

Moline Centre

on the Mississippi

Master Plan Update

November 13, 2001



City of Moline, Illinois
Renew Moline

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Introduction

In 1991, the City of Moline, Illinois, hired a team of consultants to create a redevelopment vision for its economically deteriorating downtown. The team included VANDEWALLE & ASSOCIATES, Schreiber/Anderson Associates, and Mead and Hunt, Inc., whose mission was to craft a plan with long-range vision that could be implemented, allowing the reestablishment of an economic base in the downtown.

Since the adoption of the original Moline Centre Plan, the City and its private sector redevelopment partner, Renew Moline, have collaborated with VANDEWALLE & ASSOCIATES to revitalize the Moline Riverfront. Through a combination of public and private sector investment, the riverfront has truly undergone a renaissance. Where once empty factory buildings sat, community members and visitors can now tour the John Deere Pavilion, shop at new stores, and walk along the river path.

Ten years have passed since the last endeavor to define Moline Centre's future, and the City felt that it was time to reexamine the area and build on its accomplishments. The City and Renew Moline retained VANDEWALLE & ASSOCIATES, a planning, urban design, and economic development firm, to update the Moline Centre Plan.

GOAL

The goal of the Moline Centre Master Plan Update is to develop a visionary plan that guides the economic redevelopment of Moline Centre by building on momentum generated throughout the implementation of the previous plan.

CURRENT STUDIES

The City of Moline and the Quad Cities region are currently part of several ongoing studies that will impact land-use direction and policy over the next decade. These studies include the:

- City of Moline Comprehensive Plan
- Quad Cities Balanced Growth Project
- I-74 Iowa-Illinois Corridor Study

City of Moline Comprehensive Plan

Moline is undertaking the development of a new comprehensive plan for the entire City. Written in 1966, the plan no longer reflects the direction that land use should take in the City. The new plan will focus on analyzing traffic and traffic circulation, parks and recreation facilities, community facilities, housing, preservation, economic development, land use, neighborhood revitalization, and various business districts to determine the best approach for future land use.

Quad Cities Balanced Growth Project

MetroLINK is sponsoring a study on the interaction of higher density land-use development and multi-modal transportation investments to promote balanced economic growth in existing urban areas. The project's goal is to foster regional commitment to development patterns and densities that, when combined with a multi-modal transportation system, will promote urban and economic growth well into the 21st century. Focusing on a twelve-mile highway and rail corridor that runs from Carbon Cliff to Rock Island, the study could prove that a public rapid transit system, operating on existing rail lines, would be an effective tool to achieve desirable land-use patterns.

I-74 Iowa-Illinois Corridor Study

The Illinois and Iowa Departments of Transportation have initiated a study to determine the alignment of the I-74 Bridge, which connects the Illinois Quad Cities to the Iowa Quad Cities. Most likely, the bridge reconstruction will not begin for at least ten years; however, the master plan update reflects that a portion of Moline Centre cannot be planned for until final bridge alignment has been determined.



Past

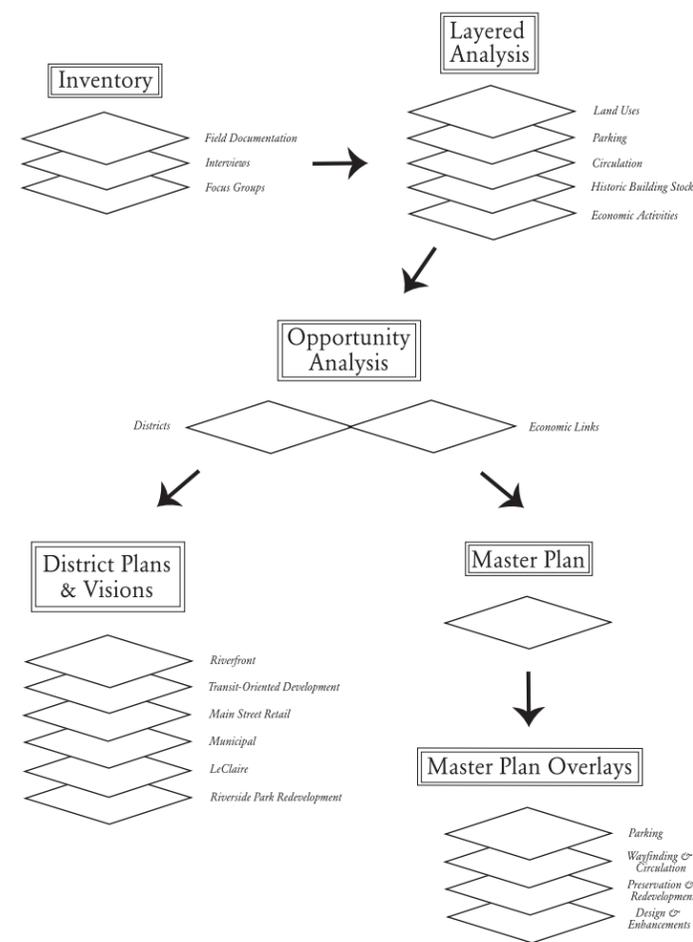


Present



Future

Methods - Opportunity Assessment



Process: Opportunity Analysis, Master Plan, and Vision

On November 14-15, 2000, VANDEWALLE & ASSOCIATES conducted a series of interviews and focus groups with downtown business owners and organizations, determined economic clusters, and defined downtown opportunities. VANDEWALLE & ASSOCIATES presented the results of its initial opportunity analysis to the City on November 15.

On January 17, 2001, VANDEWALLE & ASSOCIATES facilitated a communitywide town hall meeting to discuss downtown vision, opportunities, and implementation strategies. About 150 business owners, city staff, corporate leaders, and citizens attended the three-hour event. Participants were asked to complete a worksheet that described the redevelopment opportunities and obstacles for the five downtown implementation districts and prioritize the projects. Results of the exercise are shown in Appendix 1.

On March 28, the Moline Centre Development Corporation (MCDC) hosted a meeting, facilitated by Renew Moline, to discuss downtown parking needs. At the meeting, business owners voiced their concerns and recommendations for downtown parking. (See Appendix 2 for a summary of concerns and recommendations.)

In order to refine the opportunities for Moline Centre, VANDEWALLE & ASSOCIATES analyzed a series of data layers of present conditions. By creating information overlays that included land use, parking, circulation, transit, historic building stock, and economic activities, the team interpreted generalized downtown patterns. (See graphic at left.)

Data reviewed has included:

History

- *Moline City of Mills*, David R. Collins, Rich J. Johnson, and Bessie J. Pierce, Arcadia Publishing, Chicago, 1998
- *Sanborne Fire Insurance Maps*
- *Historic Moline Centre—Architectural Walking Tour* (brochure), Moline Historic Preservation Committee and 150th Anniversary Committee, July 1998
- *Assorted historic photos of downtown Moline*, Historic Preservation Committee

Land Use

- *Moline Center “on the Mississippi”—Preliminary General Development Plan and Implementation Strategies*, Schreiber/Anderson Associates, VANDEWALLE & ASSOCIATES, and Mead and Hunt, Inc., 1991
- *Moline Center (West) Planning District Land Use Map (Updated 10/10/00)*, Bucher, Willis & Ratliff
- *Bass Street Landing Plan*, HOK—St. Louis, 2001
- *Charrette Survey Report*, Bucher, Willis & Ratliff, Winter 2001
- *Town Planning Charrette 1 & 2 Summary Report*, Bucher, Willis & Ratliff, Winter 2001
- *Strategic Planning Questionnaire Summary Report*, Bucher, Willis & Ratliff, Winter 2001
- *Neighborhood Awareness Walk Summary Report*, Bucher, Willis & Ratliff, Winter 2001

Neighborhood Plans

- *Florecenté Neighborhood Plan*, VANDEWALLE & ASSOCIATES & Schreiber/Anderson Associates, 1994
- *Edgewater Neighborhood Plan*, VANDEWALLE & ASSOCIATES & Schreiber/Anderson Associates, 1994

Parking

- *Moline Centre Parking Study*, City of Moline Department of Planning and Development, October 1, 1996
- *Downtown Moline Parking Lot Distribution Diagrams*, City of Moline, 2001

Transportation

- *“The Smart Growth Project,”* VANDEWALLE & ASSOCIATES, February 22, 1999
- *Quad Cities Balanced Growth Project—Draft Existing Conditions Report*, prepared for the Quad Cities Balanced Growth Project, April 2001 (draft)
- *Quad Cities Balanced Growth Study—Proposed Study Corridor, Station Listing—Initial Corridor Review*, Vlecidis-Schroeder (Booze Allen), 2001

OPPORTUNITY ANALYSIS

Opportunities

Using information obtained during the November site visit, reviewing pertinent documents, and conducting in-house work sessions, urban designers and planners from VANDEWALLE & ASSOCIATES investigated economic redevelopment opportunities for Moline Centre. The analysis revealed that there are five important economic ingredients that should be taken advantage of to stimulate Moline Centre’s economic growth, which include:

- Utilizing existing high-tech infrastructure
- Building on the development of a regional rapid transit system
- Increasing Moline Centre housing options and density
- Expanding current tourism activities
- Reestablishing connections between adjacent neighborhoods and Moline Centre

UTILIZING EXISTING HIGH-TECH INFRASTRUCTURE—A BUSINESS RECRUITMENT STRATEGY

Due to the presence of Deere & Company’s IT Center on 19th Street, Moline Centre has the two of the most important high-tech infrastructure elements needed to compete for e-businesses—local, high-speed fiber optics and a redundant power source. According to a recent

In the old economy, people believed that:	In the new economy, people believe that:
Being a cheap place to do business was the key.	Being a place rich in ideas and talent is the key.
Attracting companies was the key.	Attracting educated people is a key.
High-quality physical environment was a luxury that stood in the way of attracting cost-conscious business.	Physical and cultural amenities are key in attracting knowledge workers.
Regions won because they held a fixed competitive advantage in some resources or skill.	Regions prosper if organizations and individuals have the ability to learn and adapt.
Economic development was government-led.	Only bold partnerships among business, government, and the nonprofit sector can bring about change.

New York Times article, “There is a glut of capacity of high-speed, long-haul information pipelines, but a shortage of the high-speed, local-access connections that consumers and businesses need to connect to the Web.” Moline Centre should take advantage of its fiber-optic infrastructure and develop a marketing plan to lure high-tech companies to the central city.

REGIONAL RAPID TRANSIT

The development of a regional rapid transit system offers great potential for increased investment in Moline Centre. MetroLINK is conducting a study to determine the feasibility of bringing a rapid transit system to the Quad Cities area. As described in the Rail Corridor Assessment Report (June 2001), there are four candidate station points within the City of Moline, which include: 4th Street, Centre Station, 19th Street, and Riverside Park, and of the four, all but 4th Street lay within the study area (see Appendix 3).

To encourage and enhance investment in a regional rapid transit system, the City of Moline needs to plan and begin implementing transit-oriented developments (TODs) around proposed transit stops. TOD is defined as “a mixed-use community within an average 2,000-foot walking distance of a transit stop and core commercial area. TODs mix residential, retail, office, open space, and public uses in a walkable environment, making it convenient for residents and employees to travel by transit, bicycle, foot, or car.”¹

TOD means the creation of denser, mixed-use activity nodes connected by high-quality public transportation. This includes higher-density buildings at the sidewalk; less private and more public open space; smaller blocks; narrow streets with wider sidewalks; street trees and lights; lower parking-to-occupant ratios; shared parking; parking behind buildings; and on-street parallel parking. Denser development is advantageous as it reduces area-wide congestion, improves air quality, and provides mobility. TOD also improves street connectivity, public amenities, and a concentration of residences and jobs in proximity to transit stations and commercial businesses.



Public Transit photo

The centerpiece of a TOD is the transit station—connecting residents and workers to the rest of the region—and the civic and public spaces that surround it. The design, configuration, and mix of buildings and activities emphasize pedestrian-oriented environments and encourage use of public transportation. A sufficient variety and intensity of land uses should be provided within walking distance of the station facility. The facility design will focus on integrating the station into the surrounding community. Building siting, orientation, and street design should be designed to create an environment that is conducive to walking. TOD design should enhance the environment for pedestrians in terms of safety, walking distances, comfort, and the visual appeal of the surroundings. The enhanced pedestrian environment will increase sense of community.

Housing is a major component of a transit station community, along with commercial retail, employment, and cultural and recreational attractions. A variety of housing types—small-lot single-family homes, townhouses, condominiums,

and apartments—promote a more compact and diverse community. Commercial uses might include food markets, restaurants, theaters, offices and even light-industrial activities. Urban open spaces and parks furnish focal points for community activity, while streets provide settings for social interaction and active community life with wide sidewalks, street trees, and seating for pedestrians.

Although all station areas have unique characteristics, there are a number of common, fundamental principles that should be addressed when developing around transit sites. These “guiding principles” are intended to provide broad direction for planning in the vicinity of transit station areas to create transit-oriented and pedestrian-friendly land use.

Direct and indirect economic benefits of bringing a regional rapid transit system to Moline Centre include:

- Workforce mobility
- Concentrated job creation
- Decreased infrastructure costs & increased tax-base
- Increased density through planned transit-oriented development

WORKFORCE MOBILITY

This project will result in improvements in areas of workforce mobility and economic vitality. TOD links central city cores and other major activity centers to mobilize the workforce. Previous studies show that residents living near stations are more likely to use transit to commute to work than are other residents in the region.

CENTRALIZED JOB CREATION

Mixed-use development will stimulate economic growth and increase the tax base, attracting future employers to the corridor and linking jobs to homes. Corporations see opportunities to locate in areas with excellent transit access.

¹ Calthrope, Peter, *The Next American Metropolis - Ecology, Community, and the American Dream*, Princeton Architectural Press, New York, 1993

INFRASTRUCTURE COSTS

The primary purpose of Moline Centre station TOD is to put into place the proper mix of incentives and regulations that will encourage and enable private investment in the transit corridors and center by providing enhancements to both the transit system and the economic vitality of the surrounding area.

Transit-oriented development patterns emerging from a more balanced transportation system will assist in the revitalization of downtown Moline. TOD requires substantial upfront infrastructure investment that requires extensive public investment. Usually several funding sources must be combined, requiring a “menu” of funding sources local governments can use to piece together a funding program, such as tax incremental financing and other tax abatement programs. The success of this TOD project depends on its ability to stimulate significant private investments.

Focusing growth around transit stations is a way to capitalize on expensive public transit investments to help produce a number of local and regional benefits. For local governments and regional planning agencies, transit communities represent opportunities for more intensive development and less sprawl, resulting in reduced auto congestion, reduced air pollution, and lower infrastructure costs.

INCREASING MOLINE CENTRE HOUSING DENSITIES

Increasing the density of people living and working in Moline Centre increases the number of people wanting and using centrally located services. Increasing housing densities will assist with the revitalization of the 5th and 6th Avenue business district. Housing is a key quality of life issue that is tied directly to a community’s ability to recruit and retain workforce.

Specific housing opportunities include:

- Loft apartment adaptive reuse and rehabilitation
- Rehabilitated single-family homes
- Assisted-living housing
- Housing associated with TOD
- Riverfront housing options

Specific housing options will be discussed on a district-by-district basis later in this plan.

MAKING CONNECTIONS: LINKING CENTRAL NEIGHBORHOODS TO MOLINE CENTRE BUSINESSES & ACTIVITIES

Today, there seems to be a disjunct between Moline Centre and the surrounding neighborhoods such as the Floreciente, Edgewater, and the Bluff neighborhoods. People living in these neighborhoods need to be reconnected to the core of their City through the development and improvement of pedestrian ties, bike trails, and pathways.

Almost more important to these physical reconnections is reestablishing a sense of pride and emotional connection to Moline Centre within the adjacent neighborhoods, connecting neighborhoods to Moline Centre.

CORRIDORS

EAST-WEST CORRIDORS

River Drive: Serves as the “Great River Road.” Currently, most of Moline Centre’s visitor destination sites, located within the John Deere Commons, are found along this thoroughfare. A connection to I-74 needs to be maintained in order to keep a directed flow of visitor traffic.

5th Avenue: Since the relocation of Moline’s downtown south of the railroad tracks in the early part of the 20th century, 5th Avenue has served as the City’s “Main Street” or central business district.

7th Avenue: Currently, this street serves as the primary entrance and exit to I-74 from Moline Centre.

NORTH-SOUTH CORRIDORS

12th Street: Serves as a main entry corridor from the west and as an entry point to The MARK.

15th Street: This is the primary connecting corridor between the John Deere Commons (River Drive) and the “Main Street” (5th Avenue). (See Integrating New Activities with Existing Activity Zones.) It also serves as a major north-south connector, tying Moline Centre to the rest of the community, including John Deere Road.

17th Street: Historically, 17th Street served as Moline Centre’s “great civic street,” linking City administration activities with the former riverfront marketplace. Today, the City Emergency Operations Center and the library remain on this street and will soon be reconnected to a “marketplace,” Bass Street Landing.

19th Street: This street is a main entrance corridor to Moline Centre.

VISITOR ECONOMIC RING

As a near-term remedy to the economic problems facing 5th Avenue, a Visitor Economic Ring should extend between the John Deere Pavilion at 15th Street and the John Deere Collectors Center and Bass Street Landing at 17th Street. The key is to get people across the barrier created by the rail corridor, Arsenal Bridge ramp, and 4th Avenue to the central portion of 5th Avenue (see Integrating New Activity Districts with Existing Activity Zones for further details). 5th Avenue serves as the critical link between these activities. In order to keep people walking through the central section of 5th Avenue, every storefront needs to be filled and activities should be extended to the street. Without a vibrant street environment, most visitors will not explore 5th Avenue.

GATEWAYS

Three prominent gateways to Moline Centre are located at:

- 5th Avenue near 12th Street (from Rock Island)
- River Drive and 19th Street (from I-74 and East Moline)
- 7th Avenue and I-74 (from I-74 and East Moline)

At these gateways, visitors get a first impression of Moline Centre. These three gateways should be coordinated, well-designed, present a desired image of Moline Centre, and assist visitors in finding their way. Improvements should identify Moline Centre, include a simple and bold feature, and be landscaped to enhance these features.

Economic Links

INTEGRATING NEW ACTIVITY DISTRICTS WITH EXISTING ACTIVITY ZONES

Implementation of the 1991 *General Development and Implementation Strategy Plan* emphasized the redevelopment districts adjacent to the Mississippi River. During this process, parcels along the river represented the most viable and developable properties from a real estate economics perspective; without first bringing these properties up to their highest and best use, the properties southward faced a steeper redevelopment challenge.

The Moline Centre Plan Update has reconfigured and expanded upon the districts outlined in the 1991 master plan. The update focuses on reinvigorating the downtown core by building on the redevelopment and economic momentum created by the riverfront enhance-

ments. By linking new redevelopment to sites that are or will be significant economic drivers in the downtown, Moline Centre's economic revitalization effort will be positively affected.

The three most important economic links to expand economic activity to the south are Centre Station/The MARK, the John Deere Commons, and Bass Street Landing. The connections include:

- The West Gateway District corresponds directly to Centre Station and The MARK.
- The Main Street District is economically linked to the John Deere Commons.
- The LeClaire Web Support District will be linked to the new Bass Street Landing Development.

CENTRE STATION & WEST GATEWAY DISTRICT

As rapid transit becomes increasingly important in Moline and the Quad Cities region, transit transfer points and stations will be critical to future economic development. Moline Centre is already home to Centre Station, currently a MetroLink bus transfer point and parking garage located close to the rail corridor. The design of Centre Station allows for its conversion to a train station and integration into a future rapid transit system. Momentum generated by the installation of a rapid transit stop at Centre Station will help draw riverfront economic spurred by The MARK across River Drive via the planned pedestrian bridge, through the transit center, and to downtown businesses.

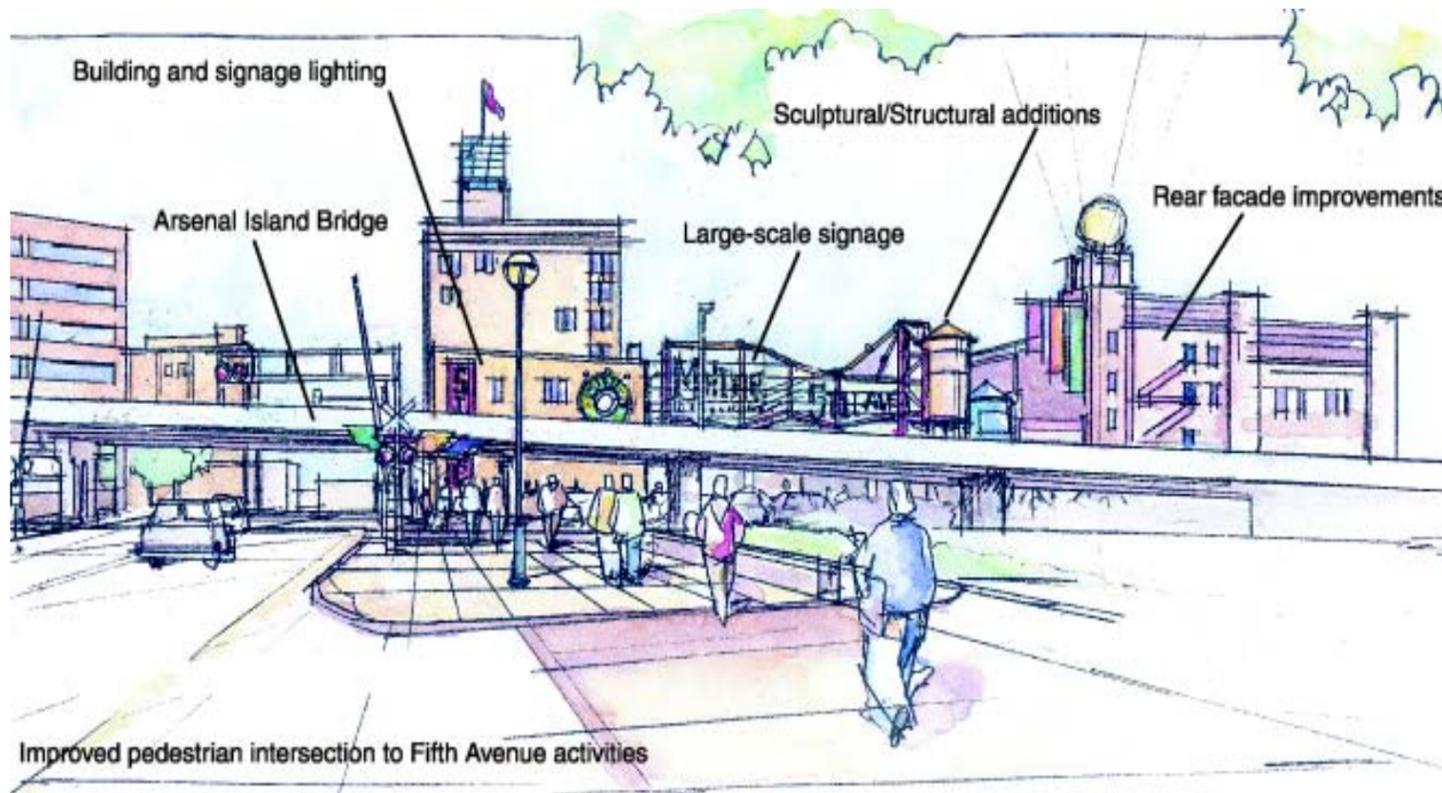
The location of Centre Station allows for the development of a TOD within the West Gateway District.

