



**RIVER DRIVE CORRIDOR CONCEPT PLAN**  
moline.illinois

*moline.illinois*



## Table of Contents

---

<b>0 Executive Summary</b>	
Concept <b>Goals</b>	ES-1
Concept <b>Principles</b>	ES-2
Concept <b>Components</b>	ES-3
Concept <b>Framework</b>	ES-4
Character <b>Areas</b>	ES-5
<b>1 Concept Introduction</b>	<b>1.1</b>
<b>2 Observations &amp; Analysis</b>	<b>2.1</b>
Study <b>Area</b>	2.2
Related <b>Plans &amp; Initiatives</b>	2.3
Existing <b>Framework</b>	2.7
Economic <b>Perspective</b>	2.13
<b>3 Exploration &amp; Visioning</b>	<b>3.1</b>
Supplemental <b>Visual Analysis</b>	3.2
Public <b>Workshop</b>	3.5
Charette Studio: <b>Alternative Scenarios</b>	3.5
Public <b>Open House</b>	3.12
Steering Committee <b>Work Session</b>	3.13
Preliminary <b>Preferred Direction</b>	3.14

<b>4 Concept Framework</b>	<b>4.1</b>
Concept <b>Goals</b>	4.2
Concept <b>Principles</b>	4.3
Concept <b>Components</b>	4.5
Character <b>Areas</b>	4.7
<b>The East Gateway</b>	4.9
<b>Moline Centre</b>	4.12
<b>Columbia Park</b>	4.13
<b>John Deere Business Anchor</b>	4.14
<b>Riverstone Riverfront Industrial Anchor</b>	4.15
<b>Riverfront Campus</b>	4.18
<b>Riverfront Campus - Neighborhood Center</b>	4.19
<b>Riverfront Business Campus</b>	4.20
<b>Riverfront Neighborhood</b>	4.21
<b>Florecente Neighborhood</b>	4.22
<b>Parks and Open Space</b>	4.23
Urban Design: <b>Branding</b>	4.24
Mobility	4.26
<b>River Drive</b>	4.26
<b>IL-92 (4th and 6th Avenues)</b>	4.31
<b>Connectivity</b>	4.33
<b>Bus Rapid Transit &amp; Transit Oriented Development</b>	4.34
<b>Trails</b>	4.36
<b>5 Implementation &amp; Action</b>	<b>5.1</b>
Critical Action: <b>Policy</b>	5.2
Critical Action: <b>Organization</b>	5.3
Critical Action: <b>Marketing</b>	5.4
Critical Action: <b>Circulation</b>	5.5
Critical Action: <b>Catalyst Project Areas</b>	5.7
Critical Action: <b>Funding ‘Tool Box’</b>	5.12
Development <b>Opportunities Matrix</b>	5.16



## Executive Summary

The River Drive Corridor Concept Plan provides a vision and generalized framework for the physical development and design of one of Moline's most unique environments.

The plan furthers aspirations established by the community and builds upon past and current planning and development initiatives. The plan is intended to provide a broad-based guide that empowers the City of Moline and community stakeholders to pursue dialogues, partnerships and courses of action in a more coordinated and meaningful manner. The plan provides a resource to better empower those involved with community decision-making processes to evaluate proposals, potential projects and to proactively pursue opportunities that build upon the long-range goals envisioned by this plan.

The River Drive Corridor is envisioned to evolve as a diverse place that is sustainable; both physically and economically. This will be accomplished through promoting a quality environment that is highly connected and provides a variety of lifestyle choices and opportunities. Opportunities championed by the plan include:

**Sound and sustainable residential neighborhoods** with a variety of housing product and price points that have a high degree of accessibility to amenities, goods, services and employment opportunities.

**Commercial and mixed-use centers** that provide goods and services from the neighborhood scale to destinations that have a local and regional appeal.

**Employment anchors** at a variety of scales that may range from office to retail to industrial/light industrial/warehousing.

**Destination venues** that may include civic event facilities; mixed-use live, work and play environments; and a diverse, dynamic and vibrant downtown core environment.

**Educational and research centers** that expand the intellectual, business and cultural landscape.

**Recreational uses** that include parks, open spaces, water recreation and civic destinations.

**Multi-modal transportation systems** that enhance connectivity along the corridor, the Moline community and the Quad Cities region.



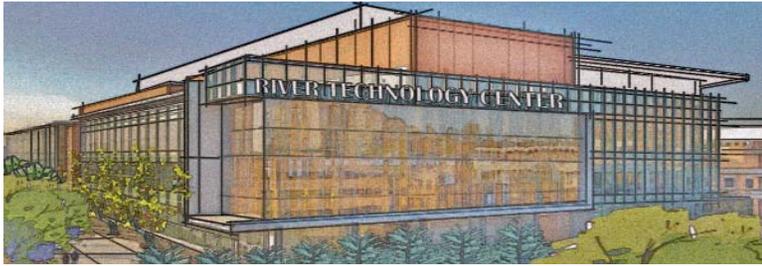
## Concept Goals

**Enhance the sense of 'place' throughout the corridor.** This may be accomplished by aesthetic solutions that 'celebrate' River Drive, the Mississippi River and the special places that comprise a vibrant, active and sustainable corridor.

**Organize those special places along the corridor in a more meaningful manner.** This may be accomplished by reinforcing and enhancing existing land use patterns, seeking opportunities for new investments and expanding the live, work and play concept throughout the corridor.

**Pursue a greater functional mobility framework.** Develop meaningful connections throughout the corridor through a variety of mobility options such as public transportation, trails and roadway enhancements.

**Preserve and enhance the corridor's most prominent asset - the adjacency to the riverfront.** Protect assets and investigate additional opportunities to visually and physically engage the Mississippi River environment through public and private initiatives.



## Concept Principles

### Authenticity

Create an authentic environment that 'bridges' Moline's past and future by preserving and enhancing its history and distinctive qualities while embracing new innovative investments.

### Connectivity

Improve and enhance linkages to, through and within the River Drive Corridor and adjacent neighborhoods. 'Weave' together all aspects of multi-modal access and mobility.

### Destination

Advocate a mix of opportunities, areas of interest and activities to make the River Drive Corridor a destination.

### Diversity

Embrace a mix of uses, activities and amenities that will enhance the River Drive Corridor as a vibrant live, work and play environment. Seek opportunities for the highest and best use of sites.

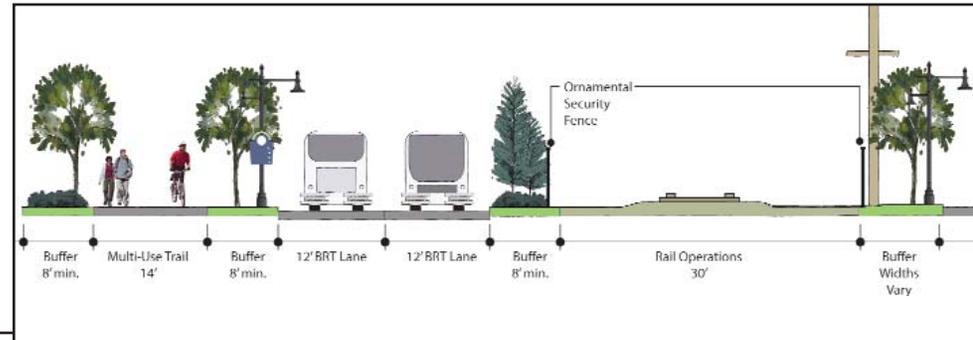
### Sustainability

Sustainability should encapsulate the concept of both environmental stewardship and economic stability. Pursue sustainable site development and architectural practices, innovative approaches that address today's needs, but allow for adaptable strategies for the future.

### Identity

Foster a strong sense of identity that thematically celebrates the diverse qualities of the corridor. Preserve and enhance the unique characteristics that are distinctively associated with the corridor and the unique location along the Mississippi River.

## Executive Summary

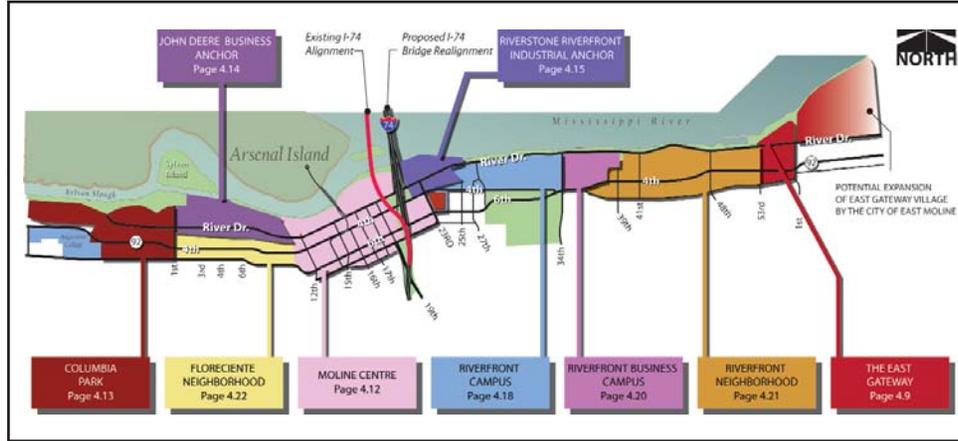




# Executive Summary

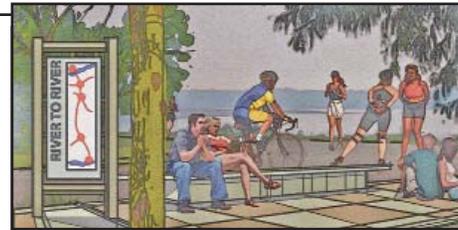


## Concept Components



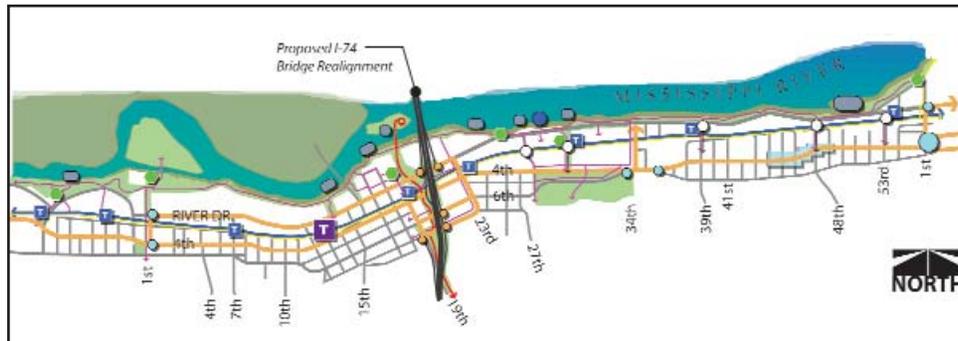
### Character Areas

Generalized development and use thematic that begins to organize the existing landscape and future opportunities in a more meaningful manner. Strategically market and promote uses and activities that reinforce a particular environment and character that build upon and support other areas. Ultimately, these character areas provide a highly diversified and dynamic corridor that is animated with activity and vitality through quality development and sound development practices.



### Urban Design

Urban design and branding features that promote a higher visual quality and furthers the sense of 'place' throughout the corridor and the City of Moline. Promotes both public and private initiatives that enhance design and other amenities that reinforce development patterns, functional characteristics and creates a higher visual 'experience' throughout the River Drive Corridor.

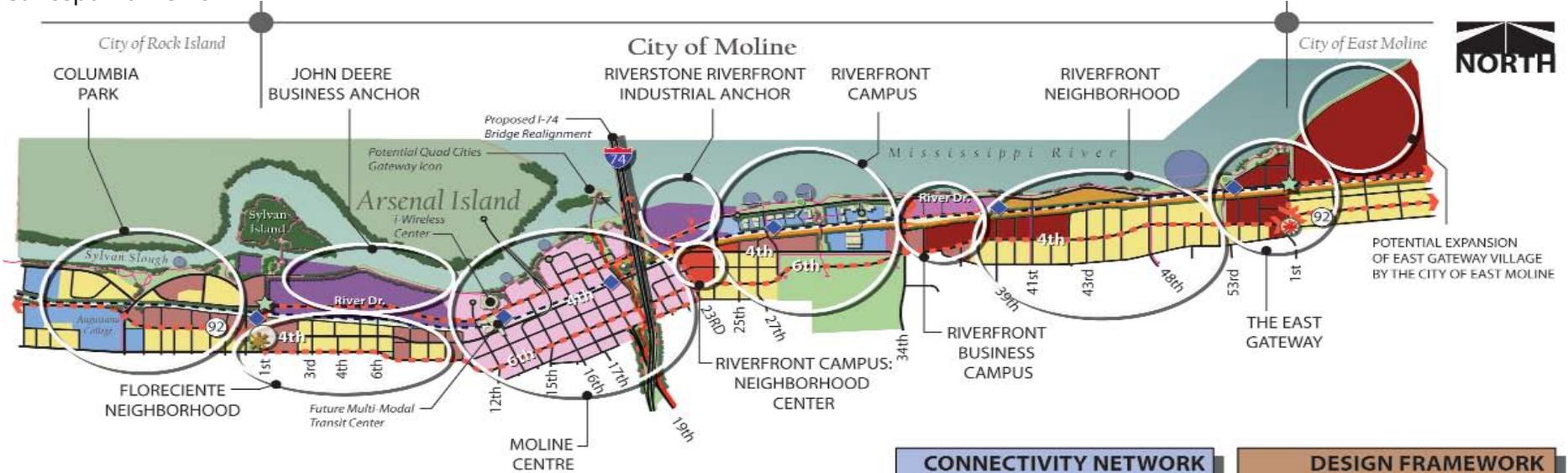


### Connectivity

Strategically connect the corridor in a manner that River Drive becomes a 'seam' rather than an 'edge' within the community. Support and actively pursue opportunities for a higher degree of 'connectedness'. This may include public and private initiatives for strong pedestrian access through sidewalks and trails; pursuit of additional pedestrian and vehicular connections north to south; circulation patterns that reinforce the development and activity framework; and advocating multi-modal investments that create a variety of choices to move along the corridor, community and region.



Concept Framework



GENERALIZED USE		CHARACTER AREAS	
	<b>MIXED-USE NEIGHBORHOOD</b> • Low to Medium Density Residential • Mixed-Use/Business/Employment • Neighborhood Commercial		<b>MIXED-USE</b> • Commercial/Office/Residential Mix • Public/Semi Public Facilities
	<b>RIVERVIEW NEIGHBORHOOD</b> • Low to High Density Residential		<b>BUSINESS/EMPLOYMENT</b> • Business/Employment/Office Mix • Industrial
	<b>MIXED-USE CAMPUS</b> • Educational/Institutional/Office • Medium to High Density Residential		<b>MOLINE CENTRE</b> • Mixed-Use Urban Core
	<b>MIXED-USE BUSINESS/EMPLOYMENT</b> • Commercial/Business/Industrial/Employment Mix • Medium to High Density Residential Mix		<b>COMMUNITY BUSINESS</b> • Commercial Center
			<b>PARK AND OPEN SPACE</b>

**Note:** Generalized Development/Use Themes are intended to embody adopted future land use strategies per the City of Moline Comprehensive Plan, 2001.

CONNECTIVITY NETWORK	
	<b>RIVERFRONT TRAIL</b>
	<b>RIVER TO RIVER TRAIL</b>
	<b>REGIONAL RECREATIONAL TRAIL</b> Explore partnership opportunities within railroad corridor
	<b>POTENTIAL TRAILHEAD</b>
	<b>THROUGH TRUCK-TRAFFIC ROUTE</b> + Two-Way Traffic + Road Geometry Improvements + Aesthetic Enhancements
	<b>POTENTIAL BRT ROUTE</b> Explore partnership opportunities within railroad corridor
	<b>POTENTIAL BRT SHELTER/STOP</b>
	<b>MARINA/BOAT LAUNCH/DOCK</b>

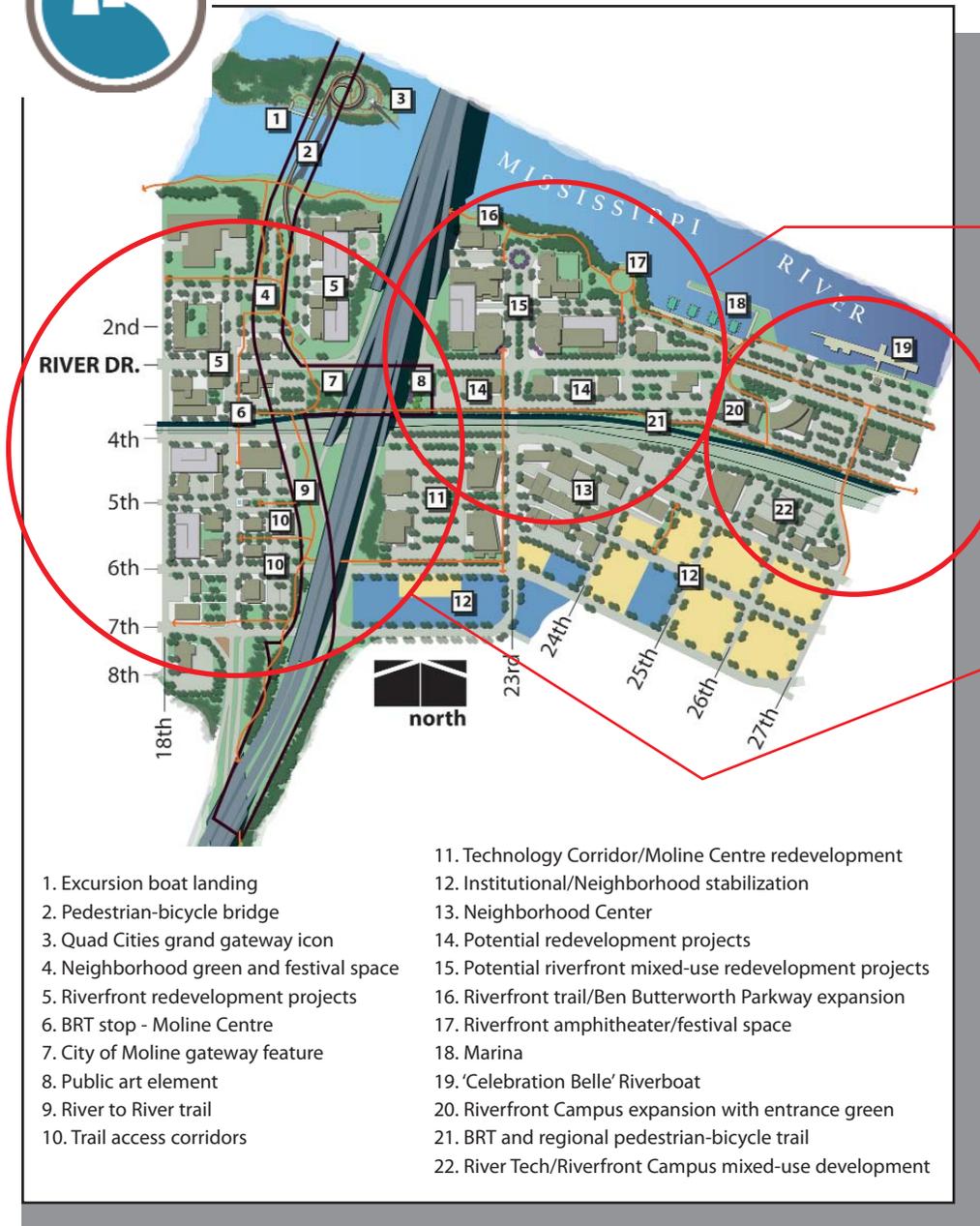
DESIGN FRAMEWORK	
	<b>EAST GATEWAY</b> Explore partnership with City of Moline for intersection modifications/improvements and Moline/East Moline Gateway Feature
	<b>WEST GATEWAY</b> Explore partnership with City of Rock Island for intersection modifications/improvements and Moline/Rock Island Gateway Feature
	<b>CITY OF MOLINE GATEWAY</b>
	<b>RIVER DRIVE GATEWAY</b>



## Executive Summary



Character Areas



### Riverstone Riverfront Industrial Anchor

As a significant economic benefit to the area, the plan recognizes that the current Riverstone industrial use benefits the community and can add to the diversity of the riverfront experience. If the industrial use ceases, by request of the property owner, this area is envisioned to transform itself into a dynamic, vibrant mixed-use riverfront destination and live, work and play environment.

### Riverfront Campus

Build upon proposed plans to develop a premier educational, research and business destination along the riverfront. Further promote the campus environment with supporting mixed-use, retail and residential.

### Moline Centre

The downtown core and 'heart' of the Moline community, which the corridor vision supports activities and strategies that have been developed for the area.

### Riverfront Business Campus

Support established businesses that bring diversity and economic activity within the corridor. Should redevelopment opportunities present itself, options include riverfront residential and or Riverfront Campus expansion.

### Columbia Park - Rock Island

The proposed master planned development will provide a diverse, mixed-use environment that will help define the municipal entrances of Moline and Rock Island along River Drive.

### John Deere Business Anchor

As a significant stabilizing component along the corridor, community and region, the plan envisions an indefinite presence.

- |  |   |
|--|---|
| 1. Excursion boat landing                | 11. Technology Corridor/Moline Centre redevelopment       |
| 2. Pedestrian-bicycle bridge             | 12. Institutional/Neighborhood stabilization              |
| 3. Quad Cities grand gateway icon        | 13. Neighborhood Center                                   |
| 4. Neighborhood green and festival space | 14. Potential redevelopment projects                      |
| 5. Riverfront redevelopment projects     | 15. Potential riverfront mixed-use redevelopment projects |
| 6. BRT stop - Moline Centre              | 16. Riverfront trail/Ben Butterworth Parkway expansion    |
| 7. City of Moline gateway feature        | 17. Riverfront amphitheater/festival space                |
| 8. Public art element                    | 18. Marina  |
| 9. River to River trail                  | 19. 'Celebration Belle' Riverboat                         |
| 10. Trail access corridors               | 20. Riverfront Campus expansion with entrance green       |
|  | 21. BRT and regional pedestrian-bicycle trail             |
|  | 22. River Tech/Riverfront Campus mixed-use development    |



**Character Areas**

**The East Gateway**

Redevelopment options include a mixed-use center that embraces the riverfront and provides a significant environment along River Drive at Moline's east entrance.

1. Multi-story mixed use
2. Single-story retail shops
3. River view townhomes/condominiums
4. Trailhead
5. Park/festival/special events area
6. Existing marina
7. Railroad
8. Regional trail
9. Potential BRT lanes
10. Mixed-use/commercial node
11. Mixed-use/business/employment

**Riverfront Neighborhood**

Envisioned to sustain itself primarily as a residential environment within the corridor. The mix of uses is diverse; accommodating a variety of housing, commercial and employment formats that all contribute to a sense of an active, complete neighborhood with views of the riverfront and Ben Butterworth Parkway.

**Florecente Neighborhood**

Build upon past planning efforts (Florecente Neighborhood Plan Update 2001) The neighborhood has a rich and diverse mix of culture, heritage and history.





## Concept **Introduction**

### Section **1**



# 1 Concept Introduction

---

River Drive traverses a diverse community and physical environment representing a broad cross-section of the Moline community. The River Drive Corridor Concept Plan furthers a community-based process which promotes an enriched, vibrant and dynamic environment. The concept plan advocates a wide-array of strategies and initiatives such as preservation and enhancement of businesses and neighborhoods; quality development and dynamically defined 'places'; strong institutional, higher education and research facilities that expand the knowledge base and intellectual landscape; continued pursuit of sustainable development practices - both physically and economically; preservation, enhancement and expansion of parks, open spaces and natural areas - all interconnected by trails and amenities; exploration of multi-modal mobility frameworks, and; alternative approaches to transportation networks. All these components are envisioned to be interconnected through a functional and an aesthetically pleasing River Drive Corridor environment.

A plan is as only good as the impact it makes upon a community. In some instances, the impact can be significant, but subtle through small, meaningful results. Other influences are more visible and culminate in enduring landmarks and places among the physical environment for generations to come. Above all, a plan provides opportunity for action. It is that opportunity that is presented to the Moline community to further a community-based course of action along the River Drive Corridor.

The River Drive Corridor Concept Plan provides a generalized framework that has been incrementally built through a community-based process. **Section 2: Observations & Analysis** of the plan provides the initial basis in which to begin understanding the corridor and cultivating thought leadership towards developing alternative approaches. These alternatives presented diverse frameworks for discussion among the public and corridor stakeholders. **Section 3: Exploration & Visioning** of the plan presents a brief overview of the public participation process and the alternative scenarios.

From visioning to on-going review, The River Corridor Concept Plan has evolved from ideas to strategies: accomplished through the participation of area stakeholders, the Moline community, project steering committee and community leadership. **Section 4: Concept Plan** of the plan outlines the concept vision and provides general descriptions of the framework and components. **Section 5: Implementation** of the plan provides a general outline, or guide for action. This is intended to allow the City of Moline representatives, staff and leadership to proactively begin the process of dialogue, coordination and affirm prioritizations to begin pursuit of tangible actions within the corridor.



*Bass Street Landing is one of the more recent investments within the River Drive Corridor.*

**The River Drive Corridor Concept Plan represents a vision and framework for development and design.** The concept plan is intended to be utilized by a variety of stakeholders to assist in the guidance of public initiatives; the pursuit of private investment, and; explore opportunities for meaningful partnerships. Key elements of the concept plan include:

**Urban design framework** that will enhance the physical environment along River Drive and bring about a greater sense of cohesiveness throughout the corridor.

**Redevelopment framework** that investigates opportunities and approaches for long-range redevelopment activities that complement the urban design framework and provides guidance - so that the impact of future investments may be evaluated with regard to the overall visions and goals of the concept plan.

**Connectivity framework** so that design and development opportunities and actions are better integrated through an enhanced sense of 'connectedness'. The concept plan advocates a multi-modal approach to promote a variety of opportunities to move to, through and within the corridor and links people to places in a meaningful manner.

**Implementation strategies** that provide a generalized resource guide to initiate dialogue; foster strong and meaningful partnerships; pursue funding opportunities, and; proactively engage in the pursuit of redevelopment opportunities and design initiatives outlined by the concept plan.

The River Drive Corridor Concept Plan is intended to provide a multi-purpose tool for elected officials; community leaders and organizations; staff; business and property owners; staff; the development community; corridor stakeholders, and; the citizenry-at-large. The concept plan should be utilized by a variety of people for a variety of missions.

For staff, the concept plan can provide an additional resource in the public sector's 'tool box' that will better enable assessment and evaluation of potential private sector proposals and actions to ensure that each investment within the corridor is positive and contributes towards the corridor as a whole in a meaningful manner. In addition, the concept plan can be utilized as a guide for the public sector to have more meaningful dialogue and coordination among other municipalities, agencies and organizations about the River Drive Corridor and the specific elements that comprise the environment.

For community leaders and organizations, the concept plan can be packaged as part of business development efforts and the pursuit of investment. As a multi-functional product, the concept plan will empower both public and private groups, agencies and organizations to market and promote the corridor and the various 'places' within it. These proactive efforts can include such initiatives as business recruitment; real estate and development; incorporated as part of funding and grant requests and a variety of other actions that bring about awareness and potential investment within the corridor.

For developers and property owners, the concept plan can better communicate the nature, quality, and characteristics that the community has advocated for River Drive. Furthermore, the concept plan will establish expectations from the start.

For the citizens and corridor stakeholders of the area, the concept plan will provide a 'blue print' to monitor decision-making processes and that ensure actions are pursued in the spirit, intent and overall vision of the concept.



## Observations & **Analysis**

### Section **2**



## 2 Observations & Analysis

---

The Quad Cities represent a vibrant, multi-jurisdictional region located in the Mid-Mississippi Valley with a thriving community of almost 400,000 residents. Quad Cities commonly refers to five communities located in the states of Illinois and Iowa (Moline, East Moline and Rock Island, Illinois, and; Davenport and Bettendorf, Iowa). The Quad Cities Metropolitan Area has a 300-mile market area, with a total population of 37.4 million people.

Moline is home to over 40,000 residents and several national and international businesses such as the North American Headquarters for KONE elevators and escalators and the World Headquarters for John Deere & Company.

The River Drive Corridor is an important connector within Moline and the Quad Cities. In addition to serving as a direct link between Rock Island, Moline and East Moline, the corridor consists of a diverse mix of uses that includes commercial, institutional, recreational, industrial and residential. Also, recent development, new and planned projects and the corridor's proximity to the Mississippi River presents a unique opportunity to reengage and reinvent the relationship between the Moline community and the Mississippi riverfront. Ultimately, future strategies, policies and initiatives should capitalize on this unique asset and build upon the strengths of the River Drive Corridor. The following summary provides a brief overview of the existing context and observations to assist in the development of the River Drive Corridor Concept Plan.



