

An

Action

Plan

For

Downtown

Rockford.

OPERATION BULLSEYE! TASK FORCE

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Primary staff support for the Operation Bullseye! Task Force was provided by the Rockford Department of Community Development, under the overall direction of Diane Voneida, the Department's Director. Day-to-day details of the operation were handled by Ginny Gregory of the Department's Planning Division. Staff members who worked closely with the various Task Force Subcommittees were William Dettmer, Code Administrator; Charles Durham, Economic Development Coordinator; Wayne Dust, Planning Coordinator; Kathy Heady, Development Specialist; Bonnie Henry, Neighborhood Development Coordinator; Bart Lander, Development Specialist; Ronald Schultz, City Attorney; and Paul Tague, Development Specialist. Representatives of the Departments of Finance, Fire, Law, Police and Public Works provided invaluable assistance in the form of data and technical advice whenever needed.

*As of January 1986.

Rockford

Bullseye! . . . A Plan of Action for Downtown Rockford, was drafted by the Operation Bullseye! Task Force, reviewed and modified by the Planning and Development Committee of Rockford City Council, and adopted in its final version by the full City Council. The 13-member Task Force was assisted by approximately 50 individuals serving on 10 subcommittees.

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Plan adopted August 1986

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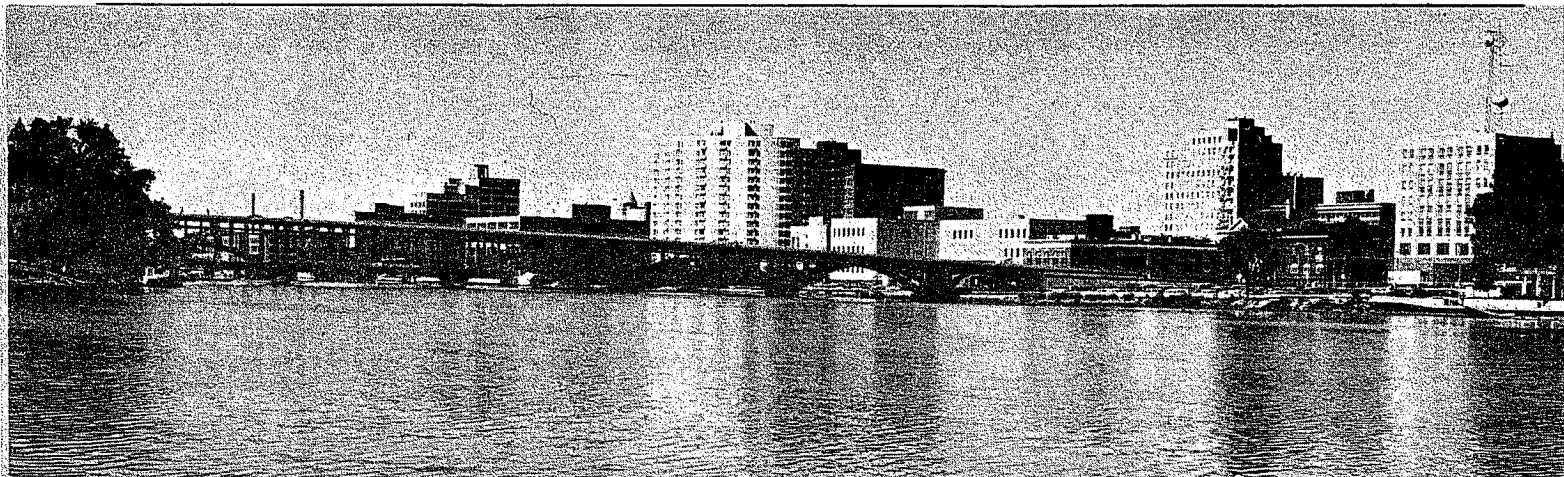
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Acknowledgments

Any time a job important to a community is carried out by a volunteer task force, you can assume that many people will put in a lot of hours of hard work with no concrete compensation. This has been particularly the case with Operation Bullseye!. First and foremost are the thirteen people who served on the Task Force itself. Then there are the roughly fifty people who served on the various subcommittees of the Task Force. These individuals are all listed on the preceding pages.

In the case of Operation Bullseye!, many other organizations and individuals contributed to the process through donation of time, material and/or personnel. These two pages are to recognize the contribution of those outside City Hall who have made all this possible. They have helped to make Operation Bullseye! not just a project of the City of Rockford, but of the community of Rockford.

Meeting space for Operation Bullseye! and its subcommittees -

First National Bank & Trust Co.
Memorial Hall
Peat, Marwick Main & Co.
Rockford Area Chamber of Commerce
Rockford MetroCentre
Rockford Park District
Rockford Public Library
Second Congregational Church

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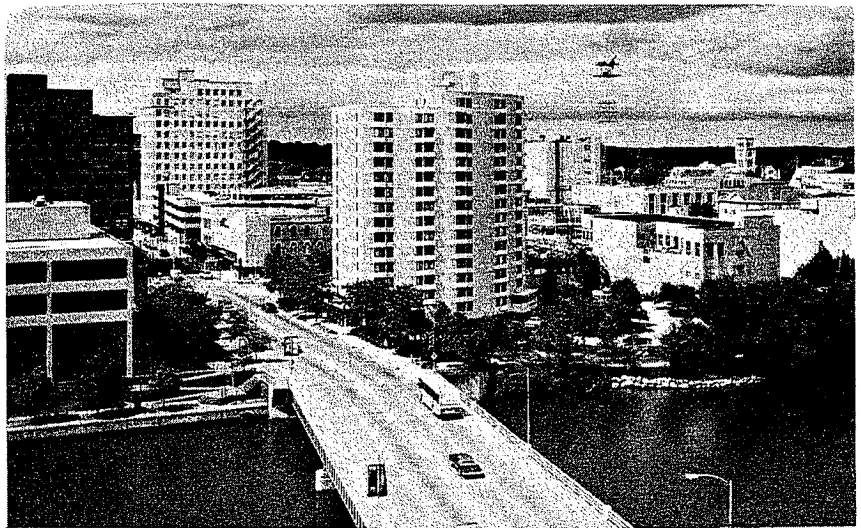
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INTRODUCTION



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Rockford's downtown, like that of many other cities, has faced some difficult times over the last ten years or so. However, we have made substantial gains in the last four or five years. Key events during that time were:

- Reconstruction of East State Street from the Rock River to Third Street, including development of extensive streetscaping.
- Work of a 1983 task force appointed by the Mayor to devise a short-term action plan for west downtown.
- Removal of the West State Street portion of the downtown mall, replacing it with a reconstructed street and streetscaping designed to complement that already in place on East State Street.
- Commitment of about \$12 million in public and private funds for a wide range of improvements to west downtown.



- Commitment of roughly \$25 million in public and private funds for improvements to east downtown.

Clearly, we have made a strong beginning in bringing downtown Rockford back to life. There was a strong feeling by the end of 1985, however, both in City Hall and from various members of the private sector, that we needed to take a step back and develop a program to ensure the continued

return to robust good health of Rockford's downtown. From this feeling, Operation Bullseye! was born.

In January 1986, Mayor John McNamara appointed a 13-member task force that was to create a new action plan for Rockford's downtown area, expanding the focus of its 1983 predecessor to east downtown as well. The area included in the "bullseye" extends from Whitman Street on the north to the Chicago Northwestern Railroad on the south, and from Avon Street on the west to Longwood Street on the east. The name "Bullseye!" was chosen to represent downtown's position as Rockford's high point area, the one single area on which the well-being of the entire community is judged.

The Task Force began its work by reviewing a myriad of previous plans for downtown Rockford, beginning with a 1947 report entitled "Why a Downtown Plan?", which was mainly about parking. (Some things never change.) Included in these were several plans from the Urban Renewal era of the late '60s and early '70s, and later reports done solely on downtown circulation and parking. Using these reports and data provided by City staff, the Task Force and its ten subcommittees began the process of developing policies and recommended actions designed to carry out those policies. The entire process was accomplished in just six months. The resulting report was adopted by Rockford City Council, with some modifications, in September 1986, and is now being implemented.

The overall objective of the plan was to create a climate of certainty for private developers by establishing clearly defined ground rules for guiding development, both public and private, and by providing a means of implementing task force recommendations. These recommendations are broken down into policies and short-term, specific implementation proposals. They include proposals for financing improvements, for management of the downtown area, for modification of City ordinances and regulations, for accommodating residential neighborhoods within and next to downtown, for parking and transportation improvements, for creation of a downtown cultural district, and for development and redevelopment of specific parcels. All proposals are tied to time lines.

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How will these recommendations be used? In many ways, by both the public and private sectors. Specifically, the City will use them to:

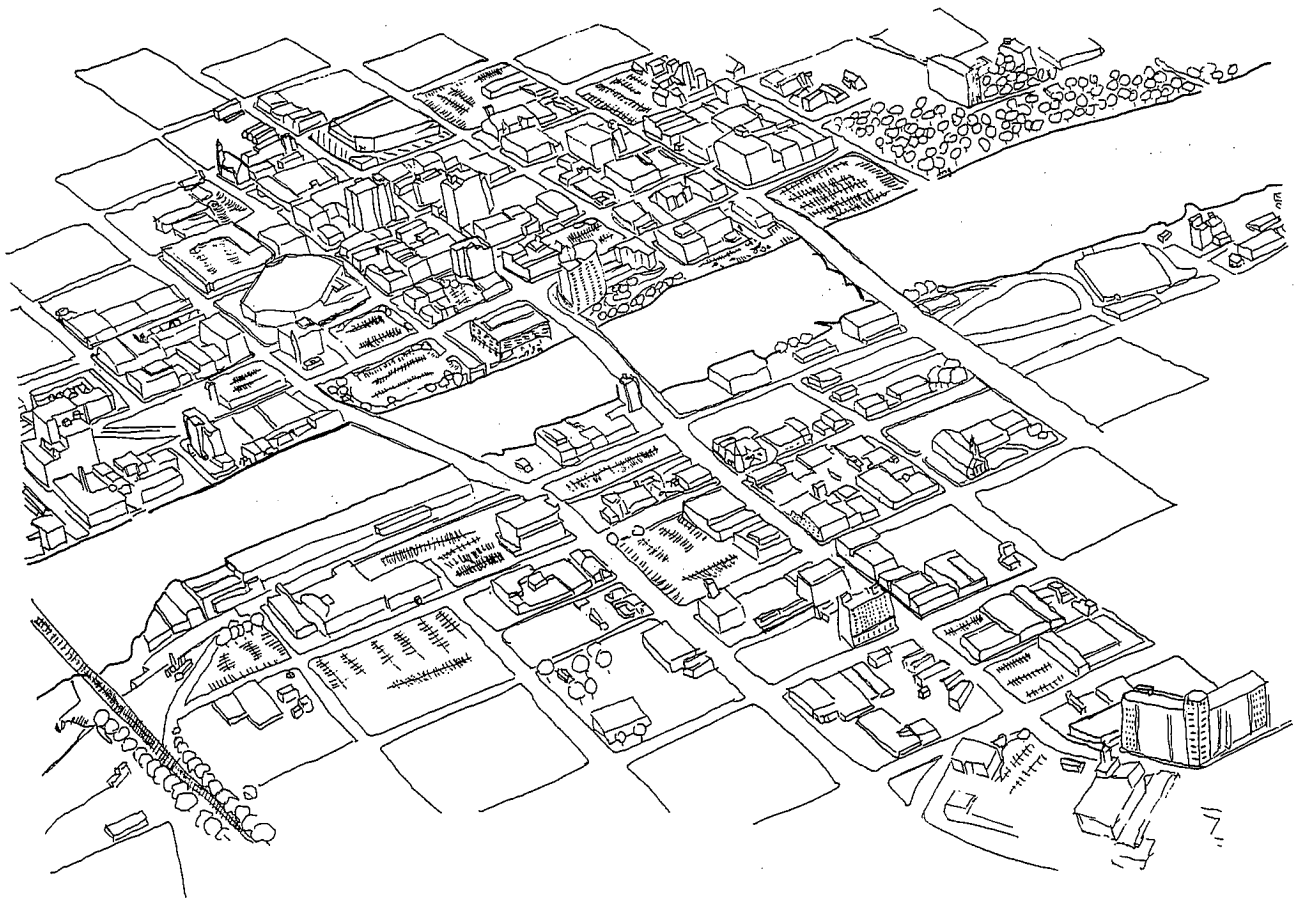
- Help administer City programs and services impacting downtown and adjacent neighborhoods;
- Review City regulations and ordinances identified in the recommendations as needing modification in some way;
- Propose future capital improvement projects in the core area; and
- Respond to downtown development proposals from the private sector.