JOHN DEERE COMMONS & 5TH AVENUE

The John Deere Commons, with The MARK, the Radisson Hotel, the John Deere Pavilion, and specialty shops and restaurants, is the major visitor attraction to Moline Centre. To begin successful economic redevelopment within the Main Street Retail District, the City and property owner groups should initiate improvements that draw visitors from this activity center to the retail district.

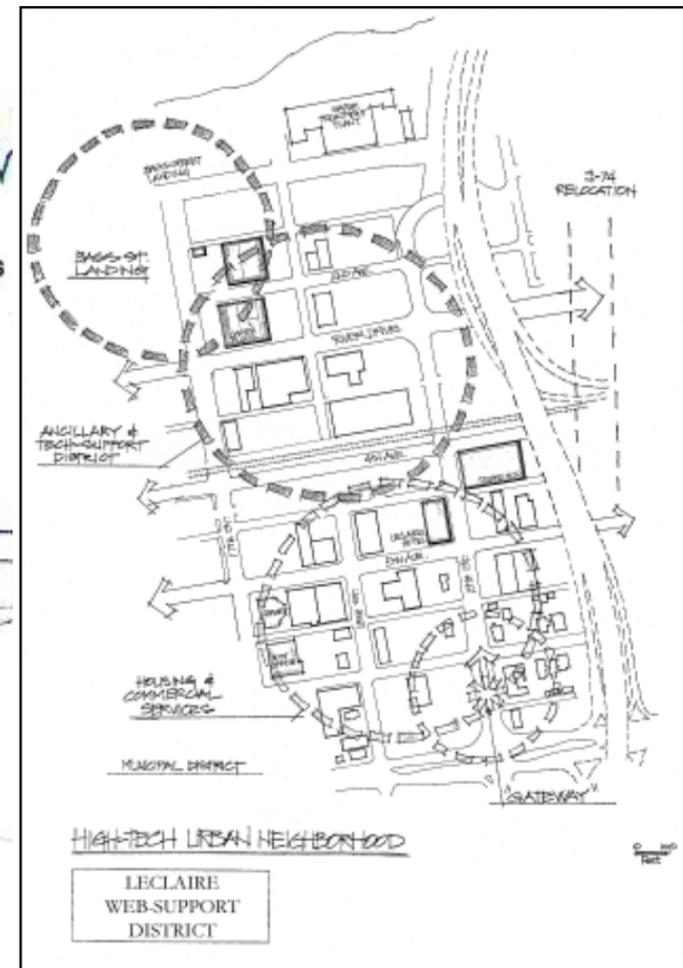
The Arsenal Island Bridge ramp and railroad corridor acts as a visual and economic barrier between the John Deere Commons and the retail district. To bring tourist foot-traffic down 15th Street to 5th and 6th Avenues, the City and property owner groups should implement the following recommendations:

- Develop a *rear façade* program that encourages building owners to enhance the appearance of their building face that is viewable from the John Deere Commons and 15th Street.
- Diminish the barrier effect of the bridge ramp and railroad corridor on 15th Street by creating an inviting entrance into 5th Avenue. This entrance needs to transition visitors from the John Deere Commons to 5th Avenue.
- Create a lighting enhancement program to highlight architectural features of historic buildings at night, beginning with the former Montgomery Wards building (now Hudson Flooring) at the corner of 6th Avenue and 15th Street. At night, this building draws one's eye beyond the bridge ramp down 15th Street to 5th and 6th Avenues.
- Enhance and maintain inviting streetscaping along 15th Street between River Drive and 7th Avenue, which will create a visual link between the John Deere Commons and the Main Street Retail District.



View of 5th Avenue Rear Facades From 15th Street

© Vandewalle & Associates 2001



LeClaire Redevelopment District Opportunities

BASS STREET LANDING & LECLAIRE WEB SUPPORT DISTRICT

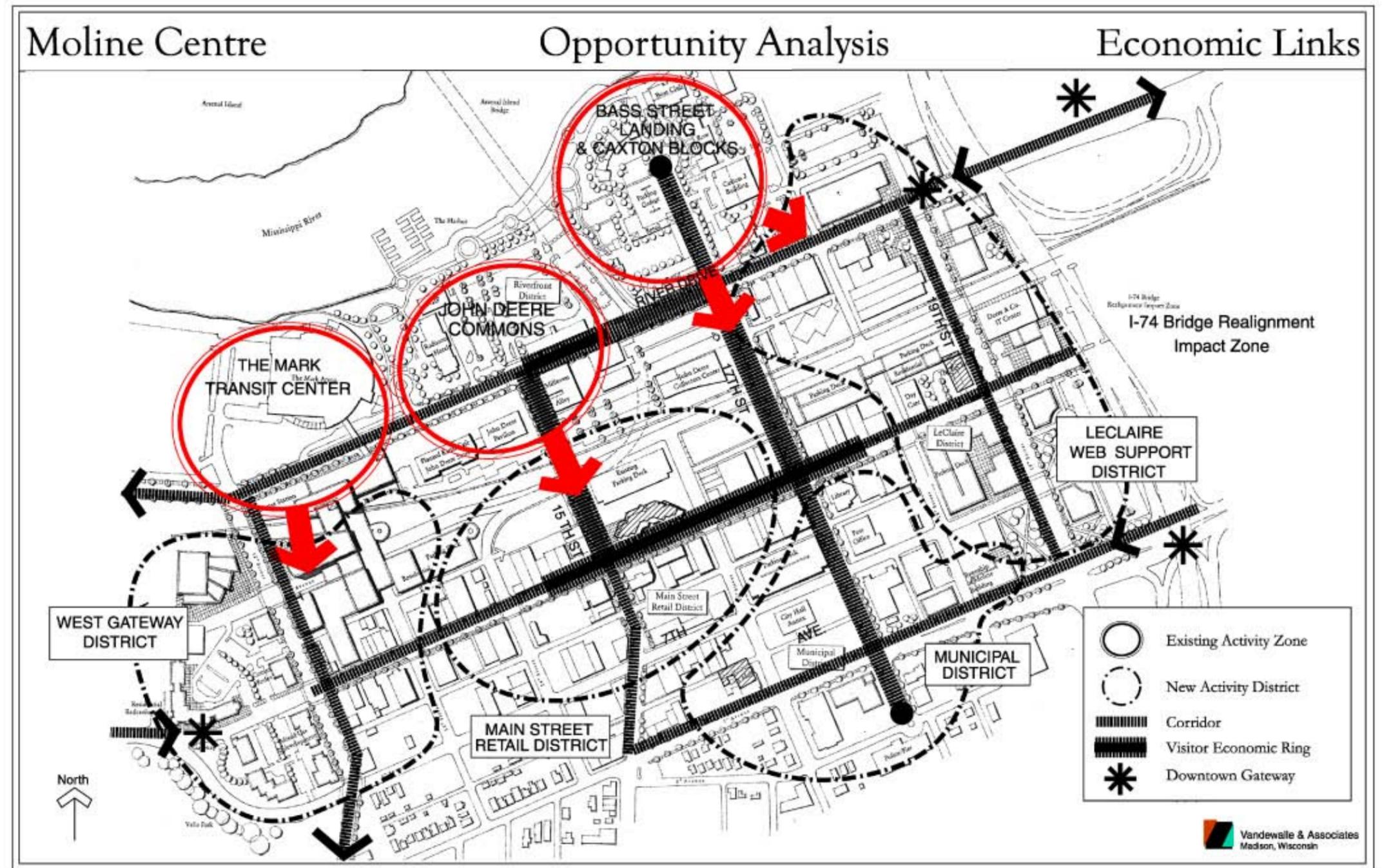
Upon construction, the Bass Street Landing development will be the newest attraction in downtown Moline, helping to spark redevelopment in the LeClaire District. Creating a synergistic link between Bass Street and the LeClaire District is important to the overall economic development of downtown Moline. The concept tying these two distinct areas together is the development of a high-tech urban living zone that enables people to live, work, and play in areas all within walking distance.

What is the High-tech Urban Living Zone?

Moline Centre should become home to a high-tech business cluster. Already, it is home to Deere & Company's information technology center and several of its vendor companies. Due to Deere & Company's presence in downtown Moline, redundant power sources and wide bandwidth fiber-optic infrastructure are already located in this district. To cater to these high-tech businesses and create desirable urban living, a high-tech urban living zone should be developed in the heart of Moline Centre.

The high-tech urban living zone will be a multifaceted environment that intertwines the employee recruitment needs of high-tech companies and the redevelopment of a blighted, downtown area. When recruiting highly skilled technical employees, companies are not only competing with one another but with the location where each company is found. When competing with companies located in such urban centers as San Francisco, Austin, and Boulder, companies in less-urban areas need to offer a unique living environment that will attract these highly sought after workers. Coffee shops, restaurants, exercise facilities, and housing, all within walking distance of the workplace, should fill the empty storefronts and vacant buildings along 5th Avenue along 19th Street.

The high-tech urban living zone should extend between the Bass Street Landing Development and the LeClaire District with Deere & Company's IT Center at the epicenter. Reuse of buildings, such as the old post office, should be focused on e-businesses and high-tech service providers.



Districts

REDEVELOPING THE ENDS TO ENHANCE THE MIDDLE: MOLINE CENTRE'S "BARBELL"

Over the last 20-25 years, the 5th Avenue and 6th Avenue business district has struggled to compete with new development along the edge of the City, causing local businesses to leave and storefronts to remain vacant. Even with the new life brought to the riverfront over the last decade, this area has not fully benefited from the surge in tourism to the area. As described previously, one way to improve tourist traffic is to eliminate the barriers that deter foot traffic from the John Deere Commons. However, to truly change the economics of 5th and 6th Avenues, the physical and land use blight of both 12th Street and 19th Street need to be alleviated through economic restructuring.

Both 12th and 19th Streets are entrances to 5th and 6th Avenues, which today are plagued with outdated, blighted, or inconsistent land uses. Both of these corridors serve as the "front door" to Moline Centre's "Main Street" area. Their appearance deters people from shopping and exploring.

Both the 12th and 19th Street corridors offer large areas of potentially redevelopable land, which equates into potential new sources for tax base within Moline Centre (see Preservation & Redevelopment Map). This increased tax base will help facilitate aesthetic improvements, such as streetscape and facade enhancements along 5th and 6th Avenues.

Finally, large-scale development projects along the 12th and 19th Street corridors will bring new residents and workforce to downtown Moline. By bringing people to work and live within walking distance of 5th and 6th Avenues, demand for services within this area will increase.

DISTRICTS

By looking at the current activities and the economic impact of five primary opportunities, VANDEWALLE & ASSOCIATES determined redevelopment districts within Moline Centre. The outcome was the delineation of the following:

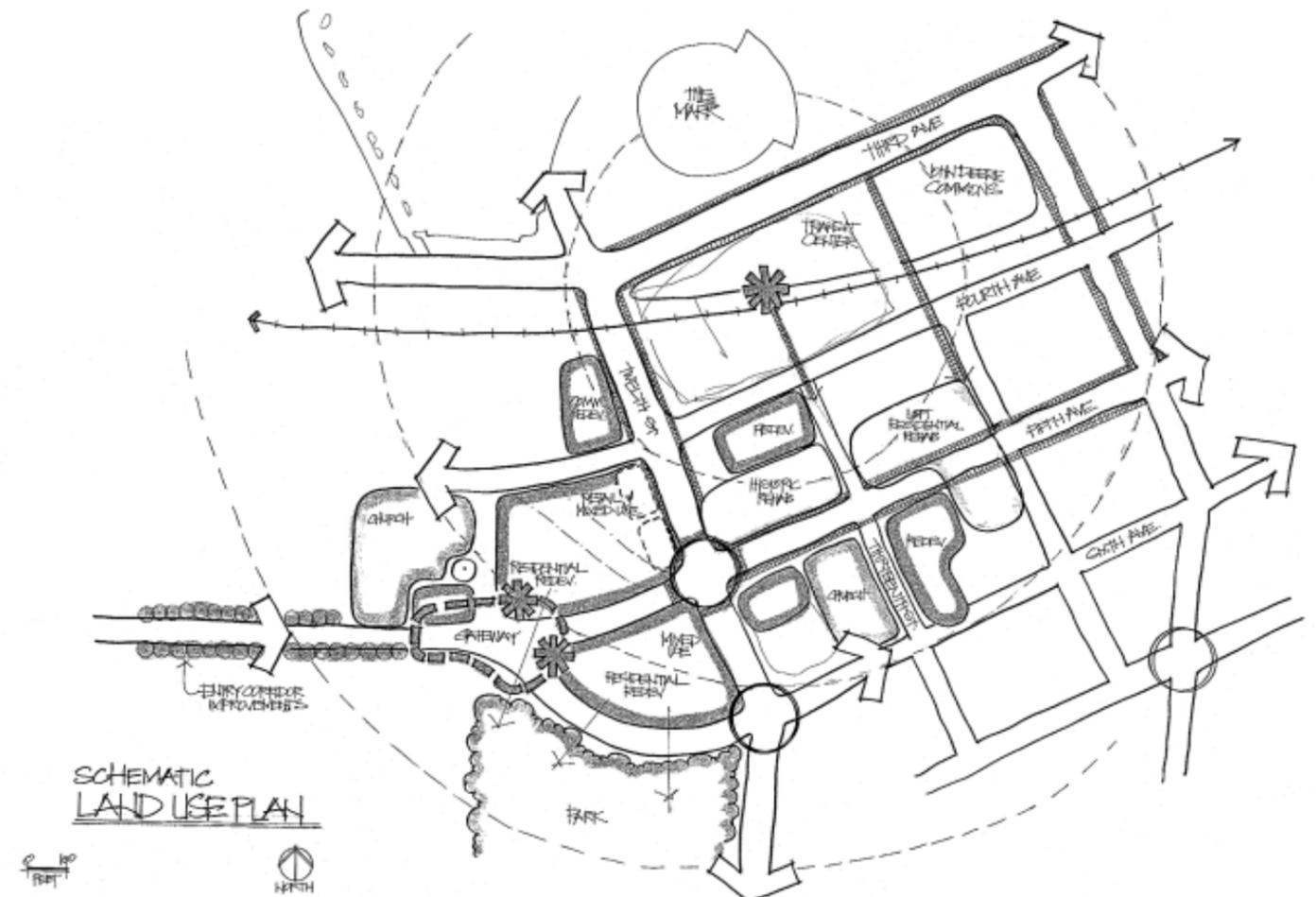
- West Gateway District
- Main Street Retail District
- Municipal District
- LeClaire Web Support District
- Riverfront District
- I-74 Bridge Realignment Zone
- Mixed-Use District
- Riverside Park Redevelopment District

IMPACT OF I-74 BRIDGE REALIGNMENT - I-74 BRIDGE REALIGNMENT ZONE

The realignment of the I-74 Bridge will influence the development and redevelopment within Moline Centre for the next decade. Due to the unknown outcome of the on going study, it is impossible to develop a long-term economic redevelopment strategy for the area directly east of the current bridge, what is described as the I-74 Bridge Realignment Impact Zone. New investment should not be made in the zone until a final alignment is selected. Businesses and developers wanting a Moline Centre location should be guided to other areas of the central city. When final alignment is determined, the City should request funding from the Illinois Department of Transportation to conduct land-use planning for this area due to the impact of the realignment.

Table One: Economic Opportunities by District

District	High-tech Infrastructure	Transit	Housing	Tourism	Neighborhoods
West Gateway		X	X		X
Main Street Retail			X	X	
Municipal					
LeClaire Web Support	X		X		X
Riverfront		X	X	X	
I-74 Bridge Realignment Impact Zone					
Mixed Use					X
Riverside Park Redevelopment		X	X	X	X

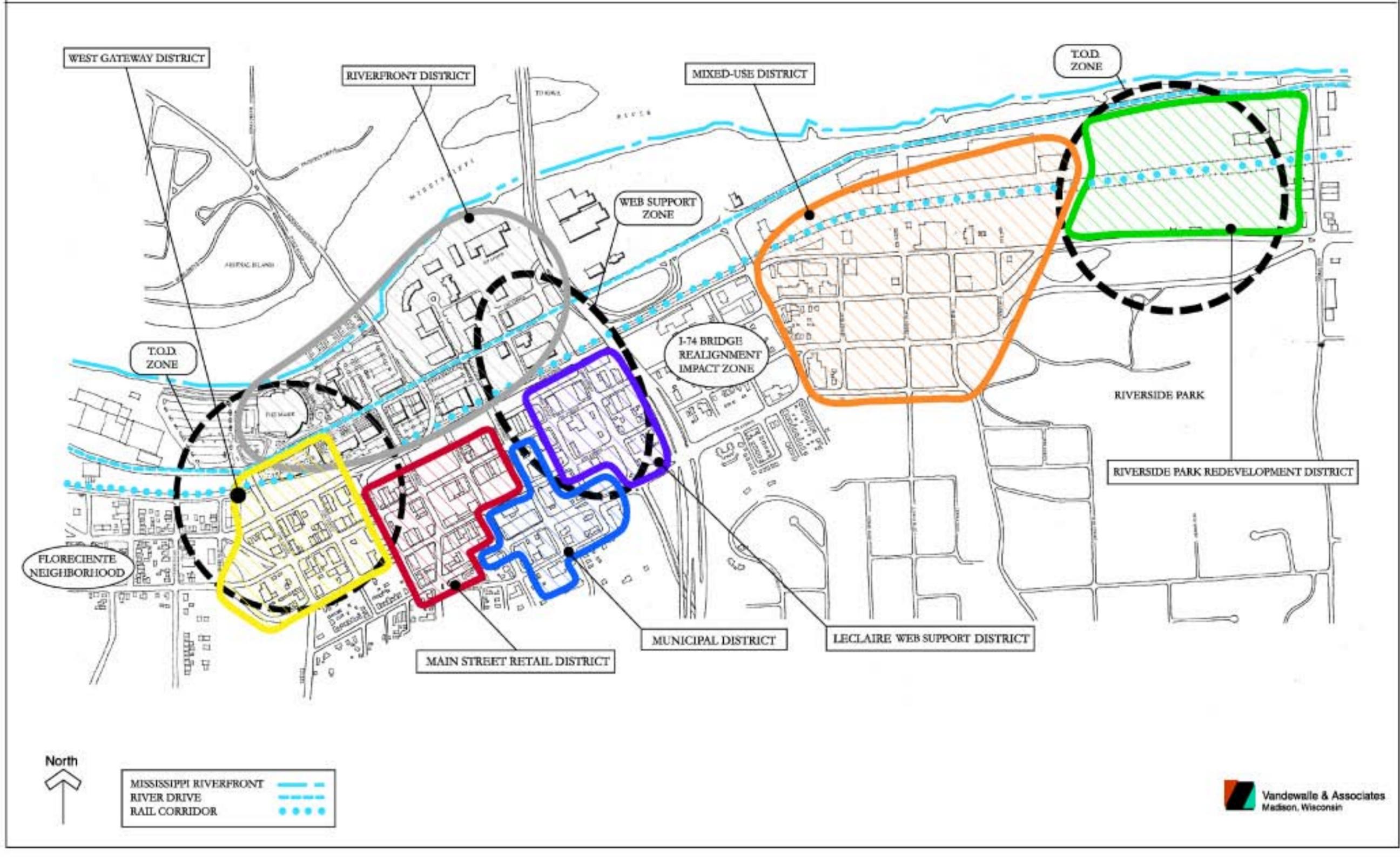


West Gateway District Opportunities

Moline Centre

Opportunity Analysis

Redevelopment Districts



MASTER PLAN

The master plan refines and enhances the recommendations made in the opportunity analysis, taking these ideas and presenting them in an illustrative format to guide development within Moline Centre for the next five to ten years. The master plan incorporates the long-term development goals of the City and is consistent with the other portions of the City's comprehensive plan.

The master plan update includes an illustrative plan, specific recommendations concerning physical and economic improvements, and design guidelines for Moline Centre, including:

- Parking
- Wayfinding
- Preservation and Redevelopment
- Design & Enhancement
- Districts & Visions

West Gateway District

- 1 Begin Wayfinding Implementation
- 2 Centre Station Redevelopment Zone
- 3 Completion of Skybridge
- 4 Completion of Train Station Design (Centre Station)
- 5 Enhance Link to Neighborhood
- 6 Gateway Feature
- 7 Neighborhood Reinvestment
- 8 Neighborhood Retail
- 9 Community Center & Market Place Development
- 10 Proposed Assisted Living Development
- 11 Proposed Market-Rate Senior Housing
- 12 Realignment of 5th Avenue
- 13 T.O.D. Pedestrian Street/The MARK Entryway (12th Street)
- 14 Velie Park Enhancement
- 15 Urban Housing Infill & Adaptive Reuse

Main Street Retail District

- 15 Urban Housing Infill and Adaptive Reuse
- 16 Building Facade Enhancement and Lighting (15th Street Terminus)
- 17 Improved Parking Lot Access
- 18 Main Street Retail District Visitor Connector
- 19 Master Plan Improvements to Church Block
- 20 Pedestrian Gateway to Main Street Retail District
- 21 Planned Pedestrian Rail Crossing
- 22 Potential Super Block Redevelopment
- 23 Proposed Main Street Retail District Events Plaza
- 24 Rail Corridor Visual Enhancement
- 25 Rear Facade Improvements
- 26 Street Placemaking
- 27 Two-way Traffic Study (6th Avenue)
- 28 Adaptive Reuse One-half Block
- 29 Proposed Parking Structure (Phase 1)

Municipal District

- 29 Proposed Parking Structure (Phase 1)
- 30 "Great Civic Street" (17th Street)
- 31 Library Reuse
- 32 Municipal Expansion
- 33 Potential Super Block Redevelopment
- 34 City Hall Historic Building Enhancements
- 35 Planned Entryway and Civic Pride Enhancements

LeClaire Web Support District

- 24 Rail Corridor Visual Enhancement
- 35 Planned Entryway and Civic Pride Enhancements
- 36 Historic Post Office/Kone Global Service Center Enhancement Block
- 37 New Urban Housing with Parking
- 38 Deere IT Office and Support Addition
- 39 Park Enhancements
- 40 Parking Structure (Proposed for Web-tech Campus)
- 41 Begin Wayfinding Implementation
- 42 Planned Long-term Infill
- 43 Planned Water Treatment Expansion
- 44 Potential Gateway
- 45 Potential Super Block Redevelopment
- 46 Proposed Daycare Center
- 47 Web-support Campus
- 48 Proposed Courtyard

