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*LEADING BOLDLY, WORKING TOGETHER*

## PRESS RELEASE

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FOR IMMEDIATE RELEASE:

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### *CITY TO HOST THIRD COMMUNITY PLANNING WORKSHOP FOR THE SOUTH MAIN CORRIDOR REVITALIZATION STRATEGY*

**Rockford – June 23, 2011** - The City of Rockford Department of Community and Economic Development, the Department of Public Works, Alderman Venita Hervey (5<sup>th</sup> Ward), and the Rockford Metropolitan Agency for Planning (RMAP) are proud to announce the third community planning workshop for the South Main Revitalization Strategy, to be held on **Tuesday June 28th**, beginning at **6:00 P.M.**, at Pilgrim Baptist Church at **1703 South Central Avenue**.

The City of Rockford has initiated a planning process to develop a revitalization strategy for the South Main Corridor that will build upon the momentum of the upcoming planned improvements to Southwest Rockford, which include a complete reconstruction of South Main Street by the Illinois Department of Transportation and a new Morgan Street Bridge. To develop this strategy, the City commissioned a group of professional planners and designers led by The Lakota Group ([www.thelakotagroup.com](http://www.thelakotagroup.com)), an award-winning consulting firm. The Lakota Group is assisting the South Main community to craft a detailed blueprint for growth and investment in Southwest Rockford neighborhoods. When completed later this year, this strategic plan will provide an outline of the physical, economic, social and organizational changes needed to make this key gateway into Rockford a vibrant community and marketable economic district for years to come.

The City of Rockford's community outreach efforts began in full in January of this year during the well-attended kick-off community workshop for this plan. In April, the second community workshop presented several design concepts, marketing data, and transportation plans for South Main, with workshop participants providing feedback and insights into preferred land use scenarios and action strategies to improve the corridor.

At this June event, City Staff and consultants will be presenting a final “master plan” for the South Main corridor and soliciting feedback from the wider community as they finalize their suggested revitalization strategy for the area.

All community residents, leaders and business/property owners are welcome and encouraged to participate. There continue to be many opportunities to offer ideas and comments on this important effort. The City has developed a website for this project that will be continually updated with new planning reports and the latest on South Main meetings, projects, and construction dates.

The link is <http://rockfordil.gov/community-economic-development/long-range-planning/corridor-plans/south-main-revitalization-strategy.aspx>.

The City, the Lakota Group and Alderman Hervey look forward to the community’s attendance on **Tuesday June 28<sup>th</sup>**, beginning at **6:00PM**, at **Pilgrim Baptist Church** at **1703 Central Avenue**. If you have questions, please call Jonah Katz, City of Rockford Planner, 815-967-6772 or Brenda Alegria at 815-967-6771 (for Spanish). The meeting will last up to two hours.