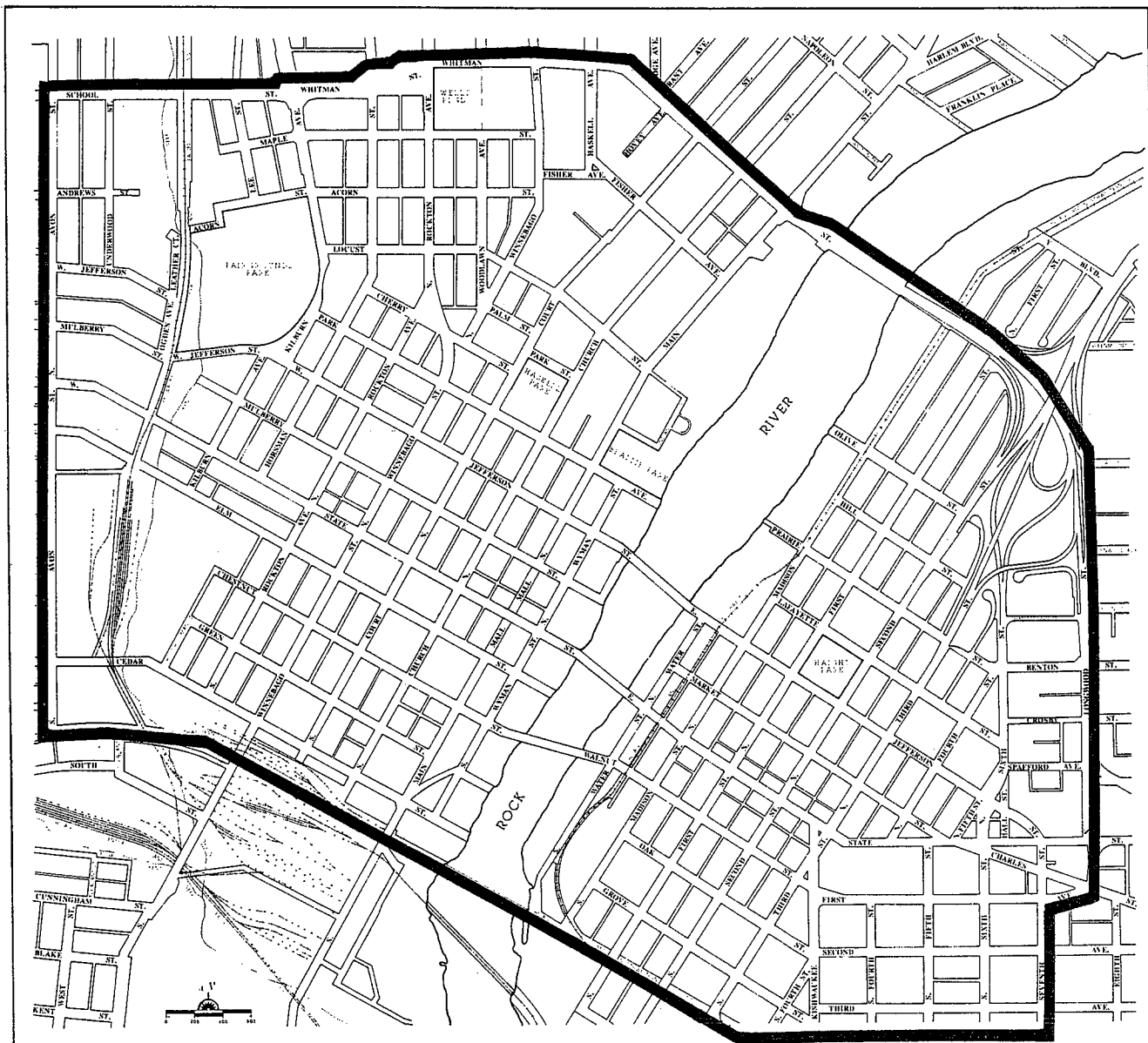
The private sector will be able to use the recommendations to:

- Assess the community's vision and hope for the core area;
- Design projects that complement existing or planned public improvements;
- Know before they even begin a project what the City expects and requires in terms of design and uses; and
- Initiate projects that favorably impact the community economically and aesthetically.

Through implementation of the Bullseye! recommendations, Rockford's downtown will be able to move ahead, strengthening the economic foundation of what is already Rockford's largest single employer -- its downtown.

DEFINING DOWNTOWN





OPERATION BULLSEYE! PLAN AREA

MAP PREPARED BY: COMMUNITY DEVELOPMENT DEPARTMENT, PLANNING DIVISION

MAY 1966

Definitions of what constitutes Rockford's downtown are almost as numerous as the studies that have been done on the subject. Its split personality has, in fact, been a perennial problem, caused by the division of downtown by the Rock River into east and west sides. However, the general area that appears most frequently and has the most logic to it in terms of physical boundaries is the area bounded by Whitman Street, Longwood Street, the Chicago Northwestern Railroad and Avon Street -- the Bullseye! area.

In order to strengthen downtown's identity and its vitality, the goal of Operation Bullseye! is to do the following for downtown:

- Encourage new housing downtown, making it more of a 24-hour center;
- Build on downtown's current strengths by strengthening existing daytime activities, and starting to build up the level of evening activities;
- Recognize downtown's importance as Rockford's largest employer;
- Recognize that a healthy downtown is essential for a healthy overall business climate for the community;
- Recognize that quality of life factors -- the physical appearance of buildings and public areas, the availability of a variety of arts and entertainment activities, a dynamic downtown -- lead to an improved business climate;
- Capitalize on our biggest asset -- the Rock River;
- Recreate a vital, attractive downtown that is a source of pride for the entire community; and
- Encourage greater involvement in the downtown area.

*Central Area
Commission*

Rockford

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A major drawback to earlier downtown plans is that they did not realistically address the problem of implementation. If the Bullseye! Task Force had one single, overriding goal, it was to provide that missing framework for implementation. What was needed was one organization that, by design and by commitment, would focus on the needs of the downtown community and work to see those needs met. This led to the proposal for a Rockford Central Area Commission (RCAC).

The final outline of the organization presented here was the result of extensive discussions between City Council members and Task Force members.

RECOMMENDATION

In 1986, establish a Rockford Central Area Commission to serve as the one effective economic development organization which has as its sole focus the development of downtown. The Commission will advise City Council in the administration, promotion and redevelopment of downtown; and see that all public activities initiated through Operation Bullseye! are properly coordinated.

PRELIMINARY WORK

To provide a basis from which to measure the degree of success of the RCAC, the City should fund a data base research effort at its inception that will provide, at minimum, data on building use and number of employees by location in the Bullseye! area.

CREATION AND STRUCTURE

The Commission would consist of the following five members:

- Chairman of the Planning & Development Committee of Rockford City Council;
- Director of the Rockford Department of Community Development;

-
- Manager of the Rockford MetroCentre; and
 - Two private sector members to be appointed by the Mayor and confirmed by Rockford City Council.*

The Commission would be created as of the effective date of the ordinance establishing it, and would have a sunset provision running to January 1, 1990.

A quorum will be 4 members; decisions will be by majority vote.

The Commission will be under contract with the City, with specific duties and time schedules to be designated in that contract.

OPERATIONS

The Commission will subcontract with existing agencies for administrative staff work and for maintenance and promotional activities.

In addition, members of the Operation Bullseye! Task Force will be asked to serve on an Operation Bullseye! Plan Review Committee. This will be an 11-member group, appointed by the Mayor for the 3-year period. It would serve in an advisory capacity only, watching over the implementation of the Task Force's recommendations. (Current Task Force members would serve only if they wish to. Should they decide not to, they would be replaced.) The Committee will meet quarterly.

GEOGRAPHIC AREA

The Commission's overall area of concern will be the same as the Bullseye! target area -- Whitman Street to the CNW Railroad, and Avon Street to Longwood Street.

* Composition of the Commission was modified somewhat in the ordinance that later created it. As finally constituted, there are three private sector members on the RCAC and two members of City Council. For the full ordinance text, see Appendix B.

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When a Special Service Taxing Area is formed to finance RCAC activities, its boundaries should match those of the East and West Side TIF Districts combined.

The MetroCentre Authority should expand its area of concern to include the entire Bullseye! area.

FUNCTIONS

Management & Planning

- Implement (and annually update) the Bullseye! plan.
- Develop, direct and coordinate common management programs, business promotional needs, and general maintenance and security requirements.
- Ensure proper maintenance of the Mall and other public green spaces in the downtown area, either directly or through contract arrangements with other agencies.
- May contract with other organizations and governments.
- Maintain a downtown data base.

Development

- Act as liaison between potential developers and existing community resources.
- Actively seek out potential developers, lessors and new businesses.
- Maintain communications with businesses, developers and all other interests active in the downtown market.
- Act as an enabler/facilitator for downtown development.

Project Financing

- Review and recommend projects to be funded with East and West Side TIF financial resources.
- Work with the private sector to develop loan pools.
- Rockford City Council will make all final decisions on use of any public funds controlled by the City.

Marketing & Promotions

- Sponsor special events.
- Market downtown as a site for investment.
- Promote downtown locally.

REPORTING REQUIREMENT

The Central Area Commission must report no less than quarterly to Rockford City Council.

FUNDING FOR COMMISSION ACTIVITIES

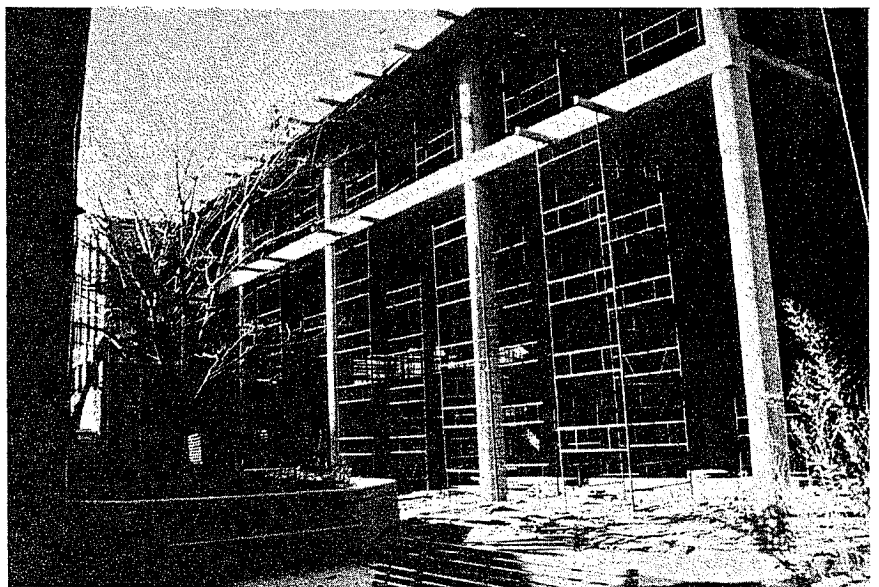
First year: Redevelopment Fund, subject to contractual negotiations between the Commission and City Council on cost.

