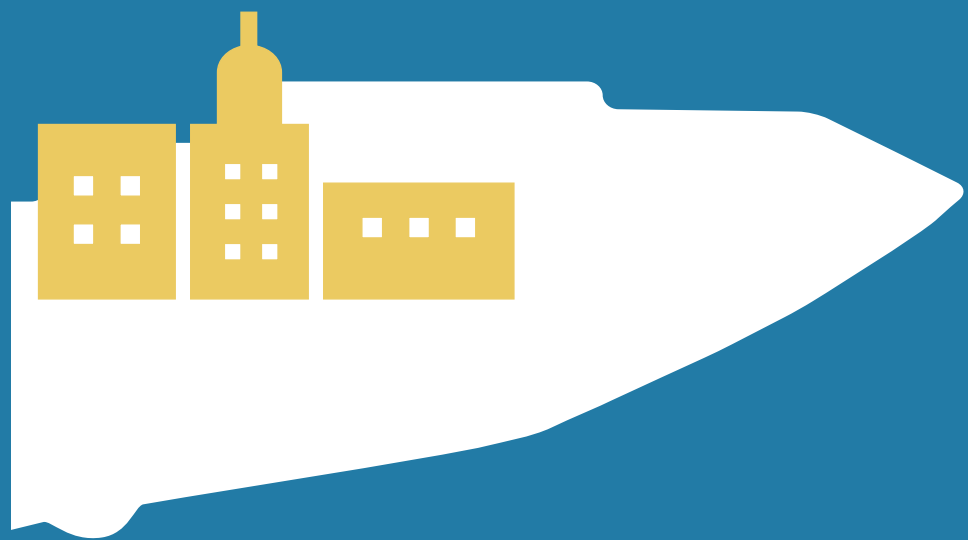


Davenport 2030

A Resilient City



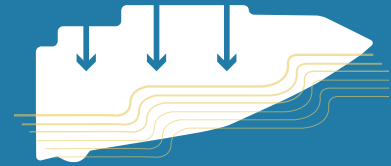
Executive Summary

INTRODUCTION

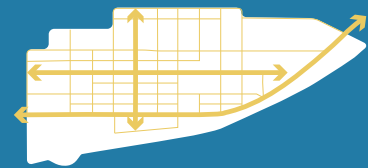
In February 2020, the Downtown Davenport Partnership (DDP) commissioned the development of a master plan to provide a framework for growth in the downtown over the next ten years. The plan will serve as guide to build on the success of the past 15 years, which has seen Downtown Davenport grow into a burgeoning residential neighborhood, a regional destination, and a center for arts, culture, and entertainment in the Quad Cities region. With this master planning process, the DDP and the City of Davenport have endeavored to answer one important question key to the future of Davenport: how can the City grow inclusively and sustainably, and what are the steps needed to get there?

Why a Downtown Davenport Master Plan?

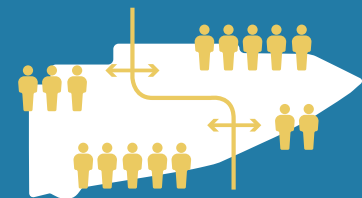
Downtown Davenport has grown, in population and economic vitality, despite significant challenges faced by the city and the region. A changing climate has increased the frequency and severity of floods. In May 2019, Davenport experienced record high flood waters reaching almost 23 feet, causing economic 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.



