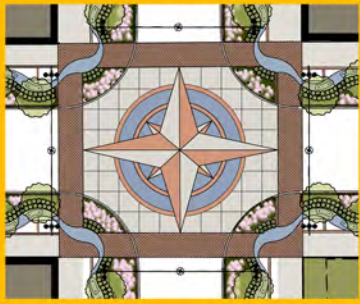
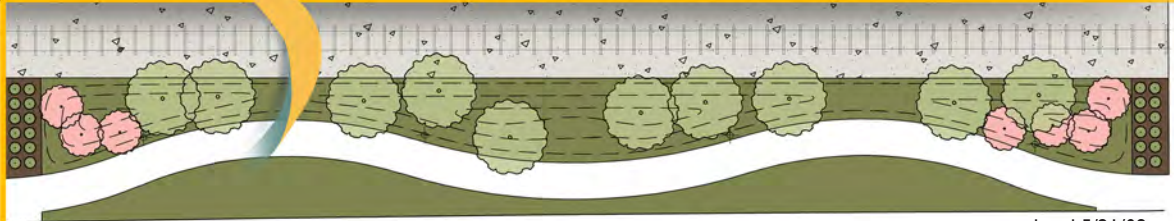




NOVEMBER  
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# CITY OF MOLINE DOWNTOWN STREETSCAPE MASTER PLAN



updated 5/21/09



CITY OF MOLINE

DOWNTOWN

STREETSCAPE

MASTER PLAN

### ***Creating Places for People***

From Bass Street Landing to John Deere Commons to The MARK, downtown Moline is becoming a destination attraction. More and more, people are coming downtown for business, entertainment, dining, shopping, recreation and residential living. There is an opportunity to connect these areas of activity with an attractive streetscape that is safe for pedestrians and promotes economic development.

The Moline Downtown Streetscape Master Plan is a tool for implementing a transformation of Moline's downtown. It provides technical guidelines for planners and designers in doing future design and construction. It also provides information to help community leaders and citizens make decisions and prioritize projects. Finally, it supports the Main Street Program in their effort to promote economic development downtown.

The guidelines contained in this document provide a template for creating a coordinated streetscape identity throughout Moline Centre. Each streetscape level is detailed in an easy-to-read format and goes step-by-step through phased improvements. This streetscape will be the connective system that brings downtown together with one identity and feel. Creating places for people is easier said than done. This plan provides a model for implementing the big vision street by street and intersection by intersection, making the concept reality.

*See you downtown!*

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- Amenities Vocabulary

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**MOLINE CENTRE PARTNERS STREETScape COMMITTEE****Chair**

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Moline Preservation Commission

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City of Moline Alderman

Jim Bowman

Renew Moline

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Scott Hinton

City of Moline/City Engineer

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City of Moline/Municipal Services Manager

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**BACKGROUND**

The Moline Downtown Streetscape Master Plan was undertaken for a variety of reasons. The City Council, as well as community leaders from organizations such as Renew Moline and Moline Centre Partners, have long recognized the importance of a thriving downtown and have undertaken many initiatives to nurture downtown re-development. A strong and vibrant downtown is essential to the future of Moline. A healthy downtown provides jobs to residents, creates tax base, provides housing and recreation opportunities, creates a community identity and fosters a sense of community pride. One of the first steps taken toward the revitalization of downtown Moline was the completion of the Moline Centre Master Plan. This plan created a vision for overall re-development of the Moline Centre. The plan also stressed the importance of a consistent and unified vocabulary of streetscape improvements to support growth of commerce, housing, and entertainment throughout the downtown. The Streetscape Master Plan establishes that consistent and unified vocabulary.

Over the past 20 years, several major re-development projects have been completed. Most of those projects have centered on the river front and River Drive – John Deere Commons, The MARK, the Heart of America Building, the Historic Block, Bass Street Landing. Having completed these projects, the current focus is to leverage this new core of re-development by connecting it with the remainder of downtown and encouraging users who may be coming for a specific destination, experience, or event to discover the historic heart of the community. One method of creating that connection is through an attractive and well-designed system of pedestrian-oriented streets. The Downtown Streetscape Master Plan will provide a framework for creating those connections.

Most recently, Moline has become an active participant in the National Trust's Main Street program. One of the four major revitalization strategies promoted by the Main Street program focuses on design and the creation of inviting, pe-

destrian friendly street environments. Through a Main Street process, the Design Committee has worked to create a document that will direct phased streetscape improvements within Moline Centre to support revitalization, recruit new businesses, restore historic buildings, and create people spaces.

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## MASTER PLAN CONSIDERATIONS

Goals of the Design Committee in the creation of the Streetscape Master Plan:

- Create a unique identity, a sense of place - a memorable and beautiful destination
- Support retail, commerce, entertainment, and downtown residential life
- Support the Main Street Program
- Unite several different existing generations of design (lighting, paving, and environmental graphics) that exist throughout the district
- Be able to be phased and have new sections relate to existing ones - common vocabularies
- Be cost effective
- Utilize quality construction, materials and details
- Design to reduce maintenance
- Promote on-street parking to support commerce
- Prioritize pedestrian safety
- Result in the creation of Special Service Area (SSA) to finance, manage and maintain improvements.

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## ADDITIONAL DESIGN CONSIDERATIONS

In addition to the specific goals of the Design Committee, the Streetscape Master Plan incorporates several other basic principles of urban design.

- Healthy, vibrant downtown areas include places for people to live, work, shop, recreate, meet, eat, drink, rest, watch people, and gather for events. The design of the streetscape should support all of these activities.
- Where possible, maximize sidewalk areas and reduce roadway areas. Sidewalks should be wide enough to feel comfortable and safe and allow groups of pedestrians to pass. They should provide area for seating and plantings – wide areas of unbroken concrete are to be avoided. Narrowed roadways encourage traffic to slow down and promote pedestrian safety.
- Provide physical and psychological barriers that separate pedestrian areas from the roadway including: trees, lines of parked cars, planters, bollards, light poles.
- Encourage the use of bump-outs at corners. Bump-outs serve several purposes. They provide wider sidewalk areas at intersections for seating, plantings, art and events. They slow traffic and they minimize crossing distances at crosswalks. They also narrow the perceived width of the roadway and reinforce the perception of the street as a pedestrian environment. On particularly busy streets or long crossings, use count down timers for pedestrian signals to aid them in crossing safely.
- Encourage outdoor dining and sidewalk cafes. This adds activity to the street and vibrancy to the environment. The City should review existing ordinances and insurance requirements for use of the public right-of-way by private establishments with the goal of removing barriers that may currently be discouraging business owners from capitalizing on these opportunities.
- Reinforce the edges of spaces. Strong building lines and lines of trees, lights and furnishings define pedestrian spaces. Large surface parking lots that break the line of the buildings erode the character of the environment. Screen these areas with linear plantings or architectural fences.
- Provide a variety of seating opportunities. Both in sun and shade. Place seating near areas of activity.
- Provide visual interest through variety in paving, plantings, and environmental graphics.
- Encourage open, transparent storefronts that face the street. Large blank walls, small windows and dark glass discourage pedestrian use. Tall transparent storefronts with good lighting and interesting signage attract people, even after hours.
- Encourage business owners to remove the blank, sterile facades that covered buildings in the 60's and 70's. Encourage them to rehabilitate historic facades.



## DESIGN CROSS-SECTION

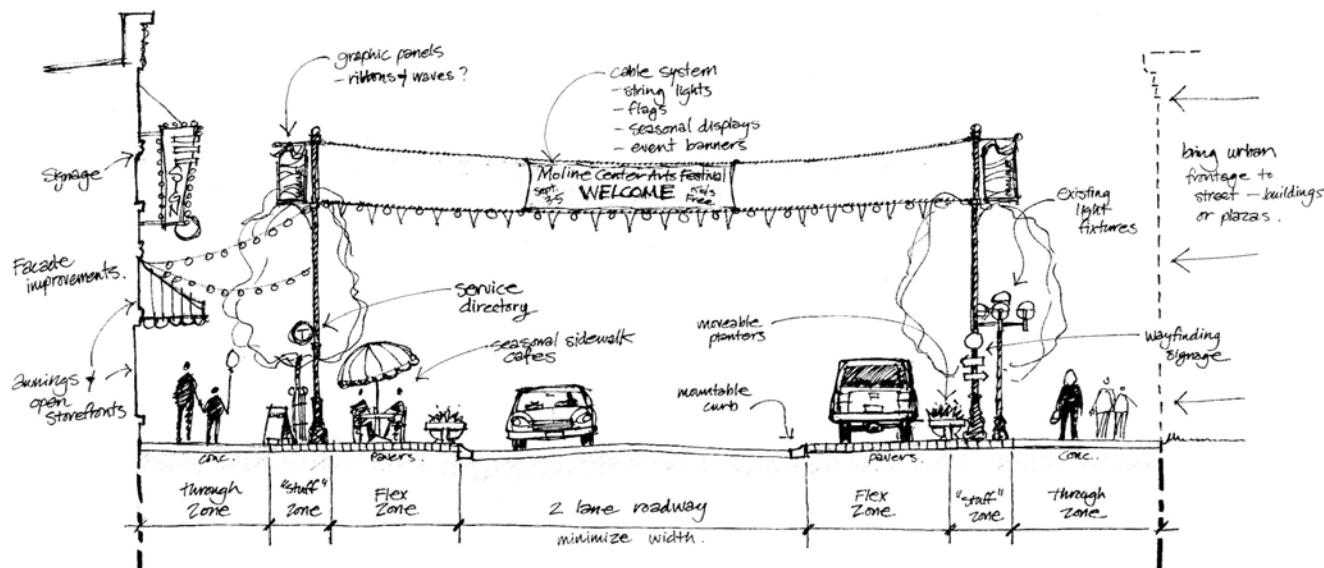
In many areas throughout the downtown, the road rights-of-way are fairly narrow. To effectively create the type of vibrant and compelling pedestrian environments desired and accommodate all the functional requirements of the street, the sidewalk and roadway sections need to be carefully proportioned. The street cross section has been subdivided into four functional zones:

### Through Zone

It is desirable to maintain an unobstructed pedestrian zone at the building front. This provides adequate room for pedestrian movement along with easy access to businesses and unobstructed views into storefronts. This “through zone” should be a minimum of 8’-10’ in width.