Future years:

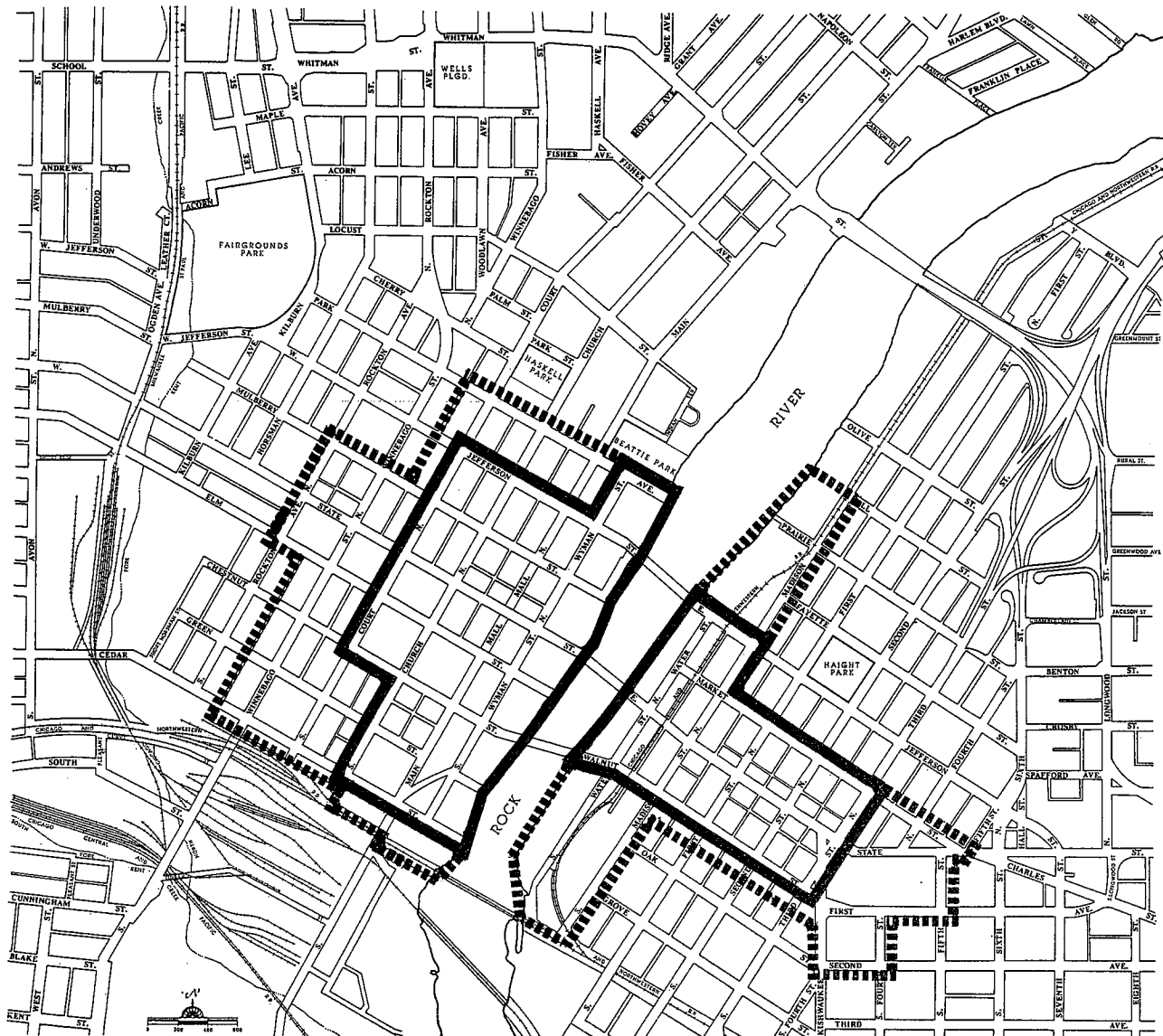
- SSTA (if approved by property owners in the SSTA area to be created);
- Tax Increment Finance District funds;
- Foundations and grants; and
- Donations.

If feasible, fees from private loan pools.

FINANCING DOWNTOWN



Financing Downtown Improvements



EAST & WEST SIDE TIF DISTRICTS

———— Original District - - - - - Expansion Area *

*These boundaries, which were adopted by the City in December 1986, differ slightly from those proposed in Bullseye! for the Westside TIF. The earlier proposal extended further west on West State Street to Kilburn Avenue.

Hand in hand with the necessity to provide the organizational means to implement the Bullseye! recommendations is the need to provide a means to finance those recommendations. These by necessity must include both public and private funding sources. In an era of tight financial constraints, significant progress in Rockford's downtown will depend on forging a strong public-private partnership. The formation of the Rockford Central Area Commission and implementation of the following proposals are keys to achieving that goal.

1986

Tax Increment Financing Funds In 1986, expand East and West Side TIF districts as proposed (see map) and use the funds for:

- Aggressively promoting projects within the districts; and
- Taking equity positions on development projects to allow dollars to be recycled at a profit.

1987

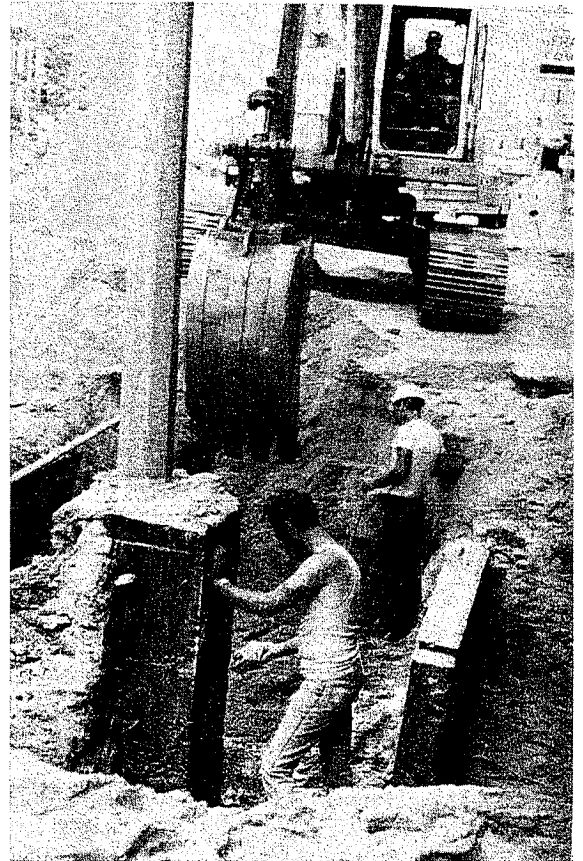
In addition, address the issue of payment-in-lieu to other taxing bodies at the appropriate time.

Memorial Fund

Consider as a source of financing to be used with the advice of Rockford's veterans, and only in such cases where it can be used to honor the veterans in veteran-related memorials and/or structures in the Bullseye! area.

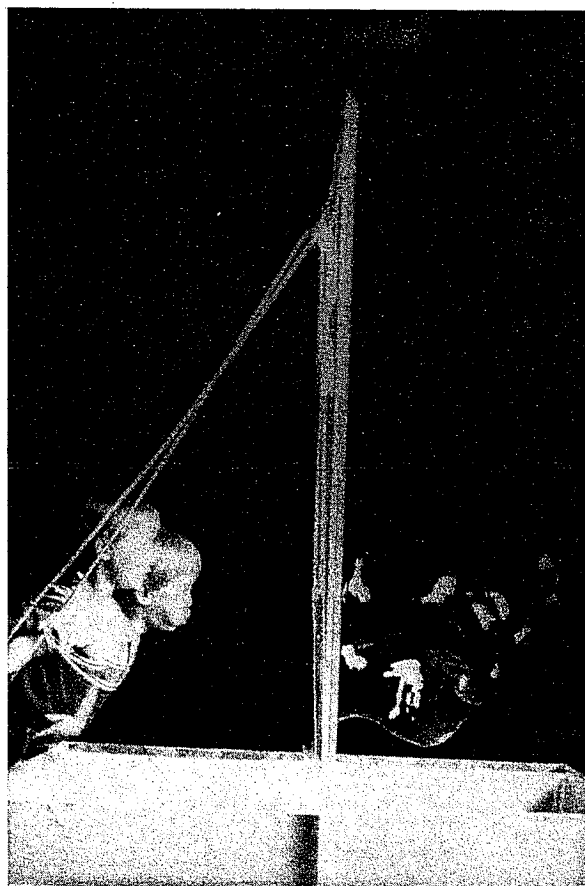
1986-87

Private Funding Sources
During 1986 and 1987, encourage the private



sector to create secondary loan pools and equity funds. These may be formed in conjunction with interest rate subsidies from public funds or direct equity participation by public entities. The objective is to fill the gap encountered on many projects between available public funds and conventional private financing.

AMENITIES



Rockford **A**rt Museum

Shumway **M**arket

On the Wat**E**rfront

Coro**N**ado Theatre

Beattie **I**s. . .

Rockford Me**T**ro Centre

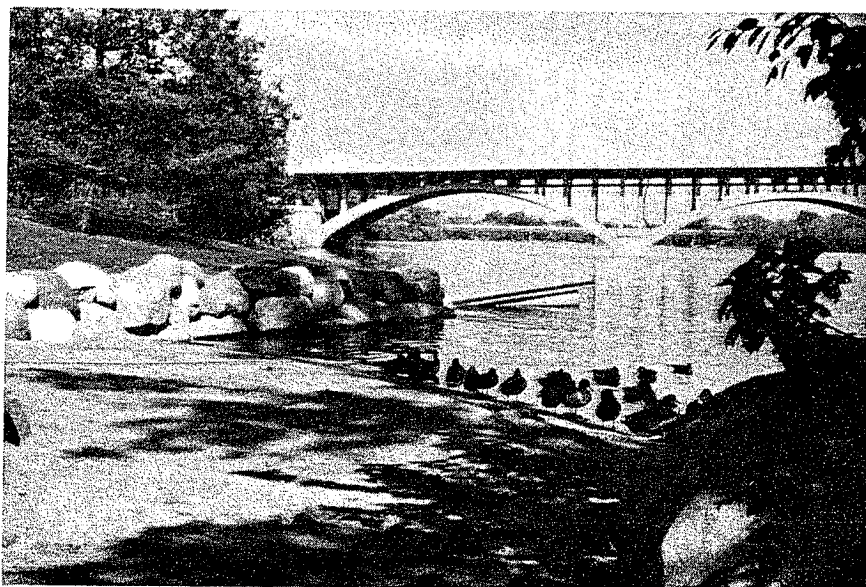
New Amer**I**can Theatre

Rockford Danc**E** Company

Rockford **S**ymphony

Frequently overlooked elements in downtown planning are what, when grouped together, fall under the heading of "amenities." These are the factors that make downtown more livable, an important step in making it more successful. Amenities are often considered nice things to have if you can afford them, but not of primary importance. Previous plans for Rockford's downtown barely touch on the subject. However, in this day and age, we can ill afford not to consider them. As one of the sources referred to by the Task Force put it, no city ever achieved greatness by filling potholes. Every city has streets, water, sewers and so forth. What sets them apart are the "extras" -- the walkways, the arts and entertainment opportunities, the aesthetics of downtown. These are the things that can draw people -- and businesses -- to a community. The Bullseye! recommendations address the importance of amenities in five areas -- the riverfront, historic preservation, design guidelines, the arts, and the Mall.

The Riverfront



The riverfront has long been recognized as downtown Rockford's greatest asset and untapped resource. Earlier plans decry the community's failure to make the most of this resource. Bullseye! recommendations for finally doing just that include a complete walkway system, public access to the riverfront, protection of the view from and to the river, and boating facilities along the riverfront.

POLICIES

Focus on the riverfront as an amenity -- create a pleasurable environment.

Encourage riverfront and green space linkages as opportunities arise.

Improve walkways and lighting on downtown bridges. Any time one of the bridges is rebuilt, pedestrian facilities should be expanded and improved, with lighting at the pedestrian scale added.

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Encourage activities open to the public (such as restaurants) along the river.

Strongly recommend that the Rockford Park District give first priority to building downtown pathways with its Build Illinois money.

RECOMMENDED ACTIONS

Develop a three-phase program to loop and connect walkways on both sides of the Rock River from Whitman Street to the CNW Railroad bridge.

1986-96

- Phase I: State Street to Jefferson Street, 1986.
- Phase II: Jefferson Street to Whitman Street, 1987-1991.
- Phase III: State Street to the CNW bridge, 1991-1996.

In the interim before the loop system is developed, use signs to indicate pedestrian linkages that exist along or near the riverfront.

1986-87

Begin working in cooperation with landowners along the river to make the loop system a reality.

1986

If the State Street bridge is rebuilt, provide a direct pedestrian link between the United Bank plaza and the pathway behind the Luther Center.

??

Protect the view of the riverfront through zoning setback requirements that limit what can be placed within X feet of the river bank.

1986

Require new development to include public easements on the river and public access to the riverfront.

1986-87

- Investigate if and how this can be done, 1986.
- If feasible, enact appropriate ordinance, March 1987.
- Identify funding sources for

acquisition of easements, 1987.

1986-87

Encourage the introduction of boat docks (not ramps) along the riverfront, to be owned and maintained by the Park District where publicly constructed. All public docks should be for transient use only. Possible locations include by the Waterside Building, the Rockford Art Museum, and the Lorden Building (as proposed by the MetroCentre).

