



CITY OF EAST MOLINE

CITY OF EAST MOLINE GREATER DOWNTOWN REVITALIZATION

STREETScape MASTER PLAN



SMITHGROUP

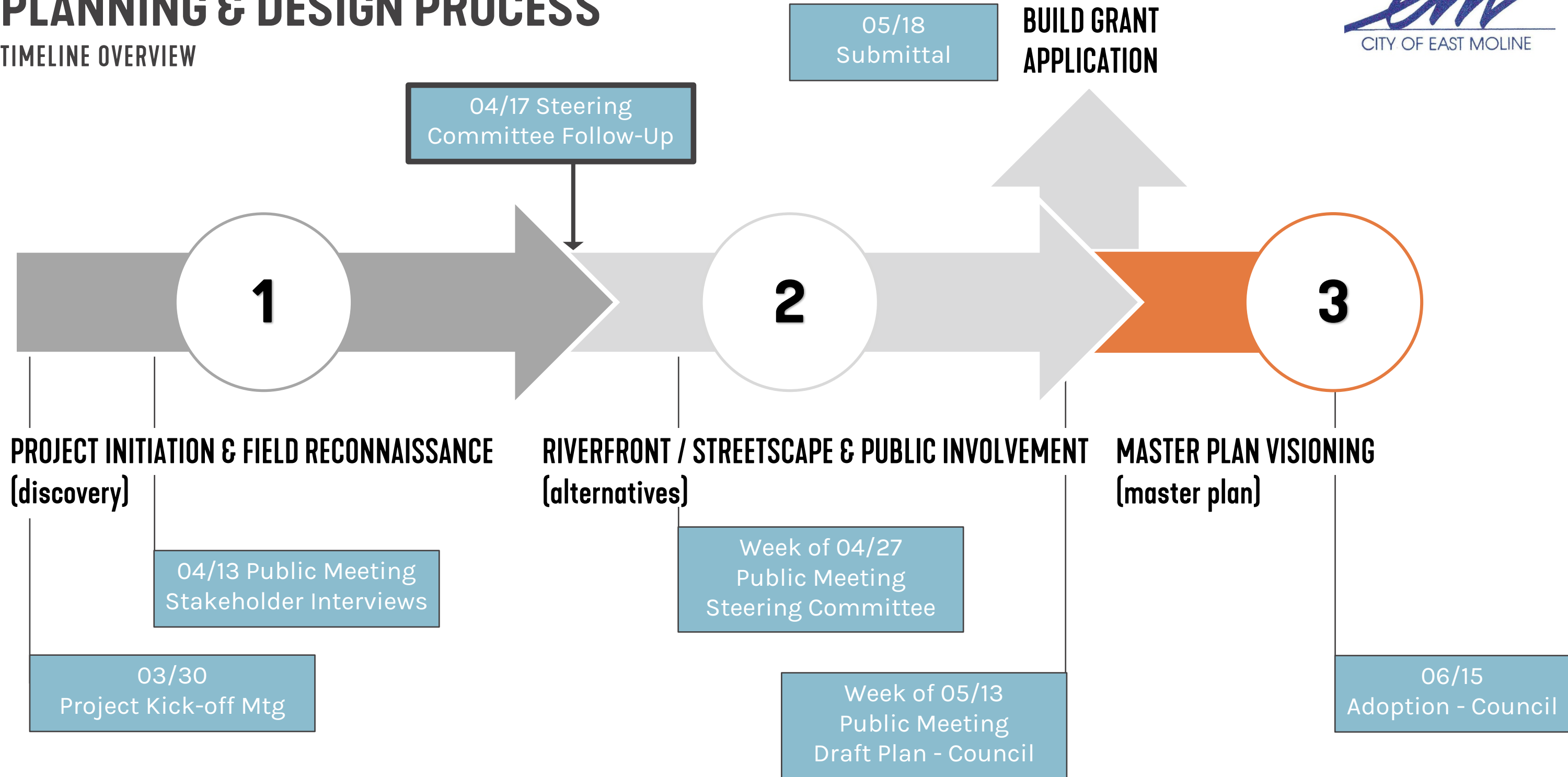
STEERING COMMITTEE AGENDA

- A. BACKGROUND & SCHEDULE
- B. WHAT WE HEARD
- C. GOALS AND DESIGN DRIVERS
- D. CONCEPT ALTERNATIVES
- E. IDENTIFY PREFERENCES
- F. SUMMARIZE NEXT STEPS



PLANNING & DESIGN PROCESS

TIMELINE OVERVIEW





CITY OF EAST MOLINE

WHAT WE HEARD



LESSONS LEARNED

A. STAKEHOLDER MEETINGS

- A. Audio control
- B. Visual step by step directions
- C. Minimize steps
- D. Maximize Input and Conversation
- E. What else?

