

PLANNING AREA 1 NEIGHBORHOOD PLAN



West End Focus

Davenport, Iowa

PREPARED BY: THE UNIVERSITY OF IOWA SCHOOL OF URBAN AND
REGIONAL PLANNING

THE CITY OF DAVENPORT

IN COOPERATION WITH: DEPARTMENT OF COMMUNITY PLANNING AND
ECONOMIC DEVELOPMENT



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PREFACE

The West End is not just a physical place; it is a community of residents and workers who want to see their neighborhood thrive. Characterized by its mix of land uses, strong work ethic, and small town feel, the West End is a unique Davenport community. To ensure the enduring vitality of this one-of-a-kind neighborhood, there should be a Focus on the West End.

PART I

INTRODUCTION

CHAPTER 1

INTRODUCTION

Context and Purpose

West End Focus is a collaborative effort between the residents of the West End, The University of Iowa's School of Urban and Regional Planning, and the City of Davenport to create a quality Neighborhood Plan that accurately reflects the current conditions of the neighborhood, presents a vision for its future, and suggests strategies that will help to reach that vision. The process has involved research and active inclusion of West Enders through public meetings, steering committee discussions, the use of social media, and a survey. The City of Davenport has also been involved by providing planning support staff to University of Iowa students, and the plan has been reviewed by the Davenport City Council. The citizen and government input of West End Focus has allowed the City and community to work together to realize common goals to guide development.

"Davenport 2025," the comprehensive plan for the City of Davenport, highlights the importance of individual neighborhoods to the vitality of the City. Because they are small enough to be responsive to the needs of their residents and large enough to be heard city-wide, neighborhoods promote communication with the City while providing a focus for further planning. In 2009, the Davenport Neighborhood Empowerment & Wellness program (Davenport NEW) was created to support this directive. It divided the city into 13 planning areas to create Neighborhood Plans and to help carry out the Comprehensive Plan. "West End Focus" represents the residents of Planning Area 1, colloquially called the West End, and is the fourth such plan to be completed.

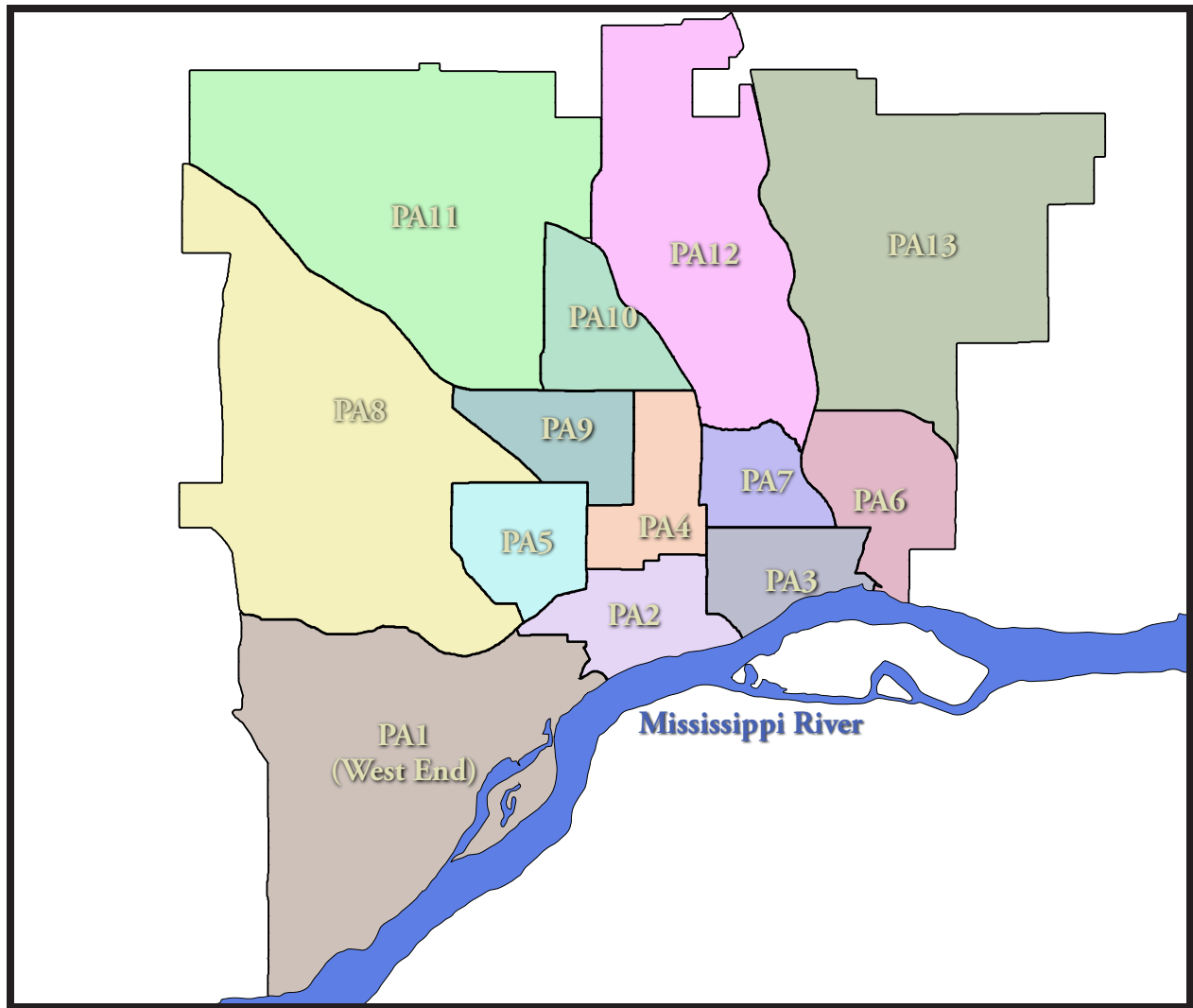
About the West End

Planning Area 1, known more commonly as the West End, is located in the southwestern part of Davenport along the Mississippi River. The area is bounded roughly by Telegraph Road & W. 9th Street to the north, Division Street on the east, the Mississippi River to the south, and Utah Avenue to the west. The West End also includes Credit Island Park, Davenport's largest and one of its most historic parks. Key features of the West End are the Roosevelt Community Center, the Nestle Purina PetCare Company, the Canadian Pacific Railroad switching yards, and the Davenport Harbor.

Public Participation in West End Focus

The West End Focus planning process involved public input from a steering committee and from West Enders via public meetings, a survey, and social media. Public participation was instrumental in guiding the formation of this plan.

The Steering Committee was formed to 1) gather various community stakeholders together; 2) aid in



Map 1.1: Davenport Planning Areas.

Source: City of Davenport

planning, publicity, and recruitment of community members to the public meetings; 3) help identify the plan's areas of focus; and 4) offer comments and edits to early drafts of the plan. Approximately 30 people participated in the Steering Committee. This committee included area residents, business owners, local and regional government staff, and members of various local organizations. The Steering Committee shared challenges and opportunities in the West End and volunteered to help at the Public Kick-off Meeting. They were also urged to spread the word of the plan and many helped in several capacities.

The Public Kick-off Meeting was held on March 10, 2014. The planning team began with a brief presentation of general Planning Area 1 information, a description of the planning process, and the purpose and format of the meeting's activities. Participants were seated randomly at tables and each table answered five questions to help generate ideas about what the community would like to see in the plan.



Map 1.2: West End Overview.

Source: City of Davenport

The questions included:

1. *What do you like best about the West End?*
2. *What would you change about the West End?*
3. *What opportunities or resources currently exist that can be used to improve the West End?*
4. *What should be the role of the West End in Davenport?*
5. *What do you want the West End to look like by 2025?*

Participants shared their ideas until all responses had been exhausted. Recorders took note of what was said and taped each question's response sheets to the wall. After all five questions had been addressed, each person voted for their three favorite answers for all questions.

Due in large part to efforts of the Steering Committee, the Public Kick-off Meeting was a great success.



Map 1.3: Aerial Photo of West End.

Source: The Natural Resources Geographic Information Systems (NRGIS) Library

A total of 89 people participated, excluding Urban and Regional Planning students. Many people volunteered their services by bringing refreshments, setting up the gymnasium, and helping as facilitators and recorders at various tables. In total, the meeting generated just under 450 responses and 950 votes (summarized in the Appendix).

A second public meeting was held on May 8 to present the findings of the research and gain additional public feedback. Prior to this meeting, a draft of the plan was released to the Steering Committee for feedback.

Other Public Input

Other forms of public input were gathered through social media, primarily the West End Focus Facebook page, and a survey. The survey further investigated ideas generated at the Public Kick-off Meeting by exploring topics that were seen as important. The survey asked respondents to identify topics such as what businesses they would like to attract, opportunities to promote or improve the West End,



Photo 1.1: Kick-off Meeting Sign-in.

One of the most direct ways to contact residents was through online social media. Facebook was the primary platform to share information, and the page was updated weekly. Originally it was hoped that it could serve as a way to receive additional community input, but it was mostly used to share the survey and inform residents of upcoming public events. However, it received some participation, with users sharing ideas, photos, and information. At the time of the public meeting, more than 650 people had viewed single Facebook posts, and it presently has 248 ‘likes.’



Photo 1.3: Meeting discussion group.

and preferences about what aspects of the plan should have the highest priority. This allowed the planning team to better tailor the plan to the community’s desires. As much as possible, the survey avoided questions used in the public meeting. While one purpose of the survey was to reach a wider audience than could be done in person, those who attended the public meeting were also able to offer further input. The survey was distributed through the Facebook page, the City website, and by Steering Committee members shortly after the Public Kick-off Meeting. Eighty-eight people responded to the survey (results summarized in the Appendix).

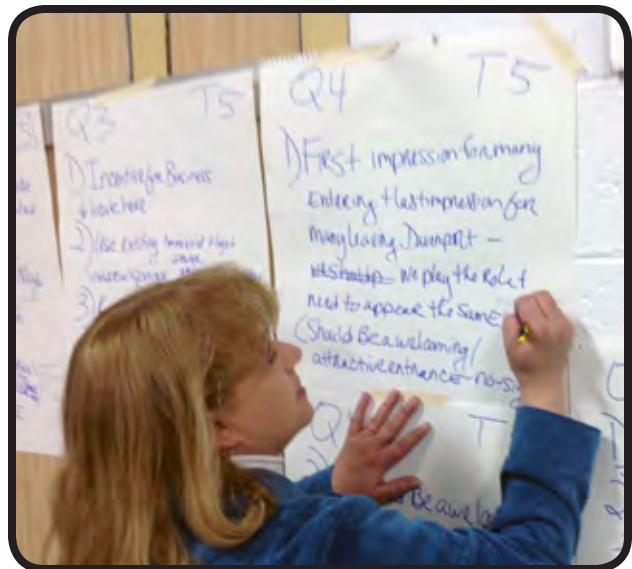


Photo 1.2: Participant writes responses to discussion questions.

Responses by the community, at all steps along the planning process, focused on the same areas of concern. This consistency was important because it greatly simplified the development of this plan’s areas of focus and shows that the community is in agreement about what should be addressed by the plan. West End Focus could not have come to be without the participation of many area stakeholders. Thanks to all!



Photo 1.4: Participants listen to Kick-off Meeting presentation.

Plan Overview

West End Focus is divided into three sections. The first introduces and contextualizes the plan. The second presents its findings and recommendations. The final section contains additional information that may help with its implementation. Its findings and recommendations investigate the several areas of interest that were consistently brought up by stakeholders. These include:

- 1. Community Involvement: The Roosevelt Community Center and Organization***
- 2. Recreation: Parks and Trails***
- 3. Vacant Land: Blackhawk Foundry and Empty Parcels***
- 4. Business: Design Districts and Fiscal Incentives***
- 5. Infrastructure: Roads and Truck Traffic***
- 6. Identity: The Gateway of the West End and Signage***
- 7. Housing: Property Maintenance and Code Enforcement***

Each individual goal is important, but addressing all provides the most comprehensive approach to helping the West End reach its aspirations. By following these suggestions, quality of life within the West End will improve, and the City will make definite progress towards goals identified in its “Davenport 2025” plan. These goals include utilizing the neighborhood as an identified and important “building block within Davenport,” reducing underutilized or vacant buildings and land through “reuse and infill,” and reclaiming brownfield sites (“Davenport 2025,” p. 14). Other goals that are included in both West End Focus and the Comprehensive Plan are “enact[ing] and enforc[ing] design and maintenance standards” and improving the transportation system, including taking advantage of multiple modes of transport (p. 15-16). All major recommendations and most of the following sections fit into to one or more of these categories.

While many components within this plan have been addressed in previous documents such as “Rockingham Road: Concepts for Davenport’s Workshop Street”, this is the first to comprehensively focus on the West End. The City of Davenport and neighborhood stakeholders have both been instrumental in the formation of West End Focus. Because each party benefits, both are also responsible for its implementation. Fulfilling the plan’s agenda will take time, energy, and collaboration; given a concerted effort, the gains to the West End, Davenport, and the region will be remarkable.

PART II

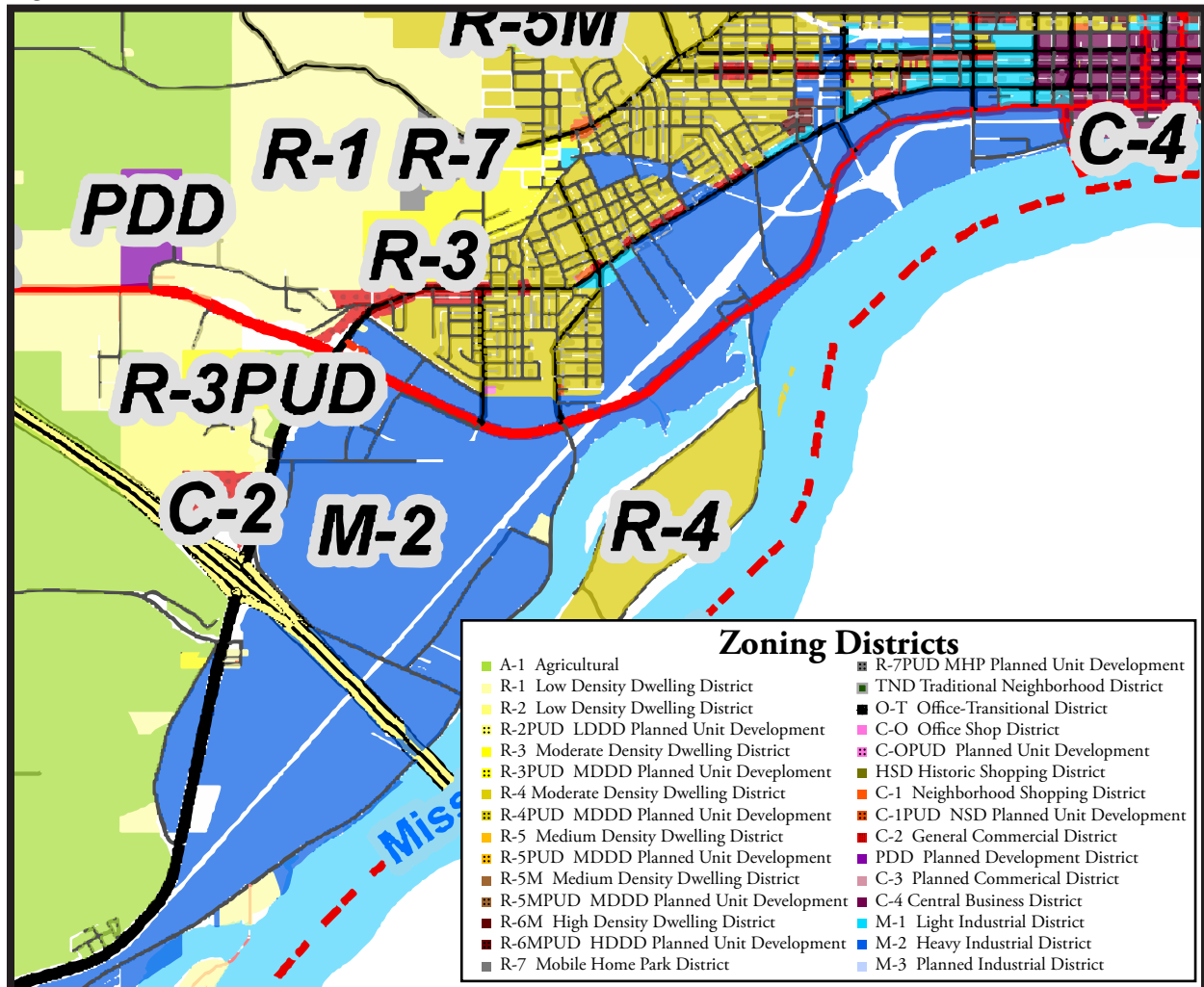
BACKGROUND RESEARCH

CHAPTER 2

LAND USE AND DEMOGRAPHICS

Land Use

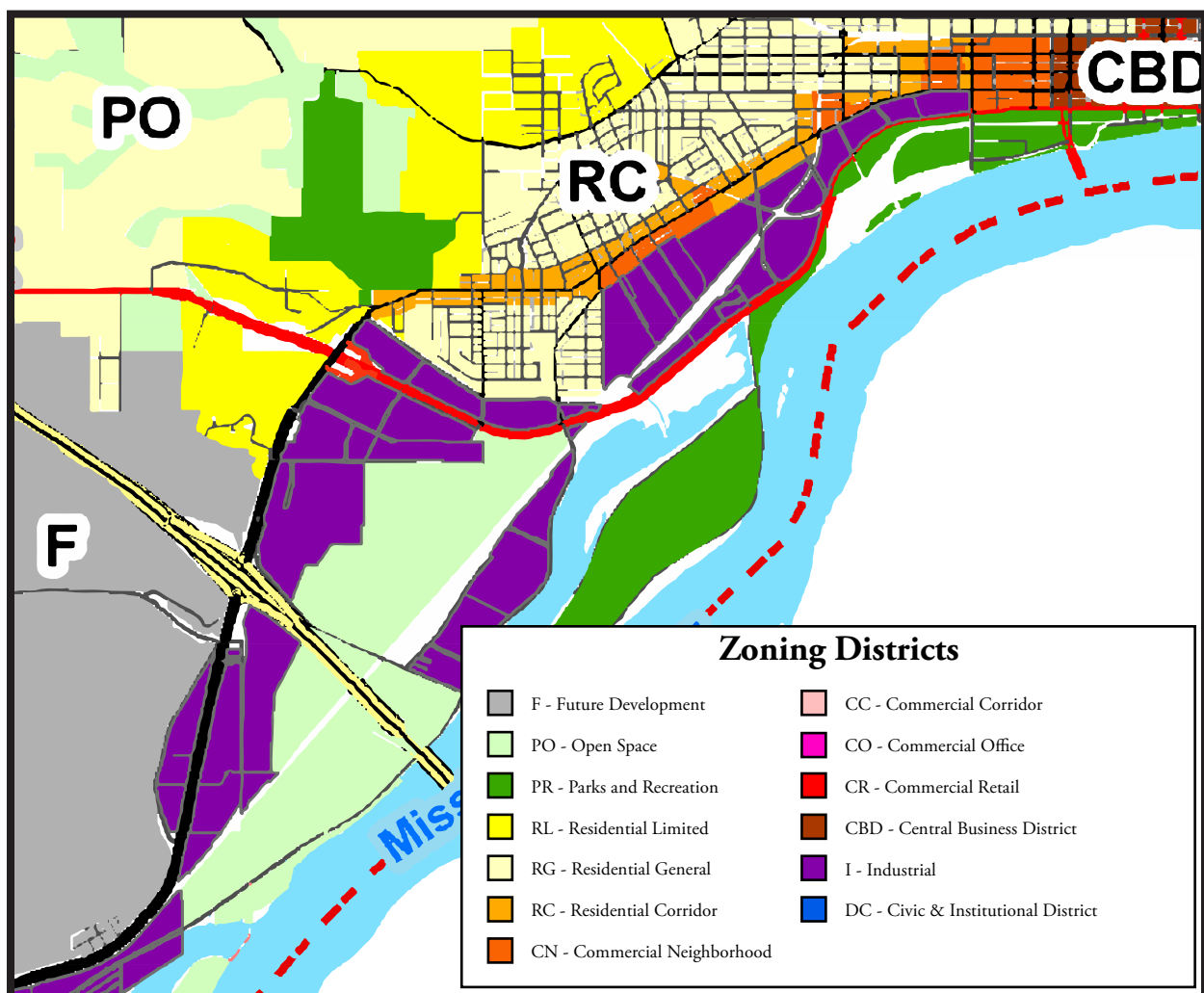
Land use in the West End is diverse, with its most prominent land uses being residential and industrial. The West End's location along the Mississippi River has made it a convenient area for establishing a robust industrial sector and virtually all of the West End along the river is zoned for industrial uses. The rest of the West End is mostly dedicated to residential land uses; it contains approximately 7,000 residents. Commercial nodes are located throughout the district, most being concentrated along Rockingham Road.



