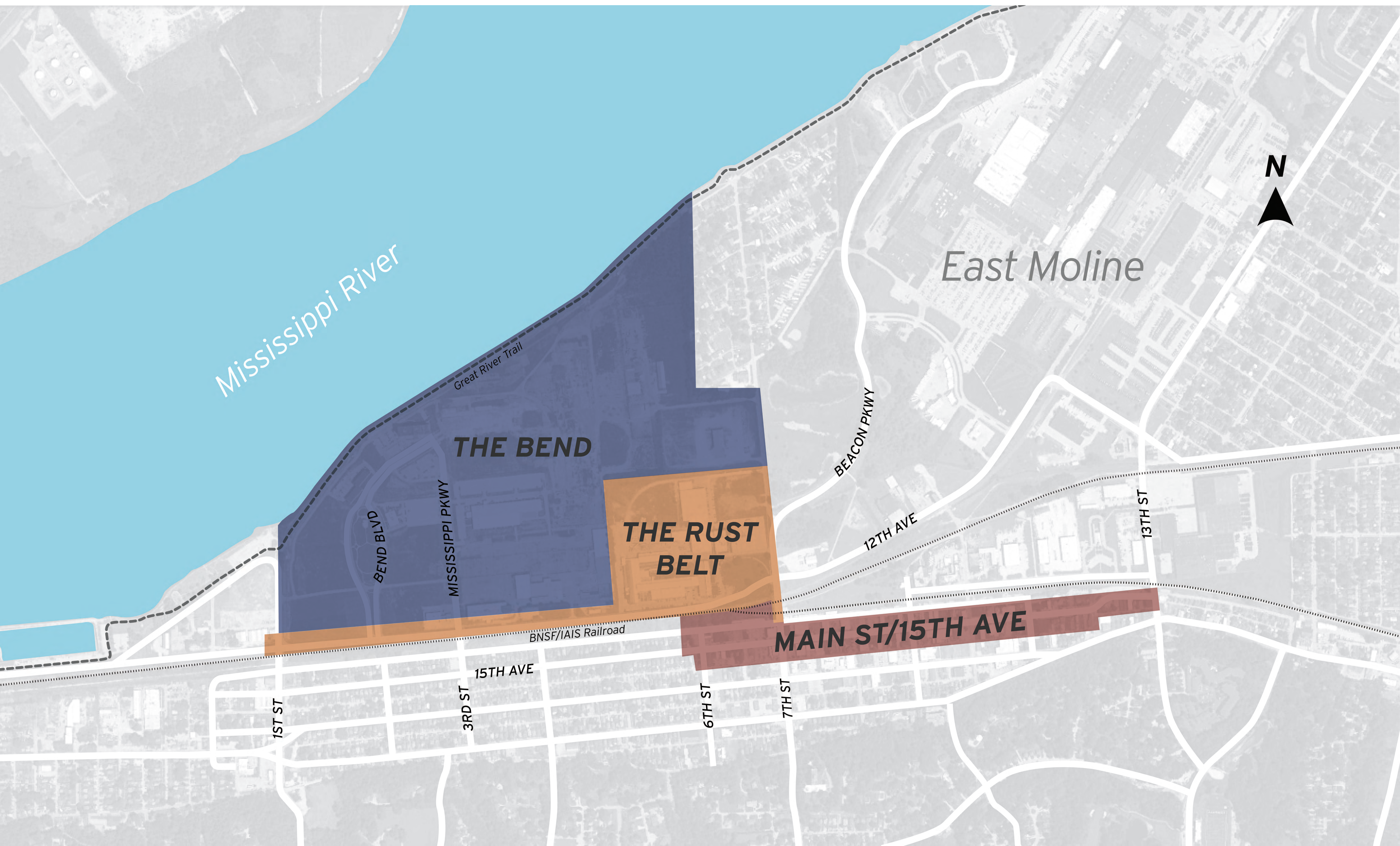