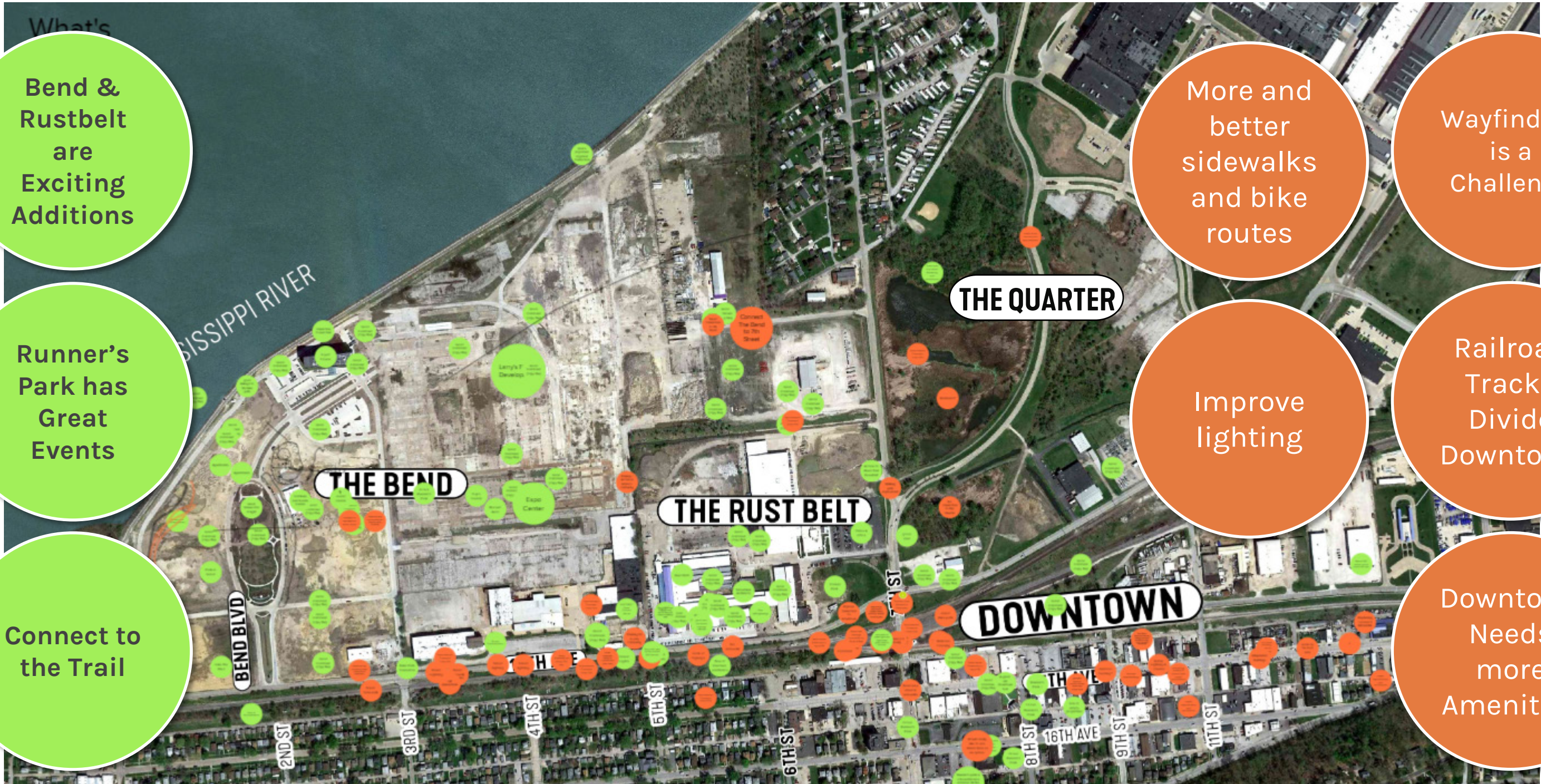
B. PUBLIC INPUT

- A. Tiered questions worked well (a/b/c, then explanation)
- B. Timing
- C. Multilingual?
- D. What else?