### Stuff Zone

Next to the through zone is the “stuff zone”. This is the place to put all the “stuff” – things that obstruct the sidewalk. This zone should be 4’-6’ in width. This is where light poles, trees, planters, furnishings, sandwich boards, kiosks, trash receptacles, etc should be placed. The stuff zone forms a strong edge that not only has a functional role in organizing all the objects that need to be in a streetscape environment, but also provides a barrier between pedestrians and the roadway.



### Parking and Flex Zone

The area between the stuff zone and the roadway can have multiple uses. This zone should be a minimum of 9’ in width. In general, it is reserved for parallel parking with the goal of maximizing on-street parking. In some instances, however, this area is used as a “flex zone”. The flex zone is designed to be an area that can respond to multiple needs. It can be configured to provide parallel parking when needed or it can become part of the pedestrian environment to support outdoor dining,

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## DESIGN CROSS-SECTION

events or sidewalk sales. It has no curbs to form barriers. Large, moveable planters are used to control access to the flex zone. When placed at the edge of the stuff zone, the flex zone is opened up to parking. When the planters are placed at the edge of the roadway, they exclude cars and the flex zone can be used for people. Management of the flex zone needs to be coordinated through the Moline Centre Partners. Much of the time, the flex zone will be used for parking. Business owners will work with MCP to configure the flex zone in front of their properties for outdoor dining or sidewalk sales.

### **Roadway**

The primary function of the roadway is to safely convey vehicular traffic. Certainly the design of the roadway must first respond to this need. Where possible, however, designers and engineers should look for opportunities to reduce the width of the roadway and maximize the sidewalk areas. This may require a reconsideration of design speeds, truck routes and service levels. While some streets through

Moline Centre are major through routes, it is important to recognize that for most of the streets, conducting traffic through quickly is no longer the main priority.

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## FINAL DESIGN REQUIREMENTS

Implementation of the recommendations contained in this Master Plan will most likely occur through multiple projects phased over time. Following the guidelines contained herein will result in continuity throughout the entire district. The designers of each individual project, however, are encouraged to adapt their designs to the specific conditions of that project, look for unique opportunities, and modify design solutions accordingly. Other issues to be considered in final design include:

- Remove above ground utilities and obstructions from sidewalk areas
- Look for opportunities to integrate public art into the design
- Coordinate scope of improvements and construction staging with business owners – need to consider access to establishments, hours of operation, seasonal requirements, noise, etc.
- Coordinate specific improvements with City of Moline, Illinois DOT, Moline Centre Partners, Burlington Northern Railroad, utility providers, etc.

## FRAMEWORK DIAGRAM

Moline Centre is a complex district. The street network supports several different types and intensities of uses – everything from primarily residential streets to traditional “Main Street” commercial districts to state highway corridors. In order to create design recommendations that respond to these varied conditions, it was necessary to develop a system for categorizing individual streets. Street segments were analyzed according to type and intensity of existing and proposed land use, amount of street level pedestrian activity, traffic considerations, existing use patterns, and functional relationships. They were then grouped into one of six categories. These six categories form the basis for prototypical design recommendations. Common design vocabularies unite the different categories to form one unique and identifiable district.

The Master Plan identifies four Community Gateways which surround Moline Centre. These are major entryways into the City of Moline - places for large green spaces, public art, monuments. Each one should be individually designed but should

incorporate elements of the streetscape vocabulary for continuity.

The Master Plan also identifies nine District Focal Points. These are similar to Community Gateways, but at a smaller scale and are more pedestrian oriented. Once again, each one should be individually designed but should incorporate elements of the streetscape vocabulary for continuity.

## LEVELS







## LEVEL A

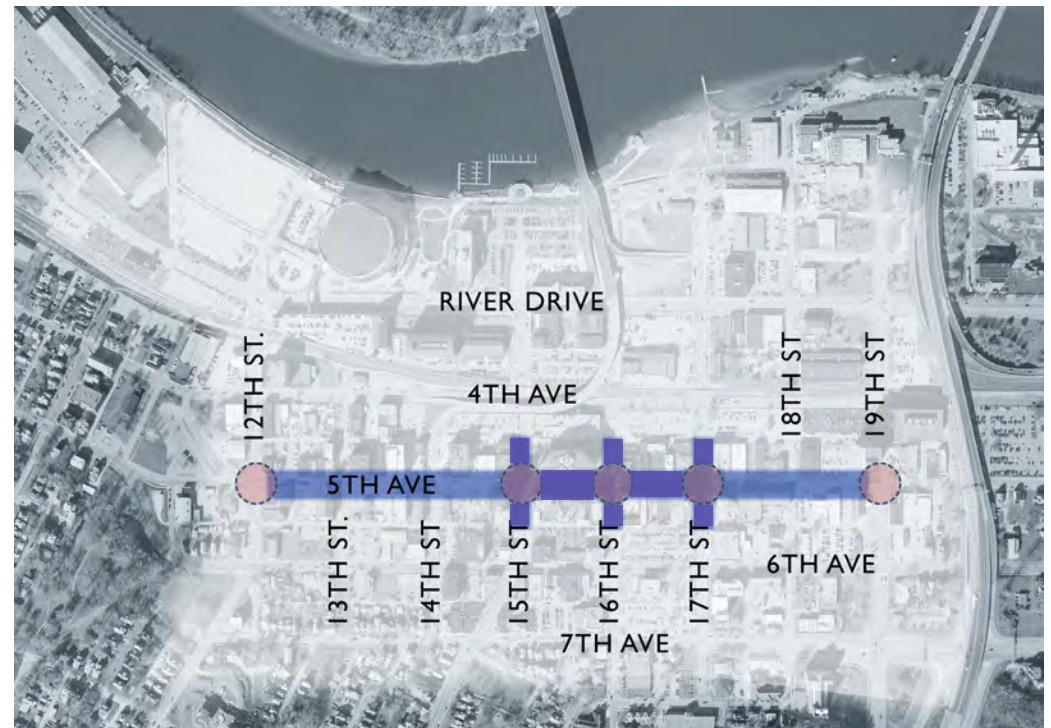
### Description

The primary goal for this downtown streetscape plan is to encourage continued growth of the Moline Centre economy with a more pedestrian-friendly environment. Wider sidewalks, fewer traffic lanes and increased parking flexibility will encourage more people to spend time downtown and enjoy the unique amenities. Enhanced intersections through the 5th Avenue Corridor will calm traffic flow and facilitate pedestrian circulation. “Flexzone” areas will be interchangeable between vehicular parking, outdoor cafes, special events, vendors and other sidewalk activity.

