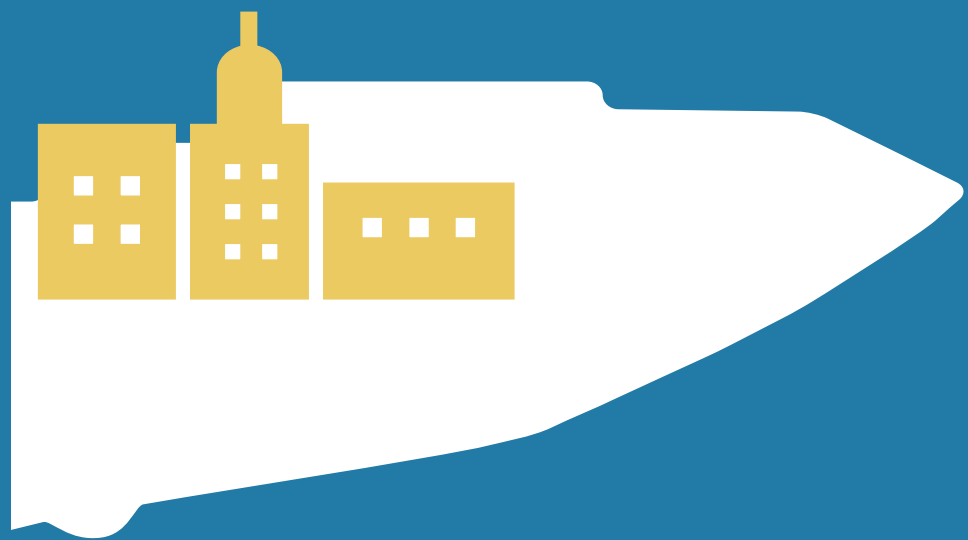


# Davenport 2030

## A Resilient City



## Acknowledgments

### Downtown Davenport Partnership

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### Thank You!

On behalf of the Downtown Davenport Partnership, our project team would like to thank all of the Davenport community members who contributed to the shaping of this downtown Davenport master plan, *Davenport 2030: A Resilient City*. It is important that as stewards of the plan, we remain agile as it is a living document where our action items will continue to be revised and edited in response to the most salient social, environmental, and economic issues of the time. Most importantly, DDP is committed to staying responsive and accountable to the Davenport community, and so, welcome your continued input and feedback on the execution of the plan.

Publication Date: January 2021



**Sam Schwartz**

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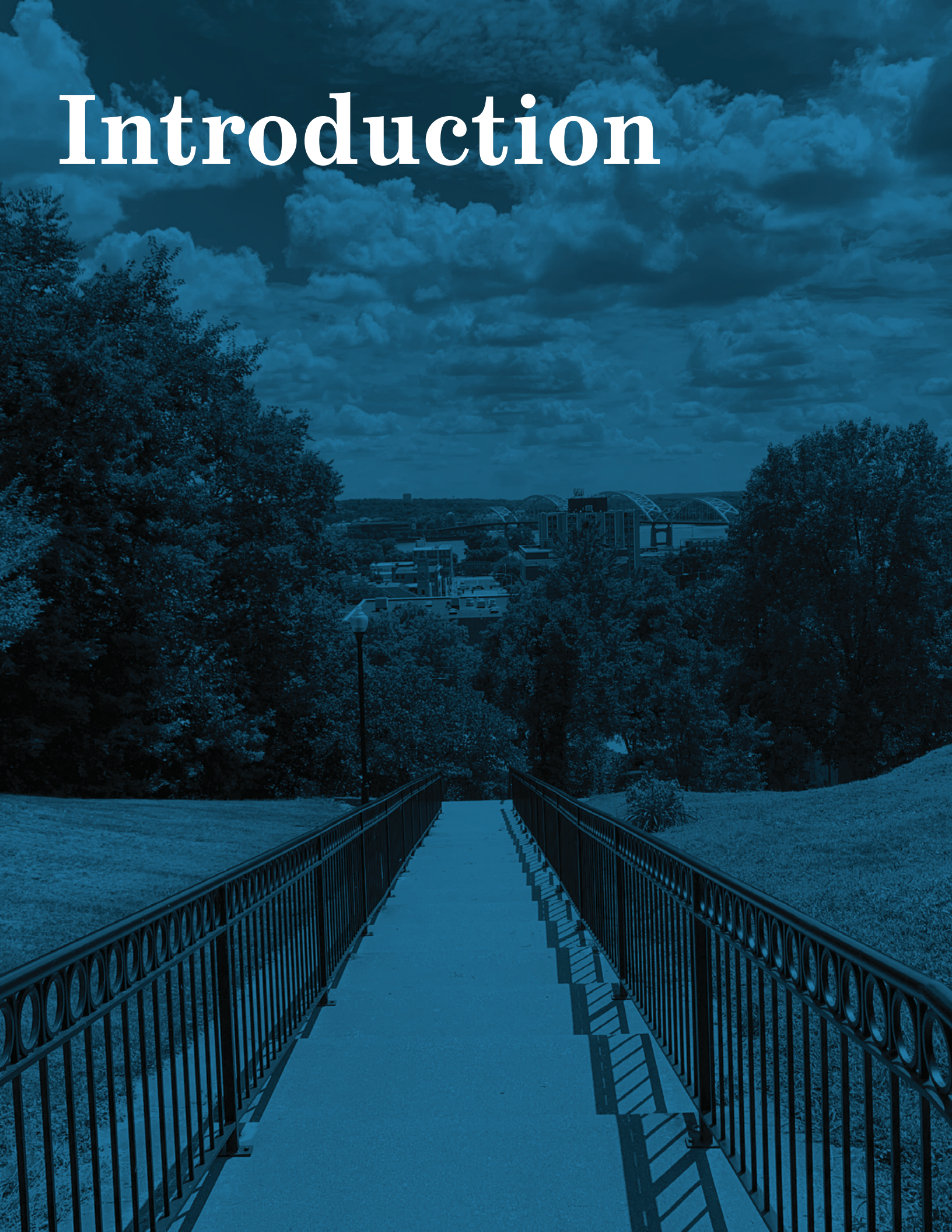




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# Introduction





# From the Downtown Davenport Partnership



Founded in 1836, Davenport is no stranger to downtown master plans designed to navigate an uncertain future. In that 184 years, we have survived and overcome public health crises, floods, economic and social upheaval, and an ever-changing urban riverfront landscape. I am quite certain we will do it again. To not only survive but thrive over the next decade though, it will take commitment to reimagine Davenport and further evolve its urban core.

The Downtown Davenport Partnership (DDP) is proud to have worked with the City of Davenport, WXY's planning team, and our Quad Cities community to create Davenport 2030, a Resilient City. This plan is bold, yet realistic. It provides fresh perspective but is rooted in the lessons of our past. It asks for new voices and a collective approach to growth. This process created a visionary master plan that will serve as a roadmap to tackle the opportunities and challenges before us today, and into the future.

Downtown is everyone's neighborhood, and its social and economic health reflects the entire City. We are eager to work with our public and private partners to use this plan to build a better tomorrow for Davenport and the entire Quad Cities.

Sincerely,

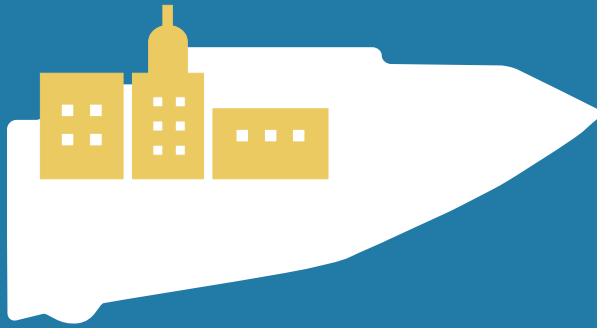
Kyle Carter  
Executive Director  
Downtown Davenport Partnership

# Introduction

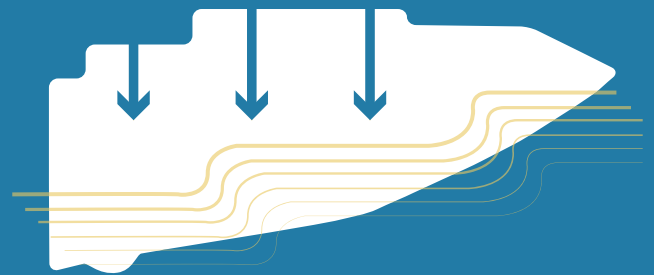
**Davenport 2030: A Resilient City** is a visionary roadmap for shaping a more sustainable, active, and inclusive downtown. The plan, which was commissioned by the Downtown Davenport Partnership (“DDP”), was produced by New York-based planning and urban design firm WXY Studio with SB Friedman Development Advisors and Sam Schwartz Engineering, embraces a strategy for future growth grounded in the activation and enrichment of the public realm. Building on ongoing planning efforts to make Downtown streets safer and its riverfront more resilient, this bold plan explores how to better connect Downtown to its surrounding neighborhoods and the region as whole. These activations — through arts, culture, entertainment, and economic development — celebrate Davenport’s diversity while promoting a more livable, welcoming, and inclusive environment for all Quad Citizens.

The plan is guided by six key themes, which provide a framework for downtown’s growth over the next decade. As the most populous city in the largest metropolitan center between Minneapolis and St. Louis, Davenport has the potential to grow into a vertical, mixed-use center with walkable streets, a world-class waterfront, and a unique identity. To be successful, Davenport will not only need to strategize creatively about how to make Downtown more resilient, but also more inclusive and regional in its economic outlook. The plan’s underlying framework is designed as a guide for the activation and development of the downtown, rather than a rigid vision of what the Downtown will become. It was developed with the input of Quad Citizens, city policymakers, developers, community advocates, and businesses, during a period of recovery and uncertainty. Ultimately, the plan strives to set the table for a collaborative and community-driven process of change, and one that recognizes and reflects the changing dynamics of the city and the region.

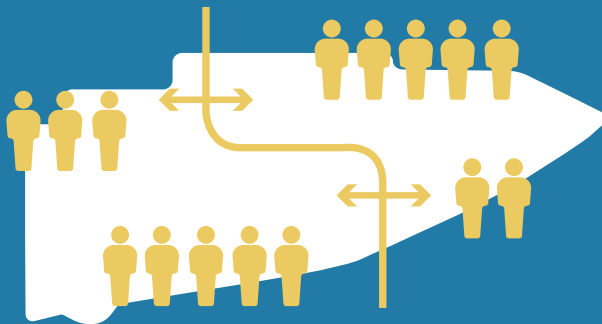




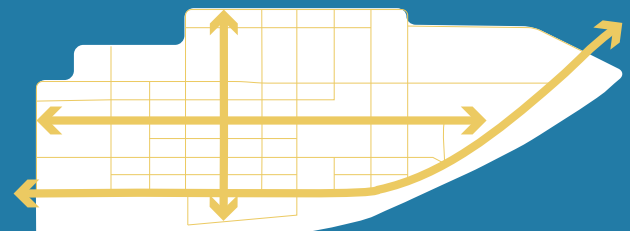
Vertical Mixed-Use Center



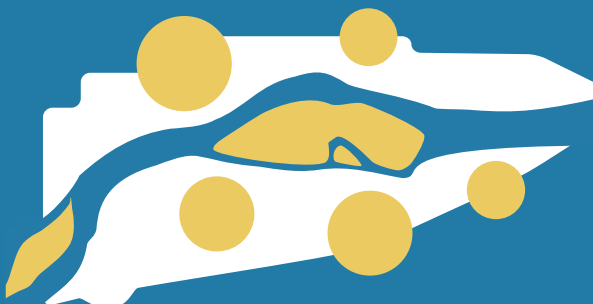
Connected & Resilient Riverfront



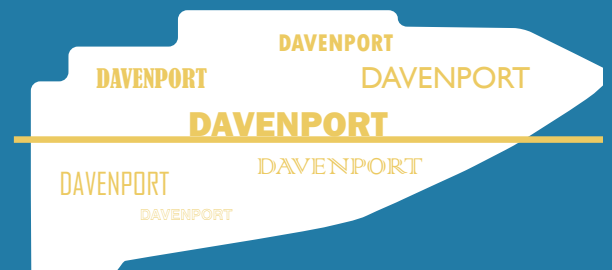
Inclusive Growth



Walkable, Bikable & Connected



Five Downtowns, One Region



Unique Civic Identity

# The Master Planning Process

Downtown Davenport has grown in economic and cultural vitality despite significant challenges faced by the city and the region. A changing climate has increased the frequency and severity of floods. In May 2019, Davenport experienced record-high flood waters reaching almost 23 feet, causing economic devastation for countless downtown business owners. 2020 has brought an entirely new set of challenges. The COVID-19 global health crisis has caused an economic recession and the highest reported unemployment in U.S. history. Across the country, civil unrest stemming from systemic injustice has forced millions to confront decades of racist policies and entrenched segregation. This trifecta of issues – the environment, the economy, and equity – elevates the importance of this moment as an inflection point for Downtown Davenport and the forces that shape it. Local leaders must move with confidence and intentionality as their decision-making is critical to the well-being of all Davenport residents. **Davenport 2030: A Resilient City**, focuses on the downtown because the health of Davenport’s downtown reflects the social and economic health of the city.

The success of the Davenport 2030 hinges on the development and implementation of a clear vision that is community-driven and rooted in the realities of the Davenport market. DDP commissioned a multi-disciplinary team to craft a flexible and creative vision for Downtown’s future. The planning process was led by WXY Studio, which provided planning and urban design expertise; SB Friedman, who focused on market analysis and economic incentives; and Sam Schwartz Engineering, who focused on mobility. During the study, the City hired an engineering firm to conduct a flood mitigation study, with the goal of supporting Davenport’s long-term resiliency. The team worked closely with the DDP to develop a comprehensive, participatory stakeholder engagement process. The process engaged diverse stakeholders and the team conducted over 25 interviews, 3 virtual focus groups, 3 Steering Committee meetings, and an online perception survey that received over 500 responses. While the environment has been challenging, the time to create a new downtown master plan could not be better to ensure a swift recovery and the continued growth of Davenport.

6-18 Months

2-5 Years

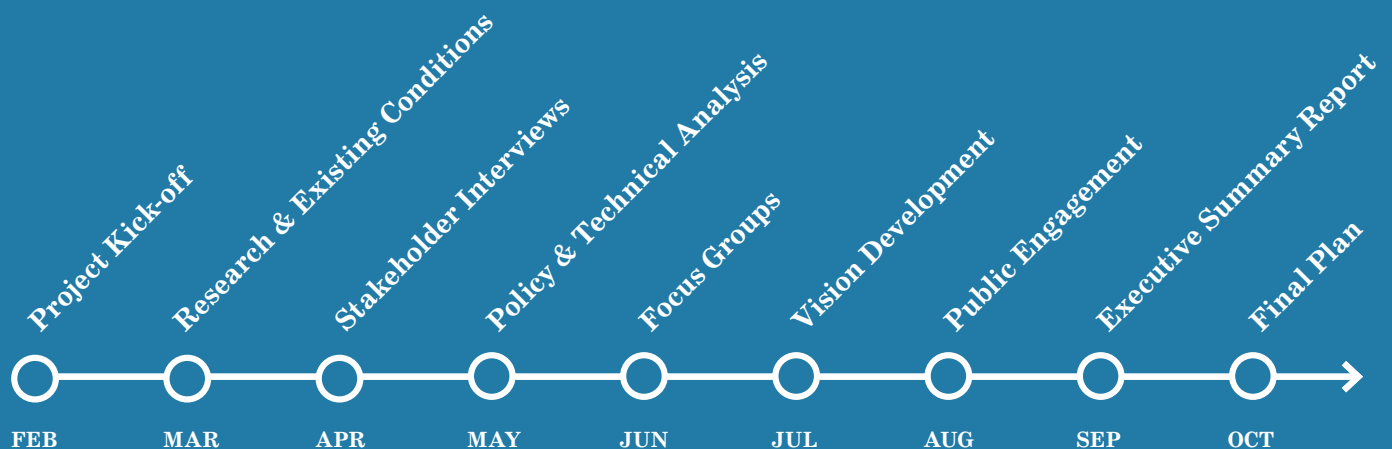
6-10 Years

Recover to  
pre-COVID Baseline

Build on Past  
Strategies

Aspirational  
Goals

1. The plan responds forcefully to **the challenge of COVID-19**.
2. The plan considers and explores **multiple scenarios** for the future of Downtown Davenport.
3. The plan provides both **near-term** and **long-term** responses.



# Stakeholder Engagement

Successful implementation of Davenport 2030 requires the commitment of the Davenport community, a web of key partners that include the City, local leaders, community-based organizations, small business owners, entrepreneurs, and Quad Citizens. Davenport 2030 imagines an inclusive growth strategy that is anchored in the realities of the Davenport economy, yet responds to the needs and aspirations of Davenport residents.

The planning team worked closely with DDP to shape a comprehensive and participatory stakeholder engagement strategy. The engagement strategy consisted of multiple methods for gaining foundational input from Davenport residents. This included the formation of a Steering Committee, individual interviews, issue-area focus groups, an online survey, and public forums. Due to health risks associated with the COVID-19 public health crisis, all public forums were canceled. Instead, these forums were replaced with additional targeted interviews and small group discussions.

The planning process engaged multiple stakeholders, from elected officials, to policymakers, developers, local business owners, community-based organizations, public safety officers, and most importantly, the Davenport community. These stakeholders engaged in discussions on a variety of topics reflecting the key themes identified at the start of the process. Robust engagement guided the development of the Davenport 2030 vision statement and the guiding principles that makeup downtown Davenport's framework for growth.

- **Steering Committee.** The Downtown Davenport Master Plan Steering Committee was a key partner ensuring our team had a clear understanding of the local context. The committee included Davenport professionals and entrepreneurs representing various sectors and perspectives - residents, developers, restaurateurs, retailers, banking, and tourism - committed to the growth of the downtown.



**25**  
Stakeholder  
Interviews

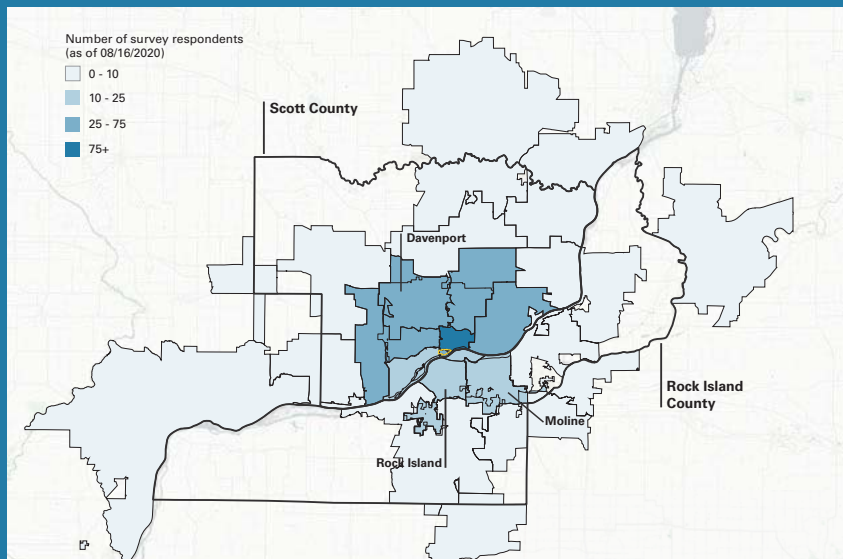


**3**  
Focus  
Groups



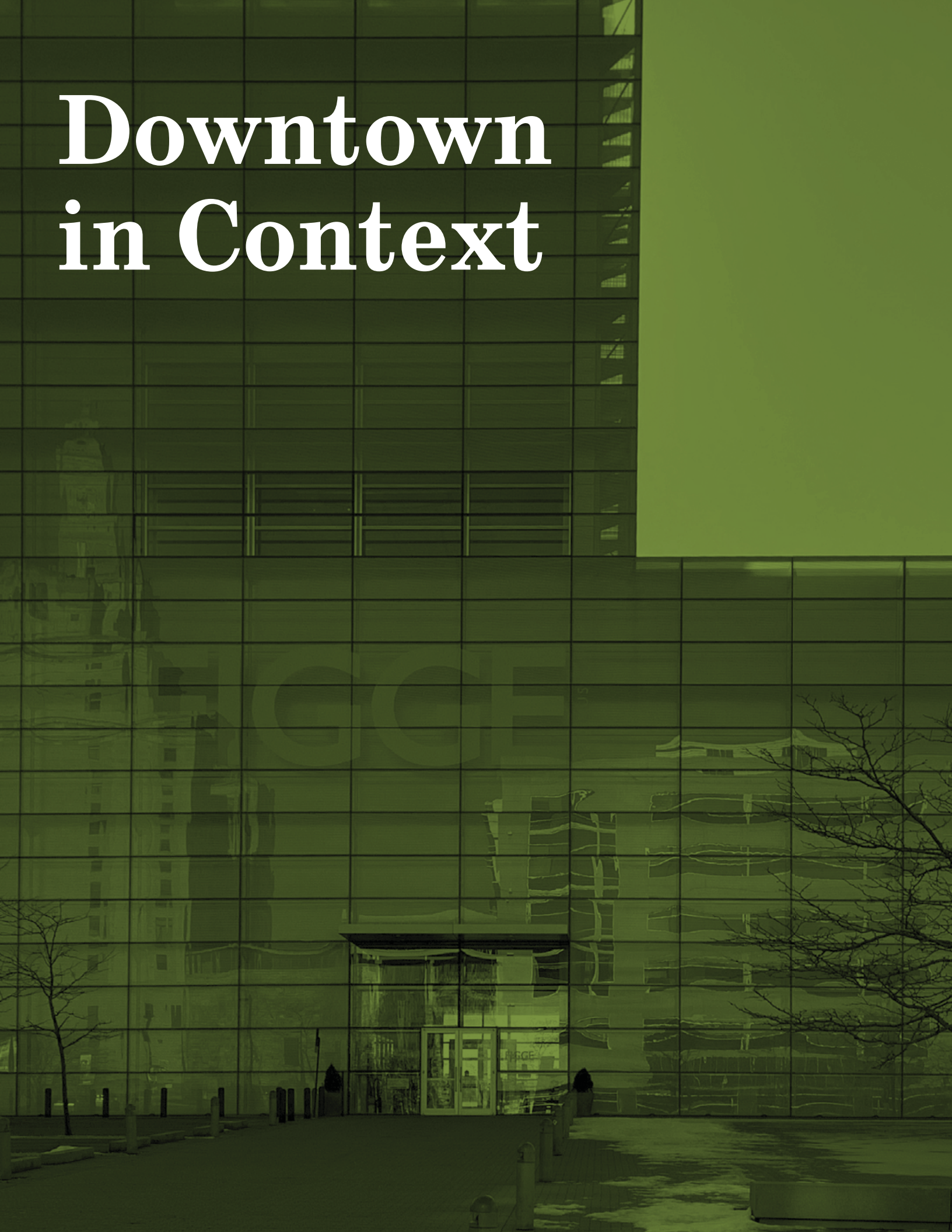
**1**  
Perception  
Survey  
(550+ Responses)





- **Individual Interviews and Small Group Discussions.** 25 interviews and small group discussions were critical for supplementing the team’s initial data gathering and analysis. They were used to gain targeted input and expertise on a variety of topics including residential and office development, public safety strategy, riverfront planning, local politics, to name a few.
- **Focus Groups.** Building on initial engagement and data analysis, focus groups were formed to better understand underlying social and economic contexts of the downtown. The topics discussed in these groups were; Arts & Entertainment to explore how the City can build on the success of these sectors; and, Diversity, Equity & Inclusion, to explore perceptions of downtown by underrepresented communities and discuss strategies for moving towards a more welcoming and inclusive downtown for all Quad Citizens.
- **Perception Survey.** In July 2020, DDP launched an online perception survey that received 550+ responses. The input from this survey helped to shape the overall vision for Davenport 2030, and guide the future approach to placemaking, mobility, and public safety in the downtown.

# Downtown in Context







Second Street & Brady, 1950s

# Davenport in History

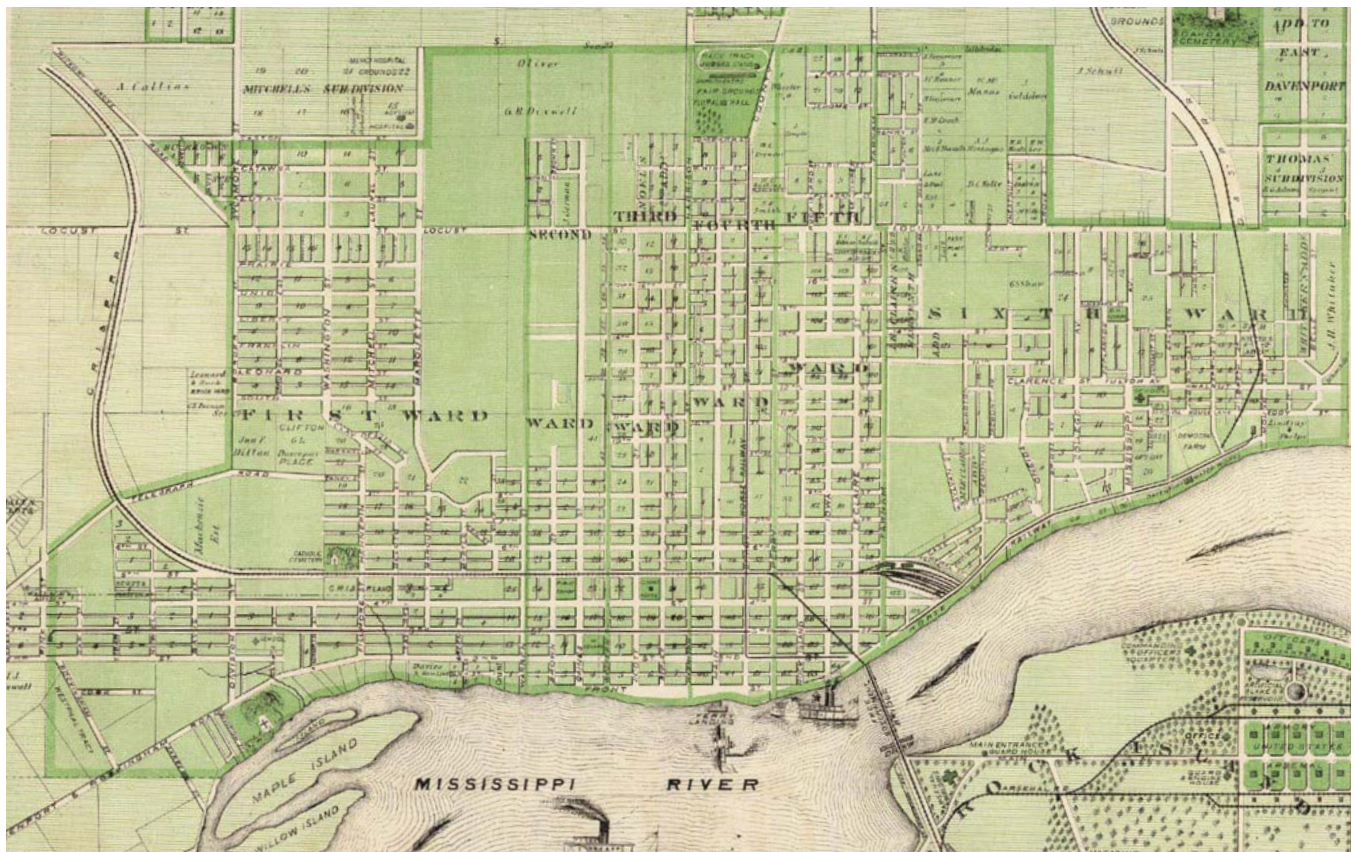
Downtown Davenport's history is a product of three forces—the river, the railroad, and the arsenal. Founded in 1832, Davenport sits at a strategic location on the Mississippi River where a series of islands enabled easy river crossings for steamboat ferries, and later, railroads. Fort Armstrong (later the Rock Island Arsenal) was established on one of these islands shortly after Davenport's foundation, and became an important stronghold on the Upper Mississippi River. At the same time, rapids just north of Davenport made the city's shores a natural place for transshipment of goods and cargo, including lumber and other raw materials. Davenport was the site of the first Mississippi river railroad crossing by the Chicago & Rock Island Railroad in 1856 and became an important industrial city at the gateway to the frontier during the mid-to-late 19th century. As it grew, it developed on a gridiron plan, with three public squares in the downtown and parallel service alleys segmenting the downtown blocks.

The growth of Davenport from the 1880s through the 1920s was fueled by its strategic location as a railroad and military hub, the region's growing industrial economy, and as a regional center of banking and commerce. During this period, Davenport grew vertically and became a regional center of entertainment and shopping, with the construction of the Kahl Building, the Blackhawk Hotel, the Capitol Theater, and Modern Woodmen Stadium. Like many midwestern cities, after World War II, the city began to expand outward and the downtown economy suffered with the construction of the North Park Mall and South Park Mall (in Moline). The economic forces driving population to the suburban fringe led to the gradual hollowing out of Downtown, with lost population, closing department stores, and economic decline. From the 1990s onward, Downtown has embarked on a series of economic development initiatives to make downtown into a regional destination, including the creation of the RiverCenter, the rehabilitation of Downtown's Blackhawk Hotel and Adler Theater, the creation of the Figge Museum, and most recently, residential and hotel investments that have taken advantage of historic tax credits and other incentives. Collectively, these efforts have helped to reinvigorate the Downtown's local retail environment and have made it into the region's entertainment capital.