*John Deere Pavilion along River Drive celebrates Moline's history with agri-business. With shops, offices, restaurants and adjacency to the i-Wireless event center, the pavilion provides a strong anchor within the corridor.*

**Snapshot: Moline**

- + Located in close proximity to Chicago (165 miles away).
- + Third largest airport in Illinois (Quad City international Airport).
- + Landmarks include: i-Wireless Center, Interstate 74 bridge, and John Deere Pavilion
- + Interstate 74, running through Moline’s downtown, is a major connector between Quad Cities across the Mississippi River.
- + Future home to Western Illinois University Quad Cities Riverfront Campus.

**Study Area**

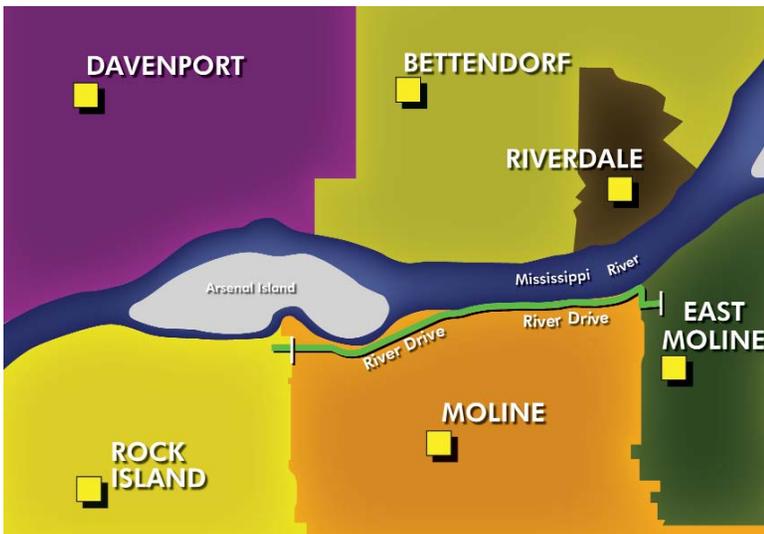
The area for analysis and observations focuses generally on River Drive from the Rock Island border to the west; the East Moline border to the east; the Mississippi River to the north; and Highway 92 (6th Avenue) to the south.

From a physical framework perspective, the area can be segmented into three corridor areas:

The West Corridor, generally from Rock Island to I-74 that consists of a mix of businesses, industrial, the Floreciente Neighborhood, and destinations such as the i-Wireless Center, Moline Centre, and Bass Street Landing.

The Central Corridor from I-74 to 34th Street which includes industrial, commercial and the proposed Western Illinois University Quad Cities Riverfront Campus, IT Institute and other development as part of the ‘Mississippi River Urban Technology Corridor’.

The East Segment from 34th Street to East Moline which includes a mix of businesses, industrial and light industrial, commercial, and residential. In addition, this portion of the corridor consists of a residential enclave along River Drive with views to the Ben Butterworth Parkway and Mississippi River.



**Above:** River Drive provides a riverfront link through Moline, from East Moline to Rock Island. **Right:** Study area for the River Drive Corridor.



RIVER DRIVE CORRIDOR CONCEPT PLAN . CITY OF MOLINE, ILLINOIS

## 2 Observations & Analysis

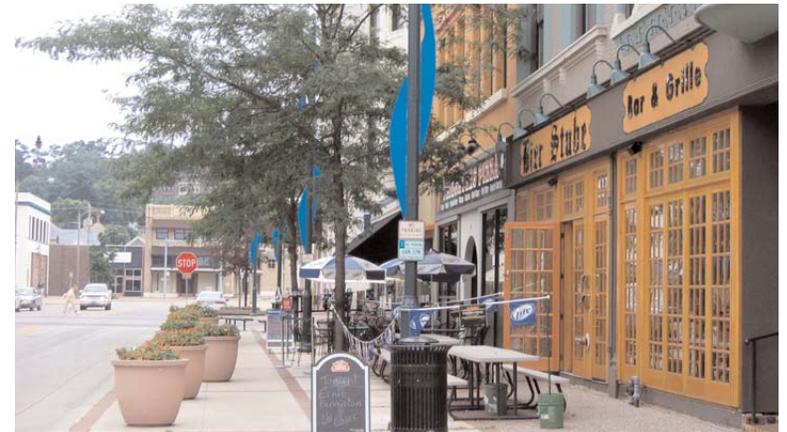
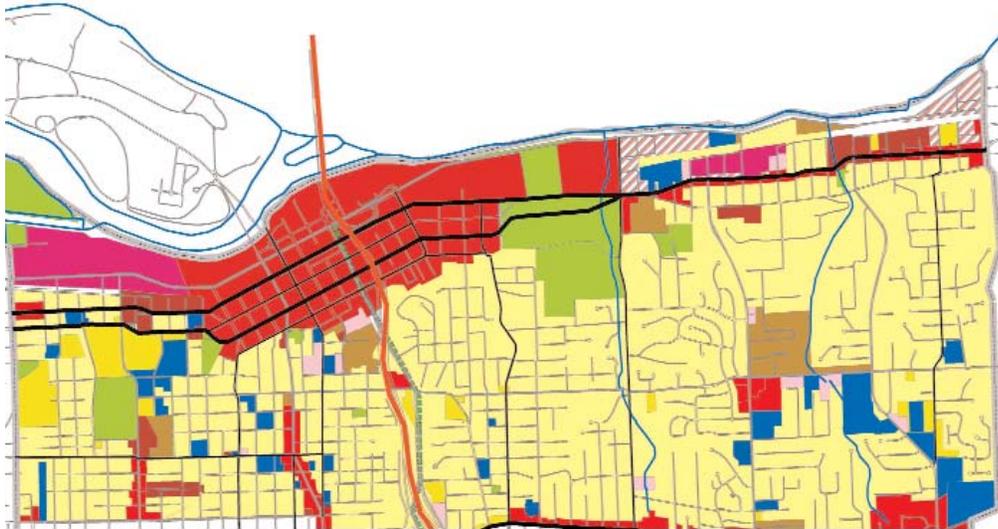
### Related Plans & Initiatives

The project team facilitated a preliminary site investigation that was further supplemented during the charrette week in January of 2009. Along with data collection and analysis, previous plans and studies were reviewed to identify key observations and analysis for the River Drive Corridor. This information allows for an expanded understanding of potential impacts and considerations to be addressed during the alternative scenarios development. Related plans and initiatives include:

#### City of Moline Comprehensive Plan (2001)

The plan identifies River Drive as a minor arterial paralleling the riverfront. A variety of uses are proposed by the plan, which includes: mixed-use, commercial, institutional and residential. In addition, improvements for public open space are recommended. These include:

- + Streetscape improvements along River Drive that address a potential green median west of I-74.
- + 19th Street Boulevard with a recreational north-south trail terminating in the heart of Moline's Centre at River Drive.



**Above:** Urban street environment at Moline Centre. **Left:** Future Land Use Map (Source: City of Moline Comprehensive Plan, 2001).

**The Moline Centre Master Plan Update (2001)**

The master plan update recognizes River Drive as a ‘Great River Road’ - a historic byway of the Mississippi River that offers a scenic drive along the River. The Moline Centre Plan recommends several redevelopment and improvement opportunities for the districts located near or along River Drive. These include:

**West Gateway District**, located on the south side of River Drive between 11th and 15th Streets. Key elements include:

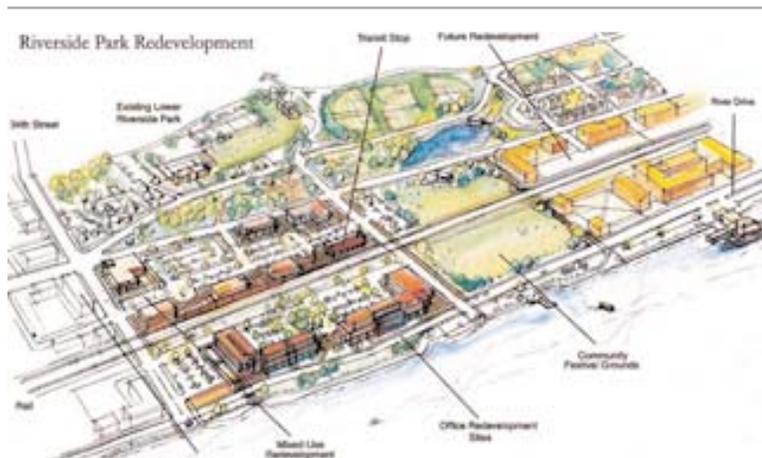
- + Wayfinding and gateway feature enhancements.
- + Centre Station (south-east corner of River Drive and 12th Street) redevelopment.

**Riverfront District**, located north of River Drive between 12th Street and I-74. Currently includes The i-Wireless Center, Centre Station, John Deere Commons and Bass Street Landing. Key elements include:

- + Proposed River Drive median landscape.
- + Lighting and streetscape enhancements along 15th Street between River Drive and 7th Avenue in order to improve the linkage between John Deere and the Main Street retail district.
- + The intersection at River Drive and 19th Street is envisioned to serve as a community gateway from I-74.

**Riverside Park Redevelopment District**, located between River Drive and 4th Street, and approximately between 29th and 34th Streets. Key elements include:

- + Mixed-use and office redevelopment projects.
- + Recommended transit stop.
- + Riverside park connection to the riverfront with proposed community festival grounds.



*Concept Illustration of the Riverside Park Redevelopment.  
(Source: The Moline Centre Master Plan Update provided by the City of Moline).*

## 2 Observations & Analysis

---

### Mississippi River Urban Technology Corridor (2006)

The study proposes two significant districts:

**River Tech**, located along the River Drive Corridor between 25th and 34th Streets. The River Tech zone includes:

- + Western Illinois University Riverfront Quad Cities Campus
- + Riverside Park Commons
- + IP Institute
- + Mixed-use development

**IT Business Zone**, located south of where River Drive and I-74 meet. The IT Business Zone, currently is home to John Deere 19th Street Building, KONE North American R&D Center and QC Online. Future projects will include implementation of the Web Support District concept. **The Urban Technology Corridor** is envisioned to attract other technology-related businesses that could provide additional employment opportunities in the City of Moline.

### I-74 Iowa-Illinois Corridor Study

Because of the population and employment growth over the past several decades, the traffic flow along I-74 has increased. Traffic incidents and maintenance activities on the currently narrow I-74 bridge has influenced the traffic flow and safety of the travelers between the states of Iowa and Illinois. Therefore, the I-74 Corridor Study was in a high need in order to improve vehicular and pedestrian movement across the Mississippi River as well as the aesthetics of the bridge. For more detail information regarding this study please refer to [www.i74corridorstudy.org/](http://www.i74corridorstudy.org/).

Both the Iowa and Illinois Departments of transportation manage this public works project in the Quad Cities region. The study proposes a higher capacity for vehicular traffic as well as opportunities for a pedestrian-bicycle crossing. The study proposes improved and full access interchange connections at 7th Avenue (19th Street) and 6th Avenue (Highway 92-eastbound). The project will incorporate partial changes with ramps to and from the north at River Drive.



*Concept image of the new I-74 bridge over the Mississippi.  
(Source: I-74 Iowa-Illinois Corridor Study provided by the City of Moline).*

### **Rock Island Columbia Park Plan/Quad City Industrial Center (QCIC) Vision Plan (2004)**

The area is centrally located within the Quad Cities along the Sylvan Slough between Downtown Rock Island and Downtown Moline. The vision for the QCIC sites creates Columbia Park. This plan offers many opportunities for future development, including recreational and housing opportunities for this riverfront property. Key study elements include:

- + New access points at 30th and 38th Streets to the land north of the railroad tracks.
- + Improvements for pedestrian, bicycle and vehicular access to Columbia Park and the river.
- + The return of 6th and 7th Avenues to two-way traffic that will help to unify the currently divided single-family housing in the area.
- + Roadway reconfiguration that provides opportunities for commercial, mixed-use and high-density residential development on the north side of River Drive between 38th and 46th Streets.

### **River to River Corridor Study (2007)**

The study focuses on the 19th/27th Street corridor that starts in Moline downtown near the Mississippi River and continues south to the Rock River. The corridor runs parallel to I-74 and serves as an alternative route for this major north-south connector. The key study elements are:

- + In the north sub-area of the corridor, called Moline Centre, an urban pedestrian/bike trail is proposed by taking advantage of an existing right-of-way that will be vacated after I-74 realignment. Public open spaces are encouraged in the same right-of-way as well.
- + A bike/pedestrian facility will be located on the new I-74 bridge, on the west side, allowing walkers, joggers and bicyclist to easily cross the river.
- + For the safety issues at the River Drive & 19th Street intersection, where the trail begins, an extension of 20th Street south of River Drive to 4th Avenue is proposed. Crosswalks and pedestrian signals at this intersection are recommended.
- + Opportunity for a gateway at River Drive and 19th Street.



*Conceptual image of the Columbia Park view from the Sylvan Slough. (Source: Rock Island Columbia Park Master Plan provided by the City of Moline).*

## 2 Observations & Analysis

### Existing Framework

This section addresses land uses, transportation and existing economic and market conditions within the River Drive Corridor study area. For more information and a community-wide perspective on these elements, refer to 'The City of Moline 2001 Comprehensive Plan'.

The River Drive Corridor is a multi-use area that includes land uses of industrial; mixed-use (combination of commercial and residential); commercial; a mix of residential densities; parks, open space and recreation, and; destination facilities.

#### Commercial/Employment

Mixed-use and commercial uses along the River Drive Corridor primarily occur west of I-74, within the Moline Centre District. Moline's Central Business District (CBD) is a large commercial/ employment area that reflects an urban environment. The area includes numerous urban centers and community destinations. Several of these are located along or in close proximity to the River Drive Corridor, which include the i-Wireless Center; John Deere Commons; Centre Station; Bass Street Landing, and; the 5th Avenue Retail District (a few blocks south of River Drive).

Commercial environments in this area vary from intimate pedestrian-scaled environments, such as 5th Avenue Retail to large mixed-use centers, such as Bass Street Landing in the CBD. Most of these developments have a strong urban form that include elements such as zero building setbacks/build-to lines; on-street parking; pedestrian-oriented streetscape, and; public plazas and courtyards.

#### Residential

One of the oldest housing areas in the City is located just west of downtown, between 6th Street and the Rock Island border, near the south side of Railroad Avenue. This area is part of the Floreciente Neighborhood and is characterized by single-family homes.

To the east of I-74, more residential is present between the east side of 37th Street, River Drive and 5th Avenue. This area consists primarily of single-family homes with some industrial and commercial scattered along River Drive. Most residential housing in the north Moline area is located outside of the study area, south of River Drive, with exception to an existing mix of residences that have vistas to the Mississippi River between 40th and 46th Streets. Housing styles range from contemporary to more traditional and include a mix of single-family homes and multi-story condominiums.

#### Snapshot: Land Use

- + Multi-use corridor including industrial, mixed-use, residential and recreational land uses. Commercial uses range from small local business to mixed-use national chains. Residential uses are located on the east side of the corridor in close proximity to the Ben Butterworth Parkway. Institutional uses are not as prevalent as other uses within the Corridor, with the exception of Ben Butterworth Parkway. Industrial uses are primarily located along the riverfront.
- + Future proposed projects include: mixed-use, office, educational campus, higher density residential, industrial, industrial / tech, and recreational enhancement projects.



*Aeries condominiums along River Drive.*

**Parks, Open Space & Recreation**

The City of Moline’s riverfront offers a variety of recreational spaces that include parks, bicycle trails, jogging and walking trails and public open space along the riverfront, called Ben Butterworth Parkway. Ben Butterworth Parkway, an existing linear park located along River Drive begins just east of I-74 and continues into the City of East Moline. In addition to picnic pavilions, places to fish, jogging trails, and a boat ramp and marina , the park provides views of the Mississippi River.

One of three city trails, the Ralph B. Birks Bicycle Trail offers scenic river views and accommodates joggers, walkers, bicyclists and other recreational activities. In addition, the trail provides the opportunity to experience the natural environment of the Mississippi River. In addition to their aesthetic and recreational qualities, Moline’s parks have a sense of connectivity with residential neighborhoods such as parks located south of River Drive.

**Institutional**

Institutional uses include: churches, schools, and public facilities, typically located in the residential areas. As the River Drive corridor is primarily commercial and industrial, institutional uses are scattered in the residential neighborhoods south of the corridor.

The City of Moline is currently home to Western Illinois University (WIU) and Blackhawk College. Both institutions have facilities located in southeast Moline. WIU classes are held in other Quad Cities partnership institutions. These include: Blackhawk College, Niabi Zoo, and the Figge Art Museum.

On the east side of the corridor along the riverfront, the River Tech mixed-use project is expected to be under construction in the near future. This will include the Western Illinois University Quad City Riverfront Campus, Riverside Park Commons, the IT Institute and mixed-use development. The only public university in the Quad Cities Area, WIU presents an opportunity for campus expansion overlooking the Mississippi River. Future campus land was generously gifted by John Deere and Company. Because of the close proximity to the riverfront and Moline Centre, the mixed-use campus will serve as a significant asset for the River Drive Corridor and the Moline community.



*Trail amenities and riverfront access west of Moline Centre.*

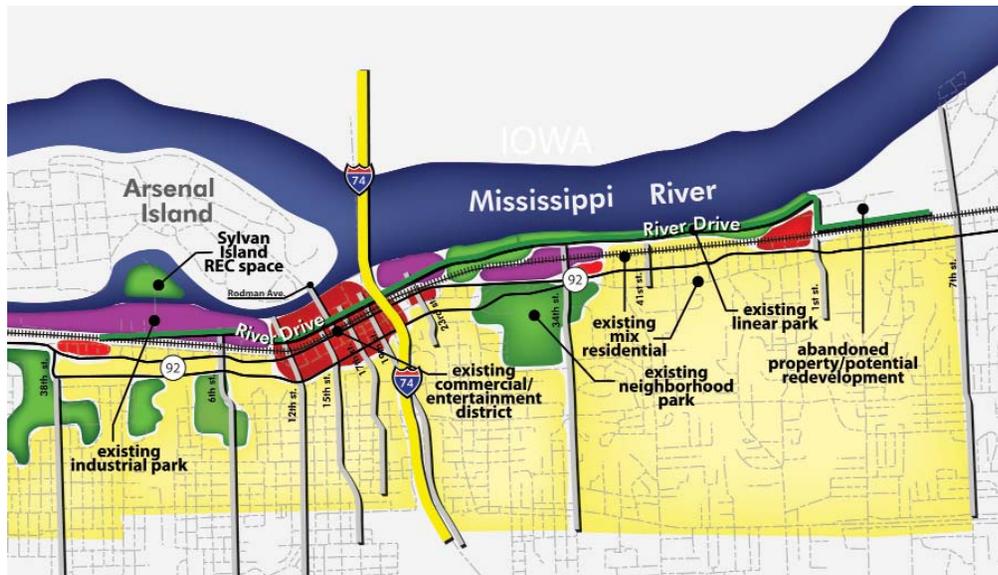
## 2 Observations & Analysis

### Industrial

The River Drive Corridor is a diverse, multi-use connector. Portions of the corridor serve as a 'working' industrial riverfront. Industrial uses are primarily located in the west side of the study area, between 1st and 12th streets along River Drive and the Mississippi River. A smaller industrial enclave, anchored by the operations of Riverstone, is located on the central part of the corridor and have a strong relationship and orientation with the port. Industrial uses at the east end of the corridor consists of a mix of industrial, businesses and what appears to be underutilized or vacant industrial/commercial properties.

### Mobility

Moline is located approximately 165 miles west of Chicago and midway between Minneapolis and St. Louis. The area is served by interstates 80, 88 and 74 that provide regional and local access. The City of Moline is home to the Quad City International Airport, which is the third largest airport in the state of Illinois. It is located just south of the City of Moline. Interstate 74 provides a direct route to Moline Centre and access to River Drive, linking the area with the airport.



RIVER DRIVE CORRIDOR CONCEPT PLAN . CITY OF MOLINE, ILLINOIS



**Above:** Industrial activity can be found along River Drive. The Riverstone operations have had a long association with the Mississippi River.

**Left:** Observations Framework illustrates the diverse uses within the River Drive Corridor.

**Highway 92 (IL-92)**

Highway 92 (IL-92) is the primary east-west transportation corridor north of the Avenue of the Cities. Between 34th Street and Rock Island border, IL-92 consists of a two-way couplet with 4th Avenue providing the westbound direction and 6th Avenue the eastbound direction. Traffic volumes along both 4th Avenue and 6th Avenue range between 6,000 to 10,000 vehicles per day. River Drive is located one block north of 4th Avenue and runs parallel to it. River Drive is defined as a minor arterial road in the Comprehensive Plan. It is a four lane road west of 23rd Street, and a two lane road east of this intersection. Because River Drive serves as the I-74 on-and-off ramp to and from the north, the daily traffic volumes along River Drive exceed 18,000 near the I-74 interchange and decreases to less than 10,000 daily trips west of Rodman Avenue which provides access to the Rock Island Arsenal.

**Interstate 74**

Interstate 74 (I-74) is planned to be realigned and redesigned. The proposed bridge will replace the existing bridge. Based on the preferred alternative for I-74, the on-and-off ramps to and from the north will remain on River Drive but will be relocated to the north side of River Drive instead of the south side. This change will impact traffic flows as east-bound River Drive traffic will need to make a left to access onto I-74 instead of the current right turn movement.

In addition to I-74 having ramps to and from River Drive, I-74 physically and visually divides the River Drive Corridor and acts, in some respect, as a barrier. Properties located between 19th street and 23rd street will be directly affected by the I-74 bridge construction. City plans propose that this area shall develop as an IT Zone that will attract other technology business to the area to complement John Deere & Company's IT Center, as well as several other technology-based businesses and enterprises. A key issue will be addressing this transition area (between 19th and 23rd Streets) by improving pedestrian and bicyclist' connections as well as enhancing the aesthetic image of the area in order to make a more meaningful transition east to west along the corridor.

Other major north-south accesses include 6th Street; 12th Street; 15th Street; 17th Street; 19th Street which is a north-south alternative for I-74; 23rd Street; 34th Street; 41st Street, and; 55th Street. Most of the north-south accesses are located west of I-74.



*Proposed I-74 realignment in the City of Moline. (Source: I-74 Iowa-Illinois Corridor Study provided by the City of Moline).*

## 2 Observations & Analysis

---

### **River Drive**

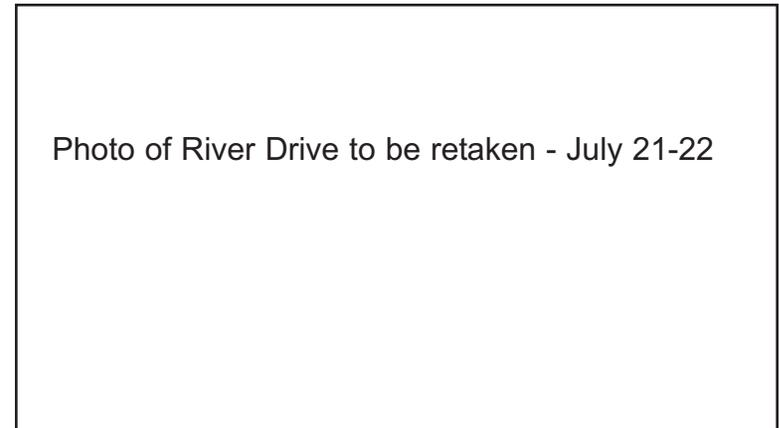
The uses along the corridor vary from light industrial to the west, commercial and mixed-use in the center portion of the study area, and industrial/business and mixed-density residential to the east. Traffic counts in the west industrial area are relatively moderate ranging from 7,000 to 9,400 cars per day. Moving east to the Moline Centre, traffic counts increase up to 18,200 cars per day. Traffic counts decrease to 14,400 at around 41st Street, moving further east into residential/recreational area and go as low as 11,900 cars per day at 53rd Street.

River Drive is part of the Great River Road Scenic By-Way designation in the City of Moline. Running parallel to the Mississippi River, the Great River Road is a multi-state regional connector that stretches over 3,000 miles from Louisiana to Minnesota.

### **Trails**

A large recreational asset of the corridor is approximately four miles of paved, multi-use trails. Ben Butterworth Parkway, located along the Mississippi Riverfront just north of River Drive, provides trails and amenities that engages the riverfront. It is a part of the 62 mile Great River Trail connecting the City of Rock Island and the City of Savanna. Part of the Mississippi Heritage Trail, the trail facilities are highly utilized and active within the city. Ben Butterworth Parkway offers recreational activities and access between the neighboring cities of Rock Island and East Moline. The Quad Cities Convention and Visitor bureau, located at 16th Street and River Drive, is a natural starting or finishing point for the trail users. The center offers visitors bike rentals, maps, souvenirs, snacks and free use of facilities.

Moline is also a part of the Northern Illinois State American Discovery Trail (ADT) Route. A multi-state, coast-to-coast, non-motorized recreational trail runs across 15 states and stretches more than 6,800 miles offering people hiking, biking, walking or equestrian activities.



*Caption*

**Railroad**

An existing railroad line runs one block south of the River Drive corridor. It presents an east/west physical and perceptual barrier that separates Moline Centre and neighborhoods from the riverfront. Pedestrian linkages across the rail rights-of-way would enhance a sense of connectivity. An existing example can be found at 15th Street. Enhanced sidewalks across the tracks make it possible for pedestrians or bicyclists to cross the tracks and direct access from the 15th Street commercial district to the John Deere Pavilion. In addition, the City owns and/or leases former railroad rights-of-way adjacent to the existing railroad tracks throughout much of the River Drive Corridor. The opportunity for passenger rail service restoration between Chicago and the Quad Cities has been an important concept for the City of Moline. Currently the closest Amtrak station to this region is located in Princeton, Illinois to the south of I-80. The Quad Cities Passenger Rail Coalition is actively engaging the community, as well as the federal, state and local governments to bring passenger rail back to the Quad Cities.

**Water Craft**

In addition to the I-74 bridge, which provides a motor vehicle access between Iowa and Illinois, the Channel Cat provides a water taxi service that transports patrons across the Mississippi River by boat. The boat docks at several places along the Illinois shoreline providing an easy access to service.



*The rail rights-of-way and operations provides unique challenges and opportunities for the River Drive Corridor.*

## 2 Observations & Analysis

### Economic Perspective

#### Economic & Market

The City of Moline is a part of the Quad-Cities MSA (Metropolitan Statistical Area). The MSA includes Davenport in the state of Iowa and Moline and Rock Island in the state of Illinois. The total population in MSA, according to 2000 census data, was 357,997. In 2007, the Census Bureau estimated an approximate 4% increase or 359,670 in total residents.

#### Investment Areas

The region and community are trying to stimulate private sector investment in geographic areas throughout Moline. River Drive runs through the heart of Moline's Central Business District. The area consists of the primary business developments of Bass Street Landing; John Deere Commons; River Tech/IT Development Zon; and TOD Zone.

The Central Business District is located in the center part of the corridor and has an existing strong mixed-use redevelopment. The riverfront, that is a part of Moline's CBD, already has redevelopment projects in place that are also intended to revitalize the business district. The entire study area is within Tax increment Financing (TIF) district #1, which was created to assist and encourage redevelopment within the district by offering businesses tax rebates and incentives.

#### Population

Moline has a total population of 43,768. The entire Quad City region is growing, however, some cities have higher population growth than others. Although Bettendorf has a higher percent population change from 1990 to 2000, Moline is ahead in it's population change compared to neighboring cities (East Moline +0.9% and Rock Island -2.1%). Assuming continued growth, population projections for the next 25 years have Moline slightly increasing its residential population. According to the 2000 Census data, the median age in Moline is 37.9 years old, slightly higher than the neighboring cities of Rock Island & Davenport and much older than Chicago who has a median age of 31.5 years old. Eighty-four percent of Moline's population 25 years and over has a high school diploma which is 10% higher than in Chicago, however, Chicago has a higher number of people with a bachelor's or higher education degrees.

#### Snapshot: Economic & Market

- + Moline is expected to have continued, but only slight population growth.
- + Moline is a retail hub for the Quad Cities and Moline has significant and unique business opportunities.
- + Unemployment in Moline (4.4%) is slightly lower than a national rate (4.6%), but higher than Quad Cities (Davenport, Moline, Rock Island).
- + Moline has a much lower vacant housing units rate comparing to national (5.1% Moline vs. 9.0% U.S.).