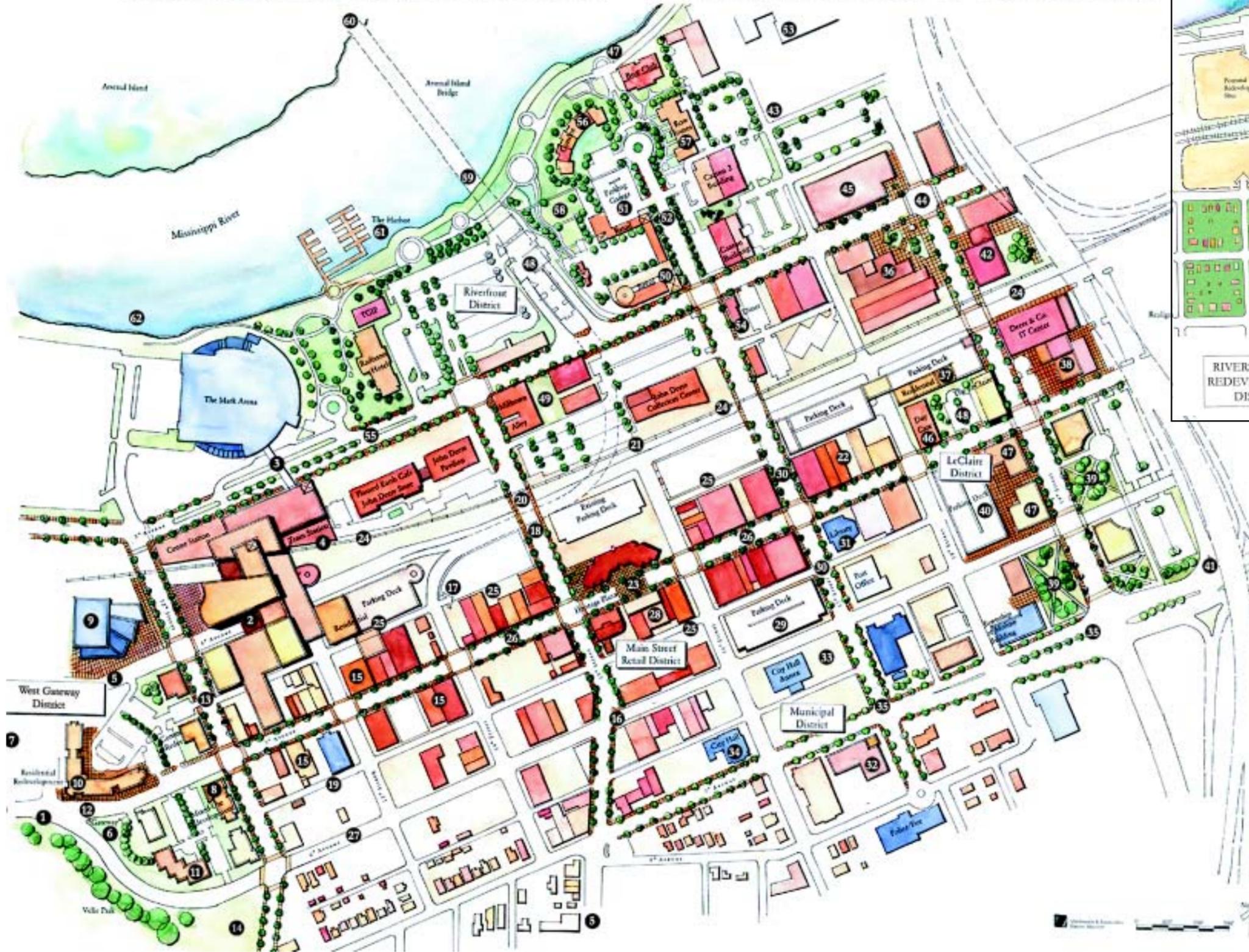
Riverfront District

- 47 Boat House Riverfront Improvements
- 48 Completion of Arsenal Bridge Ramps
- 49 Completion of Historic Block Renovation
- 50 Galleria
- 51 Parking Structure
- 52 Planned Bass Street Landing
- 53 Planned Water Treatment Expansion
- 54 Proposed 1950s Diner
- 55 River Drive Median Landscape Enhancements
- 56 Riverfront Condominiums
- 57 Brownstones
- 58 "The Green"
- 59 Arsenal Bridge Enhancements
- 60 Arsenal Island Rotary
- 61 Marina Expansion
- 62 Potential Riverfront Activities

Riverside Park Redevelopment District

- A1 Transit Stop
- A2 Mixed-Use Redevelopment
- A3 Office Redevelopment Sites
- A4 Community Festival Grounds

MOLINE DOWNTOWN · MASTER PLAN UPDATE



OVERLAY PLANS

Parking & Uses

Table Two: City-owned Parking Summary

Lot	Opened Parking (3 hour)	Leased/City Employee	Handicapped	Snow	Total Spaces
I	26				26
K		13			13
L		75			75
M	32		1		33
P	73	52	1		126
R		36			36
S	14	16	1		31
U	39	41	2	2	84
V	47				47
W	23	73	2	6	104
Y	12	20	1		33
Z		103		8	111
Lots	266	429	8	16	719
On-street	356	4	17		377
Totals	622	433	25	16	1,096
%	57%	40%	2%	1%	

DOWNTOWN PARKING INVESTIGATION

In many central cities, the lack of parking or impression of a lack of parking deters economic development because it keeps visitors and shoppers from the local retail and deters new businesses from locating in the area. The No. 1 concern heard from local downtown businesses and retailers was the lack of centrally located parking.

CURRENT CONDITIONS

In Moline Centre south of the rail corridor, the City of Moline owns 13 parking lots ranging in size from 13 to 126 spaces; altogether the lots have 719 spaces with 266 spaces open for three-hour visitor parking, 429 spaces

leased or city employee parking, 8 handicapped spaces, and 16 reserved as snow removal spaces. Additionally, the City has 377 on-street parking spaces with all but 18 open for two-hour public access.

RECOMMENDATIONS

- Modify City parking management of public parking by implementing a Parking Management Zone within the core visitor activity area.
- Increase available parking with the construction of structured parking.
- Coordinate current parking infrastructure.
- Encourage surface parking on a development-by-development need basis.

Modifications to City's Parking Management: A Parking Management Zone

The City's current system of leasing specific public parking spaces to specific individuals and companies does not allow for the most efficient use of the available spaces. Individuals or businesses are leasing spaces they do not use on an everyday basis; instead of these spaces being utilized to their highest degree, they are sitting vacant. This lessee system gives the appearance of restricted spaces to visitors.

Instead of leasing designated spaces, individuals or companies should lease a nonspecific space within a specific lot. This management practice would encourage public use of the available spaces. The City should work with business owners with guaranteed parking and work to determine their actual day-to-day employee parking needs. In general, visitor parking occurs after employees have parked for the day.

On-street Parking

On-street parking is the most convenient and preferred type of parking for visitors. Business managers and owners should work together to ensure that these spots are reserved for visitors and not used as employee parking. A proactive, self-monitoring system should be implemented by businesses that deters employees from parking on the streets. If City parking staff begins intensive regulation enforcement, visitors may be ticketed, giving them a negative impression of the downtown and reinforcing the perception of parking problems.

Decked Parking

Moline Centre is in need of decked parking to support businesses within the Main Street Retail District. As part of the Bass Street Landing project, the City is facilitating the development of a parking ramp to help remedy parking constraints and increased demand the project will create. The City should consider construction of a parking deck where Lot P is now located (on the southern half of Block 12) as the next phase of parking improvements. As downtown densities increase and the economics improve, the City should create a special assessment district, which would assess a special-use tax for areas that are benefited by decked parking to help offset construction and maintenance costs. Similar to on-street parking, spaces within the first level of a parking structure are most desirable to visitors; therefore, ground floor spaces should be reserved as visitor parking.

Coordinated Parking

The City should encourage coordinated parking whenever possible. Signage should clearly indicate days and times of leased parking and inform visitors when they are available. This is particularly important during MARK events and other events that draw other large crowds downtown.



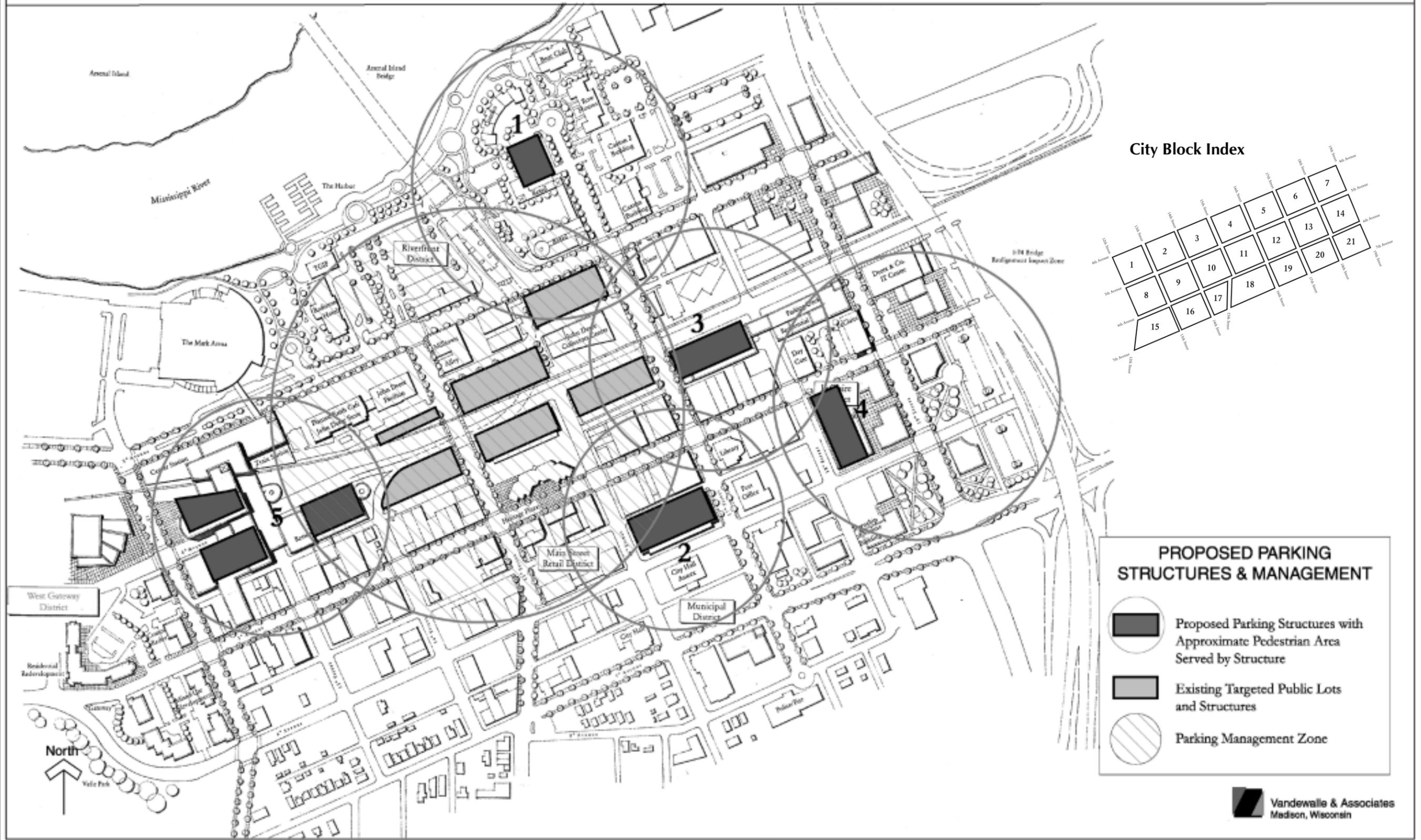
Existing Surface Parking

Table Three: Proposed Parking Decks

Parking Lot	Description
1. Bass Street Landing Parking Structure	As part of the schematic design of Bass Street Landing, a 255-space parking ramp was designed with 175 spaces dedicated to providing parking for visitors, customers, and Galleria and Caxton Block employees. The remaining 75 spaces have been dedicated to the Riverfront Condominiums.
2. Lot P Ramp	A multi-level parking structure should be constructed on the southern half of Block 12. This location is within a two-block radius of high-density storefronts on 5th and 6th Avenues and lies within the Municipal District. This deck would alleviate the majority of public problems faced by downtown Moline by providing visitor and workforce parking within the most active area south of the riverfront.
3. 4th Avenue Ramp	As part of the potential super block redevelopment of Block 6, a parking structure should be constructed to service future development on the southern half of the block, as well as other neighboring businesses.
4. 18th Street Ramp	As the Tech-Business Campus develops, construction of a parking deck should be considered on the western half of Block 14. The need of this deck is dependent on the location and construction of the conceptualized business campus.
5. Centre Station Parking Structures	As part of the development of the hotel, office, and residential complex within the West Gateway District, this parking ramp will provide ample parking to visitors, workers, and those living in the area. Along 12th Street, this structure will be faced with retail to create the retail associated with transit-oriented development.
Additional Ramps	Additional or unnumbered ramps should be constructed on a development-by-development basis.

Surface Parking

Surface parking within Moline Centre should be constructed on a development-by-development need basis. The City should not create new surface parking as a short-term solution to the downtown parking shortage. Instead, resources should be allocated to the development of the Lot P Ramp.



Wayfinding & Circulation

WAYFINDING INVESTIGATION

While conducting research and analysis for the Master Plan Update, it became apparent that Moline Centre has an immediate need for the development and implementation of an automobile-scale downtown wayfinding program. During the development of the John Deere Commons, the City implemented a wayfinding system; however, this system was designed as a pedestrian-scale signage system and is not clearly visible from an automobile. The City of Moline should implement a downtown wayfinding system that provides an uncomplicated means for visitors to navigate to downtown destinations.

To facilitate the development of a wayfinding system, Renew Moline formed a committee comprised of City staff, venue operators, and representatives of property owners groups to examine the downtown's signage needs. The committee decided that Moline Riverfront, The MARK, the John Deere Pavilion, Moline Centre, Rock Island Arsenal, and Centre Station are the destinations that need to have routing signs. In part, this decision was based on a sign that appears near the I-74, 7th Avenue Exit, which lists Riverfront, John Deere Pavilion, and The MARK.

SIGNS

A very straightforward signage system has been developed to guide visitors to the major attractions in Moline Centre. The signs are comprised of a uniquely colored icon for each destination that is centered on the sign with a directional arrow above it and its name below. Signs should be placed at critical locations along the designated routes on existing light posts and directional signals.

ROUTING

Signage will begin at essential entrances into downtown Moline, which include:

- I-74, 7th Avenue exit
- I-74, River Drive exit
- 6th Avenue (from Rock Island)

As shown on the plan, each destination's route is indicated by a representative color. Committee members facilitated the development of the routes by discussing the preferred routing system they use to guide visitors to their destination.

Trailblazer signs should be placed on key routes that travelers may take farther outside of the concentrated downtown area. This type of sign lets visitors know that they are on the right path for their destination or informs them of activities in Moline Centre.



Airport



Moline Riverfront



John Deere Pavilion



Centre Station



Moline Centre



The MARK



Arsenal Island

Destination Logos

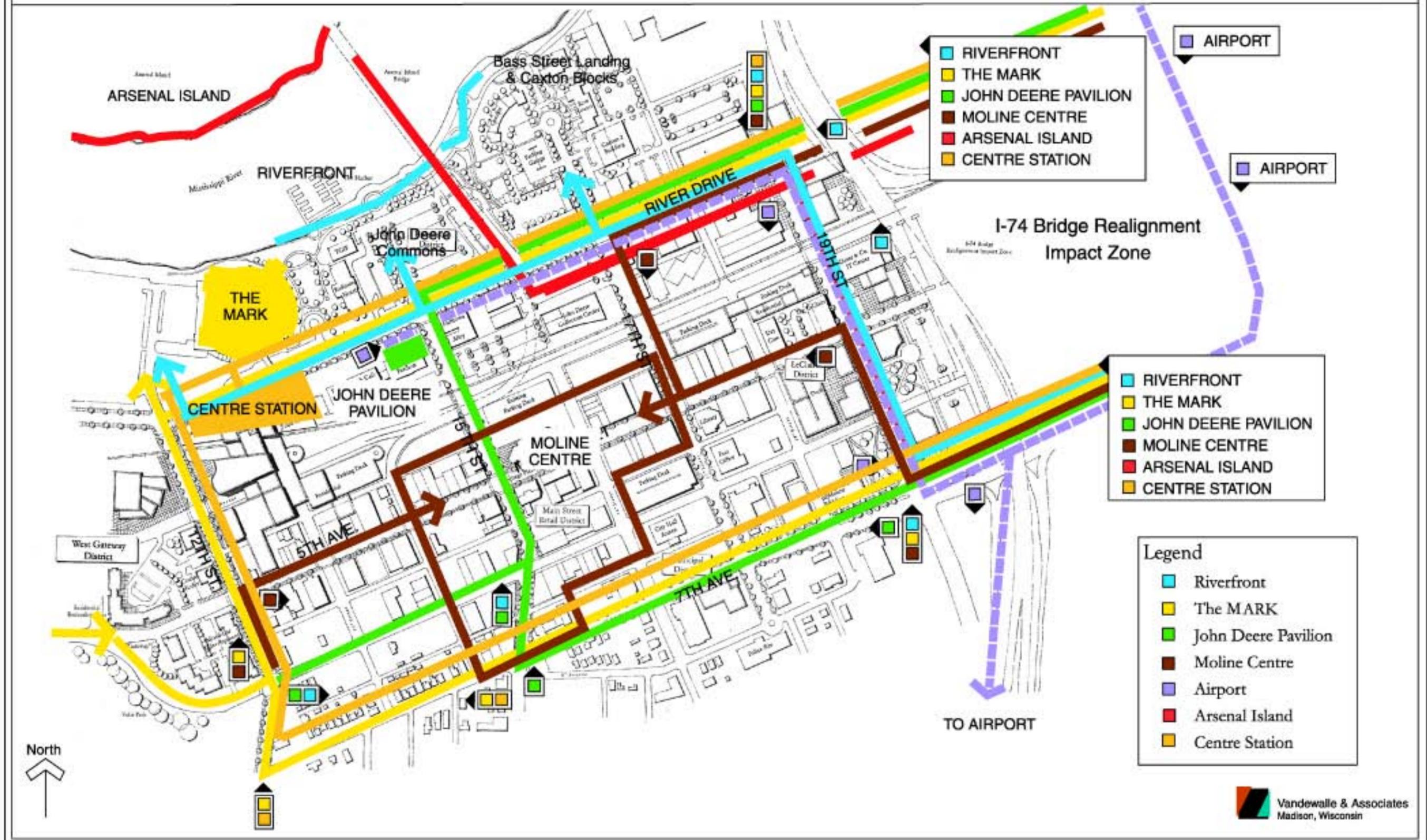


Wayfinding Signage

Moline Centre

Master Plan

Wayfinding



Preservation & Redevelopment

Determining whether a building should be preserved or redeveloped requires one to balance the value of a building with its associated opportunity. As is shown on the Preservation and Redevelopment Map, areas to the east and west of 5th and 6th Avenues show a high degree of redevelopment potential, while 5th and 6th Avenues themselves have many buildings that should be preserved, renovated, and/or reused. Areas along the riverfront show a significant amount of new investment, with additional areas, Bass Street Landing in particular, planned for infill development.

PRESERVATION

Buildings or properties that show a range of degrees between historically significant to non-architecturally contributing have been identified in Moline Centre. The identified categories include:

- Significant Historic
- Significant New
- Architecturally Contributing
- Non-architecturally Contributing
- Renovation Targets

SIGNIFICANT HISTORIC

- Buildings identified as key buildings in other historic preservation studies
- Analysis by VANDEWALLE & ASSOCIATES team being in a condition to make economically feasible

To the extent possible, buildings designated as Significant Historic should be restored to state and federal historical registry standards. Pure renovation of historic buildings can be impossible due to the need to meet all City building code requirements. Therefore, actual application to the historic registry should be on a building-by-building basis. Additionally, it is important to remember that Moline Centre is not a pure historic district. Historic tax credits have been used as an incentive in the past to help with the adaptive reuse and renovation of buildings and should continue to serve in this capacity.

SIGNIFICANT NEW

Significant New buildings are new investment within Moline Centre within the last two decades that are viewed as part of the downtown's architectural character. These buildings are "modern" in terms of building code. It is understood that these buildings will be part of the downtown fabric for the next 40-50 years.

ARCHITECTURALLY CONTRIBUTING

The category Architecturally Contributing represents properties that are not necessarily Significant Historic or Significant New, but are adjacent to, across the street from, or in the view corridors of the aforementioned categories. In terms of architectural design standards, renovation and/or reuse of these properties should be in harmony with the buildings around them.



Moline Centre Landmark

NON-ARCHITECTURALLY CONTRIBUTING

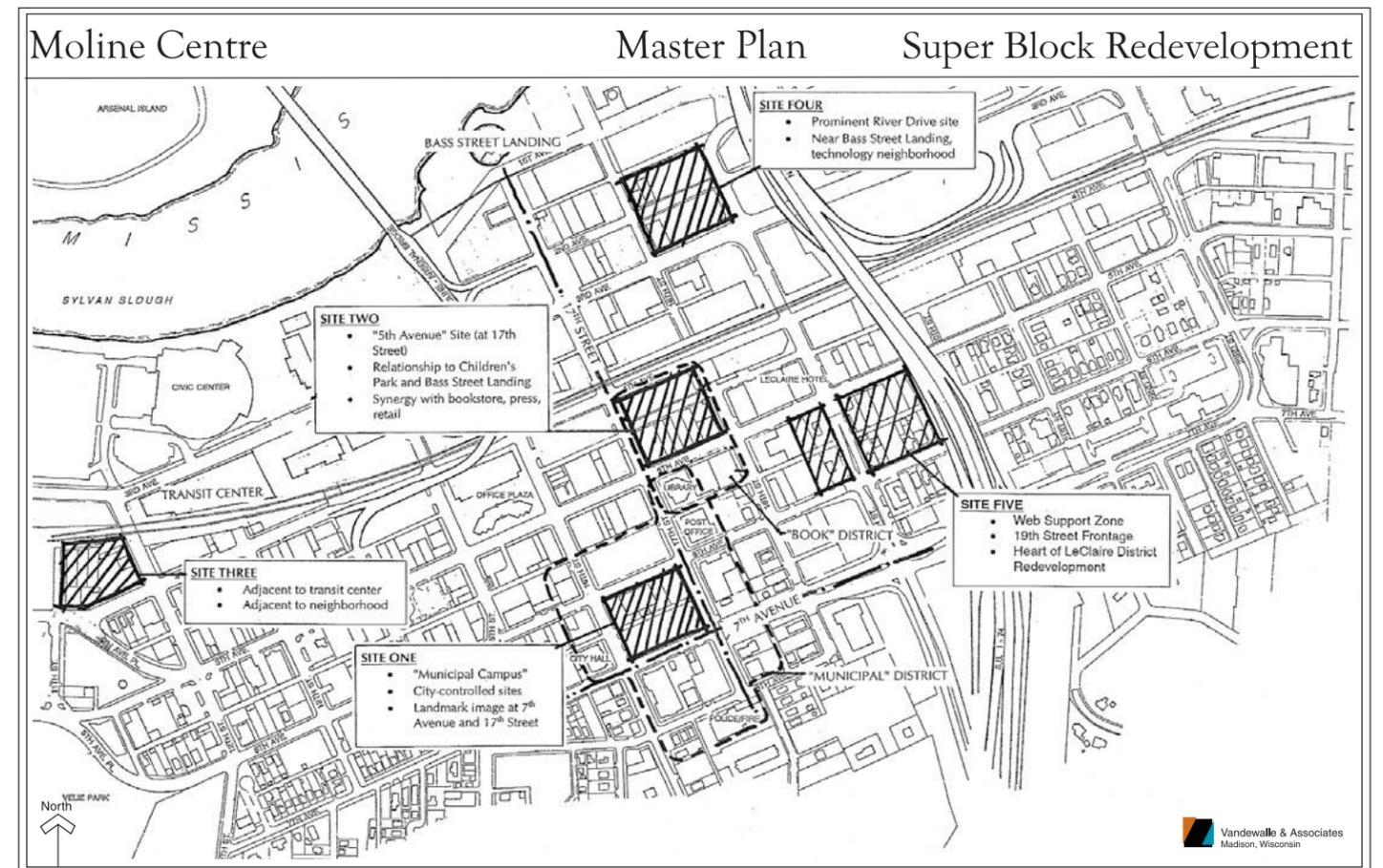
Buildings designated Non-architecturally Contributing may be solid buildings that neither detract nor contribute to the upcoming phase of redevelopment.

RENOVATION TARGETS

Renovation Targets are the most important buildings for immediate renovation and adaptive reuse. Most likely, these buildings are currently under-utilized and developers should be recruited to redevelop them. Ground floors of these buildings should be commercial; reuse for upper floors are discussed within the district-by-district descriptions.