Davenport as seen from the southwest, 1875

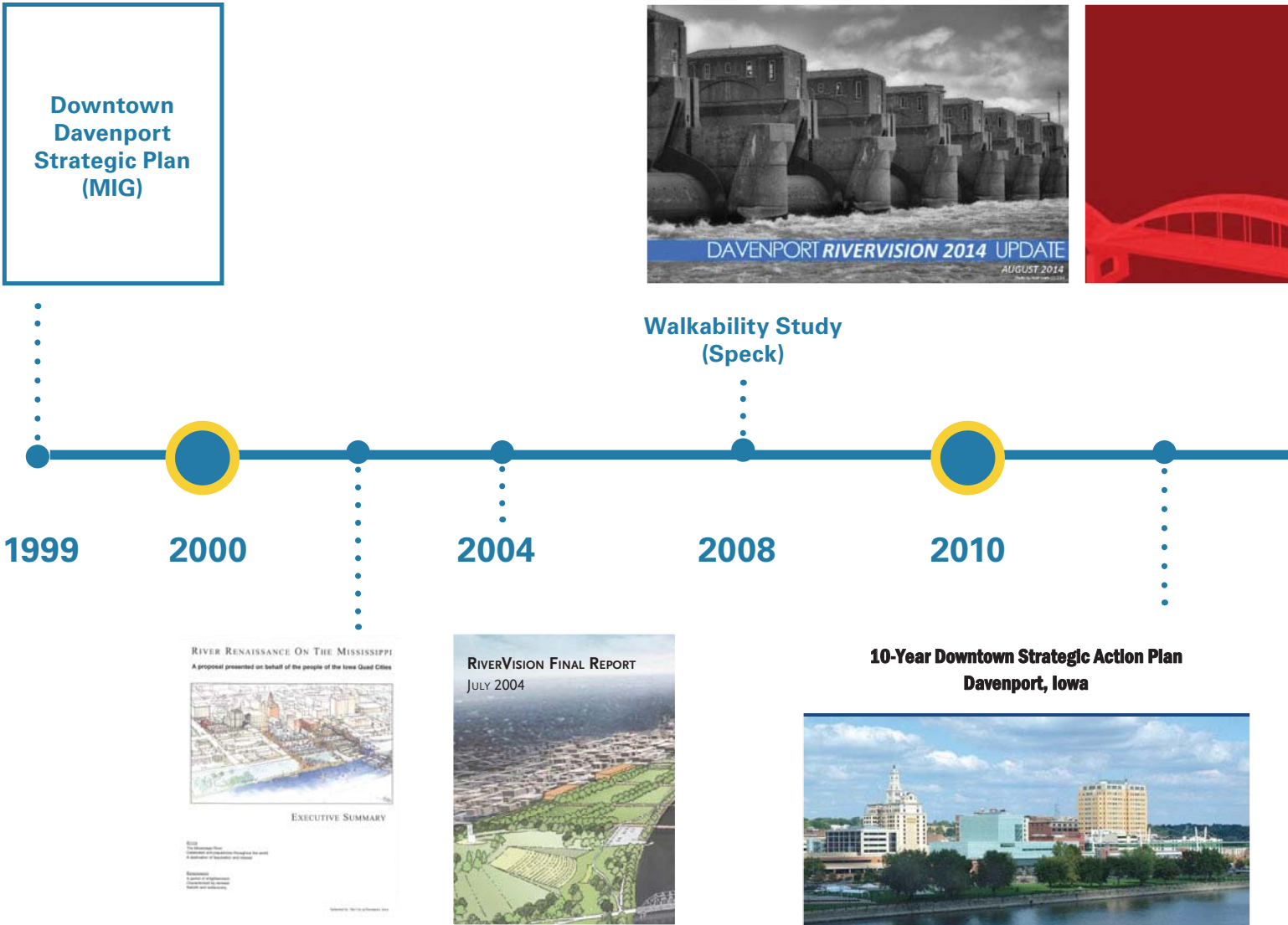


Plan of Davenport, 1875

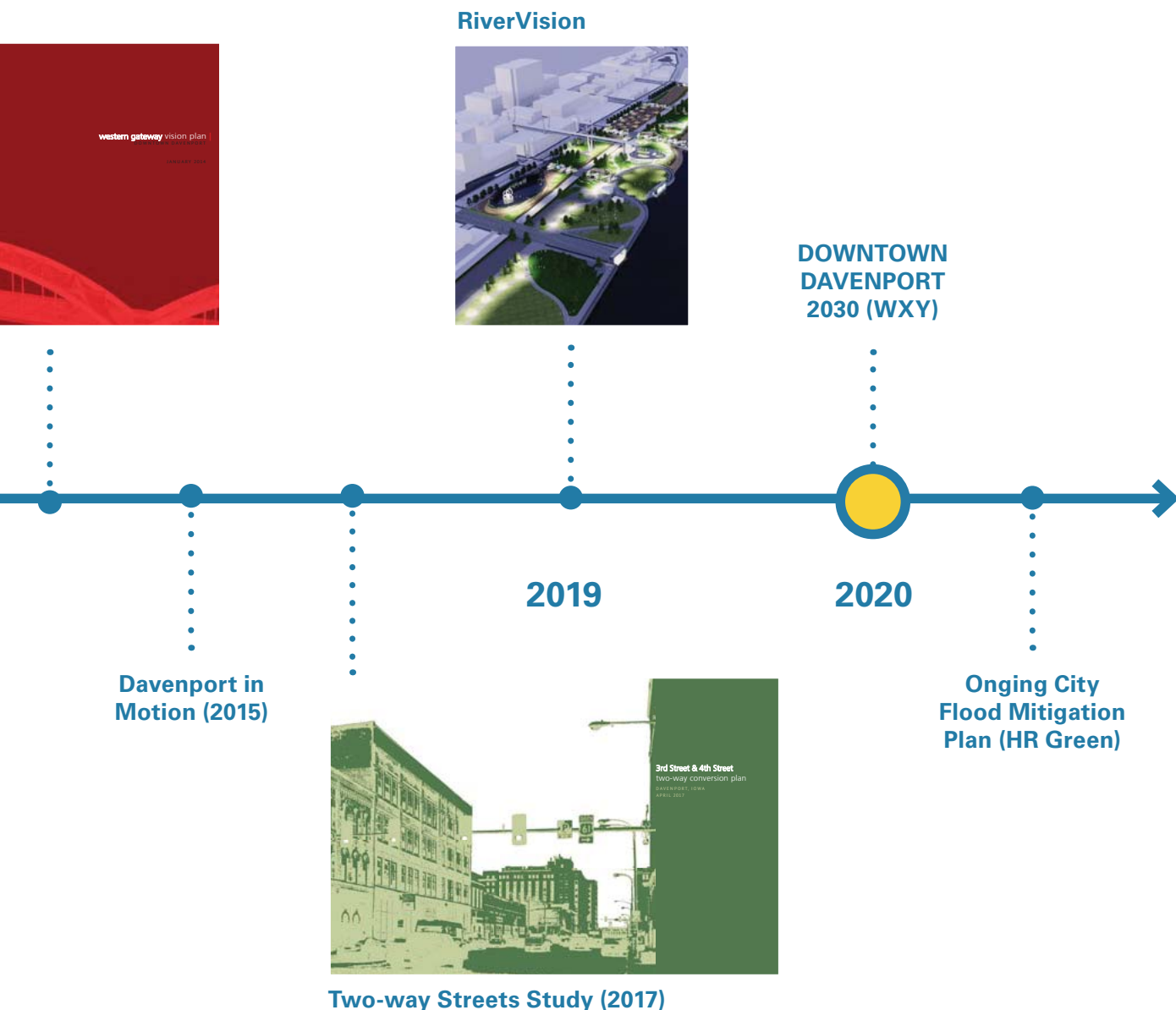


# Recent Downtown Planning Efforts

Davenport has enjoyed a variety of master planning efforts that guided development over the past 20 years. The 1999 MIG downtown master plan accelerated revitalization and set the course for the River Renaissance campaign, resulting in construction of the Figge Art Museum, River Music Experience, Skybridge, two parking ramps, and Adler stage expansion. In 2004, this momentum led to RiverVision, a shared plan by Davenport and Rock Island to maximize the downtown riverfront and expand the



city's biggest asset, the Mississippi Riverfront. Renowned urbanist Jeff Speck provided critical insight in 2008 to downtown's walkability and development potential, which also informed the 2010 Davenport GO transportation study and 2015 Davenport in Motion plan. The 2012 DDA downtown master plan defined the housing market potential and led to leveraging catalyst development sites, growth in the food and beverage industries, and complete streets initiatives. In 2018, RDG provided a bold update to the RiverVision plan to further enhance downtown and the Mississippi riverfront. This study reflects the foundational information these studies provided.



# A Resilient & Growing Downtown

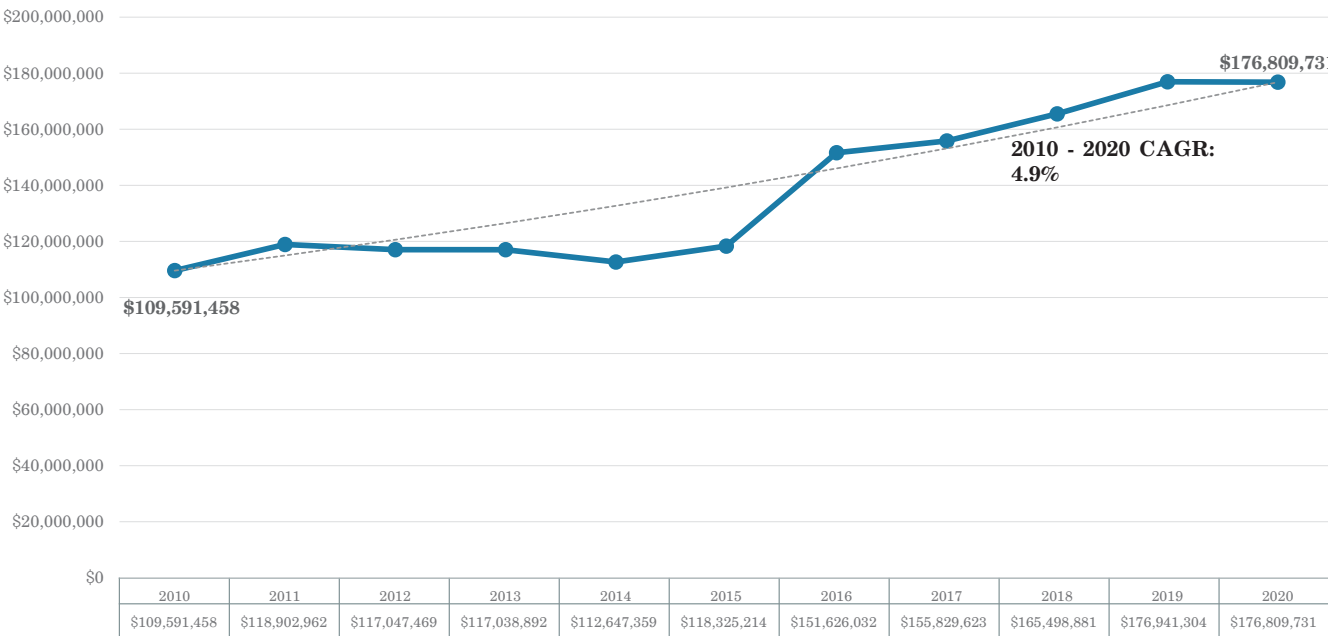


Figure: Total Assessed Value, 2010-2020  
 Sources: City of Davenport, Downtown Davenport Partnership, Scott County Assessor’s Office

Public and private investment downtown over the past twenty years has paid significant return, as evidenced by the increase in property values and its outpacing of growth across the city as a whole. Leveraged by the construction of anchor arts and culture amenities in the early 2000’s, the past ten years of growth were highlighted by significant expansion of in the housing market and investment in the bar/restaurant, retail, and entertainment industries. Downtown revitalization efforts have been successful; however, a variety of new local and national challenges risk downtown’s development capacity moving forward.



# Forces shaping Downtown in 2020

2020 has brought new and profound challenges that Davenport will have to face head on over the next decade. Following its devastating 2019 flood, 2020 saw the emergence of the COVID-19 pandemic, along with a widespread shift to remote work, combined with rising unemployment and a newfound awareness of entrenched racial divides. These forces shaped the context in which the plan was developed and informed its core recommendations.

**Flooding of Downtown  
Davenport, 2019**



**Civil unrest across the  
country, 2020**



**COVID-19 global pandemic,  
2020**



**Historic unemployment  
& public health crisis**



**Shift to remote work  
& office market**



**Impact of e-commerce  
& decline retail**



# Population & Employment

The population is growing throughout the Quad Cities region, as people and jobs continue to see the region as a place of opportunity. Downtown Davenport has attracted a younger and more economically diverse population than greater Davenport and other Quad Cities municipalities. The regional population is generally stable and is expected to remain so, and Scott County is projected to experience a modest increase in population, adding approximately 10,000 new residents over the next 20 years.

Employment growth within the region was projected to increase by nearly 8% by 2028, though the pandemic will challenge employment levels. Industrial is the largest regional employment sector, followed by retail, and then office. Prior to COVID-19, regional employment had almost recovered to pre-recession levels and there was projected growth in regional office employment. Jobs lost due to COVID-19 will need to recover back to baseline before further employment growth in years to come.

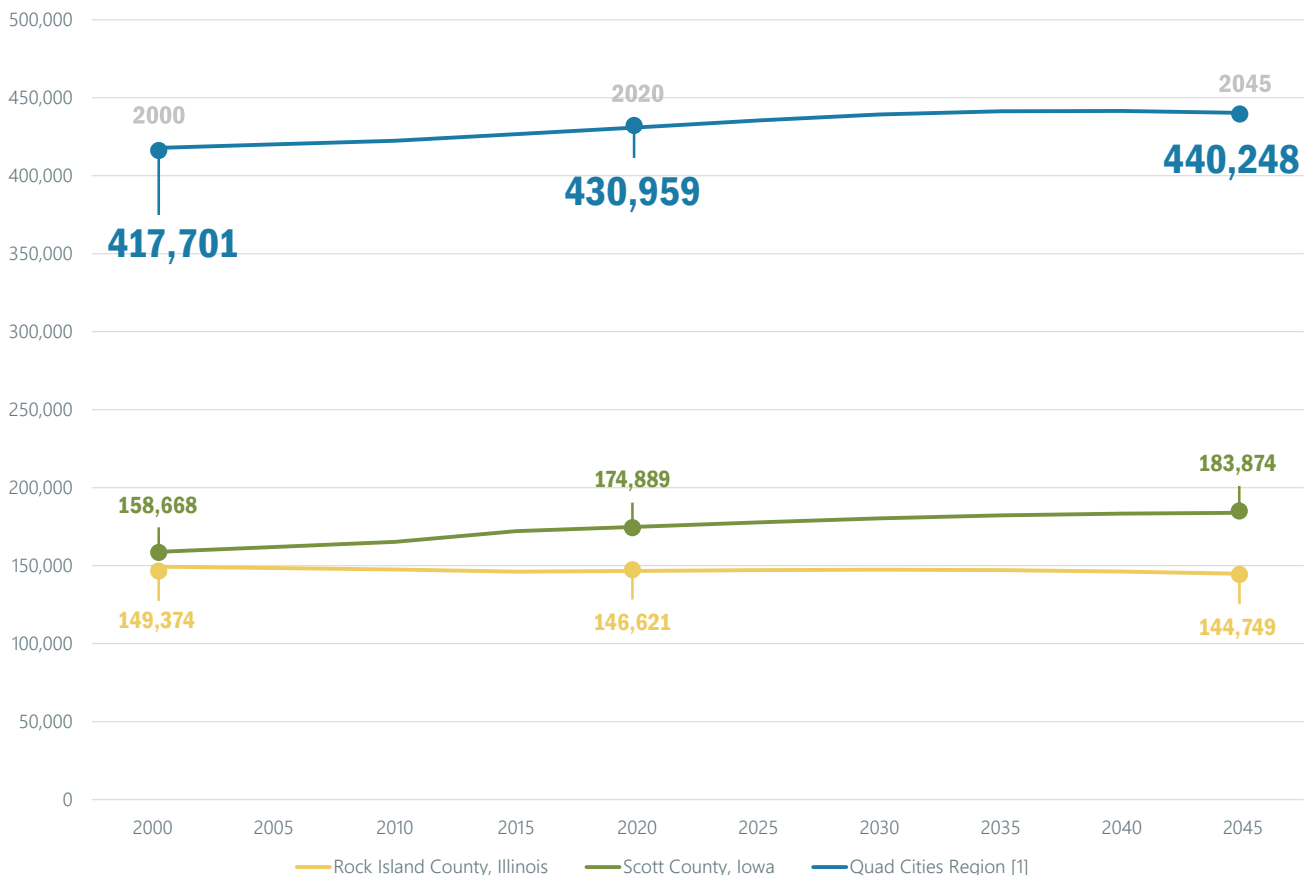
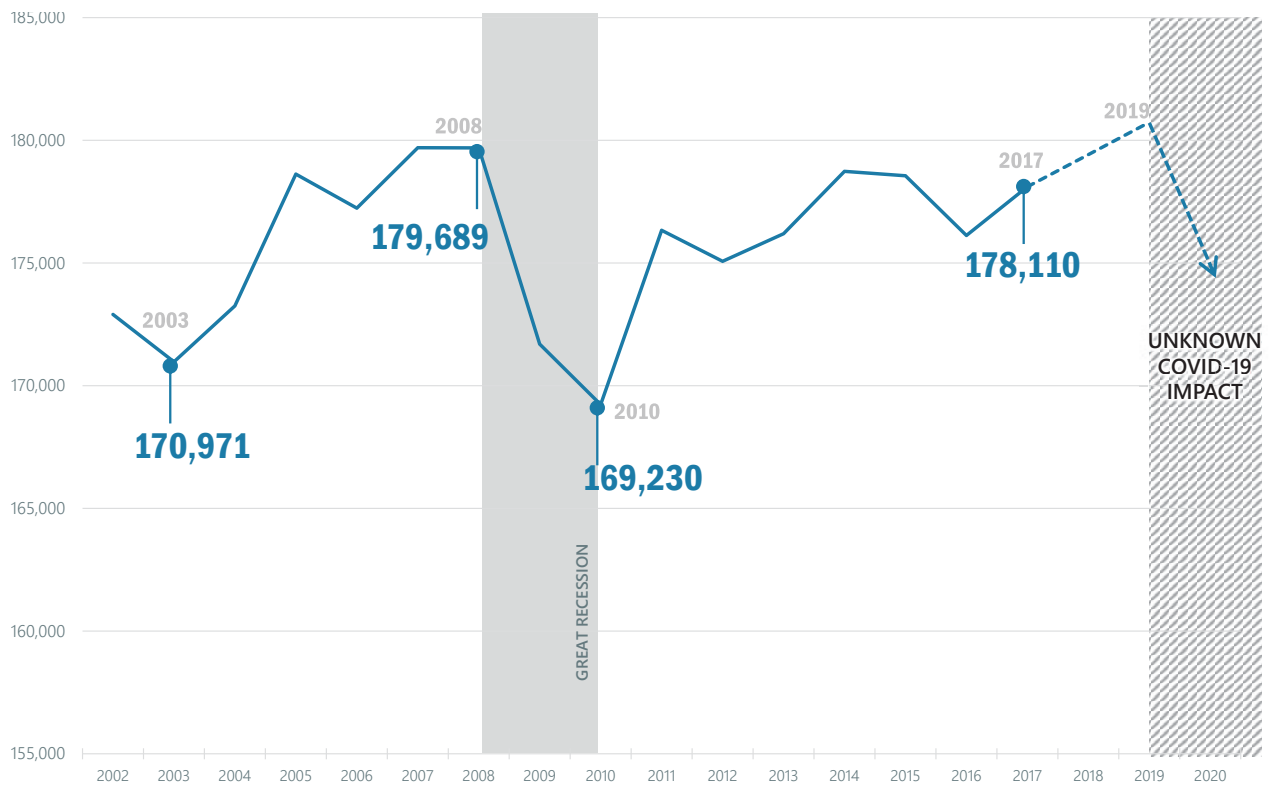
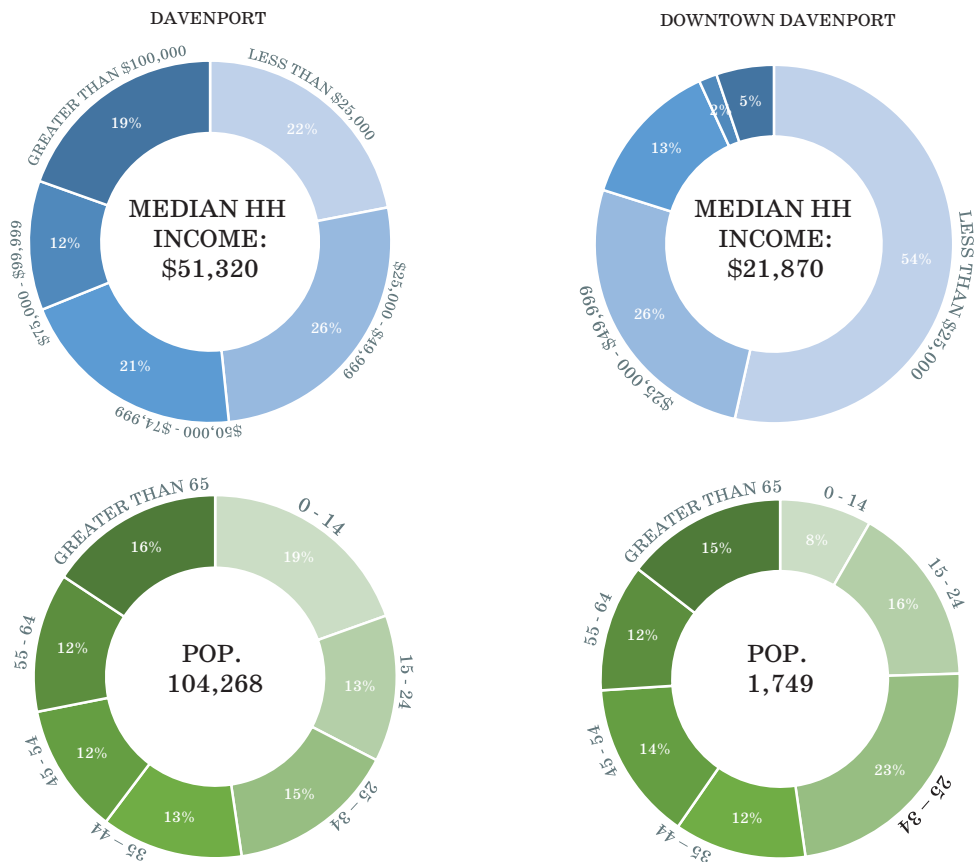


Figure: Historic and Projected Population, 2000-2045  
Includes Henry (IL), Mercer (IL), Muscatine (IA), Rock Island (IL) and Scott (IA) counties



**Figure: Historic Employment, 2002-2017**

Source: Longitudinal Employer-Household Dynamics (LEHD) OnTheMap, Davenport-Moline-Rock Island MSA; SB Friedman



**Figure: Household Income Distribution & Age Distribution**

Source: Esri Business Analyst, SB Friedman



## Office & Retail Market

The rehabilitation of existing space for office use has been a prominent trend in Downtown Davenport, resulting in increasing options for tenants interested in locating Downtown. Downtown Davenport has the highest amount of office square footage of the major regional office centers. Currently, high vacancies in existing space, challenge financing of new development. Options for conversion of vacant space to other uses or renovating space to meet current demands should be explored.

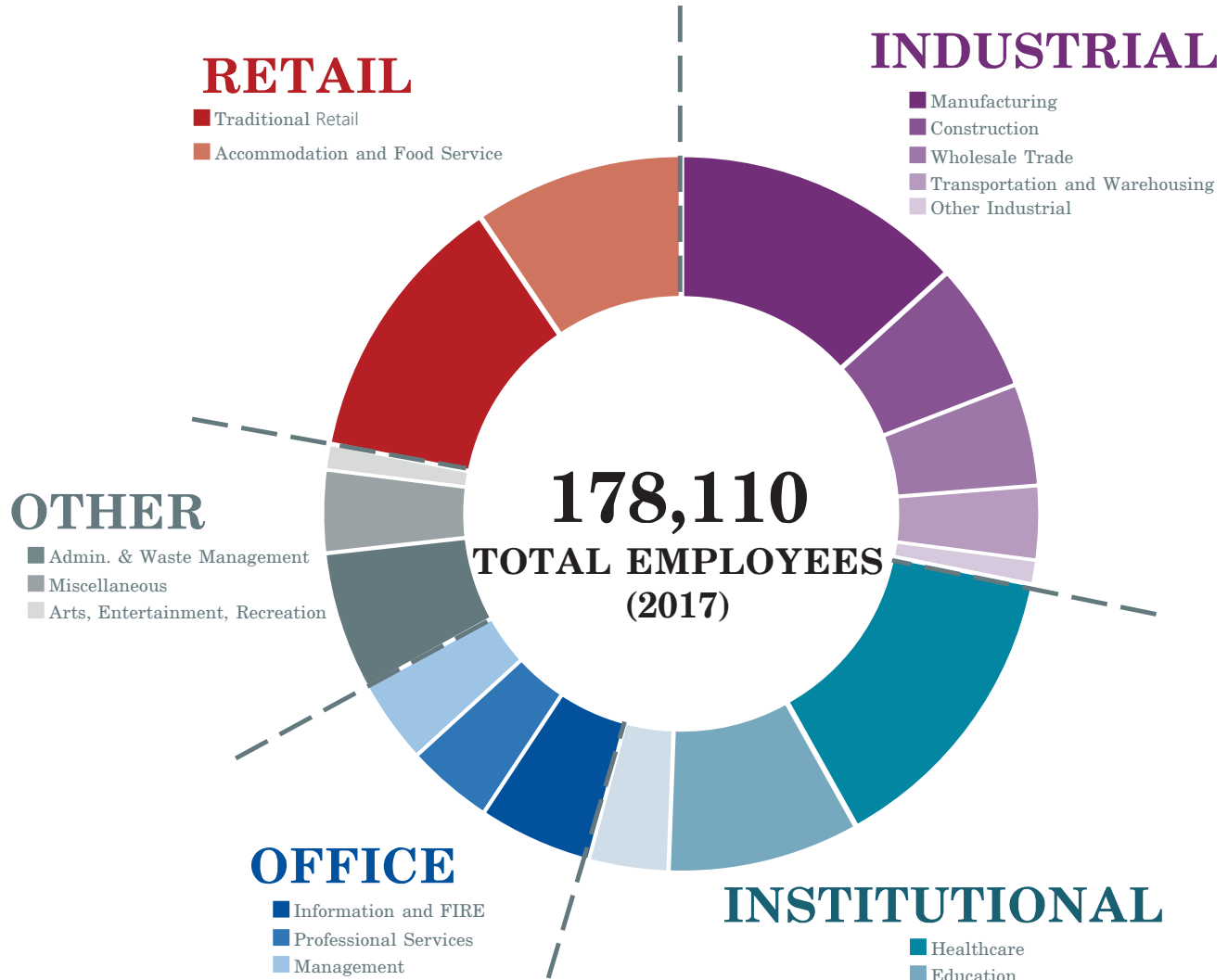
There is a common perception that there are safety issues Downtown and that parking is challenging. Evaluating these issues and providing resources to address any shortcomings may be needed to attract new tenants who have bypassed Downtown.

Retail vacancies are lower in Downtown Davenport than in the region, likely indicating unmet demand for conventional retail space. About 54,000 SF of existing space in Downtown Davenport has been rehabilitated since 2013, but there has been no new construction retail. Rehabbed spaces command substantially higher rents.

While there is a concentration of restaurants in Downtown Davenport, there are fewer restaurants and other retail options per capita than in Moline. Additional boutique and entertainment related retail (e.g. small format apparel shops and arcades) to suit residents, workers and visitors could enhance the downtown.

## Multi-Family Market

Recent deliveries and the pipeline of projects suggest additional demand for downtown residential. Today, occupancy levels are lower in Downtown Davenport as compared to the region, though this is largely attributed to the 2019 flood. A significant portion of the added residential supply in the downtown has consisted of rehabilitated multifamily properties, with most new multifamily development in the region occurring in other areas. While residential investment in downtown and the region is steady, housing affordability remains a challenge as rising market rents continue to outpace income growth.