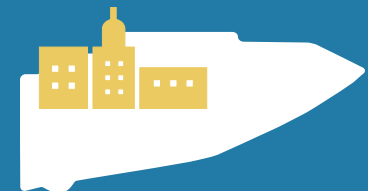
Resilient & Connected Riverfront



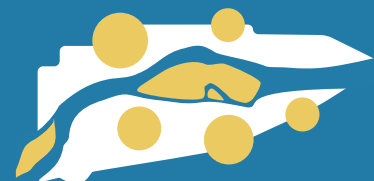
Walkable, Bikable, Connected



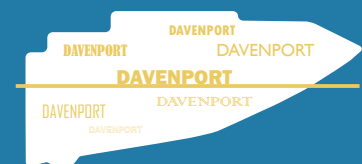
Inclusive Growth



Vertical Mixed-Use Center



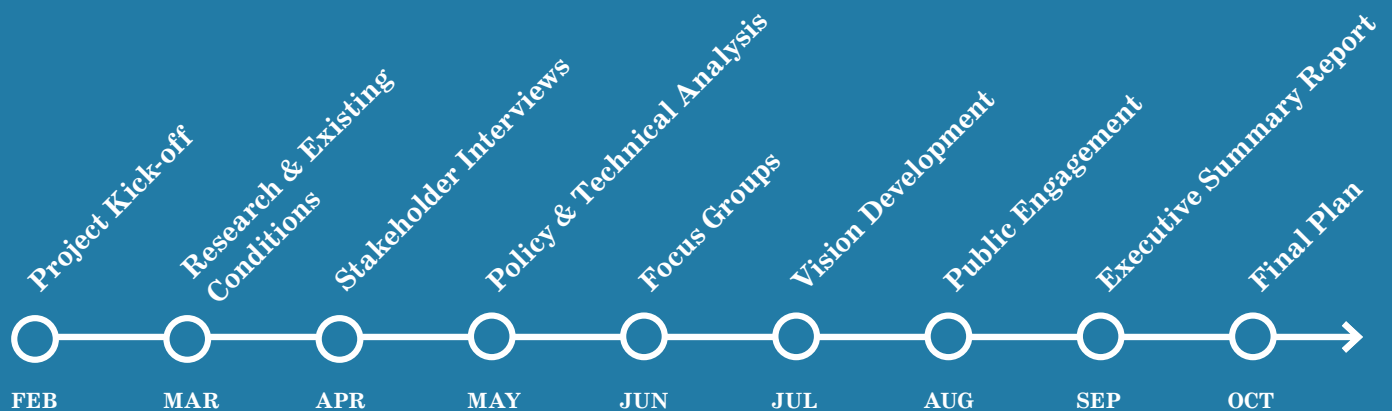
5 Downtowns, 1 Region



Unique Civic Identity

Overview of the Planning Process

The success of the Davenport 2030 hinges on the development and implementation of a clear vision that is community-driven and based in the realities of the Davenport market. To achieve this goal, DDP commissioned a multi-disciplinary planning team to craft a flexible and creative vision for the 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 and traffic engineering. During the study, the City hired an engineering firm (HR Green) to conduct a flood mitigation study, with the goal of supporting Davenport's long-term resiliency. The entire team worked closely with the DDP to develop a comprehensive, participatory stakeholder engagement strategy and process. The team engaged multiple stakeholders, ranging from Elected officials to policymakers, developers, local business owners, community-based organizations, public safety officers, and most importantly, the Davenport community. Due to the COVID-19 public health crisis, all public forums were conducted virtually. The team conducted over 25 interviews, three virtual focus groups, three Steering Committee meetings, and conducted 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.



GOALS & STRATEGIES

It is critical that *Davenport 2030* reflect the needs and aspirations of the Davenport community. The vision for Davenport and the five pillars for growth are derived from the key takeaways of our engagement.

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 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

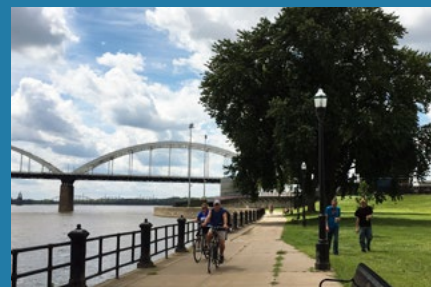
Define Downtown Davenport's identity and brand within the region as an unconventional, inclusive, and unforgettable destination



Downtown Davenport Strategies

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. 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.

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.



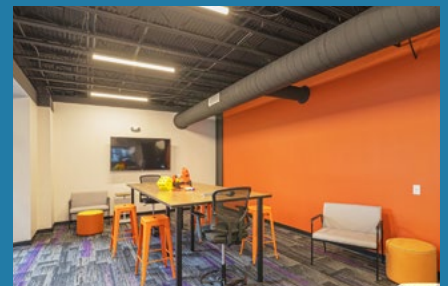
Build on Davenport's strong Arts & Entertainment backbone.

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, restauranteurs 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, 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.



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. Davenport has a supply of currently vacant space that could be retrofitted to better support the needs of smaller-scale office and retail tenants looking to locate downtown. The City could work with existing property owners to fill currently vacant office spaces or identify alternate uses if office 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.



ACTION & IMPLEMENTATION

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