WHAT'S WORKING WELL

WHAT CAN CHANGE



Bend & Rustbelt are Exciting Additions

Runner's Park has Great Events

Connect to the Trail

More and better sidewalks and bike routes

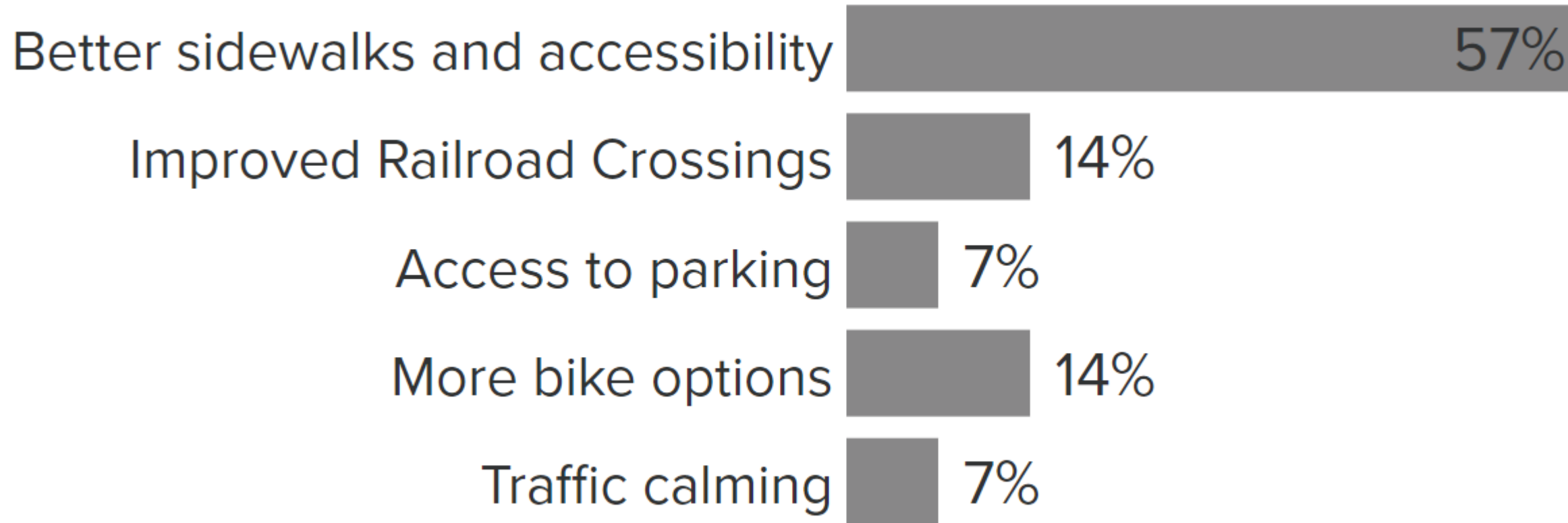
Wayfinding is a Challenge

Improve lighting

Railroad Tracks Divide Downtown

Downtown Needs more Amenities

WHAT DO THE GREATER DOWNTOWN STREET NEED MOST?