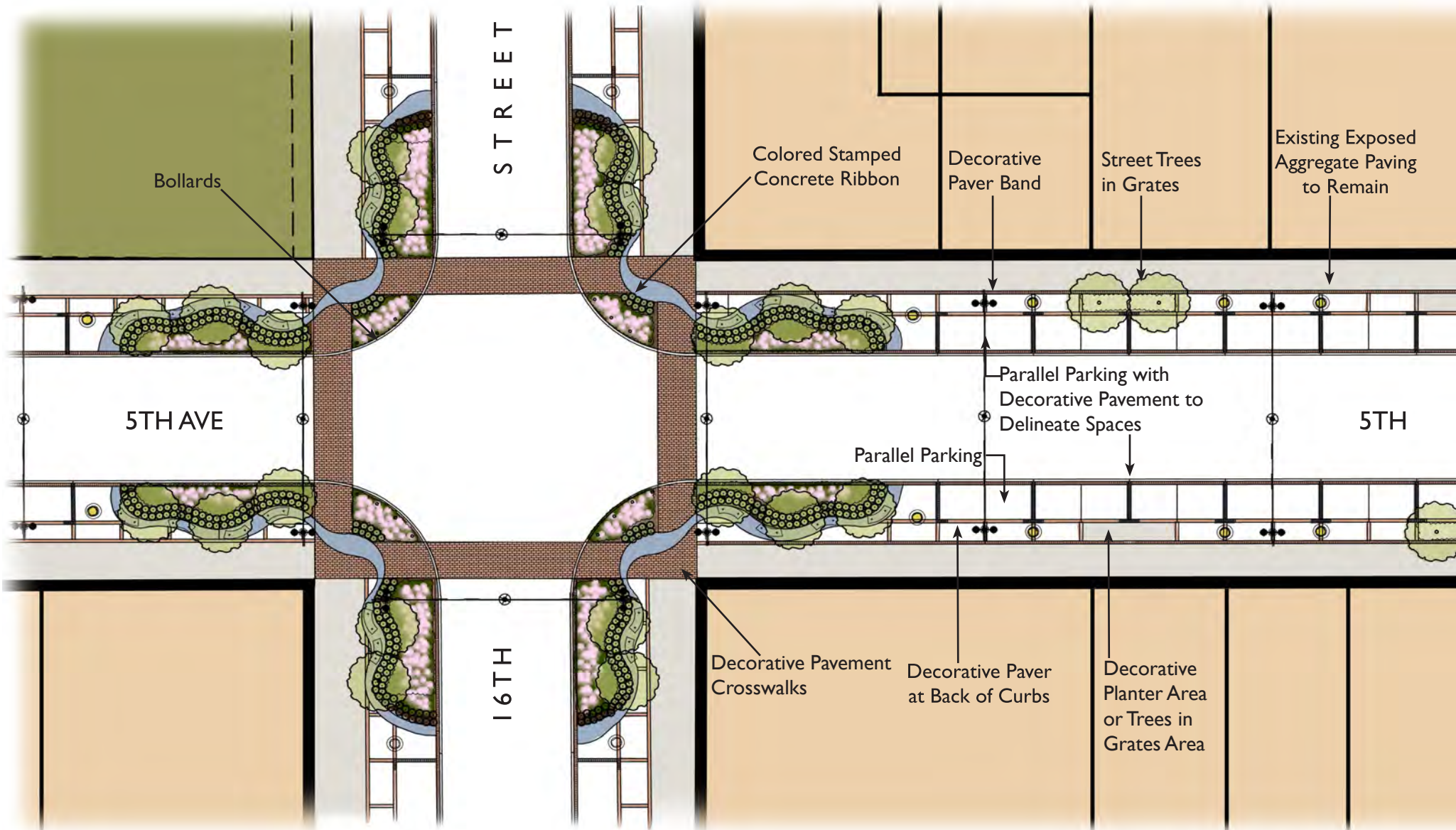
### Benefits -

#### Creating Places for People

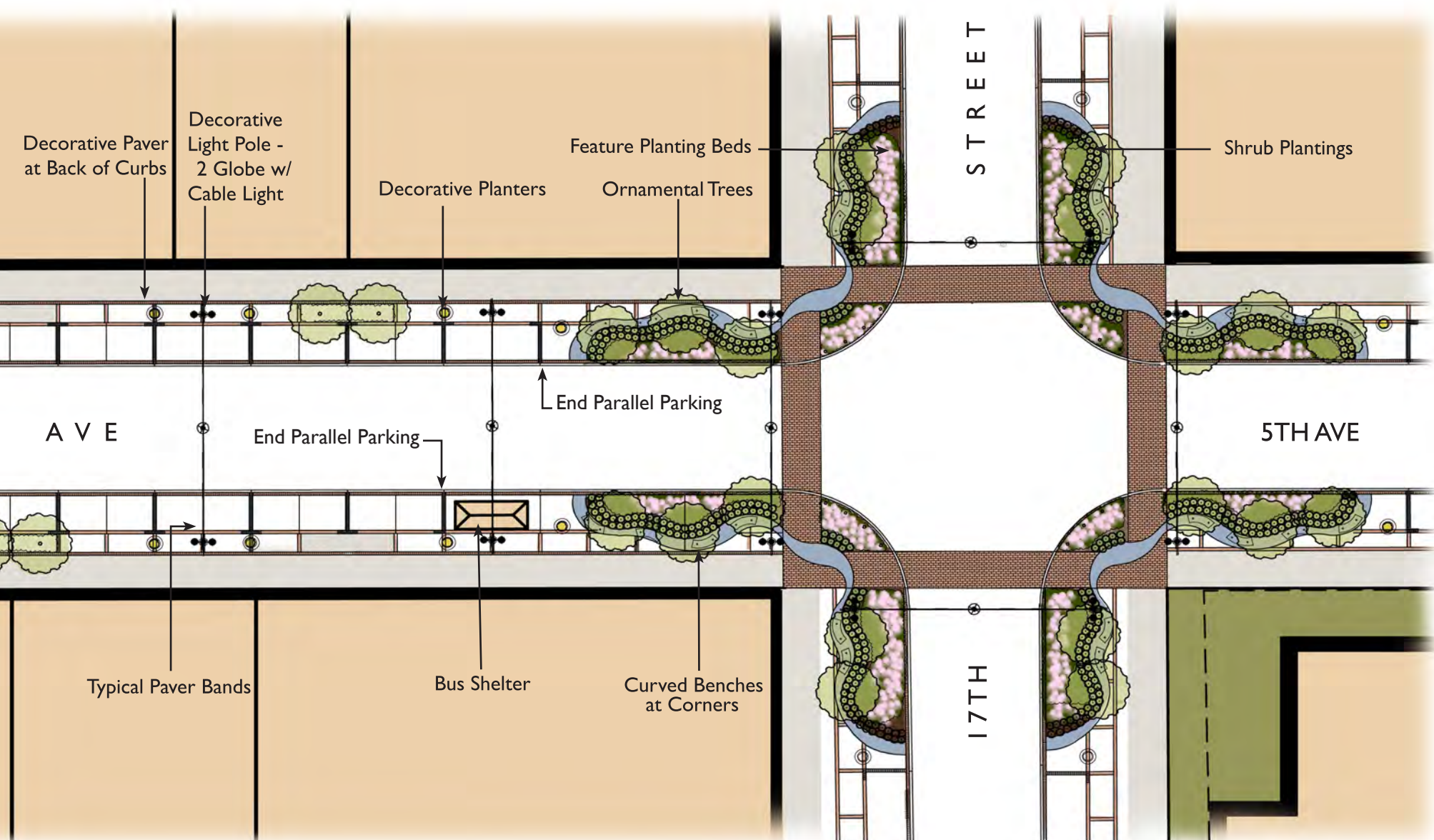
- Streetscape enhancements provide for outdoor dining, sidewalk sales, sandwich board advertising and other activities that promote Moline Centre businesses
- Traffic calming, on-street parking and wayfinding promote an active, pedestrian environment
- Amenities support the use of the 5th Avenue Corridor for a variety of large community events



LEVEL A - TYPICAL BLOCK







Decorative Paver  
at Back of Curbs

Decorative  
Light Pole -  
2 Globe w/  
Cable Light

Decorative Planters

Feature Planting Beds  
Ornamental Trees

S  
T  
R  
E  
E  
T

Shrub Plantings

A  
V  
E

End Parallel Parking

End Parallel Parking

5TH AVE

Typical Paver Bands

Bus Shelter

Curved Benches  
at Corners

1  
7  
T  
H



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**ENGINEER'S OPINION OF PROBABLE TOTAL PROJECT INVESTMENT****Engineer's Opinion of Probable Total Project Cost**

Average construction cost per block	\$520,000
Total Project Cost	\$4,160,000

**Assumptions:**

- 7 blocks from 12th Street to 19th Street reconstructed
- Includes total reconstruction of roadway  
No sanitary, water or storm improvements
- All trees removed and replaced
- Intersections are colored and stamped concrete
- During construction street will be closed block by block
- Street width unchanged
- Total Project Cost includes Engineering, Bidding Construction Administration and Construction Observation costs



BEFORE



AFTER



## LEVEL B

### Description

Similar to Level A (with the exception of somewhat downsized amenities), this streetscape concept features extended bump-outs at the intersection to increase crosswalk safety. Overall, Level B provides strong links to all the major venues including The MARK, John Deere Commons, Bass Street Landing, and downtown businesses.