Bettendorf	+ 11.2%
Chicago	+ 4.0%
Davenport	+ 3.2%
<b>Moline</b>	<b>+ 1.3%</b>
East Moline	+ 0.9%
Rock Island	- 2.1%

**Table 2.1 Population Change: 1990-2000**

(Source: [www.census.gov](http://www.census.gov), 2000)

	Number	Moline (%)	U.S. (%)
Occupied Housing Units	<b>18,492</b>	<b>94.9%</b>	91.0%
Owner Occupied	<b>12,448</b>	<b>67.3%</b>	66.2%
Renter Occupied	<b>6,044</b>	<b>32.7%</b>	33.8%
Vacant Housing Units	<b>995</b>	<b>5.1%</b>	9.0%
Total Housing Units	<b>19,487</b>		

**Table 2.2: Housing Characteristics**  
(Source: www.census.gov, 2000).

United States	\$41,994
<b>Moline</b>	<b>\$39,363</b>
Chicago	\$38,625
East Moline	\$37,628
Davenport	\$37,242
Rock Island	34,729

**Table 2.3: Median Household Income**  
(Source: www.census.gov, 2000)

**Residential Market**

The City of Moline has a range of housing from single-family residential to stand-alone high-density residential to high-density residential in the mixed-use centers. According to 2000 Census data, Moline had a total of 19,487 housing units (reference table 2.2). Over 67 percent (12,448 units) are owner occupied and approximately 32 percent are renter occupied. Owner occupied properties typically have a reputation of better upkeep as the owners have a vested interest in increasing property value.

According to 2000 Census data, Moline’s vacancy rate is almost 50% lower than the national average (9% in US vs. 5.1% in Moline). This is a positive for the overall appearance of the city and it speaks for a demand for more housing. However, as with many rental properties, these tend to be less maintained than owner-occupied properties.

The median household income in the Quad Cities is below \$40,000 based on the 2000 census data (reference table 2.3). Even though Moline is leading in median household income between the major Quad Cities and Chicago, the City’s median household income is still more than \$2,500 below the United States median household income (Moline \$39,363 vs. US \$41,994). With the higher median household income and lower median house value than in the City of Chicago, the City of Moline is an attractive alternative to urbanites looking to escape the larger city for a calmer pace of life in an affordable market just 30 minutes from Chicago by plane.

**Home Sales**

According to GMAC Real Estate, a real estate company that serves the Quad Cities and surrounding vicinities, realtor-assisted home sales transactions of existing single-family homes declined 14.5 percent in 2007. This suggests that there is an increase in sales of homes by owner. Another positive observation is that the average home sales price is up by 6.4 percent since 2006.

Compared to many other cities and metropolitan areas, the Quad Cities cost of living consistently ranks lower than the national average with an exception to the expected higher cost of transportation (ACCRA cost of living index, second quarter 2007). Some of the ACCRA cost of living index comparisons include: Quad Cities-96.2 vs. Chicago, IL-111.7 and Milwaukee, WI - 96.1 for the composite index. Therefore, Quad Cities residents get a better value for the dollar by living in this area than in Chicago.

## 2 Observations & Analysis

### Retail Sales

In 2006 Moline collected a total of \$9,363,688 in sales taxes, which represents a 3.36% increase from the previous year (reference to table 2.4). The numbers indicate that manufacturing and apparel represent the business sectors with the greatest tax revenue increases between 2005 and 2006. In contrast, furniture, food and general merchandise businesses represented a decline in sale taxes. This may be a result of an economic market with inflationary concerns over the last few years.

### Employment

Moline is consistent with or slightly better than the national average for unemployment (4.4% - Moline vs. 4.6% - Rock Island County, Illinois and U.S.). However, of the Quad Cities and Quad Cities MSA, Moline has one of the highest unemployment rates. Moline has several significant employers providing jobs for approximately 7,000 employees (reference table 2.5). According to the 2007 data from the City of Moline, the four largest employers include: Arsenal (7,000), John Deere and Company (6,240), Genesis Health System (5,000), and Trinity Regional Health System (2,800). These four employers provide over 16,000 jobs in the City. Three industry sectors that provide the most jobs include military/manufacturing, agricultural equipment services, and health care.

### Future Market Place

Recent market and economic trends have impacted communities throughout the nation. The changes in the housing market have impacted home values and sales. This trend may continue for the foreseeable future, somewhat dependent on federal initiatives and the private sectors reaction. Moline has seen a decrease in the amount of home sales, but the average home sale price will continue to rise slightly, especially since the current median home price in Moline (\$80,500) is much lower than that of Chicago (\$253,000) and the nation.

Moline leaders should be looking more at long term trends and the potential impacts on the city. For example, the two most significant demographic drivers in the economy are baby boomers and free agents. Baby boomers have already started retiring, and more will retire as larger companies offer buy-out packages to workers who are nearing retirement age. Free agents are those young professionals who are generally between the ages of 25-44, single, but not always, and can operate their own business from nearly anywhere in the U.S. and the World.

Type of Business	2005 (\$)	2006 (\$)	Change (%)
Number of Tax Payers	1,528	1,565	
General Merchandise	2,265,075	2,236,104	- 1.28%
Food	940,336	904,336	- 3.78%
Drinking & Eating Establishments	858,794	896,657	+ 5.64%
Apparel	233,093	273,842	+ 17.48%
Furniture, House-Hold & Radio	497,193	481,427	- 3.17%
Lumber, Building & Hardware	750,898	763,035	+ 1.62%
Automotive & Gas Station	1,535,402	1,114,435	+ 3.89%
Drugs & Other Retail	1,072,710	1,114,435	+ 3.89%
Agricultural & Extractive	860,364	936,963	+ 8.90%
Manufacturers	55,283	67,721	+ 22.50%
<b>Totals</b>	<b>9,059,149</b>	<b>9,363,688</b>	<b>+ 3.36%</b>

**Table 2.4: Sales Tax Comparison**

(Source: City of Moline, 2007)

Employer	Product/Service	Employees
<b>Arsenal</b>	<b>Military/MFG</b>	<b>7,000</b>
<b>John Deere &amp; Company</b>	<b>Agricultural Equipment</b>	<b>6,240</b>
<b>Genesis Health System</b>	<b>Health Care</b>	<b>5,000</b>
<b>Trinity Regional Health System</b>	<b>Health Care</b>	<b>2,800</b>
Moline School District #40	Primary & Secondary Ed.	990
United Healthcare	Health Insurance	550
Blackhawk Community College	Education	520
KONE	Elevators	450
City of Moline	Municipal/Government	402
WalMart	Retail	400
Moline Dispatch	Newspaper	280
Valspar	Paints	160

**Table 2.5: Moline Major Employers**  
 (Source: City of Moline, 2007)

Baby boomers will retire in many spots in the U.S. and other locations throughout the world that offer a low cost of living, healthcare, and relatively easy access via an airport. However, there is a niche within the baby boomers, referred to as Zoomers, who should be targeted, along with free agents, as potential residents and entrepreneurs for Moline. Zoomers comprise a demographic within the baby boomer generation that will tend to remain more active and engaged in their communities. For example, a majority of Zoomers expect to work—at least on a part-time basis—throughout their retirement. Other Zoomer goals include exercise, healthy living, and volunteerism. Given the opportunity to assist Zoomers in starting their own businesses, as well as global and national economic trends, a strong focus on entrepreneurship should be an important consideration for Moline. Both the free agents and Zoomers represent key demographics for Moline to target and should offer a hint of opportunity to smaller towns interested in expanding their economy.



## Exploration & **Visioning**

### Section **3**



### 3 Exploration & Visioning

---

During the week of January 12, 2009 a series of activities were held in the City of Moline to afford the opportunity for citizens and area stakeholders to participate in the planning process for the River Drive Transportation and Land Use Vision. The workshop or 'charrette' allowed for information, ideas, concerns, goals, and visions to be identified and further discussed.

The ultimate goal during the week was to bring together residents, property and business owners, public agencies, and others who have a sense of ownership for the corridor. It also allows the Moline community to begin discussions on a vision for the area. Based upon previous data collection, research, analysis, and public input, a series of alternative directions were developed and discussed. The intent was not to formulate a definitive solution, but to present alternative ways of thinking about the corridor and identify key elements to be further investigated as a preliminary land use, urban design and transportation framework.

The River Drive Corridor Transportation and Land Use Study is intended to provide a community based vision that can assist in guiding the physical framework for future development and design initiatives. The plan should help bring about a greater degree of communication and coordination among the public and private sectors, so that investments build upon their strengths in a consistent and cohesive manner. Ultimately, long-term, economically and environmentally sustainable actions will be critical to the success of the corridor.



*The charrette week kicked-off with a public workshop that allowed participants to identify a variety of factors for consideration during the development of the alternative approaches.*

**Charrette Week****Project Team Industrial Uses Observations & Considerations for Exploration:**

- + For the most part, industrial uses do not meaningfully engage the public 'face' along River Drive. Chain link fences, surface parking lots (in various configurations and conditions), service areas and site access points visually compete with and detract from the environment on the north side of River Drive (Ben Butterworth Parkway). Can there be an approach that begins to bring about a higher degree of visual aesthetics and function along industrial properties?
- + Should the new I-74 bridge alignment become a reality, it will be critical to address the former rights-of-way and existing industrial/business properties. This represents a key connection between what is perceptually the east and west end of the River Drive Corridor. How can full access and a high degree of mobility be integrated to accommodate a variety of users from industrial to recreational and ensure the riverfront is seamless from one end to another?

**Supplemental Visual Analysis**

The charrette week began with the consultant team conducting additional visual analysis and research that supplemented previous efforts during the summer of 2008. This allowed for the entire project team to expand upon previous observations, opportunities and potential challenges. The River Drive Corridor is comprised of a variety of uses that include industrial, mixed-use, residential and recreational.

**Industrial**

Industrial uses are primarily located along the riverfront, a reflection of its historical relationship as a 'working' riverfront. Industrial uses are primarily located in the west side of the study area, generally between 1st and 12th streets along the Mississippi River, however, active industrial and manufacturing uses are evident east of I-74 to the East Moline border. Many of these uses appear to be viable and active, however, many industrial properties appeared inactive, vacated, or in a state of disrepair during the supplemental visual analysis.

The appearance of the western portion of the corridor (Rock Island to 12th Street) can be characterized as 'utilitarian'. It lacks a sense of pedestrian scale and mobility, with limited public rights-of-way to accommodate amenities. In addition, screening and securing of surface parking lots with concrete panels fosters an environment that is somewhat visually 'sterile'. This was discussed among the project team as a challenge in regards to making a stronger sense of connection to and from the downtown core.

East of I-74, the Riverstone facility represents an active river industrial anchor. Upon further investigation throughout the charrette, this facility has operated since the first part of the 20th century at that location. The distinctive characteristics provided by the Mississippi River at this location provide the optimum point along the river that particular type of industry and operations. Along with neighboring businesses and I-74, this portion of the corridor appears to be of key importance for consideration as it perceptually provides an edge along the riverfront east to west.

Further east (from approximately 26th Street to East Moline, a variety of industrial / warehousing / business uses can be found. In many instances, these businesses are established, active and viable operations. In some instances, many properties appeared to be underutilized, vacated, used for truck trailer storage or in somewhat of a state of disrepair.

# 3 Exploration & Visioning

## Commercial

Commercial uses appear to be predominately located west of I-74 within the downtown core (Moline Centre District). The format is typical of most Central Business District (CBD) commercial, evolving from a traditional or historical urban environment, while reinventing itself with newer development initiatives. On-street parking, storefronts, sidewalks and amenities provide a pedestrian-scaled experience. Within the core area, several distinctive enclaves begin to define the core area such as John Deer Commons, Bass Street Landing and the 5th Avenue Retail District.

## Institutional/Public/Quasi Public

As the River Drive corridor is primarily commercial and industrial, its institutional uses appear to be found primarily within the residential neighborhoods south of the corridor. In addition, municipal/governmental facilities such as City Hall are located in the Moline Centre.

East of I-74, a dynamic opportunity is currently being pursued that will begin to influence the nature of the corridor. This initiative will include Western Illinois University's Quad City Riverfront Campus, Riverside Park Commons, I.P. Institute and mixed-use development. This will ultimately represent the only public university in the Quad Cities Area. Real estate for this vision was generously gifted by John Deere and Company. Because of the close proximity to the riverfront and Moline's Central Business Districts, this educational and mixed-use campus will serve as a great asset for the community and the immediate region.

## Charrette Week

### Project Team Commercial Observations & Considerations for Exploration:

- + Preserving the integrity of the Moline Centre and ensuring meaningful connections east and west from the core will be critical the overall success of the River Drive Corridor. Are there strategies for River Drive that strengthens the assets within the Moline Centre?
- + Connections across River Drive from the Moline Centre to the convention/event area appear to be somewhat lacking. What are the elements and strategies for River Drive that perceptually and functionally create a 'seam' rather than an 'edge' within this area?

### Project Team Institutional Observations & Considerations for Exploration

- + Introducing this type of development will likely have significant impacts to the form and function of the River Drive Corridor. What are the alternative approaches to access and mobility that should be investigated during the charrette process?
- + The mixed-use campus environment presents the opportunity to 'rethink' the traditional industrial river format and River Drive itself. Value for 'spin-off' development opportunities may infer that the nature of the corridor between the Moline Centre and East Moline may be very different in the long term. How does this new element affect the River Drive corridor in the near and long term?

**Charrette Week**

**Project Team Residential Observations & Considerations for Exploration:**

- + Conventional wisdom infers an added value for real estate and development with riverfronts. Although this particular condition to not dictate 'on the waterfront' development and amenities - can the River Drive Corridor feasibly aspire towards an environment that allows a greater number of people to invest and experience the Mississippi River?
- + With the mix of uses and the nature of traffic along River Drive, are there solutions that mitigate conflicts (real or perceived) and bring about a more harmonious environment that accommodates the wide-range of uses and intensities?
- + Can a more meaningful solution occur along River Drive that enhances connectivity between the riverfront, existing neighborhoods and potential new residential initiatives?

**Project Team Parks and Recreation Observations & Considerations for Exploration:**

- + Ben Butterworth Parkway is a unique asset within Moline and the Quad Cities. Absent of a levee, it allows for views, vistas and the sense of connection to the Mississippi River. Is there a way for River Drive to capitalize on this unique situation? If so, will it drastically change the existing nature of River Drive?
- + How can a greater sense of connectivity be achieved north to south and provide better linkages to neighborhoods and other area of destination south or River Drive and the railroad rights-of-way?
- + Are there opportunities to utilize portions of the railroad rights-of-way for public amenities?

**Residential**

One of the oldest housing areas in the city is located just west of downtown, between 6th Street and the City of Rock Island, near the south side of Railroad Avenue. This area is part of the Floreciente Neighborhood and generally characterized by single family homes in varying conditions.

To the east of I-74, more residential is present between the east side of 37th Street, River Drive and 5th Avenue. This area consists primarily of single-family homes with some industrial and commercial scattered along River Drive.

Most residential housing in the north Moline area is located outside of the study area, south of River Drive, with exception to an existing mix of residences that have direct views to the Mississippi River, located between 40th and 46th Streets. The housing mix consists of single family and multi-story condominiums.

**Parks and Recreation**

The City of Moline's riverfront offers a variety of recreational space that includes parks, bicycle trails, jogging and walking trails and public open space along the riverfront, called Ben Butterworth Parkway.

Ben Butterworth Parkway, an existing linear park located along River Drive begins, just east of I-74 and continues into the City of East Moline. In addition to picnic pavilions, places to fish, jogging trails, boat ramp, marina and restaurant, the park provides views of the Mississippi River.

One of three city trails, the Ralph B. Birks Bicycle Trail offers scenic river views and accommodates joggers, walkers, bicyclist and other recreational activities. In addition, the trail provides the opportunity to engage the Mississippi River.

# 3 Exploration & Visioning

## Public Workshop

On Monday evening, January 12th, a public/stakeholder workshop was held at the public library from 7:00 to 8:30 p.m. The first portion of the workshop solicited comments and perceptions about the challenges and liabilities the corridor may pose on a day-to-day basis. The next segment of the workshop allowed participants to identify assets and opportunities along the corridor. The final segment asked participants to describe the components of what a 'perfect' corridor would consist of. Finally, participants were given ballots. Each ballot represented a monetary amount that they would invest in a particular initiative or action to address an issue that was previously identified by participants.

The ultimate goal of the workshop was to ascertain the many perceptions among workshop participants. In addition, the ballot exercise began to identify issues, challenges, opportunities and visions that began to form a general consensus. These general consensus items became one of the foundation components for the project team to discuss as alternative scenarios were developed throughout the week. As a general consensus, the primary investment would be to address truck traffic along River Drive Corridor. Addressing this item represented over 30% of the investment ballots among workshop participants. Refer to the appendix for a complete list of workshop participant comments.

## Charrette Studio: Alternative Scenarios

Tuesday through Wednesday was primarily reserved for the development of alternative approaches and facilitating focused stakeholder interviews. Stakeholder interviews allowed a more focused conversation on a particular topic or area within the corridor. Representatives from Rock Island and East Moline provided perspectives on plans and initiatives within their respective communities and their impact and concerns on River Drive. Other public and quasi-public entities/agencies/departments also were interviewed to provide a more comprehensive picture of parallel plans and efforts that should be considered. Several industrial/business, institutional/educational and residential stakeholders also provided a unique perspective to the day-to-day activities and issues for the corridor.

This allowed the project team to assess, discuss and begin to 'blend' comments from the previous workshop, project team observations, and the input from the stakeholder interviews. From these efforts, three alternative scenarios were developed.

### Public Workshop: Issues & Challenges

#### Top Items

##### *Item and (Investment Ballot)*

- Reroute truck traffic (19)
- Trucks / semi (18)
- Lack of traffic lights (7)
- Goose Droppings (6)
- Enforce speed limits (4)
- Truck traffic (3)
- Pollution / air quality (3)
- Connections - north and south for neighborhoods (3)
- Floodplain / sidewalk (2)
- Abandoned buildings (2)
- Seasonal amenities (2)
- Corps of Engineers (2)

### Public Workshop: Opportunities & Assets

#### Top Items

##### *Item and (Investment Ballot)*

- Industrial uses / jobs (8)
- Housing with vistas of the river (7)
- Two lanes - slow / less traffic - (3)

### Public Workshop: The 'Perfect' Corridor

#### Top Items

##### *Item and (Investment Ballot)*

- Highway 92 alignment improved - curves for trucks (12)
- Decorative lighting that does not distract the view (7)
- Master plan consistency (5)
- Indoor water-park - family activities (5)
- Restaurants w/ riverside seating (4)
- Pedestrian & bike crossings over River Drive (4)

**Alternative A: Form Based Evolution  
Preliminary Observations (01.15.09)**

**Opportunities**

- + Flexibility for a diverse array of development types.
- + Modest enhancement to River Drive.
- + Begins or attempts to organize similar land uses by blocks.
- + Addresses incompatible land uses through site design.

**Challenges**

- + Defining the 'character' of the area.
- + Potential 'uncertainty' for long-range land use and development strategies (less marketable?).
- + Does not address or mitigate truck traffic concerns.
- + Potential congestion at River Drive and proposed I-74 access.

**Alternative A: Form Based Evolution**

The form based alternative focuses on the current development patterns within the River Drive Corridor. Recognizing the current investments that have been made in the corridor this alternative seeks to organize development to complement the current patterns and provide a cohesive development and design standard for the future. Key elements included:

**Land Use & Development**

- + Embraces and promotes a diverse mix of uses across the corridor.
- + Builds upon existing development pattern.
- + Environment enhanced by form and function, rather than defining use areas.
- + Site / block design guidelines to buffer transitions, and / or connect uses.

**River Drive & Transportation**

- + Signalization.
- + Lane width reduction to promote slower, consistent vehicular speeds.
- + Turn lanes at intersections.
- + Enhanced intersections with signalization and pedestrian crosswalks.
- + New I-74 interchange as proposed.
- + Full access to cars and trucks.
- + Multi-use trail developed in portions of the railroad R.O.W.

**Design & Aesthetics**

- + Consistent design throughout corridor such as street trees, uniform vehicular lighting standards and pedestrian crosswalks at intersections.



*The public workshop began with a general overview of the planning process and an outline of the charrette week activities.*

# 3 Exploration & Visioning

## Alternative B: Connected Nodes

The connected nodes alternative focuses on creating defined destination enclaves with clear transitions between them. Each node ideally would develop a compatible use areas such as industrial/business, mixed-use campus, mixed-use downtown core, event/destination, and riverfront neighborhoods. Between these nodes, a series of 'green linkages' would be developed as areas of transition and/or buffering. These areas would also introduce the opportunity to provide more north-south connections across the railroad rights-of-way and River Drive. These could be above or at-grade connections, strategically located to reinforce the sense of transition. As a long-range strategy, a bus rapid transit system (BRT) could eventually evolve within portions of the railroad R.O.W. and enhance the sense of connectivity and access. Key elements include:

### Land Use & Development

- + Focused development intensity with similar or compatible uses.
- + West corridor (Rock Island to I-74): Industrial anchor, residential neighborhood, event / destination node and downtown core node.
- + East corridor (I-74 to East Moline): River industrial node, mixed-use campus node, industrial/business node, riverfront residential neighborhood and mixed-use / neighborhood center node.
- + Green pedestrian corridors to promote access to riverfront (north-south) and provide transitions/buffering between the activity nodes.

## Alternative B: Connected Nodes Preliminary Observations (01.15.09)

### Opportunities

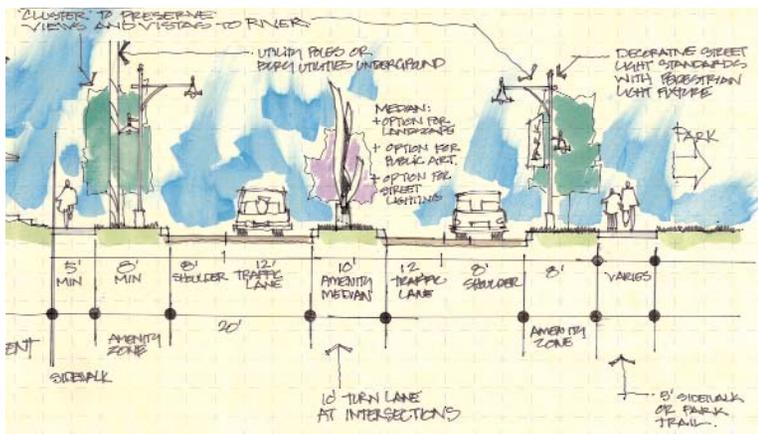
- + Creates a higher and defined image for River Drive (added value).
- + Addresses non-industrial and service uses in a more meaningful manner.
- + Better connectivity through 'complete streets'.
- + Promotes defined north-south connectivity.
- " Removes truck traffic from River Drive - still accommodates truck-through traffic on IL 92.
- + Establishes defined area of buffer/transition between incompatible uses.
- + Still accommodates a wide-range of uses from residential to industrial.
- + Adds trail and BRT opportunities.
- + Better access solution for I-74 ramps (single point interchange).

### Challenges

- + Addressing truck route and impacts on IL 92.
- + Challenges in implementing two -way traffic on IL 92 (elimination of one-way couplet.
- + Implementation - is the community willing to do this and not let the opportunity slip away?
- + Single point interchange at I-74: Potential delays in design, funding construction going to a new design?
- + Cost and phasing strategies.
- + Coordination of re-routing truck traffic and coordination with Rock Island and East Moline.
- + Railroad: Can that partnership be cultivated for trail and BRT?

## River Drive & Transportation

- + Creation of a scenic parkway, boulevard, and urban boulevard segments along River Drive. Streetscape design to respond to River Drive segments.
- + West Segment (Rock Island to 26th Street): Urban boulevard that accommodates truck and car traffic. Investigate opportunities to incorporate landscape median. Install pedestrian and vehicular light standards that would be part of an overall design standard for the downtown core.
- + Central Segment (26th Street to 34th Street): Campus boulevard with a more generous landscape median and potential on-street parking. Install pedestrian and vehicular lighting that would be a part of an overall design standard for the mixed-use campus development. Option for public art within landscape median.
- + East segment (34th Street to East Moline): Scenic parkway with 2 lanes (turn land at intersections) with distinctive pedestrian and vehicular lighting. Strategically incorporate additional landscaping and street trees that enhance the experience but preserves and accentuates views and vistas to the Mississippi River.
- + All Segments: Work with property owners to ensure the concept of 'complete streets' that include elements such as sidewalks on both sides, enhanced pedestrian crosswalks, signalization at all intersections, and transit stops at key activity areas, and enhanced pedestrian/bike trails in Ben Butterworth Parkway. In addition, investigate strategies to relocate overhead utilities underground.
- + Trucks prohibited on River Drive. Designated IL 92 as truck route (with exception to segment from I-74 interchange to 34th Street).
- + Investigate alternative truck access to service industrial/business node between 34th and 39th Streets from IL 92.
- + Eliminate one-way couplet on IL 92. Redesign roadway geometry to better accommodate truck traffic. Work with neighborhoods and property owners on IL 92 to develop strategies for additional buffering and amenities to mitigate impacts of truck route designation.
- + Investigate partnership opportunities with railroads to develop BRT and regional pedestrian/bike trail segment in railroad R.O.W.

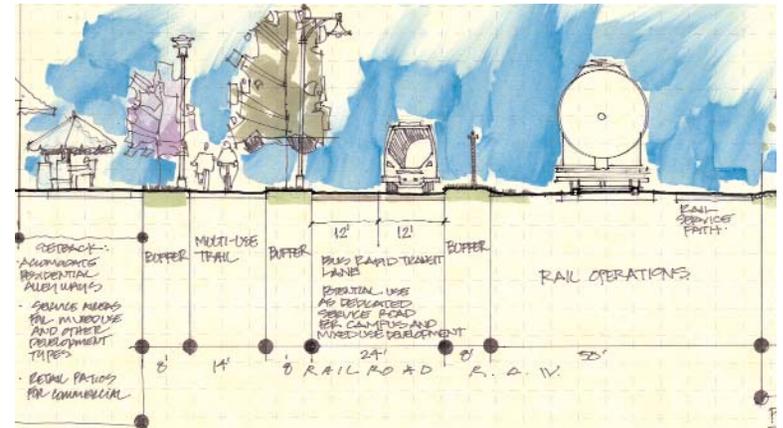


One of the components explored in Alternative B was the incorporation of a landscape median and public art features along River Drive in front of the proposed Western Illinois University Riverfront Campus.

# 3 Exploration & Visioning

## Design & Aesthetics

- + Municipal Gateways along River drive to celebrate entry into the Moline community (Rock Island and East Moline municipal boundaries).
- + Traffic circles in central segment for traffic calming and amenities.
- + Consider grand feature on island near I-74 to provide a regional and national visual icon for Moline/Quad Cities. Provide access with pedestrian/bike bridge that potentially utilizes recycled materials from I-74 bridge demolition.



Alternative B explored the concept of additional mobility features such as BRT (Bus Rapid Transit) and addition an additional trail in portions of the railroad right-of-way.

**Alternative C: Riverfront Districts**  
**Preliminary Observations (01.15.09)**

**Opportunities**

- + Enhanced River Drive/I-74 interchange and 'gateway' development.
- + Additional park and destination development space near downtown.
- + Accommodates expansion of campus, downtown and residential along riverfront.
- + Depending on 'new' alignment option for River Drive, allows some development to be closer to the water (added value).
- + Additional trail development.
- + Strongly infers a defined land use pattern for the future.
- + Increases parking and development/redevelopment opportunities along the riverfront.
- + Traffic calming as a deterrent to through truck traffic.
- + Enhanced connectivity to riverfront and throughout the River Drive Corridor.
- + Industrial: Focuses industrial 'anchors' at ends of corridor.

**Challenges**

- + I-74 interchange design (political, perceptual, economic, practical obstacles).
- + Depending on alignment option for River Drive, process and cost of relocating and/or redesigning roadway.
- + Partnership with railroads for trail.
- + May still have potential for intermittent through truck traffic.
- + Cost, assembly and implementation.

**Alternative C: Riverfront Districts**

The riverfront district alternative focuses on creating a series of defined districts throughout the corridor. Each district would focus on evolving as similar and compatible uses, development and services with transitional uses 'blended' between each district. This alternative investigates the long-range opportunity to dramatically change the nature of the corridor and create a stronger sense of a complete 'riverfront' community throughout the River Drive corridor.

**Land Use & Development**

- + Defined use or 'character' districts.
- + Focus on development and redevelopment initiatives on similar and compatible uses.
- + District design primarily addresses transitions between districts.
- + Transform corridor into work, live and play environment.
- + West corridor (Rock Island to 23rd Street): Industrial District, Neighborhood District and Downtown Core District/Moline Centre.
- + East corridor (23rd Street to East Moline): Educational/Institutional District, Residential District and Business/Mixed-Use District.

