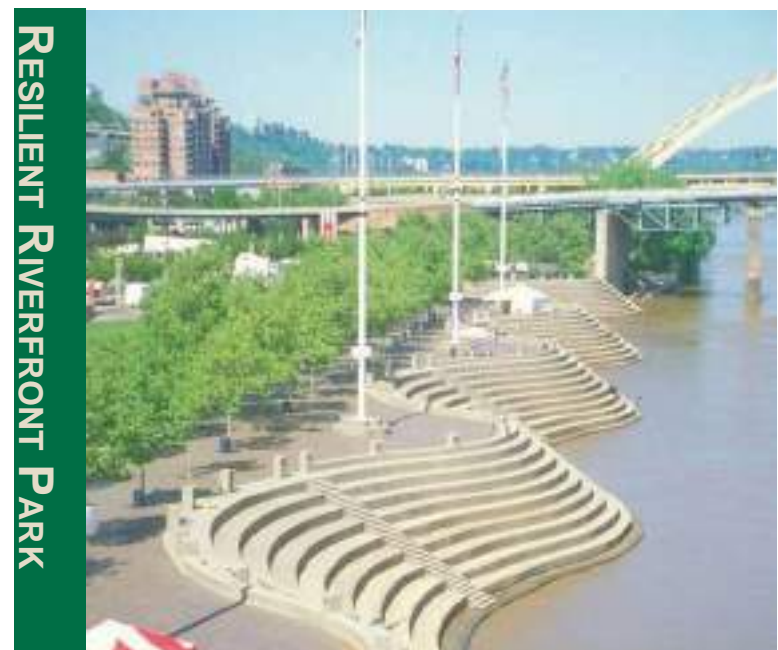
Best Practices	Use In Typology	Pros/Cons
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RAIN GARDEN/BUFFER - INDUST.

B
D

- PROS:**
- Captures the first 1.5 inches of rainfall (75-90% of all rainfall events are 0 to 1.5 inches of total precipitation)
 - Filters dirt and pollution carried by stormwater runoff
 - Reduces the thermal impacts of stormwater on streams
 - Reduces urban heat island effect by providing shade and evapotranspiration
 - Provides aesthetic benefits that boost property value, as determined by studies
 - Relatively low cost to install
- CONS:**
- Multiple bioswales may be needed depending on the size of the lot
 - Cannot control flooding from major rainfall events.
 - Requires some regular maintenance



RESILIENT RIVERFRONT PARK

B
C

- PROS:**
- Integrated systems can be tailored to access and use
 - Resilient to flooding
 - Creates public amenity
 - Increases economic competitiveness
 - Becomes part of community character
 - Venue for outdoor events: river races, fireworks, concerts, festivals, etc.
 - Boat ramps and marinas can be integrated
 - Trails can connect riverfront to downtown
 - Interpretive signs can provide info on community and river history
- CONS:**
- Hardscaping elements do not address stormwater velocity, volume and temperature
 - Does not reduce the urban heat island
 - Cost of installation
 - Cost of maintenance
 - High public use areas will require integration of restroom facilities

Implementation of Green Infrastructure Systems

The systems illustrated here are suggestions of techniques that have been employed by many other communities to manage stormwater and to a limited extent, flooding. Most of these ideas are relatively inexpensive to install and maintain. Many of these systems can also serve as aesthetic and recreational assets to the community. These represent suggestions of techniques that are appropriate for the conditions unique to Moline.

It must be remembered that many of the flooding issues are the result of rain events uphill from the Mississippi River, and these systems are intended to retain and/or detain stormwater, thus minimizing flood risk. Flooding of the Mississippi River due to upriver high water have few viable options, but their impact can be significantly reduced through the mitigation strategies presented here.

The most cost effective strategy for implementation is for the City to offer tax reductions/credits for property owners to install and maintain approved systems presented here. Through a group purchasing program, the City or neighborhood groups or civic organizations can purchase plants, rain barrels, etc and provide them, at cost, to property owners.



SECTION 7: IMPLEMENTATION

A sustained commitment and participation by the City of Moline and other community stakeholders in an ongoing planning and redevelopment process will be required to bring the vision of a revitalized Moline Centre and Floreciente and Edgewater neighborhoods to reality. Working together with other partner agencies and entities, such as Renew Moline, the Moline Centre Main Street program and the Quad Cities Chamber of Commerce, Western Illinois University, the Illinois Department of Transportation, Illinois Department of Commerce and Economic Opportunity, MetroLINK, the Bi-State Regional Commission, Project Now, Floreciente Neighborhood Association, foundations, other non-profit groups, and local industries and business owners, will need to consider the following:

- **Building Implementation Capacity.** Successful implementation of this Comprehensive Plan will depend on strong partnerships between the City, several public agencies and various community organizations and stakeholder groups, including industries, business and property owners, and neighborhood residents and institutions. Partnerships may take the form of existing working relationships between the City and its development partners as well as the creation of new organizations and entities to spearhead and manage revitalization efforts, especially for the Floreciente neighborhood. A new organizational framework for Floreciente could assist the City in efforts related to business development and attraction, housing improvements and public space enhancements and maintenance. Such organizational enhancements can ease the burden of plan implementation from the City, especially if the entity has funding sources and staff to move specific Comprehensive Plan initiatives forward.

- **Securing a Diverse Set of Funding Sources.** A diverse set of funding sources from both the public and private sectors will be needed to underwrite and implement various elements of this Comprehensive Plan. Pursuit of funding sources must be consistent in effort and flexible when changes in funding sources and eligibility occur inevitably over time. In addition, multiple funding sources will be required for more complex projects, such as installation of a Cultural Trail or the adaptive use of a key historic building. Given the time and effort needed to research and secure grants and funding sources and to package them efficiently for certain redevelopment initiatives, an implementation timeline of 10 to 20 years will be realistic and necessary. A list of current potential funding sources is provided in this section.
- **Flexibility in the Revitalization Process.** The revitalization of Moline Centre, Floreciente and Edgewater will take time and changes in the national, state and regional economy can always impact how specific redevelopment initiatives are implemented in the short and long-terms. Therefore, the Moline community should be flexible in its approaches to plan implementation. For instance, redevelopment on any of the opportunity sites led by the private sector at that start, may require the City or other entities to participate at some strategic level to ensure the project's long-term success. In return, the private sector may take the lead when necessary where public dollars are not available. In essence, effective public-private partnerships can provide a flexible structure to addressing obstacles and constraints to Comprehensive Plan implementation.

Various implementation approaches have already been presented in previous discussion of redevelopment, transportation and urban design strategies for this Comprehensive Plan. Plan implementation tools presented in this section focus on concerns related to:

- Implementation Partners
- Code Changes
- Funding Sources

IMPLEMENTATION PARTNERS

Implementation of the Comprehensive Plan will depend on partnerships between several public agencies as well as business and property owners, investors and neighborhood residents. A management entity representing various stakeholder groups and staffed jointly, perhaps, between that entity and the City, could be established to facilitate specific implementation initiatives.

City of Moline

The City and its relevant departments, including Planning and Development, Parks and Recreation, Economic Development, and Public Works, will need to take the key leadership roles in implementing the Comprehensive Plan. Specific City roles and responsibilities may include:

- Moving forward with formal approval of the Comprehensive Plan by the Plan Commission and City Council.

- Preparing more detailed design and engineering documents for recommended infrastructure, streetscape, signage and physical improvements, and working closely with IDOT and other federal, state and regional agencies.
- Seeking out and securing funding sources for the roadway, streetscape, signage improvements, and business development and building improvement initiatives as recommended in the Comprehensive Plan.
- Assisting with any acquisition, clearance and consolidation of parcels and within any of the identified development opportunity sites
- Working directly with other agencies and entities on activities related to Comprehensive Plan marketing and business and developer recruitment.
- Undertaking the creation and management of new parks and open spaces.
- Working with local industries and companies on expansion opportunities, as well as the attraction of other businesses that build strong clusters around existing retail, technology, research, and arts and culture.

Specific City departments will have critical implementation roles, including:

- **Planning and Development Department.** The City's Planning and Development Department can assist in Comprehensive Plan implementation by leveraging and administering existing incentive programs such as Tax-Increment Financing, Tax Abatement and other incentives to catalyze investment in businesses, industries and development.

- **Public Works.** The City's Public Works Department can provide technical support and guidance for any design/engineering needed address infrastructure and streetscape improvements.
- **Parks and Recreation.** The City's Parks and Recreation Department can assist in conducting further planning for the creation and maintenance of new parks, including the new Riverfront Park in the Realignment Zone.