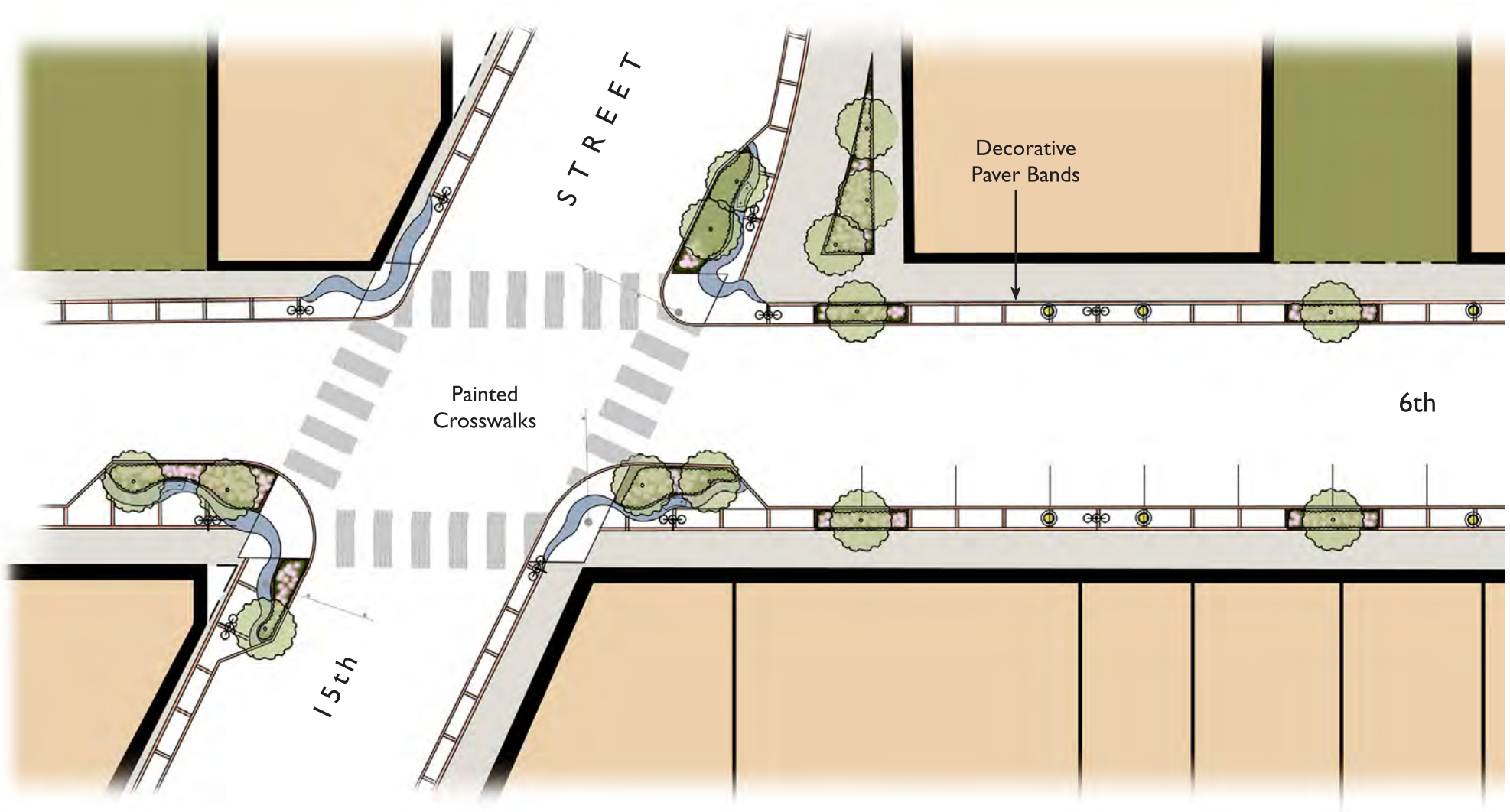
### Benefits -

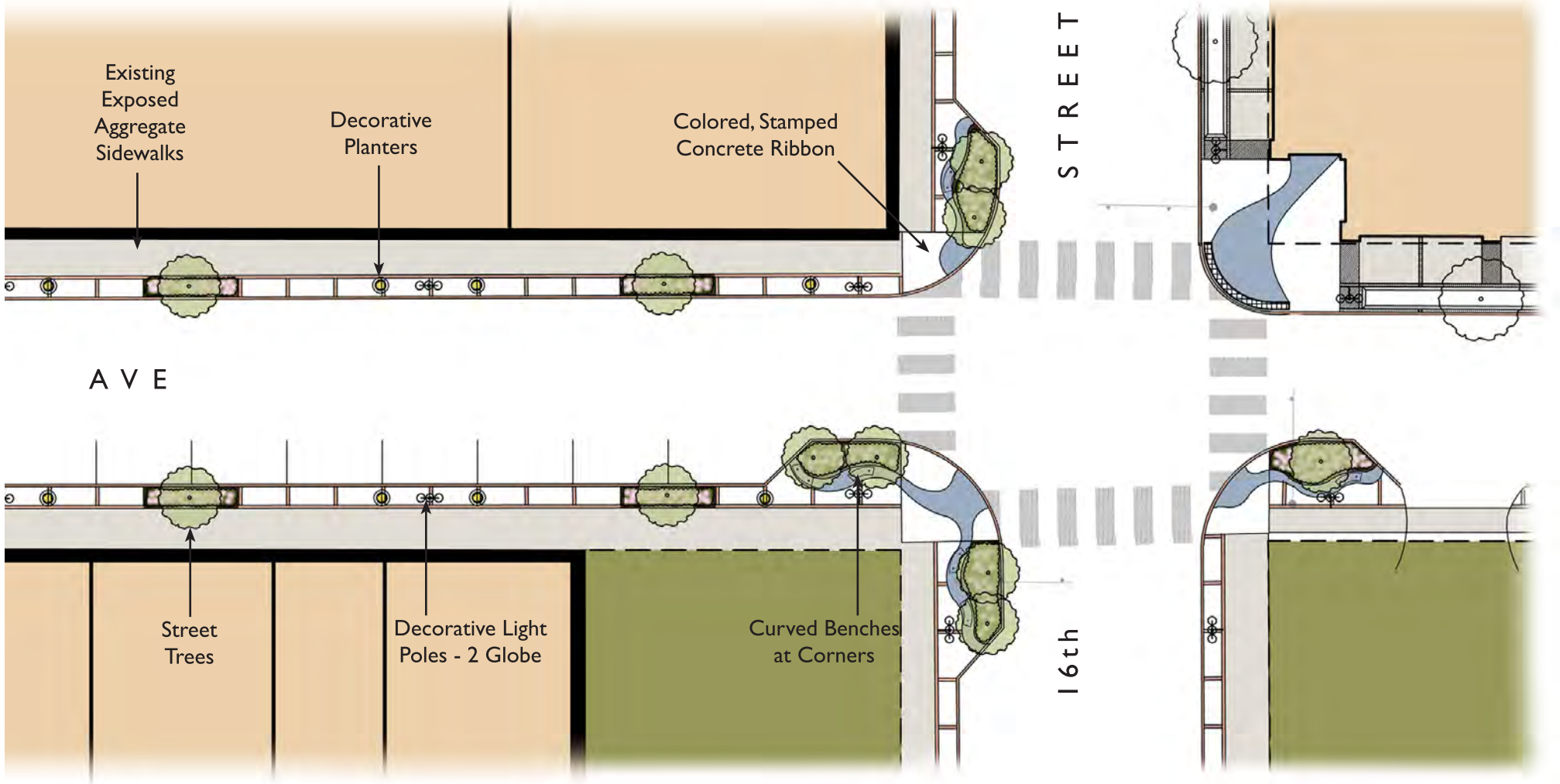
#### Creating Places for People

- Streetscape enhancements make pedestrians feel safe
- 6th Avenue & 7th Avenue streetscapes expand the ambiance of Moline Centre and create an overall sense of place
- Bump outs calm traffic while green spaces create enjoyable outdoor areas for pedestrians



LEVEL B - TYPICAL BLOCK





Existing Exposed Aggregate Sidewalks

Decorative Planters

Colored, Stamped Concrete Ribbon

STREET

A V E

Street Trees

Decorative Light Poles - 2 Globe

Curved Benches at Corners

16th



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**ENGINEER'S OPINION OF PROBABLE TOTAL PROJECT INVESTMENT****Engineer's Opinion of Probable Total Project Cost**

Average construction cost per block	\$78,000
Total Project Cost	\$2,380,000

**Assumptions:**

- 26.5 blocks reconstructed
- Parking configuration remains the same
- Sidewalk from back of curb out, leaving 8' existing sidewalk and replacing the remaining
- All trees to be removed and replaced
- No street improvements
- No boulevards remain between back of curb and sidewalk
- Total Project Cost includes Engineering, Bidding Construction Administration and Construction Observation costs



LEVEL B



BEFORE



AFTER



## LEVEL C I

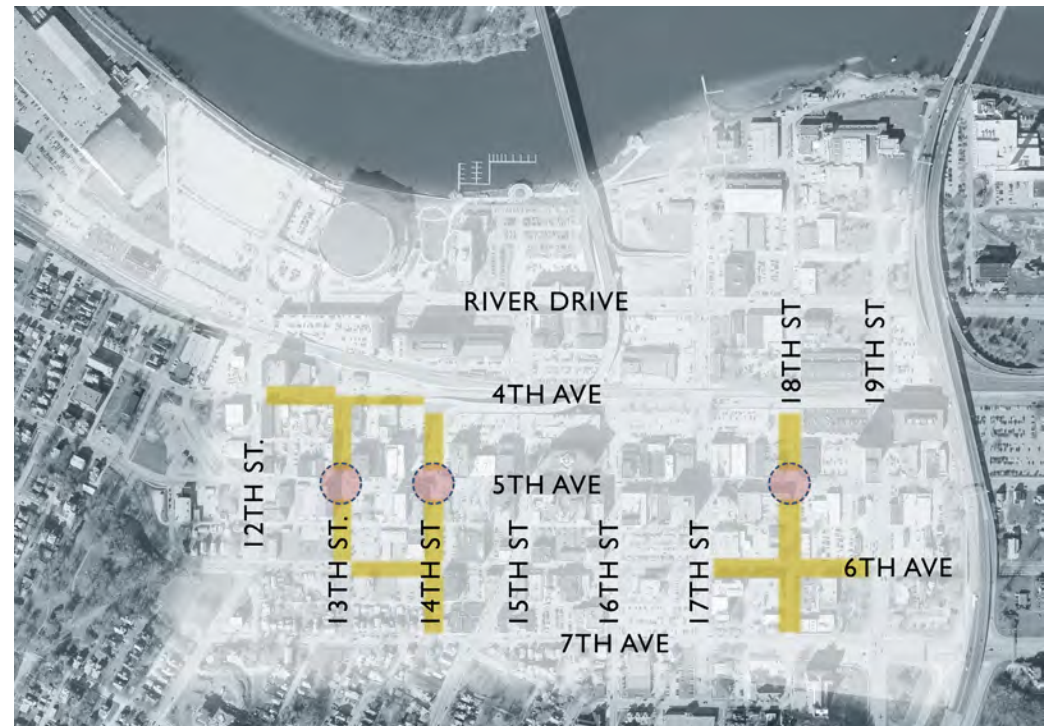
### Description

This streetscape standard will unify the downtown streetscape system of green spaces and a palette of street furnishings- benches, litter receptacles, planters and decorative lighting.

