

ACTIVATE CHURCH + MAIN

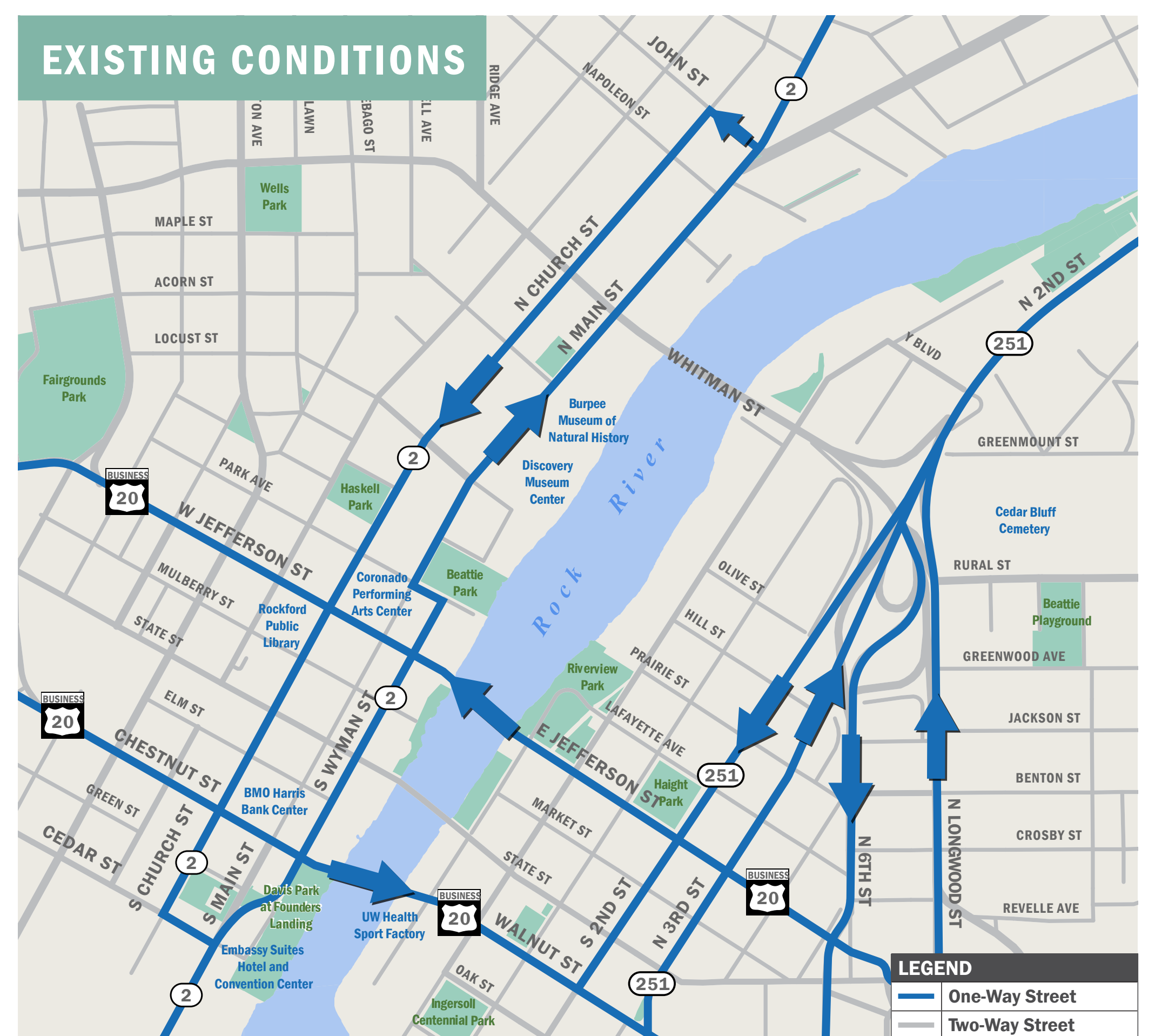
Activate Church + Main is a planning process initiated by the City of Rockford to improve mobility for all modes and position Downtown Rockford for future growth through the conversion of Church and Main from one-way to two-way streets.

Rockford's Central Business District street network was established to meet the travel demands of the early to mid-1900's, which focused on connecting residents on the northwest side to the City's industrial and manufacturing developments on the southeast side. One-way streets were an efficient way to move north-south traffic around the core of the downtown. Today, the City has transformed into an east/west City with growth occurring to the east towards the I-90 corridor. Downtown Rockford has also transformed through the years, resulting in a **local desire to convert the north-south one-way streets into two-way streets to simplify traffic circulation and slow down traffic.**

A two-way street conversion design could also **improve access, mobility, and safety for all modes, including pedestrians and bicyclists alike.** Additional considerations, such as aesthetics, traffic signals, signage, on-street parking accommodations, and redesignation of the state route (IL Route 2) are also part of the study.

PROJECT GOALS:

- Enable **economic development** and **improved mobility** within Downtown Rockford
- Support an overall **transportation network plan** for the Downtown
- Improve **safety and direct access** for emergency responders
- Ensure plans are **informed by public input**
- Incorporate improvements for **pedestrian and bicycle facilities**
- **Minimize any potential impacts** to property owners



OPEN HOUSE OUTLINE:

- STATION 1: Welcome + Project Context
- STATION 2: Proposed Changes
- STATION 3: Pedestrian Safety
- STATION 4: Bike Routes + Transit
- STATION 5: Parking + Traffic



WE NEED YOUR INPUT!

Throughout the workshop there will be multiple engagement exercises; please look out for the exercise icon on the exhibits and follow the instructions to provide your feedback!