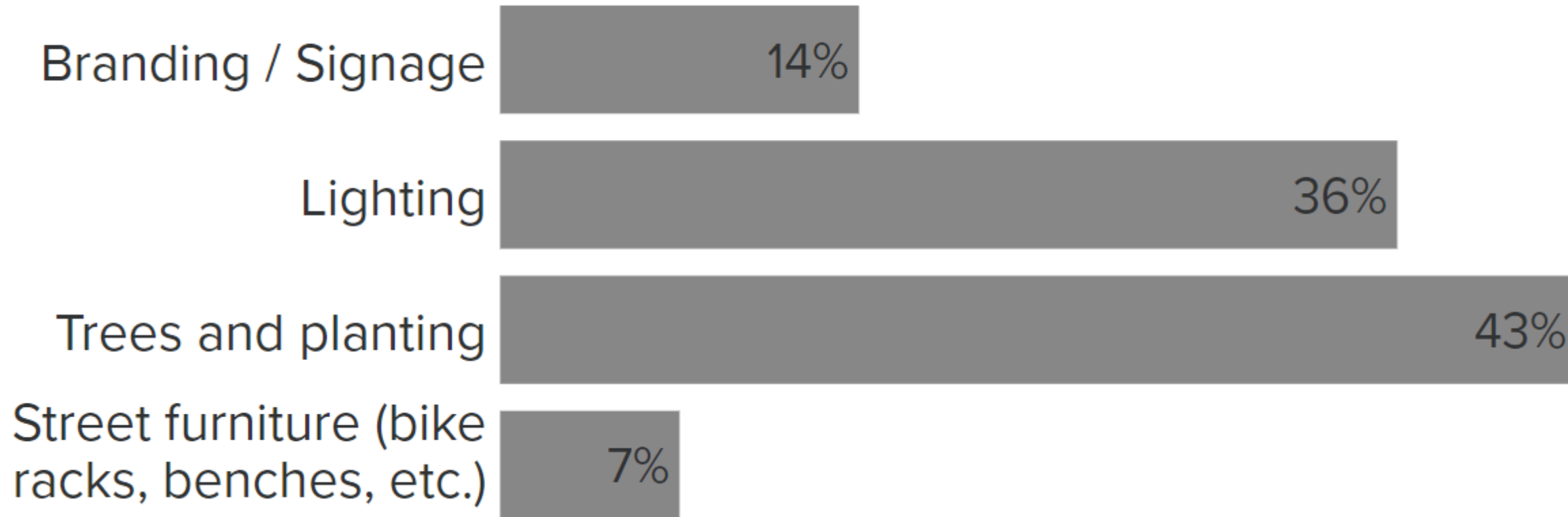


“Downtown is not connected for foot traffic to other areas”

“No safe pedestrian or bike path on 7th Street”

“Sidewalks should accommodate restaurant seating”

WHAT AMENITIES ARE NEEDED MOST IN THE GREATER DOWNTOWN?



“Cohesive throughout downtown area”

“Landscape is needed to Downtown Area”

“Better lighting is needed in the downtown area”

WHAT'S YOUR ONE-WORD GOAL FOR THE GREATER DOWNTOWN AREA



family-friendly

fresh
culture
promise
unified
alive
welcoming
cohesive
connectivity
modern
cleanup
growth
traffic
beautiful
functional
opportunity
appealing
update
fun
visit
destination
enticing

EAST MOLINE BEND AND DOWNTOWN STREETScape

DEFINING THE GOALS & OPPORTUNITIES



ECONOMICS

Encouraging reinvestment in the community and providing cost effective solutions that preserve or wisely use scarce resources.

ECOLOGY

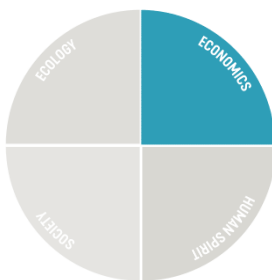
Sustaining the ability of the landscape to perform ecological functions such as building soil, recharging and cleaning water, cycling nutrients, and enabling biological systems to remain diverse and productive.

SOCIETY

Providing equitable access to natural resources for the benefit of all community residents and preserving cultural connections between people and place.

HUMAN SPIRIT

Inspiring a deeper, spiritual connection with nature and place.

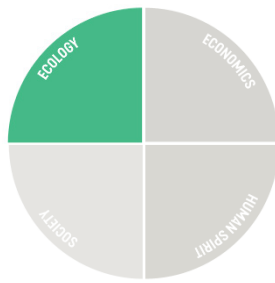


GOALS AND DESIGN DRIVERS

Create environment that attracts business to the Greater Downtown Area

- a) Unify Downtown with Bend, Rustbelt and Quarter with multiple modes of transportation
- b) Establish a recognizable District
- c) Improvements to continue and enhance Revitalization Momentum
- d) Increase diversity of businesses



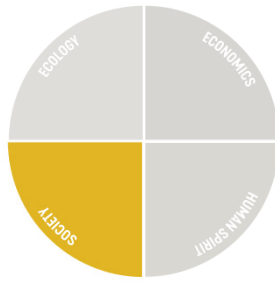


GOALS AND DESIGN DRIVERS

Enhance the consistency and quality of the Urban Landscape

- a) Utilize trees and plantings to establish East Moline as a unique place
- b) Reduce peak flows and improve water quality
- c) Increase tree canopy
- d) Connect to the Mississippi River