Map 2.1: West End Zoning Districts.

Source: City of Davenport

Planning Area 1 from the “Davenport 2025: Proposed Land Use Map” shows that future land use patterns are similar to current ones in the West End. Industrial uses are intended to remain along the major roadways, like River Drive, and near the river for ease of transportation. A commercial corridor is planned along the south side of Rockingham Road. The map also shows a large park to the west of the area that will connect Telegraph Road and Rockingham Road. Existing residential areas are maintained in the future land use map, and limited residential growth is shown to occur along the periphery of the existing residential areas.



Map 2.2: Davenport 2025 – Proposed Land Use Map.

Source: Davenport 2025, Comprehensive Plan for the City

Socioeconomic & Housing Characteristics¹

Demographics

2010 US Census data shows that the West End's population was approximately 80% White alone, 4% Black or African American, 12% Hispanic or Latino, and 4% other. While the West End's population is racially and ethnically similar to the rest of Davenport, there is a comparatively lower proportion of Blacks or African Americans in the West End. Alternatively, the West End also contains a slightly higher proportion of Hispanic or Latinos than Davenport.

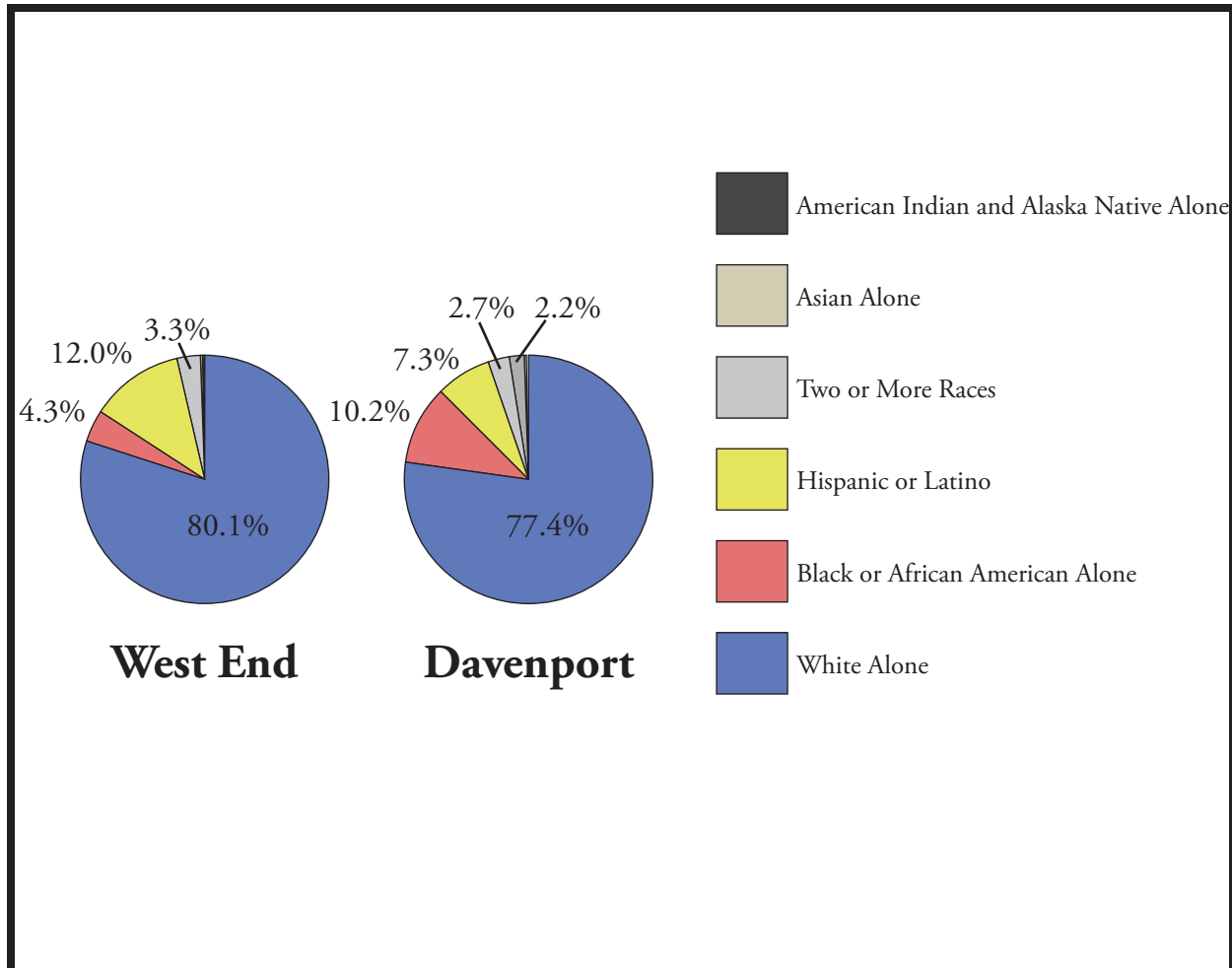


Figure 2.1: Race and Ethnicity of West End and Davenport Residents.

Source: 2010 US Census

¹ American Community Survey and US Census data for the West End was compiled using the Scott County US Census tracts 110, 122, 123, and 124. These census tracts slightly overlap Planning Area 8 and Planning Area 2.

Age and Sex

Figure 2.2 shows the population pyramids of the West End and Davenport. The West End is similar to Davenport in terms of age demographics. However, the West End has a comparatively larger proportion of its population over the age of 45, and a smaller proportion of people between the ages of 20 and 29. There are no significant differences in the proportion of males to females.

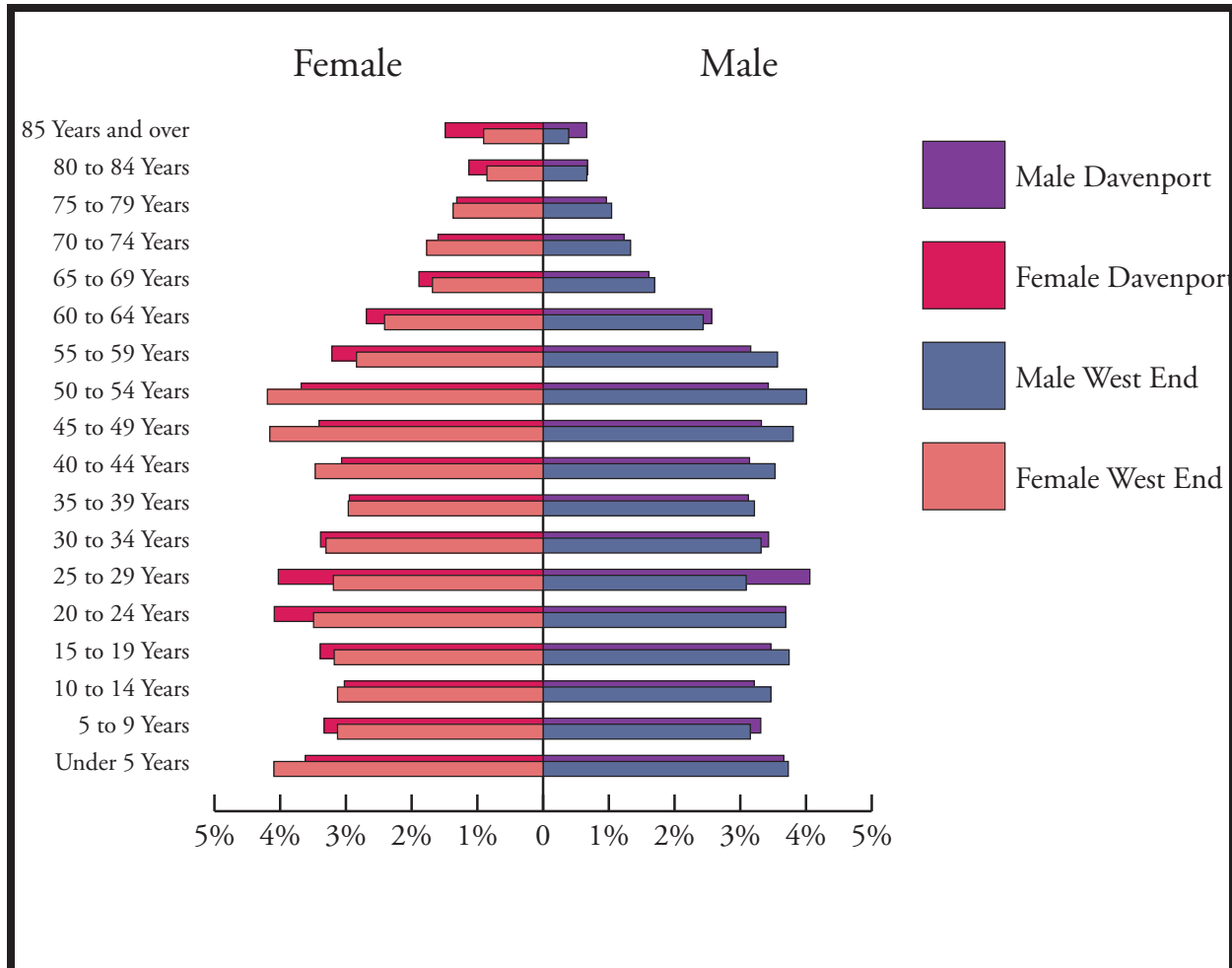


Figure 2.2: Population Pyramid of West End and Davenport Residents.

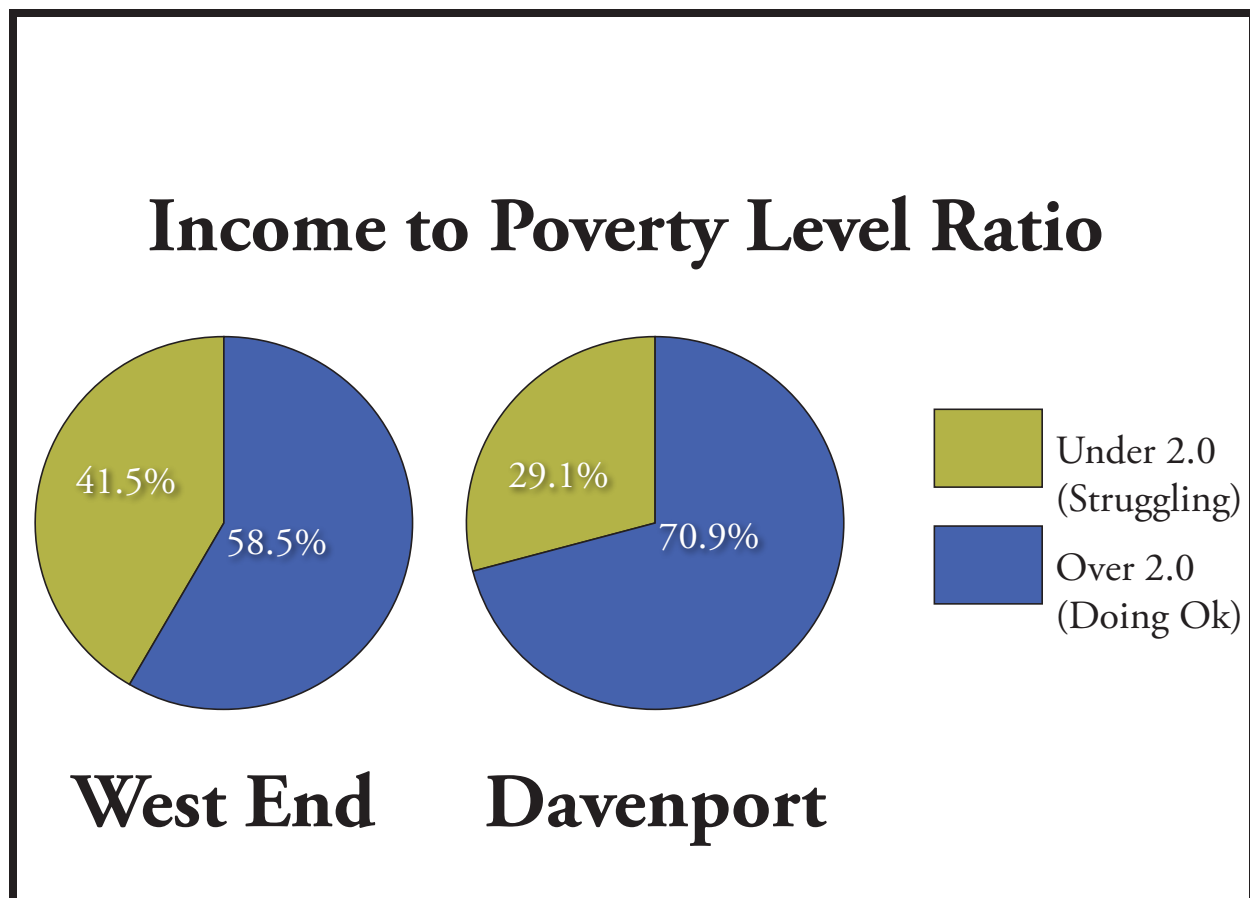
Source: 2010 US Census

Economic Characteristics

American Community Survey data reveals that approximately 41.5% of households in the West End have an income to poverty level ratio under 2.0. This means that over two-fifths of households in the West End make less than twice the national poverty level. Meanwhile, just shy of 30% of all Davenport households have an income to poverty level ratio under 2.0. This data suggests that households in the West End are more likely to be struggling financially than the average Davenport household. This is evident when looking at other economic indicators too. Table 2.1 shows the mean income of households in the West End and Davenport. Households in the West End make an average of \$20,000 less than the typical household in Davenport. In addition, the unemployment rate is also higher than the in the rest of the city.

	West End	Davenport
Mean Income	\$43,560.97	\$63,608.59
% Income < \$25,000	33.4%	25.5%
Unemployment Rate	10.4%	6.7%

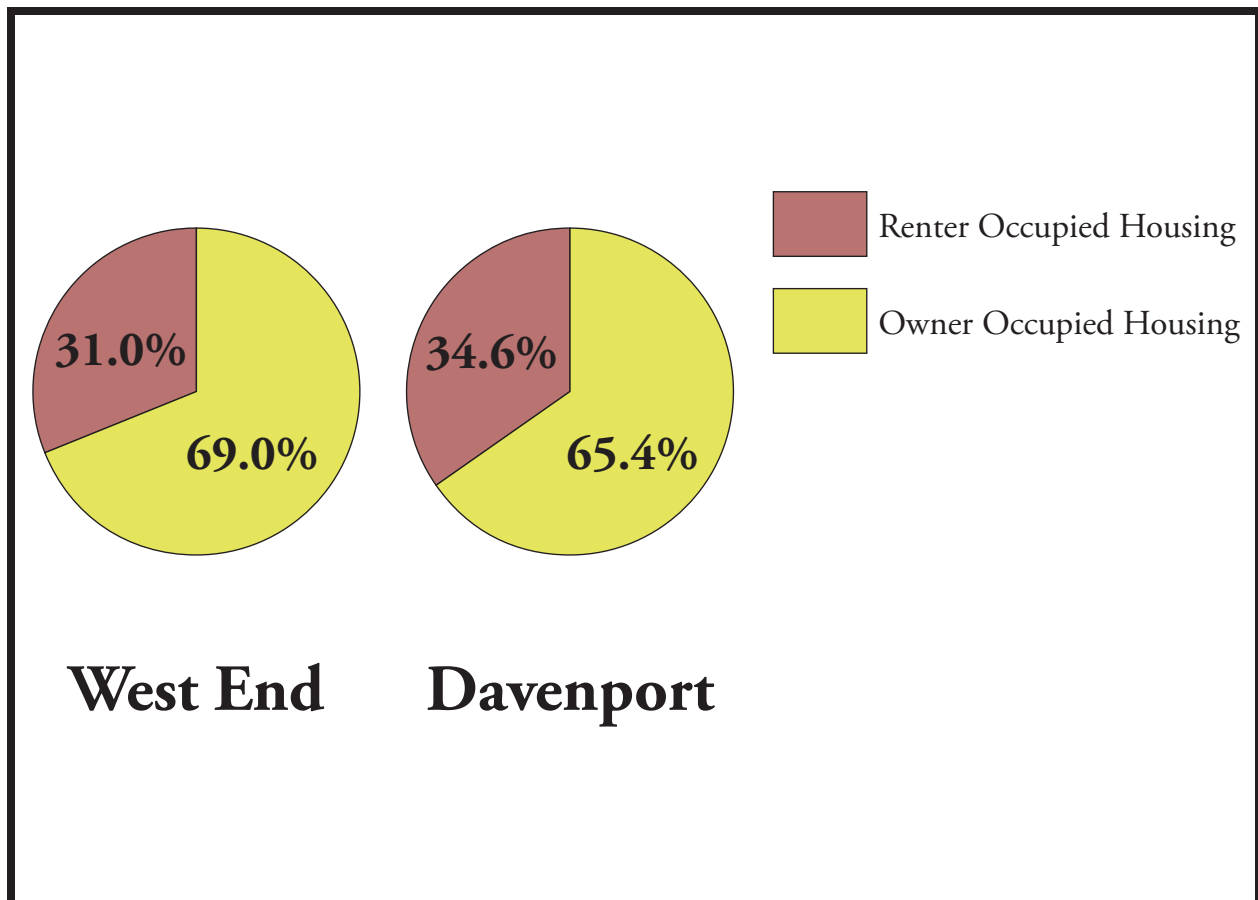
Table 2.1: Income and Unemployment



*Figure 2.3: Ratio of Income to Poverty Level in the West End and Davenport.
Source: 2008 – 2012 American Community Survey 5-year Estimates*

Housing Characteristics

The West End has a proportion of owner-occupied and renter-occupied housing similar to that of Davenport. However, the West End has a slightly higher proportion of owner-occupied to renter-occupied housing (figure 2.4).