Redevelopment Site (Future Bass Street Landing)



REDEVELOPMENT

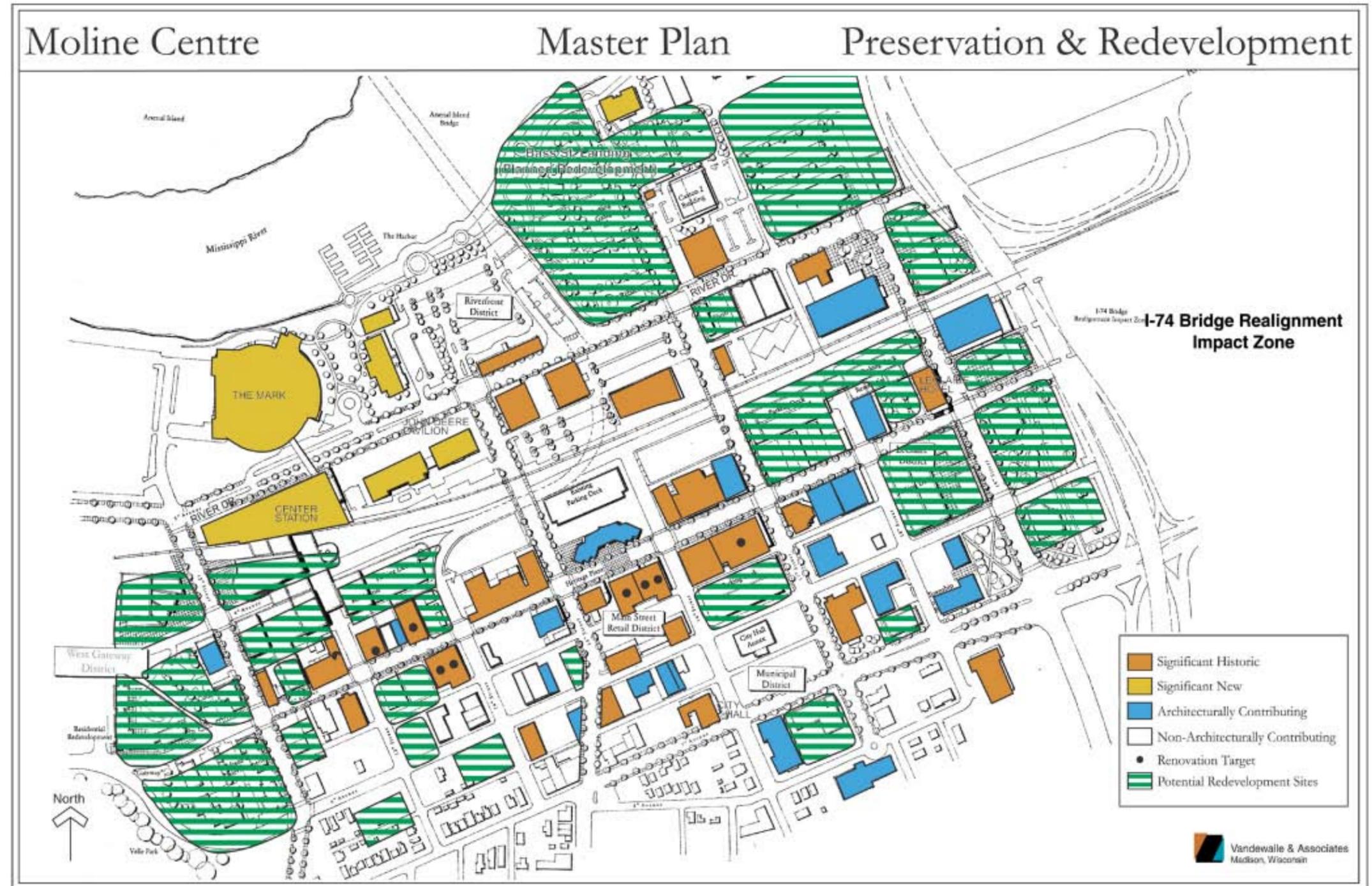
Sites listed as Potential Redevelopment Sites or refined even further to Super Block Redevelopment sites should not be viewed negatively; instead, they should be looked at as areas able to generate a high degree of new investment and new tax base for the City.

POTENTIAL REDEVELOPMENT SITE

Buildings and properties shown as Potential Redevelopment Sites fit the professional definition of “under-utilized and/or in need of rehabilitation,” and represent buildings that future reuse is unlikely due to a lack of adequate parking.

SUPER BLOCK REDEVELOPMENT

Super Block Redevelopment should be integrated with high-density, whole-block redevelopment through the creation of cohesive master planned land-use development, particularly for parking and services. An example of this type of redevelopment is the Heritage Office Plaza.

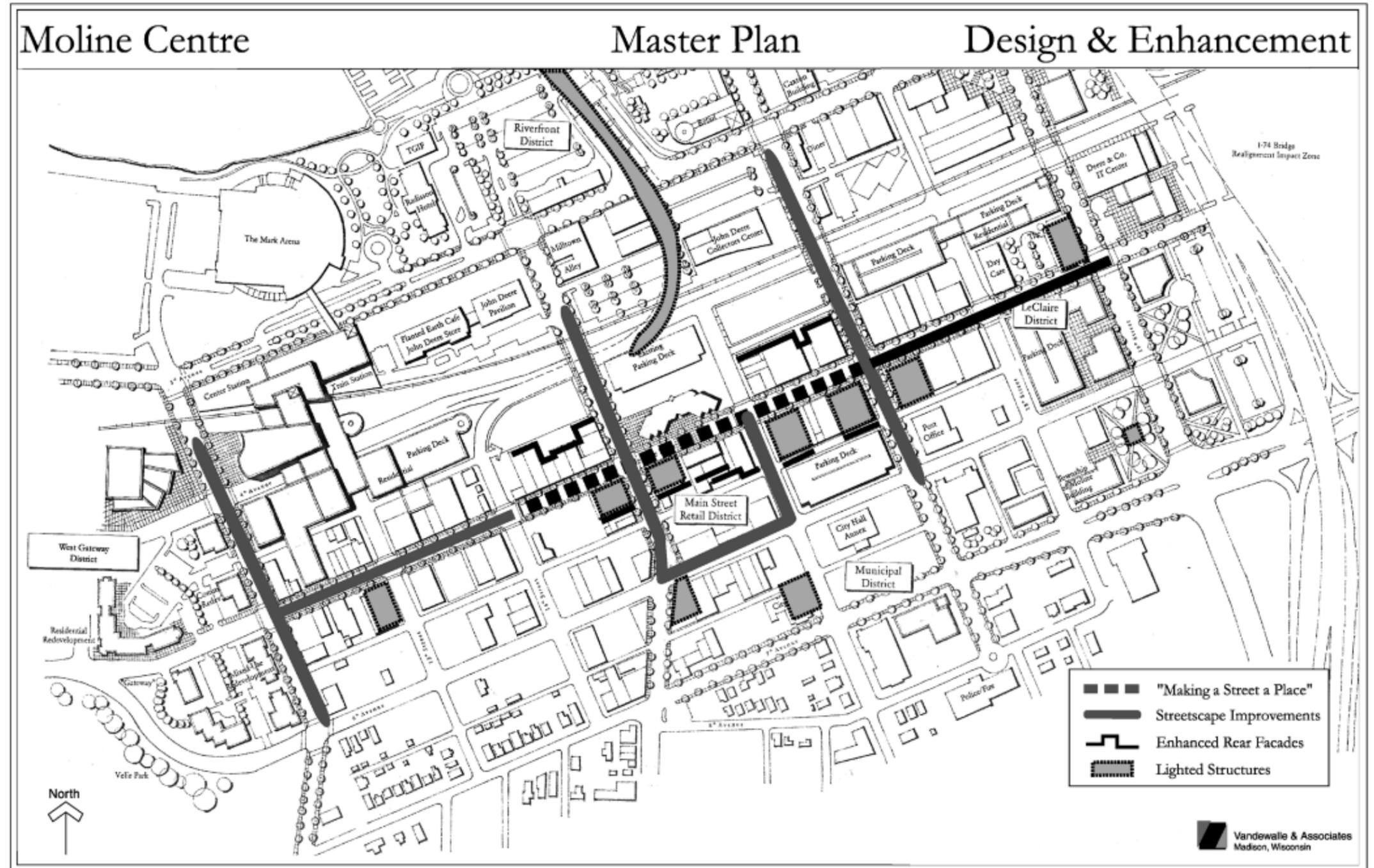


Design & Enhancements

The design and enhancement of Moline Centre is crucial to its success, considering future improvements will serve to inspire, to create places that support desired activities, and to restore pride through a renewed image of the central city. Once the desired placement of uses has been determined, design and enhancements reinforce the planning and economic concepts and priorities.

Implemented design enhancements affect the actual experience for those visiting, living, and working in Moline Centre. Coordinated and positive improvements can make visual connections, improve the aesthetic appearance, enhance special events, create vibrant and social places, generate a sense of pride, and improve the sense of safety.

Recommended enhancements include the improvement of rear facades, the selective lighting of structures, streetscape improvements, and “making a street a place.”



MAKING A STREET A PLACE

Many streets and sidewalk areas of today's Moline Centre lack activity and are visually monotonous or unattractive. Instead of being a vibrant activity area, they are a means for cars and people to get from place to place. Due to the lack of definition of "place," the street and sidewalk belong to no one.

However, there are examples of places where the street and sidewalk areas have become "places," which include: State Street in Madison, Wisconsin, and Broad Ripple Village in Indianapolis, Indiana. To create places within the streetscapes of Moline Centre means to fashion a setting for human activities, such as eating, shopping, people watching, exchanging ideas, meeting, relaxing, and obtaining services.

To increase activity and "make a street a place," implementation should include:

- Appropriate first-floor use mix
- Fitting streetscaping
- Building facade treatment
- Store practices and the management of street-level activities

FIRST-FLOOR USE MIX

The most important element in making a street a place is developing a use mix and density that creates a district-like atmosphere. A mix of restaurants, retail shops, and entertainment venues should be located in close proximity to encourage people to come to Moline Centre during the evening to go to dinner, meet friends for coffee, or go to local entertainment events. Businesses located within first-floor properties should have the ability to take their goods and services onto the sidewalk frontage to enliven the street.

STREETSCAPING

Well-designed streetscape areas include highly defined uses and added amenities. A planned streetscape should clearly separate active pedestrian uses from passive uses, such as dining, shopping, and "people watching." Add

pedestrian-scaled amenities, such as seating tables, and visual amenities, such as pedestrian-scaled lighting, sculpture, banners, clocks, or kiosks.

BUILDING FACADES

The storefront, upper facade, and signage of the buildings on the street provide the backdrop for "place" and generate the street's activity. Create an attractive backdrop by enhancing the architectural character of the facade by highlighting cornices, windows, and detailing, as well as uplighting the facade at night.

Encourage well-designed signage by balancing consistency (with the use of guidelines) and creating interest and character. Signs should convey store activity through simple and graphic techniques, be coordinated within a streetscape, and be externally lit.

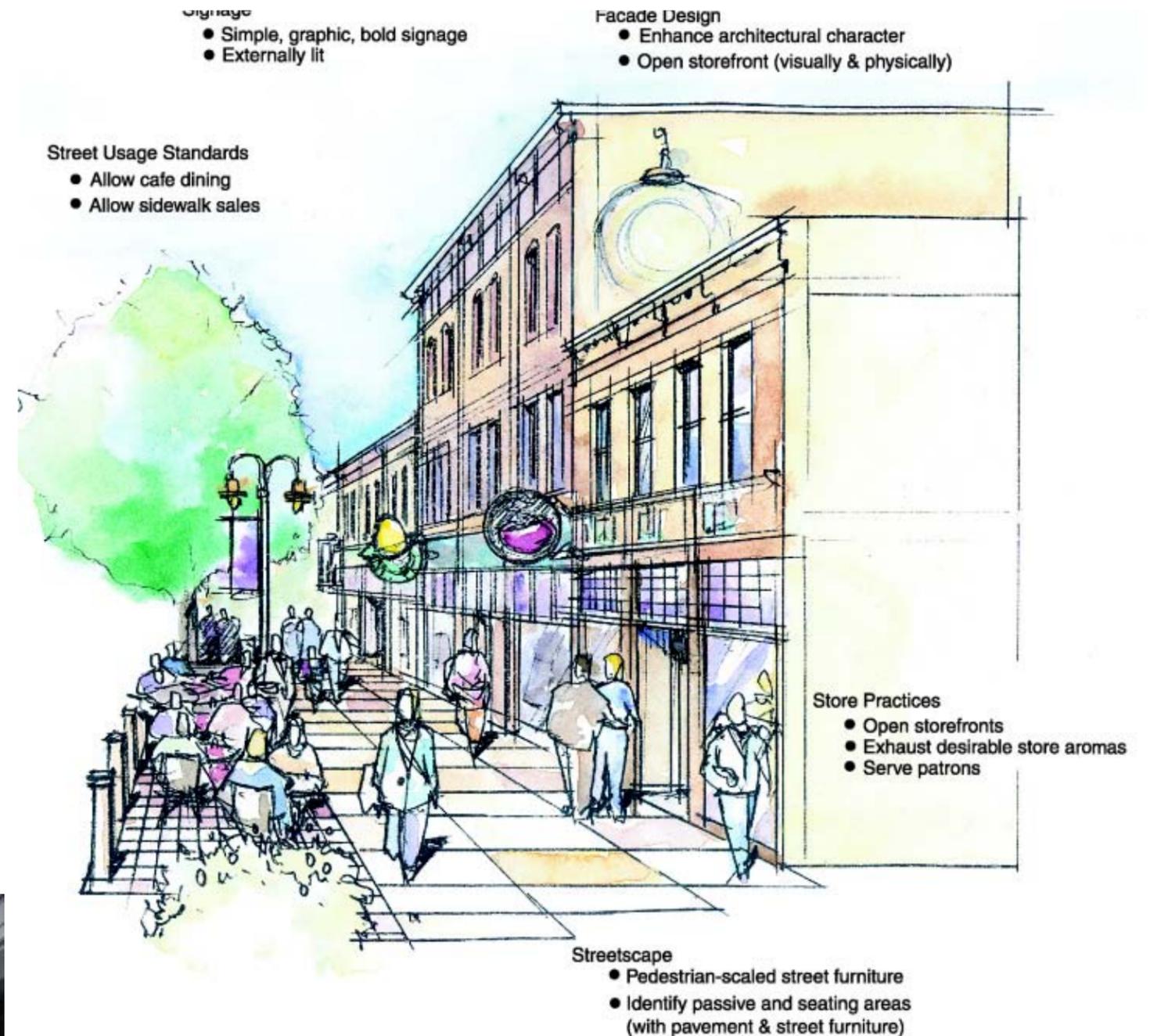
STORE PRACTICES & MANAGEMENT

Storefronts should provide visual interest for the passerby and window-shopping opportunities. They should be as open as possible to show inside activity and wares. Storefronts may physically open to connect with the street and allow for sidewalk sales of food, drink, and wares.

Storeowners should co-market and allow activity (and aromas, e.g., chocolate making) to spill out onto the sidewalk. Coordinated management of sidewalk areas could allow for cafe dining, sidewalk sales, coordinated physical improvements, and events as well as coordinated necessities, such as snow removal.



Existing 5th Avenue Streetscape



Making a Street a Place

© Vandewalle & Associates 2001

ENHANCED REAR FACADES

Past reconfiguration of streets and demolition of buildings have exposed numerous blocks of rear facades in Moline Centre, and several of these exposed blocks are particularly prominent, having a strong influence on the image and economic success of downtown Moline. Enhancing these rear facades is an opportunity to improve the visual quality of Moline Centre and viability of its businesses.

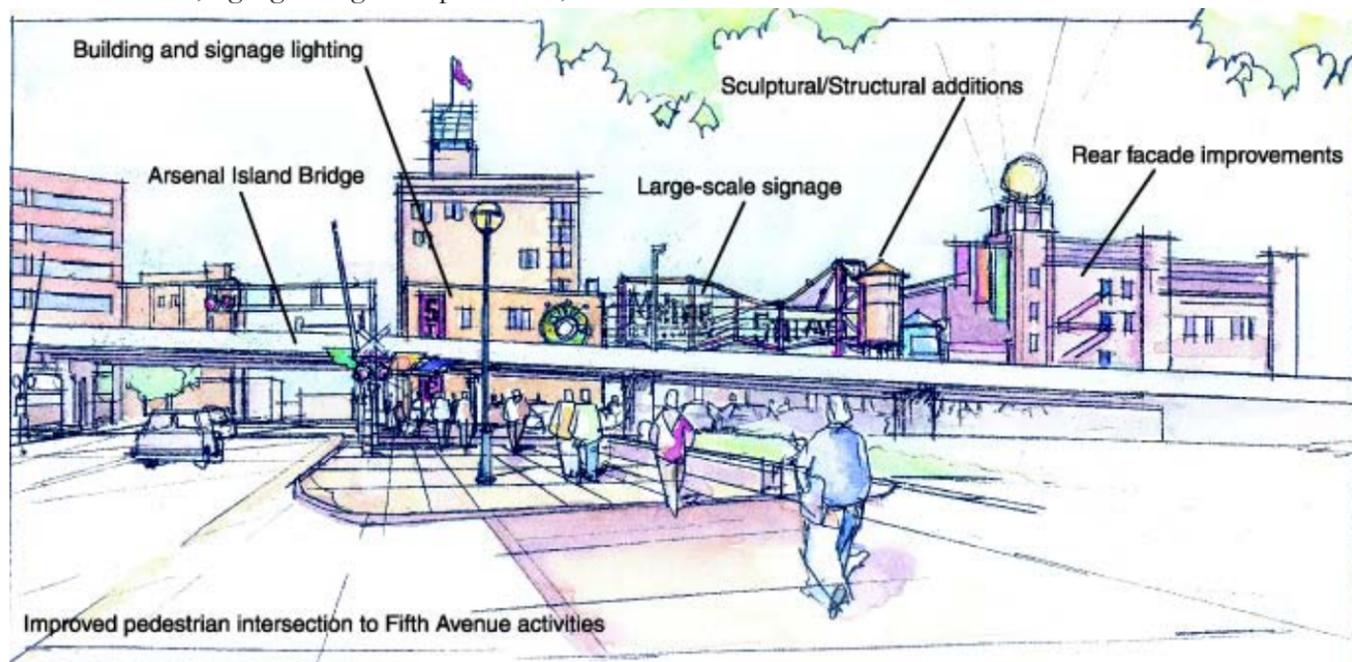
The strategy for enhancement includes improving appeal from a distance through highly visible architectural improvements and the creation of new places for business, entertainment, etc., where now one only sees alleys, service facilities, and poorly defined rear entries to businesses.

Highlight existing building features and unique characteristics (e.g., barley storage towers behind the brew pub) by adding complementary architectural elements and lighting. Improve rear entries to businesses by coordinating facade treatments, signage design and placement, covered

entryways, and improved pedestrian access. Coordinate improvements to the pedestrian alleys, such as pedestrian lighting, paving, and screening of service areas. Direct design themes and management practices (trash and snow removal, hours of operation, etc.) between businesses sharing the alleyway area.



Existing 5th Avenue Rear Facade



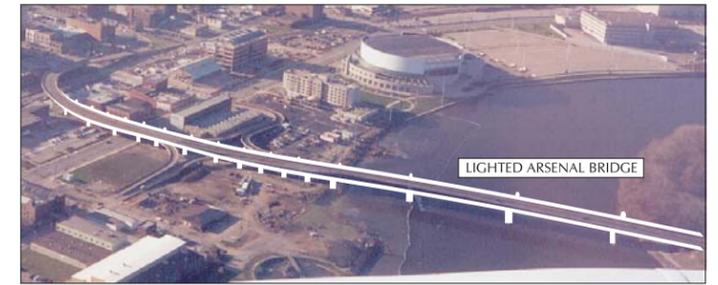
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View of 5th Avenue Rear Facades From 15th Street

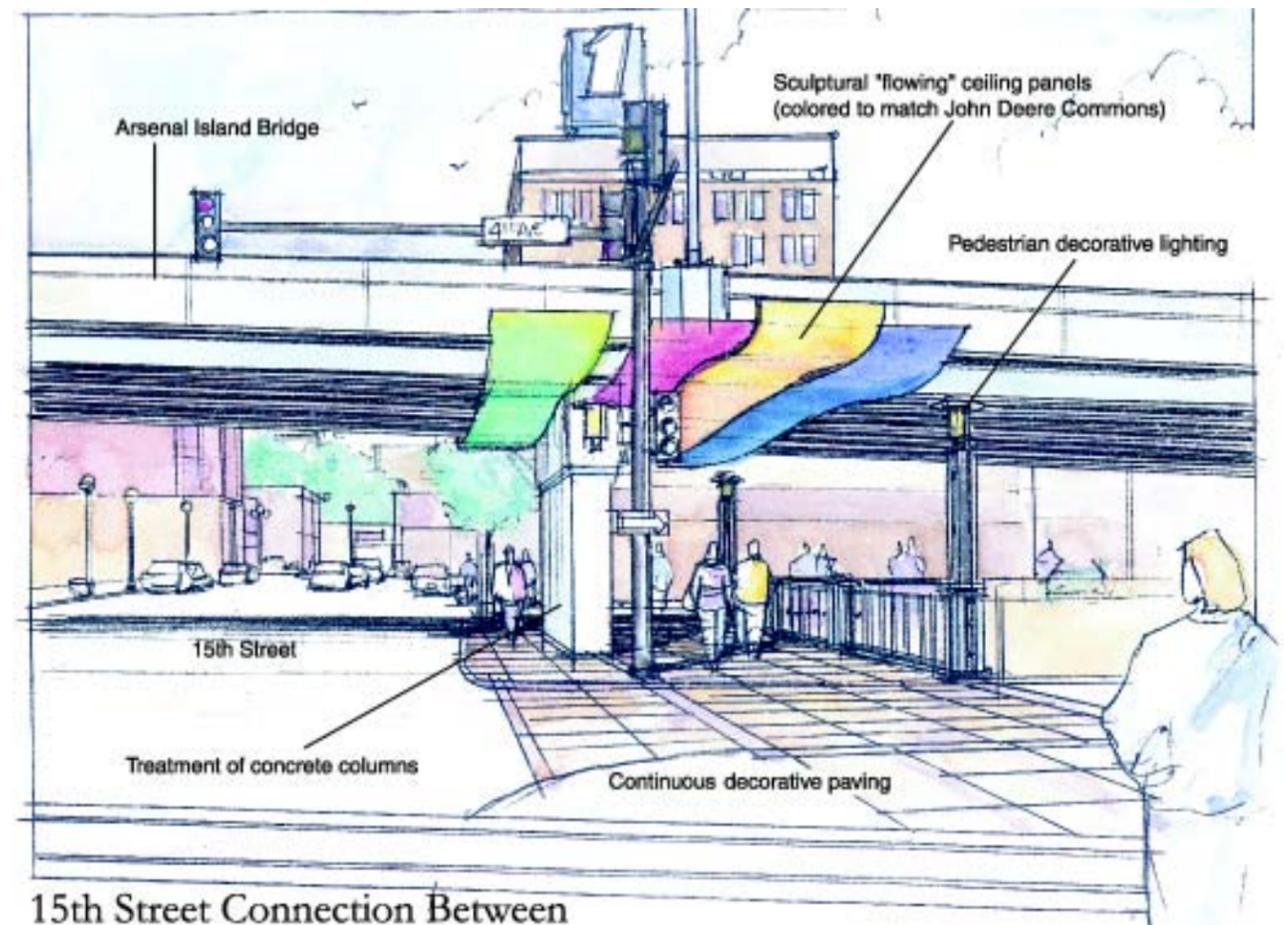
ARSENAL ISLAND BRIDGE ENHANCEMENTS

The Arsenal Island Bridge is a prominent feature of Moline Centre's riverfront. Making enhancements to the appearance of the bridge is an opportunity to add visual interest at night and create a dynamic backdrop for riverfront activities. Enhancement opportunities include locating decorative lighting on the bridge's concrete railings and uplighting the bridge structure.