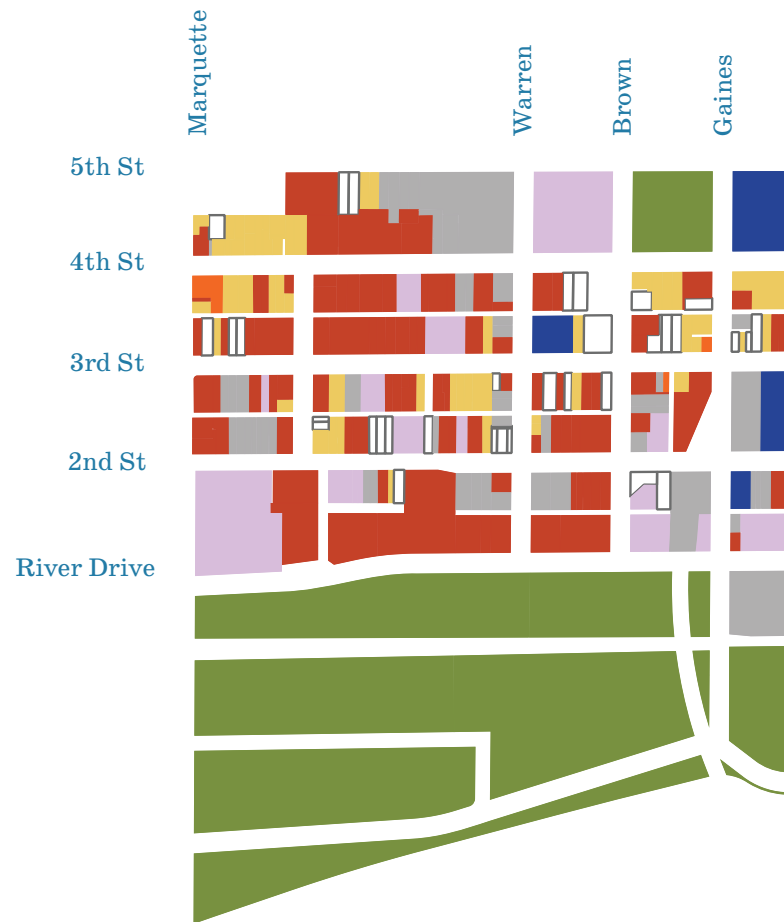
Source: Longitudinal Employer-Household Dynamics (LEHD) OnTheMap, SB Friedman

Infographic: Regional Workforce by Industry

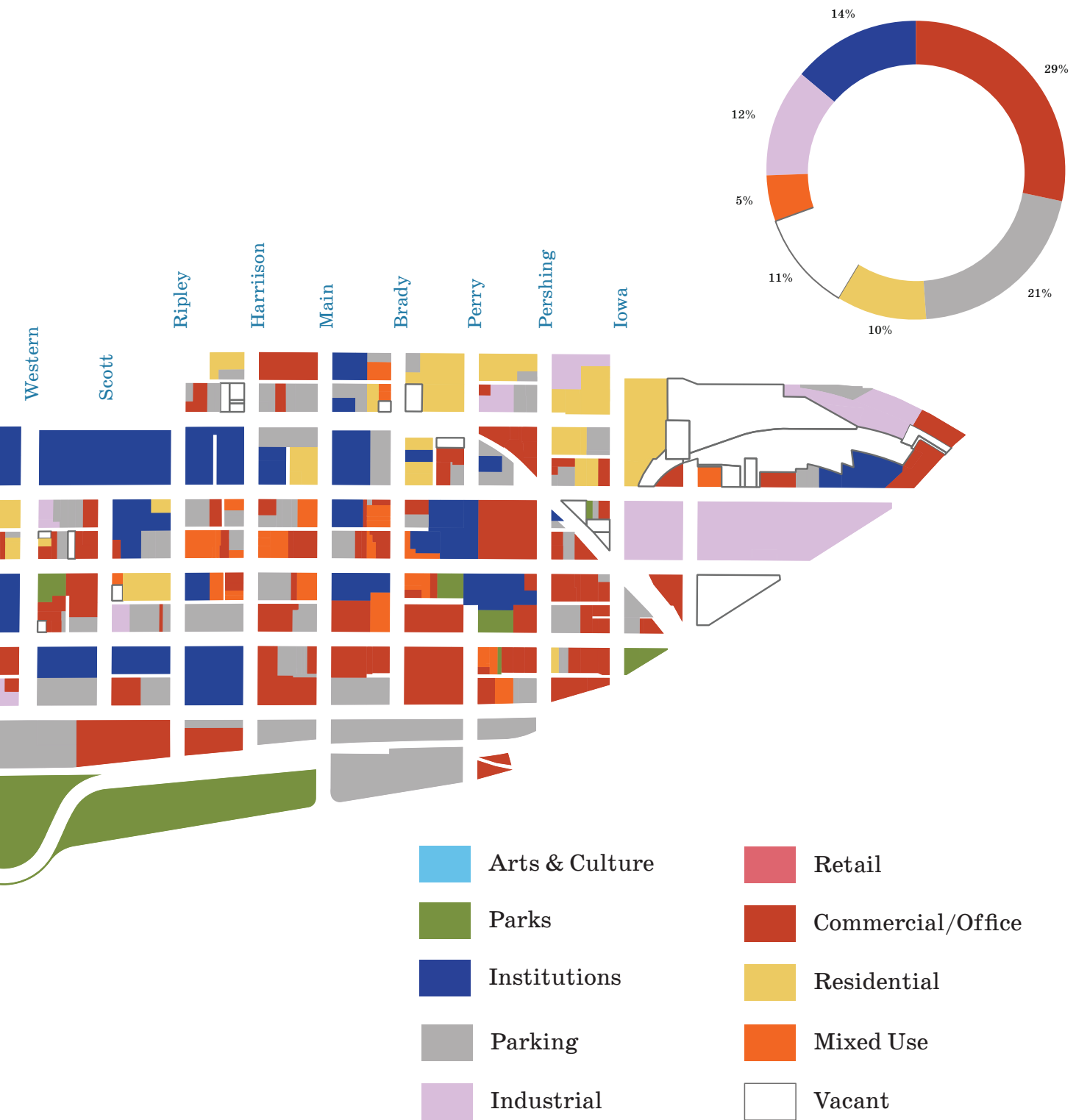
# Built Environment & Public Realm

## Land Use

Downtown's existing land uses reflect the economic and physical diversity of the core, while also indicating key clusters of economic activity. The core of Downtown has the highest concentration of offices and mixed-use vertical developments. 2nd and 3rd streets represent the retail and cultural heart of the Downtown, while 4th Street, especially to the northwest, has a cluster of civic uses, anchored by the Scott County campus and City Hall. The northeastern part of downtown is principally former industrial buildings that have been converted to residential development, while the western edge of downtown, especially beyond Ripley Street, has a lower, mixed-use character which becomes increasingly industrial toward the west. The far western edge of Downtown beyond Gaines Street has a higher proportion of vacant land and a more significant number of blighted or semi-blighted buildings, along with mixed one-story, office-industrial buildings.







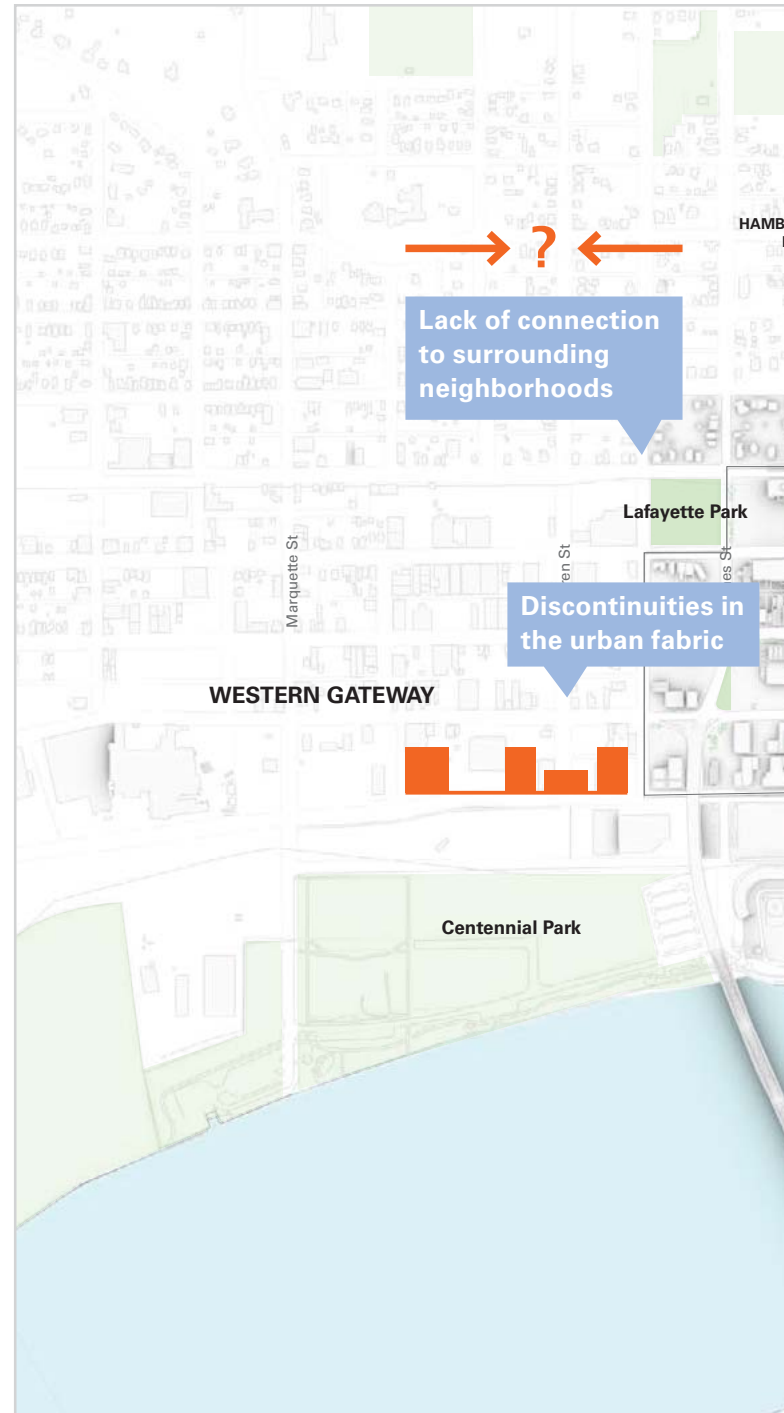
# Built Environment & Public Realm

## Public Realm Issues

Whereas many American cities were divided by highways or large renewal projects, Downtown Davenport is largely accessible and connected. While the railroad cuts across the downtown grid and runs down 5th Street, its character contributes to the overall historic position of Davenport as a railroad capital, rather than posing a significant challenge to growth.

The downtown has several public realm challenges and opportunities. Riverfront flooding creates economic vulnerability in the downtown and creates uncertainty for investments along 2nd street in particular. A bevy of surface parking lots makes certain parts of downtown feel empty and discontinuous, a condition that is exacerbated by high speed one-way streets on 3rd and 4th street. While streetscape improvements have been made, efforts should continue to complete the network of sidewalk and lighting improvements across downtown. At the eastern edge of downtown, there are significant challenges around transportation and accessibility to the river.

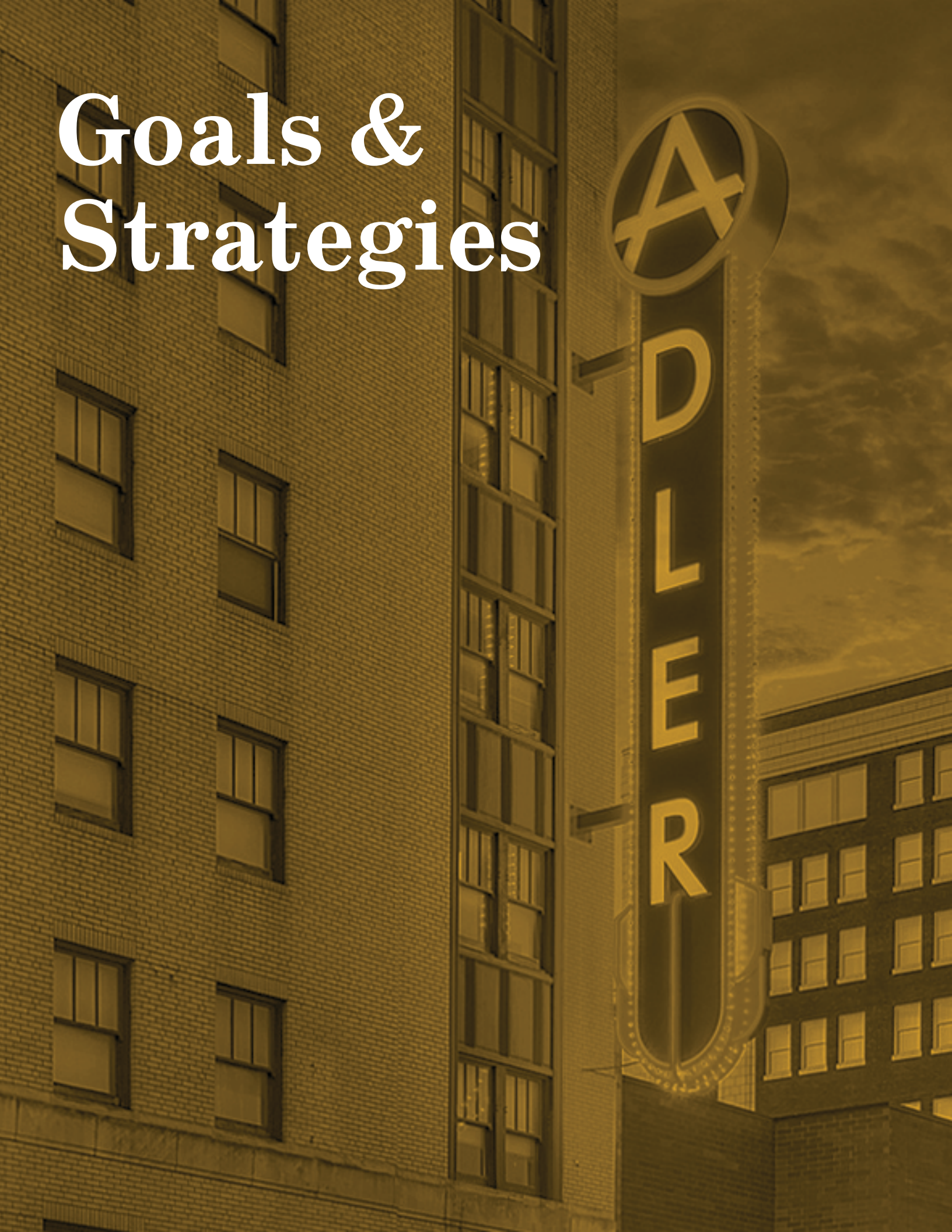
The downtown, in contrast to many American cities, lacks a logical center or public square, instead relying on a series of smaller square, institutional areas, and the riverfront as civic gathering places. The edges and gateways into the downtown are not pedestrian friendly and the bridge connections, including spaces under the railroad, can be uninviting.







# Goals & Strategies

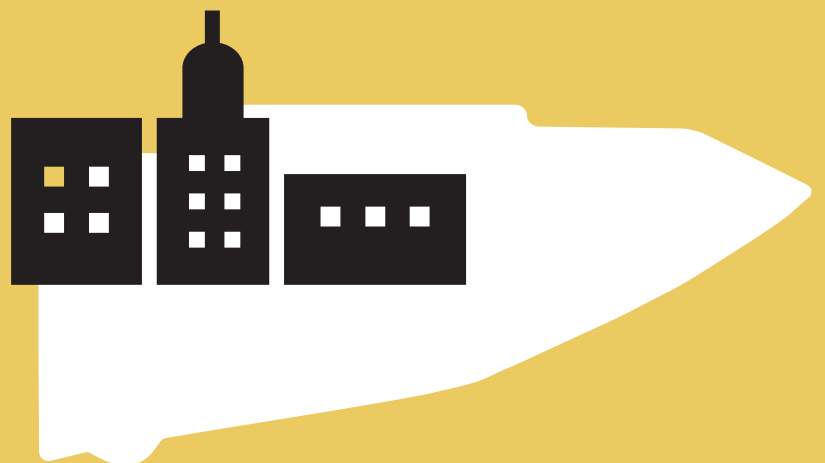


## Vision Statement

# Davenport is resilient.

By 2030, Davenport has the potential to be a thriving residential center, a space for entrepreneurship and innovation, and a hub for entertainment, arts, and play.

To achieve that goal, Davenport must invest heavily in its streets, public spaces and riverfront, connect small businesses and entrepreneurs to capital, and focus on creating a unique and inclusive downtown experience.



# Framework for Growth: Five Pillars



## 1. PLAYFUL, CONNECTED & PROTECTED

Enhance the downtown public realm and infrastructure to create a more resilient riverfront



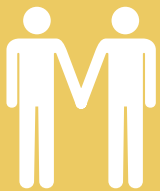
## 2. LIVABLE

Make downtown an attractive place for residents, families and visitors



## 3. INNOVATIVE

Create an entrepreneurial ecosystem focused on attracting jobs, talent, inclusivity, and innovation



## 4. INCLUSIVE

Create a diverse, equitable, and inclusive downtown through the design and programming of the public realm, fostering a small business entrepreneurial ecosystem, and creating varied housing options



## 5. CELEBRATED

Define downtown Davenport's identity and brand within the region as an unconventional, inclusive, and unforgettable destination





Bird's eye view of the  
Davenport Bank Building

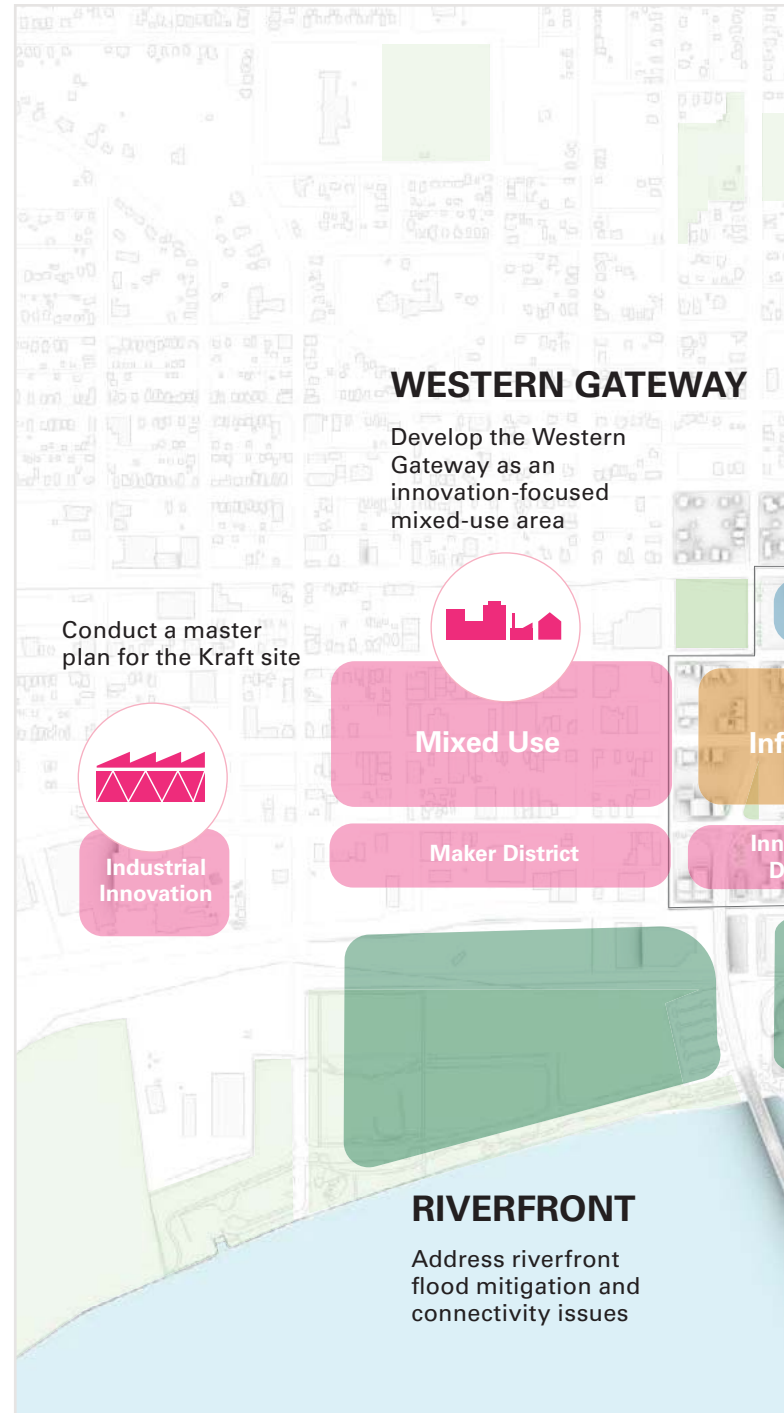


# Built Environment & Public Realm

## Downtown Subareas

This land use framework reflects trends that have shaped the Downtown over the past decade and the knowledge of city stakeholders, developers, and policymakers.

- The northeastern edge of downtown has a burgeoning historic loft (or warehouse) district with historic buildings and several brick streets.
- The eastern gateway into downtown is an emerging area for recreation and future development, which would benefit from increased accessibility and pedestrian connections.
- The downtown core is a mixed-use area with a combination of offices, arts and entertainment functions, and retail uses.
- The northwestern area of downtown has a cluster of civic and governmental functions, though these do not currently have a strong campus identity.
- The southeastern portion of Downtown, which has a cluster of historic building and retailers, has been subject to various historic identities, including the Bucktown Arts District and Motor Row.
- The western edge of downtown is least well defined in its identity, though it has a distinctly mixed-use character, with cluster of industrial, small office, and residential development.



## CIVIC CENTER

Explore Workforce Development Initiatives & Strengthen Civic Center Identity



Civic-Institutional

## LOFT DISTRICT

Continue to build out and strengthen the identity of the loft district



Live-Work Loft District

## EASTERN GATEWAY

Support future flood mitigation, street improvements, open space, and development

ill/Mixed Use

ovation  
istrict

Downtown Core  
Arts & Culture



Recreation &  
Entertainment

Retail

Mixed Use

## MOTOR ROW

Support small business and retail while facilitating the development of key sites



## DOWNTOWN CORE

Attract businesses to key sites and retrofit spaces to adapt to the current market



# Downtown Davenport Growth Strategy

## Invest in the public realm.

Public realm investments in the downtown and on the riverfront are critical to attracting new growth and strengthening the identity of Davenport's core. Downtown's streets not only represent its most valuable public space, but are also the front yard of its businesses, residents, and institutions. With physical infrastructure improvements and active programming, downtown can become a more pedestrian-oriented, welcoming environment. Rethinking circulation with two-way streets can help achieve this vision, along with new links between downtown's public spaces, its neighborhoods, and Rock Island. Completing the downtown's streetscape, with new planters, lights, trees, and benches, will help make downtown's streets more inviting and accessible.

Davenport's identity and history are tied to the Mississippi River, which presents both an asset and a challenge. To protect current and future downtown investment, the city should balance the implementation of its ongoing flood mitigation study with its broader goal of creating a playful and connected destination at the river's edge. A resilient riverfront can serve both needs. The riverfront's thoughtful design and evolution will help foster new economic activity and attract investment downtown.

As part of this effort, the City and DDP should work together to establish guiding principles that can enhance the ongoing riverfront engineering study and continue its advocacy for pedestrian-oriented two-way streets.



Newly constructed streetscape on 3rd Street

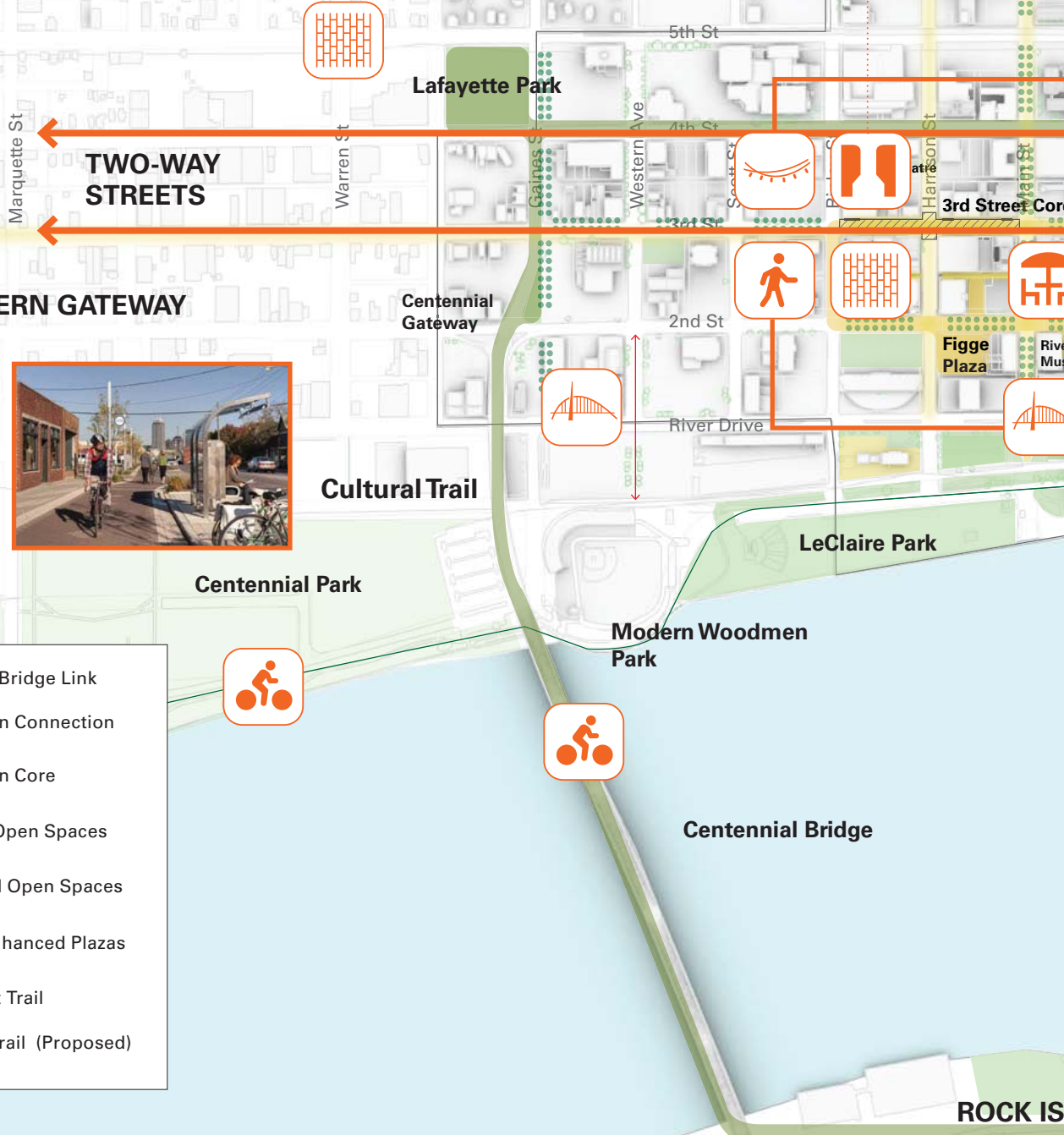


Davenport Riverfront Bike Path



# Streetscapes

Streets make up the front yard and the most significant public space in Downtown. Building on existing streetscape guidelines, greener, safer, and slower streets will help foster a more pedestrian environment in the downtown, while promoting economic activity and public life.



**TWO-WAY  
STREETS**

**WESTERN GATEWAY**



**Cultural Trail**

**Centennial Park**

**Centennial  
Gateway**

**River Drive**

**2nd St**

**Lafayette Park**

**5th St**

**4th St**

**3rd St**

**2nd St**

**1st St**

**0th St**

**Negative St**

**Street St**

**Marquette St**

**Warren St**

**5th St**

**4th St**

**3rd St**

**2nd St**

**1st St**

**0th St**

**Negative St**

**Street St**

**Marquette St**

**Warren St**

- Potential Bridge Link
- Pedestrian Connection
- Pedestrian Core
- Existing Open Spaces
- Enhanced Open Spaces
- New & Enhanced Plazas
- Riverfront Trail
- Cultural Trail (Proposed)

**HILLTOP  
Palmer**



**ROCK IS**



**VILLAGE**  
College

**VILLAGE OF  
EAST DAVENPORT** →



**LECLAIRE  
HEIGHTS**

**MLK Park**

Perry St

Adler Theatre

**Blackhawk  
Square**

LeClaire St

**Heritage Park**

K-Square

Iowa St

River Center  
South

Bechtel Park

**Main St  
Landing**

**Arsenal Bridge**

**Lock & Dam**

**ROCK ISLAND  
ARSENAL**

**LAND**

# Connections

Building on ongoing efforts to make its streets more pedestrian friendly and better connected to its riverfront, Downtown Davenport has an opportunity to create a cohesive and connected experience linking Downtown, the Rock Island Arsenal, and Downtown Rock Island. To realize that experience, Downtown should create two concentric loops- a downtown loop and a regional trail as a focus of activity and investment.

Lafayette Park

REGIONAL LOOP

WESTERN GATEWAY

Centennial Gateway

Capitol

3rd St Cor

DOWNTOWN

Figge Plaza

Ellis Court  
RMI

RIVERFRONT  
Main Street  
Landing

Centennial Bridge







**EAST DAVENPORT**



**Blackhawk Park**

**Adler**

**TOWN LOOP**

**K Square**

**s Kell  
rtyard  
E**

**FRONT**

**reet  
g**

**Blackhawk  
Square**

**Bechtel Park**

**Boat  
Landing**

**Arsenal Bridge**

**Lock & Dam**



# Downtown Davenport Public Realm

## Riverfront Design Principles

Davenport's riverfront is one of its most critical assets and a major draw for visitors Downtown. In 2019, historic flooding exposed Downtown's vulnerability and prompted the city to commission a multi-year plan for the protection of the City's entire riverfront. The Master Plan, recognizing that this effort was underway, did not propose a concrete strategy for protecting downtown from flooding, but instead set forth a number of guiding principles to ensure a resilient, connected, and protected riverfront. The following strategies are based upon best practices that a growing number of cities in the United States and internationally have embraced for integrated flood protection and follow the underlying principle that cities need to design in response to their historic ecology and environment, while protecting their critical assets.



### LAYER

Devise multiple layers of circulation with unique vantage points





## **ALIGN PLACEMAKING & PROTECTION**

Use berms and other protection strategies as a design tool to activate the



## **ENHANCE & REMEDIATE**

Create wet landscape that recreate natural habitats and use native plantings

# Downtown Davenport Growth Strategy



## Focus on residential

Over the past 10 years, a huge driver of growth in the downtown area has been residential development. A majority of these units have been added through the renovation and re-purposing of existing building stock with the use of Historic Tax Credits. While newer income-restricted apartment developments have been delivered in the downtown area over the past 10 years, Davenport’s downtown can continue its strong residential growth trend by bringing more units to the market which are affordable to a wider range of incomes, and appropriate for a variety of family sizes. Re-focusing on creating more affordable, diverse housing products (i.e. townhomes, condos, apartments) for households at different points in their life-cycle will grow the downtown as a diverse and inclusive residential neighborhood. Public/private partnerships like the Quad Cities Housing Cluster are critical to the City’s strategy to address housing affordability, both locally and in the region.