### Benefits -

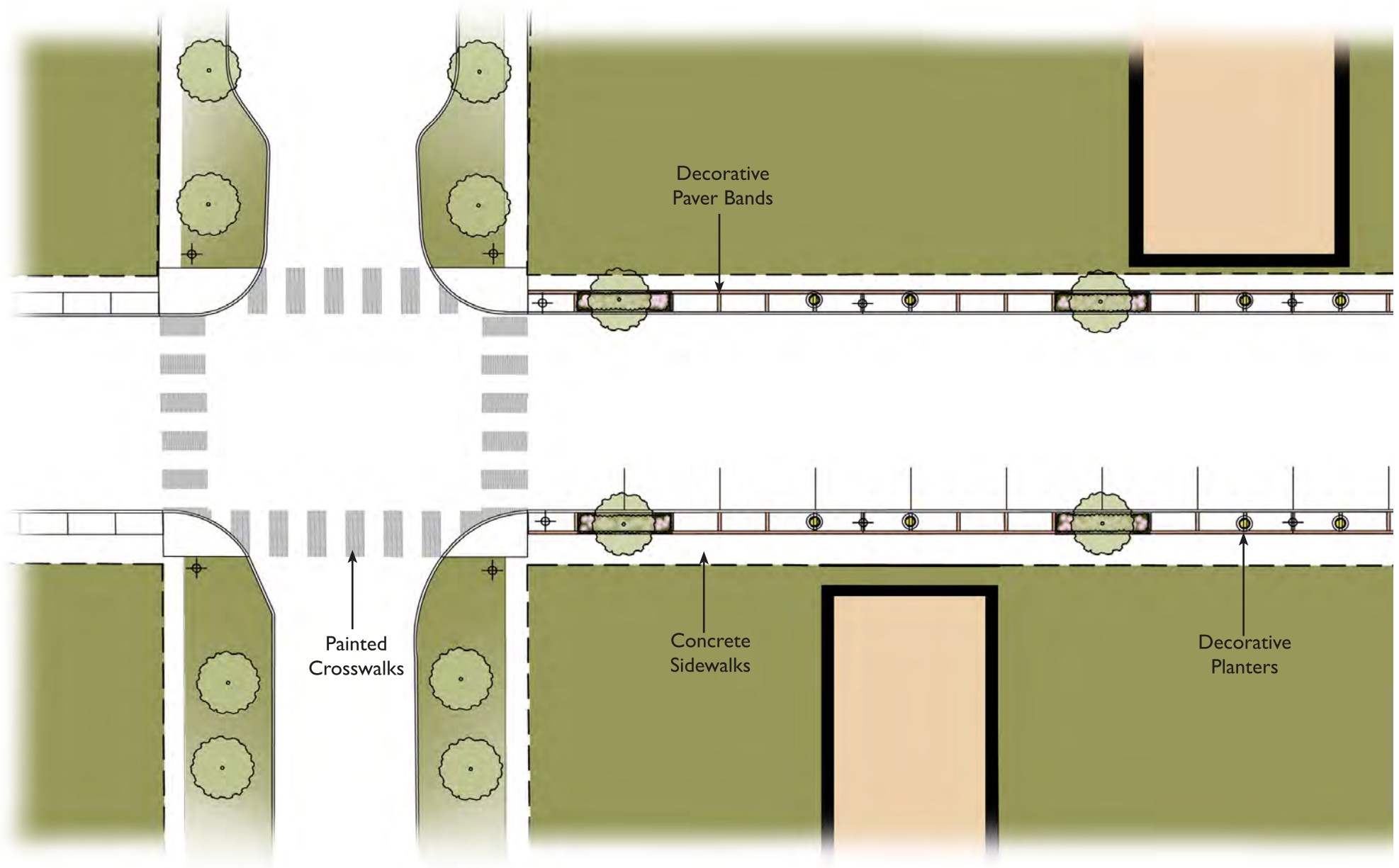
#### Creating Places for People

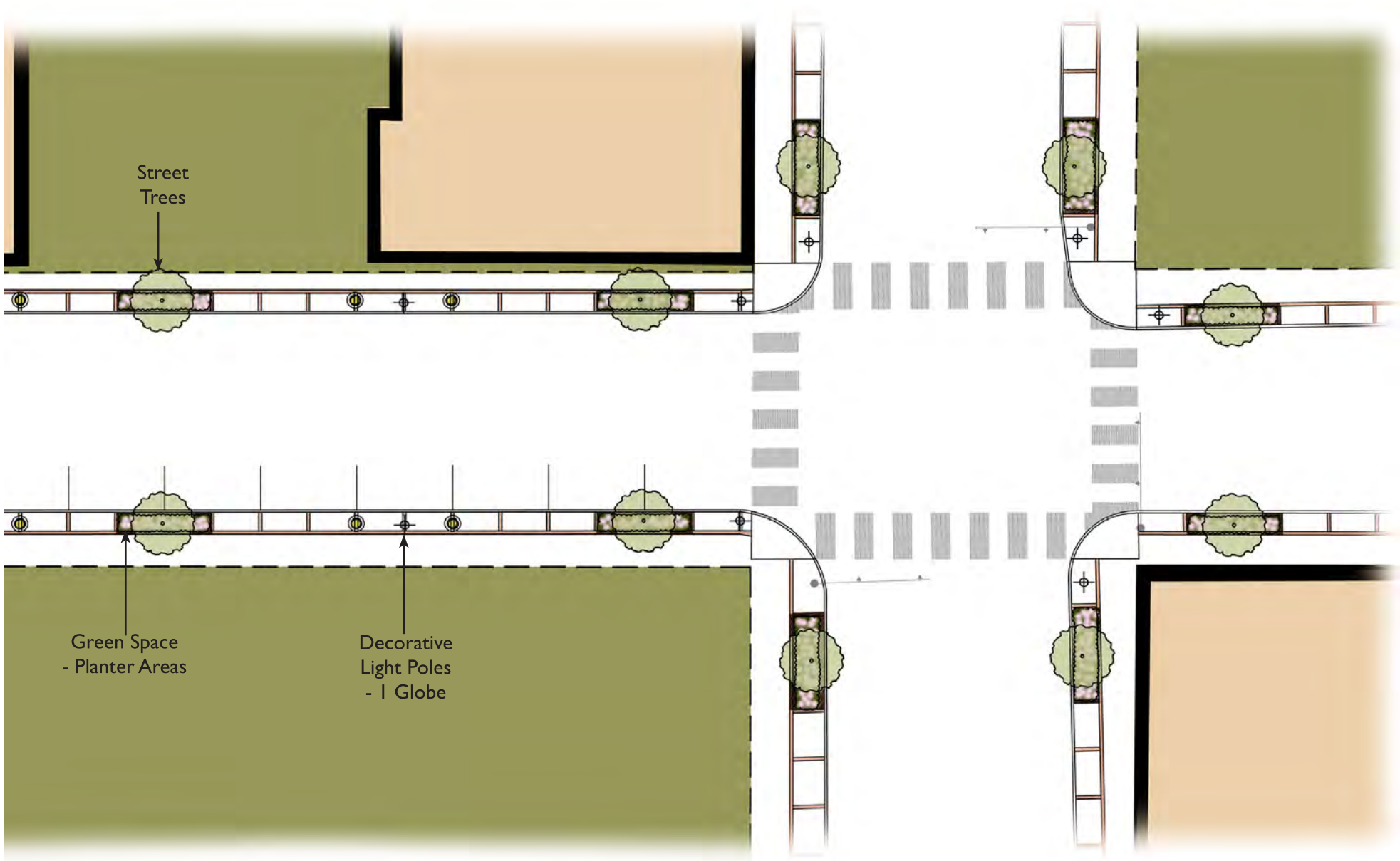
- Extends the visual character of Moline Centre to this area
- The simple, cost-effective design uses green space for beautification of the area and provides traffic calming





**LEVEL C1 - TYPICAL BLOCK**





Street  
Trees

Green Space  
- Planter Areas

Decorative  
Light Poles  
- 1 Globe



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**ENGINEER'S OPINION OF PROBABLE TOTAL PROJECT INVESTMENT****Engineer's Opinion of Probable Total Project Cost**

Average construction cost per block	\$57,000
Total Project Cost	\$689,000

**Assumptions:**

- 10.5 blocks reconstructed
- Assumed on 1 block on 18th Street
- Sidewalk from back of curb out, leaving 8' existing sidewalk and replacing the remaining
- No street improvements
- No boulevards remain between back of curb and sidewalk
- Total Project Cost includes Engineering, Bidding Construction Administration and Construction Observation costs







**LEVEL C2****Description**

This simple streetscape design uses green space, lighting and street trees to create an attractive transition between downtown hardscapes and adjacent neighborhoods.