Fixtures on the bridge should be decorative and coordinated with existing River Drive and/or Arsenal Island-related fixtures. The size of the fixtures should consider the large scale of the bridge. Uplighting should wash selected piers and beams with light.



A roundabout, to be located on the island between the bridge and the entry gate to Arsenal Island military facilities, is an opportunity to create a new, formal "gateway" into the facilities and to allow drivers who are not entering to easily return over the bridge. The area should include a vehicular roundabout adequate for large trucks servicing the island facilities, formal symbolic elements (e.g., flagpoles, statues) and landscaping.



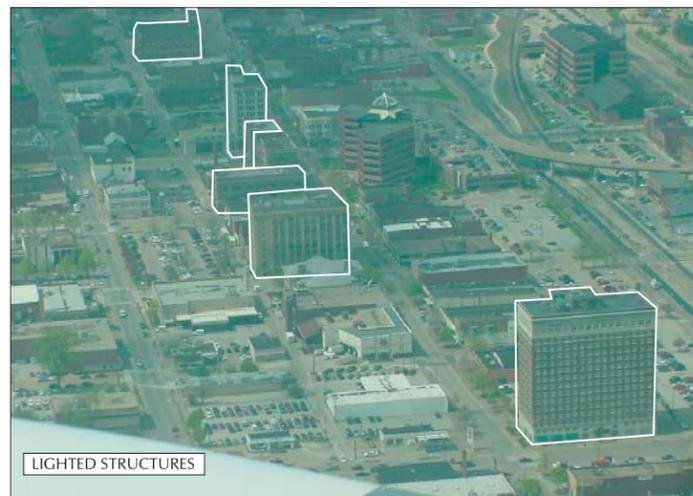
15th Street Connection Between the Riverfront and 5th Avenue

© Vandewalle & Associates 2001

LIGHTED STRUCTURES

The image of Moline Centre at night has an impact on community pride and the perceived activity in Moline's downtown. The selective lighting of numerous prominent buildings would create "skyline icons" and would be visible from up and down the river as well as neighboring riverfront communities. Specialized lighting can also highlight distinguishing architectural features visible at closer ranges. Implementation represents a relatively inexpensive investment with large returns.

Selected buildings include downtown landmarks such as the LeClaire Hotel, and/or structures with large returns (see illustration).



GENERAL DESIGN STANDARDS AND PRINCIPLES

The following general principles are applicable to Moline Centre and are intended to guide the architectural design of future rehabilitated and new structures that affect function, image, character, and visual appearance.

CONTEXT

The design of a new structure should be placed in the context of the history of Moline Centre and local culture, as well as the immediate neighborhood and architectural scale and character. Where little inspirational context exists, design should be inspired by the general character of downtown buildings and set a new precedent for its context. Siting of buildings should also respect existing context. New structures should:

- Reflect the building traditions of Moline Centre
- Enhance the existing character of their neighborhoods
- Contribute to the appropriate existing vertical and horizontal scale of the street
- Contribute to the (materials and color) harmony of the street's appearance

SITING

The location of a new structure on its site determines its relationship to the street and its neighbors. The siting of a new building should:

- Enhance the definition of the street
- Be conducive to pedestrian use
- Locate service and parking areas to a functional yet unobtrusive location

Scale

The scale of a building has an important influence on the character of a place. Recommendations for the scale of a new structure and its design elements should reflect the goals of the master plan and the desired character objectives for the districts.

The height and the width of architectural massing of buildings are the primary factors in determining the sense of scale of an area. Consistent vertical scale helps to establish a desired character and harmony of a district. Consistent width of new structures and their primary elements (horizontal scale) create the desired rhythm on the street.

Scale should be appropriate to the orientation of the street. Generally, in the center city, a pedestrian-oriented scale is desired. Avoid large footprint buildings and large-scale surface parking as well as "too small" buildings within blocks of denser development (e.g., a one-story building within the context of multi-story buildings). If a large footprint is unavoidable, the street facade should be divided or articulated in a manner which conveys the scale of a group of smaller buildings.

Form

Building form has a strong influence on the character of place and the urban spaces around it. The shape of the structure in plan and its roof form should reflect the desired character of place and compatibility with its neighbors.

Materials & Color

After scale and form, materials and color create the greatest impression and determine how a building will blend with its neighbors. Buildings that experience pedestrian contact should be constructed of smaller scaled materials, such as brick. Colors should be chosen from a palette that offers variety, yet exclude radical deviations.

Facade Treatment

Building facades should add to the vitality and pedestrian scale of the city center.

- Transparent facades, especially at street level, that expose activities to the street, should be encouraged.
- Opaque, unarticulated facades, especially at street level, should be discouraged.

Style & Character

Style and character of new structures do not need to be limited to the style of a single era. A mix of styles can reflect the evolution of Moline Centre and can be united by harmonious scale, use of materials, streetscape, and other design standards.

Additionally, new structures should be "urban" in character and avoid the large scale and character more appropriate for suburban locations. If a large footprint building is unavoidable, the street facade should be divided or articulated in a manner that conveys the scale of a group of buildings.

Craftsmanship

Stress quality craftsmanship in all construction. Quality craftsmanship creates an image of pride. A negative image can be created if low-quality materials are used or the project is poorly implemented.

Signage

One of the most important determinants of the visual character and coherency of Moline and the health of its commercial districts is signage. Consistent guidelines and design review should be applied to create material coherency and minimize excessive competition. Signage should be limited in its type, number, size, location, material, and illumination technique. The design of all signage types should be reviewed, including freestanding and wall-mounted signs.

Historic References

Moline Centre's history may offer design concepts which root the design in this place and create continuity of design. Draw on Moline Centre's history for references, such as the Mississippi River, agricultural machinery, and reference to Arsenal Island/military history.

References should be cast in today's economic and social context. Structures should not confuse the appearance of time by literally imitating historic design. New structures should be "contemporary" in design and complement adjacent historic structures.

Original Design Integrity

When renovating and rehabilitating structures, often the best guideline to follow is to work with the integrity of the original building design. Maintain original vertical and horizontal rhythms, proportions of design elements, treatment of upper and lower facades (storefronts), base and cornice treatments, etc.

Riverfront Frontage

Structures that are located on the riverfront should be sited and designed with this river exposure in mind. New structures should be integrated with proposed riverfront improvements, such as riverwalks, and orient active spaces and human-scaled facades toward the riverfront.

Gateway Corridors, Arterial Streets & Downtown Entries

As identified in the master plan, certain streets and intersections are particularly important in portraying the image of Moline Centre. These include arterial streets carrying arriving visitors and points on these corridors that are gateways to the downtown. Architectural design of these gateway corridors should meet higher standards and create continuity.

Focus Points

Sites at the end of street vistas, particularly those of major arterial streets, are much more visible than other sites. (Often community structures are placed here because of this prominence.) Design of these sites and structures should meet higher standards and should create a proper architectural terminus.

DISTRICTS & VISIONS

Concepts and ideas presented in the Opportunity Analysis and illustrated in the Master Plan have been broken down into a series of implementable activities and projects. The following pages describe the concept, existing conditions, and strategies for redevelopment on a district-by-district level. Implementation of many of the proposed projects can and should occur simultaneously. Task lists have been provided as immediate next steps that should be completed. See Implementation for further detail.

The study area has been broken down into five core and one adjacent implementation districts based on the outcome of the opportunity analysis. These districts have been delineated, as a method of focusing on recommendations that should be undertaken to improve the economic environment in each individual district.

The Master Plan Update focuses on the redevelopment of five core districts and two adjacent districts, which include:

- West Gateway District
- Main Street Retail District
- Municipal District
- LeClaire Web Support District
- Riverfront District

Adjacent Districts

- Mixed-Use District
- Riverside Park Redevelopment District

WEST GATEWAY DISTRICT

12TH STREET HOUSING

12th Street Improvements
Assisted Living Housing

MARKET RATE HOUSING & MIXED-USE DEVELOPMENT

Velie Park Enhancements & Gateway Park Development

CENTRE STATION REDEVELOPMENT ZONE

Centre Station: New Rapid Transit Station & Training Center Facilities
Hotel & Meeting Facilities
Office Building Development
Housing: New Housing, High-rise & Loft Apartment
Adaptive Reuse

COMMUNITY CENTER & MARKET PLACE DEVELOPMENT

Community Recreation Center
Marketplace Plaza

MAIN STREET RETAIL DISTRICT

MAIN STREET PROGRAM

Rear Facade Advertising
Loft Apartments-Adaptive Reuse and Rehabilitation
Heritage Plaza
6th Avenue: Two-way Traffic
Parking
Connecting to the John Deere Commons

MUNICIPAL DISTRICT

CREATING A MUNICIPAL CAMPUS IDENTITY

Streetscaping & Wayfinding Improvements
Super Block Redevelopment
Enhancements to the Historic City Hall
Downtown Library Facilities
Reuse of Historic Library Building
17th Street Improvements- “The Great Civic Street”

LECLAIRE WEB SUPPORT DISTRICT

WEB SUPPORT CAMPUS

DEERE & COMPANY’S IT CENTER

LECLAIRE BLOCK REDEVELOPMENT

The Former LeClaire Hotel
Proposed Daycare Center
New Urban Housing with Structured Parking

PARK, STREETScape, AND GATEWAY ENHANCEMENTS

RIVERFRONT DISTRICT

THE JOHN DEERE COMMONS

Bass Street Landing

CAXTON BLOCK

Water Treatment Facility
Marina & Waterfront Use

MIXED-USE DISTRICT

RIVERSIDE PARK REDEVELOPMENT DISTRICT

RIVERSIDE PARK EXPANSION

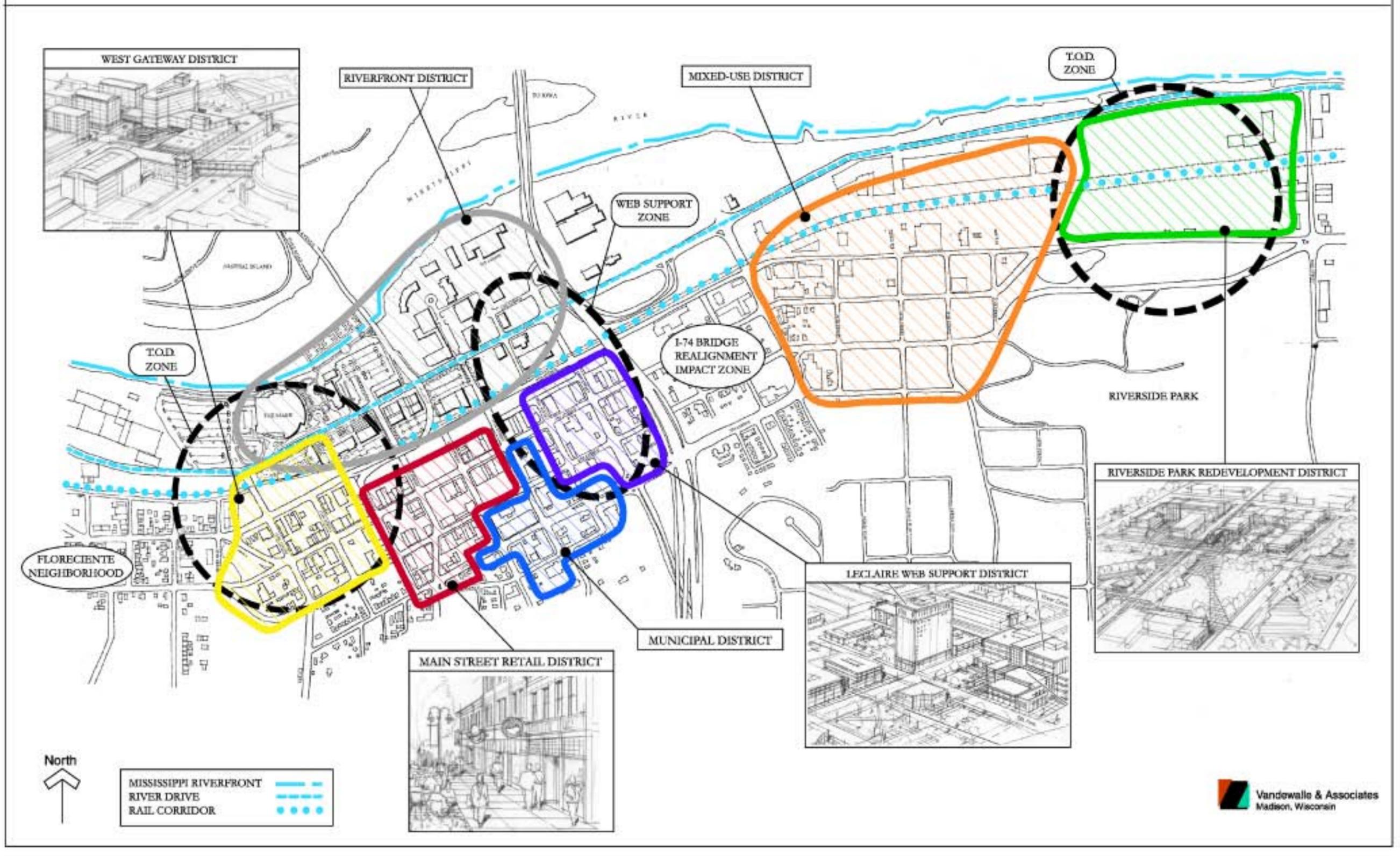
FUTURE RAPID TRANSIT STOP

TRANSIT-ORIENTED DEVELOPMENT

Moline Centre

Master Plan

Districts



STRATEGIES

Strategies for the West Gateway District include:

- Centre Station Redevelopment Zone
 - Centre Station New Rapid Transit System and Training Center Facilities
 - Hotel and Meeting Facilities
 - Office Building Development
 - Housing Infill and Adaptive Reuse
- 12th Street Housing Zone
 - 12th Street Improvements
 - Assisted Living Housing
 - Market-Rate Housing and Mixed-Use Development
 - Velie Park Enhancements and Gateway Park Redevelopment

- Community Center and Marketplace Development
 - Community Recreation Center
 - Marketplace Plaza

CENTRE STATION REDEVELOPMENT ZONE

Centre Station New Rapid Transit Station & Training Center Facilities 2 4

Centre Station in John Deere Commons is a mixed-use mass transit hub constructed in 1999. Centre Station was sited along the railroad tracks that run through the metropolitan area serving the riverfront corridors. The plan for Centre Station includes rail service. It is currently being studied as a potential Amtrak rail station and the central station for a rapid transit commuter system.

Studies that are currently underway are prerequisites to submitting an application for rapid transit funding in the

2003 federal transportation budget. As a part of Centre Station's expansion to include higher density development there are several potential land use options for future planning.

Hotel & Meeting Facilities

The conceptual drawing identifies the potential of placing a training facility above the existing parking deck. Training facilities used in cooperation with The MARK should be planned for both The MARK site and the option above the existing parking garage. This development of facilities will be market driven and as the City expands there likely will be a continued demand for convention, meeting, training, and hospitality facilities.

The conceptual drawing also suggests a potential, alternate hotel site that could be connected by skywalk to The

MARK. More hotel rooms will be required in the immediate vicinity of The MARK when The MARK expands its convention facilities. Once commuter rail passenger service is developed, this will be an ideal location providing guest and visitors access to the other regional downtowns.

Office Building Development

Proximity of the transit center decreases the number of parking stalls that will need to be allocated for compact office development in the downtown area. The conceptual drawing defines the opportunity to construct significant new office space on lands that have been previously identified for major redevelopment. The scale of office development depicted will not likely be feasible until a commuter rail service exists. An interim plan for these high-density, transit-oriented building sites should be surface parking. The City should over time assemble the redevelopment sites identified in the master plan as they become available. Until the train comes, these sites will provide surface parking to The MARK and 12th Street redevelopment.



Character of Proposed 12th Street Housing

Urban Housing Infill and Adaptive Reuse 15

As in the Main Street District, a primary focus should be the rehabilitation and adaptive reuse of loft apartments. Increasing the housing density is not only key to reinvigorating 5th Avenue economics, but bringing rapid transit to the Quad Cities.

The Centre Station Redevelopment Zone is a key part of the West Gateway District. Residential development that is planned will be pedestrian to the transit center. This will increase the livability and density options for the entire West Gateway District.

12TH STREET HOUSING ZONE

12th Street Improvements 13 8

The Master Plan calls for the reconfiguration of the entry into the downtown at 5th Avenue. The former bus transfer site is proposed for assisted living. The areas around this site should be targeted for residential new construction infill. The intersection of 12th Street and 5th Avenue should be significantly enhanced with streetscape lighting and wayfinding signage extending to 14th Street. As much as possible, first floor retail/commercial should be encouraged with businesses that complement and serve the new residential neighborhood being created.



Existing Centre Station Area

Assisted Living Housing 10 12

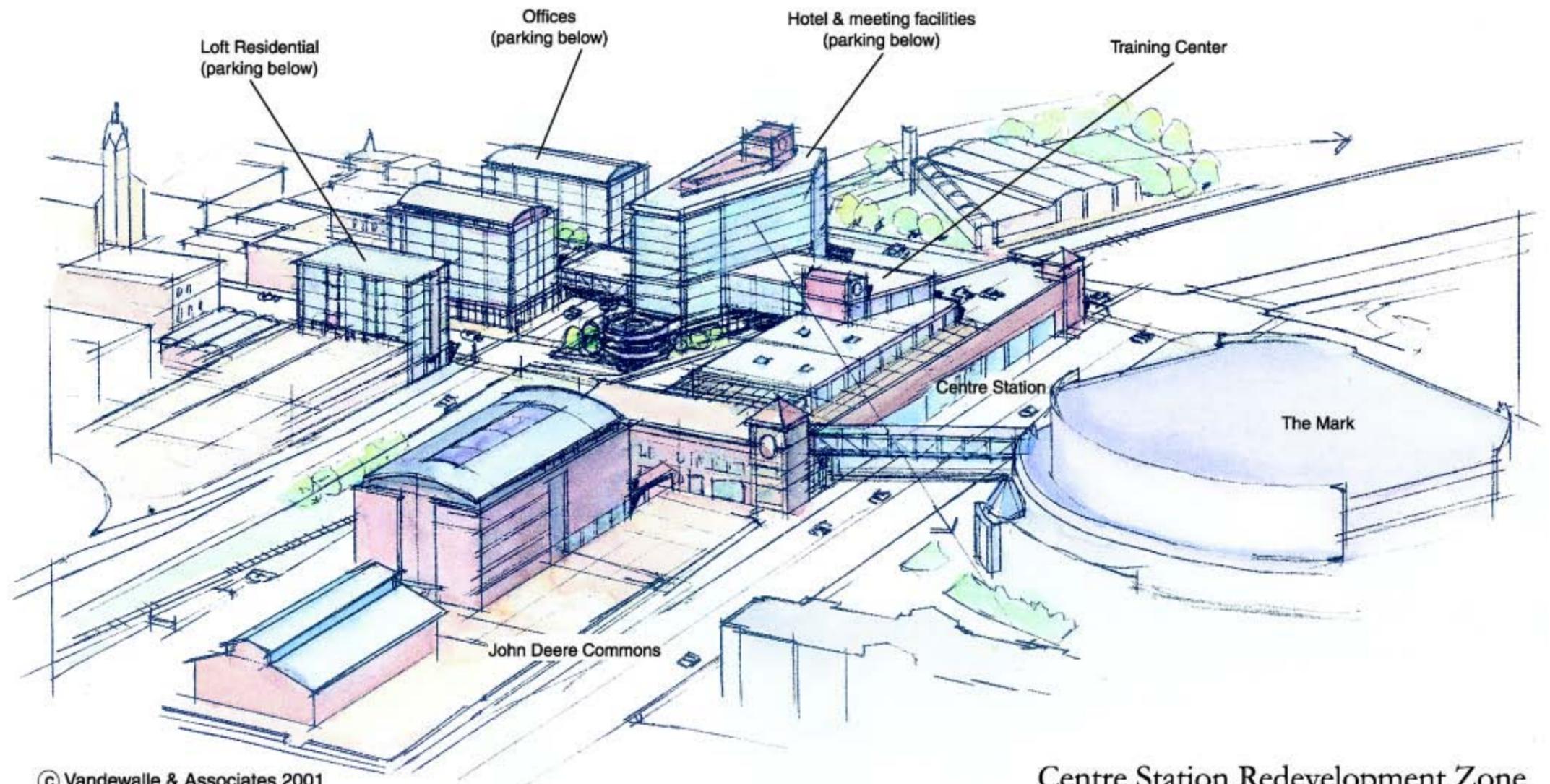
Assisted living is a long-term care alternative for seniors who need more assistance than is available in a retirement community, but who do not require the medical and nursing care provided in a nursing facility. Residents in assisted living housing are still active members of the community. Businesses along 5th Avenue and within the proposed Centre Station Redevelopment Zone will give residents access to restaurants, convenience stores, pharmacies, and retail shops within walking distance of their homes. Additionally, the nearness of Centre Station lends

mobility for residents with access to current bus service and, in the future, access to the regional rapid transit system.

Located at the triangular parcel formed by 4th Avenue, 12th Street, and 5th Avenue Place is MetroLINK's former bus transfer site. A developer that specializes in assisted living housing should be recruited to this site. To make this a more appealing redevelopment site, the leg of 5th Avenue that currently connects 5th Avenue to 4th Avenue should be vacated.

Market Rate Housing & Mixed-Use Development 11

A diversity of housing opportunities needs to be provided to take advantage of different housing markets. With the senior assisted living project, there should be market opportunities for senior housing in adjacent blocks. This type of housing should be geared to seniors who can afford independent living in an urban neighborhood. This would be an example of market-rate housing mixed with subsidized housing within the same neighborhood. The same concept of meeting mixed markets applies to loft conversion projects and other sites recom-



Centre Station Redevelopment Zone

mended for urban housing infill. A variety of rent structures and condominium pricing will create a more “livable place” and will allow for a much faster rate of development absorption. The faster this urban living zone can be created, the more opportunity there is for sustaining and expanding 5th Avenue commercial and business. Wherever possible, retail and commercial development should occupy the first floors. Retail uses that support residential living, such as coffee shop, daycare, grocery, drycleaner, and similar uses that would benefit from the pedestrian resident should be encouraged.

Velie Park Enhancements & Gateway Park Development 14 6

Velie Park is an important asset to the development of market rate and assisted living housing within the West Gateway District. As proposed, new housing would face the park. A master plan should be undertaken to ensure adequate recreational opportunities, including the expansion of the park east of 12th Street. Velie Park should be extended beyond 6th Avenue to create a gateway feature at the corner of 5th and 6th Avenues. This gateway is a critical entrance to Moline Centre from Rock Island.



Marketplace

COMMUNITY CENTER & MARKETPLACE DEVELOPMENT 9

This Community Center and Marketplace development should serve as a transition between downtown activities and the Floreciente neighborhood while taking advantage of the site’s economic potential due to its proximity to The MARK and the future rapid transit station.