*Figure 2.4: Proportion of renter occupied to owner occupied housing.
Source: 2008 – 2012 American Community Survey 5-year Estimates*

CHAPTER 3

HISTORY



Photo 3.1: Aerial view of Mississippi River with Credit Island on left (circa 1940s).

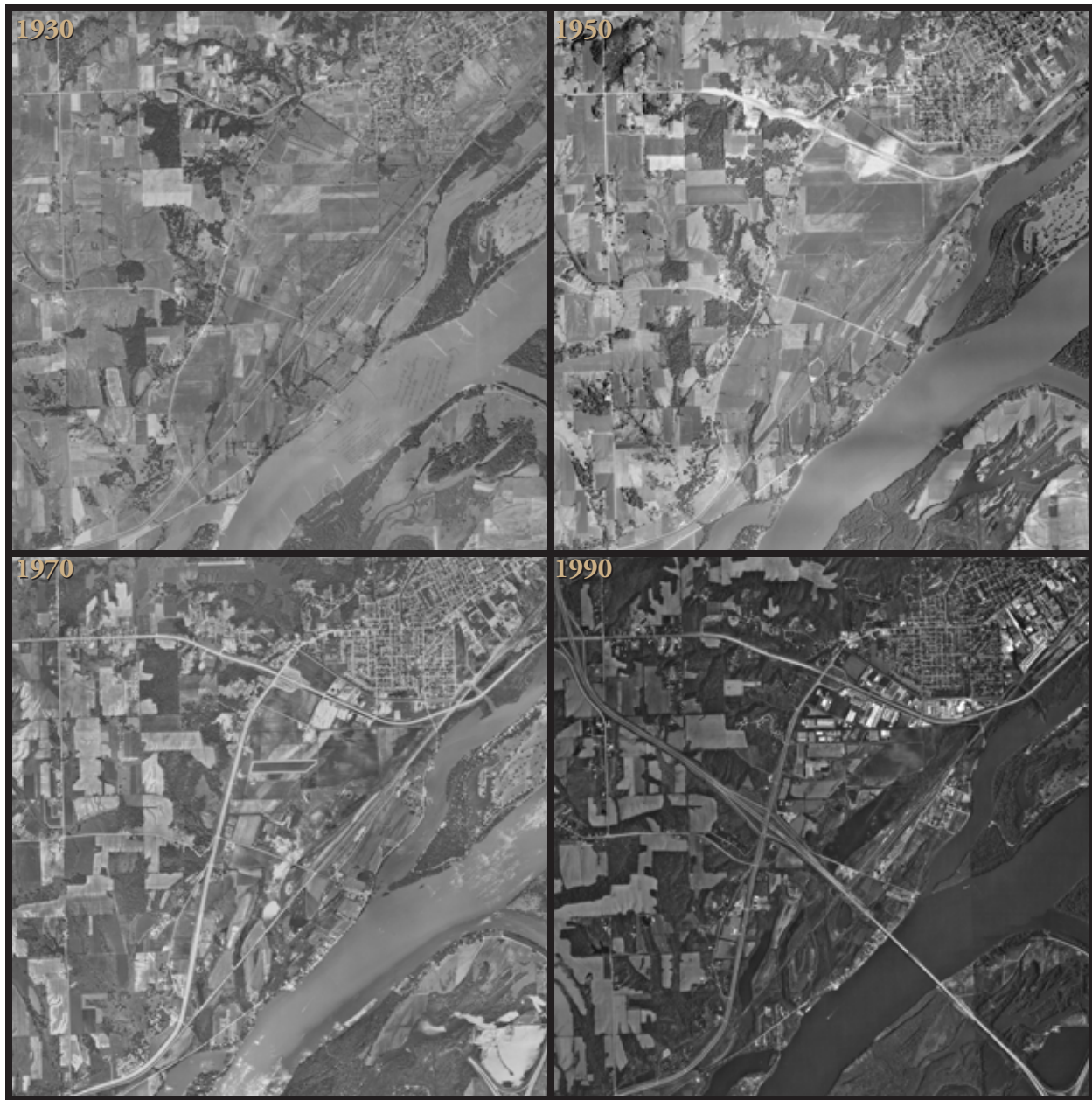
ed. The town of Rockingham ceased to exist in 1847, while Rockingham Township existed as an independent entity until 1958, when it was fully annexed by Davenport. Rockingham Road, a major thoroughfare through the West End, owes its name to the old township, and is a legacy of the older area. Residents of the West End often point to this history as one of many aspects that sets this neighborhood apart from the rest of Davenport.

The West End of Davenport is one of the oldest areas of the City and parts of it were annexed into the city as early as 1890. It is full of areas of historical significance including Credit Island and Rockingham, and they continue in importance today. The West End has always been a home of independent and industrious people. The western half of the area was originally a part of Rockingham Township, which has unique ties to the early history of Scott County.

Rockingham Township was laid out about 3.5 miles west of Davenport in the 1836. In 1938, voters of the newly formed Scott County nearly elected the town of Rockingham as its county seat, but after three rounds of voting, the last of which was in 1840, Davenport was select-



Photo 3.2: Purity Oats Company Mill (circa 1910s).



Map 3.1: Aerial flyovers of West End: 1930, 1950, 1970, and 1990.

Source: The Natural Resources Geographic Information Systems (NRGIS) Library

Development in the West End began as early as the mid-1850s. The eastern half of the area, between Division & South Concord Street, developed rapidly between 1895 and the 1930s, while land west of South Concord saw much of its development after World War II. This later phase of growth can be attributed to returning soldiers and major industrial plants that began locating in the West End from the late 1920s; among them were Oscar Mayer, Ralston Purina, Nichols-Homeshield, and other major industrial manufacturers. These employed many area families. In addition, the West End serves as home to two of the largest railroad switching yards in Eastern Iowa. At one time, these yards served the Rock Island Line and the Milwaukee Road Railroads, but they are now owned and operated by the

Canadian Pacific Railroad.

Where factories were built, housing and residents followed, starting in the east and moving west. The housing in the West End is quite diverse, stretching from mid-nineteenth to mid-twentieth century architecture. Almost 20 different housing styles make up the West End, with no one being prominent on any street. As a result, three large neighborhoods in the West End have been identified as possible National Register Historic Districts.

In 1918, the City of Davenport acquired the then-called Suburban Island in the West End, a popular privately held recreational island. The city changed the island's name to its current name, Credit Island, which actually comes from its much older roots as a trading ground with the Native Americans who used to live in the area. It was also the site of the western-most battle of the War of 1812. By 1960, the West End alone contained more than 13,000 people and the entirety of Planning Area 1 had been fully annexed.

While industry declined in Davenport throughout the 1970s, the West End proved a resilient area. Most of the factories stayed, as did many of the residents, and it remained a working class community. However, in more recent years some industry and business, such as the Black Hawk Foundry and commercial properties along Rockingham Road have vacated the area. This has caused some hardship for current residents, but many see the potential of the area. They are optimistic that they can harken back to the independence, industriousness, and resiliency that the neighborhood has shown in the past in order to improve the West End for its residents.

Photo Credits

Photo 3.1: "President heading upriver towards the Quad Cities". Upper Mississippi Valley Digital Image Archive. Ca. 1940. Web. 28 April 2008.

<http://www.umvphotoarchive.org/cdm/singleitem/collection/putnm/id/128/rec/3>

Photo 3.2: "Purity Oats Company mill". Upper Mississippi Valley Digital Image Archive. Ca. 1910. Web. 28 October 2003.

<http://www.umvphotoarchive.org/cdm/singleitem/collection/scdpl/id/534/rec/13>

PART III
FINDINGS AND
RECOMMENDATIONS

CHAPTER 4

COMMUNITY INVOLVEMENT

The Roosevelt Community Center and Organization

The West End is already full of people who are concerned about the future of the area; this is evidenced by the various activities and programs offered by the Roosevelt Community Center and the numerous active community organizations. The Garden Addition neighborhood group has, among many other accomplishments, built a park, led sandbagging efforts during floods, and welcomed RAGBRAI riders. Though civic-mindedness and community engagement are already common, a lack of funding and formal organizing structure are keeping these groups' potential from being fully utilized. Residents continuously express a love for the sense of community in the West End, and the people widely regard the residents as the West End's greatest asset. This section of the plan seeks to build off of these strengths and suggests steps that could lead to a stronger West End community which can be leveraged to implement other aspects of the plan.



Photo 4.1: Roosevelt Community Center

Recommendations

Goal A: Expand use and effectiveness of the Roosevelt Community Center

Once Roosevelt Elementary closed in 2000, the City of Davenport bought the building for \$1. Through much hard work by the West End community, the center now offers a range of activities and services. Participating in scrapbooking classes, using the weight room, and renting meeting space all require small fees. Free services empower residents through a lending library, the computer lab, and technology classes. Many citizens at the Public Kick-off Meeting described the Roosevelt Community Center as a great community asset, but people also expressed a desire to see its activities and programs expanded.



Photo 4.2: Group discussions at Kick-off Meeting.

The creation of Davenport NEW in 2009 demonstrated a clear intent by the city to begin focusing at the neighborhood level. However, the Roosevelt Community Center has received little funding for staffing, maintenance, and community outreach. In order to fully utilize this community asset and expand its effectiveness, the center must work to leverage funding from a variety of sources and engage in a continuous marketing campaign; and the City of Davenport must begin investing in this invaluable community resource with, at the very least, substantial funding.

Strategies

A1. Leverage funding through nonprofit 501(c) (3) status and Davenport NEW recognition

Roosevelt Community Partnership Inc. is currently seeking nonprofit 501(c)(3) tax-exempt status. If achieved, this would open the center up to Community Development Block Grant allocations by the City of Davenport. In addition to CDBG funds, the City of Davenport offers Community Partnership Program grants to Davenport NEW recognized neighborhood organizations for various projects. This is to be an ongoing goal, beginning immediately.

A2. Develop and utilize a continuous marketing campaign

Another way to leverage funding, enhance communication of programs and activities, and encourage partnerships and continued volunteerism is to develop and utilize an effective and continuous marketing campaign. The more that people, organizations, and the City know about what the Roosevelt Community Center offers and requires, the more likely it is to develop sustaining relationships and enhance its capacity in the neighborhood. This is to begin in the short-term and should be supported by the City's Communications Office.



Photo 4.3: Kick-off Meeting presentation overview.

Goal B: Promote community empowerment and neighborhood organization

Because West End residents have indicated that one of their favorite aspects of their neighborhood is the sense of community—everyone knows their neighbors and takes pride in their West End identity—one of the goals of the neighborhood is to capitalize on this established camaraderie and interest in the West End neighborhood to form an empowered group of community members that can promote the maintenance and improvement of the West End. The Roosevelt Community Center is a valuable resource to the community that facilitates the

gathering of members of the community to share ideas and interact with their neighbors. The West End can use the existing resources and partnerships that have been established through the Center to organize and empower members of the community to achieve common goals.

Community organizing is a way in which residents of the West End can collaborate with one another to ensure the success of the Planning Area 1 Plan. Many of the goals described in this plan will require long-term dedication and support of the West End community and the City of Davenport. An official community organization, like a neighborhood association, would help the West End to have more political influence and opportunities for obtaining resources from the City by combining all residents' voices into one. The Davenport Neighborhood Empowerment and Wellness (NEW) program provides incentives for neighborhood groups to form and actively maintain involvement from the community. The West End should establish a NEW-recognized neighborhood association to receive these benefits, to ensure communication between city officials and the neighborhood, and to encourage long-term vitality of an organized neighborhood.

Strategies

B1. Establish a West End neighborhood organization recognized by Davenport NEW

The West End is well organized but would benefit from creating an official and formal neighborhood association. This organization should be recognized by Davenport NEW. Using the Community Center as a hub, the neighborhood should designate leaders of an organization and actively pursue participation from members of the neighborhood. Working with Davenport city staff, the West End neighborhood should work to empower its residents and obtain resources from the City and ensure the implementation of West End Focus. Obtaining recognition as a NEW neighborhood organization should be a short term goal for the West End.

B2. Continue community outreach

West End residents should continue to network with Davenport and West End residents to ensure a well-connected and active community. When a neighborhood organization is established, it should encourage community involvement and aim to attract new participants. Outreach and participation of



Photo 4.4: Public presentation of neighborhood plan on May 8th.

youth and the elderly will help to ensure a diverse and well-represented community. This is an ongoing goal.

B3. Continue to work with existing partners and identify new partners

The West End has many existing organizations that partner with the neighborhood and the Community Center. Continued partnerships with these organizations should be a priority of the West End neighborhood association. In addition, the community should seek new partners in Davenport and other communities to extend its network of people and resources. Maintaining partnerships with community organizations is an ongoing goal, and finding new partners and resources for the West End neighborhood association is a short term goal that should be continued throughout the existence of the organization.

CHAPTER 5

WEST END AREA PARKS AND TRAILS



Photo 5.1: Blackhawk Garden Park

Recreation Parks and Trails

The City of Davenport benefits from a variety of trails and access to the extensive Mississippi River Trail (MRT) along the riverfront. The West End is one of Davenport's neighborhood communities that lies directly adjacent to the Mississippi River and contains a variety of its own parks and open spaces. During public meetings, West End residents frequently mentioned that they value and enjoy the existing park

areas in the community, but identified a lack of connection between parks as well as insufficient access to the riverfront. The MRT currently ends near Credit Island, but is planned to extend further south along the southern edge of the West End. This extension provides an opportunity for the West End to connect to the MRT and create their own internal trails network for both West End and area Davenport residents to utilize for alternative transportation and recreation. A trails network would provide safer, healthier, and easier access to the existing recreational assets in the community and promotes connectivity between residents and existing parks. Trails in other communities have proven to bring economic development to an area as more riders and walkers are attracted to the neighborhood, for example through restaurants or shops that serve those users.

Recommendations

Goal A: Establish an intra-neighborhood trails network that provides a safe connection between existing community parks and the Mississippi riverfront.

There are three major open space areas in the West End: Sunderbruch Park, Harbor Road Park, and Credit Island. Sunderbruch Park and the MRT serve as natural anchors to a community trail, with Harbor Road Park in the center and the bridge to Credit Island to the south.

Sunderbruch Park opened in May 2007 and provides mountain biking, horseback riding, and hiking opportunities. There are 6.25 miles of hiking and biking loop, a 4.5-mile horseback riding loop, and smaller paths marked by degree of difficulty throughout the area. An organization of members from QC Wild Places, River Action, and volunteers from Friends of Offroad Cycling helped create and open the park. The park is located just outside of the center of the community and would benefit from a trail connecting to people and other parks.



Photo 5.2: A softball game at Harbor Road Park.

Harbor Road Park lies next to the Roosevelt Community Center with a baseball diamond, basketball court, and a playground. This park is in the center of the community within one of the neighborhoods and benefits from easy access. Connecting this central recreational spot to the other green spaces in the community would create a larger network for walking and biking.

Credit Island is a historic location on the Mississippi River that contains a large area of open space for hiking and water recreation. The recent addition of a bridge to the island from the mainland provides better access for pedestrians and bikers. While the MRT extends to Credit Island, it does not currently go further south nor does it connect to the West End.

Benefits

Accessibility and Connectivity

Creating a trail between the three would improve accessibility and connectivity within the West End. A trails network between these existing community park spaces would provide enhanced access to neighborhood parks and establish a link to the Mississippi River Trail. West End residents value the river as an asset to the community that they expressed a need for better access to in order to utilize the river for recreation and overall community development.

Promoting Economic Development

In addition to enhancing health and aesthetics, the trail would attract more people in the neighborhood and from other areas of the city to the West End's parks and businesses. Trails can therefore help promote economic development and community revitalization in the area, specifically to the Rockingham Road business corridor. As an alternative transportation route, the trails would provide another link to the existing and future bike lanes in the community that connect to the rest of Davenport.

Meeting City-Wide Goals

Finally, a trail would help Davenport meet its parks and trails goals. The City of Davenport's Trans-



Map 5.1: Bike path proposals for West End.



Photo 5.3: Harbor Road Park welcome sign.

portation Master Plan, “Davenport in Motion,” includes pedestrian and trails planning for all of Davenport and the West End community. Providing an interconnected trail and park system in the West End directly serves the goals laid out in Davenport’s plan. The plan also states that cycling facilities need to serve a broad cross-section of the community and give special attention to less served parts of Davenport. One of the city’s goals is to provide more neighborhood-scale connections and a complete network that appeals to different cycling needs. The plan specifically recommends improved connections to Southwest Davenport where the West

End is located. The proposed West End trail meets the neighborhood-level goal and services an important identified area of the community.

“Davenport in Motion” also includes plans for bicycle infrastructure on existing roads. The plan proposes a restriping of Rockingham Road and adding bike lanes. Signing and striping West River Drive with bike lanes could provide a connection between other planned routes in the area. These on-street plans coupled with a new off-street West End trails system will provide a variety of options and routes for alternative transportation in a less-served area.

Strategies

A1. Utilize Existing Park Locations to Form a Trail Network

Key locations identified by community members and those located along a convenient trail route include: Sunderbruch Park, Harbor Road Park, the Roosevelt Community Center, and Credit Island. The new trail system would connect Sunderbruch Park in the north to the riverfront in the south, providing a network between major community locations throughout the West End.

A2. Form a Parks and Trails Committee

Establishing a community Parks and Trails Committee will serve to organize community members around trail development, work with the city to get funds and resources, and provide input for trail design and location. The committee would explore options for putting a trail through the neighborhood and potentially across West River Drive to connect the neighborhood to the Mississippi River Trail (MRT), the Mississippi River, and Credit Island.

A3. Locate Additional Trails along Blackhawk Creek

“Davenport in Motion” recommends that future cycling routes be located along creeks and in flood plains. Some informal routes exist in the community, but West End residents would benefit from a formalized trail with wayfinding signs and crosswalks in designated areas. The Committee has a variety of options for creating a trail, including following the West End’s creeks, using existing informal routes, or utilizing existing infrastructure. In all options, sidewalk expansion would be needed to accommo-



Photo 5.4: Harbor Road Park playground.

date for bicyclists and pedestrians.

- ***Crossing West River Drive***

The best option for crossing West River Drive is at Concord Street. This intersection already has a stoplight that pedestrians and bicyclists could cross safely at with the addition of crosswalks and crossing signal.

- ***Using the Creeks***

Walnut Creek runs through the West End and already connects Sunderbruch Park and Harbor Road Park to the Mississippi River as it flows southeast into Black Hawk Creek. The Parks and Trails Committee could explore the option of building a trail along this creek's natural connection to meet the citywide goal. Paved or gravel sidewalks could be added between the northern side of John Fell Drive and Walnut Creek to a crosswalk across Rockingham Road. From Rockingham, a trail could continue to follow the river westward and extend north to Sunderbruch Park, or follow a potential sidewalk along Ricker Hill Road that leads directly to Sunderbruch. This option would likely require dedicating easements of certain portions of property for public use of trails. A private drive parallels the creek's connection from John Fell Drive eastward to Concord Street and Harbor Road Park, posing an obstacle to the addition of a

public sidewalk along Walnut Creek toward Black Hawk Creek. Using existing street infrastructure would be a more indirect route but would sidestep this issue.