SOURCE: CoStar; Downtown Davenport Partnership; SB Friedman; WXY





New residential development, 400 W. River Drive



The Yard, 4th Street



210 E. 2nd Street



# Downtown Davenport Growth Strategy



## Build on the city's strong Arts & Entertainment backbone

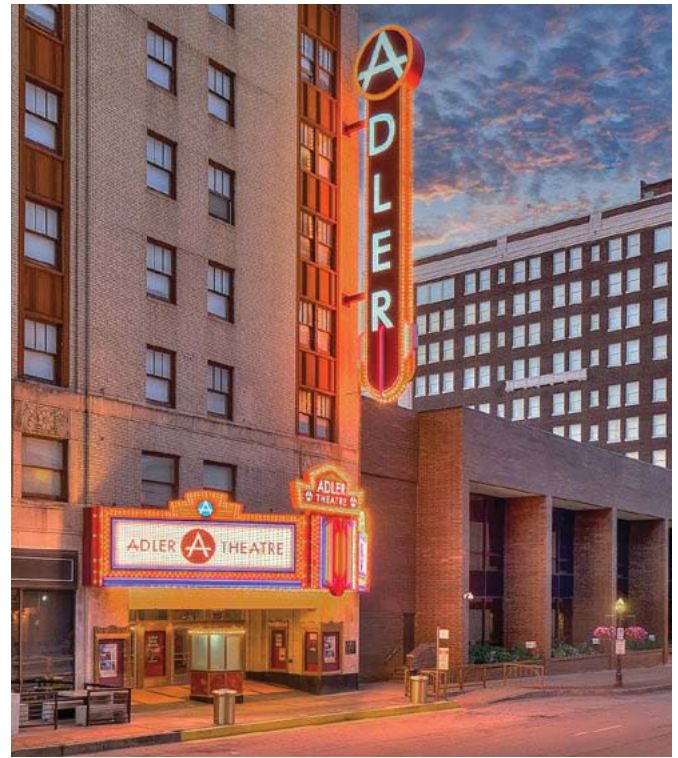
Downtown Davenport is the Quad Cities arts and entertainment hub, boasting world-class activities and amenities. Today, along the East 2nd and East 3rd Street corridors, downtown Davenport has a strong restaurant and retail ecosystem. The City should enhance and add to existing incentives to attract services, restaurateurs and retailers, while ensuring that the city's racially and ethnically diverse communities feel that the downtown is their own. This strategy will improve the diversity of food, arts and culture choice creating moving the City towards an inclusive growth strategy supporting a more welcoming and vibrant downtown. Additionally, building the network of institutional partnerships – the Figge Museum, the Adler Theater, River Music Experience, Modern Woodmen Park, and local restaurants, to name a few – and promoting coordination on events and other arts and culture offerings will continue to grow the downtown's identity as a destination for Quad Citizens.

\*All developments shown built/renovated after 2010

SOURCE: CoStar; Downtown Davenport Partnership; SB Friedman; WXY



Downtown nightlife



The Adler Theatre



The Figge Museum



# Programs

Over the next decade, Downtown Davenport should explore strategies and investments that make it a more appealing destination for both families and visitors. Building on its strong arts and culture backbone, the city, using strategic public space investments, should create a series of interconnected spaces with intergenerational play spaces and playscapes. These investments should be aligned with ongoing support for the arts, public space and alley activations, and a consistent active program calendar for the Downtown's streets. Spaces must be routinely programmed to stay active.



Centennial Bridge



Enhanced Parks



Enhanced Open Spaces



Enhanced Plazas



Connections

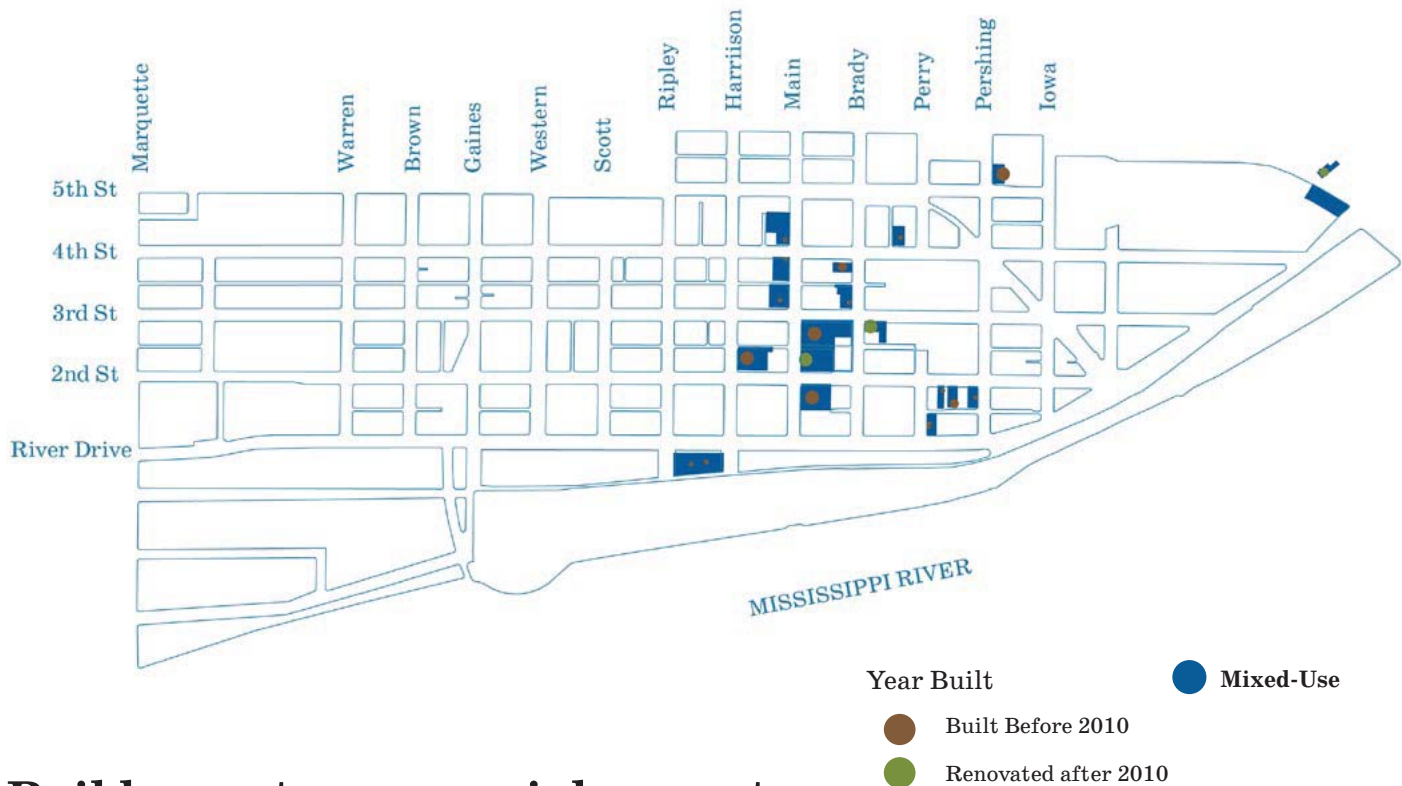


Cultural Trail (Proposed)





# Downtown Davenport Growth Strategy

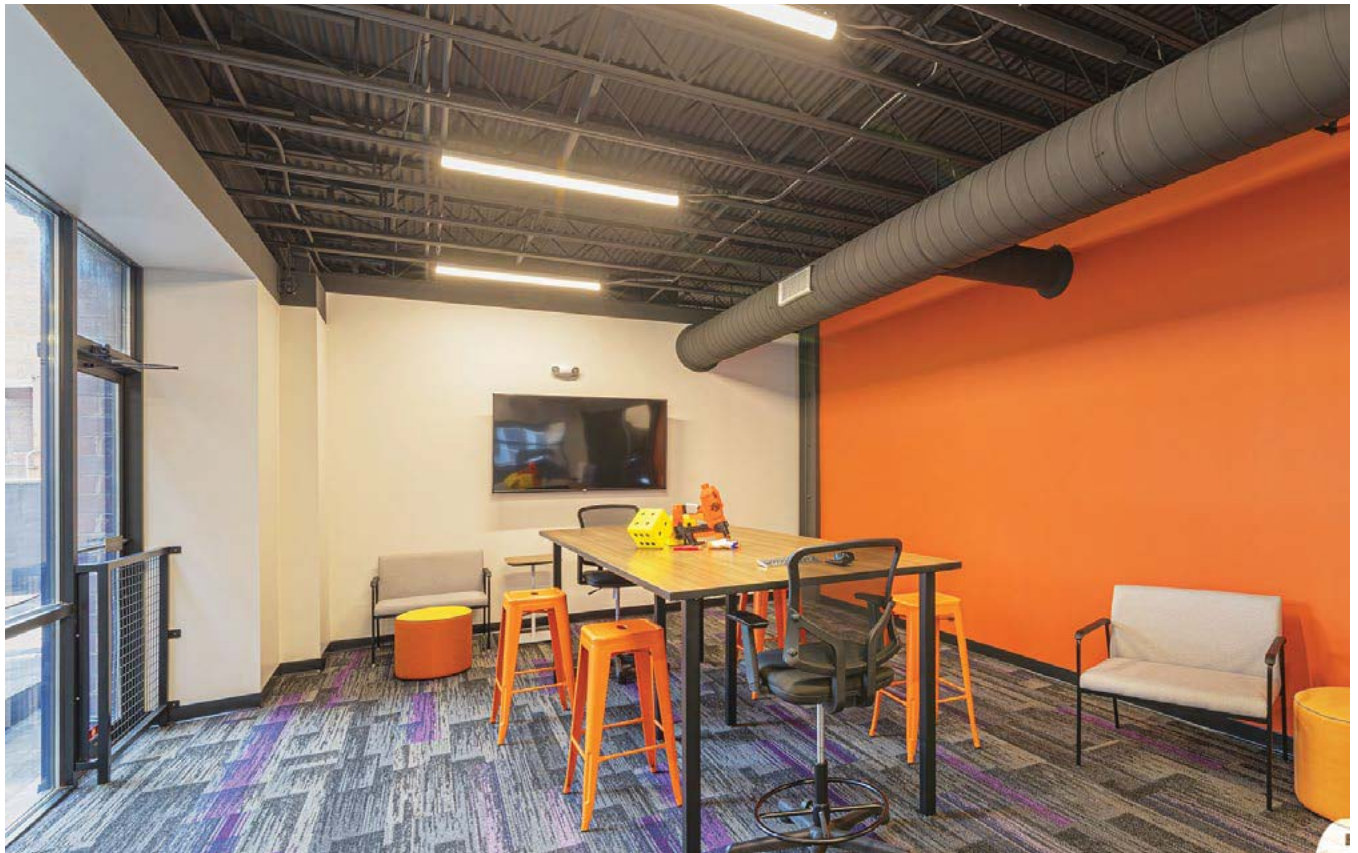


## Build an entrepreneurial ecosystem to support growth of small-scale office and retail

The plan outlines clear strategies and incentives to support the growth of new small businesses and budding entrepreneurs on their journey from conception to brick-and-mortar. This includes specific opportunities for business planning assistance, mentorship and coaching, and funding identification. The City could work with existing property owners to fill currently vacant office spaces or identify alternate uses if the space is no longer viable. The City should also support the growth of small business and retail through incentives that facilitate the retro-fitting of ground floor spaces from larger-format into smaller spaces that are more appropriate for modern retailers and restaurants. Enlivening these ground floor spaces will serve to reinforce the built fabric of the City.

SOURCE: City of Moline; CoStar; Downtown Davenport Partnership; NAI Ruhl Commercial Company; SB Friedman; WXY





Newly Constructed Medix Office Space



Q2030 Student Big Table



# Downtown Davenport

This plan explores a variety of strategies to achieve that vision, including the creation of a world-class cultural trail connecting to the Rock Island District and the Arsenal; robust connections to a redesigned riverfront; and a new innovation district to foster Downtown's entrepreneurial ecosystem. By 2030, Downtown Davenport will not only be better connected to its surrounding neighborhoods and the riverfront, but will have a stronger, more pedestrian-friendly downtown at its core.

Connection to Hilltop



Enhance Complete Streets



Innovation Corridor

Lafayette Park Playscape

Connect to Kraft Site



Modern Woodm Park



Cultural Trail to Rock Island







**Strengthen Loft District**

**Future Subarea Plan**



**Riverfront Experience**

**Riverfront Connectivity**

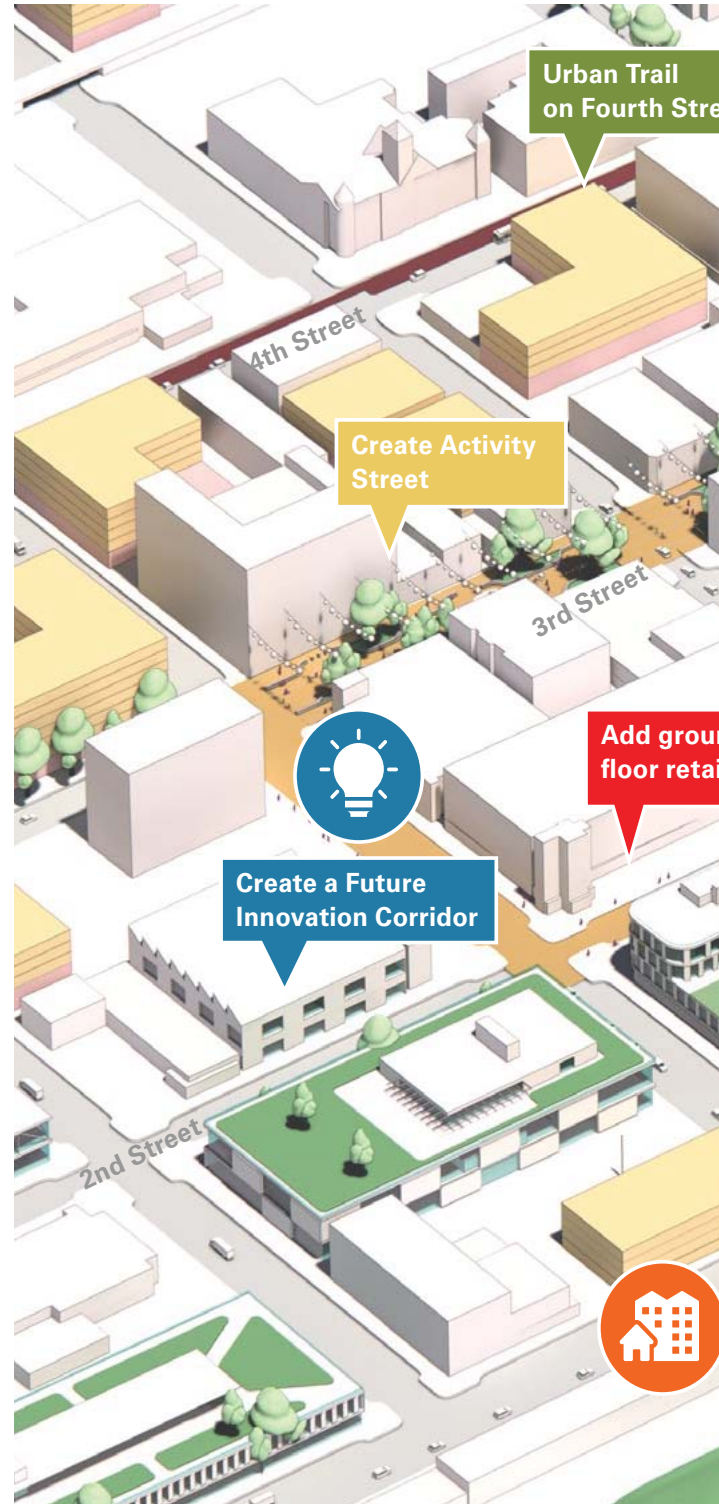
**Playful, Connected, & Protected Riverfront**

en

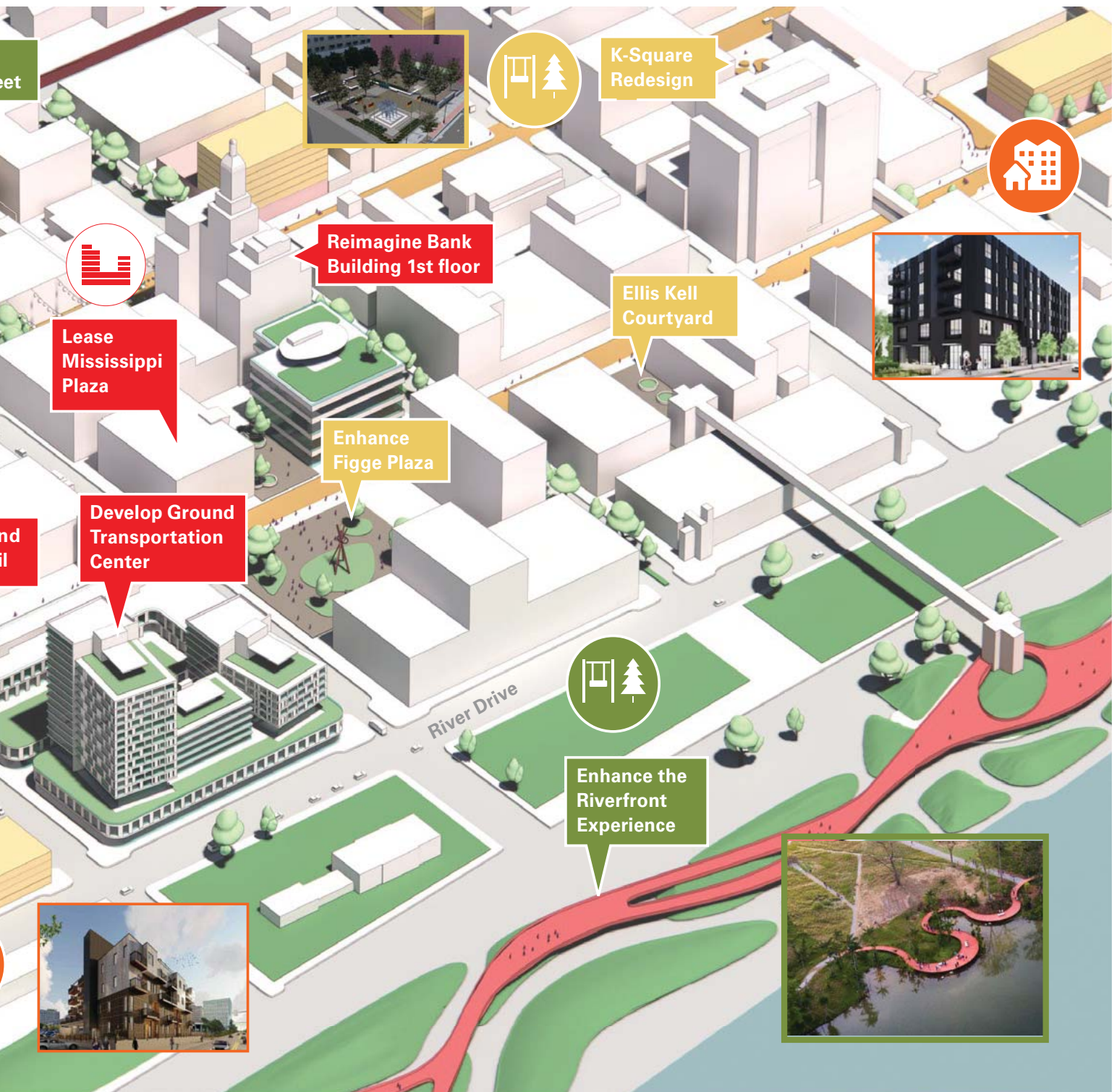


# Downtown Core

The Downtown core is where Davenport has seen the most investment over the past decade and remains the historic cultural center of the city and the region. Building on these successes, the Downtown should use new investments in its streets and public spaces to support the growth of small retail and businesses. This includes the reimagining of the Bank Building lobby as a space for entrepreneurs and makers; shifting the Ground Transportation Center to the west, opening up a critical mixed-use development opportunity; creating an innovation district to support small-scale entrepreneurs and new businesses; and pursuing robust marketing efforts to lease Mississippi Plaza and other underutilized sites. The Downtown core has many investment opportunities for residential and office growth, especially on sites that are currently used only for surface parking. Working with the City, the Downtown Partnership should market these sites as potential investment opportunities and use creative programming and activations to ensure that surface parking is part of a vibrant and connected downtown environment rather than its dominant land use.















Long term vision for an activity street with flexible space during events

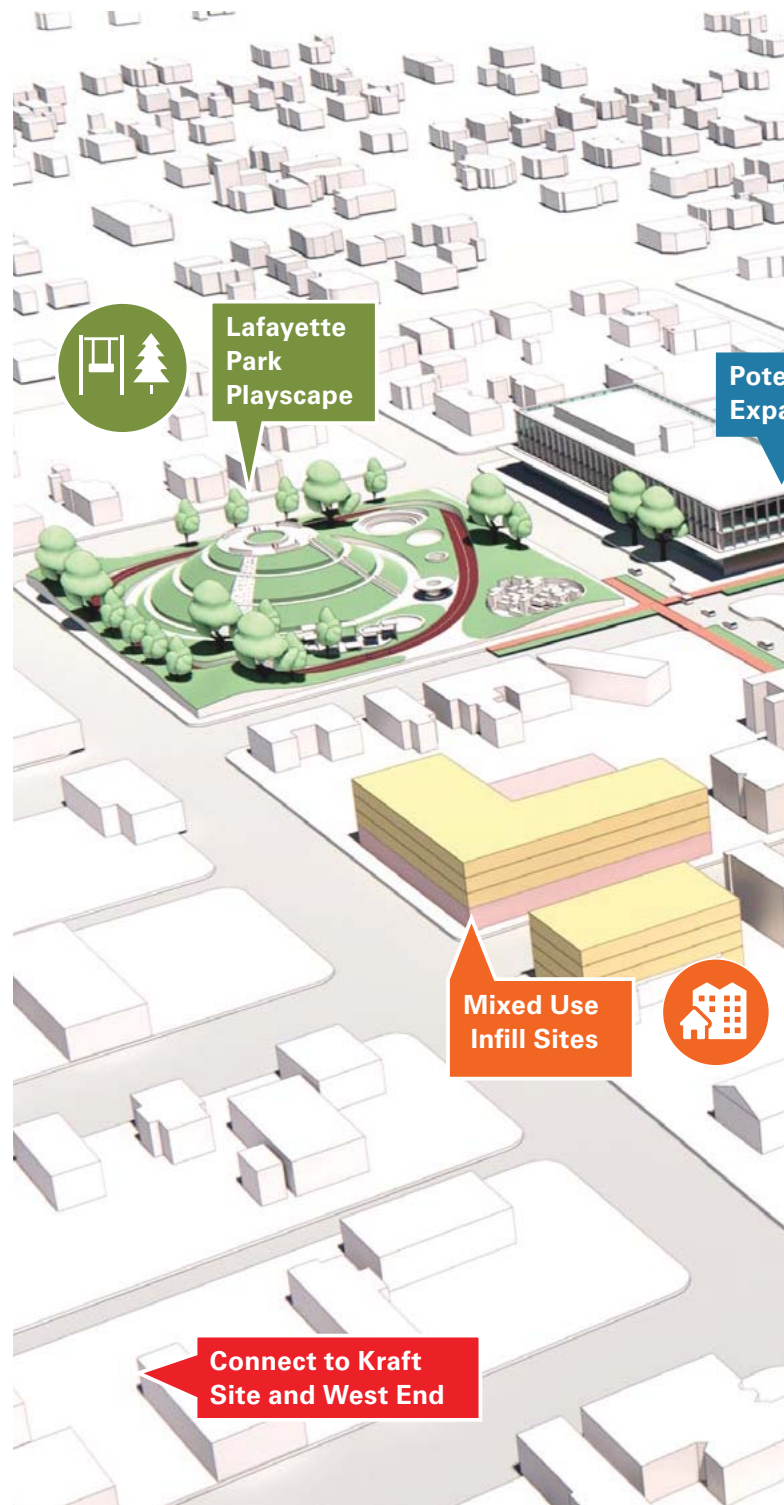


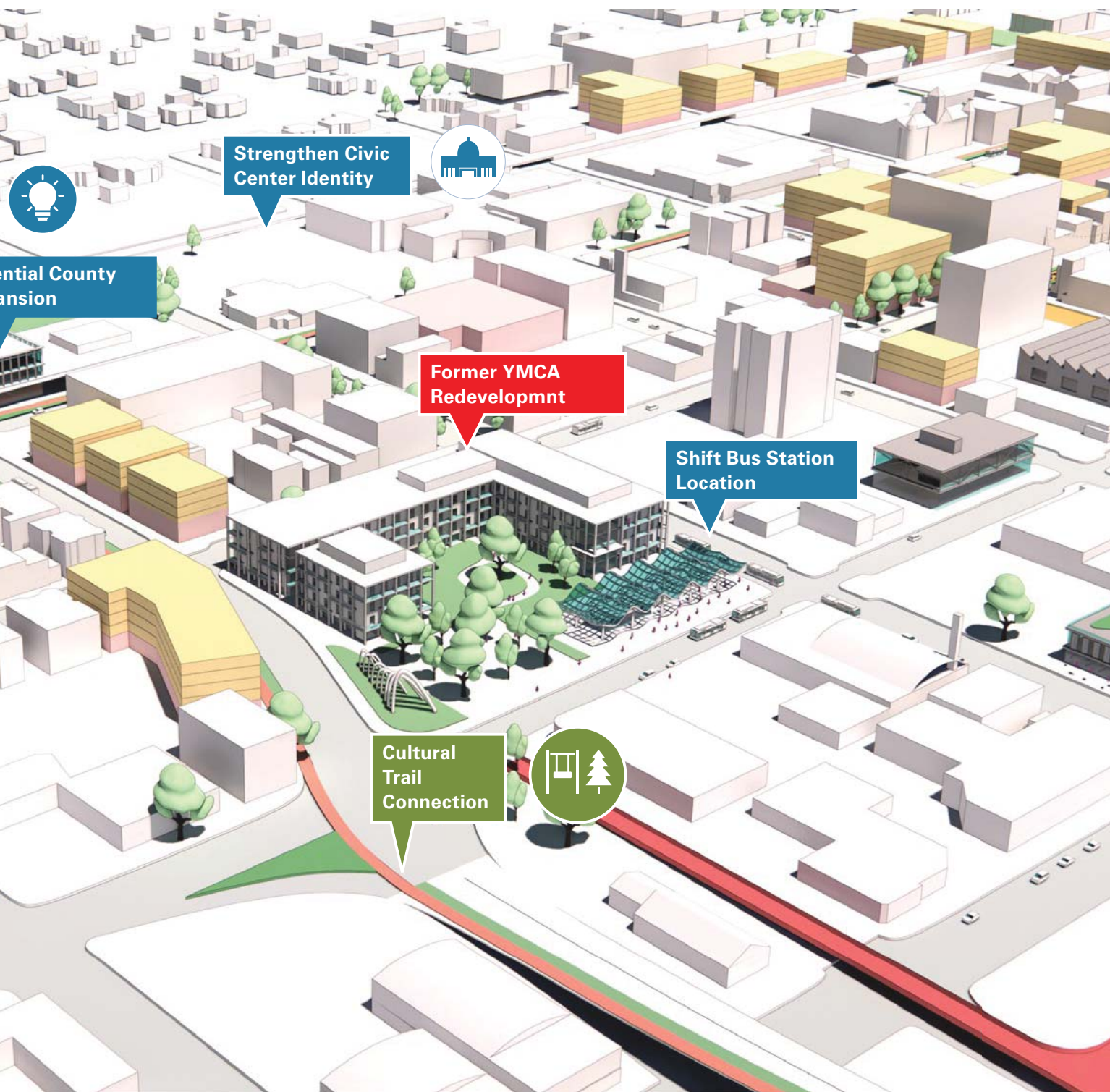
# Western Gateway

The Western section of Downtown, known as the Western Gateway or the Centennial Gateway for its connection to the Centennial Bridge, is today characterized by diverse land uses, including multi-family residential apartments, small industries, and institutional uses (to the north). This area also includes the former YMCA site and the former Washington Square, the historic heart of Davenport's German-American community. The Western Gateway has tremendous potential to become a center for new arts, cultural, and residential development, with stronger connections to surrounding historic neighborhoods and Rock Island.

At its northern edge, the City and Downtown Davenport should develop a master plan for the rehabilitation of historic Lafayette Park as a family-friendly destination playscape. In this view, Lafayette Park is imagined as an earthen mound and interactive recreational landscape, with play mounds, climbing walls, and running tracks. The Partnership should continue to work with the County as it explores its space needs, including development opportunities that maintain a consistent and connected streetwall and support a lively pedestrian atmosphere.

Stronger connections should be made between downtown, the western gateway, and the former Kraft site, which provides a significant opportunity for future innovative development that can extend downtown's energy and growth westward.







# Western Gateway

## The former YMCA Site

The former YMCA site, between 3rd Street, Gaines Street, 2nd Street, and Western Avenue, has the potential to become an anchor for the development of Downtown's Western Gateway. In consultation with the city, the plan considered multiple scenarios for the redevelopment of the YMCA site as a mixed-use development, with a new, state-of-the-art ground transportation hub as a transfer hub for the interstate bus network. Two scenarios considered the development of a residential, mixed-income development with the bus station and supporting retail development. Both of these explored strategies to partially reimagine the former Washington Square Park, including the redesign of the current gateway park, which today includes the city's Lady of Germania statue. A third proposal considered an institutional use, such as a new government office or a satellite academic campus, on the site.