Community Recreation Center

An indoor soccer field, a gymnasium, a workout room, an art and crafts room, a community meeting space, and a childcare facility could be incorporated into a Moline Centre community recreation facility. The City should coordinate with the Floreciente neighborhood and nonprofits in the area, such as the Red Cross and the Boys and Girls Club, to determine activities that would draw people to this facility. Funding for the recreation center should be sought from the U.S. Department of housing and Urban Development (HUD) as well as other state and federal agencies. Because of this site’s proximate location to Centre Station, it offers access to people from throughout Moline and the Quad Cities.



Community Center

Marketplace Plaza

The design of the Marketplace Plaza should reflect the heritage of the abutting Floreciente neighborhood. Storefronts should be constructed in conjunction with the community recreation center that would provide affordable retail and restaurant space for those within the

community to open a new or expand an existing business. In warmer months, an outdoor “mercado” or market should be set up with vendors selling foods and crafts to take advantage of the foot traffic from The MARK and John Deere Commons.

DESIGN STANDARD RECOMMENDATIONS

EXISTING CHARACTER

The existing design character of the West Gateway District is diverse. Primarily a zone in transition, the district includes single-family residences, commercial buildings, a large warehouse, and numerous vacant sites. Many of the commercial buildings at the head of 5th Avenue date to the 19th century.

DESIGN STRATEGY

The design strategy is to create a pedestrian-scaled mixed-use area and a symbolic west entry to Moline Centre. Mixed commercial and residential buildings are proposed along 12th Street with coordinated residential developments proposed for the blocks west of 12th Street. All structures should be two to four stories in height and with minimal setbacks. Pedestrian streetscape improvements tie these developments together.

DESIGN PRINCIPLES

Commonly accepted transit-supportive designs often include the following types of treatments:

- Continuous and direct physical linkages between major activity centers; siting of buildings and complementary uses to minimize distance to transit stops.
- Streetwalls of ground-floor retail and varied building heights, textures, and facades that enhance the walking experience; siting commercial buildings near the edge of sidewalks.
- Integration of major commercial centers with the transit facility, including air rights development.
- Grid-like street patterns that allow many origins and destinations to be connected by foot; avoiding cul-de-sacs, serpentine streets, and other curvilinear

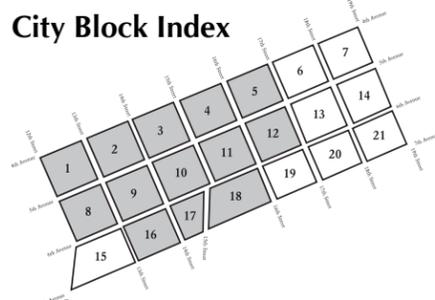
alignments that create circuitous walks and force buses to meander or retrace their paths; direct sight lines to transit stops.

- Minimizing off-street parking supplies; where land costs are high, tucking parking under buildings or placing it in peripheral structures; in other cases, siting parking at the rear of buildings instead of in front.
- Providing such pedestrian amenities as attractive landscaping, continuous and paved sidewalks, street furniture, urban art, screening of parking, building overhangs and weather protection, and safe street crossing.
- Convenient siting of transit shelters, benches, and route information.
- Creating public open spaces and pedestrian plazas that are convenient to transit.

Task Name	West Gateway District
Centre Station Redevelopment Zone	
	Coordinate with the Metrolink balanced growth project.
	Cooperate in obtaining state and federal funding for next engineering and design phase of study.
	Begin conceptual design of the rail station at Centre Station that would accommodate both high speed and commuter rail.
	Guide interested developers toward the vision discussed in the Moline Centre Master Plan Update.
12th Street Housing	
	Continue to pursue development of assisted living housing.
	Develop a Velie Park master plan.
Community Center/Market Place	
	Investigate potential federal, state, and local funds.
	Meet with nonprofits (e.g., Red Cross and Boys & Girls Club).
	Work with neighborhood groups to determine preferred programming.

Main Street Retail District

City Block Index



- | | |
|--|---|
| 15 Urban Housing Infill and Adaptive Reuse | 24 Rail Corridor Visual Enhancement |
| 16 Building Facade Enhancement and Lighting (15th Street Terminus) | 25 Rear Facade Improvements |
| 17 Improved Parking Lot Access | 26 Street Placemaking |
| 18 Main Street Retail District Visitor Connector | 27 Two-way Traffic Study (6th Avenue) |
| 19 Master Plan Improvements to Church Block | 28 Adaptive Reuse One-half Block |
| 20 Pedestrian Gateway to Main Street Retail District | 29 Proposed Parking Structure (Phase 1) |
| 21 Planned Pedestrian Rail Crossing | |
| 22 Potential Super Block Redevelopment | |
| 23 Proposed Main Street Retail District Events Plaza | |

(Note: Numbers 19, 21, 24, and 28 are not discussed in the text of this section.)



Active 5th Avenue Circa 1920s



Active 5th Avenue Circa 1960

DISTRICT CONCEPT

Unique retail and services, upper-floor loft apartments, and a renewed sense of place will help drive the economic redevelopment of the Main Street Retail District.

Through the implementation of this plan, the district should regain the vitality that was lost with the economic decline that started in the 1960s. By increasing the downtown workforce and residential base, more people will want and need to use the services provided within this district. Creating a visual link along the 15th Street corridor and reducing barriers along this street to the John Deere Commons will help to draw people from the visitor destinations to this district.

EXISTING CONDITIONS

The Main Street Retail District has a variable degree of active and inactive storefronts, with active storefronts housing a wide-variety of service- and retail-oriented businesses. Several blocks of intact historic building stock remain, showing varying degrees of preservation and maintenance. Lacking any prominent architectural features, Block 6 demonstrates a high redevelopment potential.

STRATEGIES

Strategies for the Main Street Retail District include:

- Work to become an official Illinois Main Street through the Department of Commerce and Community Affairs (DCCA)
- Develop a rear facade advertising program
- Reinvigorate downtown housing options through the development of upper-story loft apartments.
- Create the Heritage Plaza
- Reestablish two-way traffic on 6th Avenue
- Implement a City Parking Management Zone and construct decked parking



“Place Making” on 5th Avenue

MAIN STREET PROGRAM 26

The DCCA sponsors a statewide Main Street Program that assists cities and organizations build a foundation for Main Street improvements. Illinois’ Main Street Program follows the ten National Main Street criteria determined by the National Historic Trust to enter communities in the program, which include:²

- Broad-based community support for the downtown revitalization process, with strong support from both the public and private sectors
- Vision and mission statements
- Comprehensive Main Street work plan
- Historic preservation ethic
- Active board of directors and committees
- Adequate operating budget
- Paid, professional program manager
- Ongoing training for staff and volunteers
- Reporting of key statistics
- Current member of the National Main Street Network
- Develop common business hours and marketing

² Taken from the *Criteria of Recognition* produced by the Illinois Department of Commerce and Community Affairs.

The City of Moline and the Moline Center Development Corporation should work cooperatively to hire a main street or downtown manager whose sole responsibility would be the development and marketing of this district. (As shown above, this is a precursor to becoming an official Illinois Main Street.) The Main Street Retail District needs to function in the same mode as a shopping mall, with stores having similar hours and joint marketing events. A manager would oversee the implementation of these activities.



Renovation Opportunities

REAR FACADE ADVERTISING 25

Retailer and restaurants located in buildings along Blocks 3, 5, 9, 10, and 11 that face 5th Avenue have the opportunity to advertise their business on the highly visible rear facade of their buildings. Due to the configuration of paved parking lots in the John Deere Commons and along the 15th Street and 6th Avenue corridors, backs of many buildings are visible to pedestrian and car traffic. Enhancements to the backs of these buildings should be made that advertise the retail district located in this area. (See Design & Enhancement Section for further details.)

LOFT APARTMENTS—ADAPTIVE REUSE AND REHABILITATION 15

To increase density and provide a diversity of downtown housing options, Main Street Retail District property owners and developers should convert upper building



Loft Apartments

floors to loft apartments. Increasing the downtown resident base creates a greater demand for centrally located retail and service businesses. This upward demand will reinvigorate 5th and 6th Avenue storefronts.

There is a group of readily identifiable urban residential developers, both local and regional, who can implement residential adaptive reuse and infill housing projects. A market opportunity exists within the Quad Cities for this type of housing, and developers can and should be recruited to jumpstart the process.

HERITAGE PLAZA 23

Between 14th and 17th Streets, 5th Avenue should become an urban plaza and used as a space for sidewalk cafes, open-air eateries, and people watching. Sandwich boards, kiosks, and benches should be scattered throughout the area to create a unique, visually active environment. Additionally, the large amount of frontage space left by the Heritage Place office building is an ideal location for

an active plaza space with vendors, seating, an outdoor sculpture, and public art. Special provisions should be instituted that allow businesses within certain areas to have outdoor seating without the high insurance coverage that is currently required by the city. Beyond these three blocks, on-street parking should be returned to 5th Avenue to provide additional visitor parking spots.

6th AVENUE—TWO-WAY TRAFFIC 27

The system of paired one-way streets that runs through Moline Centre needs to be restored to two-way traffic. One-way streets hurt the economics of a retail district due to increased speed, inability to cross several lanes of traffic, and inability to find the destination. 6th Avenue businesses will continue to feel the detrimental effects of one-way traffic until two-way traffic is reintroduced. A study should be conducted with the Illinois Department of Transportation to determine the feasibility of reinstating two-way traffic on 6th Avenue.

PARKING 17 22 29

A parking management zone should be instituted on the primary parking lots and structure parking within the Main Street Retail District (as described in Parking), which would include coordinated parking at the Heritage Building deck, improved signage, and City regulation. A new entrance into City Lot U at 14th Street should be added to increase accessibility to this lot.

In order to increase customer parking and facilitate reuse of upper building floors, a parking structure should be constructed on what is now City Lot P. The construction of this ramp should be the highest priority. An additional ramp should be constructed on the northern half of Block 6 as part of a mixed-use development that integrates with the main street location.

CONNECTING TO THE JOHN DEERE COMMONS 18 20 16

The Arsenal Island Bridge ramp and railroad corridor acts as a visual and economic barrier between the John Deere Commons and the Main Street Retail District. To bring tourist foot-traffic down 15th Street to 5th and 6th Avenues, the following recommendations should be implemented:

- Develop a rear facade program that encourages building owners to enhance the appearance of their buildings that are viewable from the John Deere Commons and 15th Street.
- Diminish the barrier effect of the bridge ramp and railroad corridor by creating an inviting entrance into 5th Avenue. This entrance needs to transition visitors from the John Deere Commons to 5th Avenue.
- Create a lighting enhancement program to highlight architectural features of historic buildings at night, beginning with the former Montgomery Wards building (now Hudson Flooring) at the corner of 6th Avenue and 15th Street. At night, this building draws one’s eye beyond the bridge ramp down 15th Street to 5th and 6th Avenues.
- Enhance and maintain inviting streetscaping along 15th Street between River Drive and 7th Avenue, which will create a visual link between the John Deere Commons and the Main Street Retail District.

DESIGN STANDARD RECOMMENDATIONS

EXISTING CHARACTER

The Main Street District is in the heart of Moline Centre and is the location of some of the City’s oldest buildings, most densely developed urban blocks, and the downtown’s primary retail area with its traditional commercial blocks.

DESIGN STRATEGY

The Main Street Retail District should build on its historic building stock, maintain high-density development patterns, and enhance entry and retail corridors. This can be achieved through historic preservation efforts, creative new urban architecture, and parking lot and streetscape enhancements.

DESIGN PRINCIPLES

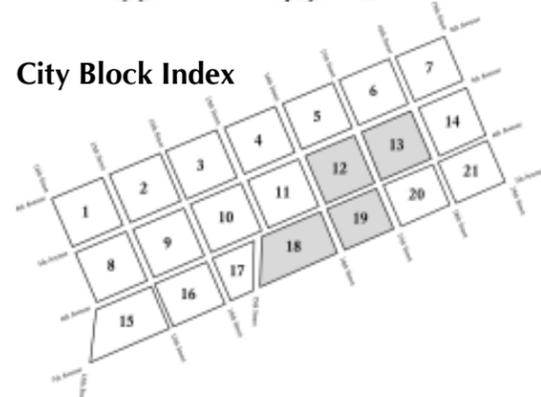
- Preserve intact historic blocks
- Maintain the integrity of historic block facades
- New building design should complement historic character
- Encourage definition of streets by matching existing setbacks
- Enhance existing rear façades viewable from the John Deere Commons and the Municipal District
- Require quality facade design
- Require parking lot enhancement/screening
- Street-level uses should conceal parking structures

Task Name	Main Street Retail District
	Work to become an official Illinois Main Street.
Loft Apartment Conversion	Recruit developers to begin loft apartment adaptive reuse.
"Making a Street a Place"	Work with business to begin rear facade improvements.
	Develop a lighting enhancement program.
	Organize & attend 5th Avenue facade improvement workshop.
	Develop outdoor dining and vending ordinance.
15th Street Improvements	Entrance from John Deere Commons to the Main Street Retail District.
6th Avenue Two-way Traffic Study	

Municipal District



City Block Index



- 29 Proposed Parking Structure (Phase 1)
- 30 “Great Civic Street” (17th Street)
- 31 Library Reuse
- 32 Municipal Expansion
- 33 Potential Super Block Redevelopment
- 34 City Hall Historic Building Enhancements
- 35 Planned Entryway and Civic Pride Enhancements

(Note: # 29 is not discussed in this section)



Existing Municipal District

DISTRICT CONCEPT

The Municipal District in Moline Centre will be an exemplary demonstration of civic pride through the development of a cohesive campus-like environment that has a welcoming streetscape and design. 17th Street will serve as a civic link between the Municipal District and the public open space along the Mississippi River at Bass Street Landing.

EXISTING CONDITIONS

Because the City Hall, City Annex, Emergency Services Building, county court facilities, post office, and public library are all located within this district, people from throughout Moline are drawn to this area. Today, this area is lacking in identity and character and is completely utilitarian in appearance and function with the historic City Hall and library serving as architectural highlights.

STRATEGIES

- Create an identifiable municipal campus through the development of a landscape and lighting theme as well as campus signage
- Enhance the historic City Hall
- Maintain a downtown library facility
- Reuse of the historic downtown library
- Connect the Municipal District to Bass Street Landing by creating the “Great Civic Street” along 17th Avenue
- Potential municipal expansion

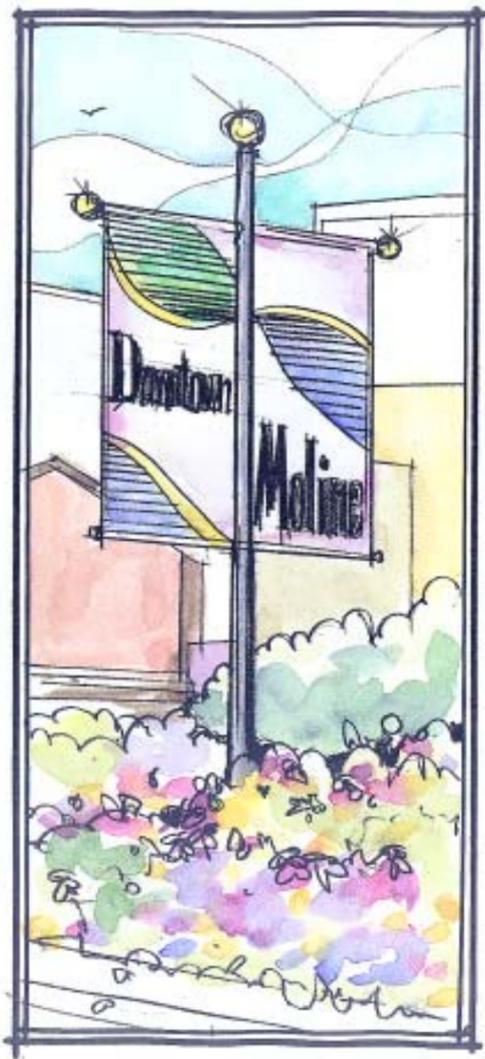


Existing Public Library

CREATING A MUNICIPAL CAMPUS IDENTITY 35

Streetscaping & Wayfinding Improvements

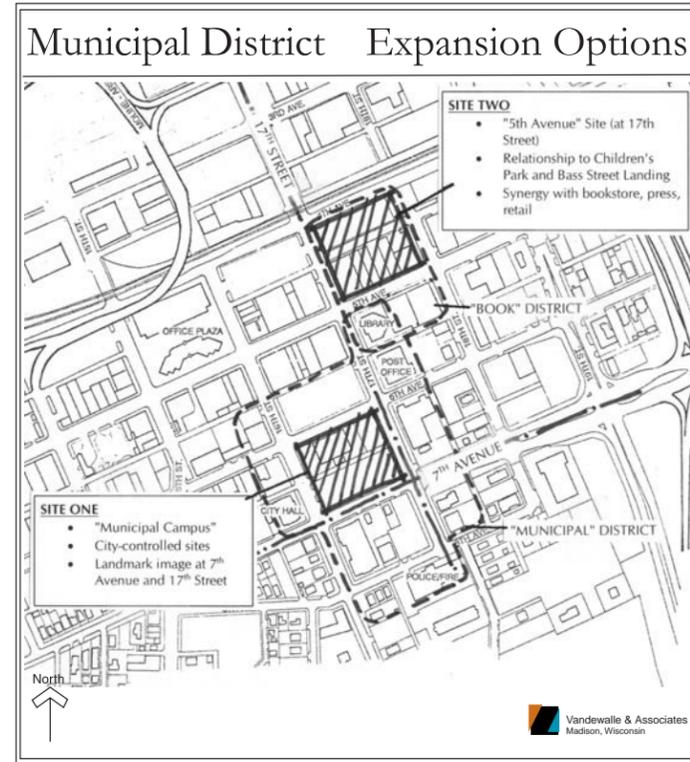
The City should enhance the civic presence and role of the district through streetscaping and wayfinding improvements. Streetscaping features in this district will serve the dual purpose of an entrance feature from the 7th Avenue gateway and begin to tie the Municipal District together. Wayfinding signage should be strategically placed to provide easy access to City Hall, the Annex, the Fire and Safety Building, the post office, the library, and visitor parking. Once a streetscaping theme is identified, it should be used consistently throughout the district.



Moline Centre Pride

Super Block Redevelopment 33

A municipal square or urban open space should be created as part of a super block redevelopment project on Block 19. Treatment of new building facades should respect the fact that they all face the urban open space.



Enhancements to the Historic City Hall 34

Key architectural features of the City Hall building should be restored and lighted.

DOWNTOWN LIBRARY FACILITIES 31

Today, libraries are not only a repository for books but help to bridge the digital divide by providing computer and technology access to people who may otherwise not have exposure to rapidly changing technologies. Residents living in Moline Centre or the adjacent neighbor-

hoods should have access to a public library. Recently, the library board commissioned a library needs study, which recommended the construction of an up-to-date library and closing the now inadequate downtown branch. With the amount of renovated and new housing anticipated to add vibrancy and activity to the area, the City should encourage the continued presence of a downtown public library.

REUSE OF HISTORIC LIBRARY BUILDING 31

The historic downtown public library, built in part with a grant from Andrew Carnegie, has brought community members to downtown Moline for nearly 100 years. A tenant should be sought that is willing to adapt the building for a new use that will continue to draw people to this area.

17TH STREET IMPROVEMENTS—“THE GREAT CIVIC STREET” 30

17th Street should serve as the “civic spine,” connecting the Municipal District with the community greenspace along the riverfront at the Bass Street Landing development. Streetscaping should tie these two districts together.

POTENTIAL MUNICIPAL EXPANSION 32

Future City expansion needs, such as police and fire relocation and/or City office space, could be met at the southwest corner of 7th Avenue and 17th Street. This is a prominent corner that faces the Super Block redevelopment site.

DESIGN STANDARD RECOMMENDATIONS

EXISTING CHARACTER

Currently, the Municipal District lacks a sense of identity within Moline Centre. The primary architectural features include the City Hall, the library, and to a lesser extent, the post office and former YMCA building.

DESIGN STRATEGY

The design strategy for the Municipal District is to create a cohesive and attractive campus that integrates this district with surrounding districts through a coordinated public space and streetscape system.

DESIGN PRINCIPLES

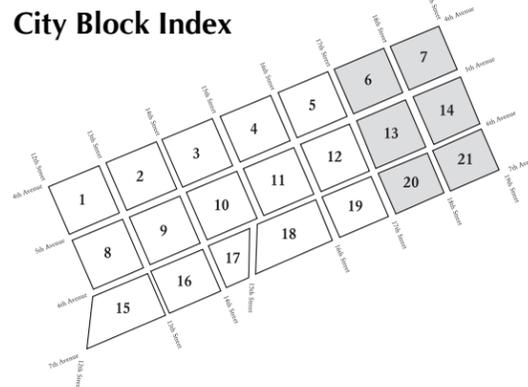
- Establish a standard for high quality “public architecture” to set the district’s “design tone”
- Emphasize streetscaping as a means to integrate the campus and create a cohesive identity
- Locate and design service areas to minimize the negative visual impacts to streets
- Require parking lot enhancements and promote shared parking
- Require treatment of parking deck “facades”

Task Name	Municipal District
Civic Campus	
	Develop detailed master plan for district.
	Conduct a City space needs assessment.
	Determine county, state, and federal government needs, particularly the needs of the court system.

LeClaire Web Support District



City Block Index



LeClaire Hotel Circa 1920s

DISTRICT CONCEPT

Redevelopment of the LeClaire Web Support District should focus on the creation of a tech-business campus along 19th Street from 7th Avenue to 4th Avenue, which will be central to the development of the High-tech Urban Living Zone. As conceptualized, this campus would be marketed to businesses utilizing and/or providing such services as e-commerce and data storage that would benefit from the existing infrastructure. A campus-type business cluster holds the opportunity for shared facilities such as parking.

Unlike in a greenfield business park, a tech-business campus located in downtown Moline would offer goods and services within walking distance of the workplace, such as housing, daycare, restaurants, coffee shops, exercise facilities, and many other amenities. Instead of corporate sponsorship of a cafeteria, a daycare center, or a fitness center, existing and new downtown businesses would provide these services, in turn allowing all downtown employees and community members to benefit.

EXISTING CONDITIONS

A string of underutilized and/or blighted properties runs down the 19th Street corridor, which offers an excellent opportunity for coordinated redevelopment. This street serves as a main entry point into downtown from I-74 and currently gives visitors and residents the initial perception of a blighted center City.



Existing 19th Street Corridor

- 24 Rail Corridor Visual Enhancement
- 35 Planned Entryway and Civic Pride Enhancements
- 36 Historic Post Office/Kone Global Service Center Enhancement Block
- 37 New Urban Housing with Parking
- 38 Deere IT Office and Support Addition
- 39 Park Enhancements
- 40 Parking Structure (Proposed for Web-tech Campus)
- 41 Begin Wayfinding Implementation
- 42 Planned Long-term Infill
- 43 Planned Water Treatment Expansion
- 44 Potential Gateway
- 45 Potential Super Block Redevelopment
- 46 Proposed Daycare Center
- 47 Web Support Campus
- 48 Proposed Courtyard

(Note: Numbers 24, 36, 41, 42, 45 are not discussed in the text of this section.)

In the mid-1990s, the LeClaire Hotel was renovated as an apartment complex, leaving intact as much of the historic architecture and decorator elements as possible. With 110 apartments, the LeClaire is the largest apartment complex in Moline Centre. The LeClaire's storefronts are currently underutilized, with inappropriate uses.

Deere & Company's Information Technology Center is the anchor tenant in this district. Not only does it employ several hundred people, but draws other technology-related businesses to downtown. Because of the IT Center's presence, the area is serviced with wide bandwidth fiber optics and has a redundant power supply.