**Benefits -****Creating Places for People**

- Brings visual character of Moline Centre to this area
- Lighting and green space create a welcoming urban setting that transitions from a commercial district to a residential neighborhood



LEVEL C2





14th STREET

Painted Crosswalks

AVE

Concrete Sidewalks



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**ENGINEER'S OPINION OF PROBABLE TOTAL PROJECT INVESTMENT****Engineer's Opinion of Probable Total Project Cost**

Average construction cost per block	\$37,000
Total Project Cost	\$236,000

**Assumptions:**

- 5.5 blocks of reconstruction
- All sidewalks replaced
- Grade all boulevards and replant
- Assumed 15% of streets had no existing boulevards
- Total Project Cost includes Engineering, Bidding Construction Administration and Construction Observation costs

LEVEL C2



BEFORE



AFTER



## 4TH AVENUE

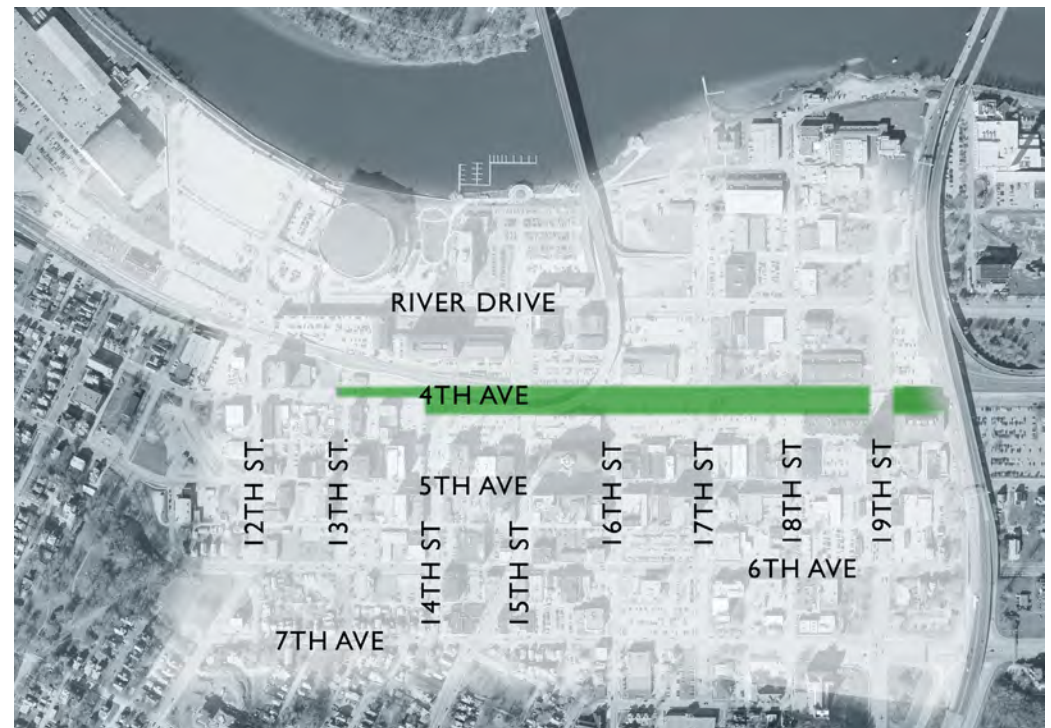
### Description

This concept incorporates an aesthetic landscape buffer with rolling berms between busy westbound traffic and active railroad tracks. A meandering pedestrian trail creates excitement and completes connections at both east and west ends of Moline Centre along 4th Avenue.

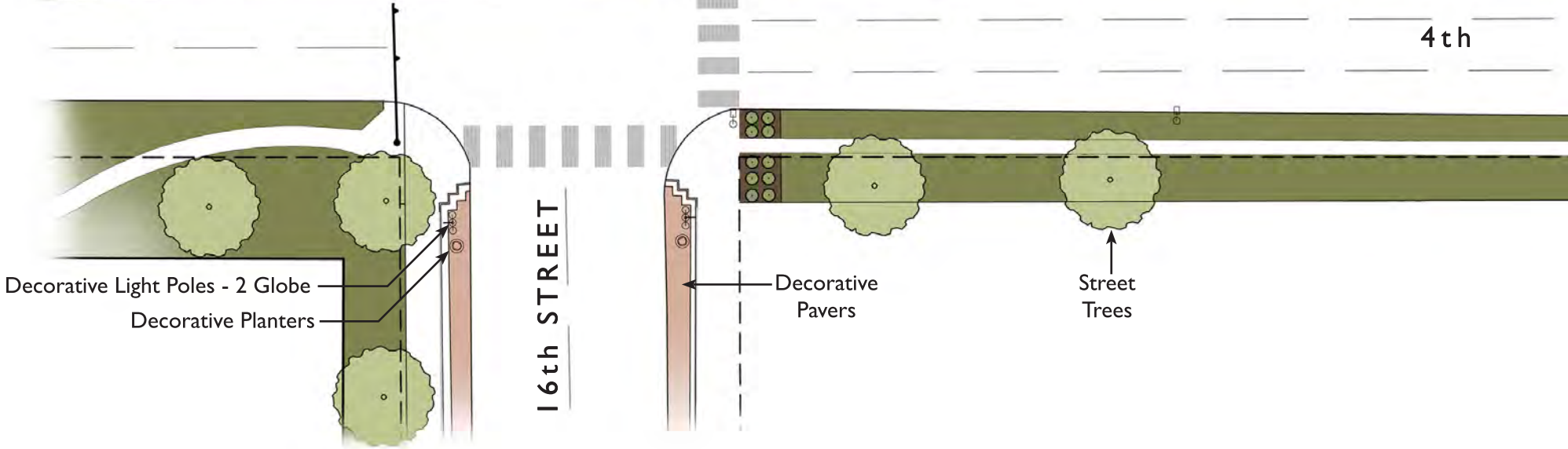
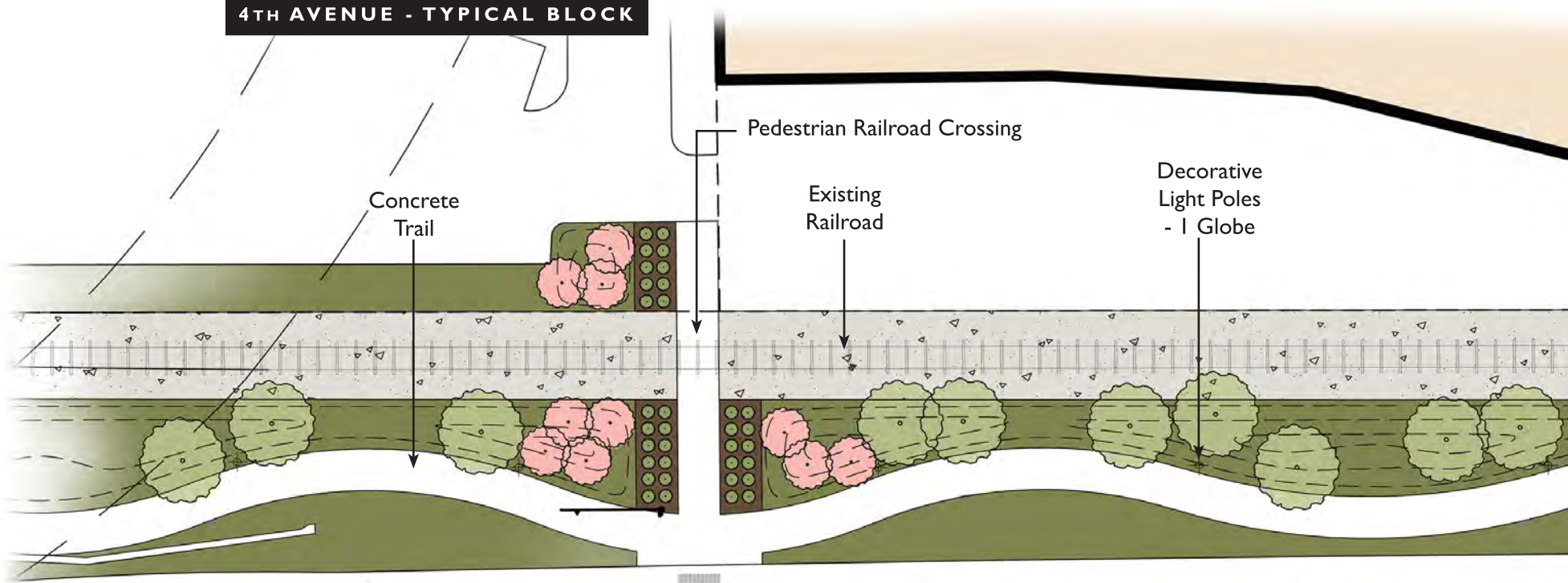
### Benefits -