Renew Moline

Renew Moline should continue its role in facilitating specific economic development initiatives that catalyze reinvestment in Moline Centre and in Edgewater and Florecente. The organization also serves as key liaison between different stakeholder groups, including the City; federal, state and regional agencies; and, major employers, corporations and businesses. Going forward, key roles and responsibilities in Comprehensive Plan implementation may include:

- Assisting the City and other partner groups and entities in identifying and securing funding sources for specific planning projects and initiatives
- Working with the City on zoning changes and the creation and adoption of new zoning tools and design guidelines as deemed necessary to advance Moline Centre and neighborhood planning goals.
- Utilizing its Design-Build and Project Management Teams to advise and guide on new development projects .

- Collaborating with the City, Chamber of Commerce, Moline Centre Main Street and other entities in recruiting developers and businesses, and with IDOT and other entities on implementing transportation and other needed public improvements.
- Providing technical support to developers and investors regarding project financing, zoning and design issues for both new development and adaptive use projects.
- Convening key stakeholder groups to address planning issues and capacity-building needs in implementing specific Comprehensive Plan strategies and recommendations.

Moline Community Development Corporation (MCDC)

The Moline Community Development Corporation was established in 2009 and operates as a 501 c3 Illinois non-profit organization with a primary mission of exploring and implementing projects that benefit Moline's low- to moderate-income neighborhoods, as well as the community's overall revitalization and enhancement.

Illinois Department of Transportation

Coordination with IDOT is needed to plan and design transportation improvements along 4th, 5th, and 6th Avenues in this Comprehensive Plan.

Bi-State Regional Commission

The Bi-State Regional Commission is currently responsible for a variety of planning initiatives in the Quad Cities area, including transportation as it serves as the region's Metropolitan Planning Organization (MPO). Beyond transportation, the Commission could provide planning support, funding and technical assistance related to riverfront development, neighborhood revitalization and economic development. The Commission is currently assisting the City of Moline's Parks and Recreation Department in updating its Master Plan.

MetroLINK

MetroLINK is the Quad Cities regional mass transit agency that provides fixed route bus service and seasonal water taxi service within Moline. The agency could work with the City and other implementation partners on expanding and enhancing transit services within the Comprehensive Plan study areas as well as identifying needed pedestrian improvements near and around the bus stops.

Quad Cities Area Chamber Of Commerce

The Chamber of Commerce promotes the civic and commercial progress of the Quad Cities communities, including the creation and support of industries and small businesses. The Chamber currently houses the Moline Centre Main Street Program. It could assist the City in promoting the revitalization and development potential of the Comprehensive Plan study areas and work with small business and industries on various Comprehensive Plan development initiatives.

Moline Centre Main Street Program

Main Street Moline Centre will need to continue serving as a facilitator in engaging the community, downtown property/business owners and other public agencies in the implementation of the Moline Centre Plan. A strong Main Street organization that involves broad-based participation in its operations and volunteer committees will be critical in its efforts to implement various Moline Centre Plan elements. It is important to note that to become a strong implementation partner, Moline Centre Main Street will need to continue developing its organizational capacity, including hiring additional staff, and expanding its operational budget and membership. It will also need to continue working in all areas of the Main Street Four-Point Approach, maintaining and even expanding its efforts in marketing and promoting Moline Centre, and supporting entrepreneurial and business development activities. Main Street's responsibilities in Moline Centre plan implementation should include:

- Staffing various Main Street and Comprehensive Plan implementation committees and assist the City in securing financial resources.
- Meeting regularly with the City, other public agencies, and downtown property and business owners regarding planning and revitalization issues as well as specific business needs, and marketing and funding opportunities.
- Encouraging community residents and Moline Centre stakeholders to become involved in Main Street committees and implementation efforts.

- Undertake market analysis efforts every three to four years to understand Moline Centre’s economic strengths and opportunities, and to recalibrate business development efforts.
- Promoting Moline Centre as a shopping destination as well as keeping the region informed on the progress of revitalization efforts through on-going marketing efforts.
- Collaborating with the City and other entities in recruiting new businesses and developers to the area and in facilitating downtown building and site improvements for property owners and merchants.
- Developing a “streetscape survival” initiative when the Moline Centre streetscape is continued and funding is secured. This initiative helps to minimize the impacts of streetscape construction on downtown merchants through marketing activities and ombudsman services provided by the Main Street Design and Promotion Committees.
- Providing continued maintenance and snow removal services for new sections of the completed streetscape.

Business/Property Owners

Business and property owners should be directly involved with Comprehensive Plan implementation. To show immediate action and positive progress in revitalizing downtown Moline, local property and business owners can initiate signage, storefront, building, parking lot and property improvements. They can also be involved with area marketing activities and business/developer recruitment.

Private Developers and Investors

Professional developers should be recruited to develop and invest in specific development opportunity sites as identified in this Comprehensive Plan. Recruitment efforts should target experienced developers within the immediate region, the state and from throughout the Midwest.

Financial Institutions

With involvement from the City and other stakeholders, local lenders could facilitate implementation of the Comprehensive Plan by financing projects or participating in new incentive programs that support downtown business and development initiatives, such as opportunity side development and façade/building/site improvement projects.

Corporations and Industries

Local industries and corporations can become sponsors for a number of planning initiatives, including the Cultural Trail development, neighborhood revitalization projects, organizational funding, and the capitalization of any venture or small business development funds.

Foundations and Community Organizations

As with corporations and industries, local foundations and community organizations can also play roles in funding and supporting efforts related to neighborhood physical improvements, public building design, and business and real estate development.

LOCAL FUNDING SOURCES

The following are several major sources of funding that may have potential for implementing the revitalization strategies presented in this Comprehensive Plan:

Tax Increment Financing (TIF)

Tax Increment Financing is a State authorized program administered by a municipality that allocates future increases in property taxes from a designated area for improvements dedicated to that area. Under TIF, the property taxes due to an increased value from new development, increases in new assessment due to rehabilitation or improvement or tax rate changes, are allocated to the municipality in a Tax Increment Allocation Fund to be used for various redevelopment activities within the designated area. Other taxing districts continue to receive property taxes at the same level as before the TIF district was instituted. Eligible Comprehensive Plan implementation costs include:

- Code revisions and design guidelines
- Building improvement program
- Wayfinding signage design and installation
- Streetscape design and construction
- Infrastructure improvements
- Riverfront development and easement purchases

Business Improvement District (BID)

A BID is a State authorized financing program that municipalities can establish for improving infrastructure and attracting new commercial growth in a designated business improvement district. A BID is adopted by ordinance and is funded by small increments added to local sales or hotel taxes. Sales taxes can be used for several revitalization or redevelopment activities allowed under the BID statute; however, hotel taxes must be used for tourism and convention related activities. A BID remains in place for 23 years and revenues collected within it are placed in a Business District Tax Allocation Fund. One significant advantage of a BID is the flexibility and wider range of activities in which BID monies can be used as opposed to a TIF district or Special Service Area. Eligible Plan implementation costs include:

- Code revisions and design guidelines
- Building improvement program
- Wayfinding signage design and installation
- Streetscape design and construction
- Infrastructure improvements
- Riverfront development and easement purchases
- Business retention/attraction program
- Salaries related to implementation activities

Special Service Area (SSA)

A Special Service Area is a State authorized financing program that can be administered by the City or by a designated service provider agency, to deliver a wide range of additional services and physical improvements in a defined geographic area such as a central business district or commercial Comprehensive. An SSA is funded by a special tax assessment paid by the property owners in the designated SSA district and can finance a variety of district management activities, including marketing and special events, trash and snow removal, and sidewalk/public space maintenance. Special Service Areas can also underwrite infrastructure and building improvements. Two Special Service Areas already exist in Moline Centre and could be considered for other areas including the proposed University District, and in Floreciente and Edgewater. Eligible implementation costs include:

- Building improvement program
- Wayfinding signage design and installation
- Streetscape design and construction
- Business retention/attraction program
- Salaries related to implementation activities
- Branding, marketing and promotion activities
- Special events
- Streetscape maintenance services
- Staff salaries related to implementation activities

Although a municipal government is required to pass an ordinance to adopt the SSA, a separate service provider, such as a Main Street program, chamber of commerce, or separate community development corporation, to serve as the SSA's operating and governing entity. The process for establishing an SSA requires obtaining support from property owners and taxpayers within the proposed SSA district. An overall strategy for organizing stakeholder support is important, along with determining the SSA's governing structure, level of services to be provided, and annual budget and boundaries. The municipality and service provider agency are required to hold a hearing to discuss the benefits of an SSA with local stakeholders. A 60-day waiting period after the public hearing is required before adoption of the final SSA ordinance. If 51 percent of registered voters and property owners of record within the proposed SSA district boundaries file a petition to oppose adoption, the ordinance cannot be approved. The entire process to establish an SSA can take between six and 12 months.

General Revenue Bonds

The City may investigate the ability of long-term bonds for specific portions of the Comprehensive Plan in order to facilitate revitalization and redevelopment activities. Bonding for public infrastructure, open space or streetscape improvements, or site acquisition, are some of the key catalytic Plan elements that may be considered.