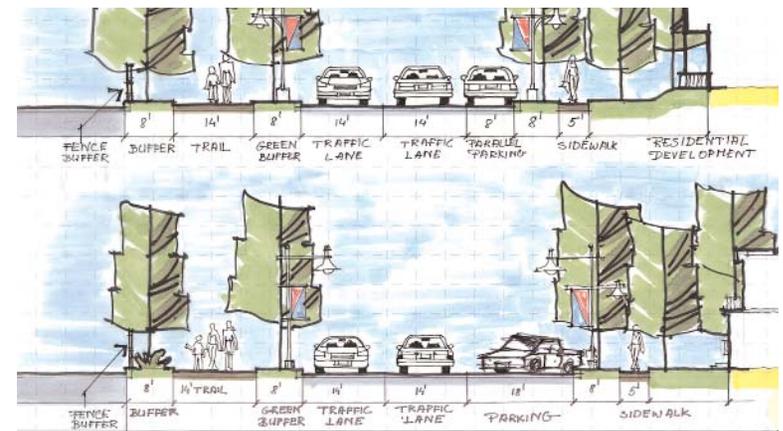
**River Drive & Transportation**

- + Design responds to type development within each district, with a variety of roadway geometries, lane widths and on-street parking configurations that support a particular district development thematic.
- + On-street parking in Residential and Educational/Institutional Districts. This may combine a variety of configurations from parallel and angled parking.
- + Sidewalk system for pedestrians throughout the corridor.
- + Traffic calming to reduce attractiveness for through truck traffic.
- + Option - realign River Drive adjacent to railroad tracks.
- + Full redesign to access River Drive and 6th Street.

### 3 Exploration & Visioning

#### Design & Aesthetics

- + Design is specific to district and development.
- + Distinctive district gateways to enhance the sense of 'place' among different character areas.
- + Industrial District: Promote a more utilitarian with basic amenities such as street and pedestrian lighting and promote consistent parking lot screening, site access and other features throughout the district.
- + Neighborhood Districts: Promote a more pedestrian-oriented 'face' to the street and focus on internal connections that enhance linkages throughout neighborhood areas. This may include ornamental street and pedestrian lighting, neighborhood gateways, and an internal trail system that links street to street and to the riverfront.
- + Downtown Core District/Moline Centre: Promote a more 'urban' streetscape environment that blends the pedestrian and motorist at a high level. This may include consistent pedestrian and vehicular lighting standard, generous sidewalks, on-street parking, specialty banners and signage systems that 'celebrate' sub districts within the core area, street furniture, customized transit stops, on-street/shared use bicycle lanes, street trees and enhanced landscaping/pedestrian crossings at intersections.
- + Educational/Institutional District: Promote a highly pedestrian-oriented environment that promotes a defined 'campus'-like environment with internal and external pedestrian and bike linkages, strategic points of access and vehicular parking, and enriched landscaping and pedestrian amenities.
- + Business/Mixed-Use District: Allow a relative degree of flexibility to respond the nature of the development. Adopt design and development standards to ensure a quality environment, regardless of the development type.



Trail enhancements, sidewalks and on-street parking configurations were explored to provide enhanced mobility in Alternative C.

### Public Open House

Thursday morning and afternoon allowed the project team to refine the alternative approaches and make preparations for the public open house that evening. The open house allowed for the public and stakeholders to informally review the alternative approaches.

Each scenario was presented at a separate station with project team members available to facilitate overview, discussion, answer questions and to take comments. A 'blog' board was also provided for participants to place notes with comments. A separate station was also made available to further illustrate mobility concepts, as this was a prime concern identified in Monday's public workshop.

In addition, open house participants had the opportunity to fill out a comment sheet that presented the option to provide additional or more detailed input on the alternative scenarios for the project team to utilize when discussing preferred components with the Steering Committee the following morning.



*Open house participants review and discuss one of the alternative approaches.*

# 3 Exploration & Visioning

---

## Steering Committee **Work Session**

On Friday morning, January 16th, a Steering Committee Work Session was held at City Hall. The project team facilitated a summary of the charrette week, public workshop, open house, stakeholder interviews and the alternative scenarios. The following is a summary of discussion topics:

- + Questions on the amount of amenities that many of the alternative scenarios presented and the need to begin a focus on elements that can be realistically achieved - both in the short-term and as a long-range strategy.
- + The alternative approaches raised some questions and concerns on the design of the I-74 interchange as it is now proposed. Further discussion on the right solution for Moline should be considered.
- + The BRT (Bus Rapid Transit) is an important aspect to long-term mobility and access for the corridor and throughout the larger community.
- + Need to have a long-range focus on land use and development. Strategies today could be beneficial in the future.
- + It will be important and meaningful to address existing industrial and commercial in a meaningful manner.
- + A great opportunity to have River Drive as a more scenic drive/experience has been presented.
- + Concerns for on-street parking
- + Median and amenities, if feasible, would be a great amenity.
- + A more consistent streetscape throughout the entire corridor would create a stronger sense of connectivity.
- + Enhanced traffic and crossing opportunities are intriguing.
- + How does the River Drive Corridor plan works with the City of Rock Island and East Moline's future plans? It has to be taken into consideration, especially IL-92.



*Work shop, open house, and stakeholder interviews provided valuable input throughout the charrette week. Results of these efforts were discussed in the Steering Committee work session at the end of the week.*

**Preliminary Preferred Direction**

Based upon the input from the open house, steering committee, analysis and observations and the Steering Committee Work Session, the following elements were identified to provide the preliminary framework for the project team to begin further investigation and development.

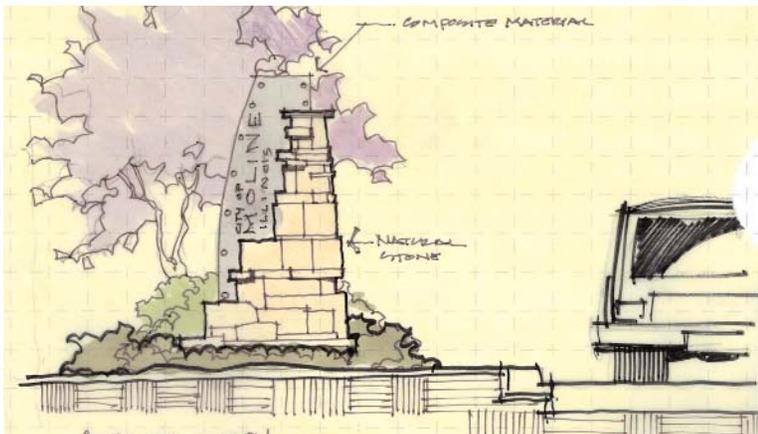
Most all the elements in Alternative A: Form Based Evolution may prove not to address a long-range vision that promotes a successful River Drive Corridor. Although it may be the path to least resistance, much of what it represents is fostering strategies that continue the status quo. Although design/development standards and modest aesthetic investments may be an improvement, this general approach may under-achieve the potential for a 'great' corridor within the community.

Many of the elements in Alternative B: Connected Nodes presents the opportunity to re-evaluate and reinvent the corridor in the long-term while supporting established assets and elements that are important within the community. It is recognized that many of these preferred elements will facilitate a more 'global' approach, with coordination among a variety of jurisdictions, agencies, business and property owners and the need to have a plan of action for businesses, residents, and property owners along IL 92.

Some of the attributes in Alternative C: Riverfront Districts could be achieved however, given the realities of many established frameworks, this overall approach may represent components that would have a high degree of investment (fiscally, politically and administratively) that it risks having little implementation 'velocity'.

As a preliminary preferred direction, the following concepts are to be further explored and developed.

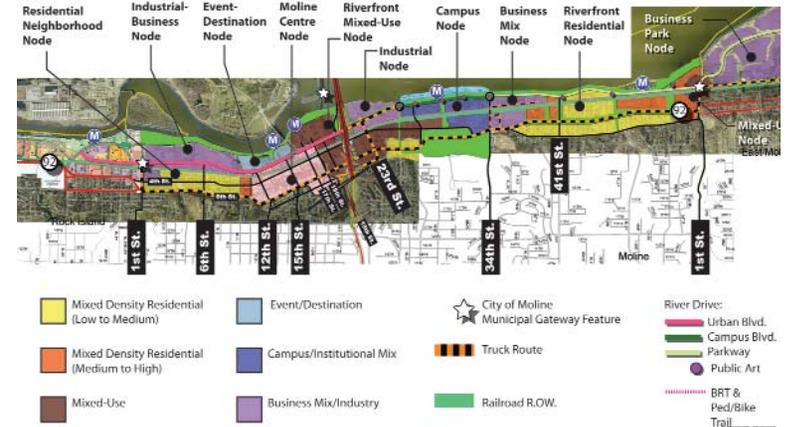
- + Generally, utilize the overall philosophy and components presented in Alternative B: Connected Nodes.
- + River Drive to blend a functional and aesthetic quality. Explore a more scenic, low-intensity experience from East Moline through the proposed Western Illinois Quad-Cities Riverfront Campus that does not allow through-truck traffic. However, River Drive should provide a measure of visual consistency that links the east and west ends of the community.



*Based upon the charrette process, an enhanced aesthetic experience along River Drive is one of the components to be further explored in the preferred direction development phase.*

### 3 Exploration & Visioning

- + Investigate the possibilities and address impacts on the potential elimination of the one-way pair couplet along IL 92.
- + Explore strategies the further the concept of 'nodes' that provide a diversified environment of businesses, uses and activities.
- + Enhance the sense of connectivity and mobility throughout the corridor (east to west and north to south).
- + Investigate opportunities to provide a strong sense of identity throughout the corridor and for the City of Moline through amenities and gateways.



Based up all the input from the charrette week, a nodal approach to the overall framework provided the baseline to develop the preferred direction.





## Concept **Framework**

### Section **4**



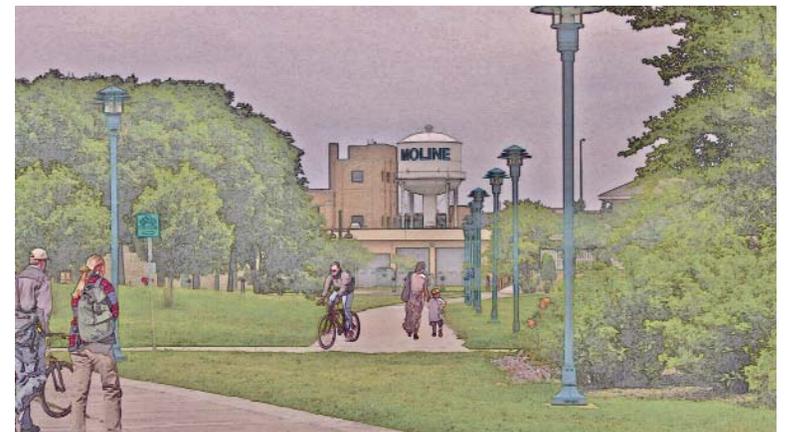
## 4 Concept Framework

---

The River Drive Corridor Concept Plan establishes the framework that promotes a dynamic, diverse, active and viable environment. The concept envisions a distinctive and recognizable image for the entire corridor that supports a greater sense of cohesiveness to, through and along the corridor and an enhanced sense of connectivity among the various uses and activities. The concept plan was developed utilizing analysis and observations (Section 2) and the visioning process (Section 3). The vision framework depicted and described at the end of Section 3 provided the starting point for the concept framework. The following vision, goals and building blocks for improving the River Drive Corridor are the foundation of the concept plan.

The River Drive Corridor shall be a diverse place that is sustainable; both physically and economically. This will be accomplished through promoting a quality environment that is highly connected and provides a variety of lifestyle choices and opportunities. These opportunities will include:

- + Sound residential neighborhoods with a variety of housing product and price points;
- + Sustainable neighborhoods that have a high degree of accessibility to amenities, goods, services and employment opportunities;
- + Commercial and mixed-use centers that provide goods and services ranging from the neighborhood scale to destinations that have a local and regional appeal;
- + Employment anchors at a variety of scales that may range from office to retail to industrial/light industrial/warehousing;
- + Destination venues that may include civic event facilities, mixed-use live, work and play environments and a diverse, dynamic and vibrant downtown core environment;
- + Educational and research centers that expand the intellectual, business and cultural landscape;
- + Recreational uses that include parks, open spaces, water recreation and civic destinations; and
- + Multi-modal transportation systems that enhance connectivity along the corridor, the Moline community and the Quad Cities region.



*Parkland, trails and river views makes the River Drive corridor a unique place within the community.*

**Concept Goals**

The goals and objectives of the River Drive Corridor Concept Plan are intended to support the general vision statement. Primary goals of the plan include:

- + Investigate solutions to address through-truck traffic along River Drive. This may be accomplished by either design features that promote more localized traffic movement and/or designating an alternative through-truck traffic route. Designation of through-truck traffic routes will require strategies and mitigations to designated truck routing corridors, so as not to adversely impact those environments, the quality of life for the residents, and the viability of existing businesses along those corridors;
- + Enhance the sense of ‘place’ throughout the corridor. This may be accomplished by aesthetic solutions that ‘celebrate’ River Drive, the Mississippi River and the special places that comprise a vibrant, active and sustainable corridor;
- + Organize those special places along the corridor in a more meaningful manner. This may be accomplished by reinforcing and enhancing existing land use patterns, seeking opportunities for new investments, and expanding the live, work and play concept throughout the corridor. Pursue appropriate transition elements that further reinforce the character of those special places;
- + Enhance a greater functional mobility framework through development of meaningful connections throughout the corridor via a variety of transportation options, and;
- + Preserve and enhance the corridor’s most prominent asset: the adjacency to the river-front and the opportunities to visually and physically engage the Mississippi River environment.



*Future opportunities such as the KONE Center will engage river views and is just one of the advantages afforded by the River Drive Corridor. (Image provided by the City of Moline)*

# 4 Concept Framework

## Concept Principles

Several key design and development principles establish the foundation for strategies within the River Drive Corridor. These principles are intended to serve as a general guide and should be continually evaluated along with current investments and opportunities as they present themselves. The design and development principles include:

### Authenticity

Create an authentic environment that bridges the River Drive Corridor and Moline's past and future by preserving and enhancing its history and distinctive qualities. New investments should further the 'story' of the corridor and the City of Moline into the 21st century and should advocate innovative, but practical solutions that reflect the present and future.

### Connectivity

Improve and enhance linkages to, through and within the River Drive Corridor and adjacent neighborhoods. Create a defined and cohesive system for vehicular and pedestrian-friendly movement that will strengthen the viability and sustainability of the corridor. Connectivity strategies should weave all aspects of multi-modal access and mobility.

### Destination

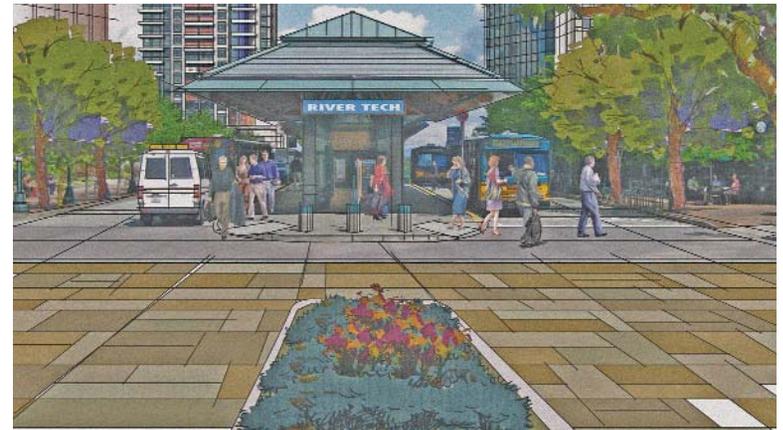
Advocate a mix of opportunities, areas of interest and activities to make the River Drive Corridor a destination. Explore development initiatives that strengthen the viability for a diverse array of uses beyond the local level. Embrace concepts that bring momentum toward interests and appeal.

### Diversity

Pursue a diverse array of experiences to create an active and dynamic environment. Embrace a mix of uses, activities and amenities that enhance the River Drive Corridor as a vibrant live, work and play environment. Seek alternatives for the highest and best use of sites. Provide opportunities for living, employment, business, education and recreation for all ages and income levels.

### Identity

Foster a strong sense of identity that thematically celebrates the diverse qualities of the corridor. Preserve and enhance the unique qualities that are distinctively associated with the corridor and the unique location along the Mississippi River.



*Mobility choices are advocated by the plan, such as a Bus Rapid Transit system that would enhance connectivity throughout the corridor and provide a catalyst for redevelopment .*

**Sustainability**

Sustainability should be approached as a multi-dimensional philosophy. For the River Drive Corridor, sustainability should encapsulate the concept of both environmental stewardship and economic stability. Lead the 'wave' by pursuing sustainable site development and architectural practices, innovative development approaches that address today's needs and trends, yet allow for practical and adaptable strategies for the future.

Adopt actions that support cost-effective and marketable projects in the private sector while balancing public investments that help in 'place making'. Promote environmentally-sensitive practices such as compact building and development that consume less geography and promote core area revitalization. Advocate 'green' architecture and site design that promote energy efficiency, enhanced accessibility, mitigate stormwater runoff and improve air quality. Pursue 'smart' neighborhood developments which are diversified and accessible to employment, goods, services and amenities for a wide-range of income levels.

Preserve the natural environment by maintaining and enhancing scenic areas, open spaces, parks, natural drainage ways, wetlands, and habitats. As Moline enters the 21st century, new approaches to resource management, long-term economic viability, sustainable development and sensitive community-building practices will need to be addressed. Promote environmentally and economically viable methods that ensure a quality experience for the River Drive Corridor for future generations of Moline.



*Sustainable building and development practices from both the private and public sector will further a strong sense of environmental stewardship and promote enduring places for future generations.*

# 4 Concept Framework

## Concept Components

The River Drive Corridor Concept Plan is organized around three primary components or 'building blocks'. The corridor vision will be highly dependent upon the success of these three components therefore they represent a highly symbiotic relationship in that: these components are interconnected and their success is dependent upon the success of one another. The components include:

### Character Areas

Generalized development and use thematic that begins to organize the existing landscape and future opportunities in a more meaningful manner. Strategically market and promote uses and activities that reinforce a particular environment and character that builds upon and supports other areas. Ultimately, these character areas provide a highly diversified and dynamic corridor that is animated with activity and vitality through quality development and sound development practices.

### Urban Design

Urban design and branding features that promote a higher visual quality and furthers the sense of 'place' throughout the corridor and the City of Moline. Promotes both public and private initiatives that enhance design and other amenities that reinforces development patterns and functional characteristics and creates a higher visual 'experience' within the corridor.

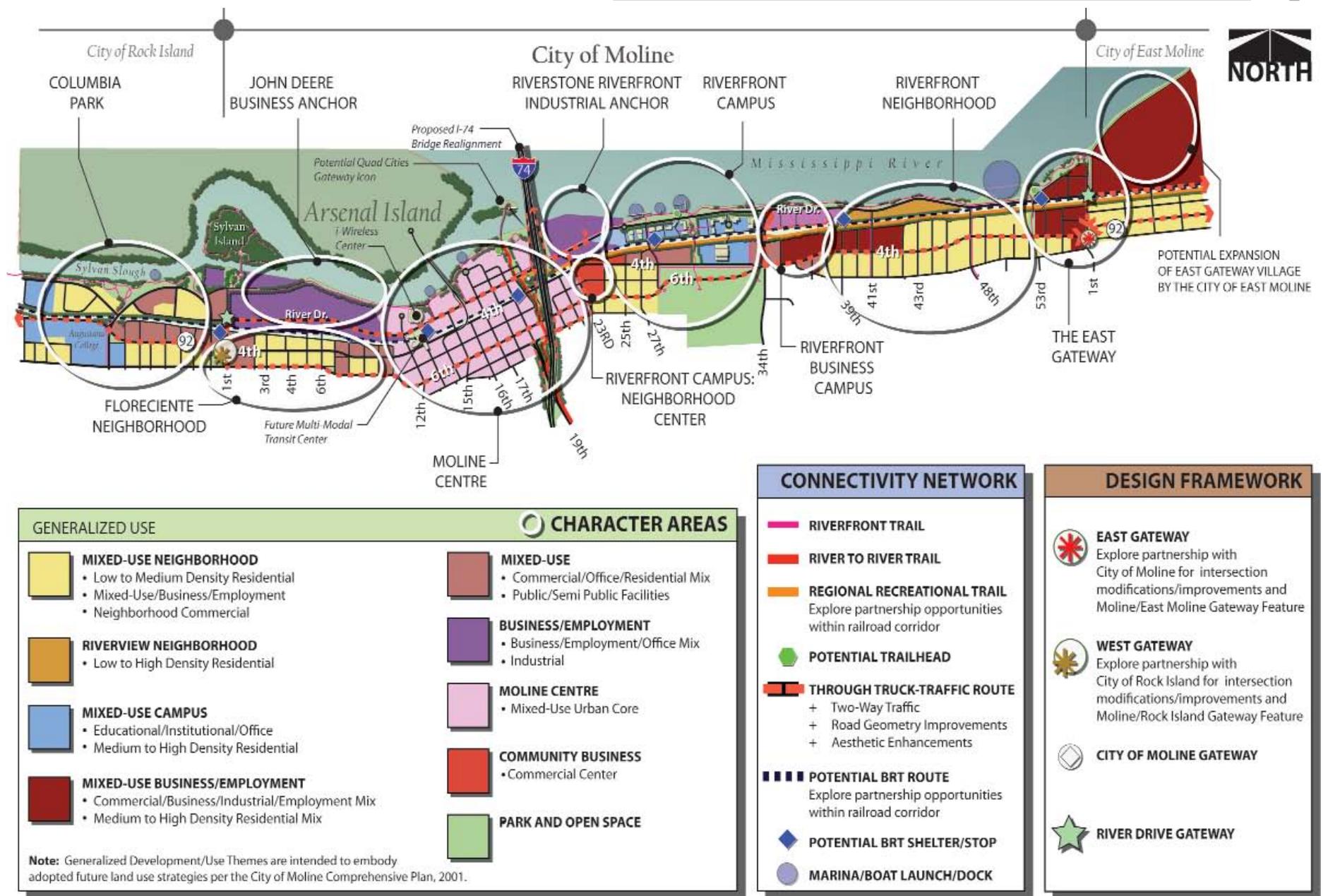
### Connectivity

Strategically 'weave' the corridor together in a manner that River Drive becomes a 'seam' rather than an 'edge' within the community. Support and actively pursue opportunities for a higher degree of mobility throughout the corridor. This may include public and private initiatives for strong pedestrian access through sidewalks and trails; pursuit of additional pedestrian and vehicular connections north to south; circulation patterns that reinforce the development and activity framework; and advocating multi-modal investments that create a variety of choices to move among the corridor, community and region.



*Initiatives within the character areas are intended to build upon established assets, explore new opportunities and create a dynamic and diversified experience throughout the River Drive Corridor.*

Figure 4.1 **Concept Framework**



# 4 Concept Framework

## Character Areas

The concept vision promotes actions and strategies that perceptually and functionally re-define the landscape and development patterns throughout the corridor. This is envisioned to be accomplished by organizing the built environment as a series of ‘character areas’. Character Areas are envisioned to be diverse; each offering distinctive opportunities, experiences and environments. Additional descriptions and strategies for each Character Area are described within this section.

### Corridor Districts

Districts can be generally described as the development of a consolidated node or enclave that has a distinctive character. The character may be primarily defined through the uses, architectural image and the intent to function as a highly identifiable and distinct ‘place’ within the River Drive Corridor. Corridor Districts are envisioned to develop as diversified environments with a dynamic assembly of uses, activities and amenities.

### Corridor Anchors

Anchors can be generally described as a node or destination that primarily is associated with a large, single use or activity that provides an economic ‘engine’ within the corridor and the Moline community.

### Corridor Campuses

Campuses can be generally described as an assembly of similar or compatible uses and buildings that perceptually and functionally define themselves as a unique environment. Corridor Campuses may range from highly pedestrian-oriented environments such as educational and research destinations to enclaves of enterprises in a business park setting.

### Corridor Neighborhoods

Neighborhoods can be generally described as established areas with a critical massing of residential homes and provides another key and diverse use within the corridor. In addition, neighborhoods may include support commercial and accessible employment uses that reinforce the sense of a live, work and play environment.

## River Drive Corridor Character Areas

### Corridor Centers

East Gateway, Moline Centre and Columbia Park (City of Rock Island). Given a particular redevelopment scenario, the Riverstone Riverfront Industrial Anchor may evolve into a Corridor Center.

### Corridor Anchors

John Deere Business Anchor and the Riverstone Riverfront Industrial Anchor.

### Corridor Campuses

Riverfront Campus and the Riverfront Business Campus. Given a particular redevelopment scenario, the campuses may evolve into a multi-use, single campus environment and part of a grand Mississippi River Urban Technology Campus.

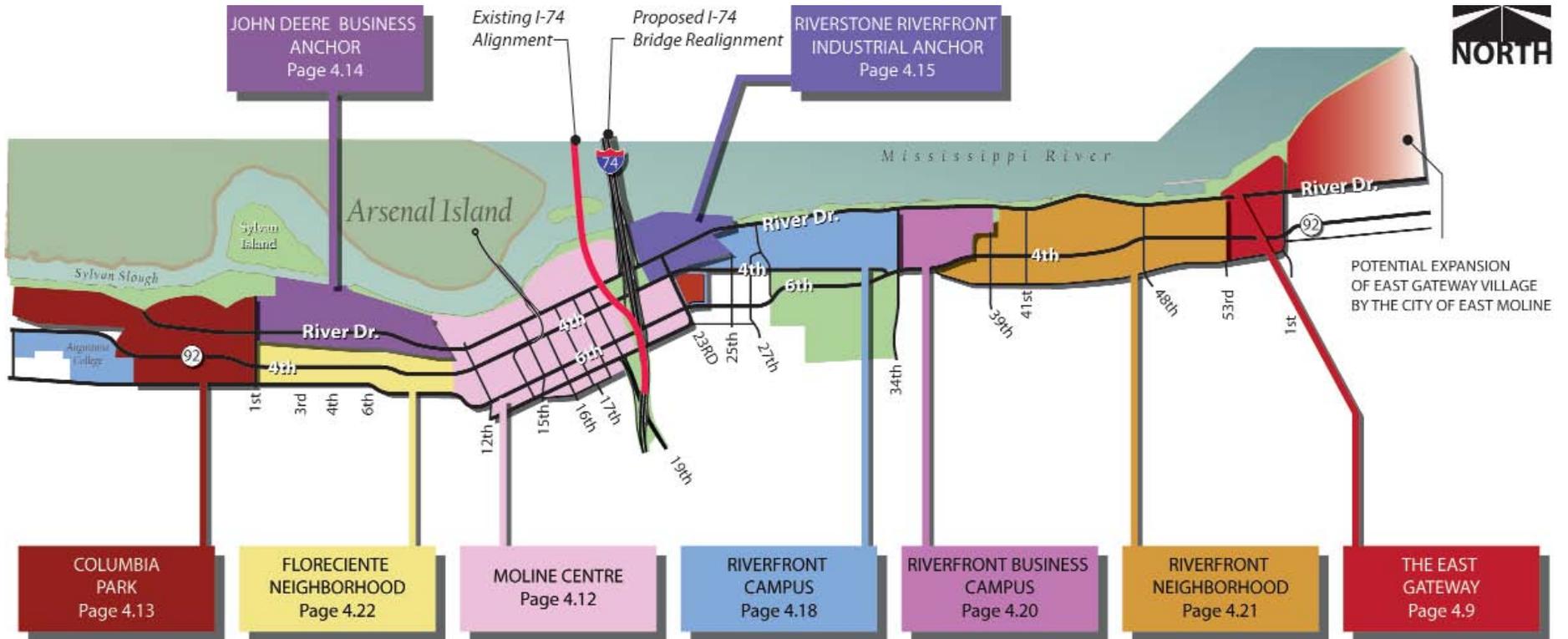
### Corridor Neighborhoods

River Drive Corridor Neighborhood includes the Riverfront Neighborhood and the Floreciente Neighborhood.



*Character areas, such as the Riverfront Campus, will build upon past planning efforts, goals, and initiatives such as the Western Illinois University Quad Cities Riverfront Campus. (Image provided by the City of Moline)*

Figure 4.2 Character Areas



# 4 Concept Framework

## Character Area: **The East Gateway**

The East Gateway is envisioned as a mixed-use center and a key gateway into the City of Moline and the River Drive Corridor. Development of the area should accommodate a broad-spectrum of uses. In addition, the former International Harvester site in East Moline may be considered part of the East Gateway and redevelopment should consider a coordinated strategy among the cities of Moline and East Moline.