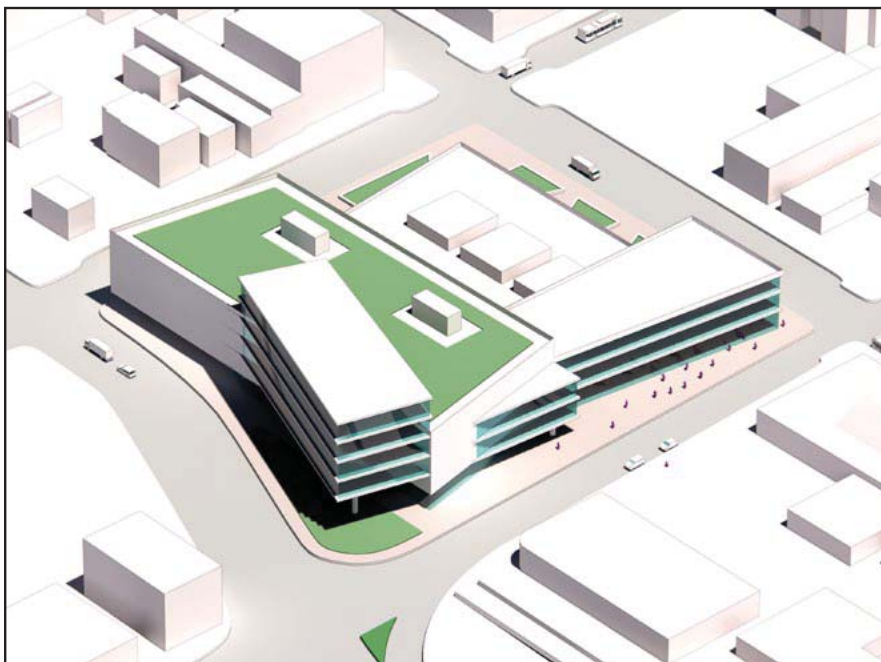
## Option A

Consolidated Bus  
Station Passenger  
Waiting Area  
with Residential  
Development



## Option B

Distributed  
Passenger  
Waiting Area  
with Residential  
Development



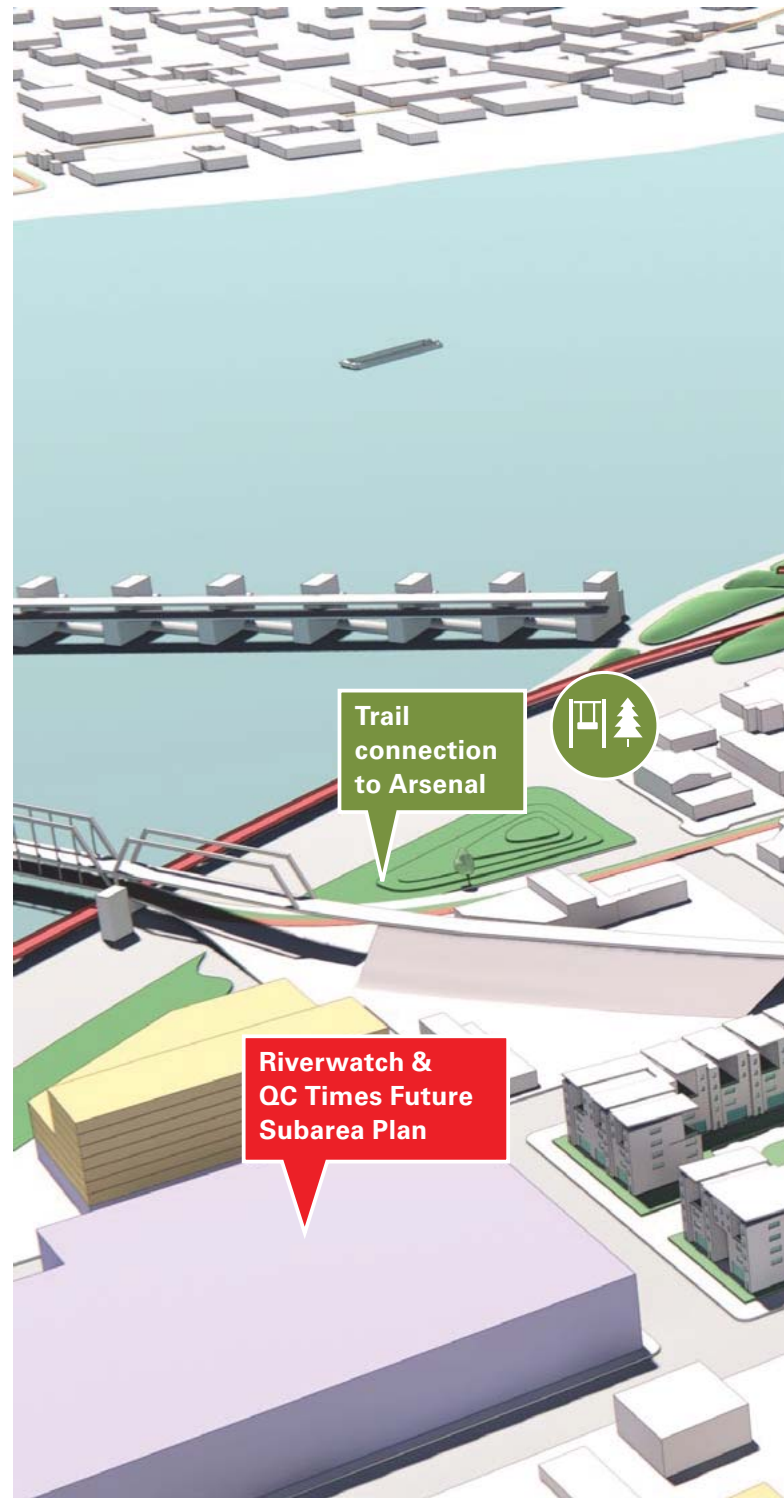
## Option C

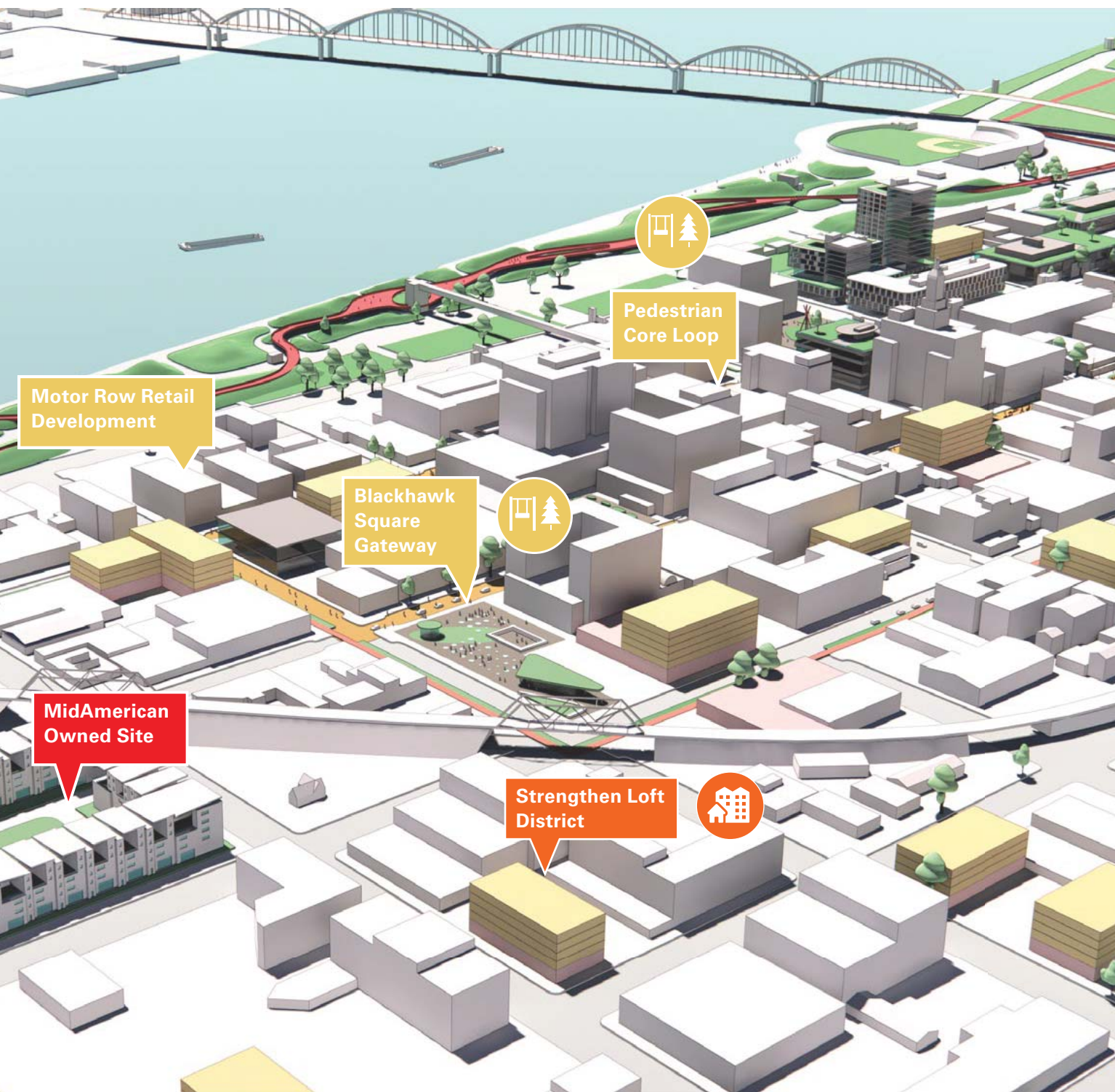
Institutional  
Building with  
Internalized Bus  
Station



# Arsenal Gateway

This eastern section of Downtown, also known as the Arsenal Gateway for its connection to the Arsenal Bridge, has tremendous potential as a center of Downtown Davenport's residential life and its retail and hotel amenities. At the northeastern edge of Downtown, a loft district has emerged in the former warehouse district, including the adaptive reuse of a series of former factory buildings off of Pershing Avenue. To the south and east of the railroad tracks, Davenport has several prominent sites that could be anchors for future development, including the MidAmerican Energy site and the former Howard Johnson Hotel site. The City and the partnership will continue to explore what the highest and best use of this section of downtown will be, imagining it as a critical gateway into the center of Downtown. At Pershing Street between 2nd and 3rd street, there is potential for a gateway plaza and signature public space in front of the Blackhawk Hotel, a space that could serve as a central plaza for the eastern section of downtown and an important space for events and activations. The City should continue to explore infrastructure investments that create a more well lit series of gateways underneath the railroad trestles, with creative signage and artwork announcing the arrival into Downtown.



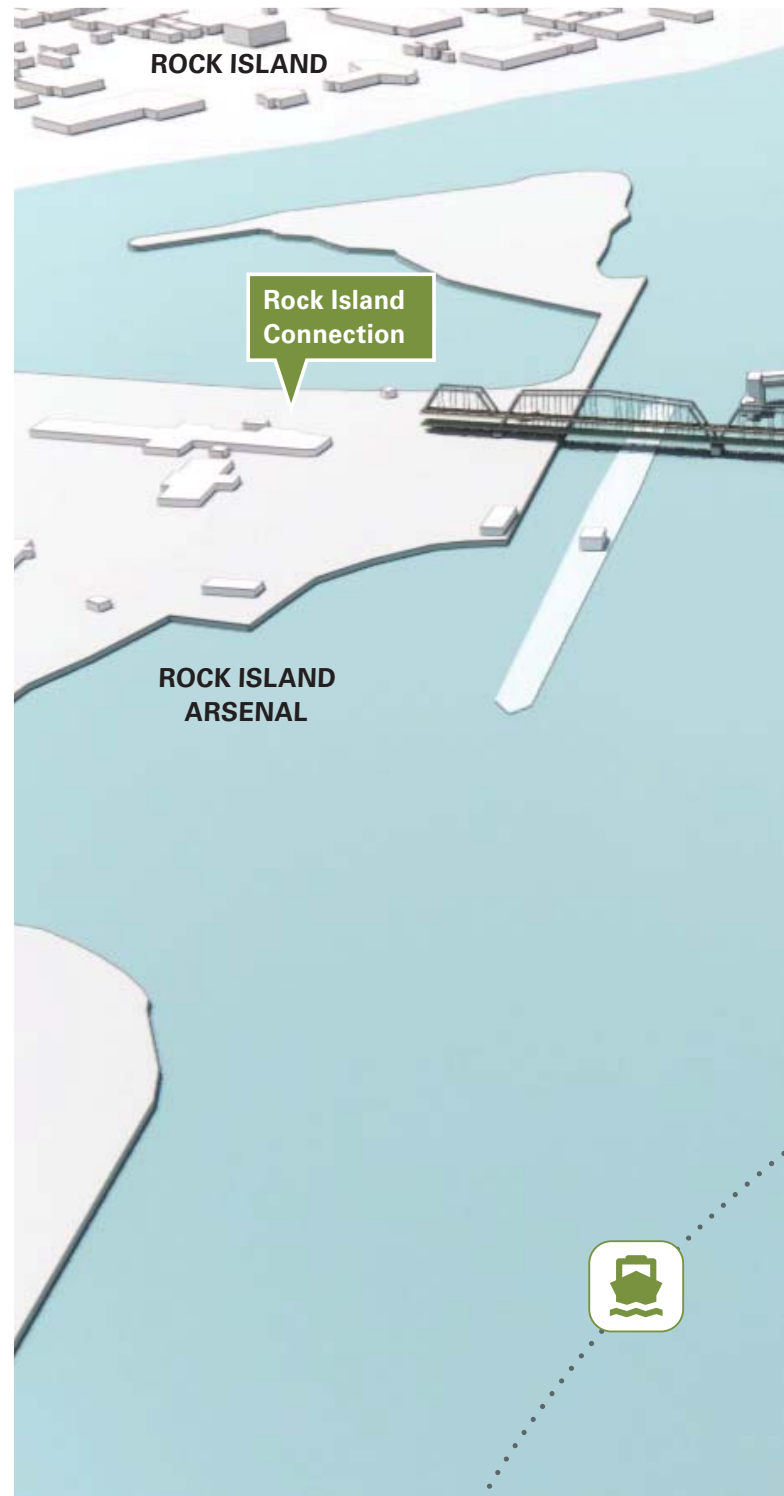




# Eastern Gateway

Downtown's Eastern Gateway is one of the city's most impressive points of entry. With sweeping views of the Downtown Skyline and the overlapping silhouettes of its bridges and dams, this area conveys a prominent sense of arrival into the city's core. Over the coming decade, Davenport's Eastern Gateway will emerge as a center of investment opportunity, recreation, and infrastructure development. The new YMCA and adjacent residential developments will continue to make this a more inviting area. Pedestrian safety enhancements at 3rd and 4th Streets, meanwhile, combined with flood mitigation infrastructure and a new bridge connection, will promote connectivity to the river. A new boat dock landing and redesigned Heritage Park, meanwhile, promise to set the stage for further development and the extension of the Downtown Fabric to the east. Planned projects include:

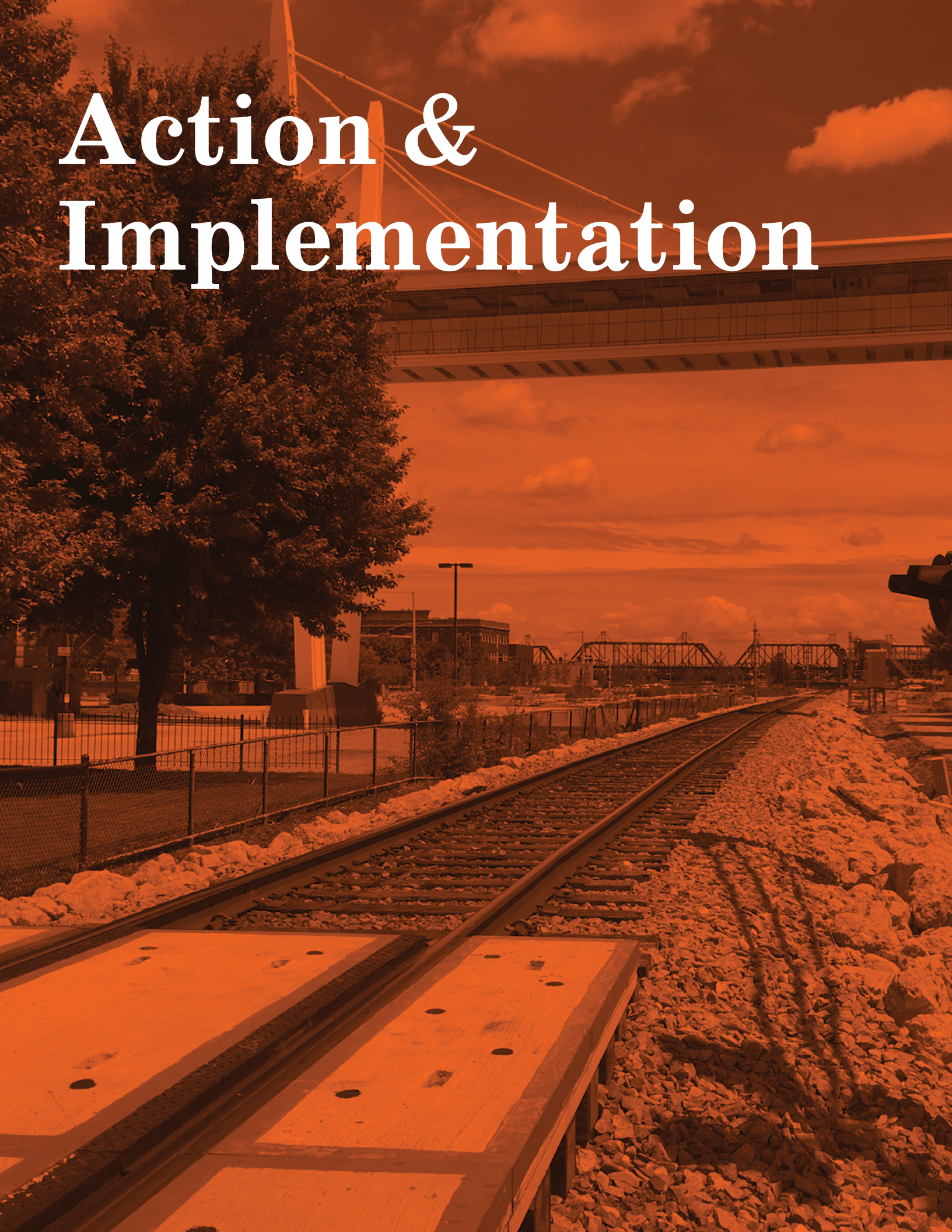
- 1) Flood mitigation improvements to keep River Drive, 3rd & 4th Streets open longer
- 2) The reconfiguration of the 3rd & 4th Street intersections to improve walk ability circulation
- 3) Completion of River Heritage Park and boat dock improvements
- 4) Completion of First Bridge to improve riverfront and downtown pedestrian access
- 5) Public/private partnership developments near YMCA and former Riverwatch sites
- 6) Potential downtown grocery store location







# Action & Implementation





# How we get there.

Davenport 2030 is a roadmap for shaping a sustainable, vibrant, and inclusive downtown. It is a strategy for future growth grounded in the activation and enrichment of the public realm. Building on ongoing planning efforts to make Downtown streets safer and its riverfront more resilient, this plan explores how to better connect Downtown to its surrounding neighborhoods and the region as whole. These activations, through arts, culture, entertainment, and economic development, celebrate Davenport's diversity while promoting a more livable, welcoming, and inclusive environment for all Quad Citizens.

## Entrepreneurial Ecosystem

As part of the plan, the Downtown Davenport Partnership is re-imagining and reinvigorating how it cultivates local talent and fosters entrepreneurship. The plan outlines clear strategies and incentives to support the growth of new small businesses and budding entrepreneurs on their journey from conception to brick-and-mortar. This includes specific opportunities for business planning assistance, mentorship and coaching, and funding identification. Collaborating with local partners, the Quad Cities Chamber will lead development of this new initiative, with the goal of growing and diversifying Davenport's small business and entrepreneurial network. Building on the input of the master plan's Diversity, Equity, and Inclusion Working Group, the Partnership will tailor its offerings and outreach to reach more racially, ethnically, and culturally diverse talent.

## Inclusive Growth

Davenport 2030 is a roadmap for the inclusive growth of downtown Davenport. Leveraging public and private investment, the plan encourages creating a more playful, connected, and livable downtown. As part of the plan, the City will incentivize new residential development that creates a mix of housing products — condos, townhomes, etc. — affordable to a wide range of incomes. DDP, and the City, will create targeted small business incubation programs to attract more minority- and women-owned



businesses to the downtown. Finally, a coordinated program calendar combining the strength of downtown’s cultural institutions with activations along strong dining and retail corridors will uplift and celebrate the racial, ethnic, and cultural diversity of Davenport and the Quad Cities.

The following sections outline the action steps for successful implementation of the ideas set forth in Davenport 2030 over the next 10 years, and beyond.

## **Back to Baseline**

*6 to 18 months*

Builds on past success and are largely driven by partnerships and coordination either led or supported by DDP, the City, or other identified downtown stakeholders. Initiatives within Back-to-Baseline are reliant on the use and/or re-purposing of existing funding streams.

## **Near-term**

*2 to 5 year*

Near-term strategies may require the identification of new funding streams and/or capital funds, but are still locally-driven.

## **Long-term**

*6 to 10+ years*

This long-term strategy includes a focus on large-scale development opportunities and encourages the creation of new institutional partnerships. Some of the action steps in this category may, additionally, require legislative action.



Credit: Alan Campbell



# Back to Baseline

## Action Item 1

### Implement quick-win projects using temporary and low cost materials.

To quickly realize the goals of this plan, Davenport should develop interim action plans and strategies that can quickly implement key projects and realize the benefits of new public investments. Projects that use low-cost materials such as paint, moveable furniture, and art installations can help reinvigorate the downtown environment, building support for new projects and programs at a low initial cost. Downtown should pursue the development of a mural arts program, activations for its streets and parking lots, and a comprehensive outdoor dining program, among other efforts.



Building Murals



Temporary seating



Ground Murals

## Maintain

Focus on public realm maintenance and operations, including community stewardship, activation, and programming. Incorporate hospitality program into existing operations services to help keep a safe, clean, and active downtown.

## Activate

Activate key sites and parking lots with performances, artwork, movies/drive-ins as part of broader events and programming. Explore strategies to create active ground floors at key sites.

## Enhance

Create curbside and street activation space to support businesses on 2nd and 3rd Street, leveraging the COVID relief fund for small businesses through the CARES Act.

## Advocate

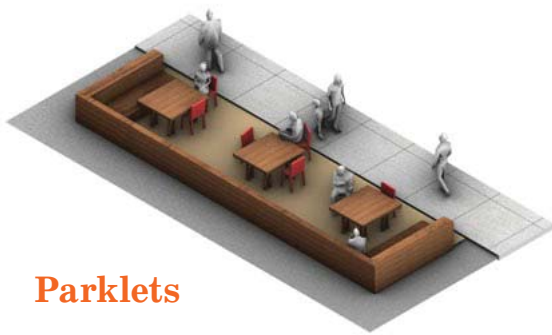
Advocate for high quality capital projects and public spaces with a high return on investment, including the Riverfront and the Downtown two-way streets project.



# Back to Baseline

## Fast Action Toolkit

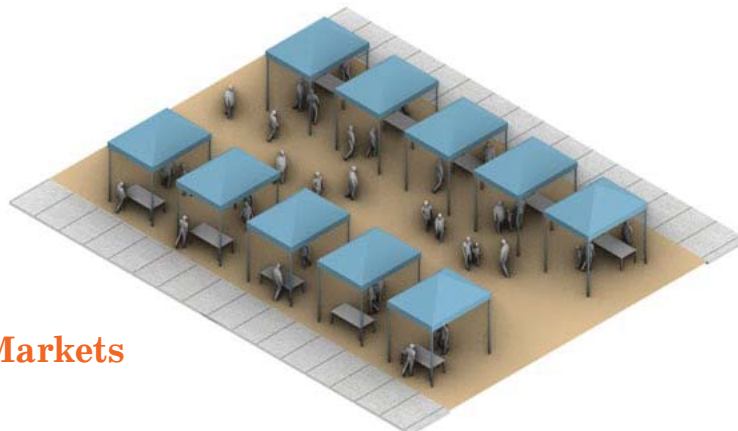
Acting quickly means adopting a low-cost toolkit of strategies, programs, and activities that can enliven and activate the downtown. From outdoor films, food trucks, and markets to longer-term investments in parks and public spaces, downtown has the potential to become more inviting and enticing through creative partnerships that foster creative entrepreneurship and consistent programming.



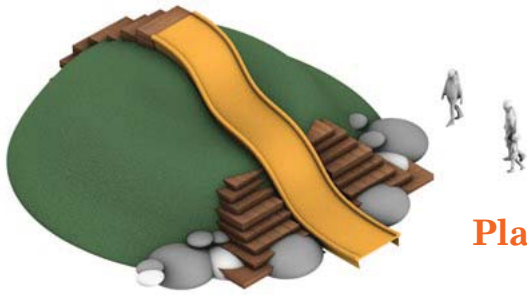
**Parklets**



**Food Trucks**



**Markets**



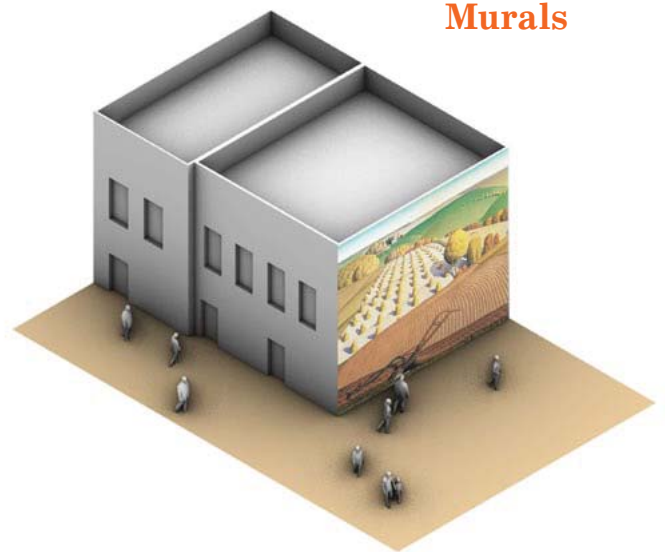
**Play Mounds**



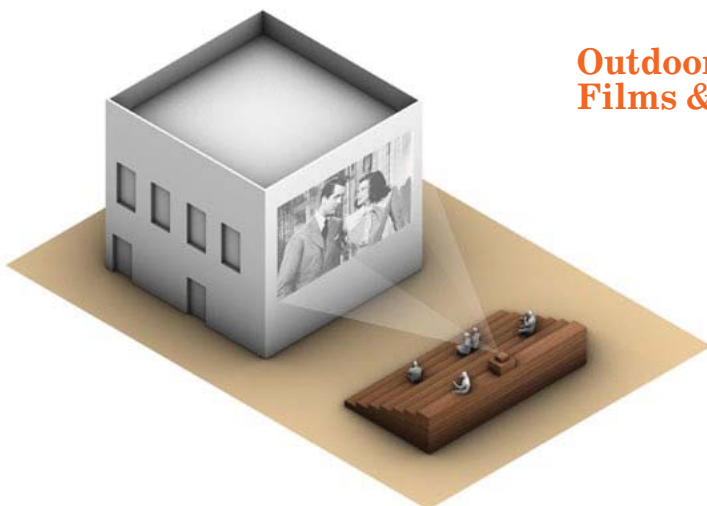
**Climbing**



**Track**



**Murals**



**Outdoor  
Films & Music**



**Sculpture**



# Back to Baseline

## Action Item 2

### Act on inclusion and equity. Make it a Priority.

At a time when the Black Lives Matter movement and other societal shifts have created newfound awareness of entrenched racial and socioeconomic inequality, Downtown Davenport and its partners have an opportunity and an obligation to deeply reflect on how to make Downtown an inclusive, welcoming, and economically fruitful place for all Quad Citizens. This process will start with intentional partnerships, develop through creative incentives and programs, and become successful through sustained financial and programmatic commitments. Davenport should explore strategies that celebrate its ethnic and cultural diversity as an asset and a driver of growth, while ensuring that downtown and its environs remain affordable, accessible, and inclusive.



## Reach Out

Establish a downtown community ambassadors program that can link people to services, including homeless services, workforce development, and mental health and well-being. Link to a consortium of key partners.

## Connect

Create an ongoing diversity, equity and inclusion working group that can further support connections between downtown and the neighborhoods, while also being a source of creative programs and policies.

## Foster

Create programs, incentives, etc. to address racial and economic inequities, including supporting black and minority-owned businesses. Formally define programs and identify funding sources.

## Invest

Invest and advocate for projects, policies, and programs that strengthen connections to neighborhoods and make downtown welcoming for all.