- Contact Corps of Engineers to determine what technicalities are involved, 1986.
- Review policies, ordinances from other cities, 1986.
- Coordinate with River Plan process, 1986.
- Develop boat docks, 1987.

1986

Allow no new parking within 30 feet of the river's edge; require landscaping to block (or at least soften) the view of parking from the Rock River.

1986

Prepare a River Plan: To include appropriate uses along the river, ordinances, projects.

1987

Focus the 1987 summer ad campaign of the Rockford Area Convention & Visitors' Bureau (RACVB) on the Rock River.

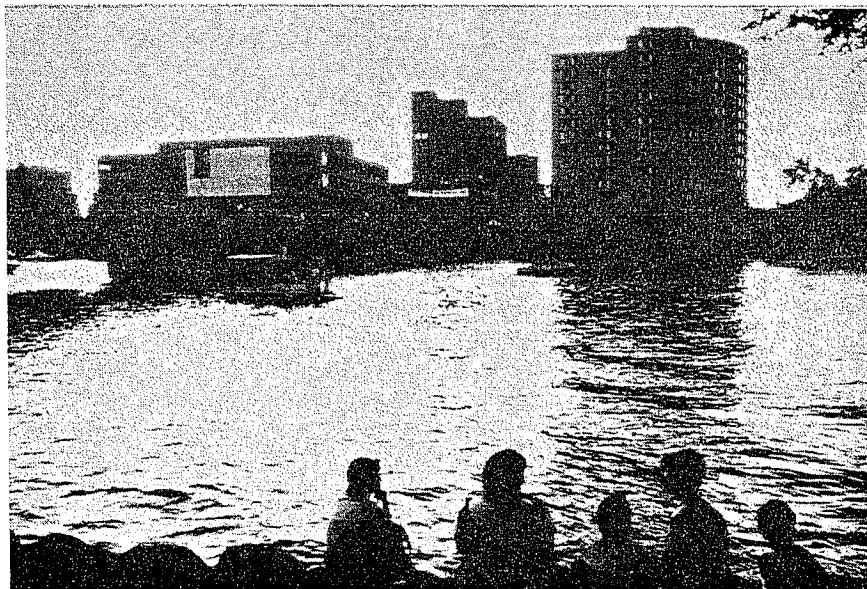
1986-90

Make greater use of the river for activities and events. Possibilities include:

- Boat races (cardboard rafts, Mercury, small boats, canoes).
- Food (park & eat along the river, meet and eat along the river, river cafes, river food wagons, river boats serving food).
- Sunset events, concerts on the Rock River.

24

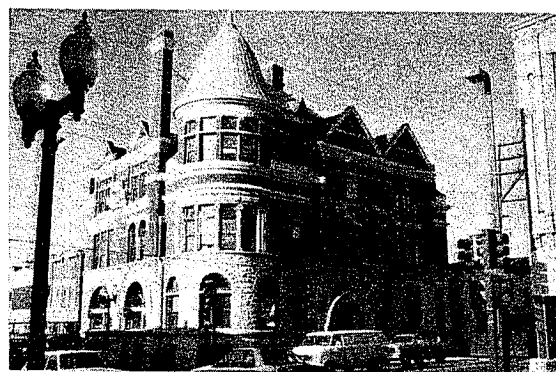
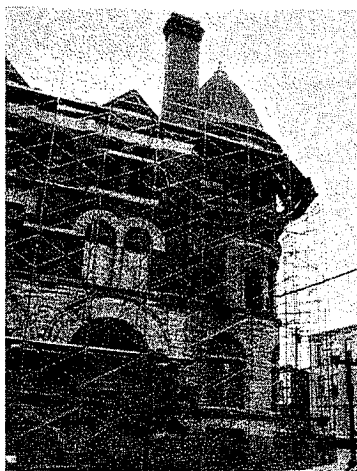
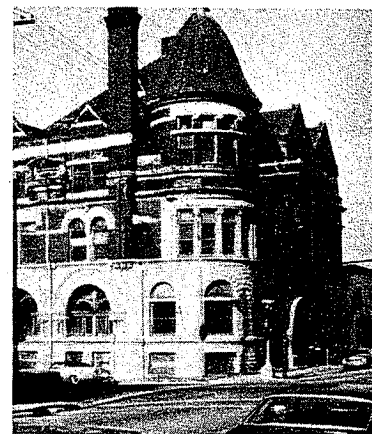
- Highlight and expand: 4th of July, On the Waterfront, Off to the Races, Beattie Is...., Ski Broncs, and other events currently using the river.
- Evaluate use of the Recreation Path in terms of congestion and ways to ease it.
- Allow limited liquor use permits on Park District property for special events.
- Designate non-wave areas on the river for special events.
- Have year-round activity through such things as ice sculpture, a winter carnival, cross country skiing, ice fishing, fishing contests, luminarios and a lighted boat parade.
- Prepare a river activity brochure, including a map and history of the Rock River.



Historic Preservation

Historic preservation is important in the sense that downtown's older buildings also form a resource that has, until recently, gone unrecognized. However, a number of factors have contributed to a gradual change in the perception of these older buildings. Among them -- the realization that the urban renewal approach of the '60s doesn't always work; rising construction costs; and an increasing awareness of our built environment as a limited, and valuable, resource.

Rather than resorting to the Urban Renewal solution to downtown problems of knocking down older buildings and creating vacant lots, the emphasis in this plan is on trying to reuse the buildings that are already there, thereby protecting an important part of Rockford's heritage while at the same time making use of a long-neglected resource.



POLICY

Endorse the Historic Preservation Plan adopted by Rockford City Council in 1985.

RECOMMENDED ACTIONS

Contact owners of properties ranked #1 and (in some cases) #2 on Rockford's Historic Resource Inventory to inform them of the significance of their property, and encourage them to apply for local landmark status. (#1 properties are considered to be eligible for the National Register; #2 properties are eligible for designation as local landmarks, and may be eligible for the National Register.) 1986

Promote the significance of #1 and #2 structures to the general public through articles in local newspapers, and a booklet listing significant structures. 1986-87

Go out for RFPs on Old City Hall and the Shumway building. 1987

Work with owners of #1s to redevelop their properties. 1987

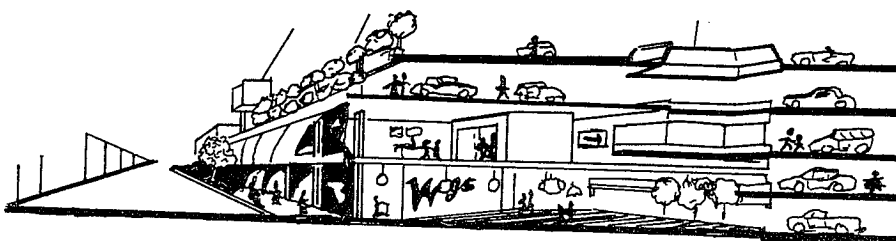
Design Guidelines

Design guidelines are proposed to protect the facade line of both East and West State Streets, and to provide guidelines for developers of new buildings downtown. The overall objective is to ensure a physical environment built and maintained at the human scale, a physical environment that attracts people to it and makes them comfortable while they are there.

POLICIES

Design all new parking ramps to be "pedestrian friendly" at street level, and aesthetically acceptable by following design guidelines.

Make downtown Rockford pedestrian friendly.



RECOMMENDED ACTIONS

1987

Develop design guidelines for building renovation and new construction on East and West State Streets from Winnebago Street to 4th Street.

- Review existing guidelines for East State Street; determine what changes, if any, need to be made before expanding their application to the west side. Obtain some form of public input, possibly with an architect on contract.

- Add elements needed for new construction: setbacks, pedestrian orientation, landscaping, riverfront setback.

1987

Establish an urban density zone where the facade line should be maintained through such things as vertical plantings, brick walls, and/or zero setbacks.

1986-90

Require beautification of all parking lots, removing the grandfather clause currently exempting older lots.

- Ordinance amendment, 1986.
- Enforcement, 1987-1990.

Arts & Entertainment

Arts and entertainment are addressed in depth, with the ultimate objective being the development and recognition of a downtown cultural district. Major

recommendations for the arts are broken down into an advocacy program for the arts, an arts/entertainment action strategy, creation of an arts resource guide, creation of a downtown cultural district, and decoration of downtown on a regular basis.

RECOMMENDED ACTIONS

Develop an ongoing advocacy program for the arts.

- Recognize the contribution of arts/entertainment agencies/activities to the economy and quality of life in downtown Rockford in the Mayor's State of the City speech, annually.
- Recognize City funded and/or endorsed arts/entertainment agencies and events in the City's annual report, annually.
- Provide letters of thanks and/or certificates from the Mayor and Chamber of Commerce to arts/entertainment activities in downtown Rockford, annually.
- Publish a calendar of events that will promote downtown events, attracting new local audiences and visitors, three times each year.
- Put up signs and banners for sites and attractions downtown.
- + Conduct needs assessment with multi-agency planning committee, 1986-1987.



-
- + Create and implement a 3-year action plan with appropriate budget, 1987-1989.
 - Prepare professional-quality promotional brochures and ads for downtown arts/museums, June 1987.
 - Promote arts/entertainment in downtown by distributing free brochures with City stickers, annually.
 - Promote downtown restaurant use before and after MetroCentre/Coronado events by distribution of a restaurant guide at events, 1986.
 - Promote downtown as a meeting/entertainment space for the community, ongoing.
 - Preserve, maintain and create green space in the downtown to enhance its image as a good place to be, ongoing.



Implement an arts/entertainment action strategy.

1986-88

- Encourage and increase street vendors, performers, brown bags and sidewalk cafes through public and private financial support and promotional efforts, each summer.
- Promote existing and develop new arts/entertainment walking and biking tours downtown for downtown employees, other citizens and visitors. Tours could focus on such things as exercise, arts, architecture, Haight Village and other historic sites, and the Heritage Run route, 1986-1987.
- Establish a free or low-priced arts/entertainment bus circuit to attractions for families and weekend visitors.
 - + Organize, 1986.
 - + Plan, 1987.
 - + Implement, 1988.
- Establish an "arts in corporate offices" program using artwork by school children and local professionals, 1987-1988.
- Increase the number of downtown special events with such things as Sidewalk Sundays, "Openings" packages, winter events, family packages and sidewalk chalk, 1986-1988.
- Recognize efforts by groups and individuals in the arts/entertainment field through a regular awards program. Categories could include such things as special events, for improvement or risk taking, and for small groups. Awards and associated events should be fun, visible and creative, ongoing.

- Extend/promote the Shumway Market, 1987.
- Hold media seminars for non-profits to learn how to prepare and present materials for paid and non-paid advertising, 1987.
- Meet with the MetroCentre Board to plan more cultural programs in their schedule, July 1987.
- Hold an international performing arts festival for children and families, September 1987.

1986-87

Develop an arts resource guide for special arts/entertainment events held in the downtown cultural district. To do this, the RACVB will call together a task force to complete the guide. The group should include current special events directors (such as Beattie Is..., On the Waterfront, Off to the Races, Greenwich Village Art Fair and 4th of July). Completed guide to be printed and disseminated to all special events people.

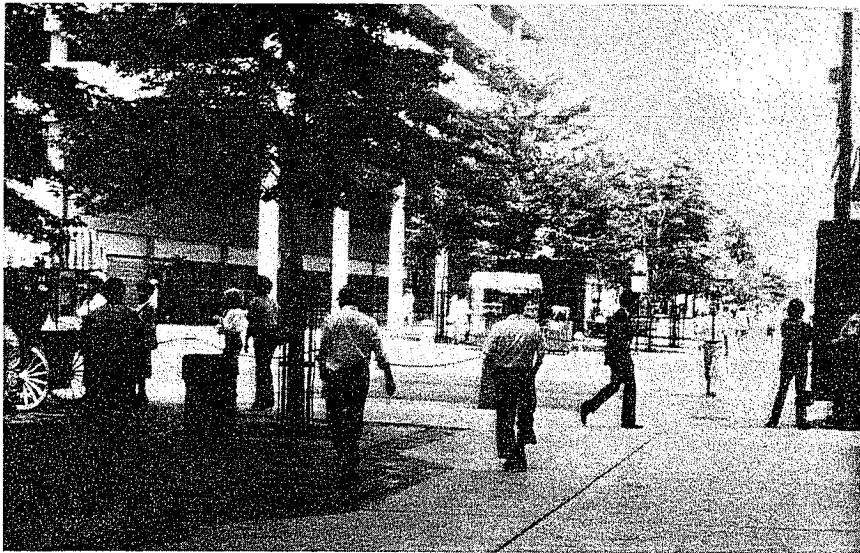
1987-88

Create a downtown cultural district.

