



**TRANSFORM
ROCKFORD**

TRANSFORMING OUR REGION FROM WITHIN

Virtual Community Conversation

Quality Places and Spaces

March 17, 2021

Welcome



David Sidney

Executive Director
Transform Rockford



Today's Partners

studio **gwa**



COLLABORATIVE PLANNING FOR NORTHERN ILLINOIS



Today's Host



John Groh
President & CEO
Rockford Area Convention
& Visitors Bureau





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President & CEO
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Today's Panelists



Ashley Sarver
StudioGWA



Michael Dunn Jr.
R1 Planning Council



Andrea Schultz Winter
Greater Freeport Partnership



Ashley Sarver
StudioGWA

studio **gwa**

studio **gwa**
PLAN. DESIGN. BUILD.



Taco Betty's
Rockford, Illinois





WORKING SO THAT MORE PEOPLE, OF ALL AGES, ABILITIES, AND BIKING STYLES CAN SAY "I BIKE ROCKFORD" FOR FUN, RECREATION, AND TRANSPORTATION.



AT THE
PACE OF
A BIKE



Studies have shown there are four types of cyclists:

Design bicycle facilities for all ages and abilities



 **FEARLESS**

Fearless cyclists

- Cycling is strong part of their identity
- Generally undeterred by motor vehicles
- Will consider cycling even in the absence of any visible bike facility



 **CONFIDENT**

Confident cyclists

- Cycling is a part of their identity
- Slightly or moderately comfortable sharing the road with motor vehicles
- Will consider cycling if the route is mostly on a bike facility



 **INTERESTED**

Interested cyclists

- Do not identify as a cyclist
- Not comfortable sharing the road with motor vehicles without a visible bike facility
- Interested in cycling if the route is on a bike facility