Capital Improvement Plan

Most communities incorporate some aspects of Master Plan public improvement initiatives within the municipal capital improvements plan, which should be evaluated on an annual basis. Capital improvement funding could be used to support various projects outlined in the Comprehensive Plan, including:

- Street improvements and streetscape implementation
- Public parking improvements
- Signage and wayfinding programs
- Riverfront development
- Public building interior and exterior improvements

Recognizing that public budgets are tight and somewhat limited in the current economy, the City should investigate shared improvements and funding opportunities with other municipal taxing bodies or public/private partnerships.

Motor Fuel Tax

Motor Fuel Tax revenues can be used for a number of transportation and road improvement projects, including streets and street extensions, alley enhancements, traffic control and school crossing signals, street lighting systems, sidewalks and pedestrian paths, and bicycle signs, paths, lanes, or bicycle parking facilities. Revenues are generated from a portion of the state tax levied on the purchase of motor fuel in the state.

State Funding and Financial Resources

The following are several major sources of funding at the State of Illinois level that may have potential for implementing the revitalization strategies presented in this Master Plan.

Illinois Transportation Enhancement Program (ITEP)

Administered by IDOT and funded through the Federal Highway Administration (FHA), the ITEP provides grant funds to underwrite projects that expand transportation choices and enhance the overall physical environment and transportation experience. Eligible projects include streetscape improvements, provision of pedestrian and bicycle facilities, environmental mitigation due to highway run-off and pollution, control and removal of outdoor advertising, and rehabilitation and operation of historic transportation buildings and facilities. Projects may receive up to 80 percent reimbursement for project costs with the remaining 20 percent paid by the local government or sponsoring agency. Average grant awards range from \$700,000 to \$900,000. Applications for the ITEP program are taken yearly and are awarded on a competitive basis. Eligible Master Plan implementation costs include:

- Signage design and installation
- Road/streetscape design and construction
- Trail linkages and improvements
- Riverfront development

Quad Cities Enterprise Zone

The Quad Cities Enterprise Zone, which includes the Comprehensive Plan study areas and parts of Moline, East Moline, Milan, Silvis and other parts of Rock Island County, provides incentives to attract and retain businesses, including a 6 percent sales tax exemption on all building materials and some equipment purchased in Illinois. Both new construction and existing property rehabilitation are eligible for the exemption. Additional tax credits, deductions and exemptions, including a utility tax exemption, are also available for businesses located within the Enterprise Zone. Eligible Master Plan implementation costs include:

- Building improvements
- Business development

Public Water Supply Loan Program

Administered by the Illinois Environmental Protection Agency, this Program provides low-interest loans to local governments for replacement and construction of community facilities such as water mains and stormwater sewer systems. Engineering and construction costs are eligible expenses. Municipalities must provide design plans as well as documentation of adequate sources of revenue and security for loan repayment. Eligible Comprehensive Plan implementation costs include:

- Road/streetscape design and construction
- Infrastructure improvements for development sites

Open Space and Land Acquisition Program (OSLAD) and Land and Water Conservation Fund (LWCF)

The Open Space and Land Acquisition Program offers grants to municipalities for the acquisition and development of land for open space, parks and bike paths. Funding assistance is awarded on a 50 percent matching basis with grant awards up to \$750,000 for land acquisition and \$400,000 for development and renovation. The Illinois Department of Natural Resources administers this program along with the Land and Water Conservation Fund is a federally funded initiative that also provides 50 percent matching grants for park and open space projects that meet the recreational needs of local communities. Both programs encourage best practices in land management and sustainability. Eligible Master Plan implementation costs include:

- Riverfront development
- New park and open space development

Park and Recreational Facility Construction Program (PARC)

Administered by IDNR, the Park and Recreational Facility Construction Program provides grants to eligible local governments for various park and recreation construction projects, including the acquisition of land for open space purposes and the construction and rehabilitation of recreational facilities and buildings. All properties acquired with PARC assistance are required to have a covenant placed on the deed at the time of the recording that stipulates the property must be used in perpetuity for indoor/outdoor recreational purposes. Eligible Comprehensive Plan implementation costs include:

- Riverfront development
- New park and open space development

DCEO Participation Loan Program

The Illinois Department of Commerce and Economic Opportunity (DCEO) Participation Loan Program provides funds for small businesses, including working capital, land/equipment purchase and building construction/rehabilitation. The Program works through local banks to provide loans ranging from \$10,000 to \$750,000. Eligible expenses include:

- Building improvements
- Business development

Illinois Capital Access Program

Administered by DCEO, the Illinois Capital Access Program encourages banks to provide financing to small or new businesses that would not otherwise qualify. The program is underwritten by a reserve fund established through DCEO and the borrower. Eligible expenses include:

- Building improvements
- Business development

Illinois Revolving Line of Credit Program

The Illinois Department of Commerce and Economic Opportunity administers a revolving line of credit for businesses needing working capital at low-interest rates from \$10,000 to \$750,000. Eligible expenses include:

- Building improvements
- Business development
- Collateral Support Program
- Invest Illinois Venture Fund

Illinois Finance Authority Participation Loan Program

The Illinois Finance Authority Participation Loan Program works through local banks to provide low, fixed rate loans for the purchase of land and equipment as well as building construction and rehabilitation. Proceeds include up to \$500,000 or 50 percent participation in the loan. Eligible expenses include:

- Building improvements
- Business development



Opportunities for improved Riverfront recreation amenities exist at the north end of Bass Street Landing.

FEDERAL FUNDING AND FINANCIAL RESOURCES

The following are several major sources of funding at the federal level that may have potential for implementing the planning and revitalization strategies presented in this Comprehensive Plan:

Certified Local Government Grants

Certified Local Government grants are Federally-sourced matching grants administered by the Illinois Historic Preservation Agency. Grant amounts range from \$3,000 to \$30,000 and require a local 20 percent match. Eligible project expenses:

- Design guidelines
- Historic resource surveys
- Preservation education initiatives

Low-Income Housing Tax Credit Program

The Low-Income Housing Tax Credit program is used to finance the development of affordable rental housing for low-income households, including seniors. The credits are awarded to developers of qualified projects by the Illinois Housing Authority. Developers then sell these credits to investors to raise capital (or equity) for their housing projects, which reduces the debt that the developer would otherwise have to borrow. Since the debt is lower, a tax credit property can in turn offer lower, more affordable rents. Eligible Plan implementation costs include:

- Exterior building improvements
- Adaptive use projects
- Senior housing development

Historic Preservation Tax Credit Program

Since 1976, the National Park Service, in partnership with the Internal Revenue Service and the Illinois Historic Preservation Agency (IHPA), has administered the Federal Historic Preservation Tax Credit Program to encourage rehabilitation and reinvestment in historic buildings. A 20 percent tax credit is provided to owners and developers of income-producing historic buildings who undertake a substantial rehabilitation project in which rehabilitation costs must be equal to or greater than the property's adjusted basis, which is the property's purchase price existing minus the cost of the land, plus improvements already made, minus depreciation already taken. In addition, the project must also be a certified rehabilitation as determined through a three-part application process with IHPA.

All contributing buildings within Moline Downtown National Register Historic District are eligible for the tax credit. It is highly recommended that IHPA be consulted on project scope and details before beginning the application process. Eligible Plan implementation costs include:

- Exterior building improvements
- Adaptive use projects

Brownfield Assessment Grants

Administered by the U.S. Environmental Protection Agency, Brownfield Assessment Grants provide funding for the inventory and assessment of local brownfield site contaminated by hazardous substances, pollutants, or contaminants, including petroleum. Grant awards vary from \$100,000 to \$350,000. Eligible Plan implementation costs include:

- Riverfront development
- Adaptive use projects

U.S. Small Business Association (SBA)

With local banks, the SBA provides a number of guaranteed loan programs for existing and startup businesses. Its 7(a) Loan Program in particular provides guaranteed financing for working capital, equipment, fixtures/furnishings, land/building improvements and debt refinancing. Short-term smaller loans of up to \$35,000 for working capital, inventory purchase and building improvements are available through the Micro-Loan Program. Eligible Plan implementation costs include:

- Business start-ups and expansion

OTHER FUNDING SOURCES

Grants, contributions and technical assistance from foundations, corporations, institutions, other government agencies, and other businesses and individuals can also be secured to fund Comprehensive Plan initiatives. Private sector sources, for example, can help fund, in part, specific Comprehensive Plan elements, such as the Cultural Trail, the Riverfront Park, a small business venture fund, and new festivals and events in Moline Centre, Florencia and Edgewater. Additionally, the City, Renew Moline, Moline Centre Main Street and other local partners can encourage the use of existing tools and funding sources, as well as develop and secure new financing programs to facilitate business retention and attraction.