The East Gateway of Moline functionally consists of two distinctive environments within itself. To the north of River Drive, the area has an inherent advantage with adjacency to Ben Butterworth Parkway, views of the Mississippi River and fewer property ownerships than the district portions south of River Drive and the railroad rights-of-way. This may infer a multi-dimensional approach, regardless of the redevelopment scenarios presented by the concept plan.

For the northern portion, the preferred redevelopment scenario is to have a dynamic mix that takes advantage of those locational attributes. This would infer a strategy to reserve the northern portion of the East Gateway for a greater use mix, incorporating commercial and residential opportunities, that meaningfully engage Ben Butterworth Parkway. Adopting this strategy infers a variety of design strategies. Given that desired mix, on-street parking along the section of River Drive would be highly compatible and one of the components of a more pedestrian-friendly redevelopment approach.

A key factor in the success of this development approach will be consistent communication and coordination with the City of East Moline. Given the adjacency with the former International Harvester (IH) Site, on-going dialogue will be needed between Moline and East Moline to ensure complementary development. Ideally, a portion of southwestern corner of the IH site should consider accommodating a commercial and office mix that would buffer potential industrial uses and create a stronger visual and functional environment to both municipal entry points along River Drive. The redevelopment example illustrated in Figure 4.3 reflects one possibility for this environment.

In the other redevelopment scenarios, the mix of uses may be more oriented towards business and employment. Regardless of the direction, redevelopment plans should be undertaken in a manner that integrates the entire area north of River Drive as more of a 'unified development' or 'planned development' approach, rather than a property-by-property piece-mealed approach.



*The East Gateway Mixed-Use Center Scenario with internalized streets and a pedestrian-oriented environment.*

**KEY PRINCIPLE:** Regardless of the development scenario, incorporate design and development criteria that establishes a cohesive environment.



### **East Gateway**

*Generally delineated as Mississippi River to the north; 53rd Street to the west; 6th Avenue to the south; and 1st Street/Moline/East Moline municipal boundary to the east.*



Business/Industrial Park Scenario, developed with cohesive site and architectural standards.

POTENTIAL USES/FORMATS:

Business/Industrial Park Scenario: Industrial, Light Industrial, Manufacturing, Office north of River Drive. Commercial, Industrial and Residential south of River Drive.

Mixed-Use Center Scenario: Office, Retail and Mixed-Density Residential.



Mixed-Use Center Scenario that provides a high degree visual and functional access oriented to the riverfront.

South of River Drive and the railroad rights-of-way, the redevelopment development approach may vary, given the nature of the existing environment. The south portion of the East Gateway is a diversified mix of industrial, commercial and residential uses within an established network of infrastructure. In addition, smaller parcels under multiple ownerships infer that this portion of the East Gateway may evolve in a more 'organic' manner, with opportunities on a property-by-property basis or through the assemblage of a block or series of blocks. The southern portion of the East Gateway will likely be more dependent on diligent evaluation of future proposals, as potential initiatives may have multiple phases. Several development scenarios would be appropriate for the East Gateway.

Mixed-Use Center Scenario

The Mixed-Use Center Scenario encourages development of a mix of uses that incorporates a variety of development types such as retail, office, and higher density residential. Ideally, the mix of uses would be predominantly integrated vertically such as office or residential above retail and foster a more eclectic and dynamic mix and sense of activity. For portions of the East Gateway north of River Drive, the opportunity to provide a greater density of residential with views to the river could be a significant component of the redevelopment strategy.

Development should be highly integrated through a strong architectural thematic, pedestrian access that connects building-to-building and defined vehicular access points that create the sense of a cohesive, planned environment. In addition, a more pedestrian-oriented center could evolve with an internal street network with on-street parking, generous sidewalks along storefronts, and walkable connections to Ben Butterworth Parkway, trails, and boating facilities. The mixed-use scenario may also infer that on-street parking along this portion of River Drive may be considered to reinforce the pedestrian-oriented environment. A conceptual redevelopment plan is presented on the following page to further illustrate this concept. Due to realistic market absorption and short of a wholesale development, redevelopment of the East Gateway will likely occur through a master planned, phased lot approach.

Business/Industrial Park Scenario

The Business / Industrial Park Scenario encourages development of commercial and light industrial, warehousing, supply and wholesale enterprises. Support retail and service businesses would also be appropriate. In this scenario, the concept plan envisions the district to be developed in a cohesive manner through design and development standards. This may include consistent screening treatments such as landscape, screen walls, fencing as well as signage standards, site design criteria for site access and building configuration, parking and service area orientation, and a consistent aesthetic image along River Drive.

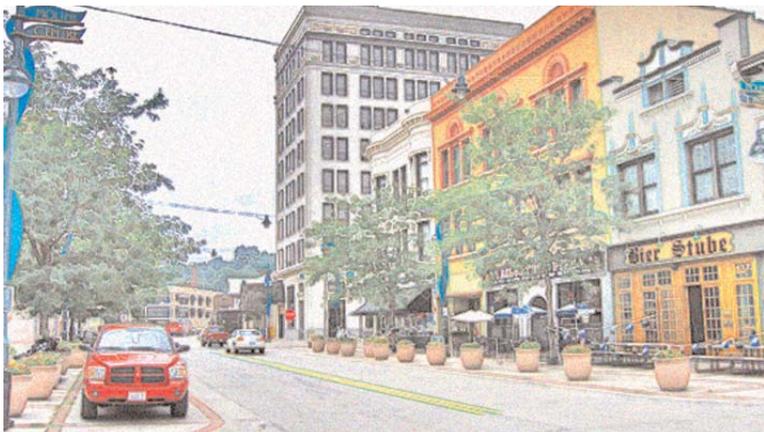
# 4 Concept Framework

**Figure 4.3** The East Gateway (North Site)  
Mixed-Use Center Redevelopment Scenario

- 1 Multi-story mixed use
- 2 Single-story retail shops
- 3 River view townhomes/condominiums
- 4 Trailhead
- 5 Park/festival/special events area
- 6 Existing marina
- 7 Railroad
- 8 Regional trail
- 9 Potential BRT lanes
- 10 Mixed-use/commercial node
- 11 Mixed-use/business/employment



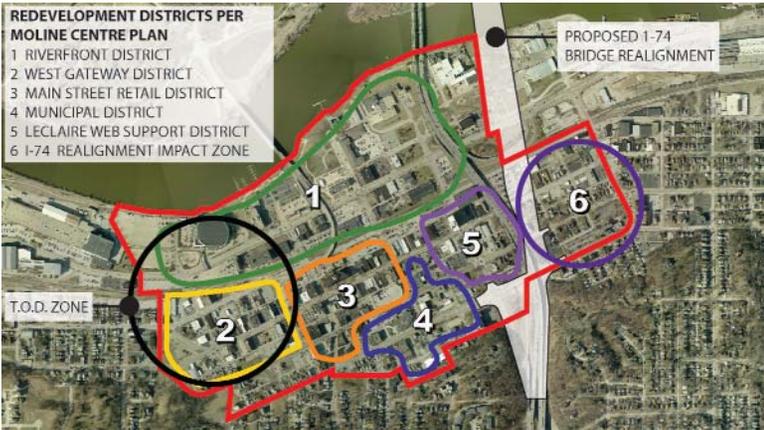
*Concept for illustrative purposes only*



Existing Moline Centre street environment.

**KEY PRINCIPLE:** Reinforce recommended Moline Centre District strategies that promote an active, viable and vibrant mixed-use downtown destination.

**POTENTIAL USES/FORMATS:** Mixed-Use/Transit Oriented Development (TOD), Retail, Office, Institutional, Municipal, Parks and Open Space, Mixed-Density Residential and Event Destination as identified in Moline Centre Land Use Classification (Refer to Comprehensive Plan, 2001).



**Moline Centre**  
Generally delineated as Mississippi River to the north; 11th Street to the west; 8th Street to the south; and 23rd Street to the east.

**Character Area: Moline Centre**

As the downtown core and 'heart' of the Moline community, Moline Centre represents a dynamic urban environment with an eclectic mix of uses and architectural styles. The corridor vision supports activities and strategies that have been developed for the area to be blended with the Moline Centre Master Plan Update (November 2001).

Key components of the Moline Centre vision include:

- + Utilizing high-tech infrastructure as a business recruitment strategy.
- + Development of a regional rapid transit system.
- + Integrating new activity districts with existing activity zones, redevelopment at the periphery to enhance the the central core area and identification of potential redevelopment sites.
- + Establishment of redevelopment districts within Moline Centre that include the West Gateway, Main Street Retail, Municipal/Governmental, LeClaire Web Support, Riverfront, I-74 Realignment Zone, Mixed-Use, and Riverside Park.
- + Parking improvements that include management modifications, increased parking capacity through structured parking, coordination of existing surface parking facilities, and encouragement of surface parking on a development-by-development basis.
- + Wayfinding and circulation strategy.
- + Historic preservation.
- + Design enhancements that include streetscaping and furthering the concept of 'complete' streets, appropriate mix of first floor uses, building facade treatments, enhanced rear facades, store practices, and management strategies.
- + General design principles and standards with descriptive criteria for each proposed district within Moline Centre.
- + Implementation strategies that include district and project prioritization, partnerships and funding.

# 4 Concept Framework

## Character Area: Columbia Park

The proposed master planned development will provide a diverse, mixed-use environment that will help define the western entrance into the City of Moline and River Drive. The proposed mix includes institutional, office and technical facilities, medium- and high-density residential, and a variety of mixed use developments that incorporate restaurants, entertainment, retail, office, residential, educational and neighborhood services, as well as new and existing commercial sites.

Aesthetic and urban design elements include a natural park with a wildlife observation tower, bike path and interpretive areas as well as a 20 acre community park with a marina, public art, amphitheater, picnic shelters, a variety of programmed activities, and landscaped buffers along the rail rights-of-way that may also incorporate a bike path.

Transportation enhancements identified by the master plan include a bridge over the rail rights-of way, controlled intersections, new at-grade railroad crossing, the Rock Island Parkway (5th Avenue) with a boulevard treatment, a linear park and green space with an entrance feature between 4th and 5th Avenues at 45th Street.

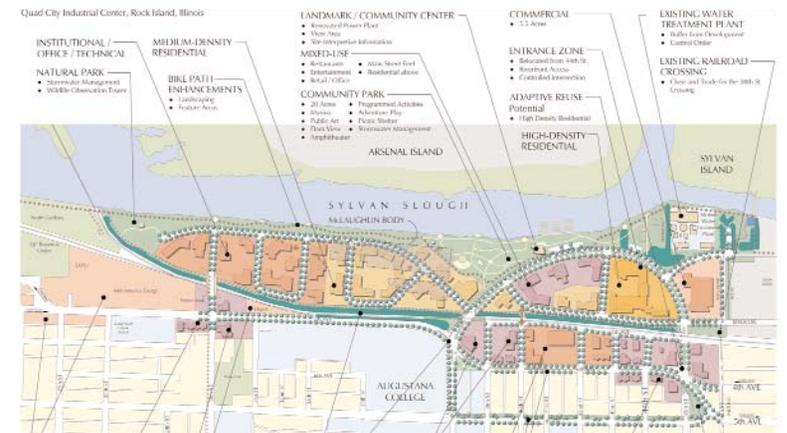
The primary strategy advocated by this plan is for the Cities of Moline and Rock Island to continue a consistent dialogue and coordinated efforts to evaluate development, transportation and design initiatives. As River Drive terminates in the Columbia Park area, it will be key to have a coordinated perspective on the function, image and development strategies that reinforce and support each other. Key considerations include:

- + Potential joint venture municipal gateway feature at 1st Street and IL-92 at the Moline/Rock Island municipal boundaries and joint venture for River Drive Corridor gateway for the west end of the corridor;
- + Consider a cohesive streetscape thematic along River Drive that promotes a recognizable visual vocabulary from Rock Island to East Moline;
- + Ensure pedestrian and bicycle connections along the riverfront;
- + Evaluate traffic circulation strategies for long-range development and community-wide goals; and
- + Promote multi-modal transportation systems throughout the River Drive Corridor and the Quad-Cities.



Columbia Park as one of the live, work and play destinations along the corridor and riverfront.

**KEY PRINCIPLE:** Diverse mixed-use development with internalized streets and continuous connectivity along the riverfront.  
**POTENTIAL USES/FORMATS:** Higher Education, Office, Research and Innovation Enterprises, Mixed-Use/ Transit Oriented Development (TOD), High to Mixed-Density Residential, Parks and Open Space.



**Columbia Park**  
 City of Rock Island (Image provided by the City of Moline)

Character Area: **John Deere Business Anchor**

The John Deere facility represents a significant parcel along River Drive and the Mississippi River. John Deere, a long part of the heritage of Moline, represents a strong historical, business and community asset.

As a significant stabilizing component along the corridor, community and region, the concept plan envisions an indefinite presence along River Drive and the riverfront for this enterprise. As an employment generator, the benefits of economic stability and attracting an employment base should not be overlooked and helps supplement a consumer base for the area. Key considerations for dialogue with John Deere include:

- + Preservation and potential enhancements of pedestrian and bike trail along the riverfront that ensures connectivity from the proposed Columbia Park development in Rock Island to the i-Wireless Center. Should opportunities present themselves, pursue more generous amounts of green space and buffering between facilities, parking areas and trail corridors.
- + Pursue discussions with John Deere representatives to advocate the merits and benefits of a more meaningful integration of potential streetscape enhancements along River Drive. This may include the possibilities of parking reconfiguration to allow for more streetscape amenities such as generous sidewalks, street trees and other features that enhance the public 'face' along River Drive. This also includes enhancement of low-level screen walls, landscaping and ornamental fencing on both sides of River Drive that would buffer existing surface parking lots from the public environment in a more aesthetically meaningful manner.
- + Should multi-modal systems be implemented such as light rail, bus rapid transit and additional multi-use trails, ensure that well defined and adequate connections to the site and mobility improvements can be accommodated.



*Concrete barriers along parking lots are replaced with a decorative masonry screen wall along River Drive to enhance the aesthetic quality.*

**KEY PRINCIPLE:** Preservation of established economic and employment generators. Pursue partnership to enhance riverfront trail connections and aesthetics along River Drive Corridor.

**POTENTIAL USES/FORMATS:** Office, Industrial, Light Industrial and Manufacturing, Parks, Open Space and other uses and activities identified in Moline Centre Land Use Classification (Refer to Comprehensive Plan, 2001).



**John Deere Business Anchor**

*Generally delineated as Mississippi River to the north; 1st Street to the west; railroad rights-of-way to the south; and i-Wireless Center to the east.*

# 4 Concept Framework

## Character Area: Riverstone Riverfront Industrial Anchor

The primary use in this character area is the Riverstone operation. Located due to specific site characteristics, the industrial business environment has been in operation since the early part of the 20th century. Given its location along the Mississippi River, Moline Centre and the proposed River Tech initiative, the parcels within the Riverstone Riverfront Industrial Anchor will be key to the long-range evolution of the River Drive Corridor and the core area of Moline. Depending on long-term plans by various property owners, the Riverstone Riverfront Industrial Anchor may stay as an industrial economic anchor or, should the opportunity present itself, the area may be reinvented and repackaged as a strong transitional link between Moline Centre and River Tech.

### Industrial and Business Scenario

The Riverstone Riverfront Industrial Anchor recognizes viable, established businesses and industry along the Mississippi River and proximity to I-74 access (existing and proposed realignment). Some operations are dependent upon the specific location at the water's edge for transport and provide economic activity within the Moline community. These types of uses represent that link between Moline's past and its future. As viable employment and economic components, the concept plan envisions that those uses are embraced, adding to the eclectic and historical environment that is part of River Drive, the Mississippi River and Moline. Should these established uses and operations strategically remain in the foreseeable future, integration of urban design and mobility elements should be pursued. This would be through pursuing a dialogue that allows for greater flexibility of proposed amenities along River Drive. This may include additional rights-of-way to incorporate the urban boulevard concept for River Drive and the opportunity for enhanced landscaping and buffering features, trail development that ensures a continuous link along River Drive and the riverfront, and a greater sense of connectivity to the proposed Urban Technology Corridor/Western Illinois University Riverfront Quad Cities Campus.

### Campus Expansion Scenario

As part of the overall Mississippi River Urban Technology Corridor Concept (18th Street to 34th Street), this scenario advocates the area to be perceptually and functionally absorbed by the campus atmosphere. Development strategies would tend to accommodate educational, business, technology and research facilities should adjacent industrial and light industrial properties become available. In addition, complementary uses such as residential, retail and services could be integrated; all designed in a manner that supports the campus environment as well as embracing the riverfront. Public access along the riverfront non-industrial use areas should be ensured, with strong pedestrian connections into the campus green spaces and facilities.



East-west trail access along the riverfront and under the new I-74 bridge should be pursued.

**KEY PRINCIPLE:** Work with property/business owners to incorporate River Drive functional and aesthetic improvements. For redevelopment scenarios, ensure public access to riverfront; promote development that engages the riverfront and River Drive; and create strong visual and functional connections between the redevelopment site, Moline Centre, Riverfront Campus, adjacent neighborhoods and Ben Butterworth Parkway.



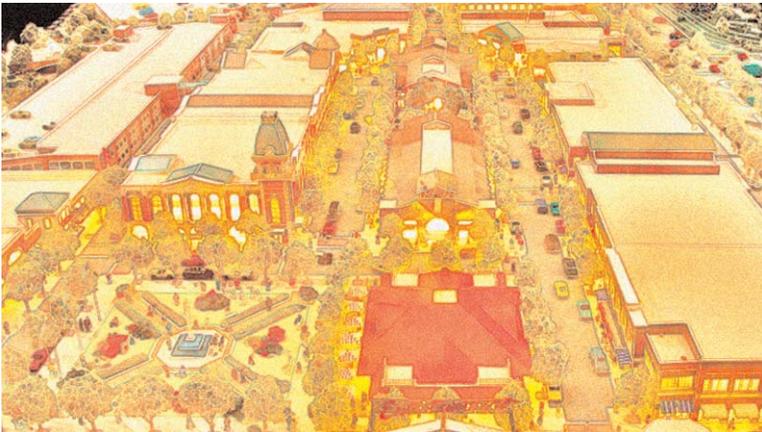
### Riverstone Riverfront Industrial Anchor

Generally delineated as Mississippi River to the north; proposed I-74 realignment to the west; 4th Avenue to the south; and 23rd Street to the east.



**POTENTIAL USES/FORMATS:**

- Industrial and Business Scenario:** Industrial, Light Industrial, Manufacturing and Office.
- Campus Expansion Scenario:** Higher Education, Office, Research, Innovation/Technology , Mixed-Use, High to Mixed-Density Residential, Parks and Open Space.
- Mixed-Use Center Scenario:** Mixed-Use/Office, Retail/High Density Residential, Marina Parks and Open Space.



**Above and Below:** In the Mixed-Use Center Scenario, the proximity to the riverfront as well as access from the proposed I-74 realignment / new bridge presents a significant opportunity for this area to reinvent itself as a premiere destination within the River Drive Corridor.

**Mixed-Use Center Scenario**

In this scenario, the area would evolve into more of a village atmosphere. This may include a diverse mix of retail, office and residential uses. Ultimately, the area would become a riverfront destination within the core area and complement established development such as Bass Street Landing and other riverfront destinations. In addition, a greater sense of connectivity to the riverfront should be integral in this redevelopment scenario incorporating such elements as public and private marinas, destination retail that may have outdoor patios overlooking the river, public green spaces and river overlooks, and mixed-use parking structures so that a predominance of the river-side property develops without large surface parking areas occupying development opportunities.

One of the primary considerations for the latter two scenarios will be the design of the proposed I-74 realignment and bridge approaches. Specifically, a dialogue should be pursued that advocates a solution that will provide the greatest flexibility for future opportunities along the riverfront. This area is critical: It represents a major community entry. This location is a key transitional area in that, it presents the opportunity to mitigate the functional and perceptual 'split' along the River Drive Corridor east and west. In addition, and depending on potential redevelopment scenarios, it presents the opportunity to create significant riverfront connections and waterfront development.

This dialogue should primarily focus on ensuring as much property as possible for utilization under the bridge structure. This may infer more structured access ramps and structuring of the bridge south of the river banks. These areas under and adjacent to the bridge could provide an advantage to various redevelopment scenarios such as surface parking areas, run-off rain gardens, internal connections east and west of I-74, and visually and functionally pleasing trail connections along the riverfront.

The following redevelopment scenario (figure 4.4) is intended only to illustrate this potential redevelopment scenario and to explore one of the possibilities in addressing vacated highway rights-of-ways should the realignment become a reality. It presents one possibility, based upon the principles developed through the planning process and the concept plan. It is intended only for illustrative purposes.

# 4 Concept Framework

- 1 Potential excursion boat landing
- 2 Pedestrian-bicycle bridge (potential expansion across river)
- 3 Quad Cities grand gateway icon
- 4 Neighborhood green and festival space
- 5 Potential riverfront mixed-use redevelopment projects
- 6 BRT station - Moline Centre
- 7 City of Moline gateway feature
- 8 Public art element
- 9 River to River trail
- 10 Potential Moline Centre redevelopment incorporating trail access corridors
- 11 Potential Mississippi River Urban Technology Corridor/Moline Centre redevelopment projects
- 12 Institutional/Neighborhood preservation and stabilization
- 13 Neighborhood Center
- 14 Potential redevelopment projects
- 15 Potential riverfront mixed-use redevelopment projects
- 16 Riverfront trail/Ben Butterworth Parkway expansion
- 17 Riverfront amphitheater/festival space
- 18 Marina
- 19 'Celebration Belle' Riverboat
- 20 Potential River Tech/Riverfront Campus expansion with grand entrance green
- 21 BRT and regional pedestrian-bicycle trail
- 22 River Tech/Riverfront Campus mixed-use development projects.

**Figure 4.4** Riverstone Riverfront Industrial Anchor Mixed-Use Center Redevelopment Scenario



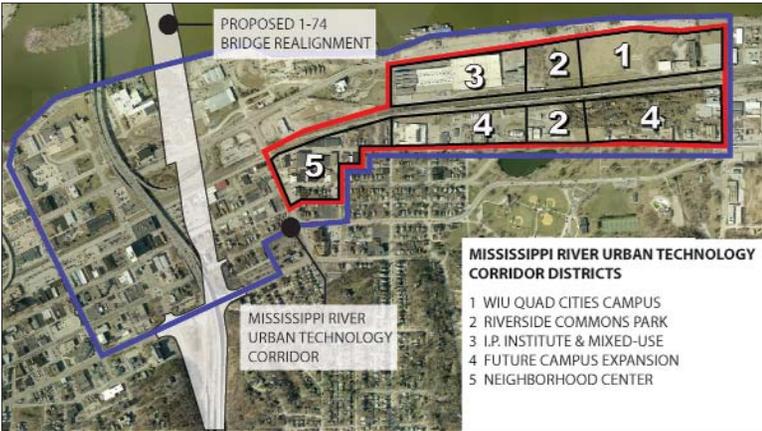
*Concept for illustrative purposes only*



Future WIU campus building (Image provided by the City of Moline)

**KEY PRINCIPLE:** Development of a highly integrated pedestrian-oriented, campus-like environment.

**POTENTIAL USES/FORMATS:** Higher Education, Office, Research, Innovation, Technology Enterprises, Mixed-Use/Transit Oriented Development (TOD), High- to Mixed-Density Residential, Parks and Open Space.



**Riverfront Campus**  
Generally delineated as River Drive to the north; 25th Street to the west; 4th Avenue to the south; and 25th Street to the east.

**Character Area: Riverfront Campus**

The corridor segment from 34th Street to approximately 25th Street has been master planned to accommodate the Western Illinois University Riverfront Quad Cities Campus and associated mixed-use development, corporate business center, and flexible technology and research development facilities. This is the anchor for the Mississippi River Urban Technology Corridor Concept that is intended to further promote activity and development along River Drive between the Moline Centre and 34th Street. The districts within the Riverfront Campus include WIU Quad Cities Campus, Riverside Commons Park, I.P. Institute & Mixe-Use, Future Campus Expansion, and a Neighborhood Center.

The Riverfront Campus provides the opportunity to reintroduce a dynamic mix of uses and activities along the riverfront. The campus also affords the opportunity to create a highly identifiable destination, pedestrian-oriented neighborhood center and additional residential density. It also can provide a greater sense of access and connectivity to the riverfront by integrating green space and trails that connect Ben Butterworth Parkway, the university and mixed-use core, Riverside Park and neighborhoods south of IL-92.

The concept plan envisions continued development and, if the opportunity presents itself, expansion of the campus environment with complimentary uses and activities that creates a stronger sense of access and 'ownership' of the riverfront by the Moline community. This will be primarily driven by the long-range facility needs and goals of Western Illinois University; however, complimentary 'spin-off' development would be appropriate such as research, technology and office facilities, residential that may support the campus or expand the sense of neighborhood towards the riverfront, and retail that ideally would be formatted in a pedestrian-friendly environment. These commercial environments could also develop a mix with offices, residential lofts and live-work units that add another dynamic to the experience.

One of the key elements within the Riverfront Campus will be addressing the frontage along River Drive. North of River Drive, the streetscape and environment should reflect the park-like setting of Ben Butterworth Parkway. Along the south frontage, the public 'face' should reflect and essentially become an interpretation of that environment. This can be accomplished through establishing a generous setback (such as 20' from the right-of way) along River Drive, reserved for landscaping, further accommodating the 'Campus Boulevard concept' and an extension of a 'campus green' along River Drive. Ideally, building forms would consistently engage the green (such as a build-to-line along the campus green) and create a cohesive campus feel. Surface parking areas would be required to be located behind buildings, or in instances where parking lots are between buildings, incorporate additional screening treatments such as low masonry walls and additional landscaping.

# 4 Concept Framework

## Character Area: Riverfront Campus - Neighborhood Center

The neighborhood center will be a key component of the Riverfront Campus environment. The opportunity to enhance an established framework for a pedestrian-oriented campus and neighborhood support destination should be pursued. Contributing structures to this environment should be preserved, rehabilitated and promoted for adaptive re-use. In other instances, infill opportunities may present themselves to recapture a pedestrian-oriented and scaled, urban environment that engages the public street. Ultimately, this enclave could develop a synergy that provides a strong connection, link and transition between Moline Centre and the Riverfront Campus, furthering the concept of a cohesive Mississippi River Urban Technology District.

As the campus environment evolves, the area could brand itself as the walkable neighborhood center, 'campus town,' 'university village' or other marketing nomenclatures that promote a unique and distinctive environment. Indoor-outdoor relationships should be cultivated for such activities as sidewalk cafe's. Consider promoting creative signage, public art and other eclectic amenities that captures and extends the 'energy,' normally associated with college environments. Ensure highly identifiable pedestrian connections that link the campus with area neighborhoods and Moline Centre.

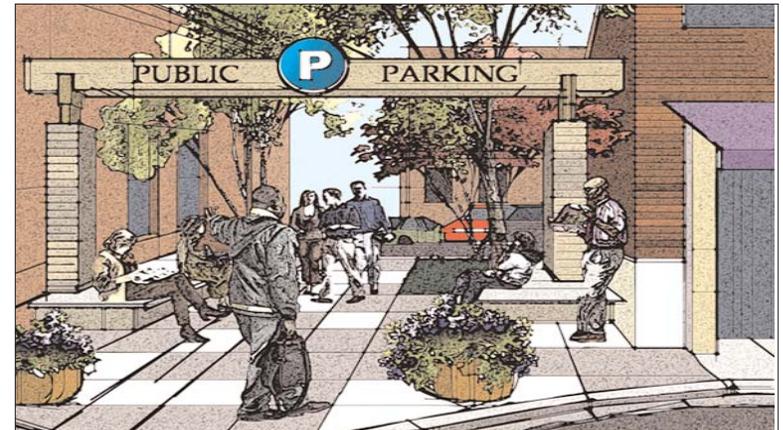
For redevelopment initiatives, the urban environment should be continued through zero building set-backs/build-to lines. Some flexibility in front building setbacks may be considered to allow for seasonal cafe's, courtyards and landscape planters, with low masonry walls that continue the block-edge. On-street parking and pedestrian streetscape amenities such as pedestrian lighting and street furniture should also be encouraged.

In conjunction with new investments, the alley and service areas behind the building forms should consider improvements that create shared-use parking areas. This may infer that building depths for new infill development should accommodate parking areas to the rear as part of the investment. In addition, mid-block breaks between buildings are encouraged to provide access for patrons from the rear parking areas to the primary street and storefronts.



*Infill development and strategic parking improvements will help further the area as a vibrant neighborhood center.*

**KEY PRINCIPLE:** Pedestrian-oriented neighborhood center that supports area residences and Riverfront Campus development.  
**POTENTIAL USES/FORMATS:** Mixed-Use (Office and Retail).