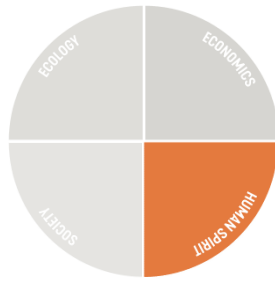


GOALS AND DESIGN DRIVERS

Improve quality of life by enhancing connectivity and safety

- a) Improve wayfinding and branding
- b) Increase multi-modal connectivity
- c) Create safer streets through better lighting and improved railroad crossings
- d) Increase the accessibility and quality of sidewalks





GOALS AND DESIGN DRIVERS

Bring forth East Moline's Sense of Place

- a) Create a cohesive Downtown Area while enhancing the unique character of Downtown, the Bend, Rustbelt, and Quarter.
- b) Build on history and character of community
- c) Durable, straightforward aesthetic





The Bend

1. Sidewalks and landscaping that fit with desired development
2. Establish wayfinding system
3. Continue to build out the street network
4. Multi-modal connections
 1. Bike Route
 2. Transit Route
 3. Pedestrian
 4. River Connection



The Rust Belt

1. Provide multi-use path along 12th Street to improve connectivity
2. Increase lighting for pedestrian Safety
3. Sidewalks and streetscape on 7th, improve connections to the Bend and downtown
4. Integrated wayfinding
5. Potential park on 7th



The Quarter

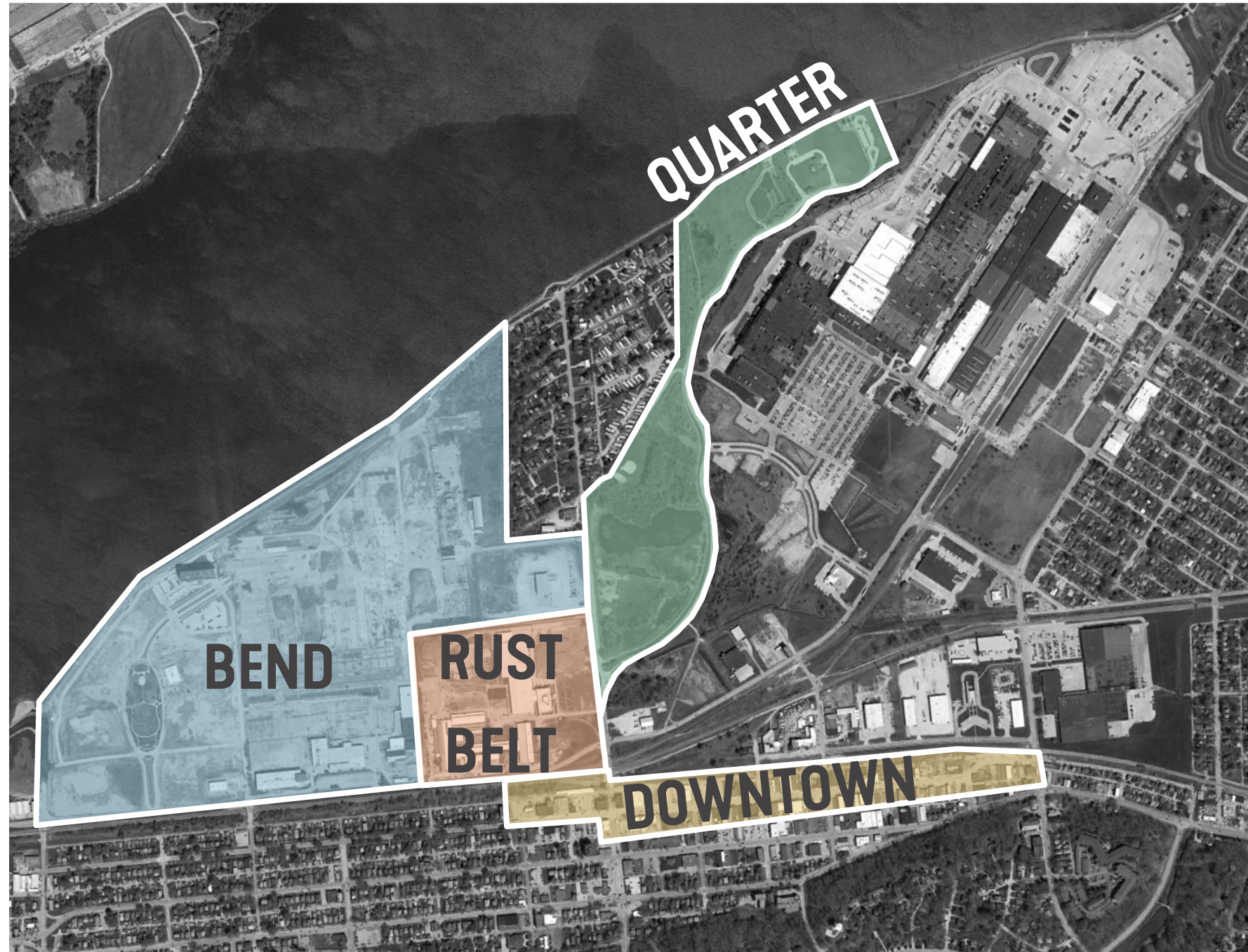
1. Increase Pedestrian connectivity
2. Establish a consistent streetscape amenities
3. Wetlands as amenity
4. Signage and Wayfinding
5. River Connection
6. Sidewalk along Harvest Way