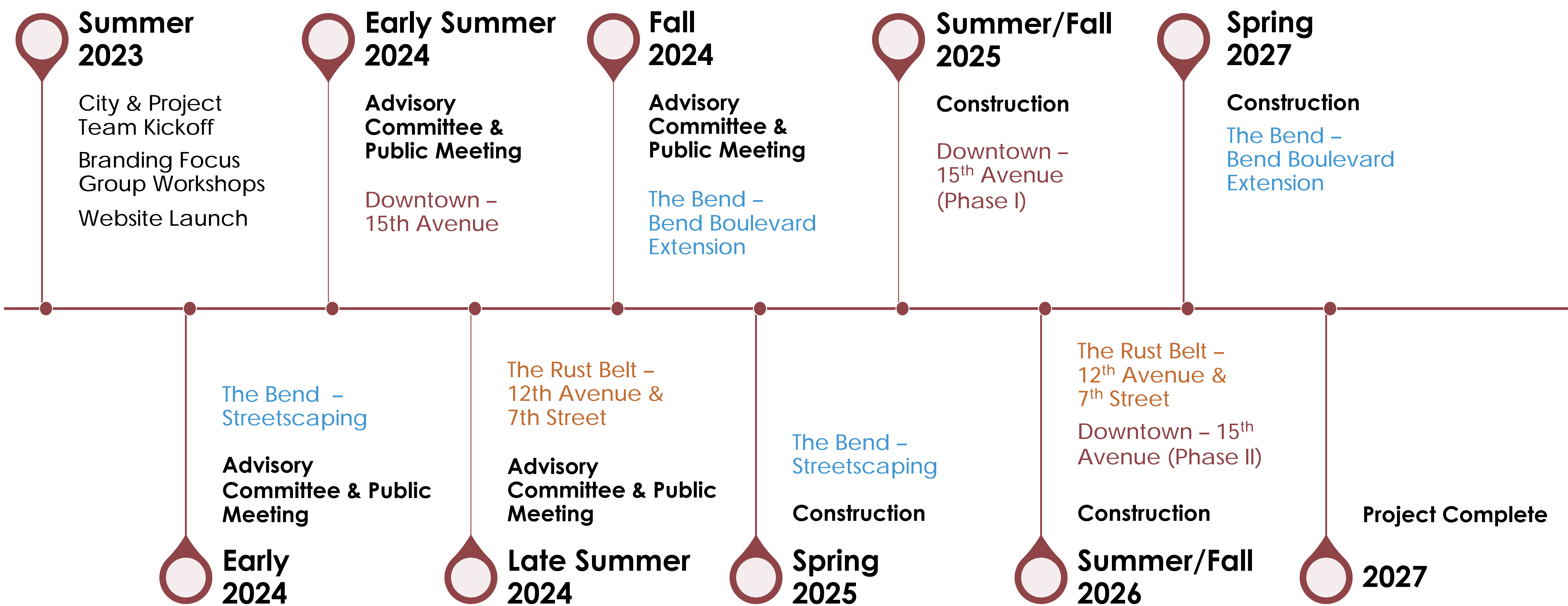