- ***Utilizing Existing Infrastructure***

To utilize existing street infrastructure, a trail could continue north from John Fell Drive on the current sidewalks of South Fairmont, instead of following the creek, and East on Homestead Avenue to connect to Harbor Road Park and the Community Center. Continuing the trail north on the sidewalks of Minnie Avenue would provide a direct connection to Rockingham Road. Way-finding signs along these sidewalks would provide a designated trail route for users to find key park locations.

- ***Formalizing Informal Routes***

A trail extension north along Blackhawk Creek or Concord Street through Harbor Road Park would connect users to the Community Center and the Rockingham Road corridor, providing a route for travelers to use West End businesses and future bike lanes on Rockingham Road. A sidewalk already exists on the Concord Street bridge over the creek, and an informal dirt trail runs along the side of the creek continuing north through the park. This trail could be formalized simply with signage that directs users east along the Homestead Avenue sidewalk, where users can cross the street safely at the stop sign on Minnie Avenue, where they can continue north to the Rockingham Road district.

A4. Explore Options through the “Rails to Trails” National Program

The West End contains defunct railway lines that are no longer in use. A Parks and Trails Committee could identify these lines and explore utilizing the “Rails to Trails” program used by other Iowa communities to convert these old railway lines into trails for walking and biking to link with the rest of the community trail network.

A5. Find and obtain funding

State and Federal funding programs for bicycle and pedestrian trails can be found in the Resources section of the plan.

CHAPTER 6

VACANT LAND

Empty Parcels and Blackhawk Foundry

Numerous opportunities exist for the West End to expand its commercial and residential tax base by developing currently vacant land. The majority of the area's housing stock is over 50 years old, and little residential development has occurred since the early 1960's. Lack of localized infrastructure maintenance, beautification, and service-oriented neighborhood employment has led to disinterest from prospective new residential and commercial land occupants. Strategies and objectives for promoting neighborhood infill should be aligned with similar targets from the housing and economic development portions of this plan.



Photo 6.1: There are several vacant lots around the West End.

Recommendations

Goal A: Redevelop vacant parcels throughout the West End

Increased residential and commercial infill in the West End will help to cultivate more external investment in the area. More neighborhood infill will also help to promote walkability, increase neighborhood safety, and contribute to the viability of a fuller, more complete street network.

Strategies

A1. Catalog Existing Vacant Residential and Commercial Properties throughout the West End

A database containing assessed property values of viable residential and commercial vacant properties should be linked with City economic development outreach efforts. Factors that make the properties attractive to prospective buyers, such as unique history, assessed value, and proximity to nearby traffic generators (schools, parks, and other valuable commercial assets), should be emphasized in any property listings.



Photo 6.2: An unused vacant lot adjacent to a nearby West End neighborhood

A2. Work with area residents, through community meetings and workshops, to explore potential future uses

Major sites that might be considered for large-scale residential infill, larger commercial infill, or basic industrial expansion, should be openly discussed with all community groups. These groups should collaborate with City planning officials in weighing the various strengths, opportunities, and weaknesses of more directly impactful developments. City planning officials should conduct a sound cost-benefit analysis when determining the monetary value and residential utility derived from any potential infill.

Goal B: Turn the demolished Blackhawk Foundry into a space that will enhance the community

The sale of Blackhawk Foundry and Machine Company's buildings and assets in 2009 spelled the end of its operations. Because of site contaminants, primarily high concentrations of lead, the foundry, Iowa Department of Natural Resources and the United States Environmental Protection Agency (EPA) entered into a 2011 environmental covenant that places use restrictions upon the land until satisfactorily cleaned up. In late 2012, the buildings were demolished; but rubble remains and is a constant eyesore and frequent complaint of people in the West End.

"Davenport 2025: Comprehensive Plan" for the City expresses several goals and objectives directly related to developing under-occupied, abandoned, vacant, and brownfields sites. Utilizing these seven acres in the middle of the West End offers an opportunity for new infill development, mitigation of potentially harmful substances, increases in property values, and improved aesthetic qualities for this and nearby properties. Because the foundry land is adjacent to Blackhawk Creek, there is also worry of polluting the region's watersheds.

Strategies

B1. Determine the steps and costs necessary for site cleanup, including financing mechanisms

The City of Davenport must work closely with the EPA to determine the steps necessary for redevelopment on this property. If Blackhawk Foundry and Machine Company, still the current landowner, cannot pay for further cleanup, the City would need to locate external funding such as EPA Brownfields Program grants. This project and its means for financing should be included in the Capital Improvements Plan as a high-priority item. Only once the environmental covenant is released can all options for redevelopment be realistically explored.²

B2. Work with area residents, through community meetings and workshops, to explore potential future uses.

Public meetings and workshops should be held to ascertain local preferences for future use. All options should then be explored by means of strategic planning, taking into account economic, social, and environmental benefits and costs. Because of its history with poor environmental quality and potential human health impacts, this site must be thoroughly tested and remediated in order to minimize liability issues for future development.

2 This process can be assisted by use of the EPA Brownfields Roadmap located at www.brownfieldstsc.org/roadmap.

CHAPTER 7

BUSINESS

Design Districts and Fiscal Incentives

The majority of residents and workers surveyed during preliminary research portions of this plan indicated their desire to see an increased business and commercial presence in the West End. Many locals have fond memories of when Rockingham Road teemed with activity. Currently, West End residents are forced to do much of their shopping and dining in other parts of the city. While the West End has a healthy industrial and manufacturing climate, its place as a source of neighborhood-level commercial activity is dwindling.



Photo 7.1: A banner advocating for more support of West End businesses.

Recommendations

Goal A: Establish Rockingham Road as a Viable Commercial Corridor

In addition to providing for the needs and wants of community residents, enhanced neighborhood business development will keep discretionary income in the confines of the West End. Existing building and utility infrastructure is already in place in many attractive locations along Rockingham Road. The strategies and implementation steps outlined in this section will provide a general guideline as to how the West End can best capitalize on its inherent strengths.

Strategies

A1. Build the West End's Programmatic Capacity

The West End has seen an expressed interest by key community members in engaging in a more comprehensive planning approach. In order to attain economic growth, communities like the West End must increase their programmatic capacity by developing basic physical and financial assets of community organization. A medium term goal should involve the development of a West End focused Community Development Corporation, capable of overseeing subsequent business development strategies outlined in this plan. Ultimately, an organized West End must work together with City planning officials to determine the appropriate nature and amount of commercial development needed for the Rockingham Road corridor.

A2. Create a Self-Supported Municipal Improvement District (SSMID) with Enhancement of Business Infrastructure along Rockingham Road as the Primary Focus

A Self-Supported Municipal Improvement District is a powerful tool that pools together funding for incremental physical improvements to the area. For example, it could be used to help fund neighborhood signage. Similar districts have seen successful returns in cities such as Fort Dodge, Cedar Rapids, Iowa City, and in Davenport's East Village. The largest continuation of the West End's industrially and commercially zoned land exists along the Rockingham Road corridor, between Dittmer Street and Division Street. Zoning should be amended as necessary in order to create an optimal and contiguous district. In order to levy a district tax, the district will need the approval of 25 commercially or industrially zoned businesses within the district. A proposal to City Council can be made once an appropriate district boundary and taxable rate are decided upon.

A3. Modify Current Economic Development Outreach to Help Steer Investment toward the Rockingham Road Corridor

City staff should make a more concerted effort to promote the West End's assets. The City's "Prime Sites for Economic Development" webpage should feature affordable and attractive properties that can easily be converted to commercial use along Rockingham Road, especially if vacant. Traffic counts from the Iowa Department of Transportation should be used to justify equitable development in West End locations that experience high amounts of traffic activity in relation to other locations that see comparable traffic volumes but see greater concentrations of commercial clustering.

A long-term source for community economic development can be derived from Community Development Finance Institution (CDFI) funds. These funds are supplied by the U.S. Department of the Treasury, and can be attained through a local finance institution, or through a regionally approved

CDFI. Funds from CDFI sources are used to provide small start-up loans to prospective businesses in economically underserved areas such as the West End of Davenport.

A4. Market the Community's Strengths

A community-based blog offers a contemporary approach to marketing the West End's strengths. The blog could be operated by either City staff, a community organization, or by local residents. Key area information for prospective businesses detailing changes in commercial and residential development, demographics, and sources of funding and seed investment should be highlighted in the blog.

A5. Encourage Current Business Owners to Invest in Exterior Improvements

City staff can enhance short-term commercial interests in the West End by creating a façade grant program, supplied by CDBG economic development funds. The majority of this funding is currently allocated to rehabilitation and relocation assistance for Downtown businesses. City staff should work together with local residents to determine a fitting set of design standards for West End façades. During this process, City staff should be working to set aside increments of proposed CDBG economic development funding to contribute to the West End's façade grant program.



Photo 7.2: The Hy-Vee located along Rockingham Road is one of the largest retailers in the West End.

CHAPTER 8

INFRASTRUCTURE

Roads and Truck Traffic

Substandard transportation infrastructure is a critical issue for West End residents and workers. Lack of adequate maintenance over time, heavy traffic, and little reinvestment have contributed to a functionally and aesthetically lacking system of roads throughout the neighborhood. Sewer lines are also outdated. Though some minor repairs have been conducted, City officials must also address this issue. We propose concurrently performing maintenance for the corridor's surface roads and sidewalks concurrent with sewers. In addition, the West End's frequent truck traffic causes noise, congestion, and an increased burden on streets, especially along the residential areas on Rockingham Road and South Concord Street. Idling trucks on the sides of the roads compound this problem while they wait to enter facilities. While trucking is essential to the functioning of nearby industries, a less obtrusive trucking route with a possible truck holding area could be addressed simultaneously with infrastructure.



Photo 8.1: A West End neighborhood street with a crack

Recommendations

Goal A: Improve the Condition of Roads and Sidewalks throughout the West End Neighborhood

Making a serious investment in the West End's roadway infrastructure is a vital component in advancing the area's future prospects for enhanced economic development. These investments promote a safer, more accessible, and more aesthetically pleasing environment for drivers and pedestrians alike. Furthermore, taking a "Complete Streets" approach to the design of Rockingham Road will facilitate alternative modes of transportation such as increased bicycle usage, pedestrian activity, and potential increases in transit frequency.

Strategies

A1. Target Community Street and Infrastructure Concerns

Community leaders should be vocal in their support of outstanding area street and infrastructure issues in the current Capital Improvement Plan, and the City should be ready to work with them. Improved organization within the community is necessary to give a larger voice for the new CIP in 2016 because it focuses many voices into one. This is an important short term plan, and it should be encouraged that major roads, alleys, and sewer systems should be concurrently addressed.

A2. Take Corrective Action in Repairing Damaged Sidewalks

Short-term improvements to the West End's sidewalk network, independent from larger pools of CDBG or SSMID funding, can be implemented on an incremental basis. The City's Public Works department should begin conducting regular sidewalk reviews and create a database containing information on area sidewalk quality and need for repair. This database should be used to quickly replace sidewalks in need of repair, per the conditions fitting of the City's Sidewalk Repair Program. Homeowners residing adjacent to damaged sidewalks should be contacted, and their cooperation with the Sidewalk Repair program should be encouraged. Organized community associations should also have access to results from the database to encourage reluctant participants. Ultimately, residents should be informed of the City's Action Center to register complaints, and sidewalks should be given more weight in the Capital Improvement Plan to ensure "Complete Streets."

A3. Make Progress toward Street Surface, Lighting, and Landscaping Improvements

Improved street surfaces, lighting, and landscaping on Rockingham Road should be a medium term goal. Funds for these programs can be derived from Surface Transportation Program Funding. Areas of strength that can be used to promote the cause for funding improvements on Rockingham Road are its formidable average daily traffic count (62,040), and its ability to exemplify the newly encouraged items in the funding stream such as new transportation alternatives, truck parking facilities, and highway preservation.

A4. Utilize a "Complete Streets" Approach to Street Infrastructure and Design Upgrades on Rockingham Road

Crosswalks should be placed at key intersections where projected increases in pedestrian activity are likely to occur. "Safe Routes to School" funding can be appropriated at busy intersections, or intersections adjacent to area schools and community centers. Key intersections that should be addressed

include Rockingham/Fairmount, Rockingham/Elmwood, and Rockingham/Division.

City officials should formulate a West End streetscape plan that includes a citizen-led advisory committee. The plan should focus on public and private sector agreement on the location and design of enhanced sidewalks, street lighting, benches, parking, pedestrian safety, and wayfinding.

Goal B: Address truck traffic in the West End

Noise and congestion caused as a result of truck traffic can be a nuisance and damaging to property values. A direct trucking route which avoids residential neighborhoods would benefit everyone. First, a direct truck route (described in more detail later) which travels behind West End industries would make for faster shipping and avoid congestion. In addition, residents would be rid of most of the noise associated with trucking, and what is currently heavy trucking areas would be safer as a result. Furthermore, important roads such as Rockingham would see less wear and tear which would allow them to be resurfaced and maintained at a higher standard. Finally, rerouting trucks would make Rockingham Road safer for walking and biking, thus promoting multimodal transport.



Photo 8.2: Trucks parked at a loading station.

Strategies

B1. Create an alternate route for trucks to access major industries along Rockingham

A proposal of route has already been suggested for a federal Transportation Investment Generating Economic Recovery (TIGER) Discretionary Grant. This would direct traffic along River Drive, from where a new road would cross the railroad and proceed behind major industries as seen below. However, TIGER Grants are incredibly competitive, so there is a chance that this funding source will not come through. However, other funding sources are possible such as the federal Congestion Mitigation and Air Quality (CMAQ) grant, or other bonds, state programs, and federal transportation grants. This should be discussed in depth with City staff to improve traffic flow.

B2. Direct Trucks on Appropriate Routes

Until that time, an alternative route should be chosen, one which makes River Drive and Schmidt Road the primary paths and minimizes use of Rockingham. Also, through-traffic should be directed to River Drive. This would minimize residential disturbance, but the needs of trucks must also be weighed because they serve major employers in the area. To guide trucks, The City should establish signage, especially for those who are unfamiliar with the area. In addition, weight limits should strate-



gically be established to dissuade truckers from using residential roads. This adds legal teeth to the plan, and would facilitate the reconstruction of Rockingham. A neighborhood organization could help drive with this agenda and should contact City staff in the short term.

B3. Create a Truck Holding Point to facilitate coordination of trucking activities

In order to prevent trucks from idling on the side of the road, they must be given a place to stop. The nearest truck stops are on I-80 and are therefore too far away for truckers away from that route to easily stop and given the wide shoulders on Rockingham, they often stop there or wait there to turn into Rockingham Road industries. To prevent this activity and reduce congestion, the City should talk with property owners around the junction of Rockingham Road and West River Drive. There is plenty of space for an agreement to be worked out for a Trucking Holding Point, and it is away from residential areas which would therefore minimize disturbances. There are also empty parcels along River Drive which could be found to allow a few trucks to stop. The City could also reduce this problem by encouraging communication and coordination of trucking activities between different employers. Finally, appropriate signage should be supplied along with the alternative truck route signage to extend awareness of these areas for truckers, and the creation of the alternative route (5-B2) could end this problem altogether.



Photo 8.3: A sign prohibiting trucks from entering this road.

CHAPTER 9

IDENTITY

Western Gateway and Signage

A primary goal of the West End is to make itself identifiable to Davenport residents and visitors by creating a welcoming entrance to the City of Davenport through the West End and by adding placemaking signs. West End residents have indicated that implementing a gateway to Davenport through the West End and adding identifying signs throughout the community would be beneficial for promoting a sense of pride in the neighborhood and for helping the West End to have a better sense of inclusivity with the rest of Davenport.

Recommendations



Photo 9.1: Peosta City Welcome Sign



Photo 9.2: Quad City International Airport Entrance Sign

Goal A: Establish a West End gateway to the City of Davenport

The West End is an opportunistic location for a gateway to the City of Davenport. Visitors to a community make their first impressions of a city quickly, and gateways into cities help visitors to have positive perceptions of the place they are entering. Existing gateways in Davenport, like Welcome Way, are good examples of how inviting entries into the city ensure visitors have good perceptions of the city. Visitors to Davenport from the West End, however, have very little sense of place as they enter into the city. The first indication that they have arrived in Davenport is realized after driving several miles into the city along River Drive before there is a basic sign indicating they have entered Davenport.

A gateway to Davenport through the West End could be established by adding simple landscaping and a monument-scale sign welcoming visitors to the area. The West End's character is unique from the rest of Davenport, and the gateway through the neighborhood should reflect this character by being context-sensitive. Rather than a cookie-cutter brick entryway, the West End would be better represented by a gateway sign that is reflective of the industrial history of the West End.

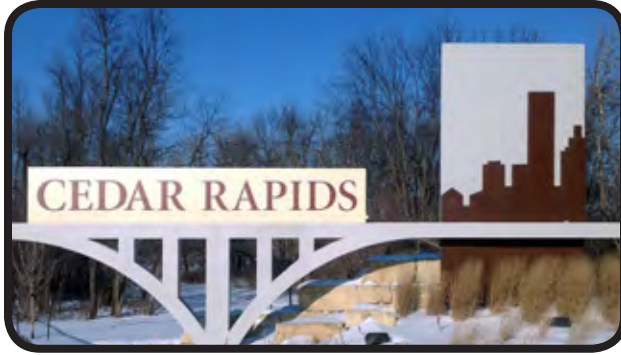


Photo 9.3: Cedar Rapids Welcome Sign

Strategies

A1. Identify a location in the West End best suited for a gateway

Previous Davenport gateway plans have indicated that the best location for a gateway in the West End is on West River Drive, between I-280 and Rockingham Road. City planners should work with West End residents to determine the best location of a gateway. Because a gateway location has already been roughly identified, this is a short term goal.

A2. Develop a gateway design commission

The City should organize a West End Gateway Design Commission to allow city staff to work together with West End residents to find funding for the gateway and to review the design of the project. The commission would help to choose which type of sign is most appropriate and what landscaping would best complement a sign to make the most aesthetically appealing gateway. A gateway design commission would include City staff and representatives from the West End to ensure the gateway is established. This is a short term goal.

A3. Find funding sources for the gateway

City funding for future gateway projects is limited and it is likely that the City will have little funding in the future for a gateway project. West End residents should work with city staff to identify alternative funding sources for the gateway project. To minimize costs, the City could partner with community volunteers or interested parties to help with the construction and maintenance of the gateway or lead fundraising campaigns to help establish fund. Funding for the gateway could also be provided by a West End SSMID district. Finding gateway funding is a medium term goal that will be necessary for the project to proceed.

Goal B: Enhance the sense of place in the West End

Placemaking describes the process of creating a sense of identity within a place. In the West End, residents identify with the people, culture, and history of their community. These shared community values can be represented by erecting signs throughout the neighborhood identifying the West End of Davenport, showcasing the pride that West End residents take in the unique character of their community. Banner signs, for example, could be placed in locations near commercial areas to create the feeling of a West End commercial corridor.

The residents of the West End have strong ties to their neighborhood but a perceived disconnect from the rest of the Davenport community. Signs recognizing the West End as a part of Davenport will demonstrate the community's role as an integral neighborhood within Davenport, improving the sense of connection between the two entities.