*Enhanced mid-block pedestrian arcades will provide convenient access from rear parking areas to the public street and storefronts.*

Character Area: **Riverfront Business Campus**

The Riverfront Business Campus generally includes established businesses, some that have operated for decades along the corridor. The concept plan supports these business enterprises. They provide employment, economic activity and add to the eclectic and dynamic mix that comprises the corridor.

**Business Campus Scenario**

To create a greater sense of cohesiveness and further the generalized development and use theme of the concept plan, the Riverfront Business Campus is envisioned to promote aesthetic and functional improvements to create a more definable sense of place. This may be accomplished by working with property owners to create a more cohesive aesthetic through low masonry walls, landscaping and a unified signage system that promotes a more business/employment park environment. In coordination with River Drive improvements, access management for customers and service vehicles should be explored. Screening and mitigating the visual impact of service areas should also be considered as part of improvement initiatives.

Should commercial and business properties become available in the future, the plan envisions this area could redevelop in a variety of manners.

**Residential Expansion Scenario**

This scenario envisions an expansion of existing residential development, just east of the area. This may include a diverse mix of residential products and price points. The likely strategy would be the incorporation of a medium- to high-density residential mix such as multi-level town homes, row houses and condominiums.

**Campus Expansion Scenario**

This scenario envisions expansion of the campus environment. The expansion may include Western Illinois University Riverfront Quad Cities Campus facilities (educational, research or support facilities), campus housing, campus recreational facilities and support retail goods and services. One of the key elements in this scenario would be to interconnect the sites through strong pedestrian connections and green spaces, continuing the campus experience.



*Campus expansion as a redevelopment option.*

**KEY PRINCIPLE:** Regardless of the development scenario, incorporate design and development criteria that establishes a cohesive environment.

**POTENTIAL USES/FORMATS:** Depending upon scenario, uses may include Light Industrial, Manufacturing and Office, Mixed-Density Residential, Higher Education, Office and Research, Retail, Mixed-Use/TOD, and Parks and Open Spaces.



**River Drive Business Campus**  
*Generally delineated as River Drive to the north; 34th Street to the west; 4th Avenue to the south; and approximately 38th Street to the east.*

# 4 Concept Framework

## Character Area: **Riverfront Neighborhood**

The Riverfront Neighborhood is envisioned to sustain itself primarily as a residential environment within the corridor. The mix of uses is diverse; accommodating a variety of housing, commercial and employment formats that all contribute to a sense of an active neighborhood. Regardless of potential scenarios, preserving and promoting residential within the corridor is a key strategy.

### **Neighborhood Stabilization Scenario**

This may include pursuing policies and programs that encourage and assist home owners to continually invest and improve their homes and properties. In addition, this would include residential infill opportunities as they present themselves. Vibrant neighborhoods would also have quality maintenance and appearance. This can be accomplished through diligent code enforcement and quality infrastructure, including streets, lighting, sidewalks and utilities. In addition, advocate aesthetic improvements that enhance the sense of 'place' through street trees, neighborhood gateways, landscaping and other features.

Part of the neighborhood vitality and sustainability is the diverse business mix that exists. Retail and employment uses should be considered, either through potential improvements to the existing framework or by reformatting, should redevelopment opportunities present themselves. Ultimately, physical framework strategies should embrace this mix; however, mitigating functional and visual conflicts should be considered for the quality of environment for residents. This may include advocating improvements to non-residential businesses and properties that enhance integration within the neighborhood fabric through aesthetic improvements to buildings and sites, promoting access by the pedestrian and automobile, and buffering of parking and service areas adjacent to residential properties.

### **Residential Renaissance Scenario**

In this scenario, the assumption is that as mixed-use character areas develop, it may be more conducive to commercial and business enterprises to relocate to those activity centers or other areas of the community that may have more favorable location characteristics. Ultimately, the neighborhood would have the opportunity to strengthen the sense as a residential environment. This would include strategies and actions that promote stabilization of existing homes, pursue infill opportunities, and, if substantial parcels present themselves, infuse additional residential development that may include a wide range of housing products and price points. Ultimately, the mix could be dynamic and eclectic, providing opportunities for single-family homes, multi-family townhomes, rowhomes, condominiums, apartment homes, and senior living - accommodating a full spectrum of market rate living opportunities and formats.



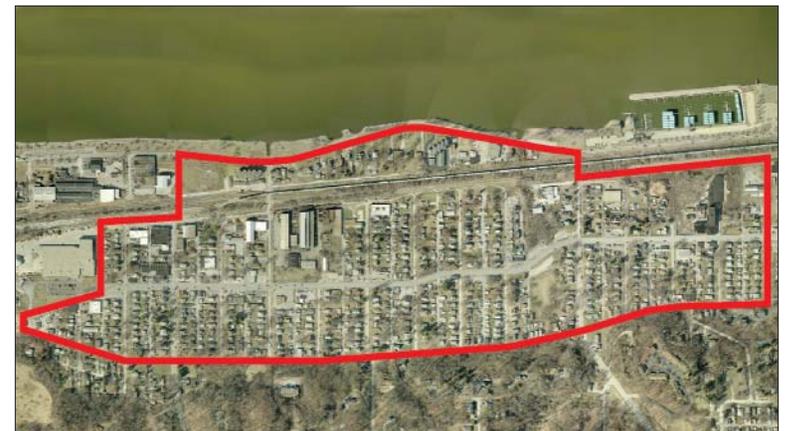
*New residential initiatives should further the character of a complete neighborhood environment.*

**KEY PRINCIPLE:** Pursue enhancements that strengthen the sense of neighborhood.

### **POTENTIAL USES/FORMATS:**

**Neighborhood Stabilization Scenario:** Low Density Residential, Retail, Office, Mixed-Use and Existing Light Industrial.

**Residential Renaissance Scenario:** Mixed-Density Residential. For the Residential Renaissance Scenario, promote development that creates a variety of residential choices.



### **Riverfront Neighborhood**

*Generally delineated as River Drive to the north; 38th Street to the west; 6th Avenue to the south; and 53rd Street to the east.*

Character Area: **Florecente Neighborhood**

Building upon past planning efforts, the Florecente Neighborhood Plan was updated and revised as part of the Moline Comprehensive Planning effort in 2001. The neighborhood has a rich and diverse mix of culture, heritage and history.

The neighborhood plan presents a variety of recommendations for neighborhood stability and enhancement. For the River Drive Corridor Concept Plan, several specific elements reinforce the neighborhood goals and vision. These include:

- + Addressing the high traffic corridors of IL-92 (4th and 5th Streets through the Florecente Neighborhood). Primarily, the impacts to be addressed were the traffic volumes and vehicular speeds through the neighborhood. The neighborhood plan identifies conceptual strategies on mitigating speeds, traffic calming and full support of the elimination of the one-way pair system and returning both 4th and 5th Avenues to two-way streets (as proposed in the City's traffic study of the time). The opportunity presents itself to further engage this neighborhood with the River Drive Corridor Concept Plan alternative of eliminating the one-way pair system. The impacts of truck traffic along 6th Avenue (5th Avenue through Florecente) will need to be addressed and strategically mitigated with help and input from the neighborhood.
- + The neighborhood plan envisions archways or gateways that further the sense of identity and place. As part of the River Drive Corridor Concept Plan, elements such as gateways to reinforce the unique aspects as a character area furthers the concept of special places throughout the corridor.
- + Strengthening the residential neighborhood through integration and consolidation of business establishments; potential down zoning of industrial uses to goods and services; development of a neighborhood green or park as a neighborhood focal and activity point; continued promotion, policies and programs that promote residential enhancements all focus towards ensuring residential vitality and a quality mixed-use environment. Creating sound, viable and vibrant live, work and play environments is a key strategy of the River Drive Corridor Concept Plan.



*Investments should build upon the established framework and recommendations of the Florecente Neighborhood Plan.*

**KEY PRINCIPLE:** Follow-through on strategies and recommendations of the Florecente Neighborhood Plan update (Appendix H of the Moline Comprehensive Plan of 2001). Generally, pursue the vision of a complete neighborhood and work with the neighborhood community as concepts from the River Drive Corridor Concept Plan are pursued.

**POTENTIAL USES/FORMATS:** Residential, commercial, mixed-use, institutional, parks and open space.



**Florecente Neighborhood**

*Generally delineated as River Drive to the north; 38th Street to the west; 6th Avenue to the south; and 53rd Street to the east.*

# 4 Concept Framework

## Urban Design: Parks and Open Space

Parks and open space are integral to the concept vision. These green 'linkages' provide the opportunity for recreation, fitness, exploration and connection to and from the riverfront, destinations and neighborhoods.

### Ben Butterworth Parkway

The primary concept is to build upon one of the more significant assets within the corridor and the Moline community: Ben Butterworth Parkway. The plan advocates preservation and enhancement of this asset. When the opportunity presents itself, expand the park along the riverfront. Should redevelopment occur in the future on existing private property, ensure appropriate dedications, acquisitions and access easements take place to ensure a high degree of public access and connectivity to and from the riverfront.

### Campus Park/Commons

Support the campus and mixed use development plan by Western Illinois University Riverfront Quad Cities Campus that incorporates green space and connectivity links to the riverfront, access over the rail rights-of-way (at-grade and above grade) and into campus green spaces. In addition, this park would create a greater sense of connectivity to Riverside Park (south of 4th and 6th Avenues).

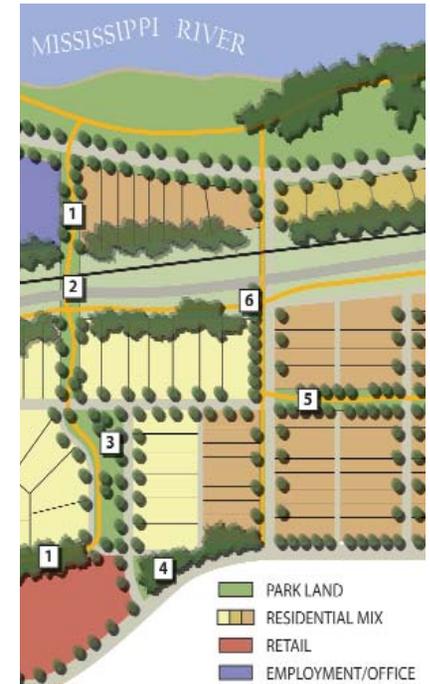
### Parklets

As character areas evolve, the concept plan advocates the development of 'parklets'. These parklets are modest green spaces that can function as neighborhood, district parks and transitional zones between character areas. Parklets also can provide areas that transition from sidewalk to trail - to pedestrian bridges or at-grade crossings through the rail rights-of-ways and further the connectivity north and south to the River Drive Corridor and the riverfront. Consistent and coordinated dialogue should be pursued with the railroads to ensure the appropriate locations and design do not conflict with rail operations.

### Center Green

The concept alternative presented in one of the redevelopment scenarios for the Riverstone Riverfront Industrial Anchor (refer to Figure 4.3, page 4.15) envisions a significant greenway developed in the potential vacated I-74 right-of-way. Benefits would include beautification along the highway corridor; providing a catalyst component for redevelopment activities within the core area; and providing a substantial community asset through open space and accommodate the incorporation of the 'River to River Trail', connecting the Mississippi Riverfront to the Rock River. Expansion of this greenway concept should be further investigated to provide a significant green corridor to and from each riverfront.

1. Trail corridor and buffer separation from non-compatible uses.
2. Above-grade pedestrian-bicycle bridge access across the railroad.
3. Neighborhood focal point and usable parkland.
4. Neighborhood gateways and additional buffering along major transportation corridors.
5. Internal neighborhood connections.
6. Trail corridor along at-grade roadway crossings of the railroad (existing and potential future linkages).



### Parklet Concept Example Applications

A key components of the vision is to enhance connectivity north and south. One option could be developing trail connections along roadways that cross the railroad at-grade. Another option to consider would be above-grade pedestrian and bicycle bridges. Coordination with the railroads will be critical to ensure the appropriate strategy is pursued and ensures defined and safe access.

The diagram above is intended to illustrate a variety of applications that should be considered for parklet/open space and connectivity features during redevelopment Initiatives.

Urban Design: **Branding**

The concept plan envisions a hierarchy of urban design amenities that help create a defined sense of identity and a cohesive thread that holds the corridor together. In some instances, the amenities may be publically driven while others may be dependent upon private initiatives or coordination with other jurisdictions and agencies.

**River Drive Icon**

For the River Drive Corridor, branding infers a strategic approach to highlighting and promoting corridor assets and quality. Often, many of these physical elements can be implemented with minimal investment while others may require a substantial investment and require long-range coordination, funding, promotion and marketing. As envisioned by the concept plan, each of these elements is intended to further the recognition of River Drive as a special 'place' within the community and region.

Icons can come in a variety of forms, scales and communicate a variety of images and messages. The concept plan envisions that short and long-range strategies pursue iconic elements that contribute to a unique, distinctive environment along River Drive, Moline and the Quad Cities community. The icon can be incorporated on a variety of elements such as wayfinding signage, street signage (example to the right), banners, corridor gateways, screen walls, street furniture and a variety of other urban design amenities.

**Regional / Quad Cities Icon Gateway**

The Mississippi River itself is a national icon, embodying history, commerce and community. The concept plan envisions further celebration of this resource and the Quad Cities. The realignment of the I-74 Bridge presents a significant opportunity. As a long-range project, the concept plan advocates further investigation of utilizing the island and potential recycled materials from the demolished structure to create a nationally recognized icon for the Quad Cities area. The scale and impact should be significant. It may be interactive, with grand overlooks of the Mississippi River and potentially fee-based to generate modest revenue. It also could be purely aesthetic as a major public art project.



*A subtle and relatively inexpensive amenity, specialized street signage with a distinctive icon along River Drive can be one of the elements that furthers the sense of 'place' throughout the corridor.*

# 4 Concept Framework

## Community Entrances

The concept plan envisions major community gateways along IL-92 at Moline's municipal boundaries with Rock Island to the west and East Moline to the east. This could be joint venture projects, designed in a manner to incorporate municipal identification for each community within each gateway. Community entrances should be discussed, especially if intersection improvements and traffic modifications come to fruition along IL-92. Within the corridor, a Moline-specific gateway could be located as part of a potential green space and River to River Trail corridor at the exit ramp of the realigned I-74, with a visually significant and 'welcoming' feature into the corridor and community.

## River Drive

River Drive itself is envisioned to incorporate a special gateway feature. This furthers the sense of distinctiveness along the corridor and highlights one of the more unique driving and pedestrian experiences within the region. Depending on location along River Drive, these gateway elements can be multi-purpose by incorporating park and community wayfinding elements. The gateways could also serve as park and trail connector gateways to Sylvian Island and Ben Butterworth Parkway from River Drive, enhancing these sense of connectivity to the riverfront.

## Neighborhood/Campus/Other

Gateway features for character areas throughout the corridor would add to the enriched quality of the environment and should not be dismissed. Modest neighborhood markers that reinforce the sense of 'place' can build upon community pride at a very intimate level. Western Illinois University Quad Cities Riverfront Campus gateways should make a visual statement reflecting its educational and quality of life mission. Districts may develop their own iconic gateway features. Areas such as Moline Centre, Bass Street Landing, John Deere Pavilion, i-Wireless Center and 5th Avenue Retail District can further highlight their unique setting as well through gateway elements.

## Wayfinding

Wayfinding can assist in the means to move about the environment and better informs people on how to arrive at the places they want to go. Within the River Drive Corridor environment, wayfinding systems should be considered. The Moline Centre Master Plan Update presented a framework for wayfinding signage systems that identified destinations, icons and locations for incorporation to area-wide system for downtown. This system should be considered as part of the River Drive public amenity package. Identified destination icons include the Airport; Moline Riverfront; John Deere Pavilion; Centre Station; Moline Centre; The MARK; and Arsenal Island. Additional icons could be considered for River Drive such as the WIU Campus/River Tech; new development destinations as they occur; and more intimate wayfinding icons and systems in parks and along trails.



**Top:** Community gateway elements at Moline municipal boundaries along 4th Avenue and exit-ramp of I-74 enhances a sense of community identity. **Bottom:** River Drive gateways can serve a dual purpose as park corridor gateways and enhance a sense of connection with the riverfront.

Mobility: **River Drive**

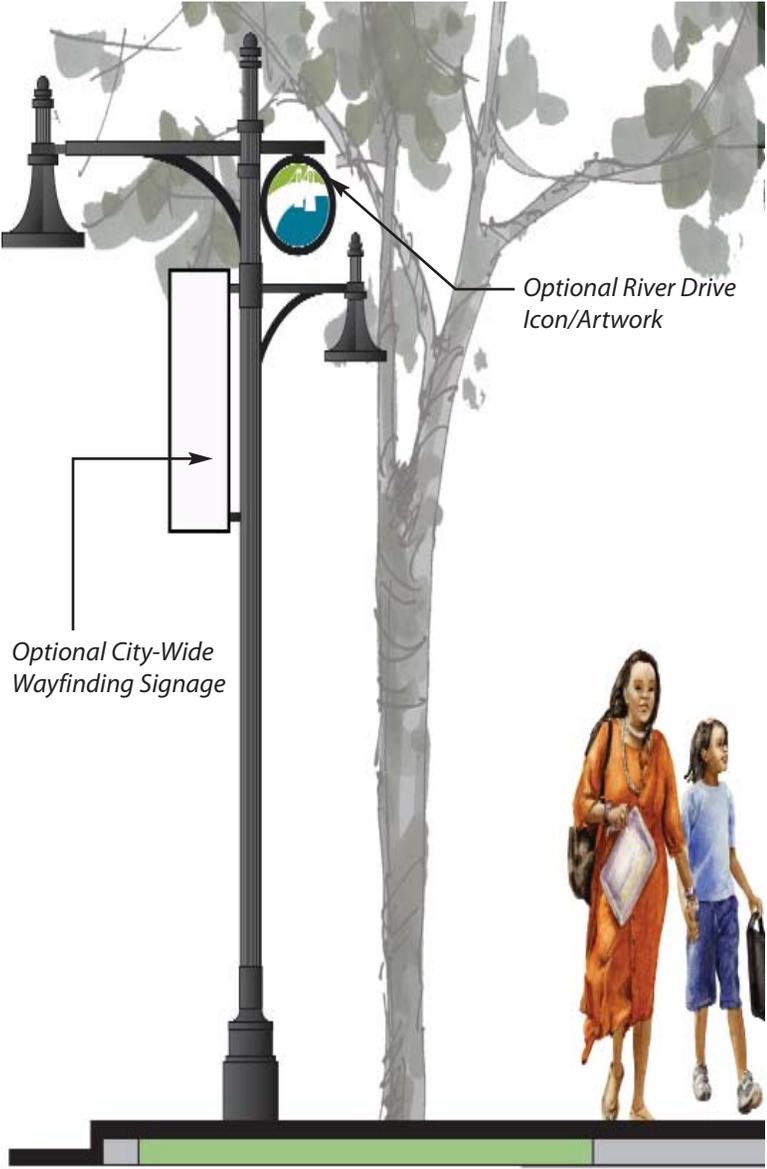
River Drive is a unique asset within the Moline community. It is the transportation corridor that meaningfully engages the Mississippi River and for portions, provides access to the community's 'front lawn'. The concept plan envisions a 'cohesively diversified' approach to River Drive. The concept is intended to respond to, and reinforce, established use patterns and potential opportunities. This cohesively diversified approach includes a variety of components that embodies the concept of complete streets, connectivity, aesthetics, mobility and functionality.

The River Drive Corridor design treatment is intended to provide a visually unifying component that begins to bring about a greater sense of cohesiveness throughout the corridor. A consistent standard of street amenities (vehicular and pedestrian lighting standards, street furniture, wayfinding systems and street signage with River Drive icon) is envisioned to provide the unifying 'thread' throughout the varying character areas along the corridor.

Given the nature of the established physical framework and the environments envisioned by the vision plan, subtle differences are anticipated to occur along River Drive. These design changes are intended to reinforce the nature of the various districts, campuses, anchors and neighborhoods; provide visual and functional traffic calming; and accommodate the anticipated nature of traffic characteristics envisioned for the character areas.

Overhead utility lines and poles always are an issue when addressing the visual quality of the environment. In highly urbanized environments, they can tend to 'disappear' in the background as the environments consist of a variety of visual elements (e.g. buildings, storefronts, streetscapes and other urban amenities). In other areas, they can be more visually noticeable. Ideally, overhead utilities should be relocated underground when attempting to achieve a more pristine or 'clean' visual environment. However, the cost and issues of access and maintenance by utility providers can make this undertaking an enormous challenge.

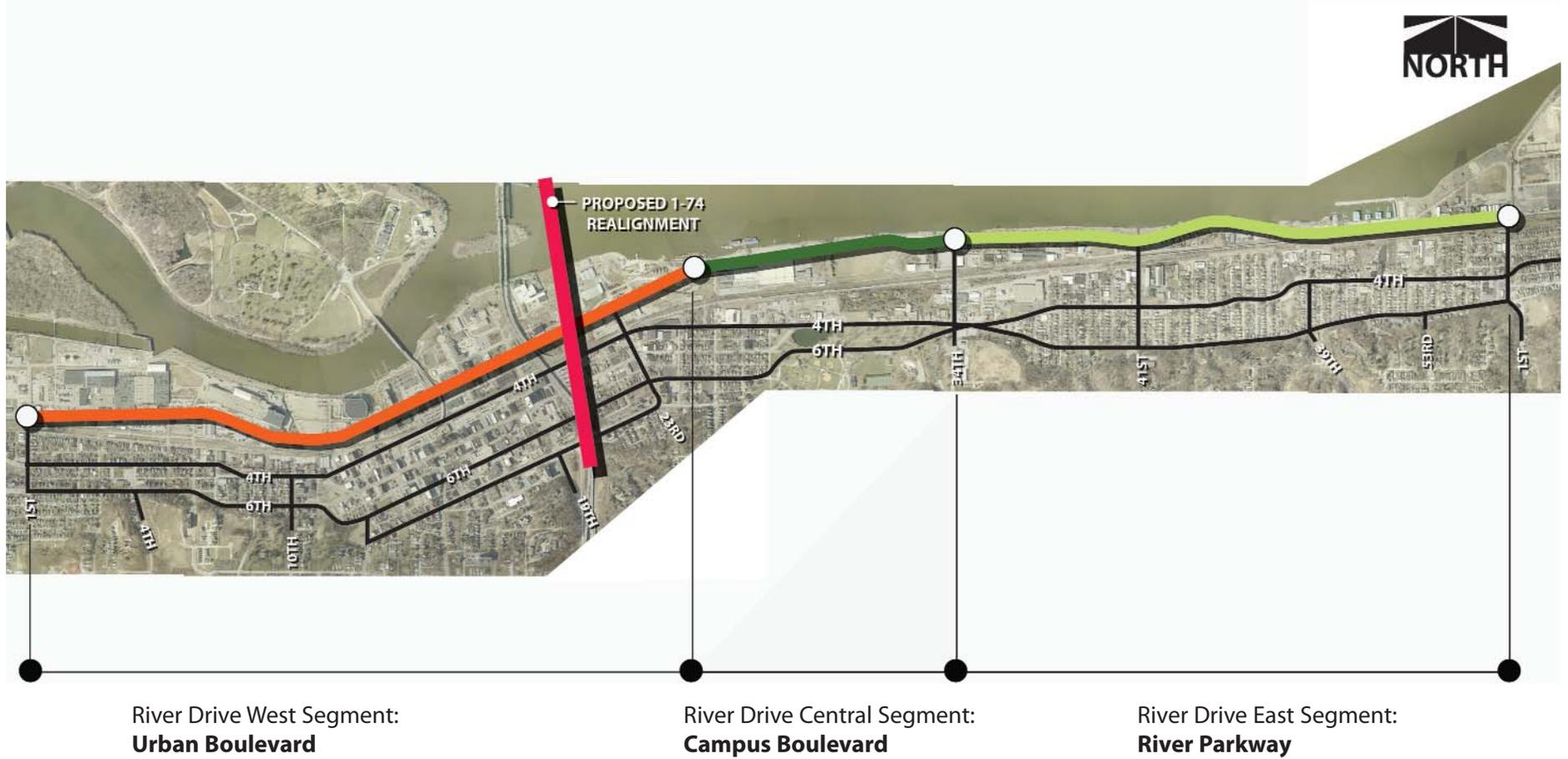
For the River Drive Corridor Concept Plan, the preferred strategy is to pursue a dialogue with utility providers and advocate mitigation of overhead utility poles and lines through underground relocation. Another option would be to work with utility providers to explore other remedies. This may be as simple as to utilize utility poles to support wayfinding signs. Another concept would include affixing moderately sized sculptural art work that provides a visual and unique amenity and other cohesive visual 'cue' along River Drive.



*Elements that promote a unifying thematic, such as street lighting along River Drive will help promote visual consistency throughout the corridor; however, unique elements and design features can be incorporated into the overall design to enhance the sense of 'place' and identity for each character area (concept for illustrative purposes).*

# 4 Concept Framework

Figure 4.5 River Drive Segments



**River Drive West Segment: Urban Boulevard Characteristics**

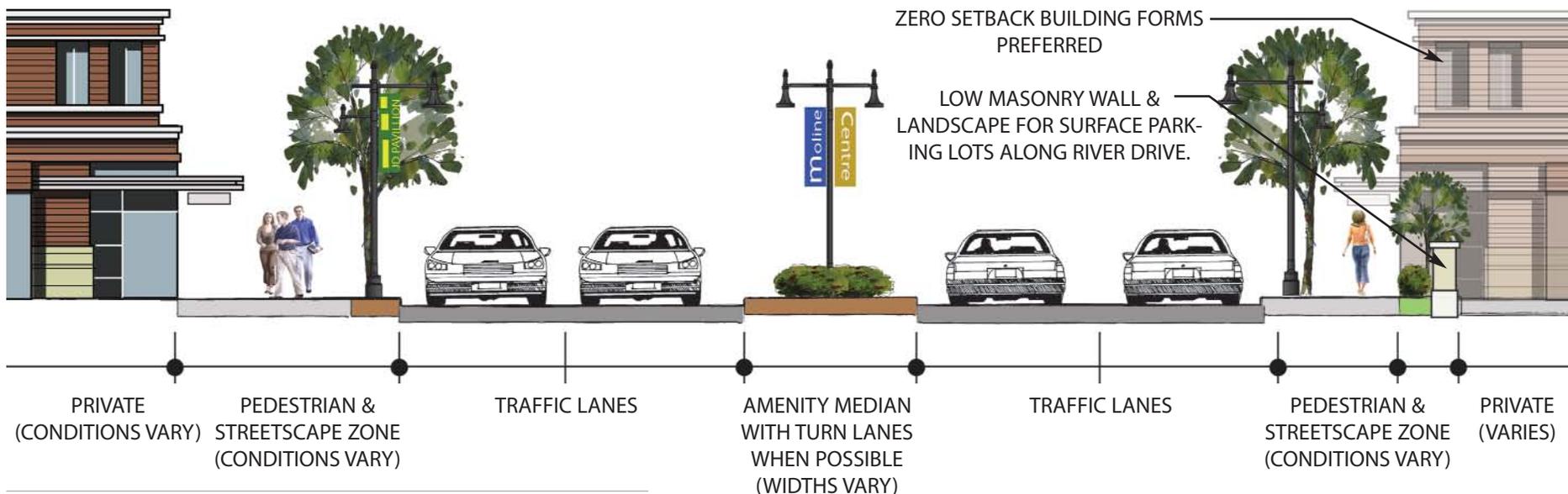
- + River Drive base components (vehicular and pedestrian lighting standards, street furniture, wayfinding system, and street signage with River Drive icon).
- + Where possible, pursue opportunities to develop landscape or hardscape central median with necessary access left turn lanes. Pursue the installation of street trees in a more urban approach (either through uniformed spacing or consistent clustering). Ensure tree wells are substantial enough to promote sustainability of tree species.
- + Pursue adequate to generous pedestrian sidewalks. (This may require partnerships with various property owners).
- + Pursue landscape and/or low-level screening walls for exposed surface parking areas. (This may require partnerships with various property owners).

**River Drive West Segment: Urban Boulevard**

The general intent is to work within the established built environment that traverses through the John Deere Business Anchor; Moline Centre (the i-Wireless center, John Deere Pavilion, Bass Street Landing and KONE North American Headquarters). The experience should evoke a feeling of driving through a downtown urban environment, creating a 'seam' rather than an 'edge' between Moline Centre and destination developments along the riverfront.