Downtown

1. Use signage and streetscape to establish a district
2. Increase tree canopy to shade and unify
3. Visible Stormwater improvements
4. Create amenity zones and destinations
5. Improve pedestrian safety, accessibility and connectivity

ALTERNATIVES



Overall

- Wayfinding
- Multi-modal connections
- Streets and Key zones

The Bend and Rust Belt

- Streetscape and wayfinding
- 12th Avenue bike path options
- Railroad Tracks: Crossings and Alternatives

The Quarter

- Streetscape and Signage
- Amenity opportunities

Downtown

- Street and Parking Options
- Streetscape and wayfinding
- Potential amenities or draw
 - (could be splash play, dog park, other)



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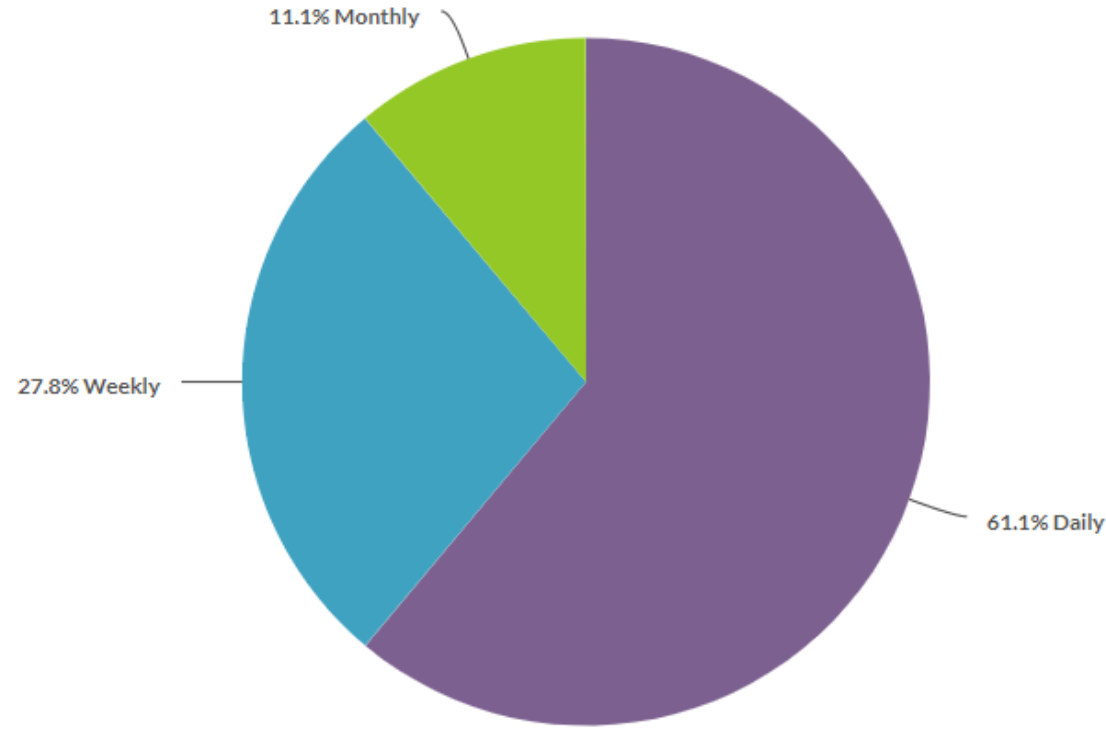
NEXT STEPS