- Endorse the position of a Special Events Coordinator, either within the Rockford Central Area Commission or an existing organization. The manager would coordinate and facilitate a year-round program of arts/entertainment, special events and sports for downtown, 1987.
- Establish a City Arts Commission or Downtown Cultural District Commission to act as an advocate for entertainment and the arts, aid in coordinating the efforts of community arts organizations, and lead in the creation of a cultural district downtown. The Commission would be a public/private agency with commissioners appointed by the Mayor, 1987-1988.

Decorate downtown and the Mall with lights, banners and flowers. Change decorations on a regular basis.

The Mall



In 1984, the West State Street leg of the downtown Mall was reopened to traffic, leaving two separate parts of the Mall on Main Street. There is a need to decide consciously what is the best use of these two remaining pieces. Left as they are, they will continue to be known simply as "what's left of the Mall," and may never become the integral parts of downtown that they could be.

RECOMMENDED ACTIONS

Develop a conceptual plan for the Mall to serve as a guideline as development occurs there. Any plan must provide for maintenance of any plant materials, with all arrangements made before anything is ever planted.

1986-88

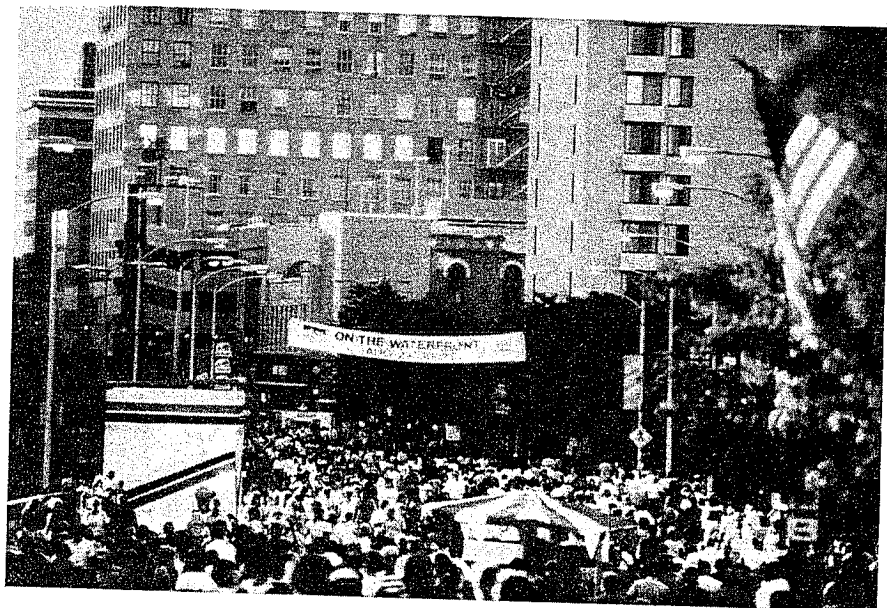
- Evaluate functional aspects of the Mall, aesthetic aspects, and within context of design guidelines to determine whether redesign is needed, 1986.
- If decision is yes, then redesign, July 1987.
- Make physical changes, such as an outdoor entryway or stage for NAT or, in conjunction with veterans' organizations, a Veterans' Memorial on the Mall, 1987-1988.

1986-87

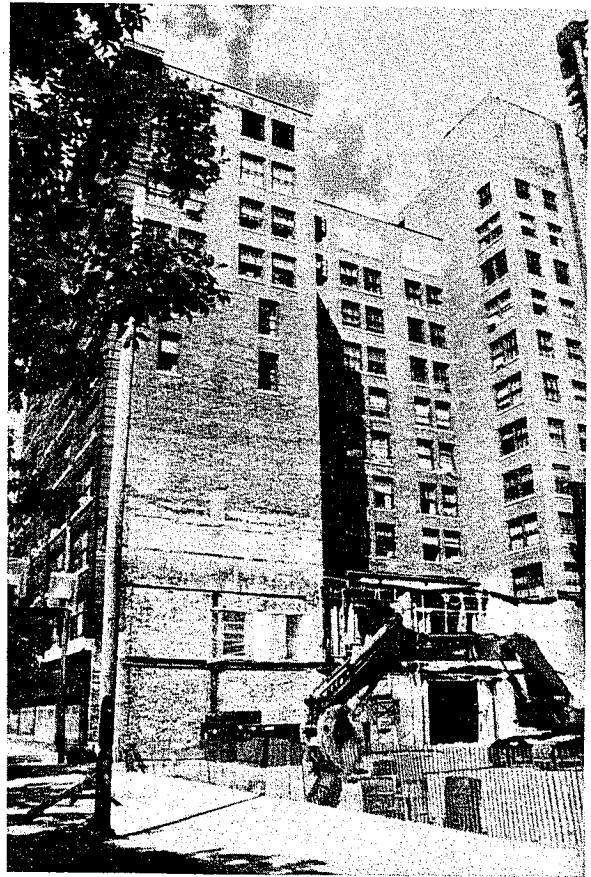
Encourage outdoor activities on the Mall, such as brown bag lunches, pushcarts, farmers' market, art and craft fairs, and sidewalk cafes.

1987

Have a public contest to name the Mall; announce the winner at the 1987 On the Waterfront festival.



*NEW DEVELOPMENT /
REDEVELOPMENT*



The usual approach to this particular segment of a downtown plan is to draw a plan map showing proposed long-range development for all of the land within the planning area. Unfortunately, this often results in plans showing planners' ideas of the ideal downtown, such as Rockford's plans from the Urban Renewal era showing a vast civic center complex on the east side of the river.

The approach this time has been to concentrate on things that can realistically be achieved in the next five years. Consequently, there is no plan map as such. There are instead specific recommendations for changes in the zoning process that will lead to the achievement of Bullseye! objectives, for enforcement of other codes within the Bullseye! target area, and for specific projects. Priorities for downtown development are as follows:

- First Take care of existing development, especially parking needs.
- Second Take care of currently proposed developments, and assist them as needed.
- Third Bring a hotel/convention center downtown.
- Fourth New office development.
- Fifth New market-rate housing.

Zoning

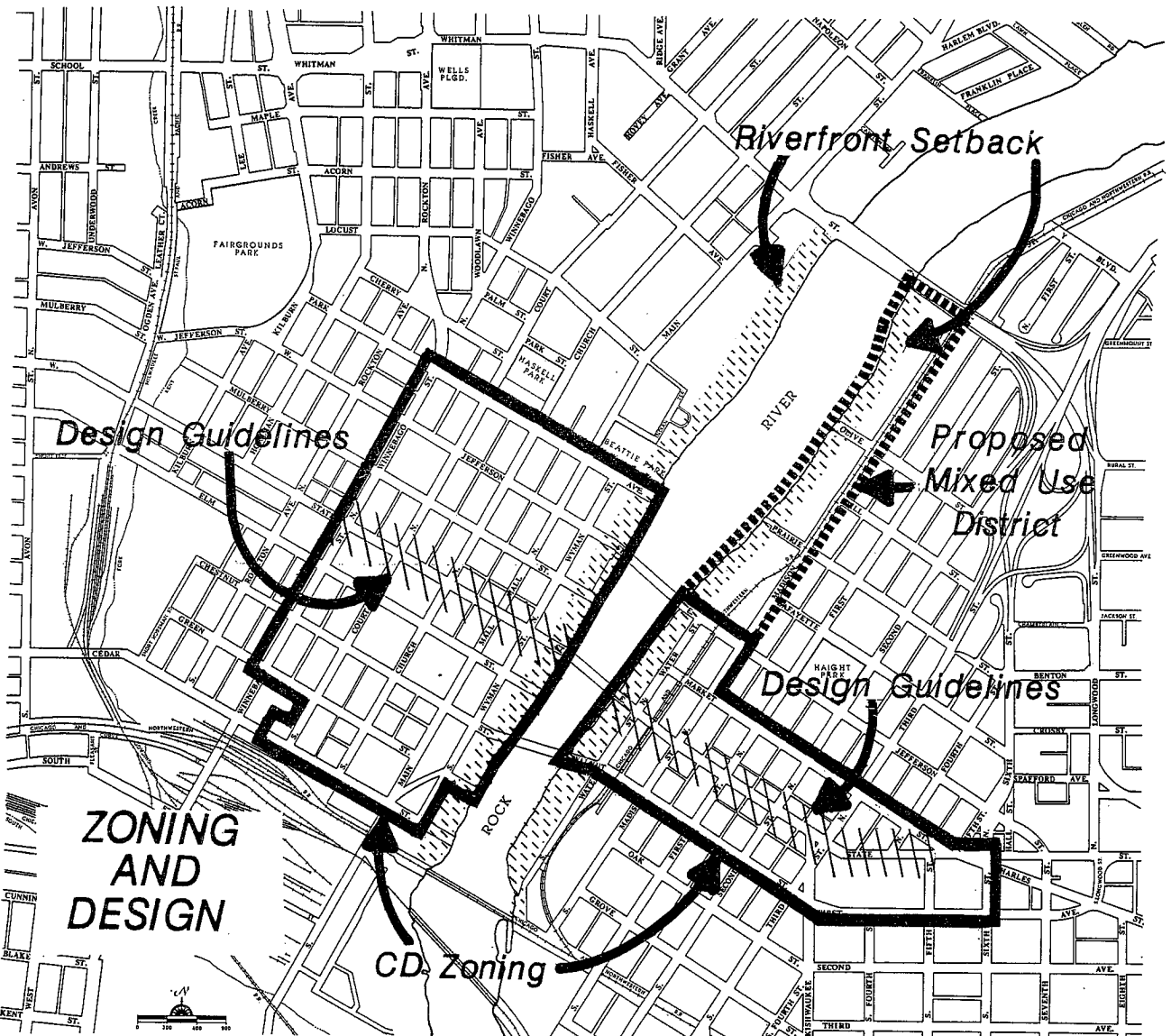
Expand the west side Commercial Downtown (CD) District to include Colonial Bakery and property on the river south to the railroad tracks.

1986

- Contact owners to see how they feel about it.
- If no objections, proceed.

Eliminate the maximum FAR restriction in the west side CD District.

1986



1986

Create a new zoning category for East State Street with the objective of maintaining the facade line and historical character of the street. The district should require zero setback along the street, and allow a FAR of 4:1 or 3:1.

1986

Create a new zoning category (or modify the existing one) for the west side area zoned CD.

1986

Create a new zoning district for the east riverfront area west of Madison Street from Jefferson to Whitman to allow a lower density commercial/residential mix. Would allow up to three stories and mixed uses.

1986

Require new construction to provide for parking in some way.

Other Codes

POLICIES

The City should administer building and fire codes more consistently in all projects.

Endorse efforts to improve the entryways into the core area (West State Street and South Main Street), continuing the focus of CDBG in that area. (To be done by 1988.)

RECOMMENDED ACTION

Target code enforcement to blighted pockets, with the following priority areas: the riverfront, State Street and Walnut Street.

1986-??

Direct the City Legal and Community Development Departments to investigate ways to resolve problems associated with vacant and deteriorated buildings, and report back to City Council.

1987

Projects/Proposals

POLICIES

Encourage higher density residential development on the east side of Madison Street north of Jefferson Street.

Endorse construction of the proposed Rockford Mass Transit District (RMTD) facility in the 500 block of West State Street.

Endorse on a conceptual level the proposed location of the new State Office Building (Block 39), the parking deck across the street from it (north side of AMcore Bank), and the slush plant to be located on the southeast corner of South Wyman and Chestnut Streets.

RECOMMENDED ACTIONS

Ongoing

Create improved land development parcels on the riverfront.

- Inventory riverfront properties (in conjunction with the River Plan), 1986.
- Improve the Water Works lot, 1987.

1987-

Give top priority to actively soliciting developers for a downtown hotel, committing public resources to be used in combination with private funds.