A landscape or hardscape (or combinations thereof) median within River Drive is a preferred element. Ultimately, a detailed streetscape plan will be required to ensure appropriate installation of elements, the appropriate landscape materials and other design details to achieve this dynamic visual component.

One of the key components to address in the design is to ensure that adequate and defined pedestrian connections across River Drive are ensured. Not only does the concept promote a more harmonious environment east and west; the concept plan highly advocates bringing about more meaningful connections north and south. This may infer the incorporation of additional pedestrian crossings; pedestrian signalization; pedestrian crossing 'refuge' areas in median; and pedestrian crossing signage and other elements that makes a stronger sense of connectivity to the riverfront for Moline Centre, Floreciente Neighborhood and Columbia Park.



# 4 Concept Framework

## River Drive Central Segment: Campus Boulevard

The general intent is to pursue a low-speed, high amenity experience that perceptually extends and connects the campus to Ben Butterworth Parkway and the Mississippi River. The experience should evoke a feeling of driving through a campus atmosphere rather than a road separating a park and a development site. The concept plan envisions two alternative approaches.

### Approach A: Landscape Median

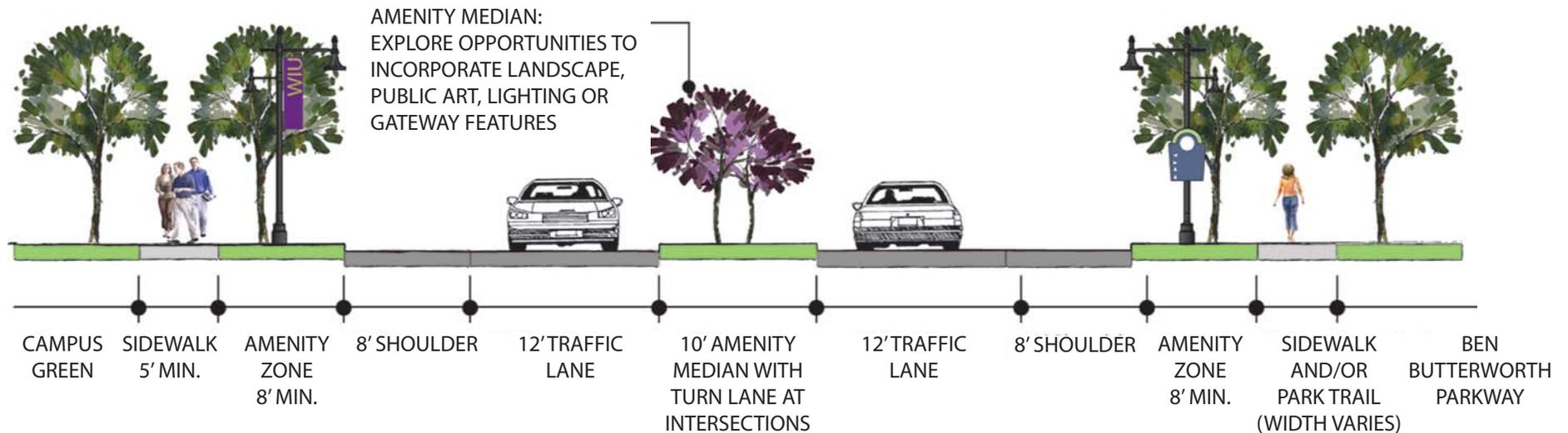
Reconfigure River Drive to incorporate a landscape median for a higher quality aesthetic and promote lower speeds through the Riverfront Campus. Work with Western Illinois University to determine if additional rights-of-ways would need to be acquired and integrated into their master plan concept. Pursue detailed engineering and traffic planning to verify the incorporation of traffic roundabout(s) that help delineate the campus environment at each end. In addition, utilize traffic roundabout and landscape median for the incorporation of public art features or campus gateway elements.

### Approach B: Complete Street

Reformat River Drive to provide a highly pedestrian-oriented environment through generous pedestrian sidewalks, enhanced landscaping, streetscape amenities and on-street parking. Work with Western Illinois University to determine if additional rights-of-ways would need to be acquired and integrated into their master plan concept.

## River Drive Central Segment: Campus Boulevard Characteristics

- + River Drive base components (vehicular and pedestrian lighting standards, street furniture, wayfinding system, and street signage with River Drive icon).
- + Regardless of the preferred approach, ensure a high level of pedestrian connectivity along River Drive, across River drive to Ben Butterworth Parkway and across the railroad rights-of way.
- + Pursue the installation of street trees in a more campus-like setting. (This may infer tighter spacing, a double-row colonnade or clustering to preserve views and vistas to the riverfront.
- + Pursue adequate to generous pedestrian sidewalks. (This may require partnerships with various property owners).
- + Allow integration of campus-oriented elements, such as banners, gateways and wayfinding systems to be part of the streetscape thematic.



**River Drive East Segment: River Parkway Characteristics**

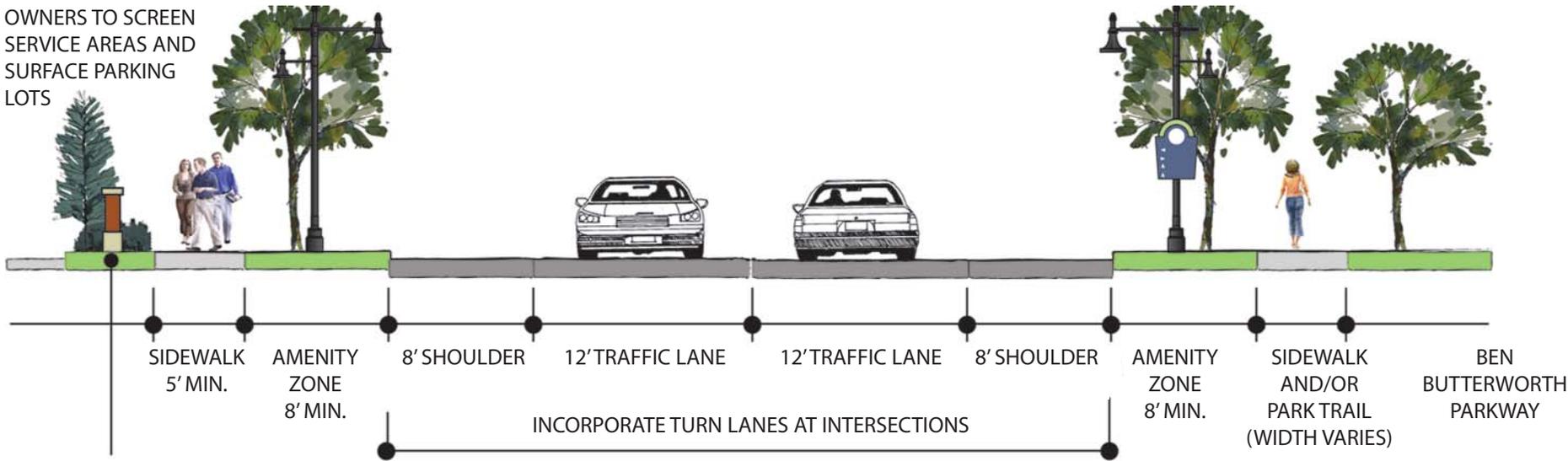
- + River Drive base components (vehicular and pedestrian lighting standards, street furniture, wayfinding system, and street signage with River Drive Icon).
- + Pursue the installation of street trees in a more 'natural' approach - a more 'organic' or 'park-like' setting.
- + Pursue adequate pedestrian sidewalks.
- + Ensure that the impact to parkland north of River Drive is minimal to none.
- + Design should respond to East Gateway Village redevelopment for the portion between 1st Street and 53rd Street.

**River Drive East Segment: River Parkway**

The general intent is to pursue a lower-speed, high amenity experience that emphasizes the natural experience along Ben Butterworth Parkway and the Mississippi River. The experience should evoke a feeling of driving along a scenic by-way or trail.

Departure from this thematic may occur, but dependent upon the nature of the redevelopment of the East Gateway. The parkway thematic should be intact if the East Gateway develops more as a Business/Industrial Park or Mixed-Use Business Center (refer to page 4.9 and 4.10) and provide a generous green 'front door' along River Drive. Should the village develop in more of a mixed-use manner, the streetscape may reflect more of an urban neighborhood center format, responding to buildings engaging the street, generous pedestrian sidewalks and, potentially, on-street parking.

WORK WITH PROPERTY OWNERS TO SCREEN SERVICE AREAS AND SURFACE PARKING LOTS



# 4 Concept Framework

## Mobility: IL-92 (4th and 6th Avenues)

One of the mobility concepts in the plan is to designate a through-truck traffic route on IL-92. This approach primarily responds to the overwhelming public input that heavy truck traffic was perceived as having a negative impact to the River Drive environment, specifically the portion east of I-74. Given the diverse activities and uses within the corridor, this goal may be a long-range solution. This strategy may either be a hybrid or a phased approach which may include initially incorporating traffic calming measures along River Drive such as on-street parking, additional traffic and pedestrian signalization, and lower speed limits.

Based on the April 2009 vehicle classification counts, the large semi-trailer trucks account for 2.7 percent of all vehicles during the a.m. and p.m. peak hours and 2.4 percent of the a.m. and p.m. peak periods. Trucks as a percent of total daily traffic would likely be less. However, assuming the higher 2.7 peak hour percentage of 2.7 applied to the daily counts, there would be 325 to 400 trucks per day along River Drive.

Transportation engineers and planners use a Passenger Car Equivalent to convert semi-trucks to automobiles. A semi-truck has a passenger car equivalent of 2. Therefore the 325 to 400 daily trucks assumed to travel along River Drive would equate to 650 to 800 passenger cars per day.

The existing daily capacity for IL-92, which is a typical four lane roadway without a median or left turn lanes is about 24,000 ADT. If a median and left turn lanes were added, the capacity would be 36,000. Based on some of the sharp turns and less than ideal design features we would estimate that the capacity is lower than 24,000, or about 20,000. Furthermore, typically plan for Level of Service D capacity which is approximately 80 percent of total capacity or 16,000.

Taking the 16,000 Level of Service D estimate minus the 15,200 existing (2003) daily traffic volumes, results in a residual capacity of 800 vehicles. This residual Level of Service D capacity is equal to the higher estimate of trucks along River Drive converted to passenger car equivalents.

### IL-92 Considerations

Should truck traffic become limited or removed from portions of River Drive and IL-92 designated as the preferred through-truck traffic route, critical issues to be addressed include:

- + Based on vehicle classification counts collected in April of 2009, there are 325 to 400 trucks per day along River Drive. If these large semi-trucks were diverted to Highway 92, they could be accommodated within the existing design. However, improvements to Highway 92 would benefit travel along this corridor, with or without additional semi-trucks diverted from River Drive.
- + Design should consider mitigating existing geometries that makes commercial truck traffic navigation cumbersome. Should additional property acquisition be required, prepare strategies that either allow for redevelopment investment of properties or the incorporation of a greenway and multi-use trail. The greenway trail would add yet another mobility opportunity and provide a generous buffer to help mitigate traffic impacts and adjacent properties.
- + Coordinate design solutions with the cities of Rock Island and East Moline that address intersections at municipal boundaries. Advocate solutions that address turning movements, signalization and provide the opportunity to incorporate joint-venture municipal gateways (refer to page 4.22).

Based on the April truck counts and the subsequent traffic analysis, the following conclusions can be made. It should be noted that these conclusions are based on traffic volumes and roadway capacity.

The number of the large semi-trucks that travel along River Drive is 2.7 percent of all vehicles. Although this percent may be higher than most arterial, it is much lower than perceived. If the large semi-trucks were diverted to IL-92, they could be accommodated within the existing design. However, improvements to IL-92 would benefit travel along this corridor, with or without additional semi-trucks diverted from River Drive. If semi-trucks were to remain on River Drive, the 2.7 percent of total vehicles would not create a significant impact to the roadway.

Ultimately, if IL-92 is designated for through-truck traffic and removed from River Drive, a strategic plan is recommended for IL-92. A strategic plan for IL-92 will accomplish several objectives:

First, the process should engage area stakeholders, multi-jurisdictional leaders, staff and the appropriate agencies to undertake a more comprehensive understating of what will be required to achieve this goal. In addition, it will present the opportunity to attain detailed input from the public-at-large, agencies, departments and others that would need to be involved or impacted by such an undertaking.

Secondly, it will allow the process to evolve towards specific strategies and design details that should be pursued and needed for successful implementation. Finally, the process will presumably identify those actions required to mitigate the potential impacts of such a strategy for corridor residents, businesses and property owners.



*Should roadway modifications to IL-92 require property acquisition, the strategy should consider providing a more generous right-of-way to accommodate adequate sidewalks or trails, streetscape amenities, and, in some instances, provide the opportunity for redevelopment.*

# 4 Concept Framework

## Mobility: **Connectivity**

The River Drive Corridor Concept Plan advocates continued investigation and pursuit of enhanced north, south, east and west connections. The primary challenge of north and south connections will be the function and safety of crossing the rail rights-of-way. Continued exploration of this concept should be pursued as opportunities present themselves.

### **Streets**

For north and south roadways, potential additions to at-grade crossings create additional choices and convenience to access the riverfront and River Drive Corridor, supporting redevelopment activities and access to amenities.

With the assumption that there is likely not to be an infinite amount of feasible opportunities for at-grade crossings over the rail rights-of way, the plan advocates several candidate or 'short-list' locations. These connections are roadway facilities that have somewhat clear, direct and unobstructed access to areas south of River Drive and extend into the Moline community. In reality, it may be the case that all these crossing connections may not be feasible but should be considered as redevelopment initiatives come to fruition; or determined that such access improvements significantly contribute as a development catalyst and worthwhile to proactively pursue to stimulate and support activity. Ultimately, a detailed traffic study would be required and a partnership with the railroads needed to determine specific crossing sites.

These candidate locations for discussion include: 48th Street; 39th Street; 53rd Street; Within the Riverfront Campus, connecting River Drive to 4th Avenue (through coordination with Western Illinois University); and determine if any crossings are desirable through a dialogue with the Floreciente Neighborhood residents.

### **Sidewalks**

Sidewalks are an integral mobility component. In the case of sidewalks, they provide convenient pedestrian access and contribute to the 'completeness' of streets. Pursue strategies that require sidewalks for development initiatives and preserves a comprehensive network of pedestrian connectivity throughout the corridor and character areas. Sidewalks should respond to the nature of the environment, such as more generous pedestrian ways in urbanized commercial and mixed-use environments. Ensure minimum standards are met in less intensive and residential areas.

### **Street & Sidewalk Considerations**

- + Require public sidewalks for all development projects and further the concept of 'complete streets' and corridor connectivity.
- + Sidewalk widths should reflect the nature of the development. More generous widths in commercial and mixed-use urban environments.
- + Ensure accessibility standards and criteria are met.
- + Pursue opportunities to create additional north and south vehicular and pedestrian connections to River Drive that create a greater sense of access to the riverfront for the Moline community.



*Above-grade pedestrian and bicycle bridge over the railroad rights-of-ways is one of the options that should be investigated as part of enhanced connectivity strategies to River Drive and the riverfront.*

Mobility: **Bus Rapid Transit (BRT) & Transit Oriented Development (TOD)**

One of the primary concepts for enhanced connectivity is a multi-modal transportation system throughout the River Drive Corridor. The concept plan recommends the pursuit of the bus rapid transits system (BRT). Should light rail become less viable as the regional transit system, the BRT provides an alternative that can provide a consistent, lower cost and effective transportation alternative.

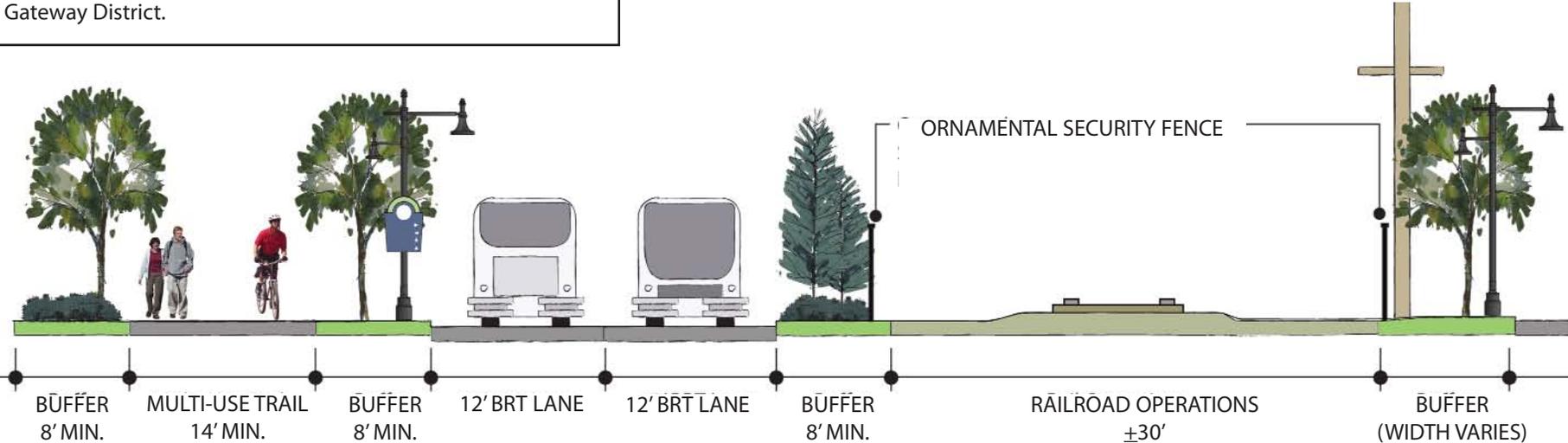
The envisioned BRT would be a permanent, integrated transit system that could utilize buses, specialized buses or trolleys on a dedicated roadway, or dedicated lanes to provide quick and convenient transportation for passengers between destinations. One of the advantages of a BRT system is that it provides a greater amount of flexibility to meet transit demands and typically at a much lower cost than fixed rail systems. In addition, the BRT system can be customized to meet local goals and needs and is highly adaptable to technology and transportation equipment improvements.

For the BRT system, the discussion needs to begin with a multi-jurisdictional dialogue and a strategic plan of action for coordination, funding, planning, design, construction, operation, promotion and on-going evaluation. This will begin with evaluating this concept plan in conjunction with present and future goals, aspirations and objectives with MetroLINK.

**BRT/TOD Considerations**

Ultimately, location of transit facilities will need to be coordinated in a more comprehensive approach as multi-modal investments are made throughout the region. For the River Drive Corridor, the following candidate sites for BRT facilities are identified to provide more meaningful dialogue as transportation planning and investments are considered:

- + In proximity and integrated as part of redevelopment strategies that can service the Columbia Park District, John Deere Business Anchor and Floreceinte Neighborhood.
- + Proposed multi-modal transit station near the realigned I-74 to service Moline Centre.
- + At the Riverfront Campus that services the Wester Illinois University Riverfront Quad Cities Campus and redevelopment initiatives within the Mississippi River Urban Technology Corridor.
- + In proximity of the Riverfront Neighborhood and Riverfront Business Campus.
- + Integrated as part of redevelopment strategies in the East Gateway District.



## 4 Concept Framework

For the River Drive Corridor, the preferred approach would be to work with corridor property owners and the railroads to develop a dedicated BRT roadway facility along and/or within the existing rail rights-of-way. This would allow for an unobstructed route that would help support the districts, campuses, anchors and neighborhoods along River Drive. Reinforced by transit stations that strategically support access and destinations, the BRT would also contribute as a catalyst for development throughout the area. The BRT system would also reinforce the proposed multi-modal transit center in Moline Centre. Ultimately, some fixed investments or at least identification of specific transit station locations is recommended in order to encourage private-sector economic development initiatives to support transit investments.

Along with the BRT facility, another preferred element would be the incorporation of a pedestrian and bicycle trail. This trail would provide an additional mobility feature that adds to a greater sense of connectivity east to west. The trail could also function as the preferred system to traverse a more regional framework, allowing tour cycling and alleviating some of the perceived conflicts for trails along Ben Butterworth Parkway (heavy bicycle traffic conflicting with more leisurely walking, jogging and strolling activities).

TOD is a philosophy that integrates public transit as a key feature in land use, development and place-making. Ideally, TOD's are dynamic and active mixed-use environments within walking distance of a transit station or stop. The mixed-use environments ideally consist of retail, office, residential, open spaces and other destination activities. TOD environments infer a more dense and highly pedestrian-oriented framework. They have walkable, active streets; building intensity and concentration, and; carefully integrated transit investments and amenities.

Transit stations will vary throughout the corridor. These will be highly dependent on the anticipated land use, function, destinations and availability of developable land. Some BRT facilities will function a 'gateway' stations that are anchored at either end of the system and allow the rider to enter the transit corridor and access the variety of environments along the system. They can provide park and ride facilities and other amenities that function as the 'port of access' to the system. Other stations will function as 'fabric' stations or stops. These may be located and integrated at site-specific destinations (such as the Riverfront Campus) or located along activity areas. These fabric stations may include facilities located that service the Columbia Park District/John Deere Business Anchor/Florecente Neighborhood; Moline Center; Riverstone Riverfront Industrial Anchor; Riverfront Neighborhood/Riverfront Business Campus; and East Gateway District.

### BRT & TOD Considerations

- + Locate and integrate BRT stations with mixed-use, pedestrian-oriented environments and areas of destination that have a high degree of activity.
- + Promote significant employment concentration, retail and entertainment development with in a 600' to 1,200' radius of BRT stations and destinations.
- + Adopt parking policies that regulates the supply of parking. Pursue balanced limits parking locations and quantities that promote and support transit investments and surrounding development.
- + Promote residential density along the BRT route to provide sufficient trip origins. Residential densities in, around and along the transit route should be a minimum of between 10 and 16 dwelling units per acre.
- + Station facility design can vary from location to location and based upon the scale, character and intensity of each character area. Within the River Drive Corridor, more substantial facilities may occur within Moline Center and the Riverfront Campus, integrated as part of a mixed-use development. In other areas, the facility may be modest shelters with direct access to amenities within the development. A key consideration is that the station is designed in a sensitive manner to reflect the context, scale and the anticipated level of activity of a particular character area

**Mobility: Trails**

Trails are an essential part of a comprehensive mobility framework. Trails can provide recreational and fitness benefits. Trails bring about connection with parks, open spaces, natural and man-made amenities. They provide yet another means of conveyance to destinations and neighborhoods. The River Drive Corridor Concept Plan advocates the preservation of established trails; enhancements and on going maintenance of existing facilities; and expansion of the trail system that provides a greater sense of connection throughout the corridor, character areas, parklands, neighborhoods and the greater Moline community.

For Ben Butterworth Parkway, preservation of trails is recommended. Enhancements, as needed, should be pursued and based upon Parks and Recreation goals and resources.

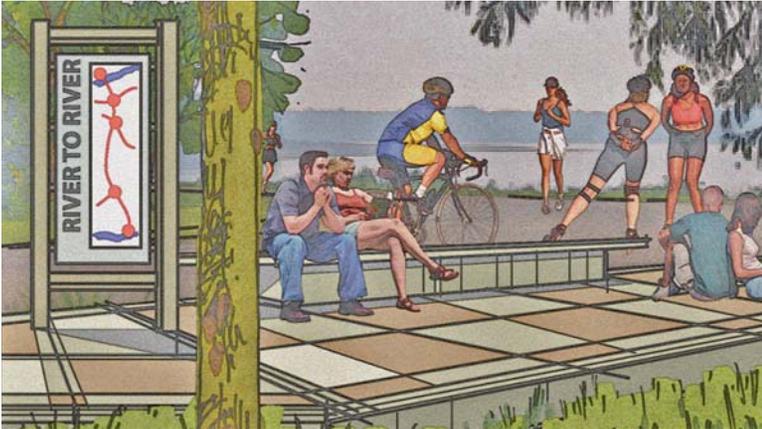
The plan advocates working with neighborhoods south of the River Drive Corridor to determine the need, strategies and candidate locations for trail connections to and from the riverfront.

Integrated green spaces are desired for the Riverfront Campus. In coordination with Western Illinois University, trails should create a strong and defined connectivity framework within the campus; to the riverfront; to Riverside Park; to supporting development such as adjacent mixed-use and residential areas; and potential BRT investments.

As described in the BRT section, a pedestrian and bicycle trail should be considered in detailed planning, design and funding efforts. The trail would add another element in moving along the corridor and creating additional access to character areas. In addition, the trail could be integrated as part of a regional system, providing the potential to enhance area and regional 'tour' cycling and other activities that may not be favored on other lower intensity trails (such as in Ben Butterworth Parkway).

Another key component of the trail network will be the opportunity to create a significant pedestrian and bike facility from 19th Street to the riverfront. Utilizing portions of the anticipated vacated rights-of-way for the I-74 realignment, the plan envisions a greenway with parks, open space and a major trail. This trail would become part of a community-wide link, the River to River Trail, and help complete that connection from the Mississippi River to the Rock River in a more meaningful manner.

As presented in the alternative development scenarios (refer to Section 3: Explorations & Visioning), preservation for public access of the riverfront should be pursued when the opportunities present themselves. Trails, parks and open spaces should be continually advocated along the Mississippi River as short and long-range strategies.



*Trails will be essential to bring about mobility and Connectivity throughout the corridor and the Moline community.*

# 4 Concept Framework

Figure 4.6 Mobility Framework







## Implementation & **Action**

### Section **5**



## 5 Implementation & Action

---

Implementation strategies are intended to provide a generalized resource guide to initiate dialogue, foster strong and meaningful partnerships, pursue funding opportunities, and proactively engage in the pursuit of redevelopment opportunities and design initiatives outlined by the concept plan.

The River Drive Corridor Concept Plan identifies significant new opportunities for the corridor. For these opportunities to be accomplished, times frames, responsibilities and potential funding sources will vary. Some actions would be anticipated to occur earlier than others in the implementation process through a strategic and incremental approach. Ultimately, many opportunities will develop in a phased manner and build upon one another. Most importantly, many of these actions towards implementation will require a comprehensive approach through public/private partnerships and multi-jurisdictional cooperation. For these reasons, the implementation section begins to outline some of the critical steps that will assist in the guidance and decision-making processes towards achieving the vision of the concept plan.

Implementation can be a complex, dynamic and intricate process that requires committed efforts from a diverse array of perspectives and leadership. Responding and adapting to unforeseen influences will be the primary challenge in any long-range strategy; however, several key critical actions can be pursued to begin that path of implementation. In some instances, those short-term actions establish a framework that does not bring about immediate results but culminates into victories over time.

---

*Implementation can be a complex, dynamic, and intricate process . . .*

*. . . short-term actions establish a framework that does not bring about immediate results but culminates into victories over time.*

---

Critical Action: **Policy**

Policy actions will need to be considered among staff and community leaders to ensure the appropriate regulatory tools are intact to promote the quality development envisioned by the plan. This may include such actions as evaluating the Capitol Improvement Program (CIP) to determine appropriate resources and time frames are intact to coincide with anticipated proactive marketing efforts; ensure the appropriate zoning districts are in place to accommodate the desired redevelopment scenarios within each character areas; ensure a comprehensive financial 'tool box' is developed that specifically and feasibly can be made available to entice redevelopment initiatives; enact the appropriate design and development guidelines; groom the appropriate relationships and partnerships; and begin prioritization of catalyst projects throughout the corridor. Key policy actions include the following.

- + Adoption of the River Drive Corridor Concept Plan by the governing body. The concept plan should become one of the criteria to assess public and private initiatives within the River Drive Corridor Concept Plan area in concert with other adopted plans and policies.
- + Staff should internally assess and verify, or make recommended changes to the existing land use and zoning policies that accommodate the strategies of the concept plan. In many instances these regulatory mechanisms are adequate; in other cases changes may need to be facilitated but considered when a tangible redevelopment proposal presents itself; and at some point, those changes may be considered for revision to specifically promote redevelopment.
- + Staff should internally evaluate strategies in the Capitol Improvement Program (CIP) to determine appropriate resources and time frames are enacted to coincide with anticipated proactive marketing efforts. A short list or prioritization should be developed for public improvements along the corridor so that private sector investments have some measure of assurance of public realm investments along River Drive.
- + Staff should internally review the development approval process. The concept plan does not infer the process is inadequate, but rather should undergo a review and discussion to ensure that processes can adequately and seamlessly address the anticipated goals of the plan. This review and discussion should raise questions and should occur between those that are responsible for the plan's execution. Will staff require additional resources and coordination strategies? Can the process be streamlined or 'downsized' as part of an incentive package for redevelopment initiatives? These questions can help to improve the plan's solutions through the ongoing implementation process.