Venture Fund/Community Supported Financing

The possibility of forming a venture or equity fund for business capitalization, expansion and stabilization for small businesses in Moline Centre, Florencia and Edgewater should be explored. This might take the form of a small group of investors pooling funds to create one or more needed businesses, such as a bravery store, or a venture fund capitalized by private corporations and local and regional foundations and government grants. Community financed businesses can also be structured as cooperatives or as local stock corporations, which could be a realistic solution for starting a new downtown grocery or apparel store. Additionally, customer-owned cooperatives and community-owned stores structured as local stock corporations have become increasingly common in starting new grocery stores in underserved markets. A venture fund can also be used in combination with existing incentive programs, including the City's façade and building improvement programs.



Buildings on 5th Avenue in the National Register Historic District

Business Plan Competitions

Annual business plan competitions can be useful and effective tools for helping existing business owners develop skills and increase sales and/or efficiency. It has been found to be particularly effective when each year’s competition focuses on a specific challenge, such as adding a new product line, developing an online storefront or adding a new distribution channel. The competition could offer a cash prize, coupled with technical assistance to help all interested businesses compete. Moline Centre Main Street could be the primary organizer of the business plan competitions, which could be funded through grants or private contributions.

CODE CHANGES

The majority of planning strategies and development concepts presented in this Comprehensive Plan were created to meet current zoning in terms of permitted land uses and basic density and bulk requirements. However, zoning changes were recommended for some strategies and concepts representing significant changes in land use direction were noted throughout the Comprehensive Plan under considerations for future implementation actions. Perhaps the most important of these recommended changes concerns the Western Illinois University - Quad Cities campus area where a new zoning classification for guiding future development in the campus area is suggested. Additional study will be needed to more specifically determine any other zoning code revisions that may be needed to carry out the land use goals and objectives for Moline Centre, Floreciente and Edgewater.

Design Guidelines

Beyond zoning changes, the Comprehensive Plan recommends the need to revise existing design guidelines for Moline Centre and the creation of new ones for Floreciente and Edgewater, in particular for Floreciente’s housing stock and Edgewater’s industrial areas where certain levels of property and site improvements are recommended. Ideally, a broader, more comprehensive set of design guidelines should be created for Moline Centre that can address the rehabilitation and infill issues present within the historic downtown core area and the new development design opportunities within the Realignment Zone. The guidelines could also address design issues present within the neighborhood node at 5th Avenue and 23rd Street

New design guidelines for Floreciente and Edgewater neighborhoods could be developed as one document providing information to property and business owners on best practices and procedures for façade improvements, signage, and site and landscape enhancements, especially for industrial buildings located near adjacent residential areas. Additional information on topics related to energy efficiency and sustainable design for existing and new buildings should also be incorporated. Guidelines for Floreciente and Edgewater could be tied an incentive program where some form of design review is required for an applicant to receive a grant or loan for property improvements.

opportunity development sites. A zoning overlay can help ensure that new development would be compatible in scale, height, massing and materials with surrounding buildings and land uses. A zoning overlay could also be considered for future development in the Realignment Zone.

Conservation District

A conservation district is a zoning tool used in many communities across the country to help maintain a traditional neighborhood’s physical and visual character, as well as protect its housing stock from unnecessary demolition or by demolition by neglect. Compatible design between existing and new construction is also an important objective of a conservation district. Conservation districts are usually established as an overlay to existing zoning and a basic set of design guidelines created to conduct administrative design review for infill development and existing building rehabilitation. The review could also be tied to housing rehabilitation incentive program.

Form-Based Code

An alternate approach to consider to conventional zoning is a form-based code, which serves the same function as standard zoning and design guidelines but more specifically defines the desired physical form and character of buildings and the public realm. Other key features of form-based codes include build-to lines, height minimums and maximums, architectural requirements, parking setbacks and streetscape and signage standards. A form-based code may be useful for the 4th Avenue corridor in Edgewater where a consolidation of commercial uses is recommended and more compact, pedestrian development is desired.

Zoning Overlays

A zoning overlay with specific design standards that address particular development design issues could be considered in particular areas, especially along Edgewater’s River Drive corridor where residential is suggested as the future land use direction on

VEHICULAR FRONTAGE		PEDESTRIAN FRONTAGE		NEIGHBORHOOD FRONTAGE	
Build-to Zone		Build-to Zone		Build-to Zone	
A. Minimum / maximum (feet)	5' / 25'	A. Minimum / maximum (feet)	0' / 10'	A. Minimum / maximum (feet)	5' / 25'
B. Minimum % of building in build-to-zone	60%	B. Minimum % of building in build-to-zone	80%	B. Minimum % of building in build-to-zone	65%
Parking Setbacks		Parking Setbacks		Parking Setbacks	
C. Minimum (feet)	30'	C. Minimum (feet)	30'	C. Minimum (feet)	30'
Transparency		Transparency		Transparency	
D. Minimum ground story (%)	20 -40%	D. Minimum ground story (%)	75%	D. Minimum ground story (%)	20-40%
E. Minimum upper stories (%)	20%	E. Minimum upper stories (%)	20%	E. Minimum upper stories (%)	20%
F. Maximum blank wall length (feet)	35'	F. Maximum blank wall length (feet)	20'	F. Maximum blank wall length (feet)	35'
Pedestrian Access		Pedestrian Access		Pedestrian Access	
G. Street-facing building entrance required?	Yes	G. Street-facing building entrance required?	Yes	G. Street-facing building entrance required?	Yes

Excerpts from a form-based code. Source: The Lakota Group

MOLINE CENTRE

MOLINE COMPREHENSIVE PLAN: IMPLEMENTATION WORK PLAN (BY STRATEGY)

COMPREHENSIVE PLAN STRATEGY	IMPLEMENTATION ACTIONS	ENTITIES / AGENCIES	PRIMARY FUNDING SOURCES
WEST GATEWAY DEVELOPMENT OPPORTUNITIES	A. Change zoning requirements in Gateway Area if necessary	City, Renew Moline, Private Developers	City
	B. Undertake streetscape + infrastructure improvements	City, Renew Moline, Private Developers	TIF, CIP, Private Equity, Tax Credits
	C. Assist developer with property assembly	City, Renew Moline, Private Developers	TIF, CIP, Private Equity, Tax Credits
URBAN DESIGN AND BUILDING IMPROVEMENTS	A. Encourage building improvements	City, Moline Main Street, Property Owners	TIF, BID, SSA,
	B. Develop design guidelines	City, Moline Main Street, Property Owners	TIF, BID, SSA,
	C. Undertake streetscape improvements	City, Moline Main Street	TIF, CIP, BID, SSA
	D. Arsenal Bridge + Railroad Avenue Improvements	City, IDOT, Moline Main Street	TIF, CIP, BID, SSA, IDOT
INFILL DEVELOPMENT + ADAPTIVE USE	A. Encourage infill development	City, Renew Moline, Private Developers	TIF, CIP, Private Equity, Tax Credits
	B. Facilitate Carnegie Library reuse	City, Renew Moline, Private Developers	TIF, CIP, Private Equity, Tax Credits
MOLINE CENTRE WAYFINDING SIGNAGE PROGRAM	A. Install new gateways = wayfinding signage	City, IDOT, Renew Moline, Moline Main Street	TIF, CIP, BID, SSA
	B. Create Cultural Trail	City, Moline Main Street, Corporate Partners	TIF, CIP, BID, SSA, CLG, Corporate
RIVERFRONT CONNECTIONS	A. Install streetscape + landscape improvements along 17th Street	City, Moline Main Street, Corporate Partners	TIF, CIP, BID, SSA, CLG, Corporate
FUTURE I-74 REALIGNMENT ZONE DEVELOPMENT	A. Construct Riverfront Park	City, IDNR, Renew Moline, Corporate Partners	TIF, CIP, BID, SSA, OSLAD, Corporate
	B. Encourage new development	City, Renew Moline, Private Developers	TIF, CIP, Private Equity, Tax Credits
WESTERN ILLINOIS UNIVERSITY DISTRICT	A. Adopt new zoning district	City, WIU, Renew Moline, other stakeholders	City
	B. Construct urban design improvements	City, WIU, Renew Moline, other stakeholders	TIF, CIP, BID, SSA, WIU

AGENCIES: IDOT = Illinois Department of Transportation; IDNR, Illinois Department of Natural Resources.