# Near-term

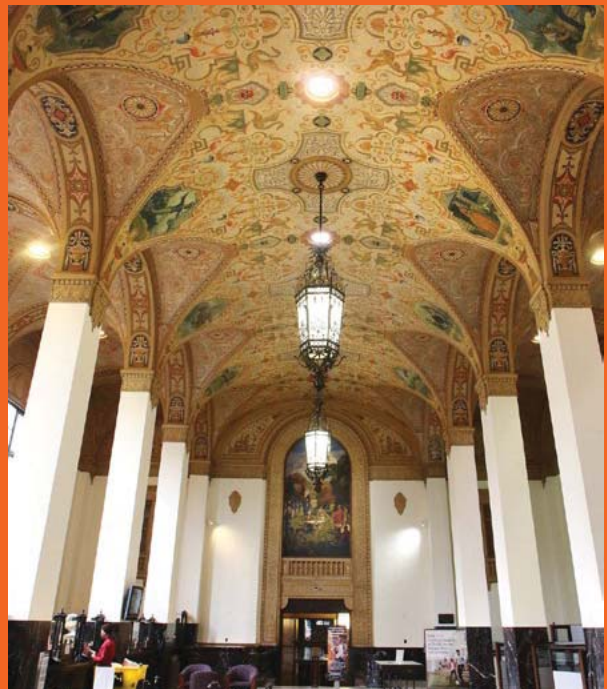
## Action Item 3

### Set catalyst projects and studios in motion, while adopting more aggressive economic development incentives

Downtown Davenport's future success will be anchored in the actualization of several key projects and program that have the ability to transform the downtown and open up new areas of investment. Through direct investment, creative incentives, and well-designed development, Davenport can redevelop its Western Gateway, including the YMCA site, create new development opportunities within the core, including on the Ground Transportation Center site, and rethink the program and leasing of its key underutilized parcels.



Parking Ramp Retail Conversion



Bank Building Lobby Activation

## Catalyze

Catalyze development at key sites, including the old YMCA, Bus Station, Mid-American, Riverwatch, and Kraft Site. Ensure high quality development that contributes to the larger vision for downtown.

## Incentivize

Explore and expand economic development incentives and opportunities, including TIF, Infrastructure grants, Revolving Loan Funds, and Opportunity Zones.

## Market

Market sites that are vacant or partially unleased, including Mississippi Plaza and the Bank Building. Manage vacant spaces by creating programs for temporary artists or retail pop-ups.

## Plan

Create sub-area plans for key subdistricts, including the East End of Downtown (Riverwatch, QC Times) and the Kraft Site.



# Long-term

## Action Item 4

### Create a sustainable and inclusive downtown through the development of world-class amenities

Long-term investments in capital projects, including new parks, public spaces, streetscapes, and a renewed riverfront, can help ensure that the downtown environment supports an active tourist and business economy, while also creating a climate that supports future residential development. Simple investments in seating, lighting, and greenery are important ways of signalling that the downtown is well-maintained, active, and thriving. Capital projects should evolve from near-term activations and improvements, with support from an ongoing active program calendar in the downtown and on the riverfront.



River Heritage Park



Downtown streetscape

## Place

Invest in critical capital improvements in the heart of downtown, including two-way streets, new pedestrian safety amenities, lighting, and street trees. Implement recommendations from City's flood mitigation study.

## Scale Up

Create new opportunities for mixed-use residential and commercial development, while encouraging a diversity of housing options that promote diverse and intergenerational communities.

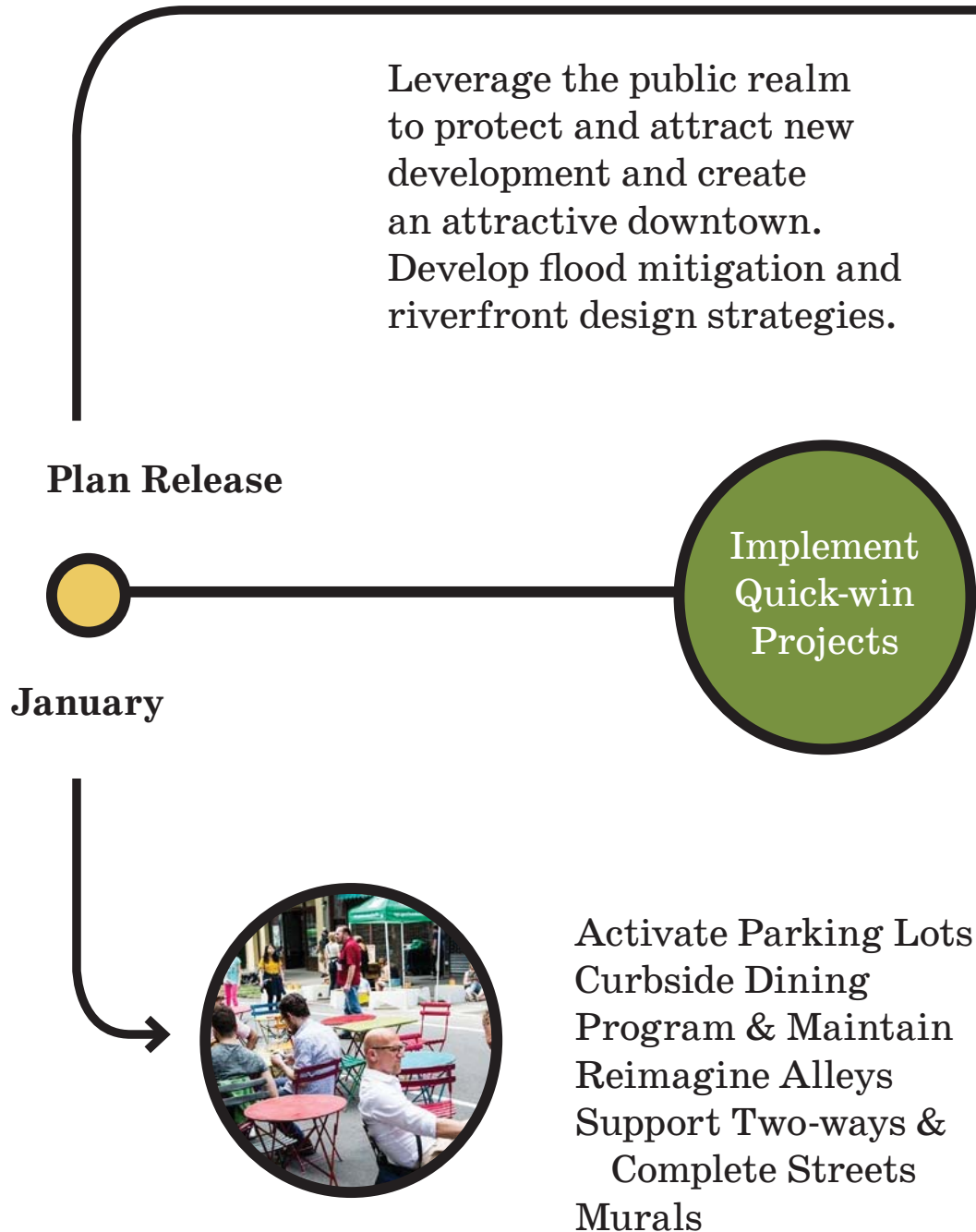
## Innovate

Seed the development and growth of small businesses, entrepreneurs, and makers by creating a new Innovation District and incentives to promote local talent.

## Mobilize

Create a series of connections that link downtown Davenport to the Arsenal, Rock Island and surrounding neighborhoods. Develop a new regional cultural trail to support health and wellness while celebrating regional history.

# Roadmap







# Strategies Matrix



## PLAYFUL, CONNECTED & PROTECTED

Enhance the downtown public realm and infrastructure and create a more resilient riverfront



## LIVABLE

Make downtown an attractive, welcoming place for residents and families



## INNOVATIVE

Create an entrepreneurial ecosystem focused on attracting jobs, talent, inclusivity, and innovation



## INCLUSIVE

Create a diverse, equitable, and inclusive downtown through the design and programming of the public realm, fostering a small business entrepreneurial ecosystem, and creating varied housing options



## CELEBRATED

Define Downtown Davenport's identity and brand within the region as an unconventional, inclusive, and unforgettable destination

## BACK TO BASELINE

6-18 Months



### PLAYFUL, CONNECTED & PROTECTED

1. Develop principles for the riverfront that balance flood protection with world-class design and work to embed these principles in the City's ongoing engineering study
2. Support the conversion of 3rd and 4th streets to two-way streets
3. Activate select alleys in the Downtown
4. Create a Downtown mural arts program with key local and regional partners
5. Establish parklets & outdoor dining program geared towards small retailers
6. Develop events programming, with outdoor films, music, and other activities
7. Track federal funding opportunities and apply (CARES act, etc.)



### LIVABLE

1. Establish a hospitality program to continue enhanced cleaning and maintenance services
2. Establish a downtown residents working group to help shape and improve the quality of life for downtown residents
3. Enhance lighting and improve perceptions of safety
4. Continue streetscape and complete streets initiatives
5. Identify key sites for dog parks in the downtown, leveraging city-owned land and irregular parcels



### INNOVATIVE

1. Establish entrepreneurial ecosystem with financial tools, mentoring, coaching, and other identified sets of assistance
2. Work with the owner of Mississippi Plaza to explore leasing and redevelopment strategies



### INCLUSIVE

1. Establish an equity & inclusion working group focused on creating a more welcoming and inclusive downtown
2. Establish a downtown community ambassadors program that can link people to services, including homeless services, workforce development, and mental health and well-being, working with key partners
3. Create a small business grant/loan program targeted at supporting M/WBEs, and link to entrepreneurial ecosystem programming
4. Convene a youth summit to better shape opportunities for access to downtown resources
5. Celebrate communities of color and ethnic diversity through coordinated arts, culture, and entertainment programs



### CELEBRATED

1. Increase branding and marketing efforts to attract residents, businesses, and visitors to Downtown



## MEDIUM-TERM

2-5 Years



### PLAYFUL, CONNECTED & PROTECTED

1. Complete flood plain improvements and review City resiliency recommendations
2. Reallocate roadway space to bicycles and pedestrians on downtown streets and introduce traffic calming measures
3. Create rotating gateway sculptures at the Arsenal and Centennial Bridges
4. Explore pedestrian bridge for permanent access to Modern Woodmen Park and leverage entertainment to activate riverfront.
5. Enhance public spaces for events, activities, and public art in front of the Figge Museum, River Music Experience, and other institutions
6. Celebrate key gateways by adding lighting and other improvements under the railroad tracks
7. Redesign RiverCenter South entry plaza
8. Make the pedestrian core of 3rd Street into an activity street at the heart of downtown



### LIVABLE

1. Redevelop the former YMCA site as a residential mixed-use development
2. Increase mixed-income housing offerings in the Downtown



### INNOVATIVE

1. Support property owners in retrofitting existing office spaces to meet current market demand
2. Create a dedicated capital program to actively support conversion and build-out of underutilized spaces (institutional, theater spaces) for retail spaces as revolving loan or larger grant program
3. Enhance broadband infrastructure in the Downtown
4. Initiate a master planning process for the former Kraft site with a focus on light-manufacturing, maker spaces, and innovation
5. Establish an incentive program for remote workers in key growth industries to move to the Quad Cities
6. Work with local schools and universities to develop a Downtown Innovation Challenge focused on fostering young entrepreneurs



### INCLUSIVE

1. Expand and grow small business grant/loan program targeted at supporting M/WBEs, while creating opportunities for business mentorship
2. Implement Silos to Solutions Affordable Housing Plan
3. Diversify cultural representation in the downtown
4. Create more pipeline opportunities for youth engagement and empowerment



### CELEBRATED

1. Develop a downtown wayfinding system highlighting key sites and cultural institutions
2. Strengthen the identity of the northeastern end of Downtown as a loft district
3. Create a coherent identity for the west end of Downtown as a mixed-use arts district

## LONG-TERM 6-10 Years



### PLAYFUL, CONNECTED & PROTECTED

1. Redesign and redevelop Lafayette Park as an interactive play and recreation area
2. Redesign 2nd Street as a “sponge” street with stormwater management elements
3. Create a Cultural Trail that connects to Rock Island and creates a loop around the Downtown
4. Create Blackhawk Square, a gateway plaza and destination at 3rd and Pershing in front of the Blackhawk Hotel
5. Define a riverfront serpentine pathway with strategic connections to the Downtown



### LIVABLE

1. Redevelop the Ground Transportation Center as a mixed use residential, commercial, and institutional complex
2. Continue to incentivize mixed-use development



### INNOVATIVE

1. Attract an institutional partner to establish a satellite research program focused on Technology and Innovation
2. Create an Innovation District in the southwestern part of downtown and establish spaces for small businesses and entrepreneurs



### INCLUSIVE

1. Grow a workforce development hub and entrepreneurship center adjacent to the Scott County Courthouse
2. Integrate universal design lens into all infrastructure and streetscape projects
3. Create lasting partnerships through strategic task force and coalitions



### CELEBRATED

1. Support mechanisms for regional cooperation that can provide a framework for shared funding and collaboration

## Case Studies

We looked at **14 comparison cities**. They all have made investments in their riverfronts and street development spurred by those projects.

Boise  
Cedar Rapids  
Chattanooga  
Cincinnati  
Des Moines  
Fargo  
Grand Rapids  
Greenville  
Indianapolis  
Kansas City  
Omaha  
Peoria  
Rochester (MN)  
Tulsa





ll have one thing in common: Substantial  
s, with a high return on investment and



# Case Studies

## Chattanooga, TN



### 21st Century Waterfront

As part of efforts to revitalize the City of Chattanooga's downtown, River City Company, an economic development group, pushed forward an ambitious plan to redevelop over 130 acres of its waterfront along the Tennessee River. Dubbed the 21st Century Waterfront, this enhanced network of public spaces and cultural institutions activated through various events and public art installations has re-focused attention on the waterfront as a place to live, work, play and learn. The rebuild of Chattanooga's riverfront has attracted over \$1 billion in adjacent private investment.



### Renaissance Park

Located in downtown Chattanooga, Renaissance Park is a 23.5-acre wetland park built on a former industrial site. The park, formerly a brownfield field site, is an example of how polluted waterways and habitat can be returned to its native ecosystem.

# Case Studies

## Fargo, ND



### Broadway Streetscape Enhancement

Downtown Fargo's Broadway Streetscape Enhancement Plan was a \$10 million facelift of the City's main commercial and retail corridor. The goal was to create a more pedestrian-friendly design strategically incorporating new pavers, lighting, and implementing a road diet. This effort utilized funding from the Renaissance Zone program, which offers 5-year property and state income tax exemptions for qualifying projects.



### Civic Plaza

As part of a mixed-use development known as Block 9, Skidmore Owings & Merrill (SOM) designed a public square to activate and reinforce the downtown commercial and civic connections. The gathering plaza has been coupled with a building that includes residential, office, hotel, and retail spaces.



# Case Studies

## Tax Abatements



### **Fargo, ND Renaissance Zone**

The City of Fargo's growth strategy envisioned a more walkable, livable, and inclusive downtown. Acting to implement this vision, the City's downtown revitalization plan included aligning major capital improvements along key corridors within the Renaissance Zone. The Renaissance Zone, associated with Renaissance Zone Funds, has attracted \$93 million in new investments since 1999. Incentives to attract investment include several five-year tax exemptions; on property taxes for new development or rehab; on income tax for business or investment properties up to \$500,000 per year; and, on personal income tax liabilities for up to \$10,000 on residential purchases.



### **Kansas City, MO Tax Abatement Incentives**

Since 2012, nearly \$2.2 billion in development investments have occurred in downtown Kansas City. Chapter 100 Bonds provide real and personal property tax exemptions for up to 10 years through a sale-leaseback bond structure. The Planned Industrial Expansion Authority (PIEA) and Chapter 353 Programs provide real property tax abatements on improvements (75% for 10 years; 37.5% for 15 years) to assist in removal of blight and blighting conditions. To facilitate development, a Sales Tax Exemption on construction materials can be provided on certain projects.

# Revolving Loan Funds



## **Cedar Rapids, IA CVNB Main Street District Revolving Loan Fund**

The Czech Village/New Bohemia Main Street District, an economic development non-profit, established a revolving loan fund administered by the East Central Iowa Council of Governments. The fund is aimed at assisting new and existing businesses within the Czech Village/New Bohemia (CVNB) Main Street District in business development and expansion efforts. It offers low interest loans for up to 10 years, in amounts of up to \$25,000. The average loan awarded creates one job per \$5,000. The funds may be used for working capital, machinery and equipment purchase, real property purchase, and/or tenant improvements.



## **Tulsa, OK Brownfield Redevelopment Revolving Loan Fund**

The City of Tulsa established a Brownfields Revolving Loan Fund (RLF) program which offers brownfield property owners low-interest loans to incentivize remediation of contaminated properties. Loan repayment terms typically range from three to five years, have up to 2.5% interest rates, and a cost match of 20% may be required. As loans are repaid, funds are returned to the RLF to re-lend to other borrowers. Currently, the Brownfields RLF has approximately \$1.3 million available for brownfield cleanup projects.

# Case Studies

## TIF



### **Des Moines, IA Metro Center**

The City of Des Moines utilized tax increment financing, or TIF, funds within Metro Center to facilitate the development of the Iowa Events Center (2012), Wellmark Corporate Campus (2011), and Riverpoint West mixed-use development (2016), among other projects. Presently, the downtown has a frozen base value of \$396 million, and a current taxable value of \$1.9 billion. At least 25% of available TIF revenue must be returned to taxing districts, as per City policy.

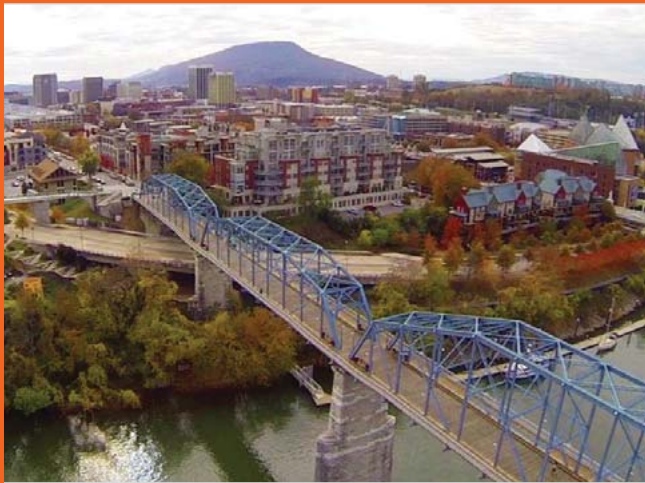


### **Greenville, SC Downtown TIF Districts**

Greenville's revitalization efforts included establishing three TIF districts in the downtown area. The TIF districts were able to attract nearly \$1.5 billion in private investment to downtown Greenville, including ONE Greenville (2015), a mixed-use hub home to CertusBank and Clemson University's MBA program. The Viola Street TIF District was retired in 2016 as it achieved its revitalization goals ahead of schedule.



# Innovation Districts



## **Innovation District of Chattanooga**

Chattanooga’s Innovation District is aimed at facilitating the transformation of former industrial/warehousing districts through enhancing transit access, and rehabilitation of historic buildings. The Innovation District was designated in 2015 to capitalize on public high-speed internet (“the Gig”) and attract a mix of startups, business incubators, and local accelerators. The district is anchored by Edney Innovation Center, a 10-story collaborative center with accelerator and office spaces. It has catalyzed Downtown growth, including residential population increase, unemployment decrease, and declining retail vacancies.



## **Grand Rapids SmartZone Finance Authority**

The Grand Rapids SmartZone Local Development Finance Authority (LDFA) was designated in 2002 to attract and foster technology-based startups within “Medical Mile” corridor. An incremental tax capture mechanism is used to invest in infrastructure, property acquisition, and business accelerator support services (networking, mentoring, training). Partners include Grand Rapids Community College, Grand Valley State University, The Right Place Inc. and Van Andel Research Institute. Approximately \$2 billion in private investment in Medical Mile corridor since inception.

# Case Studies

## CARES Act Grants

### Nationwide

CARES Act grants, administered by the US Economic Development Administration, are available to local governments, universities, and non-profit organizations, and can be used to fund 80-100% of eligible project costs.

- Grant considerations include:
  - Applicant taxing and/or borrowing capacity
  - Extent of economic impact of COVID-19 in region
  - Thresholds for elevated needs based on relative economic distress in region
- Applications are now being accepted on a rolling basis
- Funds available through September 2022

### Investment priorities for CARES ACT Grant Funds

- Recovery and resilience
- Critical infrastructure
- Workforce development and manufacturing
- Exports and foreign direct investments
- Opportunity Zone development

### Eligible Uses of CARES ACT

- Construction of water and water-related infrastructure
- Public buildings
- Telecommunications infrastructure
- Innovation grants
- Capitalization/ recapitalization of revolving loan funds

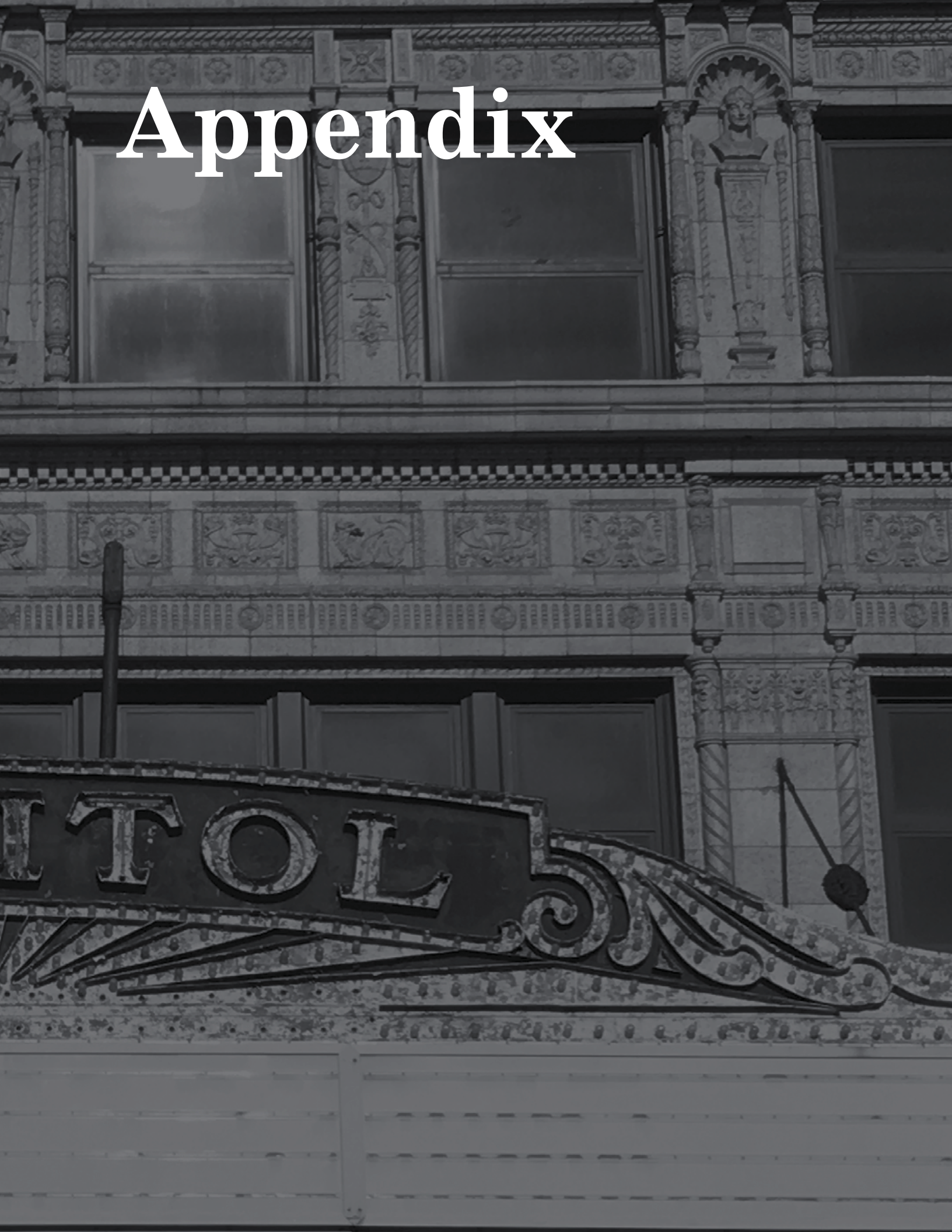








# Appendix



# Public Engagement

## Perception Survey

In July 2020, DDP launched an online perception survey that received 550+ responses. The input from this survey helped to shape the overall vision for Davenport 2030, and guide the future approach to placemaking, mobility, and public safety in the downtown.

In this section, we provide a summary of key takeaways from the survey:

- Over 50% of respondents are Davenport residents.
- A high proportion of respondents (46%) are very likely to recommend Davenport to a friend.
- Top 5 reasons for visiting the downtown (listed 1 to 5)
  - Dining/Culinary/Restaurants
  - Festivals and events
  - Theaters/Concerts/Arts
  - Breweries/Distilleries
  - Nightlife
- Over 37% of respondents rated the pedestrian experience of downtown as 8 or above.
- About 97% of respondents had visited the riverfront. Further, 41% rated the riverfront with an 8 or higher.
- Visitors to the downtown found it easy to navigate. About 75% of respondents stated they used a car to get to the downtown.
- A majority of respondents stated public transit needs improvement.
- Most visitors to the downtown are coming in the evening.
- Downtown is seen as generally safe.
- Activities that would resume post-COVID shut-down coincided with Top 5 activities. Safety measures include outdoor seating, limited entry, and sanitizer.







# Davenport Cultural Trail



Lafayette  
Park



Centennial  
Gateway

**REGIONAL LOOP**

Capitol  
Theatre 3rd St Cor

**DOWNTOWN**

Figge  
Plaza

Ellis  
Cour  
RM

Centennial Bridge



LK Park

Adler  
re

TOWN LOOP

K Square

s Kell  
rtyard  
E

Blackhawk  
Square

Bechtel Park

Arsenal Bridge

Lock & Dam



# Catalyze Development

HILLTOP  
Palmer

HAMBURG HISTORIC  
DISTRICT



5th St

CIVIC CENTER

Develop  
YMCA Site

YMCA

INNOVATION  
DISTRICT

Bus  
Station

Move Ground  
Transportation  
Center

WESTERN GATEWAY

KRAFT  
SITE



Pursue future  
master plan

CENTENNIAL  
GATEWAY

Centennial Bridge

ROCK IS

VILLAGE  
College

VILLAGE OF  
EAST DAVENPORT



LECLAIRE  
HEIGHTS



LOFT  
DISTRICT

EASTERN  
GATEWAY

New  
YMCA

Develop sub-  
area plan

Mid-  
American  
owned

River  
watch

MidAmerican  
Energy

MOTOR ROW  
RETAIL

ARSENAL  
GATEWAY



Arsenal Bridge

Lock & Dam



ROCK ISLAND  
ARSENAL

LAND





# Two-way Conversion Criteria

Research and practice suggest a variety of factors that need to be considered prior to two-way conversion. The following criteria have been extracted from *Converting One-way Streets to Two-way: Managing Traffic on Main Street* by John D. Edwards. Following the criteria description is a summary of the current conditions in Downtown Davenport and whether the criteria is met.

In addition to the list of informal criteria, the following plan reflects changes made after careful review and feedback from Davenport Public Works Staff.