---

*Policy actions ensure appropriate regulatory tools are in tact to promote the vision of the plan. Such tools could include:*

- + *Capitol Improvements Program;*
  - + *Zoning Districts;*
  - + *Financial 'Tool Boxes';*
  - + *Design and Development Guidelines;*
  - + *Relationship and Partnership Building; and*
  - + *Catalyst Project Prioritization.*
-

# 5 Implementation & Action

---

## Critical Action: **Organization**

A strategic approach to organization should be considered that would provide the platform to pursue proactive redevelopment activities. Given the diversity of potential public, private and public/private partnership, utilizing the vast array of expertise, experience and thought leadership by committed stakeholders, will provide an advantageous asset to community leadership and staff. Key organization actions include the following.

- + Consider formalization of the 'ambassadors' of the plan. This may include a diverse mix of community and corridor leadership such as elected officials, city staff and other leadership groups like the Chamber of Commerce representatives or a mix of dedicated individuals that will champion the plan. This mix could be a logical extension of the existing River Drive Corridor Steering Committee or 'Renew Moline' that represents a diverse range of perspectives from the public and private sectors. The goal is to establish a nucleus of leadership that will be highly active in promoting the concept plan.
- + The intent for this group is not to engage in the day-to-day details of corridor 'building', but rather to provide a defined and committed resource for city staff and other community development entities to discuss strategies and opportunities for furthering the plan through proactive efforts. This may be facilitated on a regular or as-needed basis. The group may be comprised by volunteers or formalized through such actions as a mayoral appointment, similar to a Special Business District Board or other business/community entity. If a formalized business district or other economic development policy/program is implemented for the corridor, the group could serve at an executive capacity as well.
- + This advocacy group is not intended to replace departmental staff responsibilities and missions, but provides a focused group that offers additional perspectives, resources, ideas, and information exchanges; facilitates additional contacts and introductions among potential investors, community leaders, and staff; and ensures a corridor-focused resource that has a high degree of ownership in the plan.

---

*A strategic approach to organization should be considered that would provide the platform to pursue proactive redevelopment activities.*

---

**Critical Action: Marketing**

Proactive marketing will be a critical component to the overall success of the River Drive Corridor. Community development can be competitive; each municipality vying for resources at the state and federal level; promoting the advantages of specific site characteristics and amenities; enticements through comprehensive and extensive incentives; and expressing quality of life and other location-related characteristics as a competitive force. On the other hand, joint-venture marketing efforts among Moline, Rock Island and East Moline may prove to be beneficial, for example in the redevelopment of Columbia Park and the East Gateway. Key marketing actions should include the following.

- + Consider several action-oriented and development-oriented marketing products. The River Drive Corridor Concept Plan can provide an interim product to be utilized by community leaders, staff and business organizations to proactively pursue redevelopment opportunities and business development efforts. In addition, the City's website may incorporate descriptive and illustrative products from the concept plan such as a special link to economic development and other community-building resources. However, in the near future the City and/or community-development organizations should consider a next generation of products. This will be dependent upon the City's determination on how 'hands-on' they anticipate being in the role of actively pursuing redevelopment throughout the corridor.
- + This next generation of product may be as simple, concise, and colorful brochures (hard copy and electronic) that promote a specific high impact catalyst site(s). The marketing material should be universal: able to be utilized by community development staff, chamber of commerce representatives, community leaders and elected officials to proactively engage potential developers and investors. In some instances, conferences and other development industry venues provide the opportunity for networking and engaging the development community locally, regionally, or nationally. These products can easily be packaged and strategically distributed by representatives of Moline. In other situations, the products can be incorporated as part of a Request for Qualifications (RFQ) or Proposal (RFP) and solicited to the development community. Regardless of the utilization, the action-oriented products should eventually communicate the desired intent of the development, tell the story of the advantages and opportunities of the development vision and location, provide the framework of policy and regulatory considerations, outline potential incentives (if any), communicate the benefits of the River Drive Corridor environment and the community of Moline, and communicate the existing assets of the River Drive Corridor including sophisticated utilities such as the KONE fiber optic lines which run through portions of the Corridor.

---

*Proactive marketing will be a critical component to the overall success of the River Drive Corridor.*

---

# 5 Implementation & Action

---

## Critical Action: **Circulation**

One of the primary issues that the concept plan addresses is the mitigation of through-truck traffic along River Drive. This was primarily driven by input collected during the public participation process. With the direction of the concept plan to advocate a more live, work, and play environment for much of the River Drive Corridor, several approaches to traffic were presented. Design amenities and modification along the eastern portion of River Drive that perceptually and functionally redirects through-truck traffic, designation of a 'no-through-truck' route, and designation of IL-92 as a through-truck traffic route provides a variety of solutions. In effect, these options are singular strategies that can be phased over time as redevelopment activities occur.

As a short-range implementation strategy, a traffic planning and engineering study should be considered and should focus on IL-92 to better facilitate the transportation recommendations for River Drive. The study should build upon past efforts, such as the 'IL Route 92 Traffic Engineering Study' (for the City of Rock Island, January 2008) and 'Illinois Highway 92 Corridor Study' (for the City of Moline, October 2003). The intent of the new study is not to replace or reinvent the past efforts and recommendations, but rather to focus on detailed solutions. Key considerations of the process should address:

- + Through-truck traffic along IL-92 in a coordinated manner among the Cities of Moline, Rock Island and East Moline;
- + Impacts, design alternatives, and solutions for roadway geometries to facilitate through-truck traffic along IL-92 and to ensure the corridor is a vibrant and sustainable environment; and
- + Circulation strategies that respond to the proposed I-74 realignment and River Drive Corridor Concept Plan strategies.

Other mobility design initiatives to begin considering include the BRT facilities and alignment, community-wide trail and the connection of the River-to-River Trail. The BRT and the community-wide trail (linking Moline Centre to the East Gateway redevelopment site) may not need to begin until partnerships with railroad operators have been formed and the appropriate agreements and strategies have been achieved. For the River-to-River Trail segment (riverfront to 19th Street), investments for design ideally coincide with approval of the final design, funding or construction of the new I-74 realignment and bridge. Regardless, detailed plans of action should begin in a timely manner to place the City in a position to begin pursuit of funding sources.

---

*One of the primary issues that the concept plan addresses is the mitigation of through-truck traffic along River Drive.*

---

**Critical Action: Catalyst Project Areas**

Catalysts Project Areas are character areas that may be considered as priority impact projects. The impact projects have the potential to significantly contribute to the overall success of the corridor and create development velocity within the community. Although market dynamics will generally drive private sector time tables, the following Catalyst Project Areas are outlined and intended to help guide discussion among corridor stakeholders, city leaders, and city staff. This pursuit of Catalyst Project Areas will be critical in terms of creating momentum throughout the corridor, prioritizing marketing and business development efforts, and furthering the community vision of River Drive. It is important to note that these Catalyst Project Areas need to be continually assessed and balanced with the overall opportunities along the corridor as they present themselves. In addition, Catalyst Project Areas should be addressed from an opportunistic approach; they all represent significant potential and a sequential order of their development is not inferred.

**Catalyst Project: Riverfront Campus**

This catalyst project likely represents the area with the most synergy and potential velocity due to planning and development initiatives being undertaken. The master plan for this area includes the Western Illinois University (WIU) Quad Cities Riverfront Campus as part of the Mississippi River Urban Technology Corridor. Given the anticipated impact and influence along River Drive, spin-off or residual development initiatives should be pursued. Key strategic opportunities for action include the following.

- + In conjunction with redevelopment, this area presents the opportunity for a 'test block' to design and implement the River Drive Campus Boulevard Segment Prototype. Work with WIU representatives and other property owners to detail a prototype of the roadway improvements along River Drive. Pursue alternative design details and establish partnerships that accommodate a preferred design that meets site and facility goals, urban design recommendations of the River Drive Corridor Concept Plan, and ensures a quality, pedestrian-friendly environment. This would include the design of the campus green and streetscape on the south side of River Drive. It will be at this level of attention that a determination of the appropriate River Drive rights-of-way for the Campus Boulevard Segment will be established.

---

*Catalysts Project Areas are character areas that may be considered as priority impact projects. The impact projects have the potential to significantly contribute to the overall success of the corridor and create development velocity within the community.*

---

## 5 Implementation & Action

---

- + Work with WIU, METROLINK, railroad operators and property owners to identify detailed alignment and design of the Bus Rapid Transit (BRT) stations/stops within the campus. In addition, pursue dialogue with the railroads, Moline Parks and Recreation and METROLINK on how to best integrate the BRT roadway and community-wide trail envisioned by the concept plan. Pursue actions that formally delineate the BRT and community-wide trail.
- + Work with WIU and other stakeholders to begin strategies for short-term and long-range development that will support and complement the campus environment. Verify programming needs that address student and other housing opportunities; preferred retailing businesses and formats; office opportunities; open space and public trail connection that ensure linkages from Ben Butterworth Parkway, the campus and Riverside Park; and campus and community aesthetics. Begin dialogue to investigate a coordinated strategy to develop the appropriate marketing products and proactively market redevelopment investments throughout the character area.
- + Initiate discussion of recommendations of the concept plan and the details of integrating meaningful connections between Moline Centre and the Riverfront Campus. Engage retailers, business and property owners, residents and development interests on the opportunities for a pedestrian-oriented commercial environment that supports the campus environment near 23rd Street and 4th Avenue. Verify preservation, adaptive reuse, rehabilitation and new development strategies that promote support uses and activities and provide a defined transition from Moline's core to the Technology Corridor.

### **Catalyst Project: Former I-74 Rights-of Way**

This catalyst project represents a significant opportunity to engage the riverfront and create significant public and private investment. The area represents one of the 'ports of entries' to Moline and the River Drive Corridor. With the realigned I-74 bridge and access to River Drive, this portion of Moline Centre presents the opportunity to create a dynamic, vibrant, and highly meaningful image for the Moline community. Key strategic opportunities for action include the following.

---

### **Catalyst Project: Riverfront Campus**

- + *Design and implement a 'test block' of the River Drive Campus Boulevard Segment Prototype within the Riverfront Campus area.*
  - + *Work with WIU, METROLINK, railroad operators, and property owners to identify detailed alignment and design of Bus Rapid Transit (BRT) stations/stops within the Riverfront Campus.*
  - + *Work with WIU and other stakeholders to begin strategies for short-term and long-range development that will support and complement the campus environment.*
  - + *Initiate discussion of recommendations of the concept plan and the details of integrating meaningful connections between Moline Centre and the Riverfront Campus.*
-

- + Work with the Illinois and Iowa Departments of Transportation to discuss and advocate the importance of design for the off- and on-ramps and approaches to and from I-74. At the time of this concept plans development, the current bridge proposal presented a design solution of having at-grade access, accommodated by a series of substantial concrete retaining structures. This was primarily due to anticipated construction costs and budgetary parameters. A more preferred approach would be to make the structure as transparent as possible, incorporating a structural system that allows for the greatest flexibility- visually, functionally, and aesthetically for underneath the bridge. Incorporating large concrete retaining structures would further the perception and function of an east-west separation along the corridor at the river's edge. In addition, usable space underneath the bridge structure could accommodate square footage for surface or structured parking, creating increased potential for development with river views and a stronger physical form that better responds to the River Drive Corridor and Moline Centre.
- + Regardless of the bridge solution, pursue a dialogue that strongly advocates a significant setback at the river's edge to accommodate generous, safe, and aesthetically pleasing access corridors for continuation of a riverfront trail and green space that extends Ben Butterworth Parkway east of I-74 to Moline Centre, Bass Street Landing, Caxton Blocks, i-Wireless Center, Sylvan Island, and the proposed Columbia Park development in Rock Island.
- + Discuss among staff, community leaders and stakeholders detailed delineation of public and private redevelopment opportunities afforded by the vacated I-74 rights-of way. Pursue a programming and design for the public green that will incorporate a segment of the River-to-River Trail from the riverfront to 19th Street. Reserve substantial green space on the south side of River Drive at the I-74 access ramps to develop Moline's municipal gateway features and landscaping. The remaining portion that will be available for private development should also be addressed. Before private development occurs and property is made available, consider deed restrictions and covenants that ensures the appropriate development parameters will be adhered to.
- + Once a detailed delineation of private opportunities is facilitated, begin packaging the catalysts projects and develop products to proactively pursue development interests. This may be a coordinated effort through community development activities by staff or the issuance of an Request For Qualifications (RFQ) or Proposals (RFP). Given the diversity of opportunities north and south of River Drive, the catalyst project areas could be further defined as a series of redevelopment sites to promote and market.

---

**Catalyst Project: Former I-74 Rights-of-Way**

- + *Work with the Illinois and Iowa Departments of Transportation to discuss and advocate the importance of design for the off- and on-ramps and approaches to and from I-74.*
- + *Pursue a dialogue that strongly advocates a significant setback at the river's edge to accommodate generous, safe, and aesthetically pleasing access corridors for continuation of a riverfront trail and green space*
- + *Discuss among staff, community leaders and stakeholders detailed delineation of public and private redevelopment opportunities afforded by the vacated I-74 rights-of way.*
- + *Package the catalysts projects and develop products to proactively pursue development interests.*

# 5 Implementation & Action

---

## **Catalyst Project: Riverstone Riverfront Industrial Anchor**

This catalyst project presents a significant opportunity in shaping the character of the River Drive Corridor. In effect, the location becomes a primary north gateway for the City of Moline, because it is highly visible due to its location along the I-74 corridor and bridge (existing and proposed realignment). The concept plan presents several redevelopment scenarios; however, the preferred approach is eventually 'reinventing' the area as a mixed-use riverfront destination. This will be highly dependent upon existing businesses and their willingness to partner for a greater development opportunity, incentives, and availability to operate at a high level at an alternative location, and timing and financial feasibility of a planned development. Key strategic opportunities for action include the following.

- + Initiate a dialogue with business and property owners to verify long-range business goals. Investigate opportunities for property packaging and acquisition, their interest and/or involvement as a master developer or development partner, and possibilities for incentives towards relocation. Ultimately, a sound relationship among the City and these property and business owners will need to be cultivated before marketing and packaging the character area as a redevelopment site.
- + Regardless of the redevelopment approach, pursue agreements that ensure public access along the riverfront except in industrial use areas and link with Ben Butterworth Parkway. At some point, should substantial redevelopment occur, public access and ownership along the Mississippi River should be one of the lasting legacies of the River Drive Corridor Concept Plan and implementation actions.
- + Once a property strategy has been developed, begin packaging the catalysts project and develop products to proactively pursue development interests.

---

## **Catalyst Project: Riverstone Riverfront Industrial Anchor**

- + *Initiate a dialogue with business and property owners to verify long-range business goals.*
  - + *Pursue agreements that ensure public access along the riverfront and link with Ben Butterworth Parkway.*
  - + *Package the catalysts projects and develop products to proactively pursue development interests.*
-

**East Gateway (North Site)**

The East Gateway presents the opportunity to create a definable eastern entrance for the Moline community along River Drive. The concept plan presents three definable approaches to redevelopment. The East Gateway functionally consists of two distinctive environments within itself. To the north of River Drive, the area has an inherent advantage with adjacency to Ben Butterworth Parkway, views of the Mississippi River and fewer property ownerships than the portions south of River Drive and the railroad rights-of-way. This may infer a multi-dimensional approach, regardless of the redevelopment scenarios presented by the concept plan. Key strategic opportunities for action include the following.

- + Due to the locational attributes of the site, the preferred redevelopment scenario is to have a dynamic mix of uses. This would infer a strategy to reserve the northern portion of the East Gateway for a greater mix of uses, including commercial and residential opportunities, and a variety of design strategies. Given that desired mix, on-street parking along the section of River Drive would be highly compatible and is one of the components of a more pedestrian-friendly redevelopment approach. With this approach, the City may consider rezoning of the properties from its future land use recommendation of the Comprehensive Plan of 2001- Industrial/Commercial to a district that is more conducive to this environment, such as mixed-use. The ultimate goal is to promote an environment that targets retail, office, and higher density residential formats.
- + A key factor in the success of this development approach will be consistent communication and coordination with the City of East Moline. Given the adjacencies with the former International Harvester (IH) Site, on-going dialogue will be needed between Moline and East Moline to ensure complimentary development. Ideally, a portion of southwestern corner of the IH site should consider accommodating a commercial and office mix that would buffer potential industrial uses and create a stronger visual and functional environment to both municipal entry points along River Drive. The following redevelopment example reflects one possibility of this environment.
- + In the other redevelopment scenarios, the mix of uses may be more oriented towards business and employment. Regardless of the market-driven direction, redevelopment plans should be undertaken in a manner that integrates the entire area north of River Drive as more of a 'unified development' or 'planned development' approach, rather than a property-by-property piecemealed approach. This also presents the opportunity for the few property owners to approach the area as a joint-venture enterprise or package the parcels as a single development plat that may become more appealing for purchase by development interests. Investigate opportunities for property packaging and acquisition; as well as interest and/or involvement as a master developer or development partner.

**Catalyst Project: East Gateway (North Site)**

- + *Reserve the northern portion of the East Gateway for a greater mix of uses, incorporating commercial and residential opportunities.*
- + *Consistently communicate and coordinate with the City of East Moline.*
- + *Redevelopment plans should be undertaken in a manner that integrates the entire area north of River Drive as more of a 'unified development' or 'planned development' approach, rather than a property-by-property piecemealed approach.*

# 5 Implementation & Action

---

## Critical Action: **Funding ‘Tool Box’**

Determine the appropriate financial tools, programs and policies that are appropriate for promoting redevelopment activities, furthering the incentive of private development and public realm improvements. There are a variety of current tools employed by the City. A work session among city staff and policy makers should be initiated to determine the appropriate mix of economic tools to be provided within the River Drive Corridor. Redevelopment financing often relies on a mix of public and private funding, derived from a variety of resources. The type of funding for a redevelopment project is often dependent upon the scale of the initiative. The following list represents a general inventory of potential resources that the City of Moline is currently applying, or could consider to supplement their incentive 'tool box'. Investigating funding sources and outlining the appropriate incentives and potential partnerships will be a key to quick 'victories and long term sustainability for the corridor. This tool box may consist of, but is not exclusive to the following.

### **Tax Increment Financing (TIF)**

Generally, the entire area west of 34th Street is currently designated as a Tax Increment Financing District, with the exception of the Floreiciente neighborhood (TIF District Area #1, Downtown Moline). The TIF district was established in 1986; the property tax portion of the TIF plan will expire in 2021 and the sales tax portion of the plan expires this year (2009). The economic incentives funded with TIF District #1 are limited to public infrastructure improvements, property assembly (acquisition) costs, and rehabilitation/reconstruction costs paid by the City in support of new private development. Extension of or creating a new TIF District for the remaining portion of the corridor east of 34th Street could be considered and could potentially stimulate, or accelerate, interest in the corridor. The process should weigh the benefits, based on past success of the tool and resolve to make meaningful improvements for the east end of the corridor.

### **Façade Improvement Program (FID)**

Within TIF District #1, a Façade Improvement Program is available to assist property owners in the refurbishment of exterior facades with the intent of emphasizing historic character and quality; however, this program excludes single-family residences. Given that most of the redevelopment strategies outside of TIF District #1 in the corridor are likely to be new construction, expansion of this program east of 34th Street may not provide a critical impact.

---

*Determine the appropriate financial tools, programs and policies that are appropriate for promoting redevelopment activities, furthering the incentive of private development and public realm improvements.*

---

**Capital Improvement Program (CIP)**

A Capital Improvement Program, along with other related municipal policies on infrastructure investment, is a long-range improvement program that is generally a rolling five to ten year plan that prioritizes and directs resource allocation for capital projects that can include streets, sewers, water, stormwater or park facilities. Moline's long-range CIP should reflect the goals, strategies and aspirations of the concept plan - furthering anticipated redevelopment marketing initiatives. The CIP typically will include a financing plan for projects and a schedule for high-priority investments. A key component of the CIP is a one-year adopted capital improvements budget.

Moline's CIP is an important factor in regards to stimulating growth and redevelopment interest within the River Drive Corridor. The CIP can provide a strategic time-table for enticing interests; determine cost effective facilities and improvements; prioritize limited resources and address immediate needs; and provide significant impact as part of a catalyst package for private development. In addition, the CIP can determine the City's investment in the public realm which is also a substantial incentive for private development - one project being the reconstruction of River Drive to match the proposed cross-section in this plan.

**Community Development Block Grant (CDBG)**

The City of Moline develops an Annual Action Plan that updates a Consolidates Plan for Housing and Community Development. The Action Plan addresses Moline's housing and community development needs. The Action Plan is submitted to the U.S. Department of Housing and Urban Development (HUD) in order to be eligible to apply for funds under the CDBG program for purposes of public improvements or housing development. These funds are distributed on an annual basis by the federal government, which implies little to no guarantees as a reliable source of funding. Competition for procuring these funds is typically high.

**Community Services Block Grant (CSBG)**

The Community Services Block Grant Loan Program provides long-term financing at a fixed-rate to new or expanding small businesses that create employment opportunities for individuals with lower incomes. The program provides a bridge to federal, state and private financing by using funds with low interest rates.

## 5 Implementation & Action

---

### **Bi-State Revolving Loan Fund**

Primarily, this tool is intended to provide assistance and help bridge potential 'gaps' that may occur from traditional lending practices and institutions; however, the fund is primarily focused on downtown retailing activity, manufacturing, industrial and service industries. The City should open a dialogue with the BI-State Regional Commission to investigate opportunities for application for all non-residential development mixes that may occur within the corridor. In addition, Moline has its own loan fund. A smaller version of the Bi-State Revolving Loan Fund, the City's program focuses on activities within the municipality of Moline. The City's program is intended to have the same application, requirements and restrictions as the Bi-State program. Appropriate application of this tool may be on a project-by-project basis, depending upon the redevelopment proposal.

### **Illinois Quad Cities Enterprise Zone**

The corridor is part of an Enterprise Zone and can provide incentives for business development, elimination of blight and stimulation of investment in designated commercial and industrial areas. The Enterprise Zone will expire in 2018. The Enterprise Zone may provide benefits and incentives for businesses to locate or expand within the area. Utilization of this program will likely be dependent on the type of redevelopment project within a particular character area.

### **Illinois State Treasurer**

The Office of the Treasurer provides capital for business growth and job creation. The Illinois State Treasurer's office may commit funds to local banking institutions to empower those institutions to provide below-market loans to expanding businesses. Separate programs are available for retaining Illinois-based businesses, attracting and recruiting out of state businesses. In addition, programs are available for historic preservation and tourism.

### **Industrial Revenue Bonds (IRB)**

The City receives private activity bond cap annually. Expanding businesses in the industrial sector can use the City's volume cap to receive lending rates similar to what the City would receive. The concept plan advocates a more mixed-use live, work and play environments to be developed however, Industrial Revenue Bonds may be appropriate for some properties/businesses within the corridor.

**Special Assessment Districts**

A Special Assessment District may be considered to further the sense of 'ownership' among the business community of the River Drive Corridor. These districts are designated areas in which property owners voluntarily self-impose taxes to provide resources and funding for improvements and services that enhance a specific area. There are a variety of districts or formats commonly utilized. A business Improvement District (BID), Neighborhood Improvement District (NID) or Special Business District (SBD) can be developed to help fund improvements and maintenance of properties throughout the corridor. Typically formed through an organization of businesses within the corridor, revenues from such membership could be utilized for beautification projects, parking improvements, additional services such as security and maintenance, design and technical assistance to business owners and promotional events.

# 5 Implementation & Action

---

## Development Opportunities Matrix

The intent of the Development Opportunities Matrix is to provide guidance regarding the timing, responsibilities, primary participants and potential resources of the various opportunities described in the concept plan.

Short-range strategies are those actions that help establish the framework for the success of potential initiatives which lay the foundation to build upon proactive, action-oriented steps towards implementation. Typically, these are policy, marketing and other actions that strategically place the community to move forward towards achieving the components of the concept plan. In some instances, tangible development projects may be accomplished in the short term which is an important goal to showcase to the public that success is underway. In addition, these short range strategies also empower the community, its leaders and administrators to make better informed decisions from a reactive point, such as review of independent plans and proposals from the private sector. Ideally, short range strategies are undertaken within less than 3 years after adoption.

Medium-range strategies are those initiatives that build upon short range successes and may be more visually significant within the corridor landscape. Typically, these are substantial investments from both the public and private sectors that have a high degree of impact. More importantly, these efforts ideally reflect a high degree public and private partnerships through project initiatives that have tangible improvements in the public realm as well as private property. Ideally, medium range strategies begin to come to fruition within 6 years or less after adoption of the plan and can establish 'velocity' throughout the corridor.

Long-range strategies are typically dynamic, fluid and highly dependent upon previous successes. Often, they occur due to the proven viability of past initiatives. These projects may include very large and substantial development projects; coordinated projects that have significant scale and impact that make improvements at a district or community level; and project that build upon and complement past investments rather than adversely competing and 'cannibalizing' each other. Ideally, the River Drive Corridor and the Moline community should be in a position after 6 years or earlier to begin pursuing and successfully competing for these types of projects; however, completion of these projects may occur after that 6 year mark.

---

**Short-range strategies** are those actions that help establish the framework for the success of potential initiatives which lay the foundation to build upon proactive, action-oriented steps towards implementation.

**Medium-range strategies** are those initiatives that build upon short range successes and may be more visually significant within the corridor landscape.

**Long-range strategies** are typically dynamic, fluid and highly dependent upon previous successes.

---

It is important to note that Moline and the River Drive Corridor stakeholders should be highly opportunistic. Should a project that is perceived as a long range goal present itself immediately, it should be considered if there is a high degree of confidence in its success and impact of furthering the concept plan. In addition, these opportunities themselves may in effect, accelerate the implementation of other desired components of the concept plan.

The Development Opportunities Matrix also outlines the potential type (public, private, public/private partnership) and potential participants likely needed for the success of particular initiatives. Often, public projects can be highly dependent upon the success of the private sector and vice-versa. In many instances, implementation of a project or amenity will be dependent upon both efforts as well as strategic partnerships among the public and private sectors. In addition, some initiatives will prove to be better facilitated by a measure of partnerships or at least a high degree of coordination and cooperation among the Cities of Moline, Rock Island and East Moline; community organizations; and public agencies and departments.

# 5 Implementation & Action

Project, Initiative or Action	Time Frame			Project Type			Primary Participants
	Short-Range	Medium-Range	Long-Range	Public	Private	Partnership	
Adoption of the River Drive Corridor Concept Plan							City of Moline
Internal review of policy, procedures and funding resources to determine appropriate modifications (if any) to facilitate components of the concept plan							City of Moline
Form a corridor 'Advocacy' Group							City of Moline to initiate
Facilitate luncheon and/or individual meetings with Cities of Rock Island and East Moline for informative work session on the concept plan							City of Moline River Drive Advocacy Group Cities of Rock Island and East Moline METROLINK
Begin discussion and strategies for proactive marketing efforts for potential projects							City of Moline River Drive Advocacy Group RENEW Moline
Begin 'short-list' of potential catalyst projects to begin initiating dialogue; formulate strategies and partnerships, pursue funding; and develop appropriate proactive marketing materials							City of Moline River Drive Advocacy Group RENEW Moline Project area property owners
Determine appropriate strategy for through-truck traffic circulation policies. If determined as a need, initiate circulation/mobility study for IL-92.							City of Moline ILDOT Cities of Rock Island and East Moline

Project, Initiative or Action	Time Frame			Project Type			Primary Participants
	Short-Range	Medium-Range	Long-Range	Public	Private	Partnership	
Form partnerships to begin evaluating feasibility and details for BRT and trail systems.	■	■				■	City of Moline METROLINK Railroads
Pursue dialogue with Iowa and Illinois Department of Transportation on bridge design	■			■			City of Moline ILDOT IDOT
Work with WIU representatives to investigate partnership for campus boulevard treatment in conjunction with redevelopment initiatives	■					■	City of Moline WIU
Begin pursuit of catalyst projects	■	■			■	■	City of Moline River Drive Advocacy Group Property Owners Development Community
Initiate dialogue with John Deere for potential surface parking lot screening treatments along River Drive.	■					■	City of Moline John Deere
Begin design and implementation of River Drive street improvements and amenities		■	■	■			City of Moline
Begin design and implementation of gateway features	■	■		■			City of Moline Arts Community

# 5 Implementation & Action

Project, Initiative or Action	Time Frame			Project Type			Primary Participants
	Short-Range	Medium-Range	Long-Range	Public	Private	Partnership	
Investigate opportunities for additional north-south connections (vehicular and pedestrian)							City of Moline Railroads Neighborhood Organizations/Residents
Proactive marketing efforts and redevelopment initiatives							City of Moline River Drive Advocacy Group RENEW Moline Property Owners Development Community
Pursue funding for River Drive Corridor initiatives							City of Moline River Drive Advocacy Group RENEW Moline

