



*Office of Mayor Lawrence J. Morrissey  
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## **PRESS RELEASE**

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**FOR IMMEDIATE RELEASE:**

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### **CITY TO PRESENT SOUTH MAIN REVITALIZATION STRATEGY AT PUBLIC MEETING MONDAY FEBRUARY 6TH**

Rockford – 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 completion of the South Main Revitalization Strategy. Prior to a scheduled public hearing and vote, the City invites the public, elected officials, and the media to hear a presentation on this strategy document at a meeting on Monday, February 6<sup>th</sup> at 4:00 P.M. in City Council Chambers.

Since the fall of 2010, City staff has been working with the Southwest Rockford community and a variety of consulting firms to develop a planning and development strategy for the South Main Corridor that will outline goals and objectives for revitalizing this area over the next 20 years. This strategy was developed in anticipation of a variety of major corridor improvements, which include a complete reconstruction of South Main Street by the Illinois Department of Transportation, the new Morgan Street Bridge, and a planned Amtrak Station at South Main and Kent St.

After several well-attended community planning workshops and many interviews with the organizations, businesses, and residents that make their home in the South Main Corridor, the final draft of the South Main Corridor Revitalization Strategy has been completed. This document contains a variety of detailed research and design recommendations, including a real estate market study, a transportation analysis, and a land use and economic development plan.

On February 6<sup>th</sup>, Long-Range City Planner Jonah Katz and other City staff will provide an overview of elements of the plan, highlighting the design elements, infrastructure improvements, and marketing strategy of this multifaceted revitalization blueprint. There will also be a discussion of the next steps the City and the Southwest Rockford community will take once this plan is adopted by Rockford City Council.

Complete copies of the sections of the Revitalization Strategy Document are available on the City's website at:

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