STRATEGIES

Strategies for the LeClaire Web Support District are as follows:

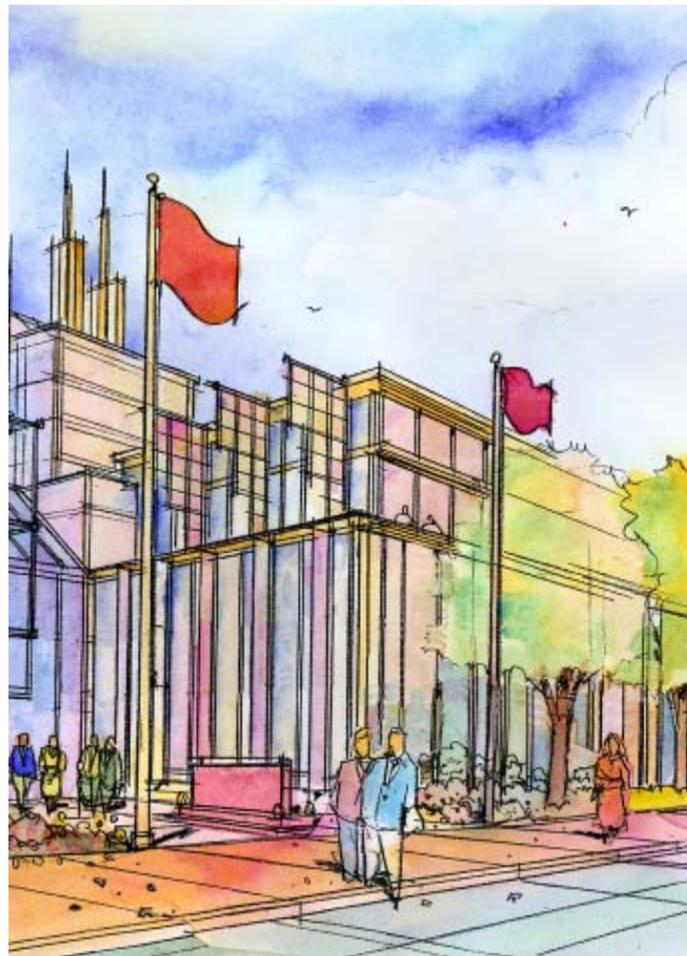
- Elimination of blight through the development of a Web support campus along the 19th Street corridor
- Enhancement of the Deere & Company IT Center
- Redevelopment of the LeClaire Block
- Improvements to park, streetscaping, and entrance gateway

WEB SUPPORT CAMPUS 40 47

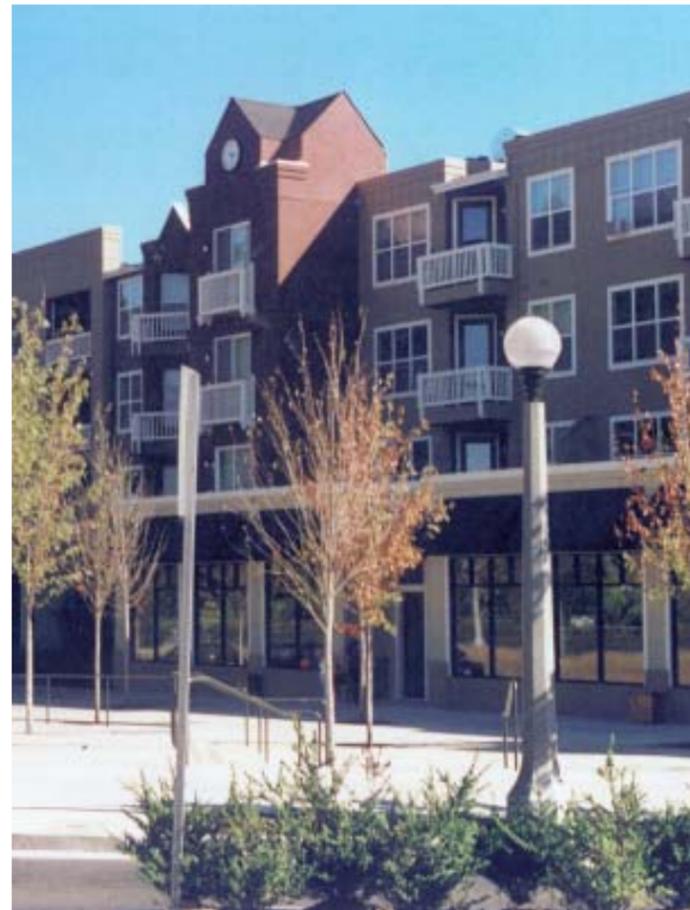
As shown on the LeClaire Web Support District graphic, two super blocks and two half blocks have been identified as redevelopment sites along the 19th Street corridor. Properties within these redevelopment areas show a high degree of land-use blight due to outdated land use patterns that are inconsistent with downtown redevelopment. To begin developing a marketing strategy, the public and private sectors should form a District Marketing Team (DMT) that includes private utility and infrastructure providers. This group should provide critical input in the development of a district marketing/developer recruitment strategy. The DMT should work to create developer partnerships and recruit high-tech business to the campus.

DEERE & COMPANY'S IT CENTER 38

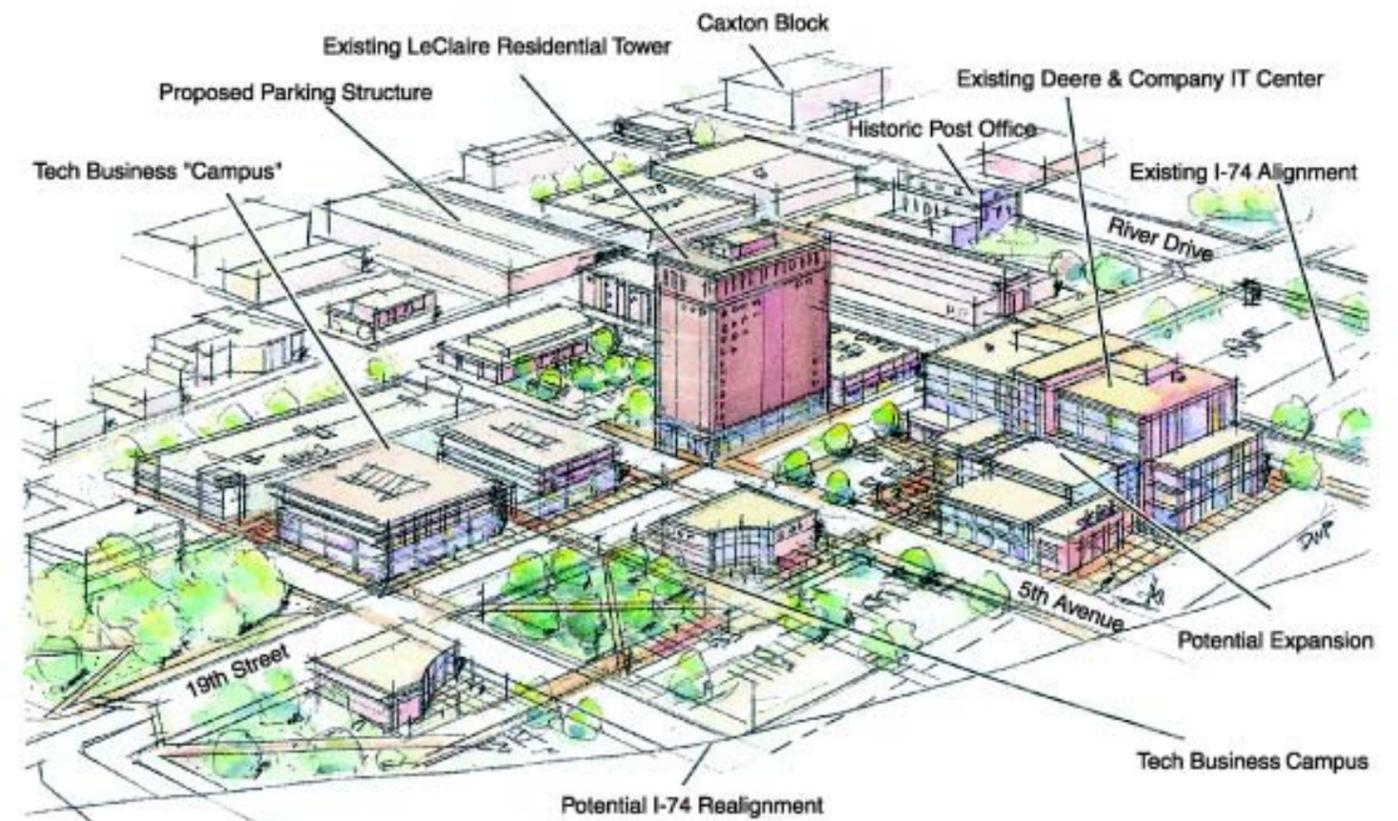
As shown in the LeClaire District plan, long-term planning for the block south of the LeClaire Block should include space for potential expansion of or enhancements to Deere & Company's 19th Street facility.



Tech Business "Campus"



Mixed-use Support Development



© Vandewalle & Associates 2001

Web Support Zone: LeClaire District

LeCLAIRE BLOCK REDEVELOPMENT

To ensure cohesive redevelopment of this critical block, the City should prepare a unified block master plan that incorporates a reinvigoration of the first floor of the LeClaire and creation of a courtyard, the development of a daycare facility, new housing, and a parking structure.

The Former LeClaire Hotel & Proposed Courtyard

48 The former LeClaire Hotel is an icon of Moline Centre and should continue to serve as an identifier for years to come. With the development of the tech-business campus and increased downtown housing density, the economics of the entire district will change, making the building’s first-floor storefronts viable for retail and service businesses. LeClaire managers should seek restaurants and service-oriented retailers and businesses to provide goods and services to residents as well as to the tech-business campus.

A mid-LeClaire block courtyard would continue the streetscape and greenspace onto 5th Avenue. This courtyard would continue to provide parking as well as serve as open space for those living in apartments on the LeClaire Block. It also could provide a place for courtyard dining at a future restaurant in the first floor of the LeClaire. Additionally, the western end of the courtyard could be utilized as an outdoor play area for the proposed daycare facility.

Proposed Daycare Center

46 To successfully develop the tech-business campus, services need to be provided within close proximity of the workforce. Currently, downtown Moline lacks adequate daycare facilities for its workforce. The building at the corner of 18th Street and 5th Avenue would be an ideal location for a daycare center due to its central downtown location. The public or private sectors should form a Moline Centre Daycare Taskforce that would investigate and sponsor a daycare feasibility study. If determined a feasible project, next steps should include preparing a financial model, acquiring the property, assisting with business relocation, and preparing a design concept.

New Urban Housing with Structured Parking

37 To increase downtown density, additional downtown apartments should be constructed on this block. These apartments would provide housing to those people working in the tech-business campus with the desire to live close to their job. Currently, a paved parking lot is located on the entire northern face of this block. To assist with employee and residential parking, a single-level parking structure should be built. On the 19th Street face, the ramp should have a retail facade that is part of the tech-business campus, providing service businesses with storefronts.

PARK, STREETScape, AND GATEWAY ENHANCEMENTS

35 39 44 Stevens Square, located at the northwest corner of 7th Avenue and 19th Street, is a visual asset to the entrance of the Moline Centre. Improvement should be made to the park that enables it to become a gateway feature. As a key entrance corridor to the City, 19th Street should have a formal streetscape that ties the park into the Web Support Campus.

DESIGN STANDARD RECOMMENDATIONS

EXISTING CHARACTER

The LeClaire Web Support District was built on the edge of the central business district in which “fringe” services, such as gas stations and automotive garages, have been located. The general architecture of the area is one-story block buildings with opaque walls, built in approximately the mid-1920s. The key or landmark elements within this district include Stephens Square Park, the LeClaire, and the Deere & Company IT Center, and to a lesser degree, the historic post office.

DESIGN STRATEGIES

The design strategy of the LeClaire Web Support District is to create a business campus that incorporates the formal landscaping features of Stephens Park while maintaining the integrity of the 19th Street streetface.

DESIGN PRINCIPLES

- New buildings should be scaled to a medium height of two to three stories to begin to tie the district in with the scale of the Main Street Retail District.
- Parking lots should be landscaped; treatment of parking lot facades should be integrated with facade materials on adjacent buildings.
- A consistent streetscape treatment should occur along the 19th Street corridor; in areas without buildings there should be a linear treatment of trees.

Task Name	LeClaire Web Support District
	Develop a district specific redevelopment plan
Web Support Business Campus	
District Marketing & Web Support Campus Business Recruitment	
	Create a District Marketing Team that includes private utility and infrastructure providers
	Facilitate the development of a district marketing/developer recruitment strategy
	Develop and prepare marketing materials
	Conduct Web support business marketing and recruitment
	Build developer partnerships
Site Assembly, Parcel Acquisition Priorities	
	Determine Phase I acquisition priorities
	Site assembly
	Business relocation
	Phase I construction
LeClaire Block	
	Prepare a unified block master plan that includes housing, parking, and the integration of a daycare facility
LeClaire	
	Develop working relationship with LeClaire manager/owner
Daycare Facility	
	Create a daycare taskforce that includes potential corporate users (Deere & Company, Kone, City government)
	Study the feasibility of a downtown daycare center with the taskforce
	Prepare a financial model
	Facilitate acquisition of property
	Assist with business relocation
	Develop initial design concept
Park, Streetscape, and Gateway Enhancements	
	Stephens Park enhancements
	19th Street streetscaping
	Gateway enhancements

Riverfront District

City Block Index



- | | |
|---|---|
| 47. Boat House Riverfront Improvements | 55. River Drive Median Landscape Enhancements |
| 48. Completion of Arsenal Bridge Ramps | 56. Riverfront Condominiums |
| 49. Completion of Historic Block Renovation | 57. Brownstones |
| 50. Galleria | 58. "The Green" |
| 51. Parking Structure | 59. Arsenal Bridge Enhancements |
| 52. Planned Bass Street Landing | 60. Arsenal Island Rotary |
| 53. Planned Water Treatment Expansion | 61. Marina Expansion |
| 54. Proposed 1950s Diner | 62. Potential Riverfront Activities |

(Note: Numbers 49 and 54 are not discussed in the text of this section.)

DISTRICT CONCEPT

The Riverfront District should continue to serve as the tourism draw to Moline Centre. Completion of the Bass Street Landing project should be the primary focus within this district over the next two years. Enhancements, improvements, and maintenance of existing improvements should continue.

EXISTING CONDITIONS

Over the last ten years, a rebirth has truly occurred along downtown Moline's riverfront. It has taken a highly coordinated effort between the City, Renew Moline, and the private sector to bring new development and activities to this area. A combination of new buildings, rehabilitation, and adaptive reuse has successfully worked to drive new economic development in this area.

The John Deere Commons

The economic development associated with the development of the John Deere Commons is felt throughout the entire City of Moline, particularly helping to drive new investment in the downtown.

This project has included the construction of several new facilities, including:

- The MARK is a regionally recognized civic center that attracts national touring shows and is home to several regional athletic teams. Additionally, conferences and training seminars are held in its meeting rooms and facilities.
- Centre Station is a bus transfer station that includes decked parking and is proposed to become a stop on a future rapid transit system.
- The Radisson provides visitors to downtown Moline with quality accommodations during their stay.
- The John Deere Pavilion is one of the world's premier agricultural exhibits. Sponsored by Deere & Company, it showcases Deere & Company products and interactive displays about the role of agriculture past and present.

Adaptive reuse of buildings includes:

- The Heart of America Building (formerly the Moline Plow Co.) functions as office space and contains first-floor retail.
- Milltown Alley (formerly the Skinner Block) houses a combination of retail, restaurants, and office space.
- The John Deere Collectors Center (formerly Moline Heating) is a replica of a 1950s John Deere dealership.

Additional improvements within the John Deere Commons include a pedestrian-friendly streetscape, a riverwalk/bicycle path along the banks of the Mississippi River, and a marina adjacent to the Radisson Hotel.



River Drive Success

Bass Street Landing 51 52

In February 2001, the City and Renew Moline began the schematic design for Bass Street Landing, which will be an interactive mixed-use riverfront development that includes public space, retail, restaurant space, commercial space, and housing. As designed, Bass Street Landing will have a wide variety of housing opportunities, including luxury riverfront condominiums, brownstone townhouses, and apartments on the third floor of the Galleria. The development will include a 255-space parking ramp with underground parking spots dedicated to the condominium project.

- The Galleria will contain retail shops such as a bread shop and a cheese and wine shop as well as a restaurant. 50
- The riverfront condominiums will serve as upscale downtown housing. 56
- The brownstone rowhouses are expected to appeal to a broader market. 57



Proposed Plan: Bass Street Landing

To enhance the private development taking shape and to draw additional Moline residents downtown, the City is creating a civic greenspace at Bass Street Landing. Amenities that are planned include an extended season ice-skating rink, an extension of the riverfront bike trail, a bicycle ramp to the Arsenal Island Bridge, and an interactive fountain play area. 58

The City and Renew Moline have worked together to begin preparations for site redevelopment. The City has conducted environmental assessment activities and has enrolled it in the Illinois Environmental Protection Agency's voluntary Site Remediation Program to receive a Letter of No Further Remediation. The City is also working with the U.S. Army Corps of Engineers to relocate the Arsenal Island Bridge ramp that currently bisects the site. Finally, MidAmerican Energy has been consulted in order to bury a high-voltage transmission line. 48

Caxton Block

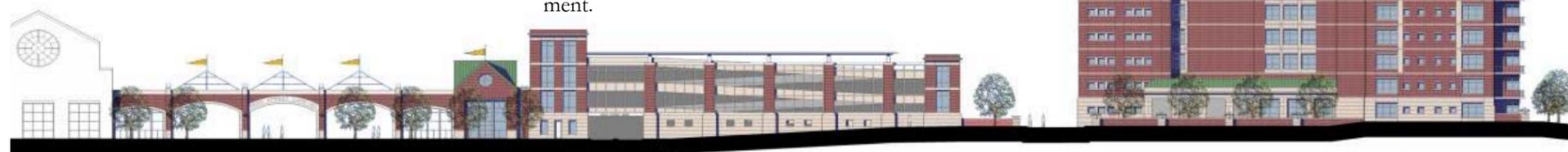
Over the last several years, developers have renovated and updated the office space, enhanced the landscaping, and improved pedestrian access to the parking facilities.

Water Treatment Facility 53

The City will make a significant investment in the Riverfront District with the \$20 million in planned improvements to the City's water treatment facility.

Marina & Waterfront Uses 61 62 47

The City has developed a riverwalk and recreational trail along the banks of the Mississippi River, which will be continued east to Bass Street Landing and the Boathouse. Additionally, a marina has been constructed to the north of the Radisson Hotel/TGI Fridays. More slips are expected to be constructed as part of the Bass Street Landing project. In 2001, the Quad City Rowing Club built a new \$800,000 boathouse along the bank of the river adjacent to the future Bass Street Landing development.



Proposed 17th Street Elevation: Bass Street Landing

STRATEGIES:

Strategies to enhance the redevelopment activities already occurring within the Riverfront District include:

- Enhancements to the Arsenal Island Bridge and creation of a roundabout on Arsenal Island
- Complete streetscape enhancements
- Expand marina capacity



Proposed Ice Rink and Plaza

ARSENAL ISLAND BRIDGE & ROTARY 59 60

As described in the Design & Enhancements section of this plan, efforts should be made to uplift the Arsenal Island Bridge. The bridge is an important Moline Centre riverfront feature and should be highlighted at night to add visual interest to the riverfront. Additionally, a rotary or roundabout at the Arsenal Island side of the bridge would allow visitors to cross the bridge and make their way back to Moline's riverfront.



"The Green" Park and Fountains



Riverfront Activity

COMPLETE STREETScape ENHANCEMENTS 55

Streetscaping enhancements, such as live plantings in median strips, planned as part of the John Deere Commons and more recently, with the skybridge between The MARK and Centre Station, should be completed to enhance the visual aesthetic within the district.

EXPAND MARINA CAPACITY 61

Permitting requirements should be explored to begin a second phase of marina improvements.

DESIGN STANDARD RECOMMENDATIONS

EXISTING CHARACTER

The character of this district has been carefully planned and implemented. Only a small section between the water treatment facility and the I-74 Bridge have not undergone redevelopment.

DESIGN STRATEGY

For the unredeveloped portion of the district, the design strategy should emulate the high standards set by previous design and implementation.

DESIGN PRINCIPLES

- Continue high standards for quality architecture. Quality should equal that of John Deere Commons, Bass Street Landing, and Caxton Block renovation.
- Unify district through consistent streetscape elements.
- Create continuous pedestrian connections between major riverfront activity centers.
- Create unifying public open spaces and pedestrian plazas.
- Minimize setbacks of new structures to create a continuous definition of street.
- Integrate parking areas with new development.
- Minimize impact of parking areas on River Drive and riverfront.

So far, Bass Street Landing is in the development agreement phase strategized when development is there.

Mixed-Use District

DISTRICT CONCEPT

The Mixed-Use District is well defined by a combination of uses that includes industrial, main street commercial, and low-to-medium density residential. Building stock is in generally good condition; however, this district is not currently operating at its highest and best use. Redevelopment of the adjacent Riverside Park Redevelopment District will spark real estate interest in the Mixed-Use District, helping to stabilize and improve the current residential and commercial areas. This district is the western portion of the Edgewater Neighborhood for which the City adopted a neighborhood plan in 1994.

Primary Mixed-Use District recommendations include:

- Maintain and infill single-family housing and commercial district.
- Maintain and improve historic street grid, including reevaluating the 5th Avenue closure as part of a study of the Illinois 92 one-way pair system.
- One-way pairing of 4th and 6th Avenues has disconnected 5th Avenue from the routine traffic pattern. Additionally, the closure of this street limits the revitalization and real estate value of this district.
- The 5th Avenue terminus at Riverside Park should serve as a gateway entrance into the park.
- Maintain the connection between the Mixed-Use District and the Bluff Residential Neighborhood via 25th Street.

Within the Mixed-Use District are four zones that have distinctly different land uses and therefore, different recommendations. These zones include:

- Residential Neighborhood Zone
- Central Area Job Zone
- Neighborhood Commercial Zone
- Institutional Zone

RESIDENTIAL NEIGHBORHOOD ZONE

Analysis of the Mixed-Use District graphic clearly shows that the Residential Neighborhood Zone (RNZ) is part of the Moline Centre's historic street grid. As part of the historic pattern, single-family homes developed to support the workforce that was employed by riverfront industries.

Recommendations include:

- Maintain lot size and home character.
- Encourage owner-occupied single-family housing.
- Maintain and enhance single-family housing stock.
- Adopt appropriate infill standards to permit compatible, yet higher density, residential development.

CENTRAL AREA JOB ZONE

Development within the Central Area Job Zone (CAJZ) should encourage the development employment opportunities that support residents of adjacent neighborhoods. In order to maintain a healthy downtown, a multitude of different types of jobs need to be located in the central city.