1987

Encourage redevelopment of the Rockford Life Building, making it a strong anchor on West State Street. Redevelopment should include investigation of the feasibility of sharing parking with the new RMTD facility.

1986-87

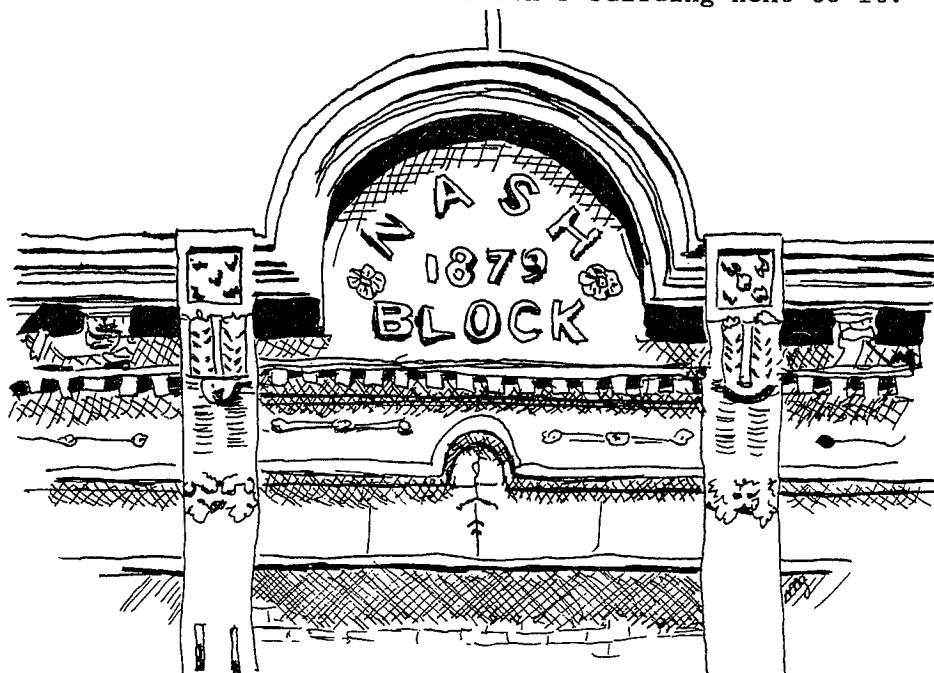
Endorse and facilitate the Post Office/Federal Building/County switch.

1986-88

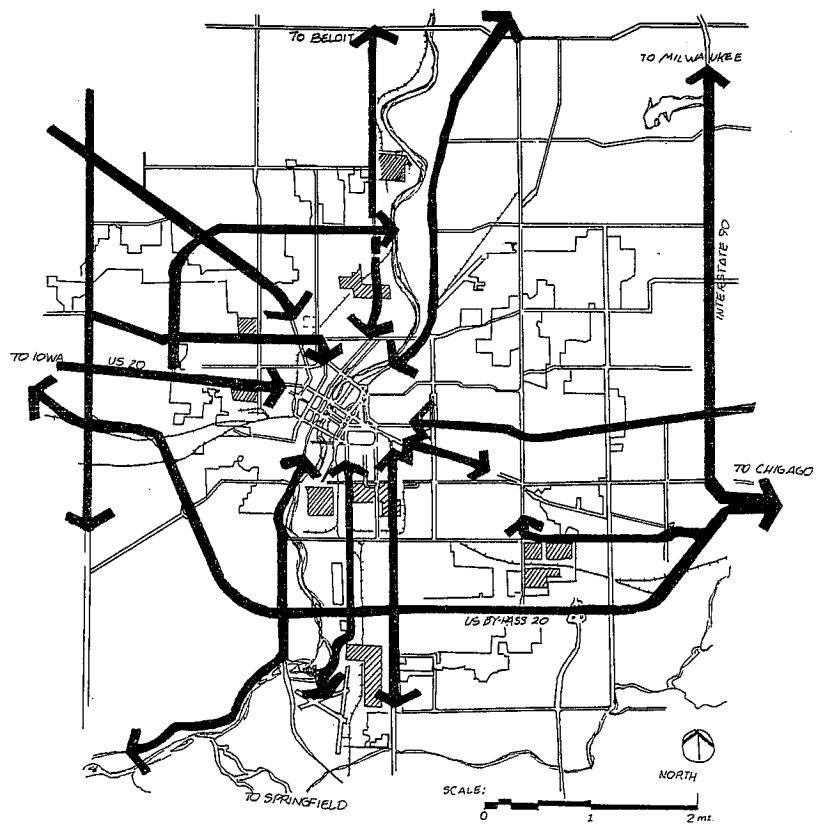
Encourage redevelopment of the Elks Club building, possibly in conjunction with the Water Works lot.

1986-87

Encourage restoration of the Four Squires Building and C. J. Richardson's building next to it.



PARKING & TRANSPORTATION



42

One subject which has been covered in depth throughout all 40 years of downtown planning in Rockford is parking. All of the pre-1950 reports uncovered in the preparation of this report dealt primarily with parking. A 1949 study by the Planning Commission indicates how little some perceptions of downtown have changed during that time. It is entitled, "Park My Car! Where?"

Transportation Access

In the area of transportation and access, Bullseye! relied heavily on existing transportation plans and studies, including the 1984 "Downtown Circulation Study." Primary emphasis of the Task Force in this area was to make it as easy as possible for people to get downtown, and to make it easier for them to get around in downtown once they got there.

POLICY

Endorse the recommendations of the 1984 "Downtown Circulation Study," including the functional ring road system. Full development of the system would include the extension of South Central Avenue, construction of left turn lanes on Whitman Street at intersections with Kilburn Avenue and Rockton Avenue, removal of the underpass on 9th Street at Railroad Avenue when the rail line is abandoned, and realignment of the 5th Avenue/College Avenue intersection at Kishwaukee Street to eliminate the offset.

RECOMMENDED ACTIONS

Improve access from I-90 by making sure the new interchange at East Riverside Boulevard is built.

1986 commitment

Recommend that the Transportation Task Force and/or the Rockford Area Transportation Study (RATS) review the problem of access to downtown from the southeast and either develop a timetable and financing schedule for building the Woodruff Expressway, or devise an alternative to it that can realistically be built

1986-87

within the foreseeable future. The basic decision of whether to Woodruff or not to Woodruff should be made in 1986. Should the decision be made to go with an alternative, then a conceptual outline of a feasible alternative should be arrived at by mid-1987.

1986-90

Incorporate needed downtown improvements into the City's CIP. Based on a windshield survey by the Task Force, the greatest needs are for curbs, gutters, sidewalks and drainage improvements. In determining the relative importance of these needs, the City should bear in mind the importance of the physical condition of the downtown area in enhancing Rockford's overall image, making its improvement in the best interest of the entire City.

1986-87

When physically possible, make Wyman Street two-way from Elm to Chestnut. (Could be done at the time of development of the proposed slush plant.)

1986

Improve traffic signal timing in and around downtown.

1986-88

Work with the Illinois Department of Transportation to improve signing to downtown from the US 20 By-Pass, preferably via Main Street.

- Initiate, 1986.

- Complete implementation, 1988.

Parking Policies & Guidelines

Time and staffing constraints precluded any exhaustive study of how to solve downtown's parking problems. Recommendations included here are designed to meet existing, short-term needs and to lay the necessary ground work for a more systematic approach for dealing with long-term needs based on existing and anticipated development. They also include guidelines for the use of on-street parking.

Desirability of types of parking (in order):

First	Underground
Second	Deck
Third	Surface

44

Do not pre-lease all spaces in new decks. Save lower level(s) for short-term parking; allow long-term parking on upper decks only.

The closer to State Street it is, the shorter term the on-street parking should be.

Within two blocks north or south of State Street, on-street parking should be limited to one hour or less. There should be no long-term, on-street parking in this area.

Fifteen-minute parking is unrealistic in terms of enforcement. A more realistic minimum term is 30 minutes.

Do not allow terrace parking in the Bullseye! area. It detracts from downtown's appearance; interferes with pedestrians since the natural inclination of drivers is to park in the middle of the sidewalk, not on the side; and in those cases where on-street parking is retained, it results in double parking. The few spaces gained by use of this system fall far short of outweighing the negative factors.

Allow a maximum of one loading zone per block per side of the street. Encourage placement of these zones at corners, skipping blocks on each side.

Replace parking lost by the Rockford Public Library or other structures for the walkway system or other green space.

Endorse preparation of a parking study to include, among other things, the best location for two new municipal decks, one on each side of the Rock River.

1986

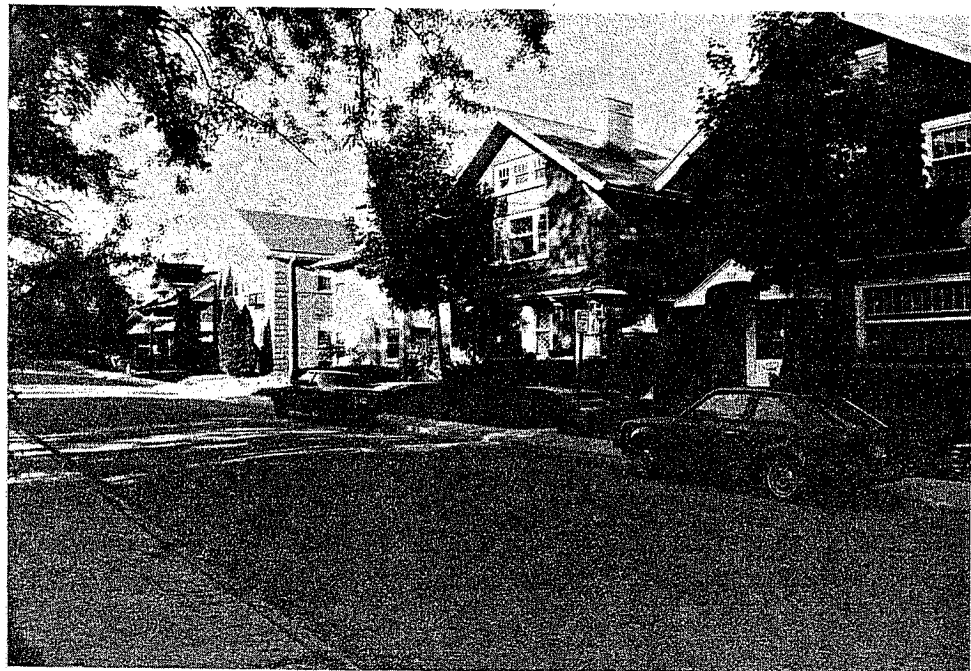
Relate time allowed for public parking to nearby uses. To determine specific guidelines, correlate parking requirements for uses in the Zoning Ordinance with time allotments.

1986-87

Parking Projects

- 1987 Endorse a 20-space lot on Park District land between Rever's and Market Street; recommend that it be paid for by the Park District (a) if the land can be used for non-park purposes, and (b) if so, they are willing to participate.
- 1986 Endorse creation of a new L-shaped lot on land where El Niagara sits and other associated parcels, with a maximum of 20 of the 57 spaces to be pre-leased.
- 1987-88 Endorse the concept of expanding and improving the old Stewart's deck and additional properties as required, maintaining any storefronts involved on State Street.
- Determine willingness of current owner to participate, 1987.
 - Determine condition of structure, feasibility of expanding, 1987.
 - Determine what would be best access point(s) -- State and/or Church Street, 1987.
 - Implement, 1987-1988.
- 1987 In cooperation with the owners of the 303 Building, raze the old Auto Hotel and build a new deck on that area and the area left vacant by the demolition of the Shrine Temple. Tie into development of the Water Works lot.
- 1986 Talk with Second Congregational Church and Trinity Lutheran Church about increasing public use of their surface lots.

*HOUSING & ADJACENT
NEIGHBORHOODS*



Housing generally did not receive much attention in earlier downtown plans. However, the Bullseye! Task Force considered it important from two perspectives -- the development of new market-rate housing in downtown, and the strengthening of adjoining residential neighborhoods.

One of the major goals of Operation Bullseye! is to bring downtown back to life after 5:00 PM. An essential ingredient in this task is having people live there. To take it a step further, they must be people who have money and who will spend it after office hours. These two criteria lead to the necessity of market-rate housing, which will eventually increase the need for retail uses downtown.