FUNDING SOURCES: TIF = Tax Increment Finance; BID = Business Improvement District; SSA = Special Service Area, CIP = Capital Improvement Program

MOLINE CENTRE

MOLINE COMPREHENSIVE PLAN: IMPLEMENTATION WORK PLAN (BY STRATEGY)			
COMPREHENSIVE PLAN STRATEGY	ACTION STEPS		
	1 TO 2 YEARS	2 TO 5 YEARS	5 TO 10 YEARS
WEST GATEWAY DEVELOPMENT OPPORTUNITIES	A. Prepare zoning changes	A. Prepare zoning changes	A. Review/revise based on existing conditions
	B. Identify + secure funding sources	B. Identify + secure funding sources	B. Monitor funding use + identify other sources
	C. Assist developers with market information	C. Assist developers with market information	C. Complete/initiate other development projects
URBAN DESIGN AND BUILDING IMPROVEMENTS	A. Meet with property owners + identify needs/sites	A. Meet with property owners + identify needs/sites	A. Continue/monitor projects
	B. Revise Moline Centre Design Guidelines	B. Revise Moline Centre Design Guidelines	B. Review + revise Design Guidelines as needed
	C. Identify + secure funding sources	C. Identify + secure funding sources	C. Construct by remaining phases
	D. Identify + secure funding sources	D. Identify + secure funding sources	D. Construct remaining improvements
INFILL DEVELOPMENT + ADAPTIVE USE	A. Assist developers with market information	A. Assist developers with market information	A. Complete/initiate other development projects
	B. Meet with owner + organize strategy	B. Meet with owner + organize strategy	B. Complete redevelopment
MOLINE CENTRE WAYFINDING SIGNAGE PROGRAM	A. Identify + secure funding sources	A. Identify + secure funding sources	A. Continue installation of new gateways + signage
	B. Create Cultural Trail plan	B. Create Cultural Trail plan	B. Continue + complete Cultural Trail construction
RIVERFRONT CONNECTIONS	A. Identify + secure funding sources	A. Identify + secure funding sources	A. Begin and complete 17th Street improvements
FUTURE I-74 REALIGNMENT ZONE DEVELOPMENT	A. Identify + secure funding sources	A. Identify + secure funding sources	A. Begin Riverfront Park construction
	B. Assist developers with market information	B. Assist developers with market information	B. Construct infrastructure improvements
WESTERN ILLINOIS UNIVERSITY DISTRICT	A. Prepare zoning changes	A. Prepare zoning changes	A. Review/revise based on existing conditions
	B. Identify + secure funding sources	B. Identify + secure funding sources	B. Continue + complete urban design improvements

AGENCIES: IDOT = Illinois Department of Transportation; IDNR, Illinois Department of Natural Resources.

FUNDING SOURCES: TIF = Tax Increment Finance; BID = Business Improvement District; SSA = Special Service Area, CIP = Capital Improvement Program

FLORECIENTE

MOLINE COMPREHENSIVE PLAN: IMPLEMENTATION WORK PLAN (BY STRATEGY)

COMPREHENSIVE PLAN STRATEGY	IMPLEMENTATION ACTIONS	ENTITIES / AGENCIES	PRIMARY FUNDING SOURCES
ERICSSON ELEMENTARY SCHOOL SITE	A. Reuse Ericcson School as Community Facility	School District, Private Management Group	Grants, Private Investors, Tax Credits
	B. Convert School to Neighborhood open space	City, School District, Private Management Group	CIP, OSLAD, Corporate, Private Equity
	C. Redevelop Ericcson School for new housing	School District, City, Private Developers	CIP, Private Equity, Tax Credits
4TH + 5TH AVENUE IMPROVEMENTS	A. Install traffic calming improvements	City, IDOT, Floreciente stakeholders	CIP, MFT, IDOT
	B. Maintain One-way couplet	City, IDOT, Floreciente stakeholders	CIP, MFT, IDOT
	C. Convert 4th + 5th Avenues to two-way travel	City, IDOT, Floreciente stakeholders	CIP, MFT, IDOT
EAST SIDE GATEWAY OPPORTUNITIES	A. Change zoning requirements in Gateway Area if necessary	City, Renew Moline, Private Developers	City
	B. Undertake streetscape + infrastructure improvements	City, Renew Moline, Private Developers	TIF, CIP, Private Equity, Tax Credits
	C. Assist developer with property assembly	City, Renew Moline, Private Developers	TIF, CIP, Private Equity, Tax Credits
PEDESTRIAN ENVIRONMENT IMPROVEMENTS	A. Improve pedestrian paths and connections	City, IDOT, Floreciente stakeholders	CIP, MFT, IDOT
	B. Conduct 5th Avenue Soil Erosion Mitigation	City, State + Regional Agencies, Floreciente stakeholders	CIP, IDNR, other State + Regional Sources
	C. Install parkway improvements	City, IDOT, Floreciente stakeholders	CIP, IDOT, Private + Corporate Contributions
	D. Enhance the Railroad Avenue Landscape Buffer	City, Businesses + Industries, Floreciente stakeholders	CIP, Grants, Private + Corporate Contributions
	E. Maintain Sylvan Island Connection	City, IDNR, other agencies, Floreciente stakeholders	CIP, IDNR, other State + Regional Sources
NEIGHBORHOOD CENTERS	A. 4th Avenue + 7th Street Node	City, IDOT, Floreciente stakeholders	TIF, CIP, MFT, BID, SSA, Grants, Corporate Contributions
	B. Theater Node - 4th Avenue between 1st + 2nd Streets	City, IDOT, Floreciente stakeholders	TIF, CIP, MFT, BID, SSA, Grants, Corporate Contributions
HOUSING AND NEIGHBORHOOD IMPROVEMENTS PROGRAMS	A. Establish neighborhood housing incentive program	Floreciente stakeholders, program contributors + funders	Grants + Private, Foundations + Corporate Contributions
	B. Conduct neighborhood marketing	Floreciente stakeholders, program contributors + funders	Grants + Private, Foundations + Corporate Contributions
	C. Establish a neighborhood development corporation	Floreciente stakeholders, program contributors + funders	Grants + Private, Foundations + Corporate Contributions
	D. Pursue adaptive use opportunities	City, Renew Moline, Private Developers, NDC	TIF, CIP, Private Equity, Tax Credits
	E. Conduct preservation planning	City, NDC, Floreciente stakeholders	City, CLG
INDUSTRIAL AREA ENHANCEMENTS	A. Frontage improvements on industrial sites	City, NDC, property owners, Floreciente stakeholders	BID, SSA, Grants + Private + Corporate Contributions
	B. Design guidelines for industrial areas	City, NDC, property owners, Floreciente stakeholders	City, BID, SSA, Grants

AGENCIES: IDOT = Illinois Department of Transportation; IDNR, Illinois Department of Natural Resources.

FUNDING SOURCES: TIF = Tax Increment Finance; BID = Business Improvement District; SSA = Special Service Area, CIP = Capital Improvement Program

FLORECIENTE

MOLINE COMPREHENSIVE PLAN: IMPLEMENTATION WORK PLAN (BY STRATEGY)			
COMPREHENSIVE PLAN STRATEGY	ACTION STEPS		
	1 TO 2 YEARS	2 TO 5 YEARS	5 TO 10 YEARS
ERICSSON ELEMENTARY SCHOOL SITE	A. Form management/ownership group	A. Operate + maintain facility	A. Assess additional operating + community needs
	B. Form management/ownership group	B. Identify + secure funding sources	B. Complete open space improvements
	C. Identify + secure incentive sources	C. Assist developers with market information	C. Construct new housing
4TH + 5TH AVENUE IMPROVEMENTS	A. Conduct additional study on traffic impacts	A. Identify + secure funding sources	A. Install traffic calming improvements
	B. Conduct additional study on traffic impacts	B. Identify + secure funding sources	B. Install intersection improvements
	C. Conduct additional study on traffic impacts	C. Identify + secure funding sources	C. Convert streets to two-way
EAST SIDE GATEWAY OPPORTUNITIES	A. Prepare zoning changes	A. Monitor zoning changes	A. Review/revise based on existing conditions
	B. Identify + secure funding sources	B. Continue to secure funding sources	B. Monitor funding use + identify other sources
	C. Assist developers with market information	C. Assemble properties if needed	C. Complete/initiate other development projects
PEDESTRIAN ENVIRONMENT IMPROVEMENTS	A. Identify areas for path + connection improvements	A. Install improvements	A. Plan for ongoing pedestrian improvements
	B. Identify solutions, strategies, funding sources	B. Install mitigation measures	B. Plan for ongoing mitigation measures
	C. Identify areas for parkway improvements	C. Install improvements	C. Plan for ongoing pedestrian improvements
	D. Identify areas for landscape + buffering improvements	D. Install improvements	D. Maintain + plan for additional enhancements
	E. Install new bridge	E. Install other needed pedestrian improvements	E. Maintain + plan for additional enhancements
NEIGHBORHOOD CENTERS	A. Target incentives for façade + building improvements	A. Create + implement urban design plan	A. Conduct ongoing business + real estate development efforts
	B. Target incentives for façade + building improvements	B. Create + implement urban design plan	B. Conduct ongoing business + real estate development efforts
HOUSING AND NEIGHBORHOOD IMPROVEMENTS PROGRAMS	A. Identify + secure funding sources	A. Establish incentive programs	A. Monitor effectiveness of incentive programs
	B. Identify + secure funding sources	B. Implement neighborhood marketing efforts	B. Monitor effectiveness of marketing program
	C. Convene stakeholders + establish NDC	C. Secure funding sources + manage programs	C. Secure other funding sources + start new initiatives
	D. Meet with property owners + identify needs	D. Recruit developer + reuse building	D. Complete reuse project
	E. Secure funding + conduct survey work	E. Monitor preservation issues	E. Monitor preservation issues
INDUSTRIAL AREA ENHANCEMENTS	A. Identify + secure funding sources, establish incentives	A. Identify + secure funding sources, establish incentives	A. Monitor effectiveness of incentive program
	B. Secure funding for design guidelines	B. Monitor effectiveness of design guidelines	B. Revise + update design guidelines

AGENCIES: IDOT = Illinois Department of Transportation; IDNR, Illinois Department of Natural Resources.