Recommendations include:

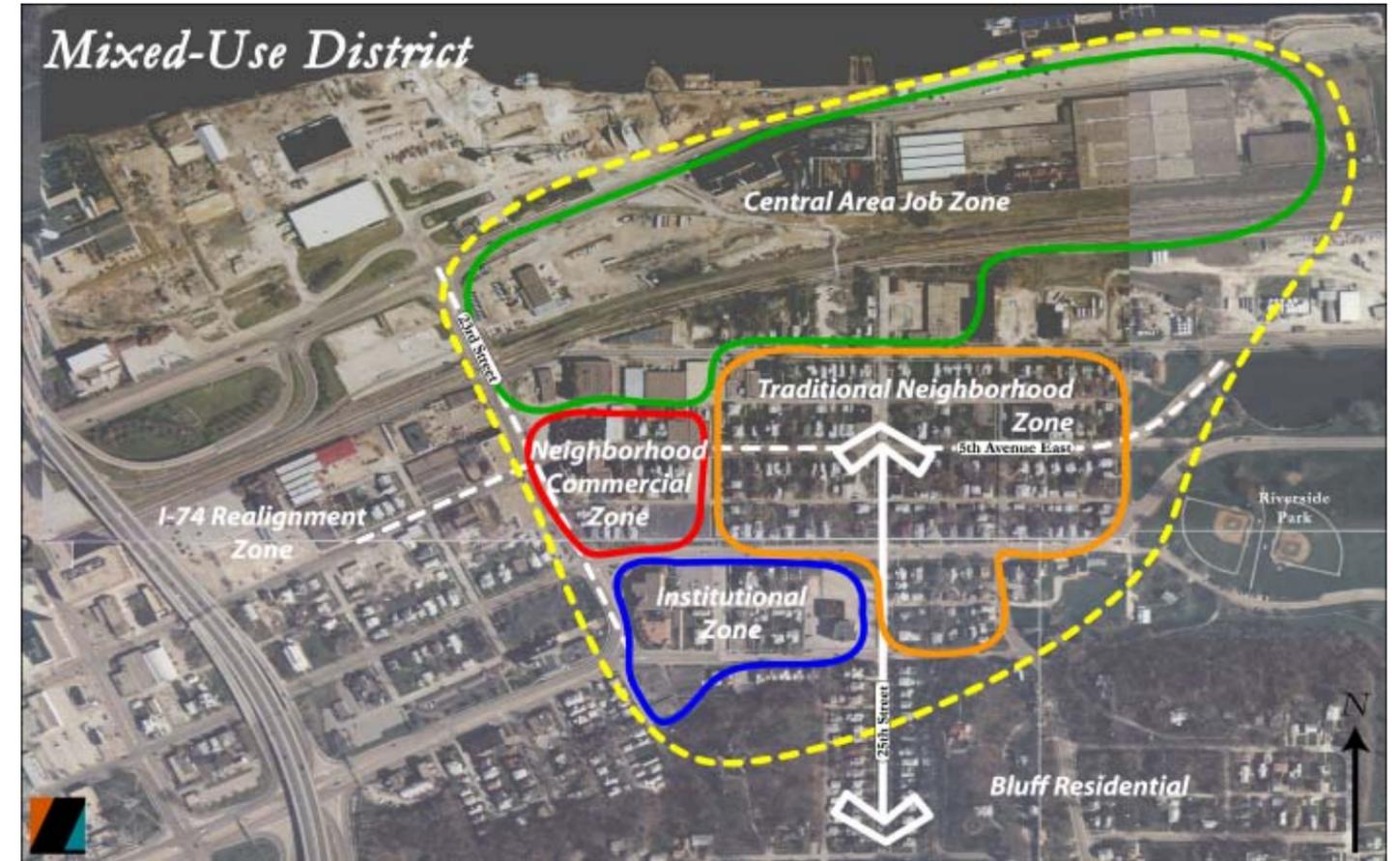
- Encourage the development of small-scale light manufacturing operations.
- Deter the development of service-oriented businesses, such as automotive sales and repair.
- Develop zoning ordinances that ensure high-edge standards between CAJZ and the RNZ and Neighborhood Commercial Zone, which include screening along 4th Avenue.

NEIGHBORHOOD COMMERCIAL ZONE

The Neighborhood Commercial Zone (NCZ) offers retail goods and services to those living in the Residential Neighborhood Zone as well as to the Bluff Residential Neighborhood. New commercial could be related to Riverside Park activities.

Recommendations include:

- Return and enhance historic architectural character to the NCZ.
- Enhance neighborhood amenities by recruiting service-oriented businesses to the area that would be supported by the RNZ, the Bluff Neighborhood, and Riverside Park.
- Focus design of new infill projects and rehabilitation of existing buildings to interface with 5th Avenue East and 23rd Street.



INSTITUTIONAL ZONE

The predominant use of the Institutional Zone is a church and its auxiliary facilities. There is already solid investment in this zone. Any proposed zoning changes should accommodate institutional needs.

Recommendations include:

- Develop a master plan for the Institutional Zone that incorporates future church expansion needs.

Riverside Park Redevelopment District



- A1** Transit Stop
- A2** Mixed-Use Redevelopment
- A3** Office Redevelopment Sites
- A4** Community Festival Grounds

A=Adjacent



Existing Conditions Between Riverside Park and Riverfront

DISTRICT CONCEPT

The Riverside Park Redevelopment District is envisioned to be the City of Moline’s communitywide festival grounds as well as a mixed-use transit-oriented development that promotes high-density office, housing, and retail amenities. This area is slated to become a stop along the regional rapid transit system; however, without the development of a high-density mixed-use district that includes housing, retail, and office components, the expansion of the park becomes unfeasible and the rail stop will not be located here.

Generally, the development of new festival grounds has an associated parking demand that precludes them from a center city setting. However, parking will not be an issue at the Riverside Park festival grounds due to the creation of the regional rapid transit system. Festival-goers will be able to leave their cars at home or their local Park & Ride and take mass transit to the event.

EXISTING CONDITIONS

Today, the riverfront running from the I-74 Bridge west to 34th Street is plagued with outdated landuses. Over the next several years, Deere & Company will relocate its technology division from its current riverfront location to new facilities near its corporate headquarters, leaving behind a site with high redevelopment potential.

Riverside Park is 55 acres and runs from 6th Avenue southward to the bluff. This greenspace offers many recreational opportunities, including Little League baseball diamonds, a swimming pool, playground equipment, tennis courts, two picnic pavilions, sand volleyball courts, walking gardens, and a fishing pond. However, industrial uses, such as a scrap yard and tank farm, separate Riverside Park from the river.

STRATEGIES

- Create a City festival grounds through the expansion of Riverside Park
- Prepare district for future light rail station point
- Develop a transit-oriented development that includes high density, office, retail, and housing

RIVERSIDE PARK EXPANSION **A4**

The City of Moline does not have a place to hold large communitywide festivals. To remedy this, the City should extend Riverside Park to the south across 6th and 4th Avenues to the river. The first priority needs to be the relocation of the scrap yard and the tank farm to appropriate sites because they no longer fit into the desired land-use patterns along the riverfront. Upon their relocation, the City will need to investigate any associated environmental concerns. As a festival grounds, the Riverside Park area would be able to host events, such the annual Riverfest. Development of the rapid transit system will enable people to come to events without the need to create additional parking or add to downtown traffic congestion.



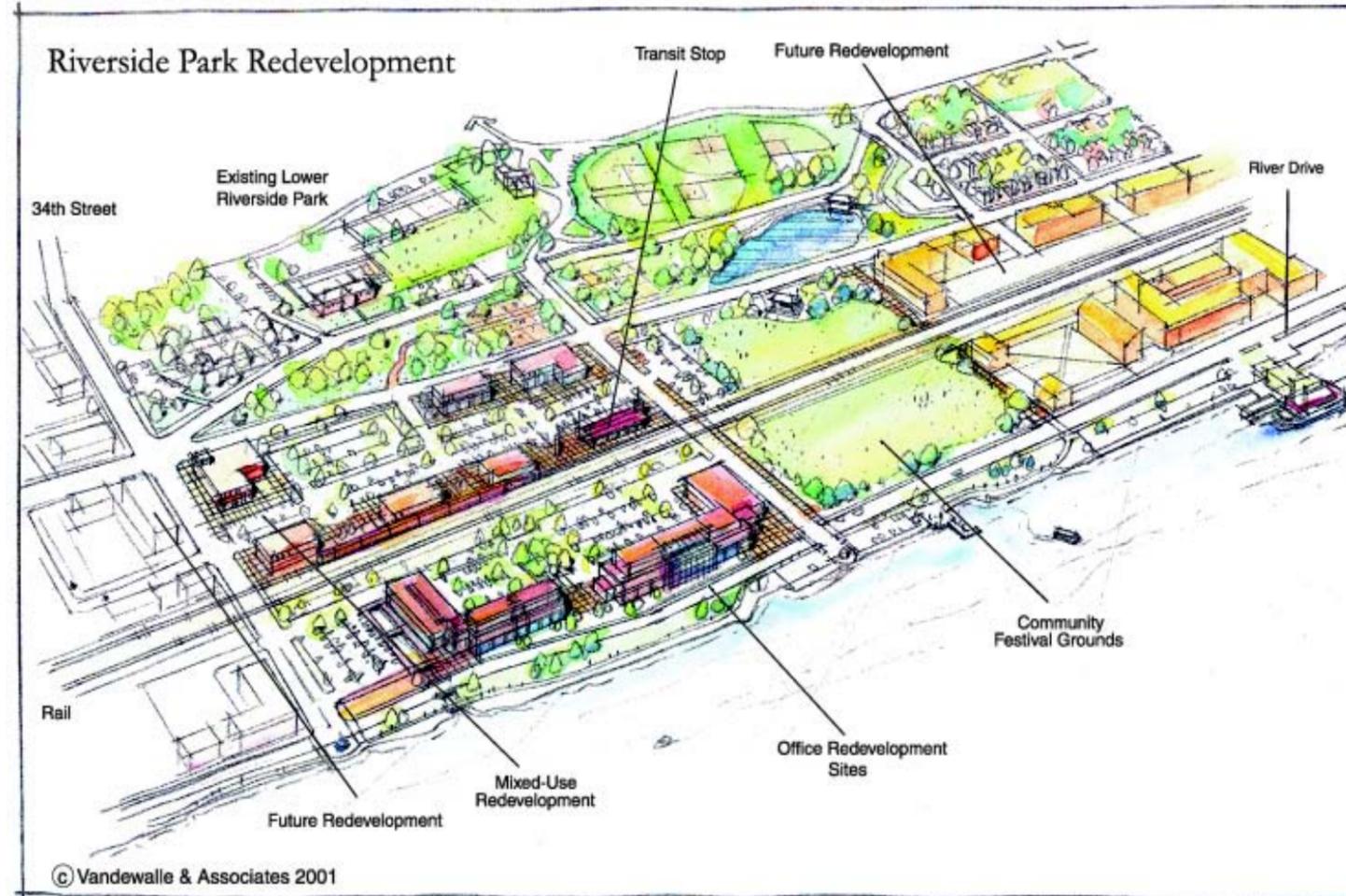
Potential Rapid Transit Stop

FUTURE RAPID TRANSIT STOP A1

As shown in Appendix 3, this district has been preliminarily selected as a future rapid transit stop. As regional rapid transit ideas advance in the Quad Cities, the City of Moline should reserve an area of this site, adjacent to the rail corridor, as a future transit stop.

TRANSIT-ORIENTED DEVELOPMENT A2 A3

Creating a higher density activity cluster at this site will help facilitate the development of a regional rapid transit system. Redevelopment within this district cannot solely be comprised of public sector park improvements, but needs integration with private sector investment. The Deere & Company Tech Site and scrap yard site should be redeveloped into a transit-oriented development with a mix of high-density office, retail, and housing due to the potential location of a rapid transit stop. This riverfront location would be an excellent location for a corporate headquarters. As this site is part of the downtown tax incremental financing district, increment gained through this development could be used to facilitate the relocation and redevelopment of the scrap yard and tank farm.



Task Name Riverside Park Redevelopment District

<ul style="list-style-type: none"> Create a district-specific redevelopment plan.
<p>Develop Site Assembly, Parcel Acquisition, and Business Relocation Strategies.</p> <ul style="list-style-type: none"> Begin negotiations with Deere & Company for the Tech Center Site. Begin relocation negotiations with scrap yard owners. Relocate scrap yard. Apply for brownfields funding to assess potential contamination at scrap yard. Hold meetings with adjacent business owners. Facilitate the development of a district marketing/developer recruitment strategy.



Potential Mixed-use Redevelopment

IMPLEMENTATION

DISTRICT AND PROJECT PRIORITIZATION

Prioritization of the six master plan districts lies within each district's ability to generate new tax increment within Moline's downtown tax incremental financing district (TIF), which will help drive Moline Centre redevelopment. As such, implementation of the LeClaire Web Support District and the West Gateway District should begin immediately. Increment derived from these districts can assist with the implementation of the recommendations for the other districts. Implementation of the Main Street Retail District cannot begin until additional increment is generated within the TIF. In order for redevelopment within the Riverside Park Redevelopment District to begin, a corporate user must be found. Redevelopment within the Mixed-Use District will be an ongoing process, driven by market demand for housing close to Moline Centre's business district. The redevelopment of the Riverfront District is nearly complete; however, it should be monitored to ensure completion. Finally, the redevelopment of the Municipal District is dependent on future public sector needs.

Projects that require immediate implementation include:

- Loft apartment conversions within the Main Street Retail District.
- Wayfinding & Signage within Moline Centre.
- Expanded marina (as Bass Street Landing).
- Marketing team and Web page development for the LeClaire Web Support District.

PARTNERSHIPS

Developing strong local, regional, statewide, and national partnerships is key to implementing any economic redevelopment plan or strategy. The City of Moline has been extremely successful in creating strong links with local, state, and federal organizations and government officials and agencies.

LOCAL PARTNERSHIPS

Moline Centre has one of the most successful public-private partnerships for any City of its size, between the City and Renew Moline. Renew is a private sector sponsor that is interested in redirecting capital into the downtown. This partnership has worked to successfully redevelop Moline's riverfront through the development of the John Deere Commons and the soon-to-be-constructed Bass Street Landing. In addition, their collaborative efforts helped to bring the Heritage Place Office Plaza to 5th Avenue. To facilitate redevelopment beyond the riverfront, this partnership should expand its efforts to begin implementing the greater plan proposed in this document.

The Project Management Team (PMT) has been instrumental in the implementation of the initial phases of Moline Centre redevelopment. The team is comprised of City staff, elected officials, private sector partners, and ongoing project consultants. With monthly meetings, the team stays apprised of ongoing development with Moline Centre and provides valuable information.

STATE & FEDERAL PARTNERSHIPS

Throughout the implementation of multiple riverfront projects, state and federal elected officials have readily supported the efforts to revitalize Moline Centre. In addition, both state and federal agency cooperation has helped facilitate these projects through both technical and financial assistance. During the next phase of implementation, these relationships are equally as important, and a funding summit with elected officials and government agencies should be held. Innovation and creativity are and have been two of the most important ingredients throughout this project. Working together, "outside the box," will help us reach our common goal of revitalizing Moline Centre.

CITY STRATEGIES

The Moline Centre Master Plan Update should be adopted as part of the City's overall comprehensive plan. The City Planning and Development Department and the Plan Commission should use this plan as a guide when reviewing development proposals in Moline Centre. Flexibility will be required to achieve the desired land use density.

- The City should modernize its zoning and public right-of-way ordinances to accommodate for outdoor dining, sales, and activities within the Main Street Retail District.
- Building regulations need to allow for rehabilitation of historic buildings.
- A parking management plan should be developed to better utilize existing parking infrastructure.
- Moline Centre should become a visitor and entertainment district with the goal of achieving quality architecture, quality jobs, and opportunities for new business startups.
- The City should maintain the Design Build Management Team (DBMT), a public-private partnership instituted during the development of the John Deere Commons, to review all projects that are receiving public incentives. Eventually, an urban design district should be created that manages design features within all of Moline Centre.

FUNDING STRATEGIES

The City of Moline needs to continue taking advantage of federal and state funding opportunities as well as local funding mechanisms to advance the continued redevelopment of Moline Centre.

- Tax Incremental Financing
- State Enterprise Zone
- Special Service District
- City Financing Programs

TAX INCREMENTAL FINANCING

The focus area of this plan is located within a tax incremental financing (TIF) district. In 2000, the City worked with the State Legislature to extend the district for another 12 years to 2021. (The 2021 expiration date is only for the property tax TIF, not the sales tax TIF, which expires in 2009.) In the past, the City has used TIF funds to leverage federal and state support. The City should continue using TIF financing as it has in the past to facilitate redevelopment where businesses create new increment.

STATE ENTERPRISE ZONE

Moline Centre is part of the City's state-designated Enterprise Zone. The Enterprise Zone encourages reinvestment by abating state sales taxes on building materials used within the zone as well as waiving all building permit fees.

SPECIAL SERVICE DISTRICT

The City should reestablish the Special Service District (SSD), which had been in place for 20 years. This is the best tool for providing comprehensive maintenance for streetscaping projects, parking structures, etc. Additionally, SSDs could provide local business owners with annual funding for cohesive marketing and events. SSDs work as a special assessment against property owners within the district, which allows them to financially partner for specific initiatives.

CITY FINANCING PROGRAMS

Over the past decade, the City and the private sector have developed a series of small-business development programs that should be reviewed, updated, and potentially, refunded. These programs include:

- A City revolving loan fund
- Facade improvement program
- TIF redevelopment agreement program
- Local lender consortium program

NEXT STEPS

The Moline Centre Master Plan Update has provided a “next steps” task list within each individual district’s chapter. The plan should be used to make these task lists into strategic plans that are managed and updated on a continuous basis.

Source	Potential Use
Federal	
U.S. Department of Housing and Urban Development (HUD)	<ul style="list-style-type: none"> - Low-to-moderate income housing - Housing stock improvements - Brownfields assessment and clean-up - Community facilities
U.S. Environmental Protection Agency (USEPA)	<ul style="list-style-type: none"> - Brownfields assessment and clean-up through a series of grants and loans
State	
Illinois Department of Commerce and Affairs (DDCA)	<ul style="list-style-type: none"> - Infrastructure - Housing - Community Development - Economic Development
Illinois Department of Natural Resources (IDNR)	<ul style="list-style-type: none"> - Openspace and park land acquisition and improvements
Illinois Department of Transportation (IDOT)	<ul style="list-style-type: none"> - Bicycle trails - Street Improvements
Illinois Environmental Protection Agency (IEPA)	<ul style="list-style-type: none"> - Brownfields assessment and clean-up through a series of grants and loans
Local	
Tax Incremental Financing	<ul style="list-style-type: none"> - Land acquisition - Business relocation - Economic development - Infrastructure improvements - Blight elimination
Special Service District	<ul style="list-style-type: none"> - Construction and maintenance of downtown parking structures
City Revolving Loan Fund	<ul style="list-style-type: none"> - Low interest loans
Facade Improvement District	<ul style="list-style-type: none"> - Facade enhancements
Local Lender Consortium Program	<ul style="list-style-type: none"> - Targeted money for reinvestment in Moline Centre
Local Fundraising	<ul style="list-style-type: none"> - Civic space enhancements and improvements

Appendix 1: Town Hall Meeting Results

West Gateway District	Main Street Retail District	Municipal District	LeClaire Web Support District	Riverside Park Redevelopment District
Opportunities—Silent Comment Sheets				
<ul style="list-style-type: none"> • Opportunity to “attract” people to downtown by upgrading the look and re-routing traffic. 	<ul style="list-style-type: none"> • Building facade renovation • Signage to advertise area • Incentives for new businesses to move in to empty buildings • Beautifying area around railroad tracks • Need an identity for the district like “The District” • Unofficial byline we use: “Just a little off The Mark!” • “Main Street” Program • Opportunity to upgrade look of established buildings—provide residential and small shop area. • Development of attractive retail environment 	<ul style="list-style-type: none"> • Keep current library as a service to downtown residents • Opportunity to market City “one-stop” service • Opportunity to replace police/fire station • Develop a more centralized/compact municipal campus • A municipal campus well defined for citizens and visitors 	<ul style="list-style-type: none"> • Ed Center • High-tech Area • Gateway Visitor Center • N/S Bike Trail Connector • Opportunity to “clean up” an area that is not now “attractive” • Take advantage of the large “well-paid” workforce in the area 	<ul style="list-style-type: none"> • Band shell • Better pedestrian access to area • Opportunity to “clean up” a large area that is not now “attractive” • Opportunity to connect “Riverside Park” to the riverside • Opportunity to develop a “destination” for people using trail • Recreational uses—passive or active, mixed land use—i.e. housing/commercial/office
Barriers to Implementation—Silent Comment Sheets				
<ul style="list-style-type: none"> • Parking needs • “Event” parking overflow into this area • Current street arrangement 	<ul style="list-style-type: none"> • Parking needs—build parking garage on current lot areas • So many property owners • Parking • Parking • Unattractive at present • Lack of unity among business community • “Money” 	<ul style="list-style-type: none"> • Arsenal overpass • Railroad tracks • Lack of parking • Lack of incentives for new businesses • Financing? • Losing library • Financial considerations • Educate general public/private community as to the needs of such a project 	<ul style="list-style-type: none"> • Parking needs • A lot of site preparation before benefit realized • Parking • Parking • I-74 interchange 	<ul style="list-style-type: none"> • Railroad • Relocating current businesses • So many property owners • Handling the crossover of the rail corridor • Environmental conditions • Rerouting traffic • Current land use—relocate? • Connection to current park safely • Floodplain • Existing railroad tracks necessitating pedestrian/other/ traffic flow • Potential environmental issues

Appendix 2: Parking Meeting Results

Moline Centre Master Plan Update—Downtown Parking Problems & Solutions

Results of Group Discussion

Group One: 15th Street/ 6th Ave./ 16th St. Area

Concerns/Problems

- Not enough spaces/small flat lots aren't big enough
- Winter—snow-covered spaces in lots
- No customer parking in convenient locations
- 3-hour limit is a problem for shopping and eating
- Why can't city employees park at old Firstar and walk across street?
- Not enough lease parking and too far away
- Lack of enforcement
- Need-15 minute parking for quick trips
- Lots not taken care of (behind Chinos)
- Poor snow removal on streets
- Leased spaces are not being used

Solutions

- Parking garage
- Tear down dilapidated buildings and put in more parking spaces
- Get rid of First Midwest Bank
- Make City employees park in their own lot at Firstar Annex instead of using public spots
- Instead of shoving snow into available parking spaces and in curb spaces—remove the snow at night and dump it someplace else.
- Close off a street between 5th and 6th Ave. and make parking area
- Think about customers and put a couple of short-term parking (15 minute) spaces on each block
- Shuttles from outlying parking lots (trolley, etc.)
- Quit selling public property to private businesses—banks, dispatch, etc., which could be used for employee and customer parking
- Hotline to City Hall to report illegal “parkers”
- “Red phone” on Nancy M.'s desk
- TAKE ACTION—DON'T JUST TALK

Group Two: John Deere Commons

Problems

Customer/Visitor Parking (every day)

- Adequate and visible guest parking
- Not filled by employees
- No “pull-up” parking—15 minute parking?

Employee Parking

- Adequate to keep employees from parking in visitor spots
- Communication to employees to know where to park
- Enforce parking rules (ticket/tow if not followed)

Mark Event Parking

- Not enough parking
- Big problem for businesses on Commons trying to stay open during an event

Special Events

- Events in parking lots
- Taking up parking for guests not there for event

Signage

- Not enough information or penalty-based signage—to distinguish between visitor and employee parking
- Not good communication to employees to know where they can park

Solutions

None reported

Group Three: 5th Avenue

Problems

- Signage—unclear to customers
- Enforcement—none
- Physical condition—alleys and parking lots
- City's use of leasing
- Cost of leased parking
- Employee abuse
- Customer perception of distance
- Space availability for offices
- City's use of parking

Solutions

Signage

- Simplify—where are they available
- Truth in signage—be specific

Enforcement

- More frequent

Physical Condition

- Fix them up
- Parking ramp

Cost of leasing spots

- Maintain active spots
- Target cost of leasing as higher in problem areas

City Hall—close to their own building

Ramp by the post office!

Diagonal parking solution

Appendix 3: Proposed Transit Stops