 **RELUCTANT**

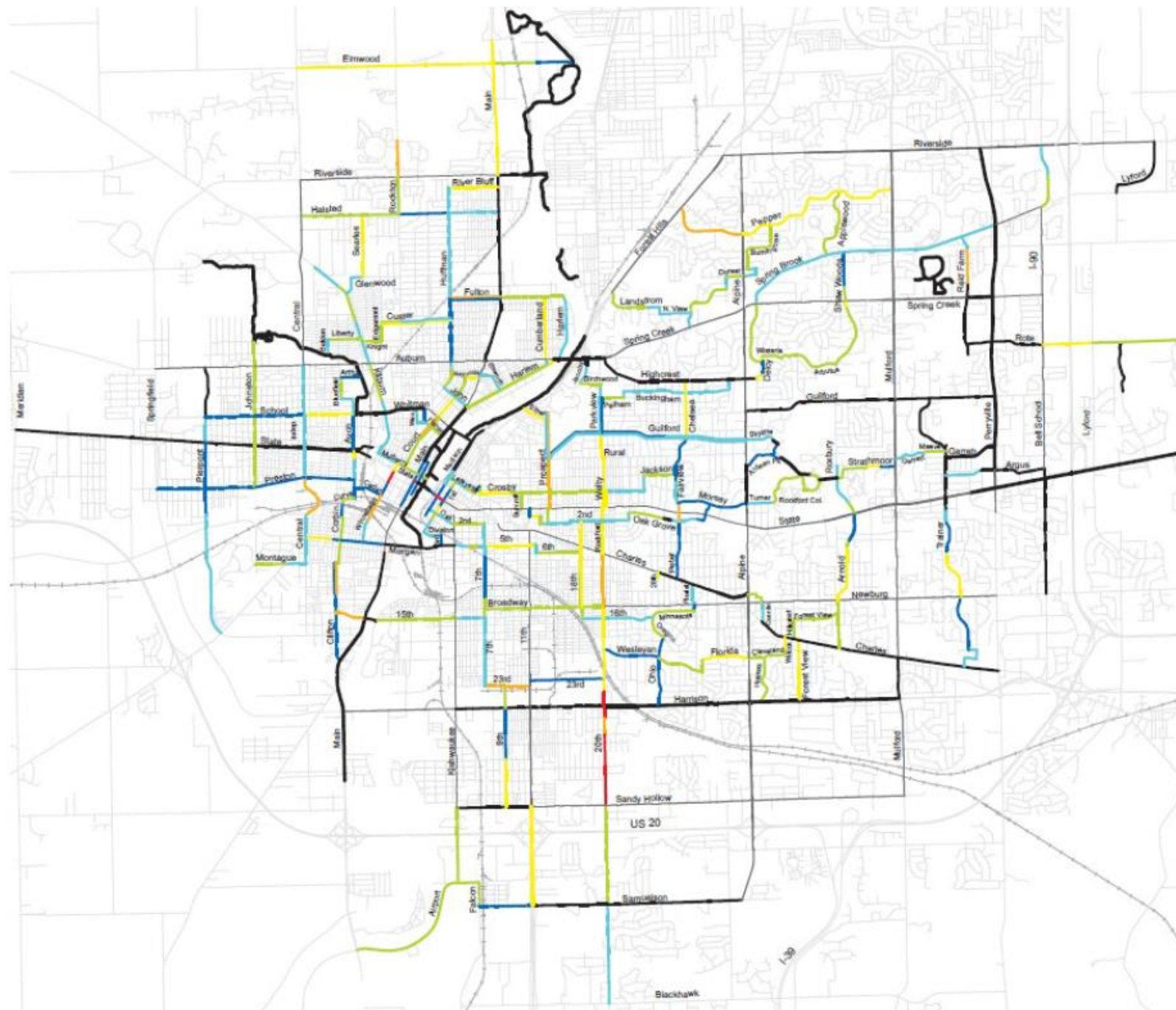
Reluctant cyclists

- Do not identify as a cyclist
- Not comfortable sharing the road with motor vehicles without a visible bike facility
- Not interested in cycling

2% 20%

51%

28%





Prairie Street Brewhouse

Historic Preservation · Adaptive Reuse





Rockford Public Library Interim

Adaptive Reuse





Michael Dunn Jr.