#### Creating Places for People

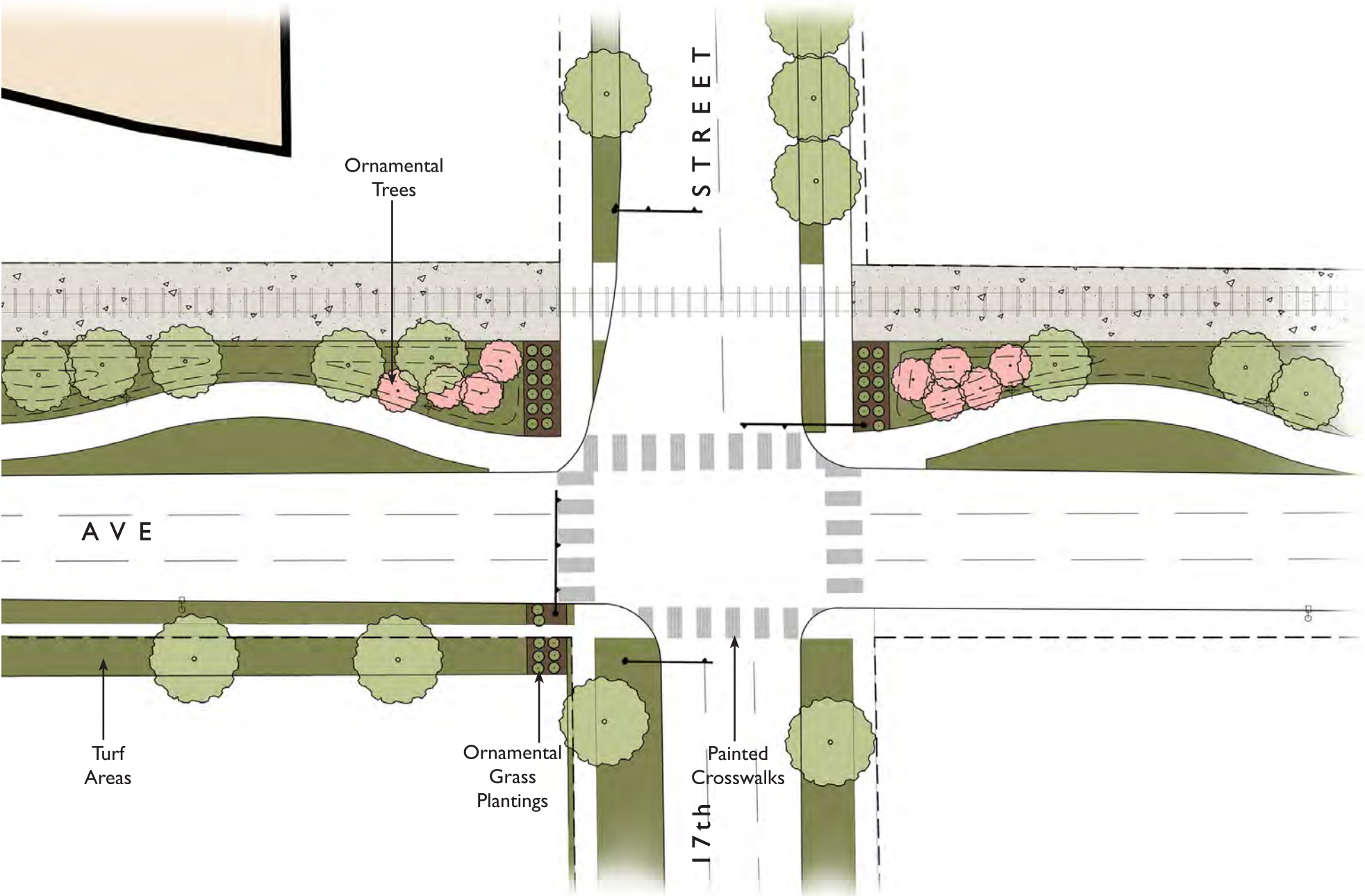
- Creates parkway and entrance to Moline Centre
- Greenway provides a vehicular connection between Western Illinois University Campus to Moline Centre
- Improves pedestrian spaces at the intersections so people feel safe and more comfortable
- Provides a crossing for pedestrians to easily travel from 5th Avenue business to River Drive shops and activities
- Visually screens the railroad tracks



4TH AVENUE - TYPICAL BLOCK









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**ENGINEER'S OPINION OF PROBABLE TOTAL PROJECT INVESTMENT****Engineer's Opinion of Probable Total Project Cost**

Average construction cost per block	\$97,000
Total Project Cost	\$725,000

**Assumptions:**

- 6 blocks of reconstruction
- Placing curb along north edge and reconstructing inlets
- No road improvements
- Remove and replace sidewalk on the south side (except newly constructed sidewalk between 15th Street and 16th Street)
- Adding inlets along north side tie into existing inlets
- Total Project Cost includes Engineering, Bidding Construction Administration and Construction Observation costs

4TH AVENUE



BEFORE



AFTER



## RIVER DRIVE

### Description

A busy River Drive will become a more pedestrian-friendly atmosphere with added landscape medians and a strong palette of street furnishings, as well as traffic calming and safety.