Strategies

B1. Create a recognizable neighborhood branded design

The West End should have an identifiable logo or brand that help visitors and residents to recognize the West End. This logo should be used on signs and other marketing materials for the community. Establishing a brand for the West End is a short term goal. The logo to the right is an example of something which could be used in the West End. Alternatively, a local design contest could also be held to foster neighborhood involvement in its creation.



Figure 9.1: West End Logo

B2. Place banner signs identifying the West End of Davenport in public spaces

Using the new West End design, the City should erect banner signs on light poles or other street posts in areas of the West End that are frequented by visitors, such as commercial corridors. This will help promote the character and identity of the community. Banner signs could be interchanged for special events or holidays in the neighborhood to express shared community values. This is a medium term goal.



Photo 9.4: Terrell City Banner



Photo 9.5: Goosetown Neighborhood Sign

B3. Add West End neighborhood signs to street signs

Signs with the West End logo can also be erected on the tops of street signs on busy streets or on the boundary of the West End. This will help promote the neighborhood feel of the West End, and it can be integrated with other directional signage for parks or traffic. Neighborhood signs are a long term goal.

B4. Add wayfinding signs for bicyclists and pedestrians

Wayfinding signs should be erected along bike trails to help cyclists find and locate destinations in the West End and in Davenport, and to promote connectivity of the trail systems. Wayfinding signs should also be put in busy public areas of the West End directing cyclists and pedestrians to destinations such as the Roosevelt Community Center or Credit Island. Establishing wayfinding signs is a short term goal that should be accomplished simultaneously with the development of bike trails in the West End.

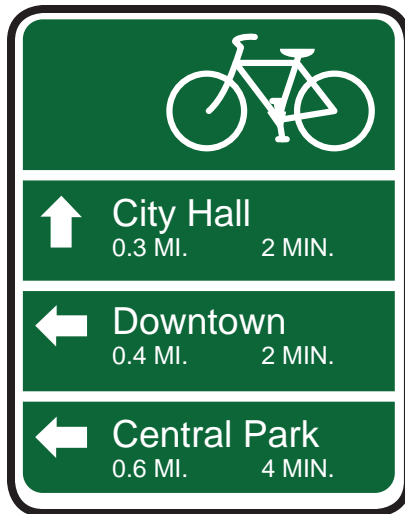


Figure 9.2: Bicycle Way-finding Signage

B5. Market the good qualities of the West End

People in the West End enjoy their neighborhood, but outsiders' views of the West End are often negative. Sharing the good things that happen in the West End will help improve its image. This could be done with blogging, a community newsletter, or other media such as the City's Facebook. It could also be done by welcoming people to the community, such as a ribbon cutting for the new West End Gateway or a West End Celebration to kick-off its revitalization. However it's done, people need to be exposed to the exciting things happening in the West End!

Photo Credits

- Photo 9.1: City Welcome Sign. Peosta, Iowa. City of Peosta. Web. 7 May 2014.
<<http://www.cityofpeosta.org/>>
- Photo 9.2: Entrance at Airport Road and Hampton Inn. Quad Cities International Airport. Quad Cities International Airport. Web. 7 May 2014.
<<http://www.qcairport.com/directions.html>>
- Photo 9.3: Sankey, Stewart. "Cedar Rapids Welcome Sign". 14 February 2014.
- Photo 9.4: Welcome to Terrell. Terrell, Texas. City of Terrell. Web. 7 May 2014.
<<http://www.cityofterrell.org/welcome.htm>>
- Photo 9.5: Goosetown. Iowa City, Iowa. City of Iowa City. Web. 7 May 2014.
<<http://www.icgov.org/?id=1698>>

CHAPTER 10

HOUSING

Property Maintenance and Code Enforcement

Census data estimates that nearly a three-quarters of the housing units of the West End Planning Area are over 50 years old and third were built more than 75 years ago. The International Association of Certified Home Inspectors suggest the life expectancy of a house to be upwards of one hundred years depending on “usage, weather, installation, maintenance, and quality of materials.” In addition, the cleanliness and upkeep of housing is a major concern to residents. Following through on the goals and strategies below can greatly increase the longevity of many of the West Ends’ housing units, and increase the quality of life of its residents by promoting upkeep.

Recommendations

Goal A: Improve the housing stock

One goal identified by residents is the need to improve the aesthetics of the housing stock. Beautification of housing exteriors can increase the net assessed property values of the area. However, some in the neighborhood may have issues maintaining property for reasons outside their control, such as age or income. As a result, organizing assistance to these property owners without sufficient resources would be beneficial for residents and the City.

Strategies

A1. Educate the community

There are nearly always resources available designed to help update and maintain the housing stock. Educating the community of their existence and how they can be utilized is an easily implemented and effective strategy. Many residents want to improve their properties, but even the best programs will fall short if they remain unknown. One way to do this is to create a list of potential resources such as a resource directory. An initial directory is contained within the appendix of this plan. The Department of Community Planning and Economic Development should ensure that it, or a modified version, remains up-to-date, accurate, and widely distributed via print or web. It would be best if a group of knowledgeable residents also formed a committee to help guide neighborhood residents. All neighborhoods in Davenport would benefit from this accessible knowledge, especially about home improvement funds. Through educational efforts, the City and residents of the West End can better capitalize on these opportunities.

A2. Make use of existing programs

Several programs have already been established to help update the housing stock. Davenport NOW is a program which will give you cash back (in the form of a tax rebate) when you invest in Davenport property. This rebate program can be used to help improve your property's exterior. Another program, The Housing Rehabilitation Program, can also be used to upgrade your property's exterior via low-interest loans. Loan monies can help finance the improvement of eligible properties. Other programs can also be creatively paired with traditional housing improvements. For example, Funds from MidAmerican Energy Rebates can be used to install energy-efficient insulation and windows which could concurrently be used to update or touch up one's exterior. It should be remembered that many of these programs only have a limited timeframe. As such, they should be aggressively pursued while they are active.



Photo 10.1: Housing Photo

A3. Create Partnerships to improve availability and affordability of improvements

Creating partnerships with interest groups such as schools, clubs, or nonprofits could discount the cost of renovating or rehabilitating exteriors. For example, Davenport contains several colleges, and the Quad Cities has groups such as the Carpenter Training Center of the Quad Cities who could be potential partners. If these organizations saw it as a way to help expand their educational opportunities, they may very well be willing to give a discounted rate in exchange for the practice. This concept is similar to beauty school salons that reduce haircutting fees.

Alternatively, groups such as Youthbuild or the Safer Foundation, both of which are active in the Quad Cities, could be partners that may be willing to discount prices for elderly or low-income residents, given their organizational philosophies. Like utilizing existing programs, finding partners may require some creativity in connecting their goals to your needs.

Goal B: Ensure city code enforcement

Many residents share a concern that code enforcement is not always satisfactorily enforced in the West End. They cite unsightly fixes, litter, and other public nuisances as evidence of poor enforcement in the neighborhood. Many would like to take steps to improve the situation. They are not alone. The City has identified this as a priority in their CDBG Annual Action Plan. Addressing the issue would improve cleanliness and help increase property values. Increasing code enforcement rates is in harmony with other community wants as well, including attracting business, improving the neighborhood image, and encouraging investment. West End Focus recommends that code enforcement compliance rates be increased and that aid be given to those who cannot always manage it themselves.

Strategies

B1. Educate the community

One of the most important strategies to educate the community is to provide relevant information about ordinances. Without this information, little will change. One way to do this is to create a pamphlet that explains relevant sections of the city code. For example, section 8.12.010 defines nuisances as conditions which “interferes with the comfortable enjoyment of life or property in an unreasonable manner; or causes annoyance or distress to a reasonable person of normal sensitivities” which includes leaving objects in yards that “impair the residential character and/or property value of the surrounding lots or neighborhood.” It also notes that property should remain “clean and litter-free” in 8.14.400. It should also contain the process to report nuisances to the Action Center’s website.

B2. Know the process to report

Another way to address this issue is to have a neighborhood group that possesses a working knowledge of applicable policies to help direct residents. However, open communication with neighbors who have poor upkeep is always superior to formal intervention. Formal channels should only serve as a last resort. If however, informal channels don’t produce results, pressuring the proper outcome should be a priority—equal enforcement of city ordinances is in the entire community’s best interest.

B3. Inform new residents of policies

Renters also should know their rights. Resources found on the city’s website like “A Tenant’s Guide to Renting in Davenport” ought to be used. The guide notes that if rental units fall into disrepair, “in most cases, the landlord is responsible” (p.3). If the renter informs the landlord about necessary repairs and they are unresponsive, there are ways to ensure fixes happen without the tenant being saddled with the cost, such as the ‘repair and deduct procedure.’ For this reason, open communication is essential between neighbors – if it is a rental unit that is in poor repair, it is often not the renters’ responsibility. Informing the renter of resources such as the renters guide can be key to improving the neighborhood.

B4. Increase patrolling

Random sweeps by the housing inspection staff should happen with additional frequency. In addition, ensuring that vigilant groups of neighbors report also helps. Some cities such as Iowa City have implemented phone apps on which residents can report violations of City Codes. Davenport has a web-based Action Center and phone number, but the addition of additional mobile-friendly technology could further empower residents.

PART IV

APPENDIX

APPENDIX A

IMPLEMENTATION MATRIX

The implementation matrix is a tool to easily reference what themes, goals, and strategies West End Focus explores. In addition, it presents a vision of what each theme will enhance, as well as a rough time schedule and potential parties responsible for its completion. Taken together, it offers a ‘who, what, when, where, and why’ to the plan’s implementation. This means that it can be used to keep parties accountable to a timeframe and aid in following through on the various aspects strategies. In short, it acts as an executive summary of the plan’s recommendations.

Theme	Goal	Strategy	Vision	Prioritization	Potential Responsible Party
Community Involve- ment: The Roosevelt Community Center and Organiza- tion	Roosevelt Center	Leverage funding through nonprofit status and Daven- port NEW recognition	Broaden the resources of the Roosevelt Com- munity Center and empower the West End community.	Long term	Roosevelt Community Center
		Develop and utilize a contin- uous marketing campaign		Short Term	Roosevelt Community Center
	Community Empowerment	Establish a West End neigh- borhood organization recog- nized by Davenport NEW		Short Term	West End residents, Davenport Neighborhood Services
		Continue community out- reach		Ongoing	West End neighborhood organiza- tion, Roosevelt Community Center
		Continue to work with exist- ing partners and identify new partners		Ongoing; Short Term	West End neighborhood organiza- tion, Roosevelt Community Center

Theme	Goal	Strategy	Vision	Prioritization	Potential Responsible Party
Recreation: Parks and Trails	Community Trail Network	Develop a West End Parks and Trails Committee as part of the Neighborhood Organization	Enhance neighborhood connectivity, provide links to key community park locations, enhance access to the river and the MRT, and promote economic development in the West End	Short Term	West End residents
		Work with residents to identify the desired trail route to connect residents and users safely to neighborhood parks		Short Term	Parks and Trails Committee
		Work with community members and stakeholders to plan for trail markings and directional signs along the trail that match community signs		Short Term	Parks and Trails Committee, Gateway Design Commission, West End SSMID, City Staff
		Explore funding options for the creation of any additional sidewalks or crosswalks and wayfinding signs		Medium Term	Parks and Trails Committee, City Staff

Theme	Goal	Strategy	Vision	Prioritization	Potential Responsible Party
Vacant Land: Blackhawk Foundry and Empty Parcels	Vacant Parcels	Catalog existing vacant residential and commercial properties throughout the west end	Clean up and re-use vacant parcels and buildings in order to expand local commercial and residential tax base	Ongoing; Short Term	City staff
		Work with area residents, through community meetings and workshops, to explore potential future uses		Ongoing; Medium Term	City staff, West End residents
	Blackhawk Foundry	Determine the steps and costs necessary for site cleanup, including financing mechanisms		Short Term	City staff
		Work with area residents through community meetings and workshops, to explore potential future uses		Medium Term	City staff, West End residents

Theme	Goal	Strategy	Vision	Prioritization	Potential Responsible Party
Business: Design Districts and Fiscal Incentives	Establish Rockingham Road as a Viable Commercial Center	Build the West End's Programmatic Capacity	Create a commercial identity for the West End. Reestablish neighborhood pride through area reinvestment. Capitalize on the West End's inherent unique strengths to foster local economic development.	Short Term	West End Residents
		Create a Self-Supported Municipal Improvement District (SSMID), with Enhancement of Business Infrastructure Along Rockingham Road as the Primary Focus		Medium to Long Term	City staff, West End neighborhood organization, West End residents
		Modify Current Economic Development Outreach to Help Steer Investment toward the Rockingham Road Corridor		Short Term	City staff, West End neighborhood organization, West End residents
		Market the Community's Strengths		Short to Medium Term	City staff, West End neighborhood organization, West End residents
		Encourage Current Business Owners to Invest in Exterior Improvements		Short Term	City staff

Theme	Goal	Strategy	Vision	Prioritization	Potential Responsible Party
Infrastructure: Roads and Truck Traffic	Improve Roads and Sidewalks	Target Community Street and Infrastructure Concerns	Improve transportation options through investment, beautify streetscape, reduce noise, congestion, and wear and tear on residential roads, and improve trucking conditions for critical industry	Ongoing	West End Neighborhood Organization, West End Residents
		Take Corrective Action in Repairing Damaged Sidewalks		Short Term, but Ongoing	City staff, West End residents, West End Neighborhood Organization
		Make Progress Toward Street Surface, Lighting, and Landscaping Improvements		Medium Term	City Staff
		Utilize a “Complete Streets” Approach to Street Infrastructure and Design Upgrades on Rockingham Road		Medium to Long Term	City Staff, West End residents
	Address Truck Traffic	Create an alternate route for trucks to access major industries along Rockingham		Short to Medium Term	City Staff
		Direct Trucks on Appropriate Routes		Short Term	City Staff, West End Neighborhood Organization if political will is lacking
		Create a Rest Stop for truckers		Short Term	City Staff

Theme	Goal	Strategy	Vision	Prioritization	Potential Responsible Party
Identity: The Gate- way of the West End and Signage	Gateway	Identify a location in the West End best suited for a gateway	Make the West End identifiable to Davenport residents and visitors and promote a sense of pride in the West End.	Short Term	City staff, West End neighborhood organization
		Develop a gateway design commission		Short Term	City staff, West End neighborhood organization
		Find funding sources for the gateway		Medium Term	City staff, Gateway Design Commission
	Signage	Create a recognizable neighborhood branded design		Short Term	Talya Miller (preliminary design), West End neighborhood organization
		Place banner signs identifying the West End of Davenport in public spaces		Medium Term	City staff
		Add West End neighborhood signs to street signs		Long Term	City staff
		Add wayfinding signs for bicyclists and pedestrians		Short Term	City staff
		Market the good qualities of the West End		Ongoing	City staff, West End neighborhood organization, West End residents

Theme	Goal	Strategy	Vision	Prioritization	Potential Responsible Party
Housing: Property Maintenance and Code Enforcement	Improve The Housing Stock	Educate The Community About Existing Resources	Increase the longevity of many of the West Ends' housing units, and increase the quality of life of its residents by promoting upkeep.	Short Term, but Ongoing	City staff, West End neighborhood organization, West End residents
		Make Use of Existing Housing Programs		Short Term, but Ongoing	West End Neighborhood Organization, West End Residents
		Create Partnerships to improve availability and affordability of improvements		Short Term, but Ongoing	West End Neighborhood Organization, West End Residents
	Ensure city code enforcement	Educate the community about current City Code		Short Term, but Ongoing	City staff, West End neighborhood organization, West End residents
		Know the process to report		Short Term, but Ongoing	West End Neighborhood Organization, West End Residents
		Inform new residents of policies		Short Term, but Ongoing	City staff, West End neighborhood organization, West End residents
		Increase patrols and ease neighbors' ability to report		Short Term, but Ongoing	City staff, West End neighborhood organization, West End residents

APPENDIX B

RESOURCE DIRECTORY

About

For more information on the following resources or to inquire about other opportunities, contact The Davenport Department of Community Planning & Economic Development at 563-888-3380.

This Resource Directory is a tool meant to be a starting place for finding opportunities that can assist in obtaining any of the West End Focus goals. The resource directory is not a closed document and should be edited and appended as applicable resources (either within the community or without) are discovered or have become obsolete. Regularly updated information of many state resources is available at the Iowa Economic Development Authority's website.¹ Additional opportunities can be discovered or inquired after by going to federal, state, regional, local, non-profit, and private websites.²

RESOURCES FOR COMMUNITY DEVELOPMENT

HOME IMPROVEMENT

Davenport NOW

Davenport NOW provides cash back when you buy a newly constructed home or make renovations to an existing property in Davenport. Homeowners can receive a rebate for 50% of the City's share of your property taxes for 10 years based on your increase in assessed value. The Davenport NOW program has already rebated approximately \$2.8 million with most participants receiving over \$6,000. The program will accept applications through June 1, 2014.

<http://www.cityofdavenportiowa.com/egov/docs/1246045866441.htm>

Housing Rehabilitation Program

Many Davenport homeowners who own and occupy their home as their primary residence, possess a recorded deed, have moderate incomes, demonstrate their ability to pay financial obligations and maintain property, and are current on payments may qualify for low interest financial assistance. Housing Rehabilitation Program Funds are for correcting Housing Code violations, removing physical disability barriers, upgrading fire protection systems, or eliminating lead-based paint hazards.

<http://www.cityofdavenportiowa.com/eGov/apps/services/index.egov?view=detail;id=12>

1 <www.iowaeconomicdevelopment.com/programs>

2 including but not limited to: <grants.gov>, <iowagrants.gov>, <scottcountyiowa.com/planning/economic_development.php>, <cityofdavenportiowa.com>, <scottcountyregionalauthority.com>, <<http://www.quadcities-first.com/resource-center/>>, <riverboatauthority.com>, and <guidestar.org/AdvancedSearch.aspx>.

REDEVELOPMENT AND PRESERVATION

Brownfields Program

A brownfield is an EPA assessed area that is, or is thought to be environmentally contaminated, or otherwise undesirable for development, expansion, or redevelopment. The properties are typically abandoned, idle, or underused industrial and commercial facilities. Members of the city's Brownfield Partnership Team can get their properties assessed. Assessed properties may receive grant money to help restore properties to business and recreational use.

<http://www.epa.gov/brownfields/>

Urban Revitalization Tax Exemption Program

The Urban Revitalization Tax Exemption Program (URTE) was created to encourage private investment and reinvestment in targeted areas of the city by providing an exemption on the increase in property taxes resulting from major improvements. All classes of property are eligible residential, commercial and industrial. There is also a special category designed to help revitalize abandoned residential properties. Much of the West End planning area lies within the eligible target areas.