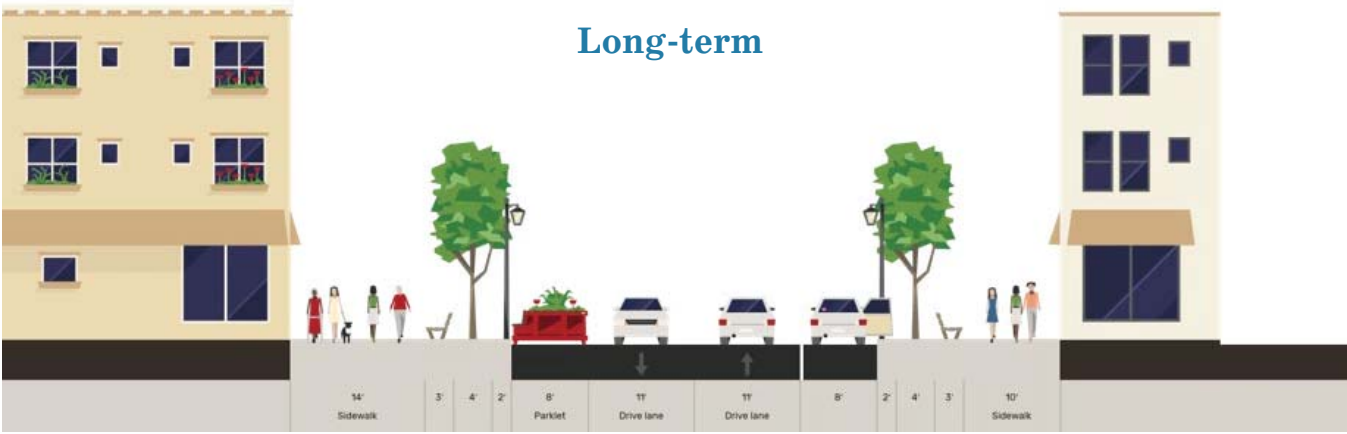
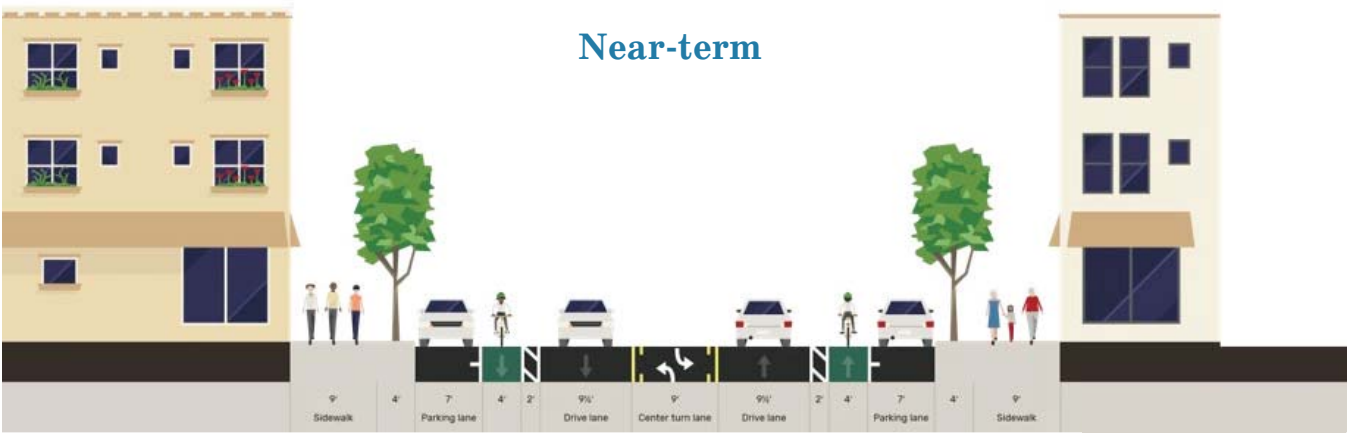
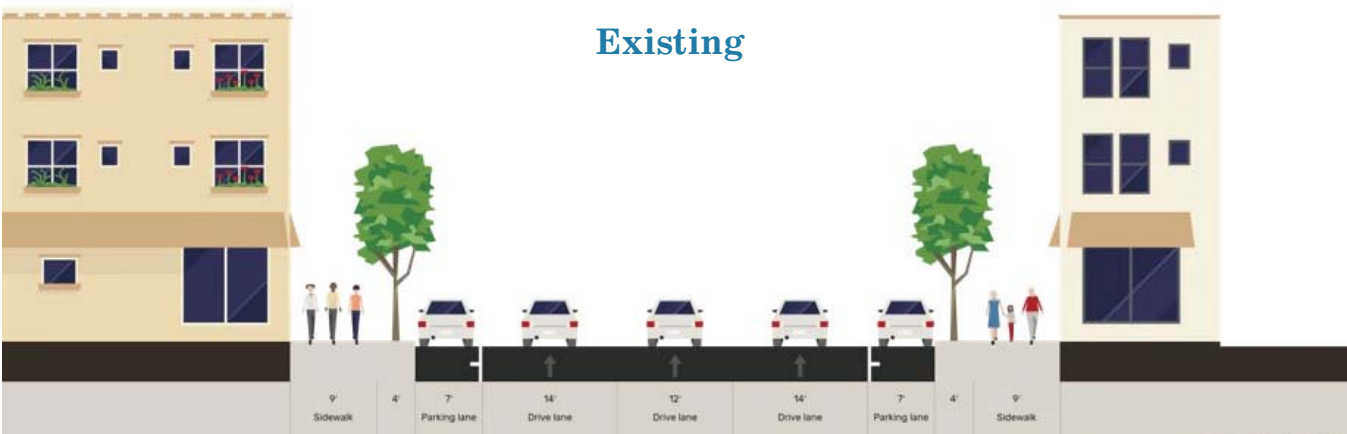
\* The information on this spread has been adapted from a separate study



CRITERIA	DAVENPORT CONDITION	CRITERIA MET?
<p><b>Will it help revitalization efforts?</b></p> <p>Two-way traffic is typically very helpful for recovering retail districts. A survey of 25 communities was conducted where all experienced reductions in vacant first floor space and some reported substantial private investments following the two-way conversion. Caution should be used when the area is heavy office, warehouse, and/or industrial with heavy peak hour traffic.</p>	<p>Davenport has experienced growth over the past decade in retailing, restaurants, and first floor uses but these corridors are still in transition as part of an overall downtown revitalization effort. Within the downtown, a mix of office, retail, and residential uses mitigates heavy peak hour traffic.</p>	
<p><b>What type of traffic flow?</b></p> <p>Two-way traffic is helpful when the traffic flow includes destinations within the corridor. If most traffic is through-way traffic with few people stopping at downtown destinations, then the conversion may have little impact on revitalization.</p>	<p>Particularly in the downtown area, numerous destinations exist along both 3rd and 4th Streets. Offices, residences, government centers, convention facilities, restaurants, and retailers are found along both corridors.</p>	
<p><b>What is the traffic volume?</b></p> <p>If both streets exceed 15,000 vehicles per day with no reasonable by pass route, then the conversion may increase congestion.</p>	<p>According to Iowa Department of Transportation Average Daily Traffic (ADT) volumes, the peak ADT along 3rd Street is 11,000 and 9,300 along 4th Street with less volume east and west of the downtown core. In addition, River Drive (U.S. Highway 67) functions as a bypass route for the downtown.</p>	
<p><b>How wide is the street?</b></p> <p>Street width should be sufficient to accommodate the two-way traffic and on-street parking.</p>	<p>The typical width of 3rd Street and 4th Street is 55-feet. This dimension accommodates two moving lanes of traffic with a dedicated left turn lane, two dedicated bike lanes, and parallel parking along both sides of the street.</p>	

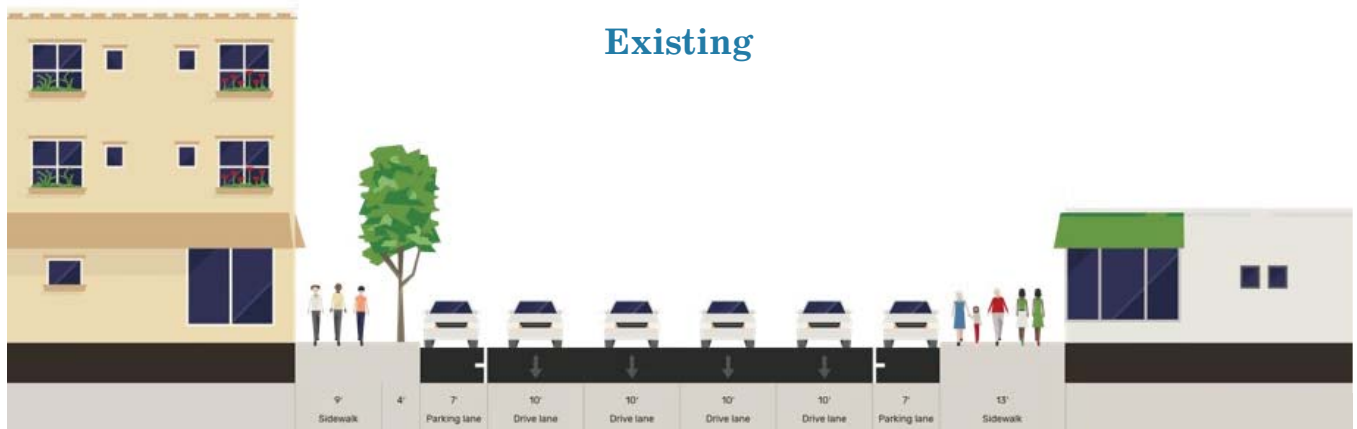
\* The information on this spread has been adapted from another study

# 3rd Street Phasing

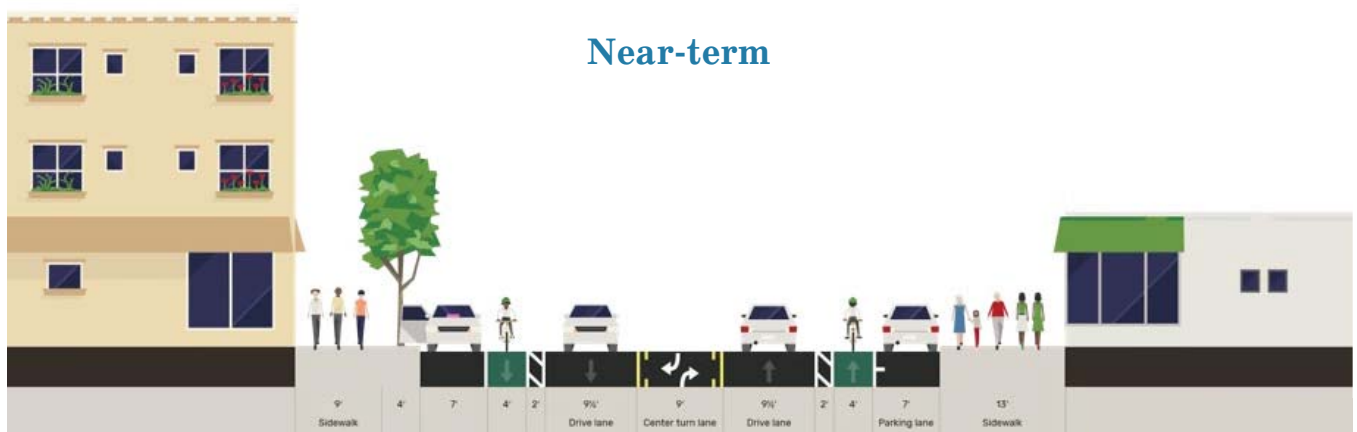


# 4th Street Phasing

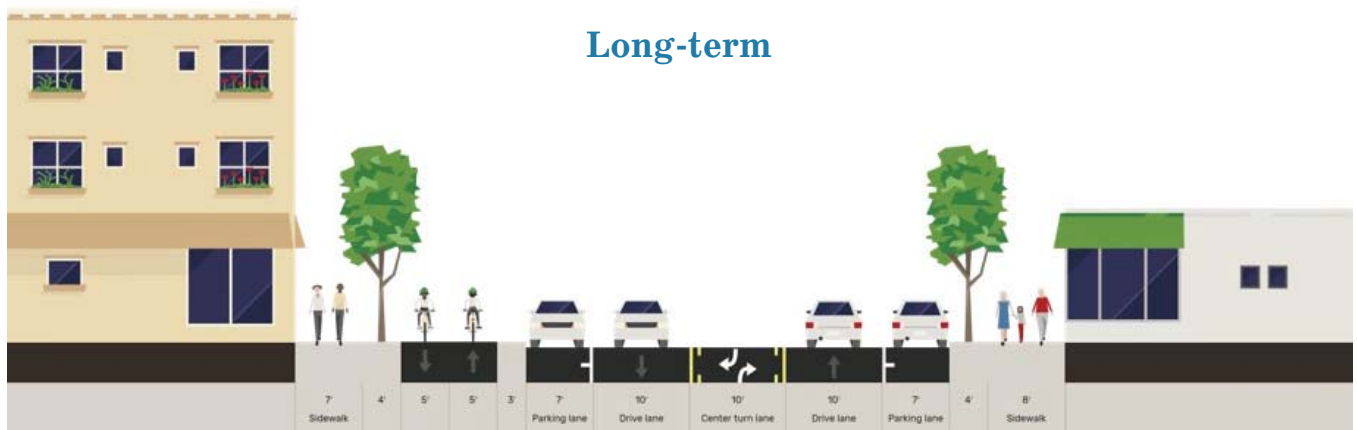
Existing



Near-term



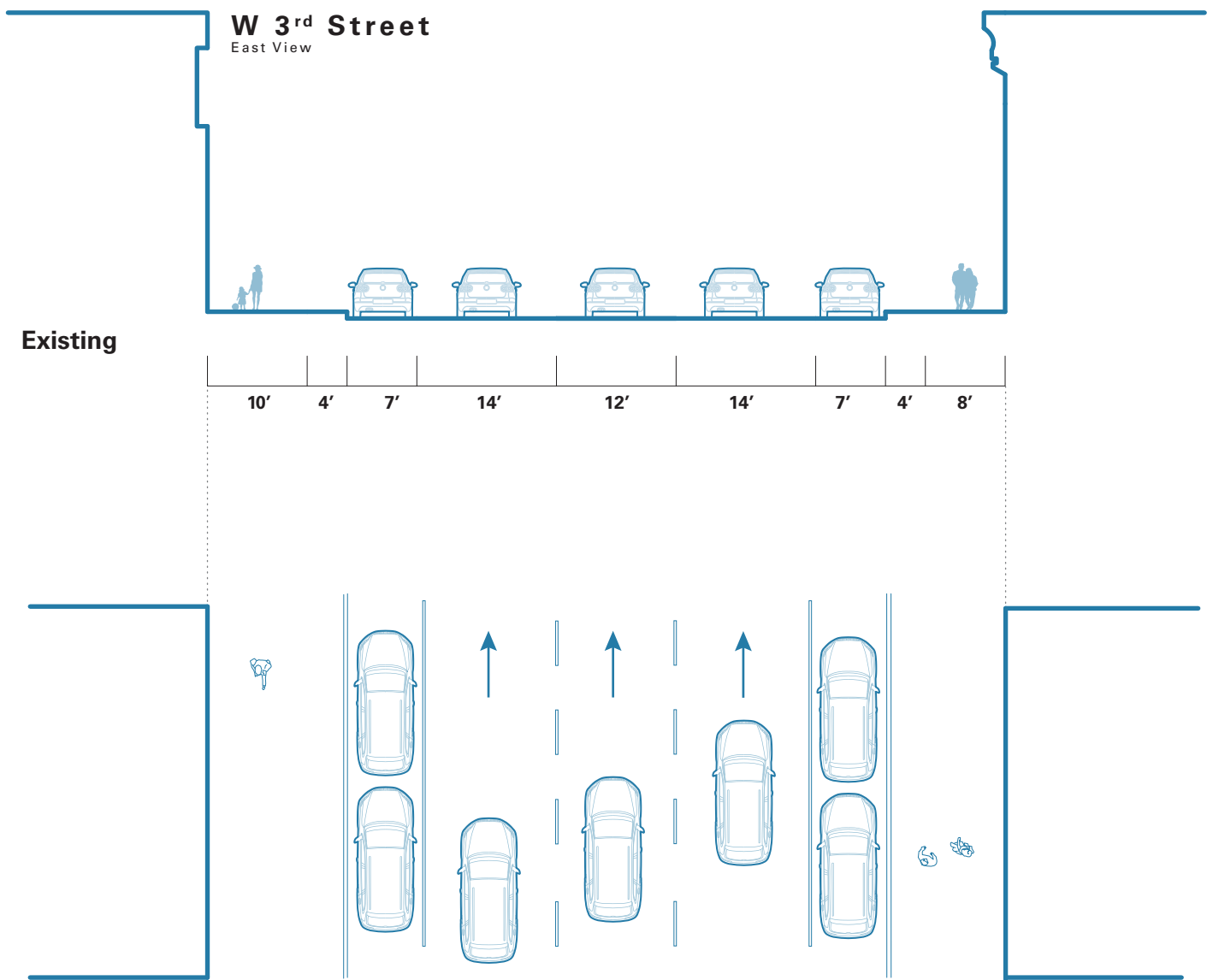
Long-term

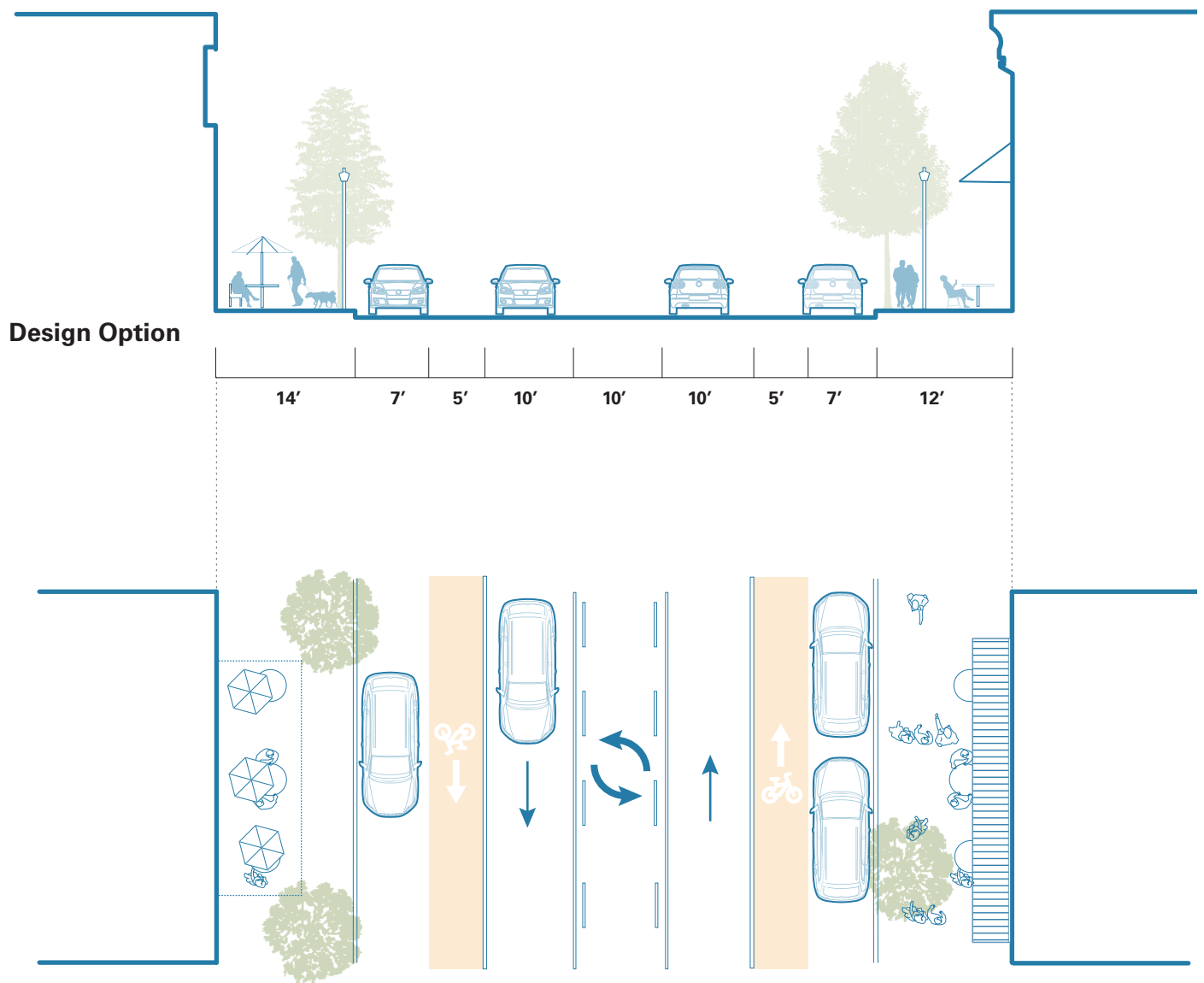




# 3rd Street

## Complete Street

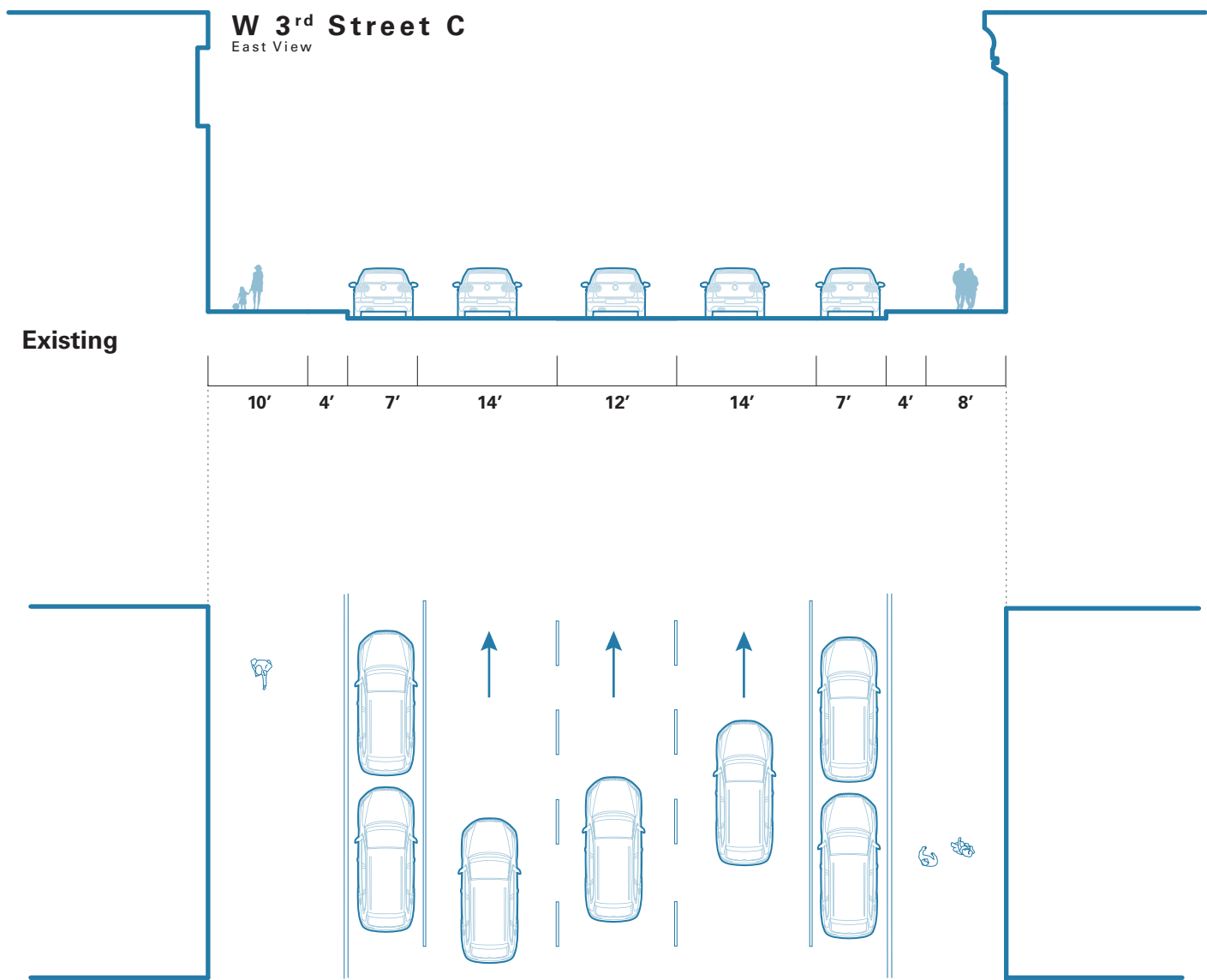




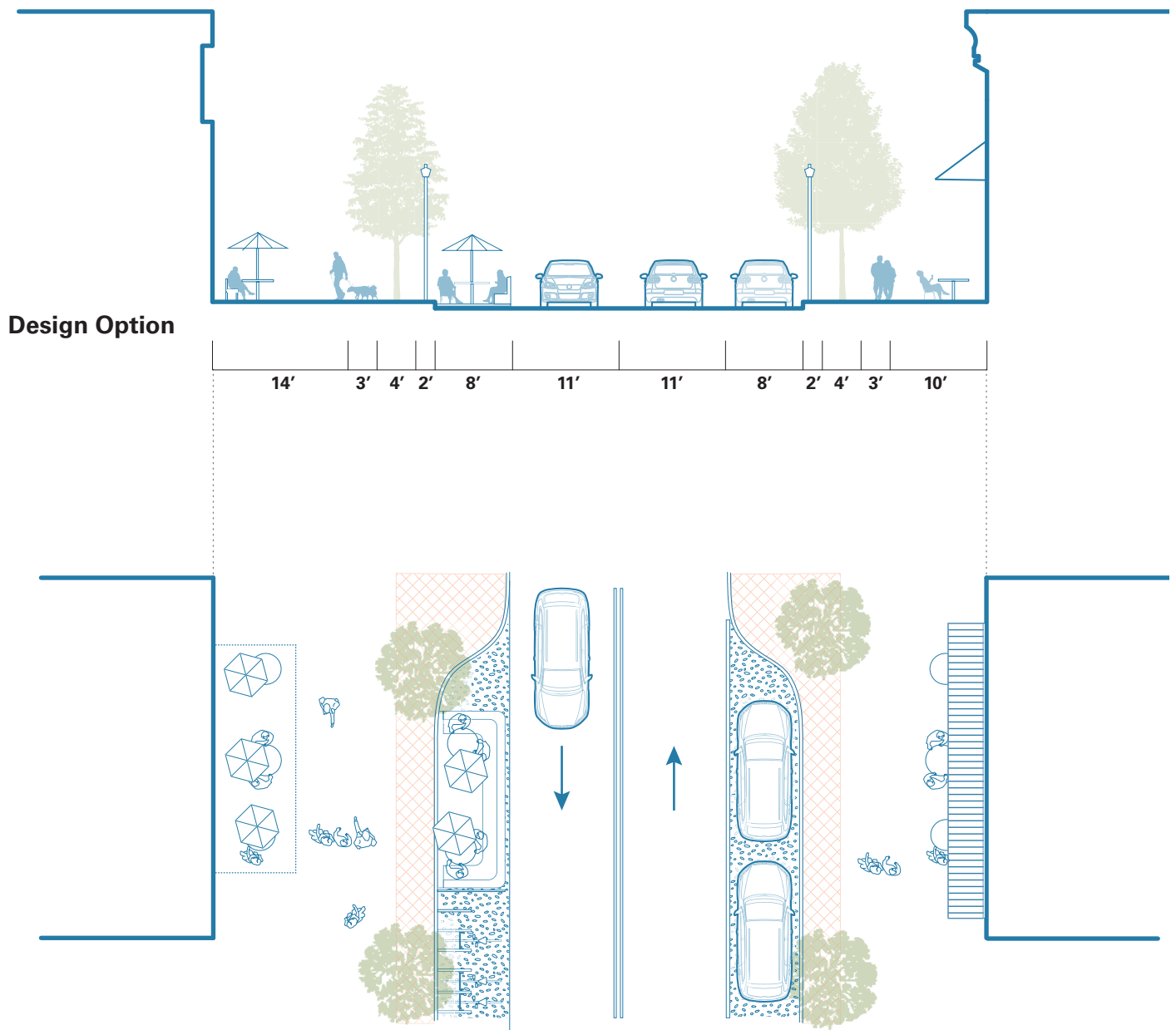
# 3rd Street

## Activity Street

Long-term Option

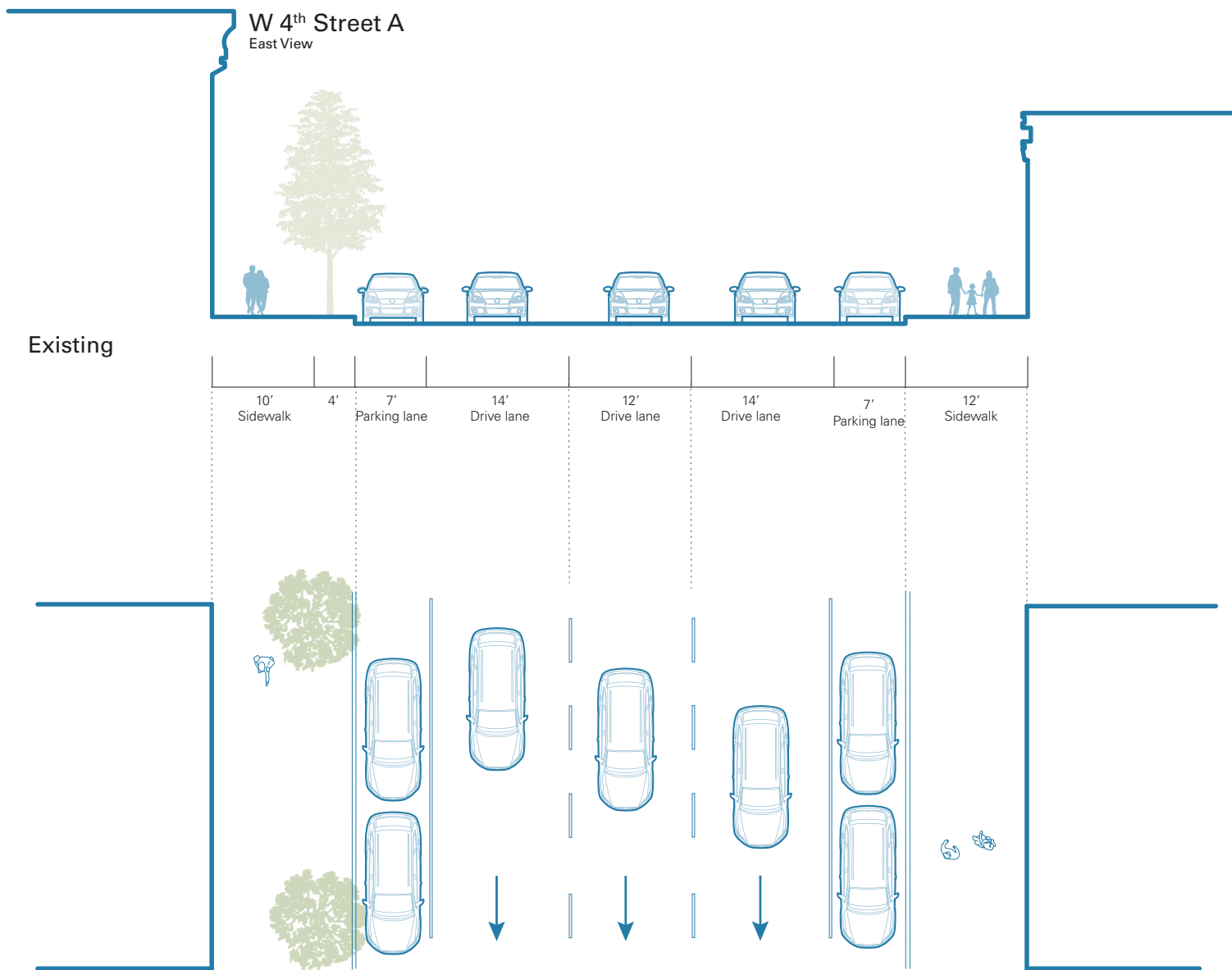


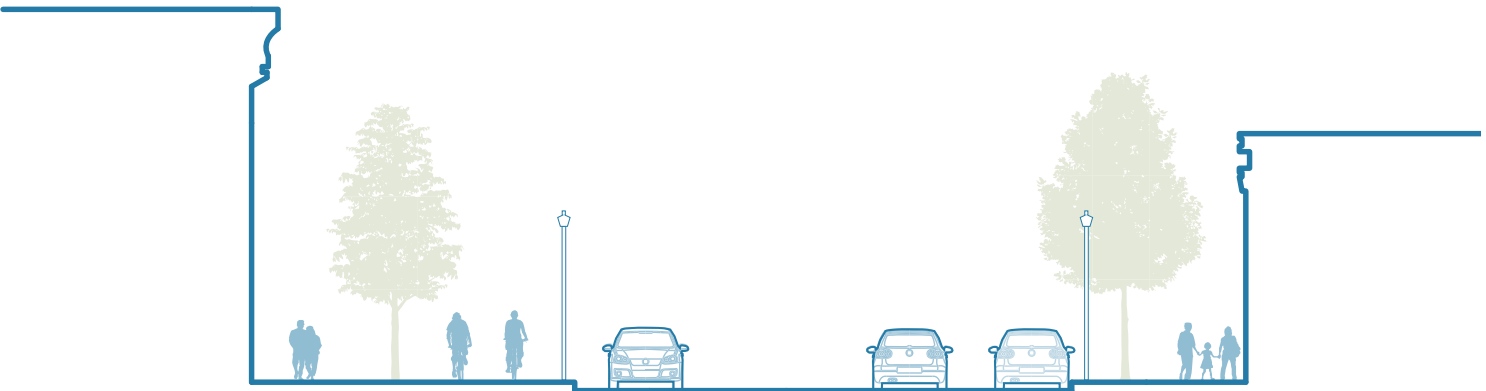




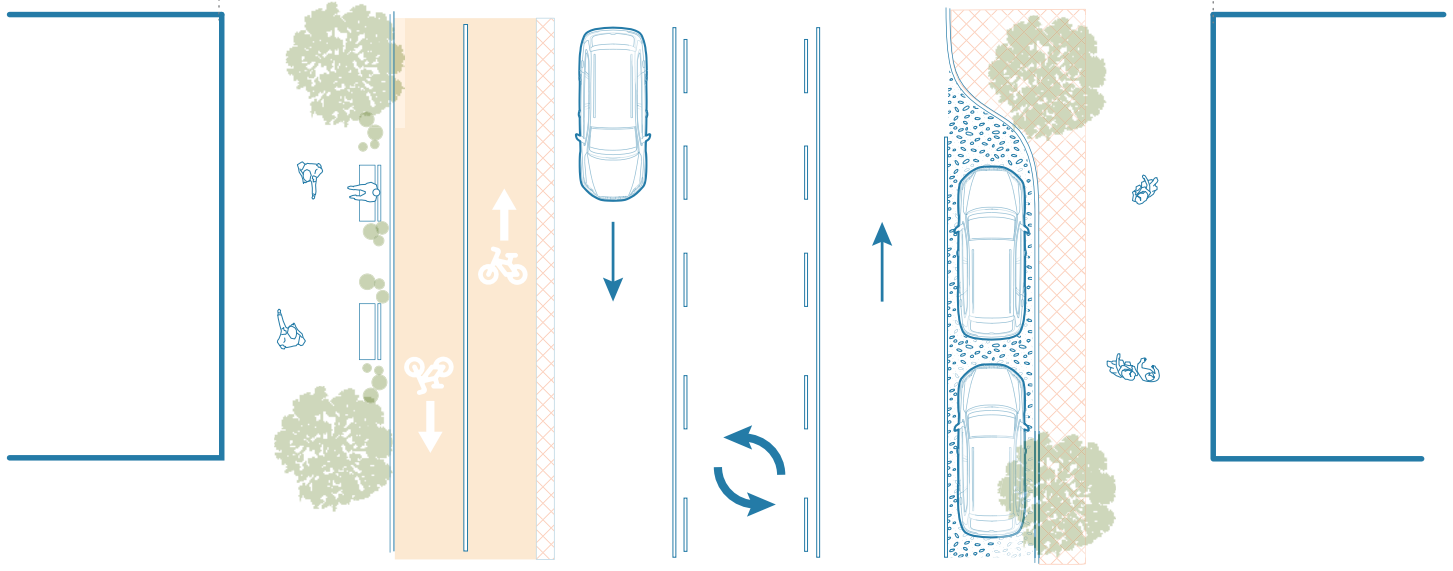
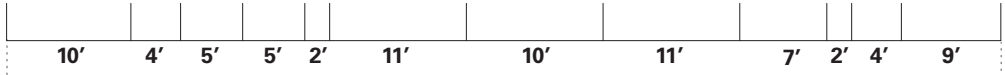
# 4th Street Cultural Trail