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INITIAL SURVEY RESULTS

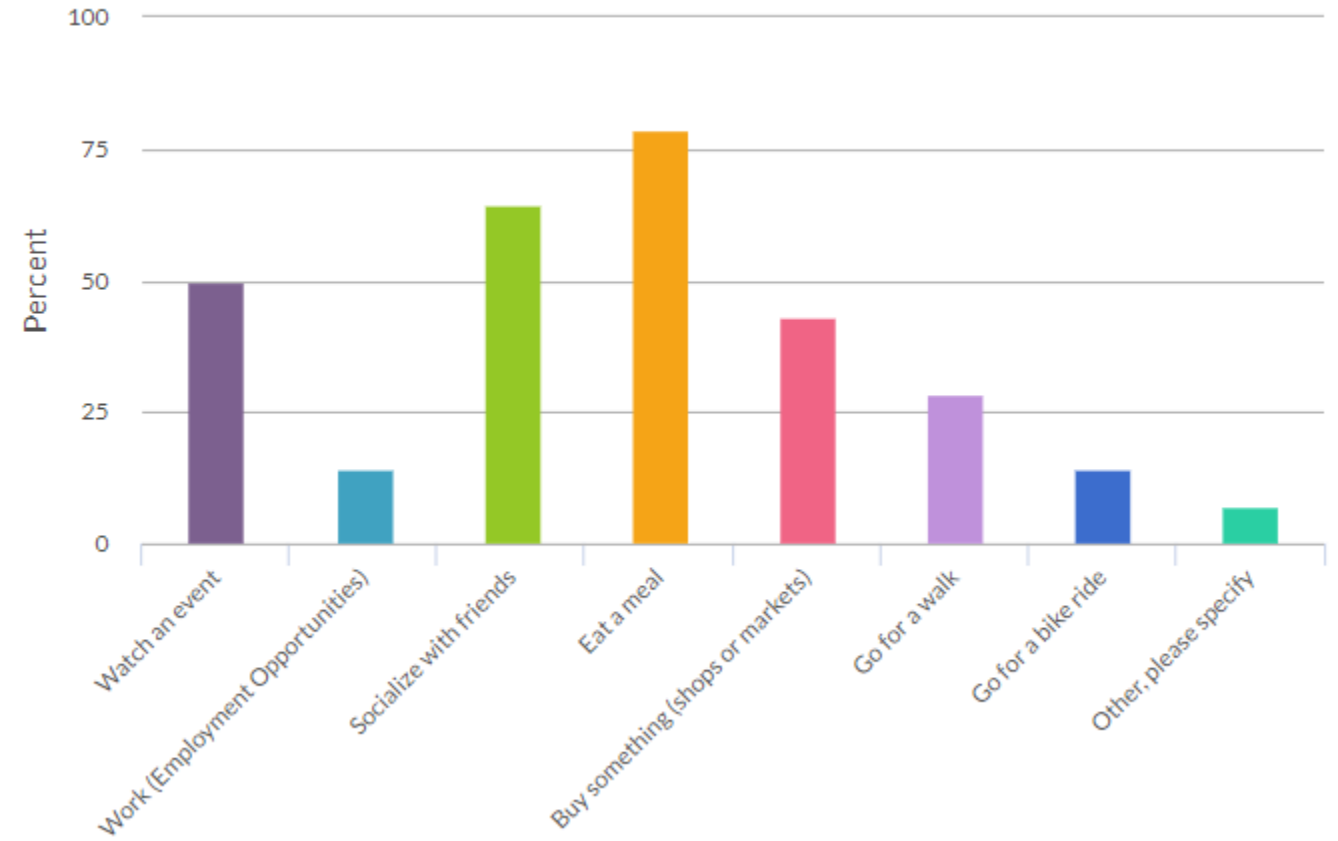
1. How often are you in or around the Downtown Study Area (15th Avenue, 12th Avenue, The Bend, The Rustbelt, or The Quarter)?



Value	Value	Percent	Responses
Daily		61.1%	11
Weekly		27.8%	5
Monthly		11.1%	2

Totals: 18

11. What top three activities would you like to be able to do in the Downtown Study Area?



NEXT STEPS

DEVELOP CONCEPT ALTERNATIVES