<http://www.cityofdavenportiowa.com/eGov/apps/services/index.egov?view=detail;id=539>

Façade Improvement Program

This program provides a financial incentive to commercial property owners or tenants who are planning to renovate the exterior of a property. It is designed as a rebate program with funds disbursed after all of the authorized work has been completed. The maximum rebate amount available is \$15,000.

http://www.quadcitiesfirst.com/incentives-and-training?reaction=download&file_id=3

Commercial Property Preservation Loan Program

The CPPL program is intended for respectful rehabilitation of historical commercial facades. The property must be a historical or architecturally significant commercial property, though it need not be on the National or Local Register. All plans must be approved by the building inspection office. The loans are closed after work is complete and verified by the City to meet the specifications described in the application. The loans typically require five-year repayment with monthly or annual payments. Loans are made in conjunction with other financing; the maximum loan is the lesser of 50% of the total project or the amount the project spent on portions in plain public view (roof work is generally not eligible).

http://www.quadcitiesfirst.com/incentives-and-training?reaction=download&file_id=3

Bicycle And Pedestrian Project Funding

Page 43 (section 4.5) of this Watervliet, New York plan has a fairly comprehensive list of funding opportunities related to bicycle and pedestrian projects. Information provided includes but is not limited to the following resources: MAP-21, Surface Transportation Program, and Community Transformation Grants.

http://watervliet.com/welcome/files/GeneralManager/WatervlietBikePlan_City_121213.pdf

RESOURCES FOR BUSINESSES

HUMAN RESOURCE DEVELOPMENT

Immigrant Business Assistance Program

IBAP provides consultative services to assist individual businesses with employing immigrants. This is accomplished by providing clear, straightforward information about the immigration hiring process, making referrals to expert resources, and working with key regulatory agencies to resolve barriers. Business consulting with IBAP can better navigate the lengthy, expensive, and confusing process of recruiting and successfully hiring immigrants.

http://www.legis.iowa.gov/docs/SC_MaterialsDist/2001/SDMMT028.PDF

Iowa Jobs Training Program

The Iowa Jobs Training Program provides job-training services (at Iowa's 15 community colleges) to current employees of eligible businesses that are located in Iowa. Contact your local Community College if you would like more information regarding the Iowa Jobs Training Program. Individual business sites are eligible for maximum awards of \$25,000 per training project. A business site is eligible for a maximum of \$50,000 in program assistance during a three-year period. Training projects costing \$5,000 or more require a 25% cash match for the business. Training projects costing less than \$5,000 do not require a business cash match.

<http://www.eicc.edu/businesses/iowaworks.aspx>

Iowa Industrial New Jobs Training Program

The IINJTP program assists businesses, which are creating new positions, with new employee training at Iowa's 15 community colleges. Eligible businesses may be new to Iowa, expanding their Iowa workforce, or relocating to the state. Employees qualifying for training services must be in newly created positions and pay Iowa withholding tax. A business must be engaged in interstate or intrastate commerce for the purpose of manufacturing, processing, assembling products, warehousing, wholesaling, or conducting research and development. A business, which provides services, must have customers outside of Iowa. The community college sells bonds to finance the cost of the established training. Dollars available through the program are dependent upon the training and development needs and the projected tax revenue from the new positions cre-

ated. Business diverts 1½% or 3% (depending on the wage paid) of the Iowa state withholding taxes generated by the new positions to the community college to retire the bonds. Technically the company received the training for free because the bonds are retired with dollars that would be paid to the state as withholding taxes. Additionally, up to 50% of the annual gross payroll costs expended for on-the-job training can be reimbursed for up to one year of the new jobs. A corporate tax credit is available to a company that has entered into an IINJTP agreement and has increased Iowa employment by at least 10%.
<<http://www.iowaeconomicdevelopment.com/WorkforceTraining/employeetraining>>

Civil Rights Commission

The Davenport Civil Rights Commission provides information to employers about fair employment practices and civil rights compliance.
<<http://www.cityofdavenportiowa.com/departments/index.php?structureid=6>>

BUSINESS ASSISTANCE

Commercial/Industrial Revolving Community Loan Fund

CIRCL is a joint program with Federal CDBG funds, and it is the main City economic development tool for assisting businesses. All HUD/federal regulations are in place, including: 51% of jobs must be made available to low- and moderate income households, prevailing wages must be paid for construction work, environmental review and approval (approx. 1 month) are required, and underwriting & feasibility appropriateness is required. Applicants must show one year of profitable operation in a comparable business. New jobs must pay at least \$7/hr wages plus benefits. There must be new investment of at least \$10,000. The CIRCL cannot be used to fund entire project. The applicant must create jobs, not transfer jobs from other communities. Project equity required. Priority is given to projects with better wages and benefits. Applicants are approved by staff with concurrence of Mayor & City Administrator.
<http://www.quadcitiesfirst.com/incentives-and-training?reaction=download&file_id=3>

Bi-State Revolving Loan Fund

This program is administered by the Bi-State Regional Commission and offers below market-rate loans to fill permanent financing gaps for low- and moderate-income people. These loans may be used for working capital, or the purchase of fixed assets, including property. Applications are prepared and presented by the City of Davenport Office of Economic Development. The fund is intended to target commercial, industrial, light manufacturing, and service businesses. Loans are based on job creation with a maximum of \$7,500 per job created and retained. Loan rates and terms are dependent on risk and ability to pay—typically three to four points below prime. There is a maximum ten-year loan term. The RLF Board (with representatives from all participating cities and counties) has final approval.
<<http://bistateonline.org/2012-11-14-00-17-31/revolving-loan-fund-rlf-programs>>

Entrepreneurial Ventures Assistance

The EVA program provides financial and technical assistance to early-stage technology companies. An eligible business must be located in Iowa and in an industry sector offering the greatest startup and growth potential for the state, including but not limited to: biotechnology, recyclable materials, software development and computer related products, advanced materials, advanced manufacturing, medical and surgical instruments. To qualify, applicants must have completed or must be participating in entrepreneurial training from a John Pappajohn Entrepreneurial Center, or have comparable training and/or experience. Businesses engaged in retail sales, the provision of health care or professional services, and distributors of products or services are not eligible for EVA funds. Financial assistance of up to \$50,000 may be awarded for the purchase of machinery and equipment, and other business acceleration expenses. A single applicant may also be awarded up to \$10,000 for technical assistance. <http://venus.niacc.edu/pappajohn/eva.html>

MidAmerican Energy Company

MidAmerican Energy Company recruits business and industry as potential energy users. MidAmerican offers service to 412 communities in metropolitan and rural areas of industrial and agricultural heartland in Iowa, Illinois, Nebraska, and South Dakota. MidAmerican offers the following assistance to businesses: a building and site locator (within the service area), packaging of state and local financial assistance, project negotiation assistance, assistance in selecting energy efficient measures in buildings and manufacturing process equipment, promoting the use of International Economic Development Council (IEDC) site selection data standards, and providing other local and business climate information. <http://www.midamericanenergy.com/>

FOR INDIVIDUALS

PERSONAL PROFESSIONAL DEVELOPMENT

The Davenport Public Library

Residents of Davenport have access to their Library's wide variety of print, electronic, and personal resources. Resume software, computers, and laser printers are available for use at no charge. Access to the Internet is available from more than a dozen computer terminals. In particular, the Reference Desk is staffed by professional reference specialist who can point you to what you need. <http://www.davenportlibrary.com/>

Institute for Social and Economic Development

The Institute for Social and Economic Development (ISED) provides consulting services and conducts training and evaluation studies for organizations to strengthen their capacities to produce long-term positive social and economic

outcomes for underserved individuals, families, and communities. ISED also helps people start a small business, obtain a quality job, and build financial assets. ISED programs include: microenterprise, individual development accounts, employment, welfare-to-work, criminal justice, family interventions, substance abuse, and resources for refugees and immigrants.

<http://www.isedsolutions.org/projects/state-by-state>

Iowa Workforce Development

The Iowa Workforce Development agency has two locations in Davenport. The offices are more than just the “unemployment office”, offering business and career transition services as well.

<http://www.iowaworkforce.org/region9/davenport.htm>

ENTREPRENEURIAL SERVICES

Service Corps of Retired Executives

Davenport has a local Service Corps of Retired Executives (SCORE) chapter. SCORE “Counselors to America’s Small Business” is a nonprofit association that provides entrepreneurs with free, confidential face-to-face and email business counseling. Counseling and workshops are offered at 389 chapter offices nationwide by volunteers who are experienced entrepreneurs or corporate managers/executives.

<http://www.score.org/>

Small Business Development Center (SBDC)

The Small Business Development Center (SBDC) provides free counseling and low-cost training to Iowa’s entrepreneurs from thirteen regional centers throughout the state. The eastern Iowa location is in Davenport.

<http://www.iowasbdc.org/services/regional-centers/davenport>

APPENDIX C

PUBLIC MEETING AND ONLINE SURVEY RESULTS

This appendix contains the charts and graphs of the survey and public meeting results. Charts A-1, A-2, A-3, A-4, and A-5 are from the Public Kick-off Meeting on March 10th 2014. Charts A-6, A-7, A-8, A-9, A-10, A-11, and A-12 are from the online survey. There were roughly 90 participants for the Public Kick-off Meeting and 80 participants for the online survey.

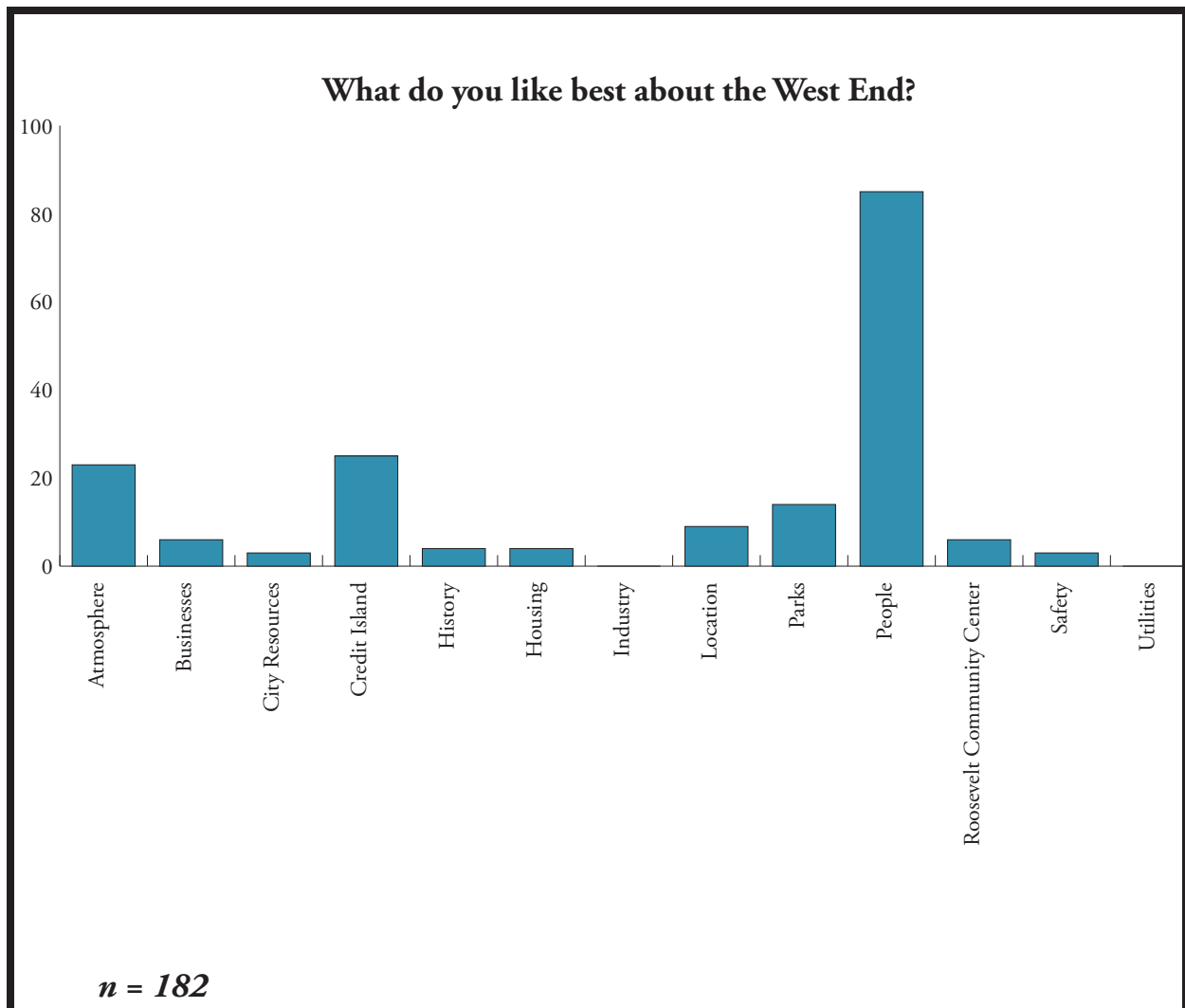


Chart A-1

Chart A-1 is the results of a question from the Public Kick-off Meeting on March 10th 2014. Residents were asked to place a dot next to an answer about the question “what do you like about the West End”. The chart above shows the topics that got the highest responses. Answers that discussed “people” (e.g. “proud residents”, “helpful people”, “family oriented people”, etc.) got the most votes.

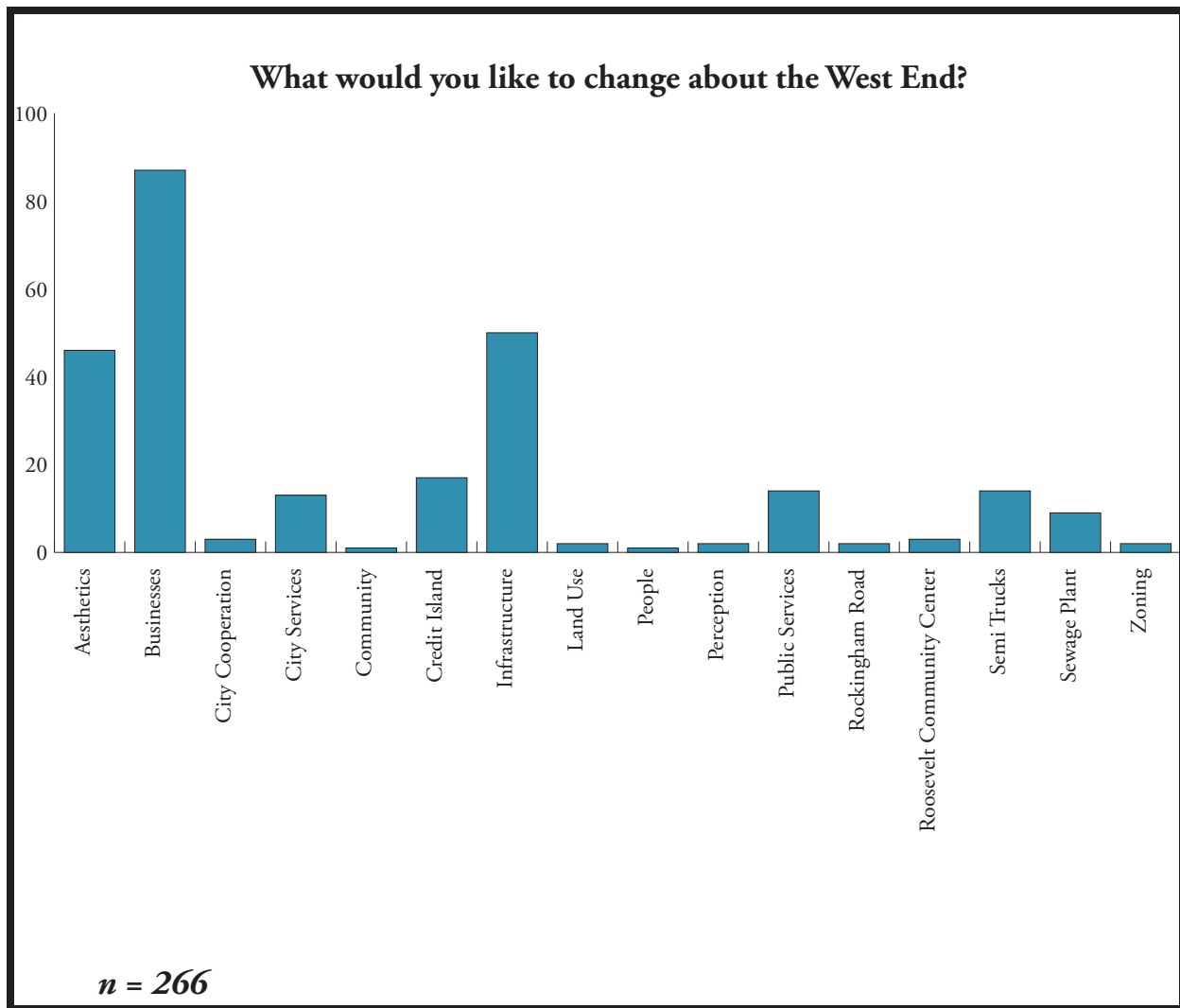


Chart A-2

Chart A-2 is the results of a question from the Public Kick-off Meeting on March 10th 2014. Residents were asked to place a dot next to an answer about the question “what would you like to change about the West End”. The chart above shows the topics that got the highest responses. Answers that discussed “businesses” (e.g. “local shopping center”, “prosperous businesses”, “more small family oriented businesses”, etc.) got the most votes.

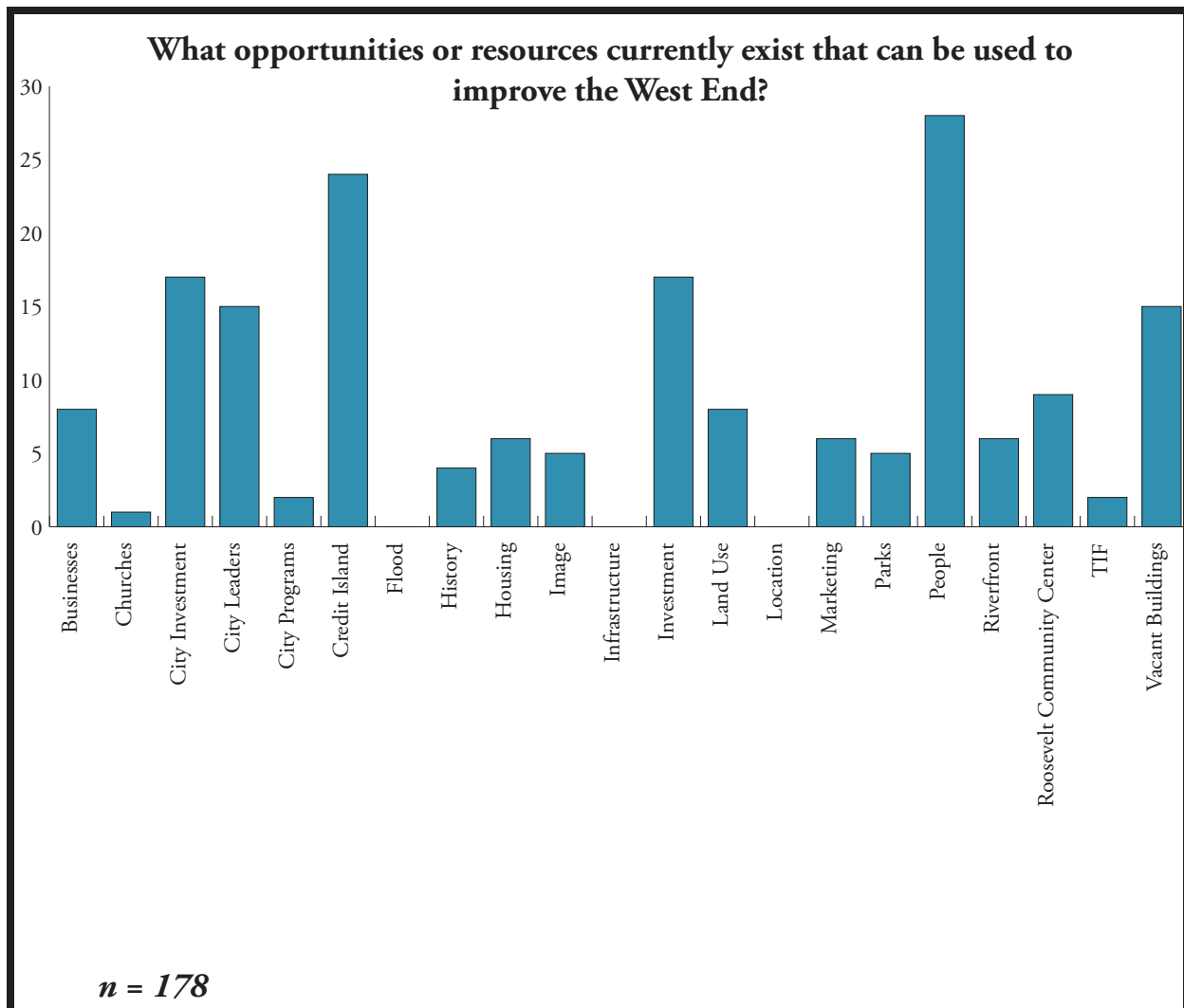


Chart A-3

Chart A-3 is the results of a question from the Public Kick-off Meeting on March 10th 2014. Residents were asked to place a dot next to an answer about the question “what opportunities or resources currently exist that can be used to improve the West End”. The chart above shows the topics that got the highest responses. Answers that discussed “people” resources, “Credit Island”, and more city investment received the highest number of votes.