Long-term Option



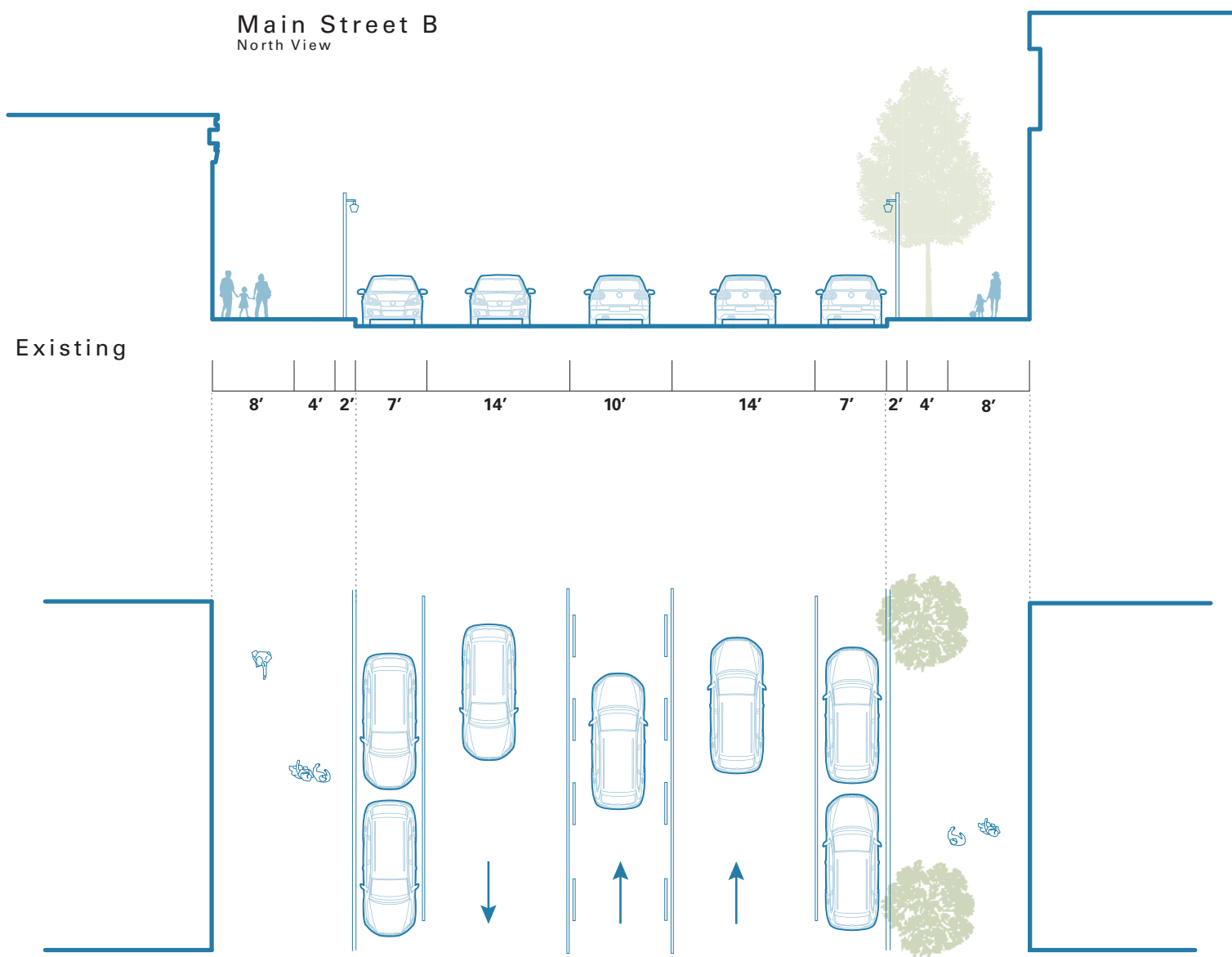


Design Option

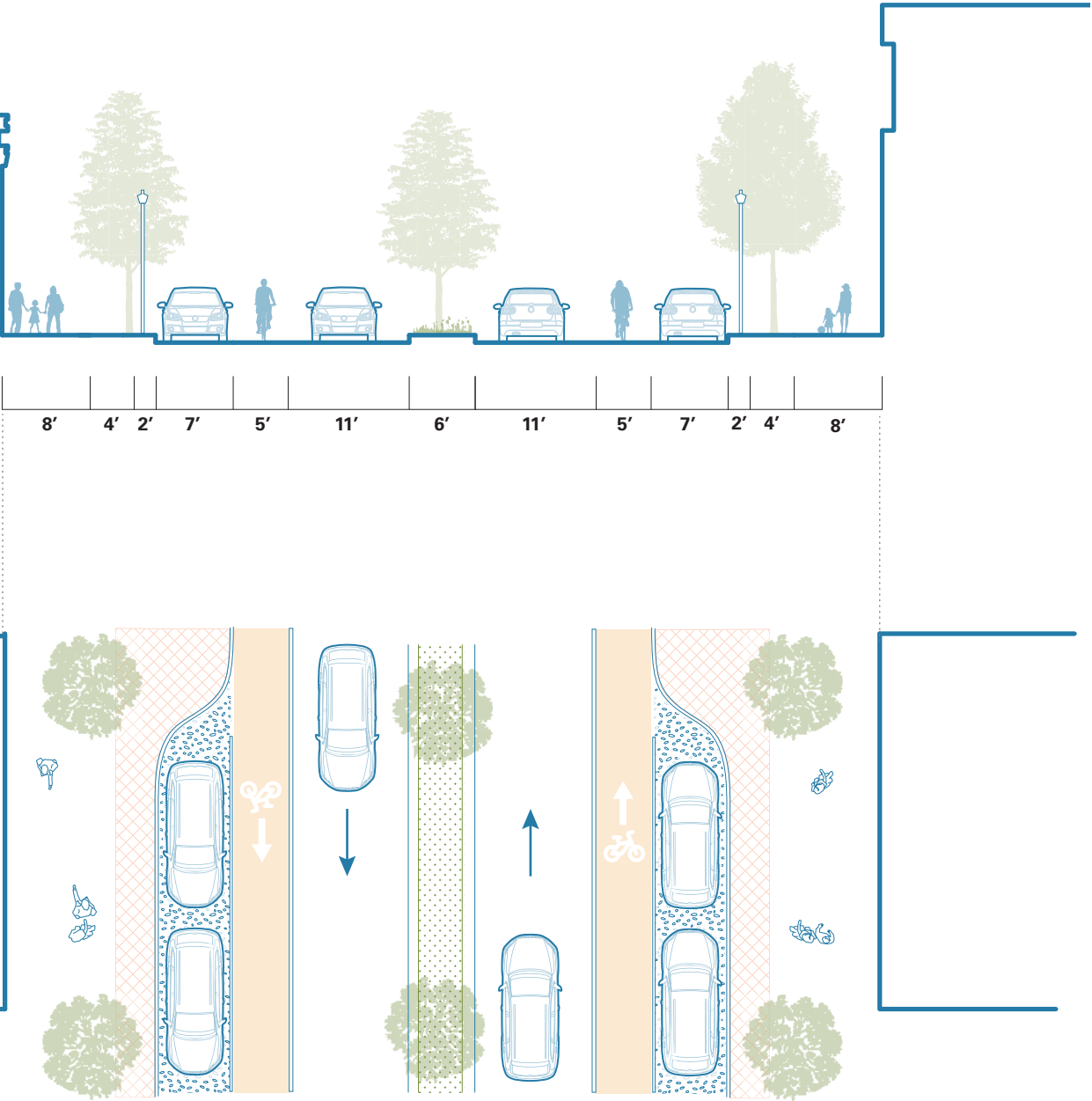




# Main Street Boulevard

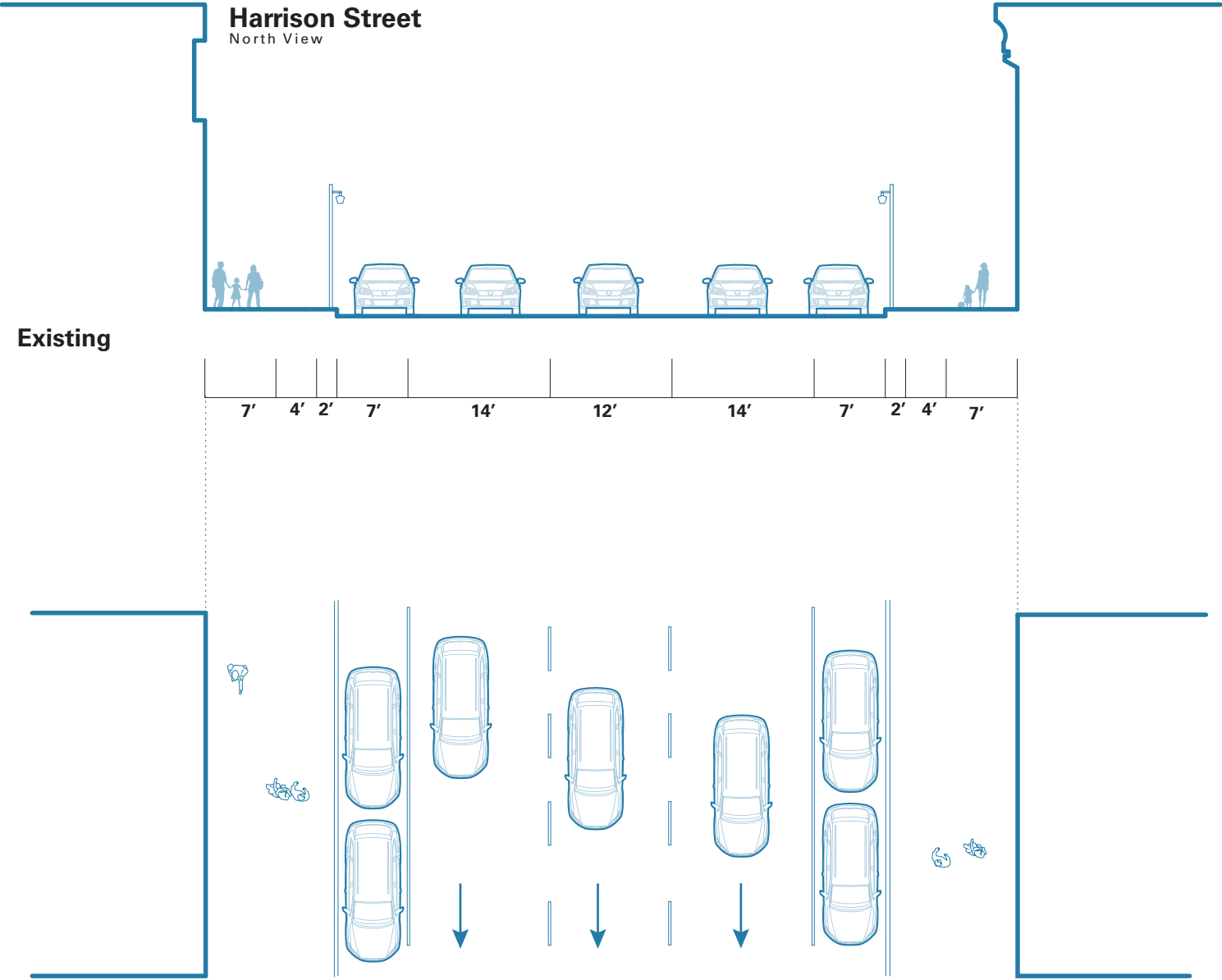


Design Option

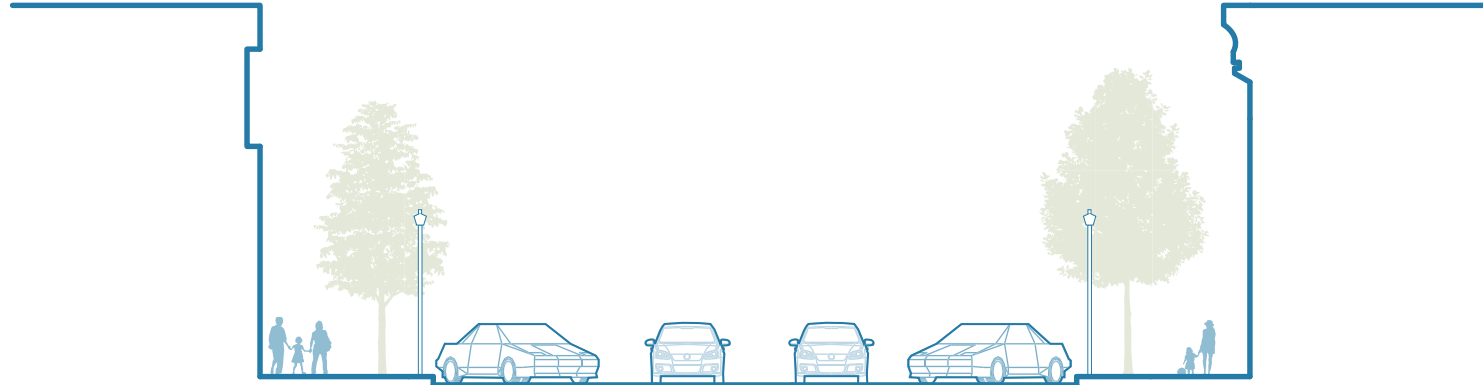


# Brady/Harrison

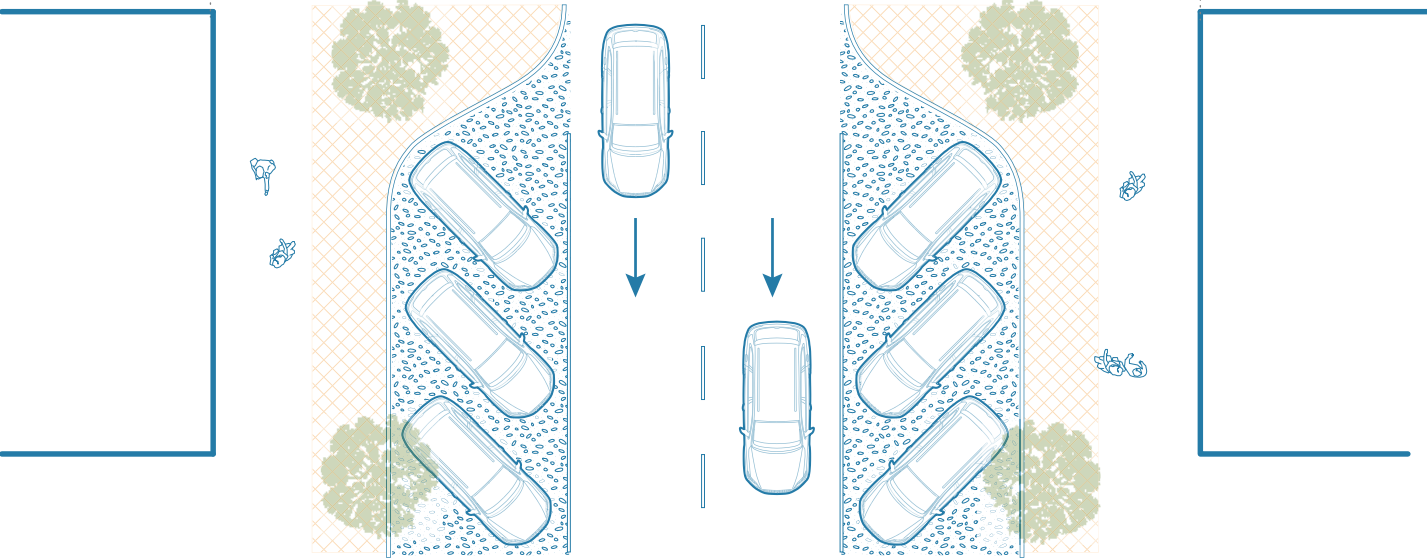
## N-S Corridor







Design Option



# Traffic Volumes

## Lane Capacity Criteria

- All streets carry  $\leq 12,000$  vehicles per day
- Design to manage speeds by minimizing pavement and lane width
- Look at turning movements to inform intersection design.

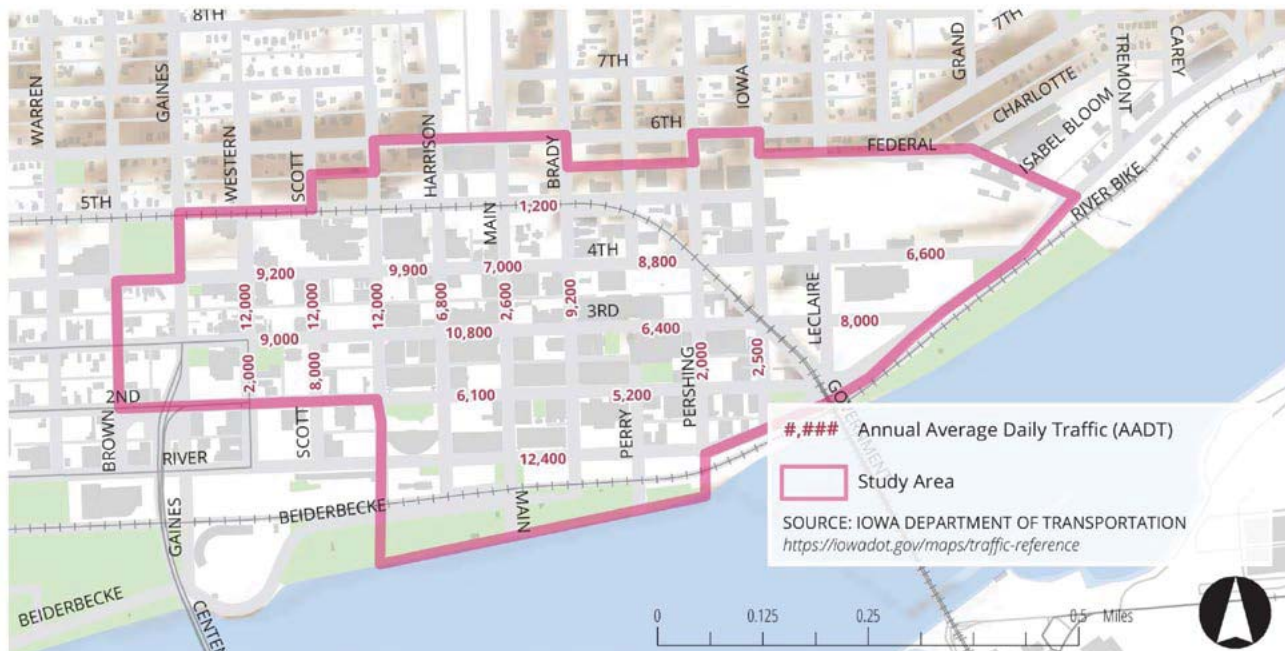
### Criteria for 2-lane/2-way downtown segment

	Level of Service			
	B	C	D	E
AADT (vpd)	12,500-14,500	14,500-17,000	16,500-18,500	18,500-21,000
Average travel speed (mph)	> 20	> 15	> 12	> 9

Adapted from Federal Highway Administration's Simplified Highway Capacity Calculation Method, 2017

- Consider left-turn lane when > 750 vpd
- Consider right-turn lane when > 1500 vpd and > 3000 vpdpl on mainline

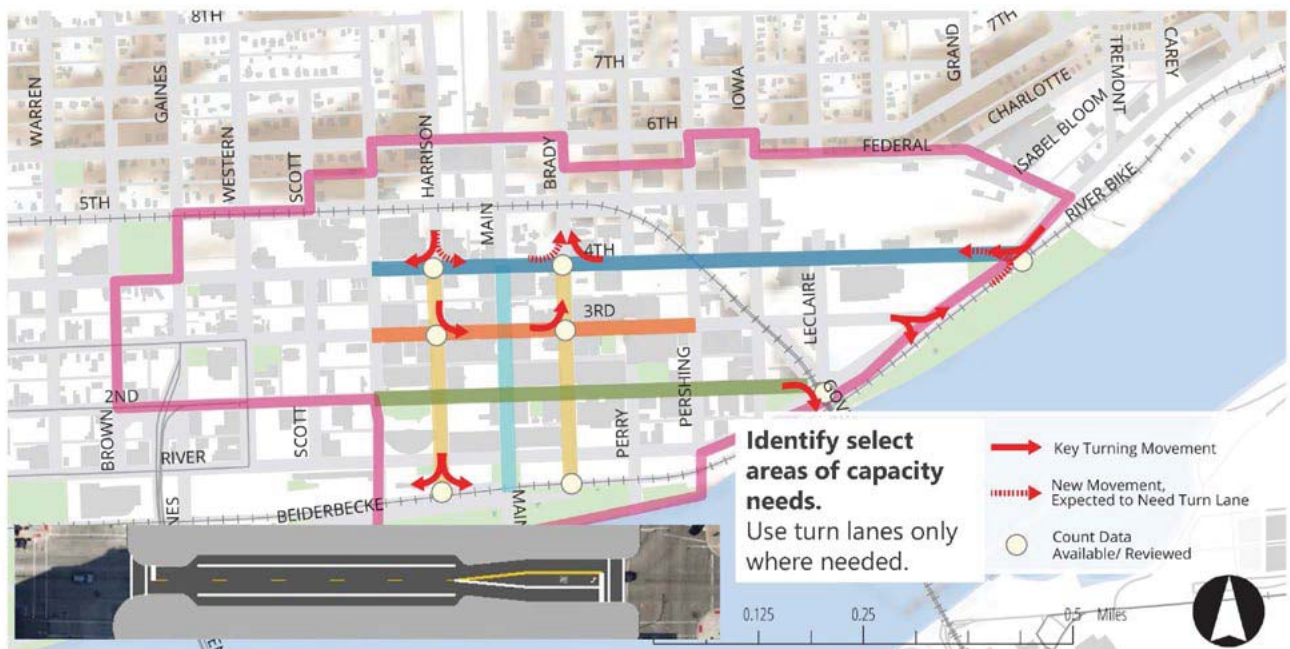
## Daily Traffic Volumes



## Street Network Strategies

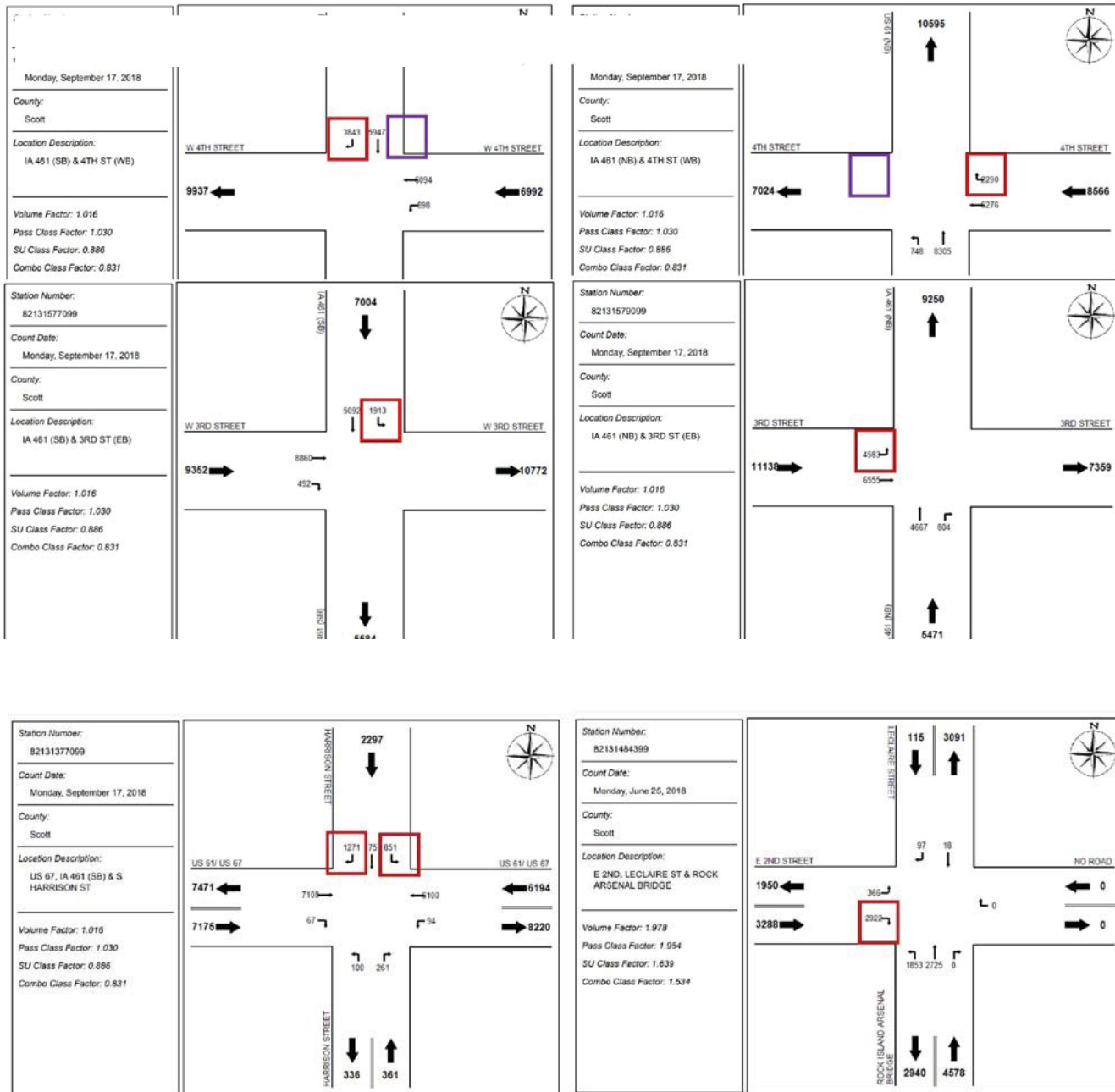


## Key Turning Movements





# Turning Movements



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