R1 Planning Council



COLLABORATIVE PLANNING FOR NORTHERN ILLINOIS



Downtown Rockford Complete Streets Revitalization Project Infrastructure Area



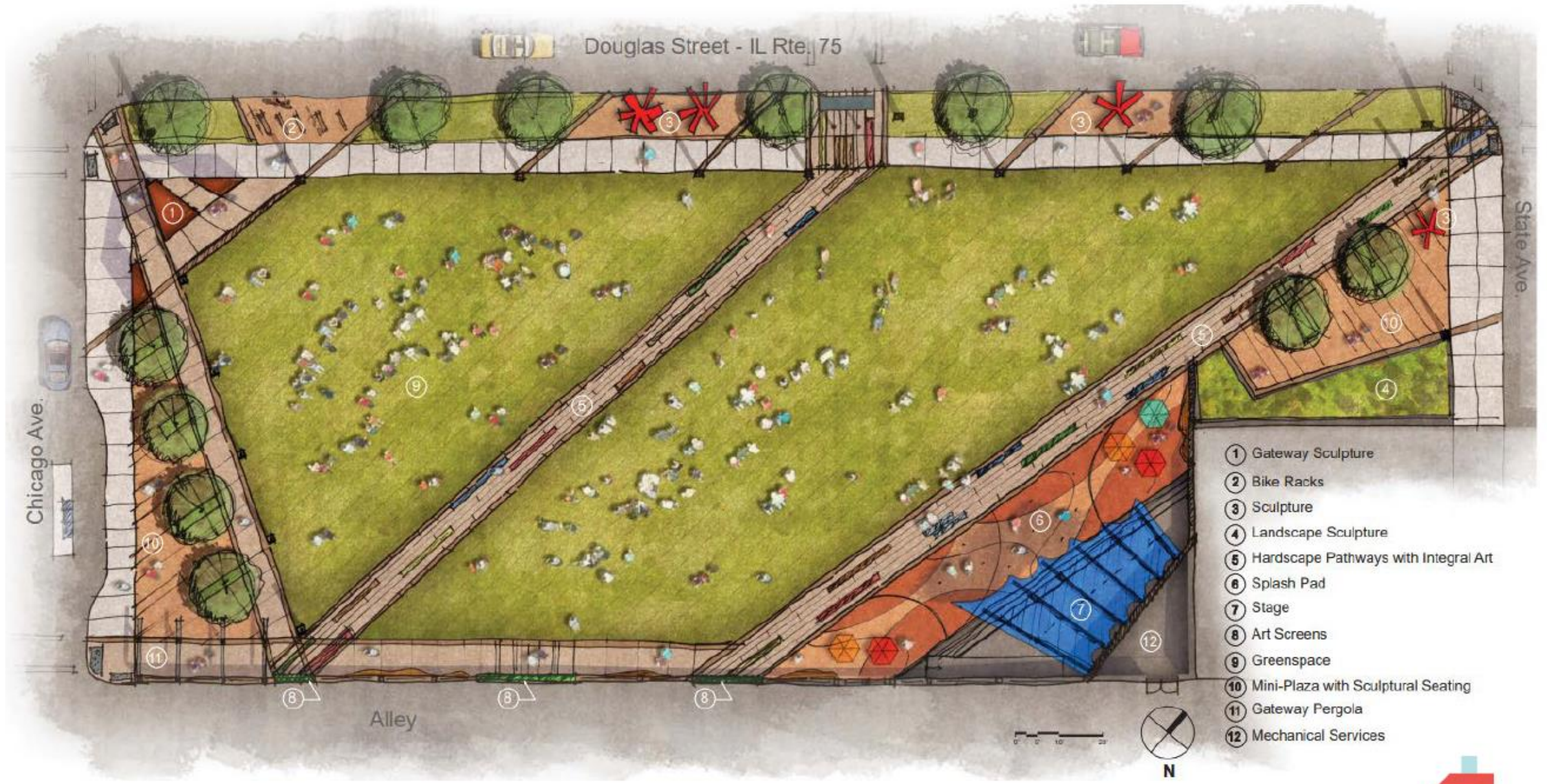




Andrea Schultz Winter

Greater Freeport Partnership





OVERALL CONCEPT SITE PLAN

Greenspace



Gateway Pergola



Splash Pad & Stage





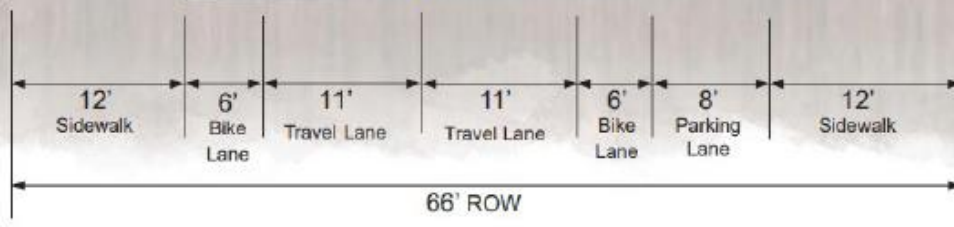
PROJECT AREA PLAN CHICAGO AVE. STREETSCAPE

November 13th, 2017

Legend

- Streetscape Project Area
- Active Restaurants/Event Venues
- Civic Institutions

- Downtown Historic District
- Jane Addams Trail
- Pectonica Praire Trail (Proposed)
- Proposed On-Street Bikeway Lane

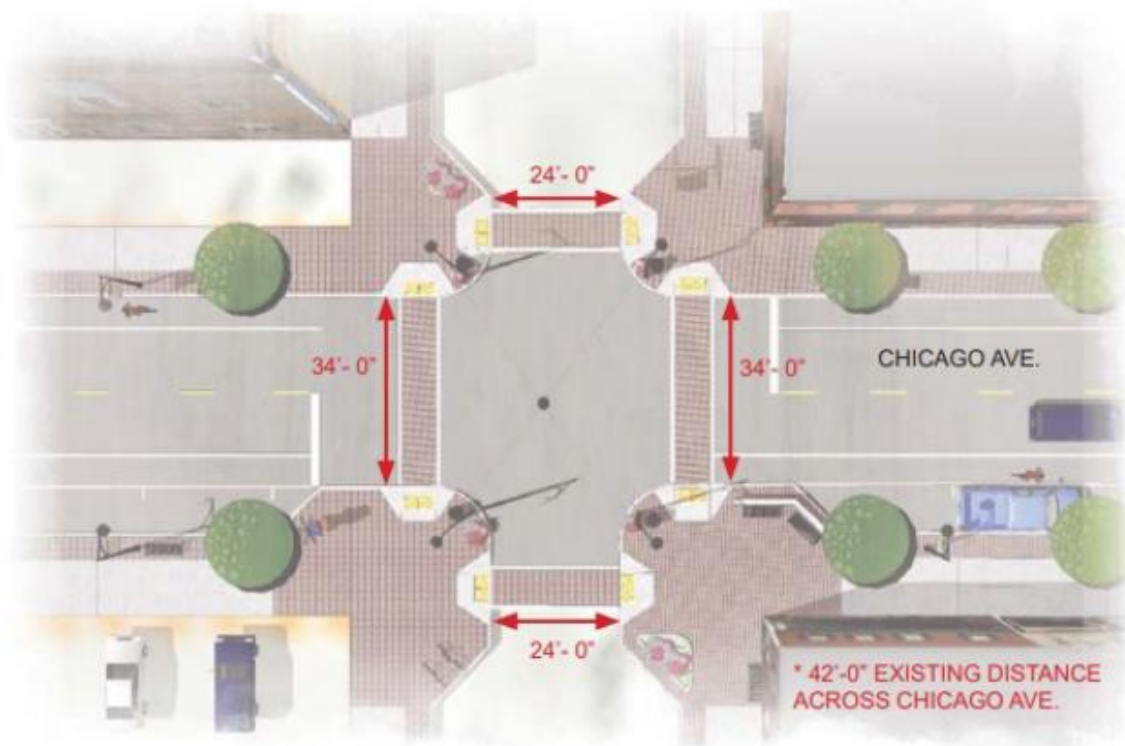


PROPOSED TYPICAL CROSS SECTION THRU CHICAGO AVE.

NOT TO SCALE



VIGNETTE OF PROPOSED INTERSECTION



PEDESTRIAN CURB EXTENSIONS (BULB OUTS)

NOT TO SCALE





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RACVB
Facilitator



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Discussion

Thank You Panelists



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Thank You



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