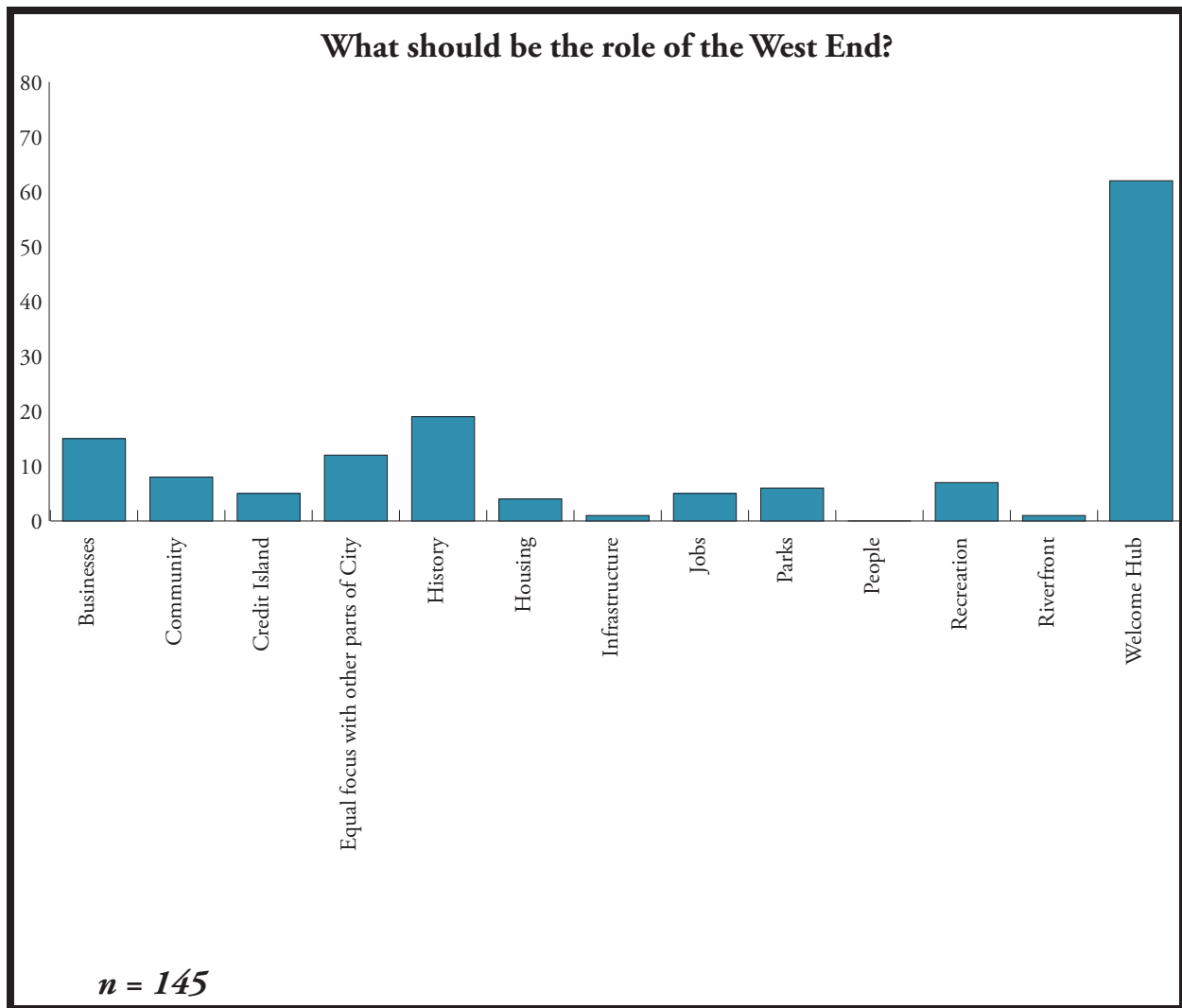


Chart A-4

Chart A-4 is the results of a question from the Public Kick-off Meeting on March 10th 2014. Residents were asked to place a dot next to an answer about the question “what should be the role of the West End”. The chart above shows the topics that got the highest responses. Respondents overwhelmingly stated that they would like to see the West End become a “welcome hub” for the rest of Davenport.

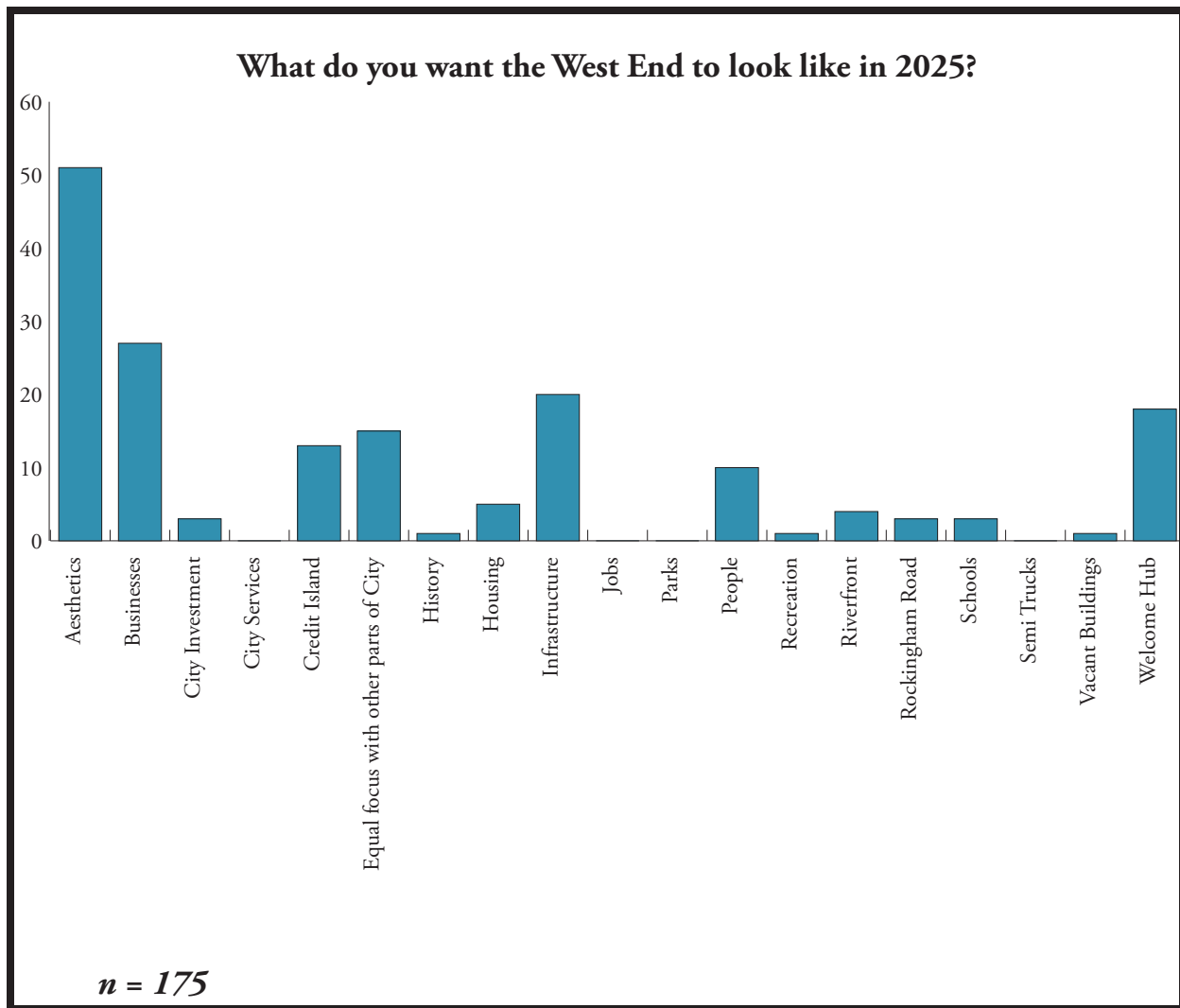


Chart A-5

Chart A-5 is the results of a question from the Public Kick-off Meeting on March 10th 2014. Residents were asked to place a dot next to an answer about the question “what do you want the West End to look like in 2025”. The chart above shows the topics that got the highest responses. Respondents stated that they wanted to see more businesses in the area, more support from city government, and general improvements to aesthetics.

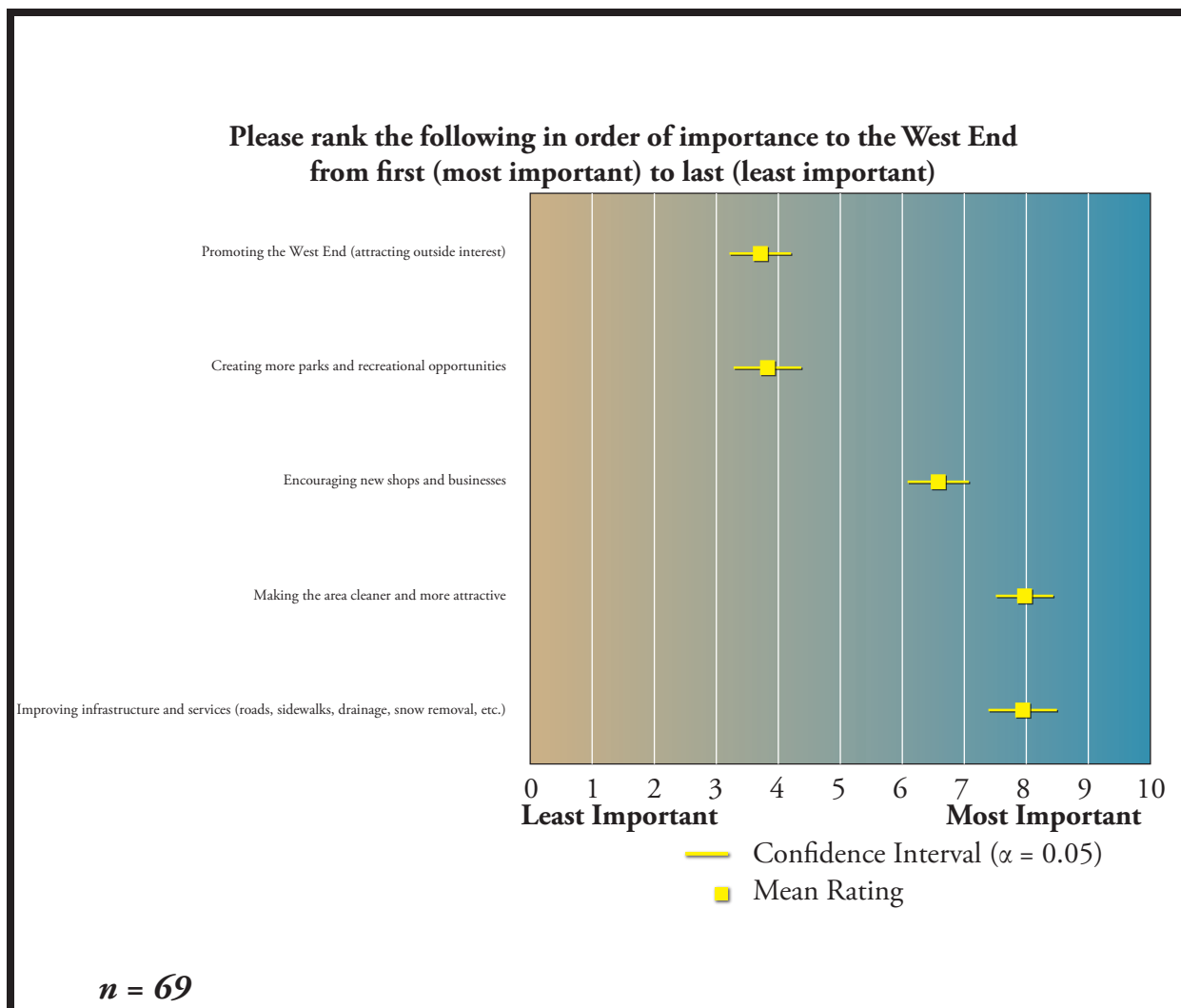


Chart A-6

Chart A-6 is the results of a question from the online survey. Respondents were asked to rank a number of redevelopment topics in order of importance. The results show that respondents believe that improving infrastructure and services and making the area cleaner are the most important while promoting the West End and creating more parks should be the least important priority. The chart itself displays the mean scores of each of these results and the 95% confidence interval for the mean scores.

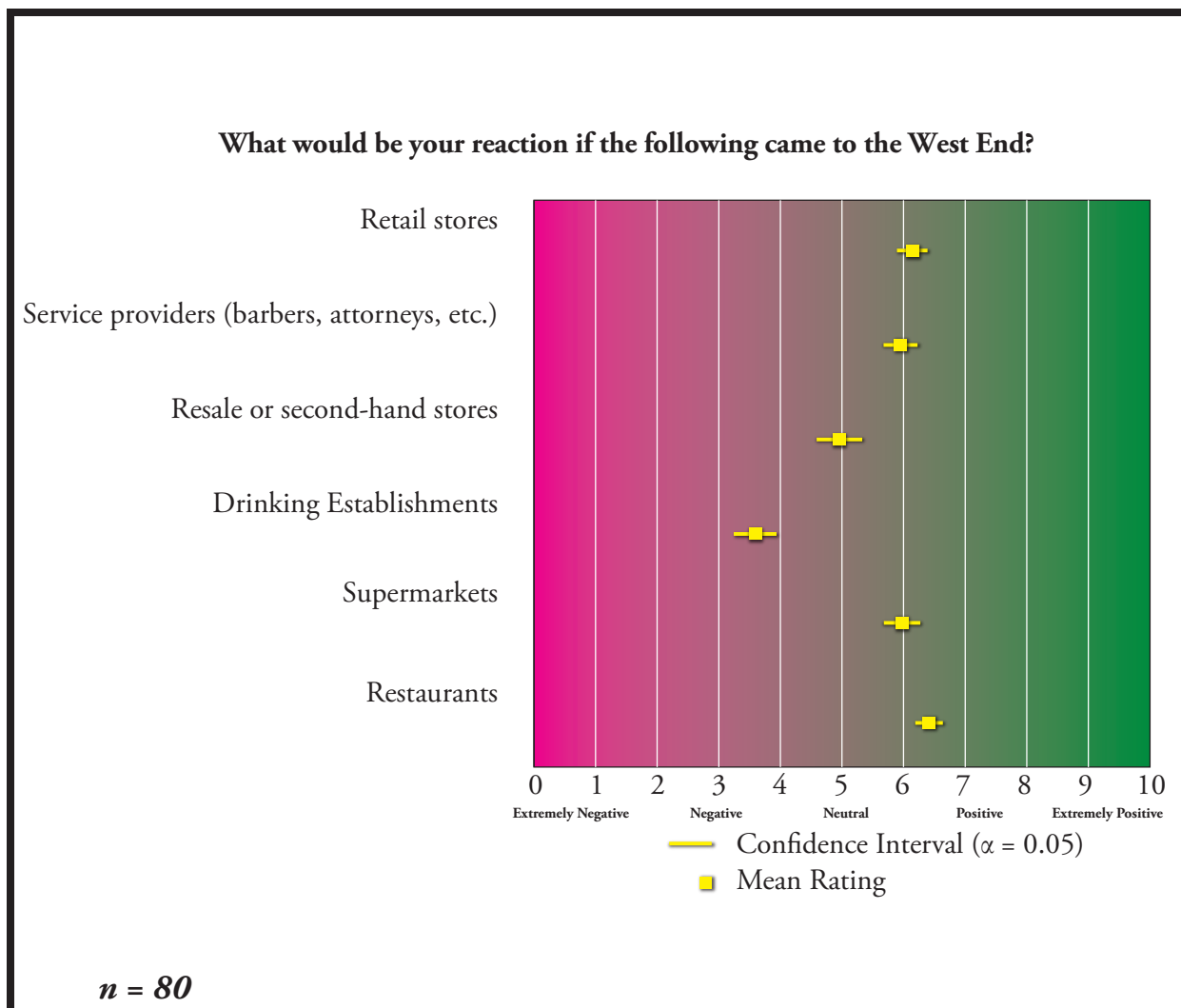


Chart A-7

Chart A-7 is the results of a question from the online survey. Respondents were asked if they would respond positively or negatively if a certain type of business came to the West End. The results show that respondents had the most positive reaction to supermarkets, restaurants, and retail stores and reacted the least positive to drinking establishments. The chart itself displays the mean scores of each of these results and the 95% confidence interval for the mean scores.