FUNDING SOURCES: TIF = Tax Increment Finance; BID = Business Improvement District; SSA = Special Service Area, CIP = Capital Improvement Program

EDGEWATER

MOLINE COMPREHENSIVE PLAN: IMPLEMENTATION WORK PLAN (BY STRATEGY)

COMPREHENSIVE PLAN STRATEGY	IMPLEMENTATION ACTIONS	ENTITIES / AGENCIES	PRIMARY FUNDING SOURCES
RIVER DRIVE TRAFFIC CALMING IMPROVEMENTS	A. Install traffic calming improvements along River Drive	City, Edgewater stakeholders	City, CIP, MFT, Grants
4TH AVENUE CORRIDOR IMPROVEMENTS	A. Conduct streetscape + roadway improvements	City, IDOT, Edgewater stakeholders	City, CIP, MFT, IDOT, Grants
	B. Consolidate commercial land uses	City, Edgewater stakeholders	City, CIP, MFT, other State + Regional Sources
NEIGHBORHOOD STREET CONNECTIONS	A. Extend 2nd Avenue	City, Railroad, Edgewater stakeholders	City, CIP, MFT, Grants
	B. Enhance Key North-South Connections	City, Railroad, Edgewater stakeholders	City, CIP, Grants
RIVER DRIVE OPPORTUNITY SITES	A. Infill Existing Residential Areas	City, Edgewater Stakeholders, Private Developers	City
	B. Pursue New Development Opportunities	City, Edgewater Stakeholders, Private Developer	TIF, CIP, Private Equity, Tax Credits
ADAPTIVE USE OPPORTUNITIES	A. Facilitate McKinley School reuse	City, Renew Moline, Private Developers, NDC	TIF, CIP, Private Equity, Tax Credits
	B. Conduct preservation planning	City, Edgewater stakeholders	City, CLG
INDUSTRIAL AREA ENHANCEMENTS	A. Frontage improvements on industrial sites	City, NDC, property owners, Floreciente stakeholders	BID, SSA, Grants + Private + Corporate Contributions

FLOOD MITIGATION

MOLINE COMPREHENSIVE PLAN: IMPLEMENTATION WORK PLAN (BY STRATEGY)

COMPREHENSIVE PLAN STRATEGY	IMPLEMENTATION ACTIONS	ENTITIES / AGENCIES	PRIMARY FUNDING SOURCES
REDUCE FLOODING IMPACTS	A. Encourage sustainable design	City, Renew Moline, Private Developers, all stakeholders	CIP, BID, SSA, MFT Grants + Private + Corporate Contributions

AGENCIES: IDOT = Illinois Department of Transportation; IDNR, Illinois Department of Natural Resources.

FUNDING SOURCES: TIF = Tax Increment Finance; BID = Business Improvement District; SSA = Special Service Area, CIP = Capital Improvement Program

EDGEWATER

MOLINE COMPREHENSIVE PLAN: IMPLEMENTATION WORK PLAN (BY STRATEGY)			
COMPREHENSIVE PLAN STRATEGY	ACTION STEPS		
	1 TO 2 YEARS	2 TO 5 YEARS	5 TO 10 YEARS
RIVER DRIVE TRAFFIC CALMING IMPROVEMENTS	A. Prepare additional design plans and cost studies	A. Install traffic calming improvements	A. Monitor effectiveness of traffic-calming measures
4TH AVENUE CORRIDOR IMPROVEMENTS	B. Conduct further study on traffic impacts, streetscape improvements	A. Identify + secure funding sources	A. Install streetscape + roadway improvements
	C. Conduct land use planning + study additional zoning changes	B. Prepare new zoning, form-based code	B. Monitor effectiveness of planning strategy and zoning
NEIGHBORHOOD STREET CONNECTIONS	A. Conduct additional planning + engineering studies	A. Identify + secure funding sources	A. Purchase rights of way + construct improvements
	B. Conduct additional planning + engineering studies	B. Secure additional funding sources + install improvements	B. Plan + implement additional improvements
RIVER DRIVE OPPORTUNITY SITES	A. Prepare zoning changes if necessary	A. Underwrite infrastructure improvements if needed	A. Determine need for additional zoning
	B. Prepare zoning changes if necessary	B. Assemble properties if needed	B. Complete/initiate other development projects
ADAPTIVE USE OPPORTUNITIES	A. Meet with owner + organize strategy	A. Recruit developer + reuse building	A. Complete reuse project
	B. Secure funding + conduct survey work	B. Monitor preservation issues	B. Monitor preservation issues
INDUSTRIAL AREA ENHANCEMENTS	A. Identify + secure funding sources, establish incentives	A. Identify + secure funding sources, establish incentives	A. Monitor effectiveness of incentive program

FLOOD MITIGATION

MOLINE COMPREHENSIVE PLAN: IMPLEMENTATION WORK PLAN (BY STRATEGY)			
COMPREHENSIVE PLAN STRATEGY	ACTION STEPS		
	1 TO 2 YEARS	2 TO 5 YEARS	5 TO 10 YEARS
REDUCE FLOODING IMPACTS	A. Identify areas for priority sustainable design treatments	A. Develop and establish an incentive program	A. Monitor and fine-tune sustainable design efforts

AGENCIES: IDOT = Illinois Department of Transportation; IDNR, Illinois Department of Natural Resources.

FUNDING SOURCES: TIF = Tax Increment Finance; BID = Business Improvement District; SSA = Special Service Area, CIP = Capital Improvement Program



SECTION 8: THE PUBLIC PROCESS

OVERVIEW

A fundamental component of any successful comprehensive planning process is community engagement. Employing a multi-layered public process enables the identification and establishment of shared priorities and civic character. It is important that this process achieve both a range of community involvement, and garner a deep understanding of the questions and concerns that arise.

Beyond information gathering, a robust, multi-phased public process also plays an important role in ensuring a smooth transition into implementation. Direct participation in the planning process – when community members are able to be seen and heard – fosters trust between neighbors, with elected officials responsible for enacting policy, and of the project itself. By bringing the community together to develop a shared vision for each of the three neighborhoods, which also support a unified Downtown Moline, a target is established by which progress can be measured. Additionally, harnessing the energy and excitement generated through public participation efforts is particularly essential during the early phases of a long-term planning effort because the tangible effects will only occur over time.

To achieve these goals, the public process for the Downtown Neighborhood Master Plan Updates utilized the following structures for engaging the community:

- **Stakeholder Interviews** – One on one, and small group meetings providing an opportunity for the consultant team to obtain the unique insight of key business and property owners, public agency representatives and elected officials.
- **Walking Tours** – On the ground, participatory group tours through each neighborhood, bringing stakeholders and community members together to view existing issues and opportunities.
- **Public Meetings** – A series of open houses for community members to meet the consultant team, share their thoughts, and listen to others.
- **Online Survey** – Dynamic participation tools that help to reach a broader audience, yet provide privacy for honest feedback, while achieving measurable results.

The results of these participation structures allow for a “triangulation of data” on common themes and ideas, which fed directly into the analyses presented throughout this report. A summary of key public process elements is presented on the following pages to provide a basic overview of the various efforts, and aggregate the common themes and ideas.

PUBLIC OUTREACH

In addition to outreach efforts by the City of Moline and various independent organizations, the consultant team prepared both a formal project website and a Facebook page to directly engage and inform Moline resident’s about the planning effort, as well as meetings and events.

Project Website:
www.MolineCentred.com

Facebook Page:
MolineCentred

EL BARRIOS DE MOLINE PLAN MAESTRO ACTUALIZACIÓN

Gracias por asistir el primero REUNIÓN

Envíanos tu pensamientos a:
molinecentred@gmail.com
o incluye en el Facebook de proyecto

PARA MÁS INFORMACIÓN VISITE:
www.MOLINECENTRED.COM
 *MolineCentred*



Spanish information card available at the public open houses

Bilingual Outreach

Spanish translations were developed for online and printed outreach information in order to obtain broader community involvement – particular in respect to Floreciente residents. The project website has bilingual functionality as well.

