



*Office of Mayor Lawrence J. Morrissey
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PRESS RELEASE

FOR IMMEDIATE RELEASE:

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CITY TO HOST SOUTH MAIN REVITALIZATION STRATEGY WORKSHOP JANUARY 27TH AT 6:00PM

Rockford – The City of Rockford Department of Community Development and Department of Public Works, Alderman Venita Hervey (5th Ward), and the Rockford Metropolitan Agency for Planning (RMAP) are proud to announce a new corridor planning initiative for South Main Street and to invite the Rockford community to a planning workshop held on Thursday January 27th, beginning at 6:00 P.M at the headquarters of CSS/Youthbuild at 917 South Main Street.

2011 promises to be a big year for the South Main Corridor. Improvements to South Main Street and other major projects, such as the Morgan Street Bridge reconstruction, are scheduled to begin later this year. These projects will dramatically improve the look and feel of Southwest Rockford and hopefully signify positive changes to come.

To build upon the momentum of these upcoming improvements, the City of Rockford has initiated a planning process to develop a revitalization and implementation strategy for the corridor. For this assignment, the City has commissioned a group of professional planners lead by The Lakota Group (www.thelakotagroup.com), an award-winning urban planning and design firm, to help craft this revitalization strategy. To date, the Lakota team has been busy collecting data, conducting inventories of land uses and physical conditions in the area and meeting with small focus groups.

The next step in the planning process is a **Community Workshop at 6 p.m. on Thursday, January 27 at CCS/Youthbuild headquarters, 917 South Main Street.**

All community residents, leaders and business/property owners are welcome and encouraged to participate in this planning meeting to help us develop a strategy that will lay out specific steps to help revitalize this important gateway into downtown Rockford.

Fifth Ward Alderman Anita Hervey has been generous enough to allow time normally scheduled for her monthly Ward meeting to be dedicated to this workshop discussion. The consultant team will review past plans, area issues, strengths and opportunities, as well as facilitate small group discussions to gather additional input and ideas. Information gathered at the workshop will be incorporated into preliminary concepts for improvement and development of the area.

The City, the Lakota Group and Alderman Hervey are very excited about this project and look forward to your input. If you have questions, please call Jonah Katz, City of Rockford Planner, 815-967-6772 or Brenda Allegria at 815-967-6771 (for Spanish). Light refreshments will be provided.

More information about this project will be available February 1st on Rockford's new website, at the following link... <http://web.rockfordil.gov/community-economic-development/long-range-planning/corridor-plans>.