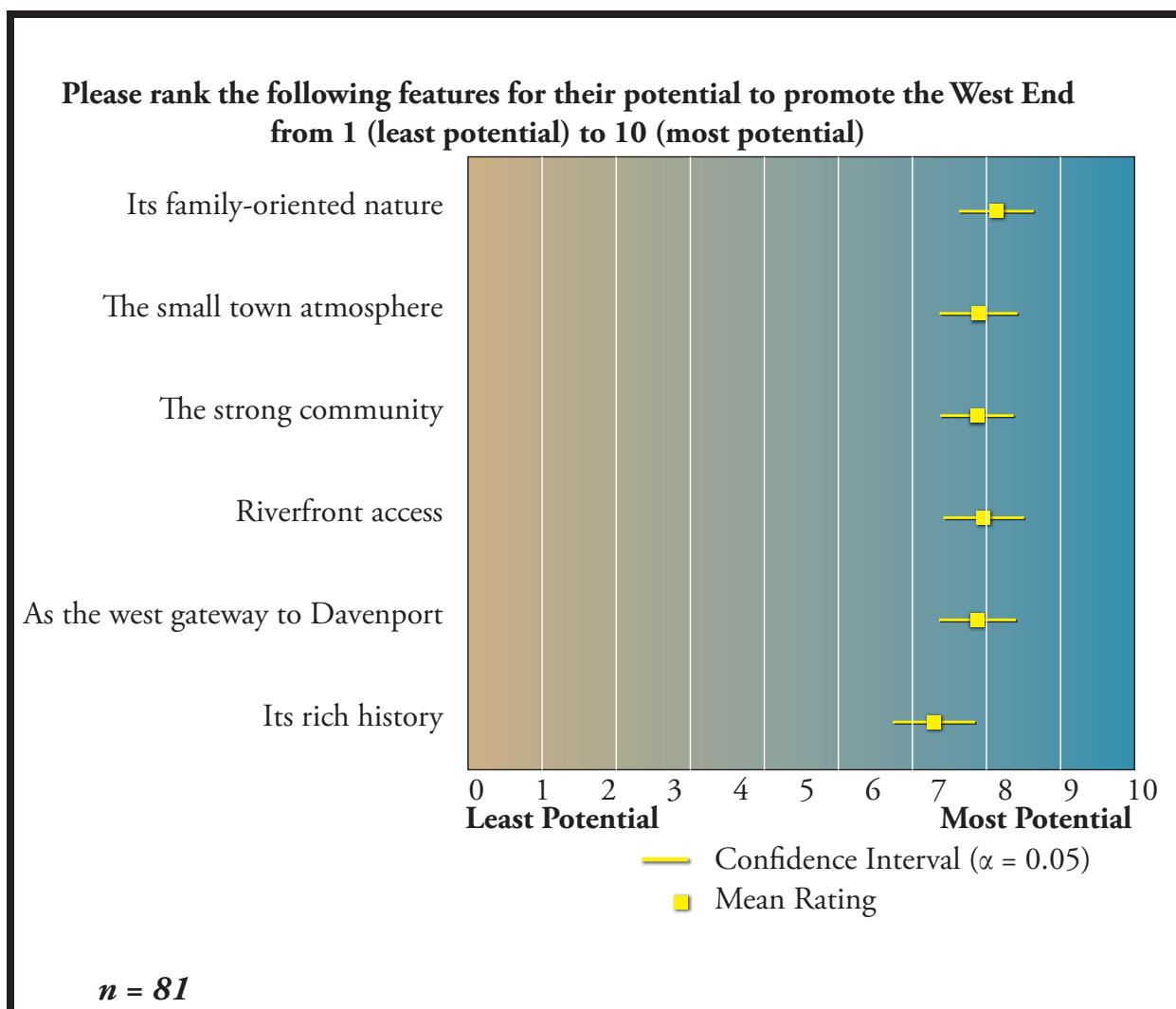


Chart A-8

Chart A-8 is the results of a question from the online survey. Respondents were asked which characteristics of the West End had the most or least potential for promoting the West End. The results show that respondents had no clear favorite as to which of the particular topics had the most or least potential (overlapping confidence intervals), but nevertheless they believed all the characteristics had good potential to promote the West End. The chart itself displays the mean scores of each of these results and the 95% confidence interval for the mean scores.

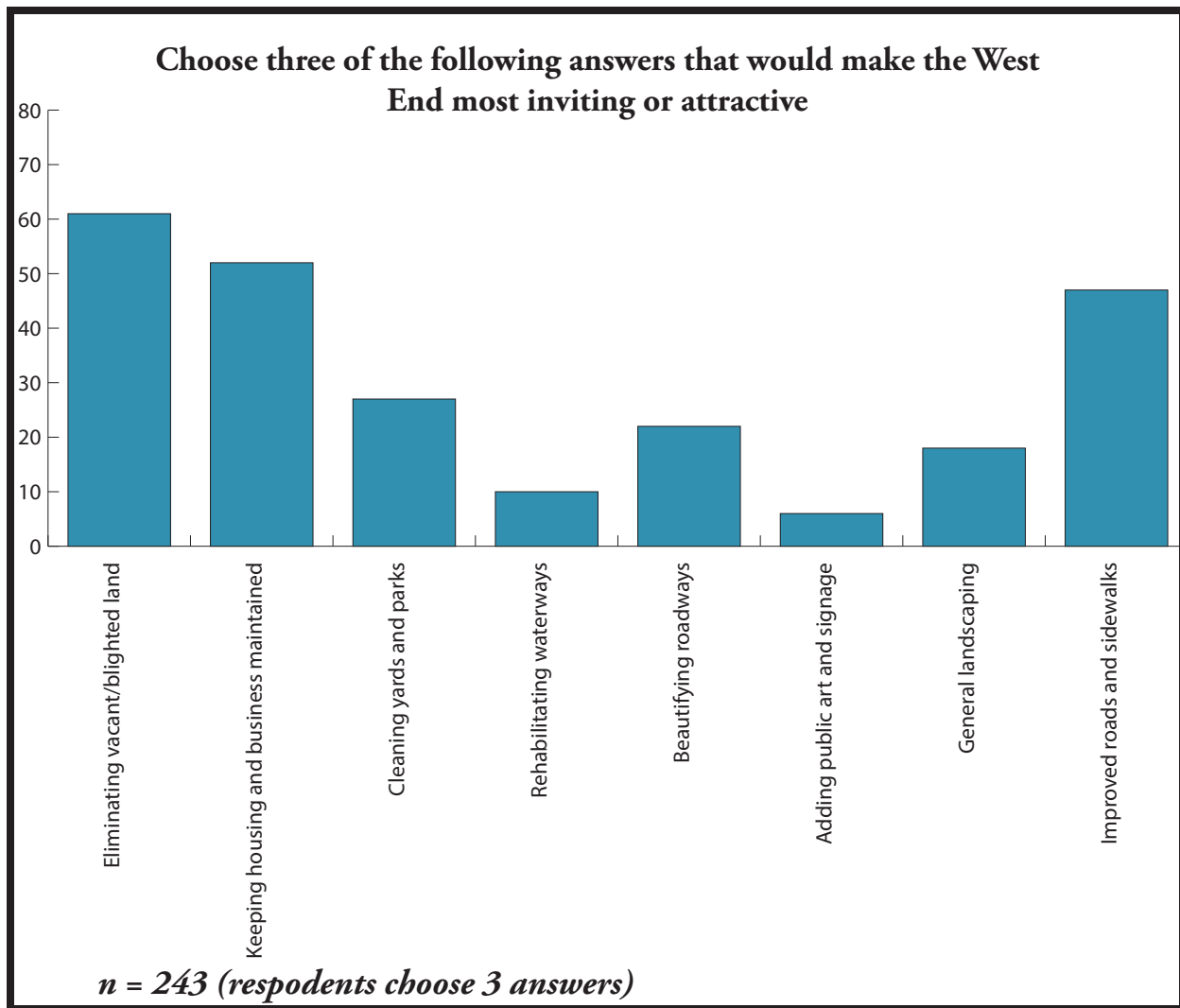


Chart A-9

Chart A-9 is the results of a question from the online survey. Respondents were asked to eliminate three detriments to the West End that they believed would make the West End more inviting and attractive. The majority of the respondents believe that eliminating blighted/vacant land, improving sidewalks and roads, and keeping houses and businesses maintained would have the most impact.

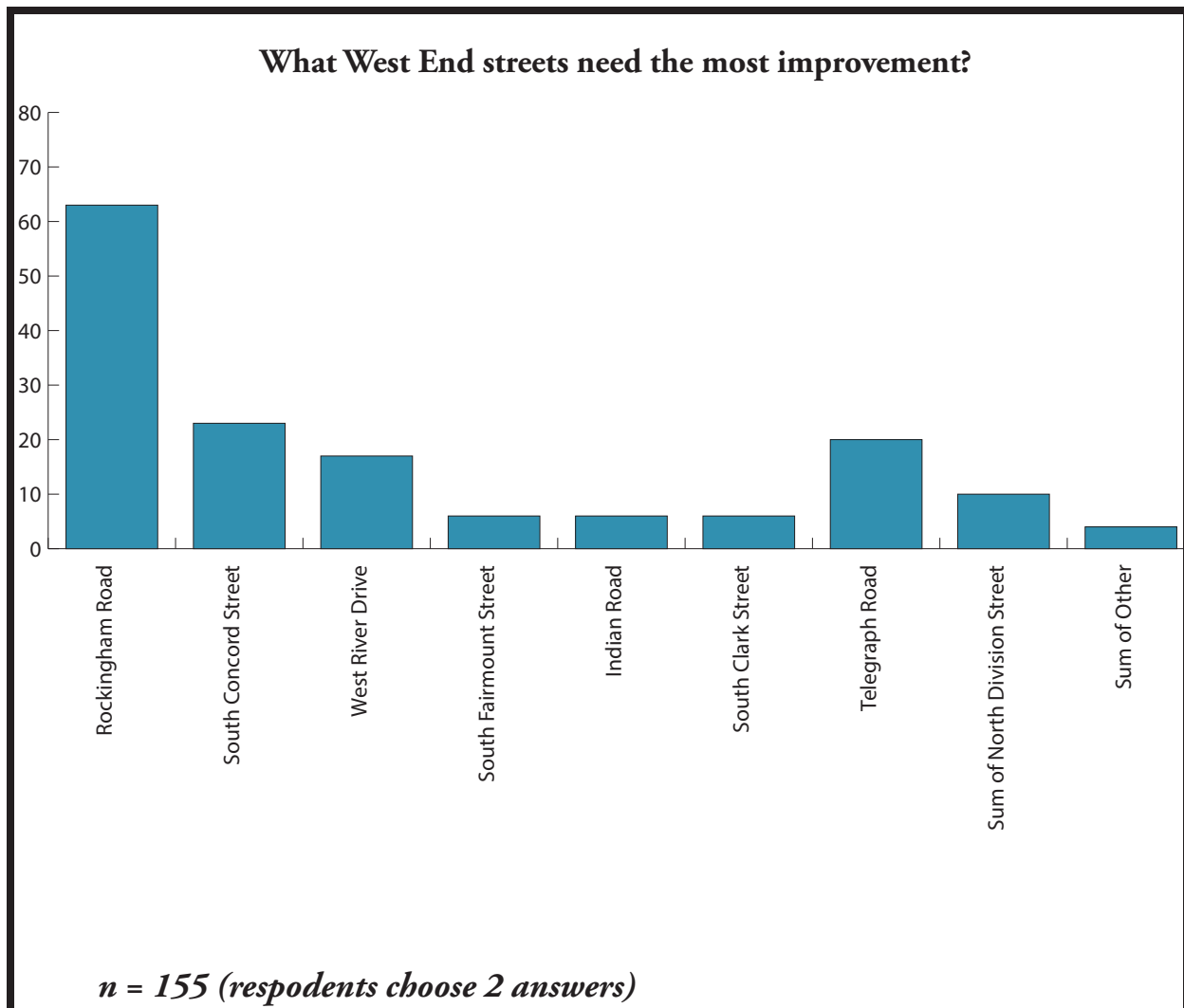


Chart A-10

Chart A-10 is the results of a question from the online survey. Respondents were asked which two roads in the West End needed the most improvement. Overwhelmingly, respondents stated that they want Rockingham Road to be improved. Concord Street, West River Drive, and Telegraph Road also received a high number of votes.

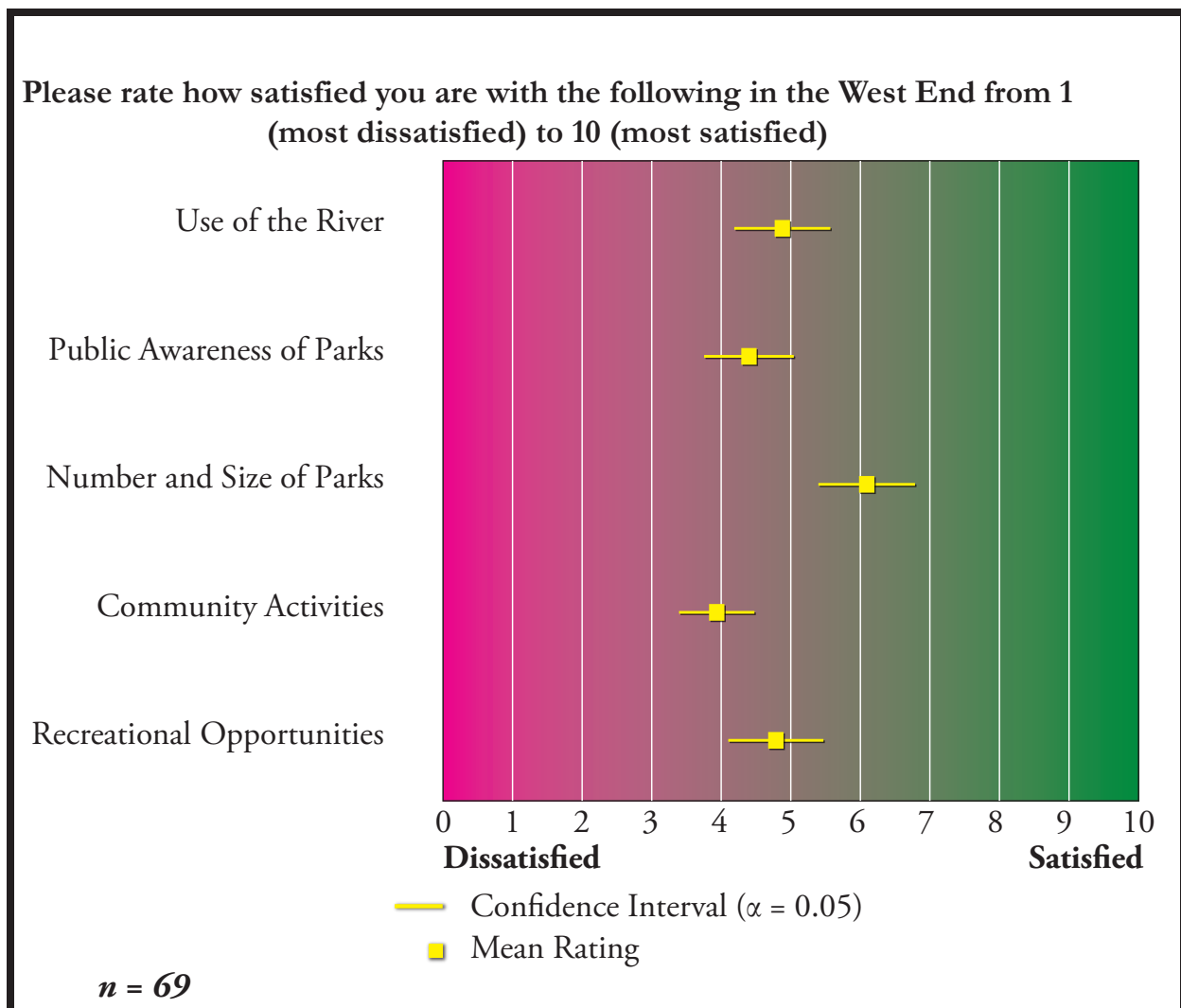


Chart A-11

Chart A-11 is the results of a question from the online survey. Respondents were asked to rate how satisfied they were with the park and recreational amenities provided in the West End. The results show that respondents were the most satisfied with the current number and use of the parks and the least satisfied with community activities, recreational opportunities, and public awareness of the parks. The chart itself displays the mean scores of each of these results and the 95% confidence interval for the mean scores.

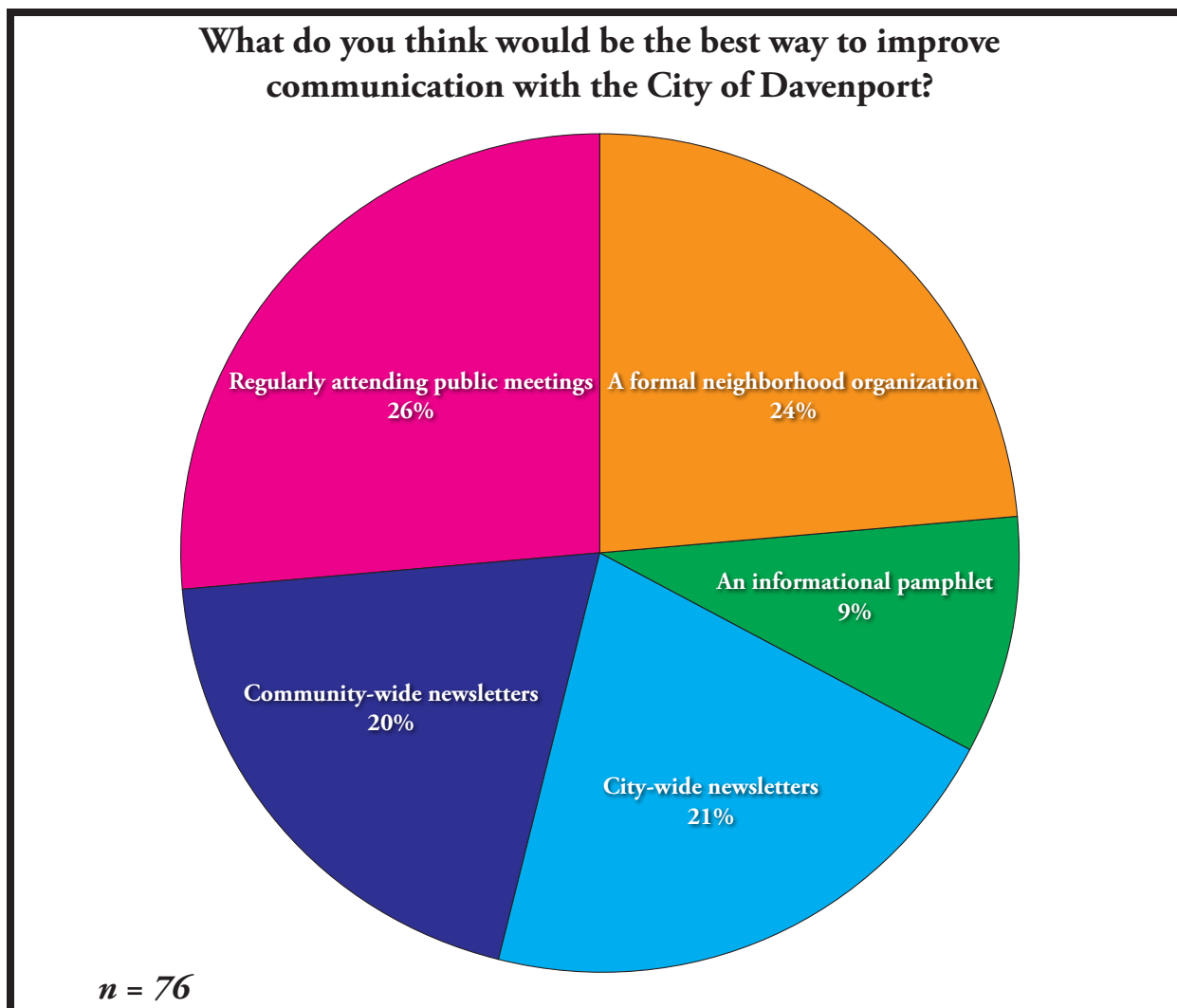


Chart A-12

Chart A-12 is the results of a question from the online survey. Respondents were asked what they thought would be the best way to improve communication between the West End and the City of Davenport. The results were split between regularly attending public meetings, formal neighborhood associations, community-wide newsletters, and city-wide newsletters. Using an informational pamphlet was the least popular choice.