ACTUALIZACIONES DEL PLAN MAESTRO DE MOLINE FLORECIENTE, CITY CENTRE, EDGEWATER



CASA ABIERTA DE LA COMUNIDAD

*¡Ahora hay la oportunidad de **participar en la conversación** y ayudar a hacer planes para el futuro de la ciudad de Moline!*


Unase a sus vecinos y a sus amigos para una charla sobre el futuro de los barrios del centro de Moline. La casa abierta se presentará condiciones hallazgos actuales sobre temas relacionados con el desarrollo económico, la revitalización del vecindario, el transporte y el aspecto de la comunidad en cada uno de los tres barrios.

También se presentará una serie de estrategias de planificación preliminares, que permite que la comunidad se puede dar su opinión sobre los próximos pasos del proceso.

JUEVES, EL 6 DE FEBRERO, 2014

6 – 8 PM WESTERN ILLINOIS UNIVERSITY – QUAD CITIES RIVERFRONT CAMPUS
LAS HABITACIONES 103 Y 104 3300 RIVER DRIVE

PARA OBTENER MÁS INFORMACION
SOBRE LA CASA ABIERTA DE LA COMUNIDAD, O EL PLAN MAESTRO DE ACTUALIZACIÓN VECINDARIOS ESFUERZOS VISÍTENOS EN LA RED:

www.MOLINECENTRED.COM
 *MolineCentred*



Open House 2 Spanish Flyer

NEIGHBORHOOD WALKING TOURS

On Saturday, November 2, 2013 project team members, City Staff, and Renew Moline gathered with residents, community stakeholders and elected officials for a walk through each of the three downtown neighborhoods. During these tours, participants were invited to share and discuss their direct knowledge and awareness of various issues that existed within the community. The routes of each tour was predetermined in order to highlight a cross-section of typical conditions and key neighborhood elements.



Floreciente Neighborhood walking tour

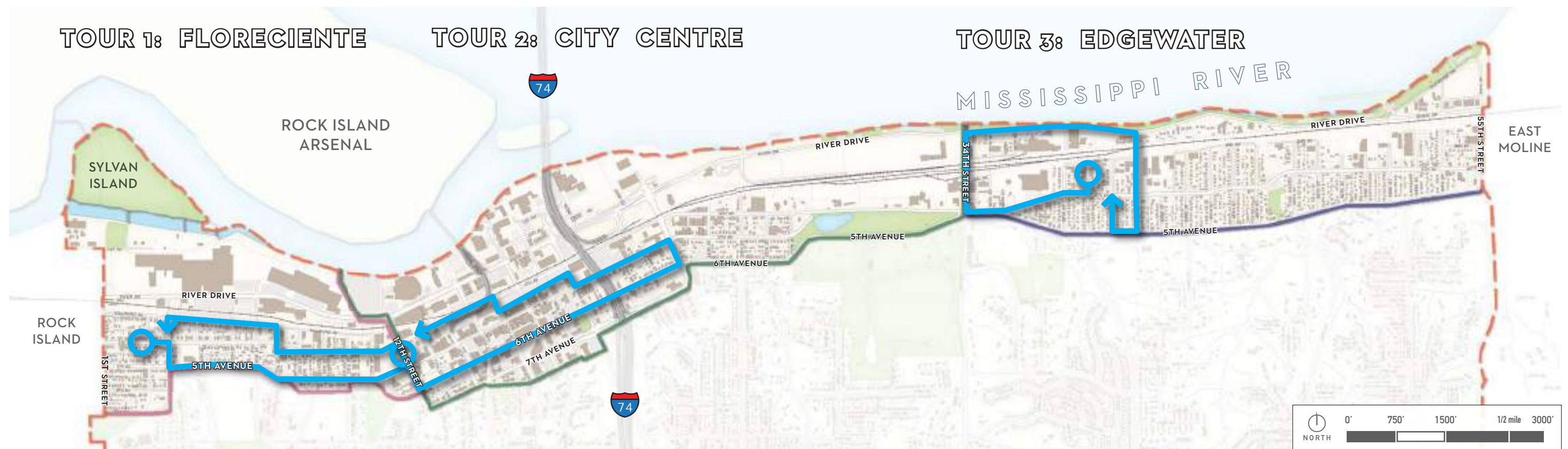


Moline Centre Neighborhood tour participants in discussion



Edgewater tour participants attempting to cross River Drive

FIGURE 8.1 WALKING TOURS MAP



Walking Tours Map

COMMUNITY OPEN HOUSES

Three rounds of dynamic, participatory public meetings – encompassing five in total – were held throughout the course of this Comprehensive Plan Update effort. These Community Open Houses were conducted at critical points in the planning process, allowing the project team to first gather input directly from community, and then refine planning concepts and ideas based on their feedback.

Key aspects of these Open Houses have been summarized below:

- **Open House 1 Series: November 19th - 21st, 2013**
The first meetings introduced the project team and planning process to the community, while providing an open forum to gather first hand thoughts and opinions about Downtown Moline.
- **Open House 2: February 6th, 2014**
The second Open House presented a series of broad-brush, preliminary planning objectives to the community.
- **Open House 3: March 13th, 2014**
The final community meeting reviewed refined planning strategies, and sought to educate the community on the fiscal aspects of implementation.

Additional detail regarding each meeting can be found on the following pages of this Plan Report. The results of the exercises conducted during each of the Open Houses have been directly incorporated into this Plan's findings.

ONLINE SURVEY

Following the first round of community open houses, an online version of the events were developed to increase participation. In all, nearly 100 community members participated online.

MOLINE NEIGHBORHOOD MASTER PLAN UPDATES

COMMUNITY OPEN HOUSES

Now is your chance to *join the conversation* and help plan the future of downtown Moline!

Come join your neighbors and friends for a discussion about the future of Moline's downtown neighborhoods. The open houses will focus on issues related to economic development, neighborhood revitalization, transportation and community appearance in each of the three neighborhoods.

EDGEWATER - TUESDAY 11/19/2013
6 – 8 PM WESTERN ILLINOIS UNIVERSITY - QUAD CITIES RIVERFRONT CAMPUS
ROOM 111 3300 RIVER DRIVE

MOLINE CENTRE - WEDNESDAY 11/20/2013
6 – 8 PM BOYS & GIRLS CLUB OF MISSISSIPPI VALLEY TEEN CENTER
1122 - 5TH AVENUE

FLORECIENTE - THURSDAY 11/21/2013
6 – 8 PM ST. JOHN'S LUTHERAN CHURCH HALL
4501 - 7TH AVENUE (ROCK ISLAND)

FOR MORE INFORMATION ABOUT THE OPEN HOUSES OR THE NEIGHBORHOOD MASTER PLAN UPDATE EFFORTS VISIT US ONLINE:
www.MOLINECENTRED.COM

MolineCentred

Open House 1 Series flyer

MOLINE MASTER PLAN UPDATES FLORECIENTE, CITY CENTRE, EDGEWATER

COMMUNITY OPEN HOUSE

Now is your chance to *join the conversation* and help plan the future of downtown Moline!

Come join your neighbors and friends for a discussion about the future of Moline's downtown neighborhoods. The open house will present existing conditions findings on issues related to economic development, neighborhood revitalization, transportation and community appearance in each of the three neighborhoods.

A series of preliminary planning strategies will also be presented, allowing the community to provide input on the next steps of the process.

THURSDAY, FEBRUARY 6TH, 2014
6 – 8 PM WESTERN ILLINOIS UNIVERSITY - QUAD CITIES RIVERFRONT CAMPUS
ROOMS 103 & 104 3300 RIVER DRIVE

FOR MORE INFORMATION ABOUT THE OPEN HOUSE OR THE NEIGHBORHOOD MASTER PLAN UPDATE EFFORTS VISIT US ONLINE:
www.MOLINECENTRED.COM

MolineCentred

Open House 2 flyer

MOLINE MASTER PLAN UPDATES FLORECIENTE, MOLINE CENTRE, EDGEWATER

COMMUNITY OPEN HOUSE

Now is your chance to *join the conversation* and view future plans for Florecente, Moline Centre, and Edgewater!

Come join your neighbors and friends for a discussion about the future of Moline's downtown neighborhoods. The open house will present draft plans for the future revitalization of Florecente, Moline Centre, and Edgewater.