Downtown neighborhoods frequently languish in the shadow of efforts to attract major new developments in the downtown core, not just in Rockford but in other cities as well. In putting greater emphasis on nearby residential neighborhoods, we hope to bring more balance to this equation, recognizing the fact that healthy borders are as important to the ultimate success of downtown as is a healthy core.

POLICIES

Encourage middle-income and above housing.

Endorse public support of a large residential development project in the downtown area, to include at least partial support of a feasibility study for such development.

Maintain improvements that have been made in residential areas surrounding downtown.

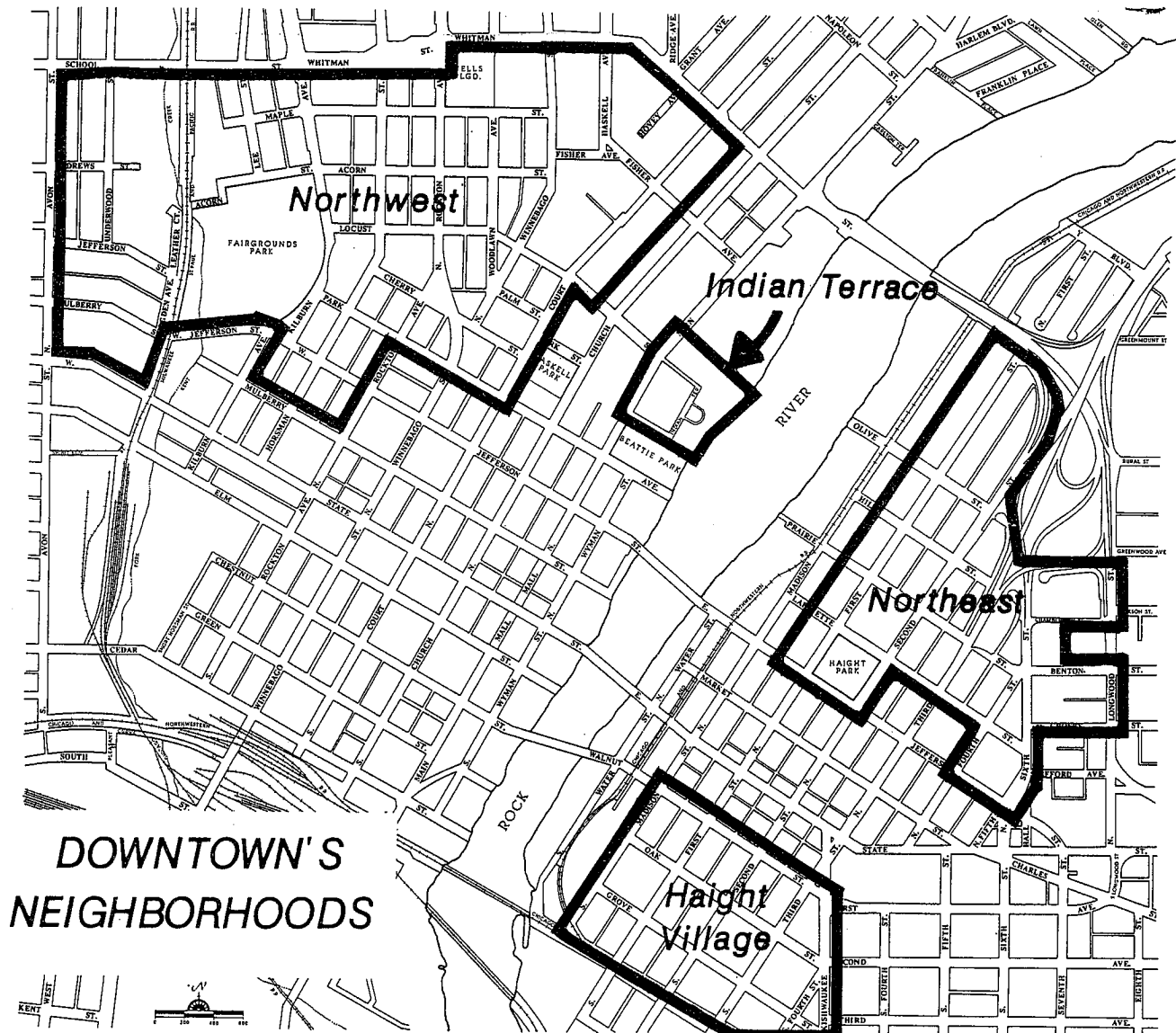
RECOMMENDED ACTIONS

As part of attracting a major new market-rate housing development to downtown, the City should be willing to:

1986-88

- Prepare the preliminary data necessary for a market study to be done, 1986-1987.

- Either do a market study or share in the expense of one with a developer, 1986-1987.
- Prepare public improvements needed for a development, 1987-1988.
- Treat the proposal in the same manner as it would to attract a major downtown development of any type, such as a hotel.





- Land bank to provide adequate space for such a project, 1987-1988.

Increase the exposure of Haight Village as an example of what can be done with a downtown neighborhood.	1986-87
Publicize existing housing programs in the residential area northeast of downtown.	Ongoing
Increase awareness of northeast of downtown as a residential neighborhood.	1986-
Encourage residential housing and green space through reuse of vacant buildings and properties south of State Street near the Rock River.	1986-
Design new housing programs for the northwest area to meet their particular needs.	1986-87

-
- | | |
|---------|--|
| Ongoing | Improve vacant City lots in the northwest by mowing City-owned lots and enforcing codes in other lots. |
| Ongoing | Increase code enforcement in the northwest. |
| 1986-87 | Evaluate zoning in all residential neighborhoods surrounding downtown to determine which areas need to be downzoned to single-family or duplex. <ul style="list-style-type: none">● Research, evaluation, 1986.● Implementation, 1986-1987. |
| 1986-87 | Investigate/explore possible funding sources for new programs, such as a surcharge on permit fees or charges per inspection done. |

APPENDICES



ROCKFORD CENTRAL AREA COMMISSION MEMBERS

Alvin G. Becker, Commission Chairman
President and Chief Executive Officer
United Bank of Illinois

David C. Kase, Commission Secretary
Managing Partner
Peat, Marwick Main & Company

R. Richard Bastian III
President and Chairman of the Board
First National Bank & Trust Company of Rockford

Alderman David Johnson
Representative of Rockford City Council

Alderman Tom Przytulski
Chairman, Planning and Development Committee
Rockford City Council

AN ORDINANCE CREATING THE DOWNTOWN BUSINESS DISTRICT,
ADOPTING A PLAN FOR ITS REDEVELOPMENT; AND
CREATING THE ROCKFORD CENTRAL AREA COMMISSION

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF
ROCKFORD, ILLINOIS, THAT:

1. Legislative Finding and Declaration:

- A. It is essential to the economic and social welfare of the City of Rockford that the Downtown Business District (as defined herein) be maintained and revitalized by assuring opportunities for development or redevelopment and attracting sound and stable commercial and residential growth.
- B. During the year 1986 numerous public hearings and public meetings were held involving numerous representatives of public agencies and private enterprises, resulting in the Operation Bullseye! Plan of Action for Downtown Rockford adopted by the City Council of Rockford on September 2, 1986.
- C. The Operation Bullseye! Plan and its recommendations are in substantial conformity with the Year 2000 Plan and the Eastside and Westside Redevelopment Plans as amended.
- D. The Business District Development and Redevelopment Act [Ch. 24, Illinois Revised Statutes (1985), para.11-74.3-1 et. seq.] confers upon municipalities certain powers which would be of assistance in the implementation of the Operation Bullseye! Plan.
- E. The Operation Bullseye! Plan recommended that one economic development organization with its sole focus the development of downtown be formed to advise council in the administration, promotion and redevelopment of downtown and coordinate public activities under the Plan.
- F. It is in the interest of the welfare of the citizens of Rockford, Illinois, and the tax base of the Downtown Business District herein defined to designate the area described herein a "Business District" as provided in the Business District Development and Redevelopment Act, officially approve the Operation Bullseye! Plan as the specific plan for the Downtown Business District, and establish a Business District Development and Redevelopment commission to act as agent for the City of Rockford in the exercise of certain powers herein described for

the purpose of the development and redevelopment of the Downtown Business District.

2. Definitions

Act is the Business District Development and Redevelopment Act [Ch. 24, Ill. Rev. Stat. (1985), 11-74.3-1 et. seq.].

Authority is the Rockford Metropolitan Exhibition, Auditorium and Office Building Authority, a municipal corporation of the State of Illinois.

City is the City of Rockford, Illinois, a municipal corporation of the State of Illinois.

Council is the City Council of the City of Rockford, Illinois.

Downtown Business District is the area bounded by the North line of Whitman and School Streets on the North; the West line of Avon Street on the West; the Southerly line of the Chicago, Northwestern Railroad Company right-of-way at Kishwaukee Street and Third Avenue on the South; and the East line of Eighth and Longwood Streets on the East.

Plan is Operation Bullseye! Plan of Action for Downtown Rockford adopted by Council.

Rockford Central Area Commission (RCAC) is the Business District Development and Redevelopment Commission established pursuant to the terms of this ordinance.

3. Designation of Business District

The Downtown Business District is hereby designated a "Business District" for the purposes of the Act.

4. Adoption of Plan

The Plan is hereby adopted as the business district development or redevelopment plan for purposes of the Act and the powers of the City thereunder.

5. The Rockford Central Area Commission (RCAC)

- A. There is hereby created an agency of the City of Rockford to be known as the Rockford Central Area Commission (RCAC). The RCAC shall be composed of five members as follows:

-
- a. Chairman of the Planning and Development Committee of Rockford City Council or such other standing committee of the Council succeeding the Planning and Development Committee with responsibility of economic development matters;
 - b. One (1) other Alderman of the City of Rockford;
 - c. Three private sector members to be appointed by the Mayor and confirmed by council.

Members serving by virtue of their office shall continue so long as they hold that office; private members shall be appointed for three year terms and shall serve until a replacement has been appointed.

The Director of the Department of Community Development of the City of Rockford and the General Manager of the Authority shall serve the RCAC as staff members only, without voting authority.

- B. Each member shall be entitled to one vote in the RCAC. No action of the RCAC shall be binding unless taken at a meeting in which four members are present, and a majority of members present must concur in any action taken.
- C. The creation of the RCAC shall be effective upon adoption of this Ordinance, and it shall cease to exist on December 31, 1989, unless its existence is extended by ordinance of the City prior to that date.
- D. The RCAC shall annually elect from among its members a chairman, secretary and such other officers as may be necessary. The RCAC may adopt, amend and rescind such bylaws and rules and regulations it may from time to time require for the conduct of its business.
- E. The RCAC may incorporate as a not-for-profit corporation, enter into contracts, including contracts with the City, Authority or other units of government, sue and be sued.
- F. The RCAC may apply for and accept capital grants and loans from the United States and the State of Illinois, or any instrumentality of the United States or the State, for development or redevelopment of the business district.
- G. The RCAC may accept for business district development or redevelopment purposes any and all donations and grants of money, equipment, supplies, materials and services from any

institution, person, firm or corporation and utilize and dispose of same.

- H. The RCAC may acquire, manage, lease, trade, improve, convey or otherwise dispose of real and personal property acquired pursuant to the Plan.
- I. The RCAC may borrow funds as it may be deemed necessary for the purpose of implementation of the Plan, and in this connection issue such obligations as shall be deemed necessary with Council approval.
- J. The RCAC may enter into contracts or development agreements with any public or private agency or person.
- K. The RCAC may employ all such persons as may be necessary for the updating, execution, and implementation of the Plan. Such employees shall not be considered employees of the City of Rockford unless by agreement with the City it is determined that specific persons performing services for the RCAC would be employees of the City.
- L. The RCAC shall submit to the Council on a quarterly basis, in a format and at such dates as required by the Council, information concerning its progress and activities toward implementation of the Plan.

Additionally, the RCAC shall submit to the Council annual reports on its activities and services, an audited annual financial statement, and plans, objectives and budgets for the following year. The Council shall also submit any other information the City may reasonably require concerning the operation of the RCAC.

6. Advice and Cooperation

- (a) The Mayor shall appoint an Operation Bullseye! Plan Review committee of eleven members to meet quarterly during the effective period of this ordinance to monitor and advise the Council and the RCAC relative to the progress made in implementation of the Plan. The RCAC shall cooperate with this committee in planning its activities.
- (b) The RCAC may establish other advisory and technical committees composed of private citizens, expert and lay personnel, representatives of industry, labor, commerce, civic associations, and officials of local, state and federal governments, and may cooperate with and use the services of any

such committee and the organizations which they represent in furthering any of its activities under the Plan. The Commission shall encourage citizen organization, activity and intergovernmental cooperation for the promotion of the objectives of the Plan.