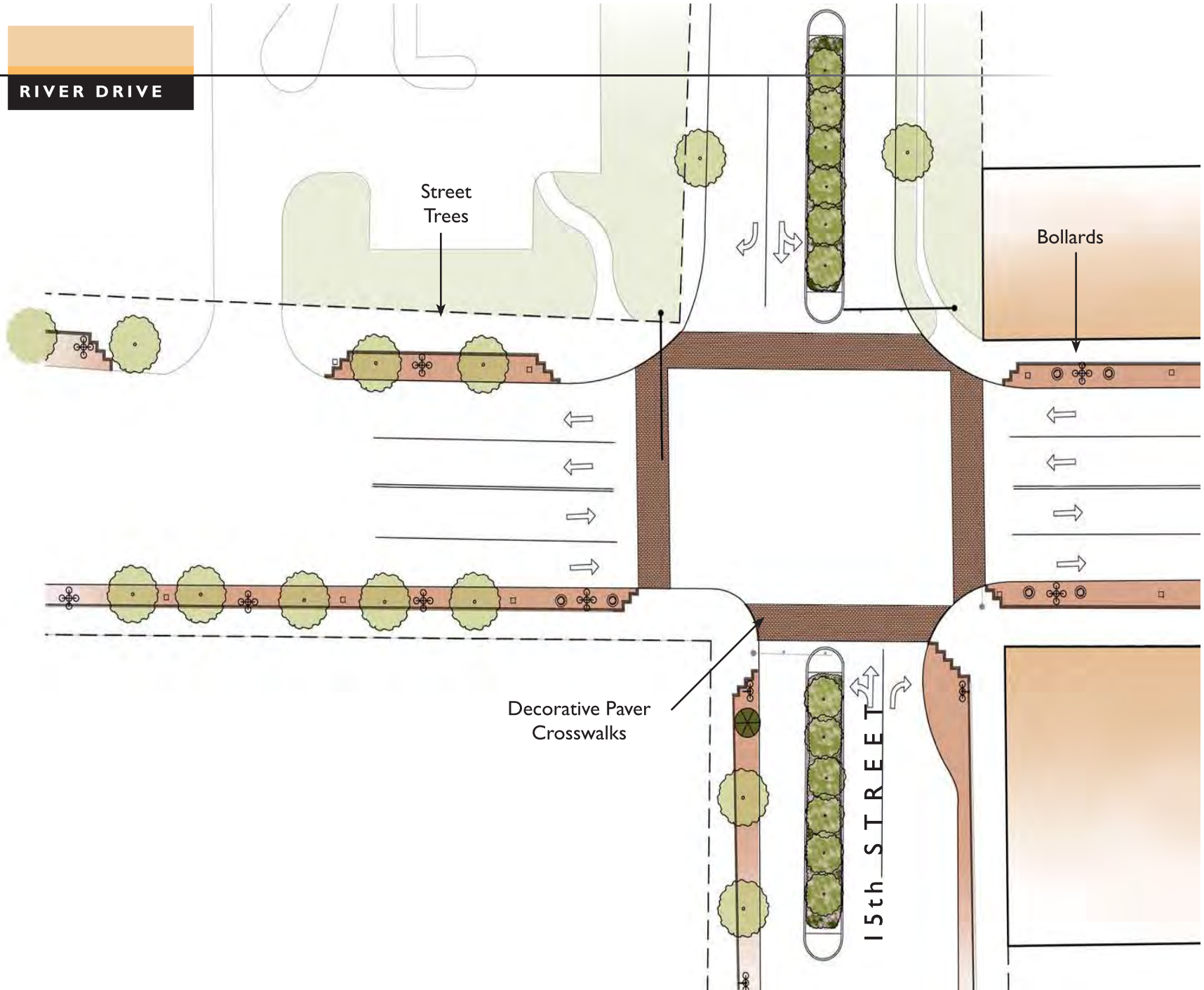
### Benefits -

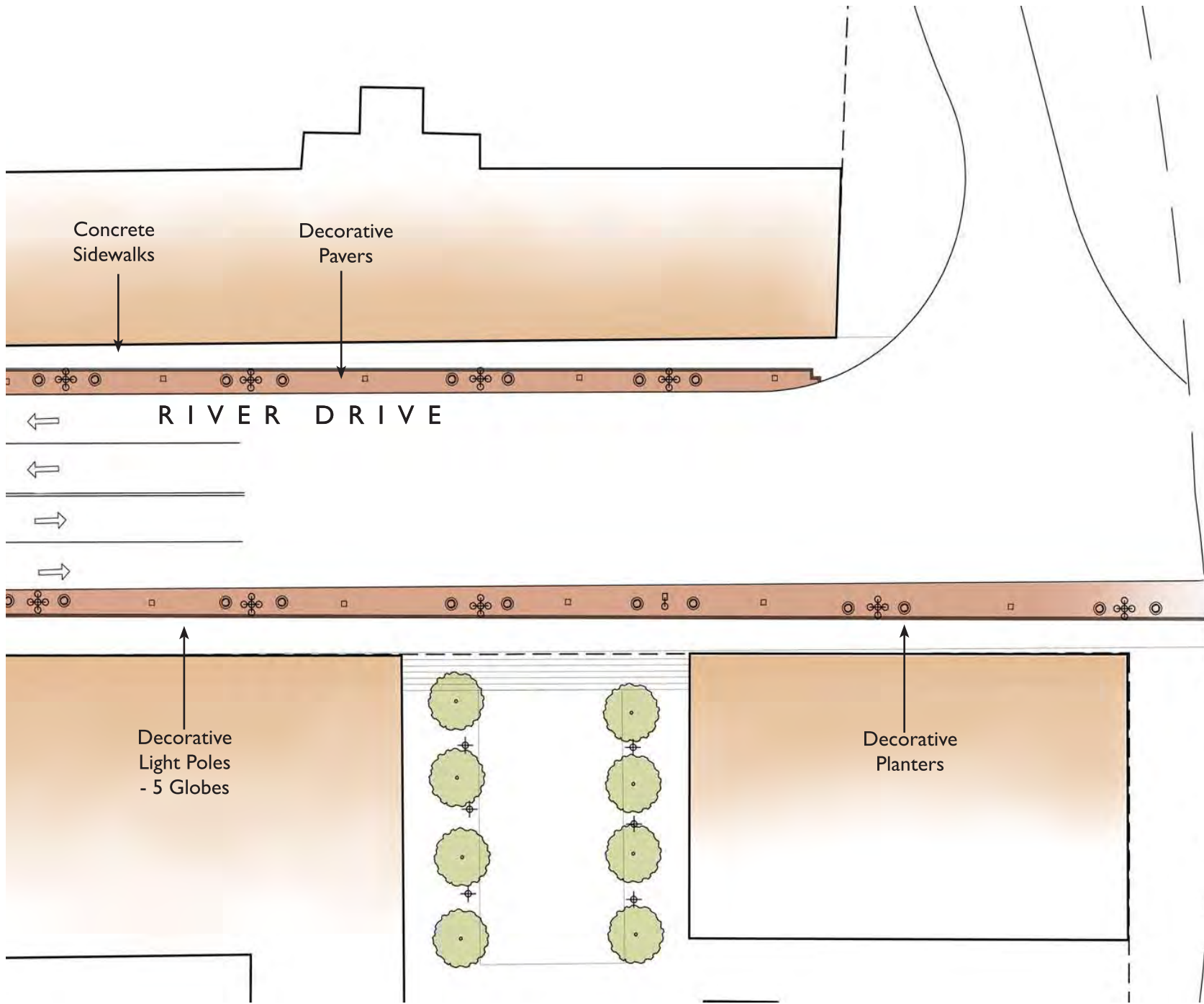
#### Creating Places for People

- Adding medians calms traffic and creates a more pedestrian environment rather than a strictly vehicular way through Moline Centre
- Wayfinding directs visitors to shops and restaurants throughout Moline Centre
- Greenways create simple beauty



**RIVER DRIVE**





Concrete Sidewalks

Decorative Pavers

RIVER DRIVE

Decorative Light Poles - 5 Globes

Decorative Planters

**ENGINEER'S OPINION OF PROBABLE TOTAL PROJECT INVESTMENT****Engineer's Opinion of Probable Total Project Cost**

Average construction cost per block	\$385,000
Total Project Cost	\$2,654,000

**Assumptions:**

- 6 extended blocks reconstructed
- Re-use of existing pavers, planters & monuments
- New signage and signalization at intersections



B E F O R E



A F T E R



RIVER DRIVE



BEFORE



AFTER

## SITE AMENITIES VOCABULARY

### Streetscape Elements

The following streetscape elements comprise the design vocabulary for the district. These elements create the unified visual environment that defines the character of Moline Centre and identifies it as a unique “place”. The following sections define each element and give guidelines for materials, color, design and applications.

### Lighting

Well designed lighting is essential to providing safety and security for pedestrians.

Well lit areas attract activity.

Uniformity and glare control are equally as important as light levels.

Correct scale is important. Pedestrian fixtures should be mounted between 12 and 14 feet.

Coordinated family of fixtures that reinforce identity and sense of place

New fixtures similar in style and color to older fixtures to provide continuity

All new poles capable of supporting banners or hanging planters

Where possible, consolidate signs and fixtures onto a single pole. For example, regulatory or wayfinding signs can be mounted to light poles.

Minimizing the number of poles reduces visual clutter and makes maintenance and snow removal easier.

Include GFI receptacle on poles

Coordinate colors

Detail system:

- Single globe
- Five globe
- Two globe
- Two globe with wave banners
- Two globe with wave banners and cable-mounted fixture

## SITE AMENITIES VOCABULARY

### Lighting

Single Globe: Lumec NW-150HPS-ACDR-CPD-DF-208V-AM8W-14-3 / 4X20-12 1/2-DEC-GN8TX w/lamps

Five Globe: Lumec NW-70HPS-ACDR-CPD-DF-208V-OM-2-SS8WV-14-3 / 4X20-12 1/2-DEC-GN8TX w/lamps



Two Globe: Lumec NW-70HPS-ACDR-CPD-DF-208V-OM-2-SS8WV-14-3 / 4X20-12 1/2-DEC-GN8TX w/lamps



Two Globe with wave banners and cable mounted fixture: Lumec cable light & bracket- 50MH-CANDSI-PC-CPD-SR5-VOLT-CLOTX-LM23641A & LMS-COLT-X-LM23641A

Ribbons & graphic- Parker Signs, custom design



## SITE AMENITIES VOCABULARY

### *Paving*

Specialty paving should be used with economy to highlight specific areas – crosswalks, intersections, bump-outs, flex zones.

Large paver fields in crosswalks and intersections

Paver banding to accent different use zones within the pedestrian areas

Colored concrete wave forms to accent gathering areas

Majority of the paving should be nicely detailed standard concrete with attention to finishing and jointing.

Retain specific sections of exposed aggregate paving

Tie together generations of design as different projects are done

Economy – re-use existing

Leave access to existing building fronts

All unit pavers to be set on bituminous setting bed with concrete sub-slab to prevent settling

Widespread incidence of existing sand set pavers that are sunken or heaved. These areas should be reconstructed and the pavers reset using the bituminous setting bed method. Include these remedial activities with larger reconstruction projects in vicinity.

Approved Paver bricks and concrete colors:

-Uni-lock pavers- Series 3000

4x8- Mocha brown

4x8- Onyx black

-Stamped colored concrete

Rough stone stamp

Solomon color 920-smoke

## SITE AMENITIES VOCABULARY

### *Plantings*

Plantings should be a major component of the identity for the Moline Centre. Plantings provide emphasis, color, shade, texture, impact, and seasonal interest. They define spaces and edges.

Combine plantings into larger, continuous beds for greater impact and ease of maintenance

High impact annuals in free-standing planters and in high profile planting beds – wave petunias

Select plants that tolerate the urban environment – drought, salt, compacted soils

Select plants that are low maintenance and that are vandal resistant

Protect planting beds with railings or design street furnishings to provide protection

Avoid messy fruits and that have small, easily removed leaves

Use ornamental grasses – hardy, drought tolerant, winter interest

Place free-standing planters for emphasis at corners, entrances, etc.

Street Trees:

- Appropriate size
- Open canopies, upright habit
- Where possible place in large planting beds – try to limit the use of tree grates. Healthier for the plant. Leaf, fruit and bird mess over the planting area, not the sidewalk.
- Use ornamental trees at intersections for emphasis
- Coordinate tree locations with building facades. Avoid blocking visibility to entrance and signage.
- Consider installing automatic irrigations systems for new plantings – especially for areas of high concentrations of plantings – 5th Ave, 4th Ave, River Drive.

Recommended Species:

- Skyline Honeylocust
- Shademaster Honeylocust
- Sentry Ginkgo
- Boulevard Linden
- Green Vase' Japanese Zelkova
- 'Patmore' Green Ash
- Prairiefire Crabapple
- Spring Snow Crabapple
- Amur Maple
- Shadblow Serviceberry

## SITE AMENITIES VOCABULARY

### *Street Furnishings*

Locate seating near pedestrian traffic.  
People want to watch other people.

Provide seating choices – particularly  
both in sun and in shade.

Coordinated family of street furnishings  
that reinforce identity

Encourage businesses that use the  
sidewalk area to provide high quality,  
matched tables and chairs. Shade um-  
brellas control heat and glare, provide a  
sense of enclosure and add color to the  
environment.

Ribbon steel pattern – steel slats dis-  
courage skateboarders

Consistent color

### Approved Furnishings:

- Benches
- Trash receptacles,
- Tree grates and tree guards
- Bollards
- Planters
- Kiosk
- Bus shelter

### Ribbon Benches: SITESCAPES CVI-1430



### Trash Receptacle: SITESCAPES CV2-1000- PF Powder Coat Black Finish



**SITE AMENITIES VOCABULARY**

Tree Grate: Neenah R-8811

Tree Guard: Ironsmith M1 powder coat black finish



Bike Loops: NuToys 83-00 S-2 surface mount powder coat black finish



Kiosk: Custom design



Decorative Planters: Quick Crete BAJA Round Planter QR-BJ4830-LC various sizes



## SITE AMENITIES VOCABULARY

### *Signage and Environmental Graphics*

Need a consistent system of signs and environmental graphics to reinforce identity

Develop an expanded system of way-finding signage

Street names and directions can be cast into paving at intersections to aid in wayfinding

Kiosk system provides wayfinding and event information at district focal points

Wave, water and ribbon themes have been used to identify the area and reinforce the identity of Moline Centre. Consistent color palette.

System components:

- Wayfinding signage
- Moline Centre banners
- Wave banners on light poles
- Seasonal banners
- Seasonal light displays
- Cable system
  - Flags
  - Event banners
  - Seasonal display – wreaths, etc
  - String lighting
  - Maintain minimum vertical clearance of 15 feet
- Sign boards
  - Maximum size: 6 SF
  - Maximum height: 4 ft
  - Place so as not to obstruct pedestrian traffic – either up against the face of the building or in “stuff zone”
  - Should used to advertise daily specials – content should be updated frequently.

### **Art**

Explore opportunities to partner with Quad Cities Arts.

Encourage integration of public art into major projects

Changing displays of art in unoccupied storefronts. Create shows or “art walks” that feature these works.

Integrate art into design of streetscape elements – furnishings, paving, fountains

4th Ave corridor offers opportunities to display art in a linear parkway setting – John Deere folk art could be a possible theme

Murals to enliven large blank sides of buildings.

Look for opportunities to include art at district focal points.

Community gateways offer opportunities for major public art installations





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