THURSDAY, MARCH 13TH, 2014
6 - 8 PM STONEY CREEK RIVER'S BEND CONFERENCE CENTER
101 18TH STREET - MOLINE, ILLINOIS 61265

FOR MORE INFORMATION ABOUT THE OPEN HOUSE OR THE NEIGHBORHOOD MASTER PLAN UPDATE EFFORTS VISIT US ONLINE:
www.MOLINECENTRED.COM

MolineCentred

Open House 3 flyer

Community Open House 1 Series November 19th - 21st, 2013

Between the 19th and 21st of November 2013, a series of open houses were held in each of the three Downtown Neighborhoods. Roughly 40 community members were in attendance. The open houses were comprised of various stations in which participants could provide their thoughts on certain topics, including:

- Station 1: Where do you Live, Work and Play?
- Station 2: Issues and Opportunities (neighborhood specific and citywide)
- Station 3: Transportation Issues
- Station 4: Visual Preference Survey

The results of the exercises presented at each station have been directly incorporated into the findings described throughout this report. An overview of the visual preference exercise results are presented on the following pages.

VISUAL PREFERENCE SURVEY

The Visual Preference Survey is designed to gauge the Community's stance on various character issues by having participants indicate their preferences on a series of photographs. The images used for the survey help to establish development goals/preferences and desired aesthetic character. Six overall categories were used to organize the images:

- Residential Buildings
- Mixed-Use Buildings
- Industrial / Office Buildings
- Urban Design Elements
- Transportation



Visual Preference Survey Exhibits



Edgewater Open House



Edgewater Open House participants study transportation issues



Moline Centre participants take the Visual Preference Survey



Station 1 Exercise at the Moline Centre Open House



The Florencia Open House



Florencia community members discuss their thoughts

Open House 1 Visual Preference Results

PREFERRED RESIDENTIAL BUILDING IMAGES

3-5 story multi-family residential buildings with high quality/traditional materials and landscaping scored very well. Rehabilitated single family homes were also highly favored. 3-5 story multi-family residential buildings with high quality/traditional materials and landscaping scored very well. Rehabilitated single family homes were also highly favored.



NEO-TRADITIONAL MULTI-FAMILY RESIDENTIAL

PREFERRED MIXED-USE BUILDING IMAGES

Low-rise traditional and neo-traditional mixed-use buildings with storefronts, awnings, and brick facades scored highest.



MODERN MIXED-USE BUILDINGS



INFILL/REHAB SINGLE FAMILY



ADAPTIVE USE RESIDENTIAL



TRADITIONAL STOREFRONTS



NEO-TRADITIONAL MIXED-USE



NEO-TRADITIONAL TOWNHOMES



REHABILITATED SINGLE-FAMILY HOMES



LOW-RISE MIXED-USE



LOW-RISE MIXED-USE

Open House 1 Visual Preference Results

PREFERRED INDUSTRIAL / OFFICE BUILDING IMAGES

Modern/contemporary mid-rise office buildings were highly favored. The highest scoring images were of buildings that integrated adjacent public open/green space. Images of similar buildings with heavy surface parking and lack of pedestrian amenities or human scale at the ground level did not score as well.



MODERN COURTYARD BUILDING



MODERN MID-RISE OFFICE



CONTEMPORARY INDUSTRIAL/TECHNOLOGY



MID-RISE OFFICE



CONTEMPORARY MID-RISE OFFICE

PREFERRED URBAN DESIGN ELEMENT IMAGES

The highest scoring images in this category were pedestrian amenities – outdoor café spaces, sidewalk displays and seating, programmable open space, and riverfront parks/trails.



CAFE SPACE INCORPORATED INTO RETAIL DEVELOPMENT



OUTDOOR DISPLAYS



PROGRAMMABLE OPEN SPACE



SEATING AREAS



RIVERFRONT PARK AND TRAIL

Open House 1 Visual Preference Results

PREFERRED TRANSPORTATION IMAGES

Respondents favored people and bicycle-oriented transportation elements such as decorative/enhanced crosswalks, artful bike parking, and landscape screening for surface parking.



PARKING LOT LANDSCAPE SCREENING

PREFERRED FLORECIENTE CHARACTER IMAGES

Single-family homes were by far the most favored character images in this category. Landscape walls and open-air storefronts also scored high.



OPEN-AIR STOREFRONTS



SPECIAL CROSSWALK MARKINGS



ARTFUL BIKE PARKING



SINGLE-FAMILY HOMES



ROWHOMES



SPECIAL PAVING IN CROSSWALKS



PLANTED MEDIANS



SINGLE-FAMILY HOMES



LANDSCAPE WALLS

Community Open House 2 February 6th, 2014

The second Community Open House was held on February 6th, 2014 at the Western Illinois University - Quad Cities Riverfront Campus. Nearly 50 community members were in attendance for the event. The meeting began with a brief overview of the findings from the existing conditions phase of the project, and a summary of the preliminary planning objectives that emerged in response. Following the presentation, the community members were provided a chance to examine the preliminary planning objectives and provide their feedback at several different stations, including:

- Station 1: Existing Conditions Overview
- Station 2: Moline Centre
- Station 3: Floreciente
- Station 4: Edgewater
- Station 5: Business Development
- Station 6: Transportation
- Station 7: Water Issues

Community members generally supported all of the planning objectives presented, however a few major elements of consensus emerged for each of the three neighborhoods:

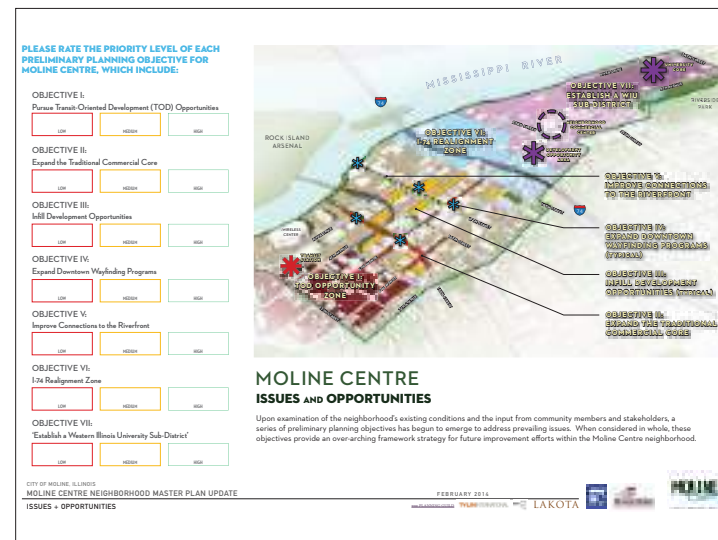
- **Moline Center** - expansion of the traditional commercial core, improvement of riverfront connections, and establishment of a formal WIU Campus District.
- **Floreciente** - 4th and 5th Avenue corridor improvements, establishment of housing and neighborhood improvement programs, and enhancement of the existing mix of land uses.
- **Edgewater** - traffic calming on River Drive, landscaping and frontage enhancements for



Survey handouts were used to collect feedback on the various planning objectives presented during the Open House



Community members discuss flood mitigation solutions



A planning strategy exhibit board presented at the Open House



Open House 2 began with a review of existing conditions



Community members review planning strategies for Moline Centre

Community Open House 3 March 13th, 2014

The third and final Community Open House took place at the Stoney Creek River's Bend Conference Center on March 13th, 2014. Over 40 community members participated in the meeting, which began with a presentation of the refined planning strategies for the Downtown neighborhoods. After the presentation, attendees were able to examine and provide feedback on the presented concepts.

The Open House also featured an exercise in which participants were asked to prioritize projects that would require public funding by voting with play money. Each participant was given ten "Moline Bucks", and asked to spend on their money on several preferred projects. Each of the 20 concepts had a potential relative cost, requiring community members to match that cost in order to vote for it (i.e. a \$\$\$ cost required 3 Moline Bucks). The votes were tallied at the end of the meeting, the top five concepts are listed as follows:



Open House participants voted for their favorite projects using 'Moline Bucks'

1. **Florenciente Neighborhood Node, Urban Design Treatments** - 58 votes
2. **Edgewater River Drive Traffic Calming** - 54 votes
3. **Moline Centre Riverfront Park** - 42 votes
4. **Two-Way Conversion of 4th & 5th Avenues in Florenciente** - 24 votes
5. **Florenciente Traffic Calming Improvements** - 23 votes (tie)
5. **Florenciente Railroad Avenue Landscape Buffer** - 23 votes (tie)

FLORECIENTE PLANNING STRATEGIES

OBJECTIVE V. FOSTER VITAL NEIGHBORHOOD CENTERS

While small-scale commercial activity is found throughout Florenciente, specific clusters, or 'nodes', of commercial uses exist in key locations opportunities for unique public spaces.

Neighborhood Core
4th Avenue at 7th Street



A pedestrianized street in Oak Park, Illinois



Neighborhood buildings can be unique identity elements



Existing view of 4th Avenue at 7th Street (looking east)



An artist's concept rendering of a potential pedestrianized street on 4th Avenue at 7th Street (looking east). Image provided by Ed Tibbick.

The top rated planning priority



A Project Team member presents the planning concepts



Community members voting on the various planning projects



Community members discuss their thoughts