7. Functions

The RCAC shall have the following duties and functions in the implementation of the Plan:

(a) Management and Planning

- (i) Implement and update the Plan.
- (ii) Develop, direct and coordinate common management programs, business promotional needs, and general maintenance and security requirements.
- (iii) Ensure proper maintenance of the Mall and other public green spaces in the downtown area, either directly or through contract arrangements with other agencies.
- (iv) Maintain a downtown data base consisting of an inventory of employers and buildings, with such additional information as RCAC determines to be useful.

(b) Development

- (i) Act as liaison between potential developers and existing community resources within the Downtown Business District.
- (ii) Actively seek out potential developers, lessors and new businesses for the Downtown Business District.
- (iii) Maintain communications with businesses, developers and all other interests active in the downtown market.
- (iv) Act as an enabler/facilitator for downtown development.
- (v) Make recommendations to Council for public improvements and the use of eminent domain.

(c) Project Financing

- (i) Review and recommend projects to be funded with East and West Side TIF financial resources.

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- (ii) Develop loan pools and other financial resources utilizing private, public and quasi-public funds.

(d) Marketing and Promotions

- (i) Sponsor special events.
- (ii) Market downtown as a site for investment.
- (iii) Promote downtown locally.

8. Finances

- A. The RCAC shall have the power to expend only those funds specifically appropriated to it by the City, the Authority or other public or private persons or entities. The RCAC shall not have the power to expend or obligate City Tax Increment Financing Funds, Redevelopment Funds, or Special Service Taxing Area Funds, without the express consent of Council or a general appropriation of such funds to the RCAC.
- B. The RCAC may be funded by appropriations of the City. In order to request funding the Commission shall submit to the Council a proposed annual budget each year as part of the budget process stating the source of funds and amount required for its operations. The Council may, but shall not be obligated to, appropriate all or any part of the funds requested. Additionally, the RCAC may request funds for specific projects from specific funding sources at such time as it deems appropriate. The Council may approve all, none or any part of such a request.
- C. The RCAC may propose to the City that all or part of the Downtown Business District be designated a Special Service Taxing Area, and that tax levies made within the Area be used to support activities of the RCAC.
- D. The RCAC shall keep accurate accounts of all receipts and disbursements. The receipts and disbursements of the RCAC shall be subject to the audit and accounting procedures established under its bylaws. However, all receipts and disbursements of funds handled by the RCAC shall be audited yearly by a qualified public accountant and the report of the audit shall be included in and become a part of the annual report of the RCAC.
- E. The accounts of the RCAC shall be open at any reasonable time for inspection.

9. Sunset Provision

This Ordinance shall expire on December 31, 1989, unless specifically extended by ordinance of the Council prior to that date. The RCAC shall, upon expiration of this Ordinance, cease to have the powers granted herein, and shall take such action deemed necessary to liquidate its assets and finish its affairs. Unless otherwise agreed, the assets of the Commission after paying all obligations, shall become the property of the City of Rockford.

All orders, resolutions, or ordinances in conflict herewith are hereby repealed insofar as such conflict exists and this Ordinance shall take effect immediately upon its passage, approval and publication.

Ordinance adopted: June 8, 1987

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During the year that has elapsed since the Operation Bullseye! Task Force completed its work and submitted its recommendations to Rockford City Council, much has been accomplished. The following status report gives a brief description of projects either completed or underway.

Downtown Management

- + Rockford Central Area Commission: Established by ordinance; first meeting held July 16, 1987.
- + Downtown data base: Field work for mapping of physical factors virtually complete; collection of statistical data concerning building use begun.

Financing Downtown Improvements

- + Eastside and Westside Tax Increment Finance Districts expanded in 1986. At the same time, both TIFs were qualified for sales tax increment revenues from the State and the City.

Amenities

- + Riverfront Walkway, Phase I: The portion running from Mulberry Street to Jefferson Street behind the Rockford Public Library completed, July 1987.
- + Prohibition of new parking within 30 feet of the river's edge: Policy invoked by the City in redesign of parking behind the Library for work done in conjunction with construction of the walkway.
- + River Plan: Underway, with completion of draft proposal by the end of 1987.
- + Design guidelines: The City has received a grant via the Illinois Historic Preservation Agency for development and publication of design guidelines; to be completed by the end of 1987.
- + Riverfront improvements: Under consideration by the Rockford Park District in two locations -- at the Rockford Art Museum, and between Rever's Marina and the Waterside Building.

Development/Redevelopment

- + State Office Building: Architectural plans near completion; project construction bidding on schedule for late September 1987.
- + Waterworks Village: Private development of market-rate condominium and rental apartments and 800-space parking deck to be built with City participation on the Waterworks lot south of Beattie Park. Construction to begin in fall 1987.
- + RMTD facility: Demolition completed and construction underway. Completion scheduled in 1988.
- + Rockford Life Building: \$1.8 million rehabilitation project approved by City Council, July 1987. Project includes City participation in the form of new parking to be developed for the project.
- + Shumway Market: Process of requesting proposals for redevelopment of the building begun, July 1987.
- + Old City Hall: \$250,000 in Build Illinois funds allocated for renovation of the structure.

Parking & Transportation

- + Interchange at I-90 and East Riverside Boulevard: Under construction; south ramps to be completed by end of 1987, north ramps by 1989.
- + Woodruff Expressway: Transportation Task Force recommended that the City proceed with this project. Assigned a high priority to doing the preliminary work, medium priority (because of the length of time involved) to overall completion of the project.
- + Parking study: Two-phased study based on survey of downtown employers and businesses completed. Adopted by City Council, July 1987; implementation underway.
- + El Niagara parking lot: The main portion of the lot was cleared in 1987; remaining parcels being obtained through condemnation. Project completion expected in 1988.

Housing & Adjacent Neighborhoods

- + Nomination of Haight Village to the National Register of Historic Places submitted to the Illinois Historic Preservation Agency, June 1987; final determination expected by the end of 1987.

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Every planning document ever written is replete with acronyms. A list is provided here, with translations, for the uninitiated.

CD	Commercial Downtown, when referring to zoning; Community Development, when referring to City departments
CNW	Chicago Northwestern Railroad
FAR	Floor area ration
NAT	New American Theatre
RACVB	Rockford Area Convention and Visitors Bureau
RATS	Rockford Area Transportation Study
RCAC	Rockford Central Area Commission
RFP	Request for proposals
RMTD	Rockford Mass Transit District
SSTA	Special service taxing area
TIF	Tax increment finance

In addition to listing addresses and building names, the list below shows local rankings for each building, and whether or not they have been designated as a landmark or included in a historic district. Source of the rankings is a local survey conducted by the Rockford Historic Preservation Commission in 1981 and 1985. Meaning of the numbers and letters in the column headed "Rank" are as follows:

- Rank 1: Considered eligible to be on the National Register of Historic Places.
- Rank 2: Considered eligible to be designated a local landmark; may be eligible for the National Register.
- ES: Within the East Side National Historic District, encompassing Rockford's original east side business district along East State Street.
- HV: Within the Haight Village Historic District, a residential neighborhood southeast of downtown with homes built between 1840 and 1930.
- LL: Designated a local landmark by the City of Rockford.
- NR: On the National Register of Historic Places.

<u>ADDRESS</u>	<u>BUILDING</u>	<u>RANK</u>
326 North Avon Street	Residence	2
413 North Avon Street	Residence	2
603 Cherry Street	Residence	2
728 Cherry Street	Residence	2
212 North Church Street	Lincoln Hotel	2
318 North Church Street	2nd Congregational Church	2
412 North Church Street	Emmanuel Episcopal Church	2
803 North Church Street	Anderson Building	2,LL
110 South Church Street	2-story brick commercial building (Sims Jewelers)	2
414-416 North Court Street	Apartments	2
611 North Court Street	Residence	2
614 North Court Street	Residence	2
706 North Court Street	Residence	2
405 Elm Street	Old County Court House	2
728-730 Elm Street	Apartments	2
500-518 Fisher Avenue	Valencia Apartments	2
300-600 Green Street	Brick street	2
419 Grove Street	Residence	2,HV

Appendix E
Historic Structures in the Bullseye! Area

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402 Hill Street	James Worsley House	2
323-325 North Horsman Street	Duplex	2
900 block, Indian Terrace	Apartments	2
717 East Jefferson Street	Security Building	2
Jefferson Street Bridge		2
210 West Jefferson Street	Elks Club	2
308 West Jefferson Street	Times Theatre	2
104 North Madison Street	East Side Inn	1,ES
500 North Madison Street	Peacock House	2
117 South Madison Street	Ginder Livery	2,ES
121 South Madison Street	Germania Hall	1,ES
211 North Main Street	Memorial Hall	1,NR
222-230 North Main Street	Times Theatre	2,LL
301-303 North Main Street	303 Building	2
304 North Main Street	Pioneer Life	2
314 North Main Street	Coronado Theatre	1,NR
330 North Main Street	Jackson Piano	2
402 North Main Street	1st Presbyterian Church	2
519 North Main Street	Residence	2
605 North Main Street	National Guard Armory	2
737 North Main Street	Burpee Art Museum	1,LL
815 North Main Street	Burpee Museum of Natural History	1,LL
830 North Main Street	Residence	2
118-120 South Main Street	Limestones	1,NR
119 South Main Street	Chick Hotel	2
226-228 South Main Street	AMcore Bank	2
309 South Main Street	R & S Building	2
401 South Main Street	Post Office	1
616-618 Market Street	Apartments	2
319 Mulberry Street	Part of Lafayette Hotel	2
1034 Mulberry Street	Residence	2
310 Park Avenue	Jackson Piano	2
216 Prairie Street	Brewery	2

401 North Rockton Avenue	Residence	2
526 North Rockton Avenue	Residence	2
539-541 North Rockton Avenue	Residence	2
820-824 North Rockton Avenue	Duplex	2
121 South Rockton Avenue	Residence	2
222 South Rockton Avenue		2
99 East State Street	News Tower	1,ES
204 East State Street		2,ES
310 East State Street	Pyng Block	2,ES
324-330 East State Street	Shoe Service; Surf Lounge; Coin & Stamp	2,ES
418 East State Street	Nash Block	2,ES
419 East State Street	Ding Hoe Restaurant	2,ES
422-424 East State Street	Superior Block	2,ES
425 East State Street	City Hall	1,ES
426-428 East State Street	Van Zandt Block	2,ES
508-514 East State Street	Hutchins Building	2,ES
618-632 East State Street	Faust Hotel	1,ES
713 East State Street	Shumway	1,ES
721 East State Street	Midway Theatre	1,ES,LL
206 West State Street	Rockford Trust Building	1
316 West State Street	Symbols	2
322 West State Street	NICE	2
324-326 West State Street		2
921 West State Street	St. Thomas High School	2
604 Walnut Street	1st Congregational Church	1,HV
220-222 Water Street	Wholesale Grocery Building	2,ES
118 South Winnebago Street	St. Mary's Church	1
129 North Wyman Street	Pioneer Building	2
726 First Avenue	Charlotte's Web	2
910 Second Avenue	Freeman School	1,LL
428 North First Street	Dennett House	2
504 North First Street	Whitwer House	2
702 North First Street	Norbert Haime House	2
130 South First Street	Old City Hall	1,ES
222 South First Street	Miller House	2,HV
228 South First Street	Wheeler House	1,HV

Appendix E
Historic Structures in the Bullseye! Area

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127 North Second Street	Ennett House	2
604-606 North Second Street	Peters Home	2
617 North Second Street	Frank Smith House	2
625 North Second Street	Residence	2
230 South Second Street	Loveen Hall	2,HV
326 South Second Street	Peck House	2,HV
225 South Third Street	1st Evangelical Lutheran Church	1,HV
308 South Third Street	Residence	2,HV
312 South Third Street	Brown House	2,HV
326 South Third Street	Judge Brown House	2,HV
101 Seventh Street	Commercial Building	2

For more information about Bullseye!,
contact:

Rockford Central Area Commission
425 East State Street
Rockford, Illinois 61104
815/987-5600