# Project Area Map





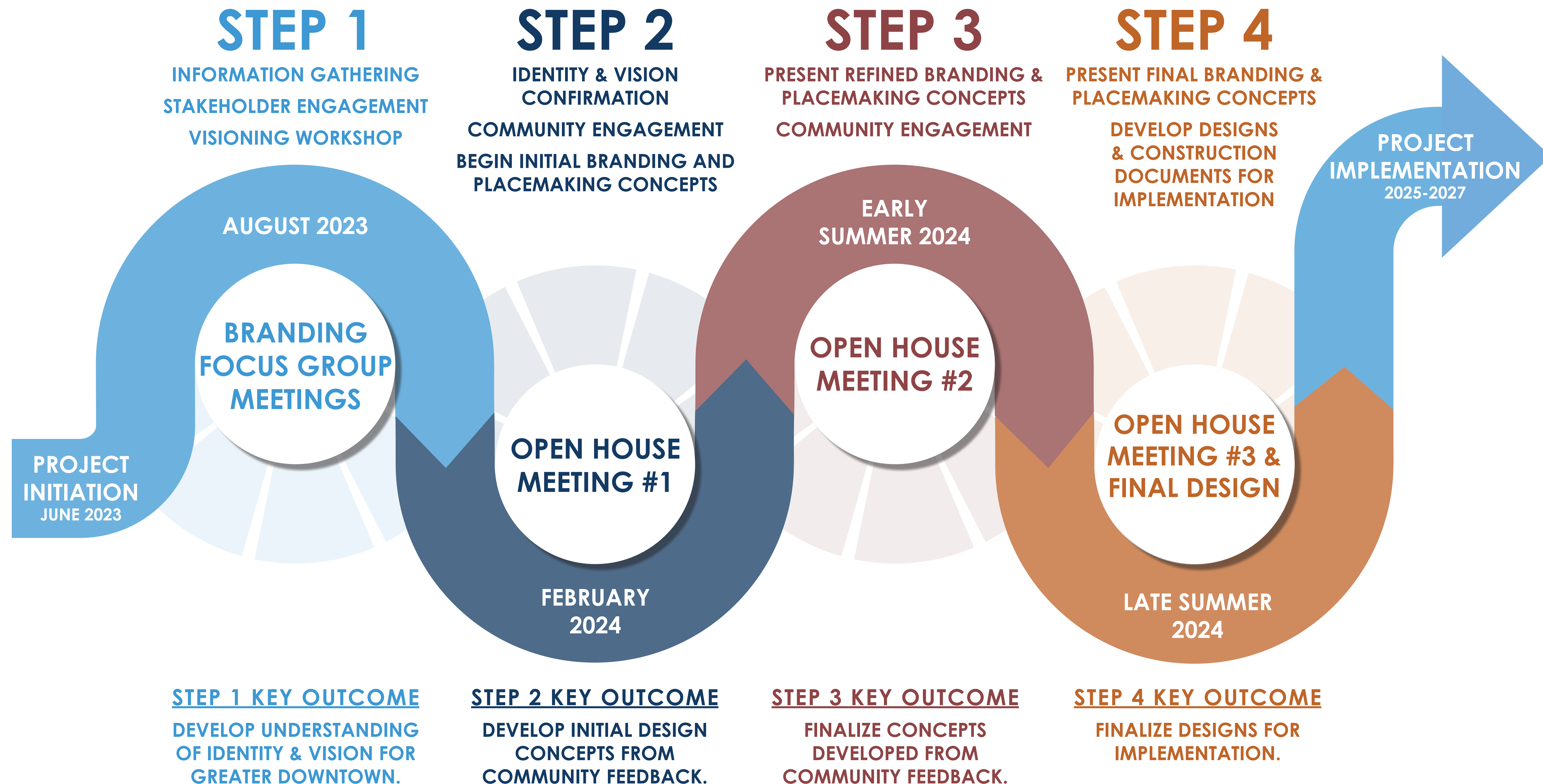
# Project Milestones



# PARTICIPATE IN DEVELOPING DOWNTOWN'S BRANDING AND PLACEMAKING



## COMMUNITY BRANDING + PLACEMAKING PROCESS & TIMELINE





# 15th AVE / “MAIN STREET” BRANDED KIT OF PARTS



## WHAT COULD BRANDING ELEMENTS LOOK LIKE FOR DOWNTOWN EAST MOLINE?

### PLACEMAKING KIT-OF-PARTS “MAIN STREET”

**ROADWAY ZONE**

**Roadway / Travel Lanes**  
Material: Cast-In-Place Concrete  
Color: Standard Gray / MFG Sand  
Finish: 05 Light Blue Sandblast Finish  
Jointing: 12"x12" Sawcut Windowpane

**Crosswalks & Mid-Block**  
Material: Cast-In-Place Concrete  
Color: Standard Gray / MFG Sand  
Finish: 05 Light Blue Sandblast Finish  
Jointing: 6"x6" Sawcut Windowpane

**Markings & Separators**  
Main Street  
Material: Reflective Paint  
Color: Various, as required by IDOT  
Size: Various, as required by IDOT

**AMENITY ZONE**

**Accent Paving / Parking Lanes**  
Material: Pre-Cast Concrete  
Color: 45% Umber, 45% Gray, 10% Charcoal  
Finish: Sandblast Finish  
Accent Size & Jointing: 12"x48" Stack Bond  
Paving Size & Jointing: 12"x12" Stack Bond

**Carriage Strip**  
Material: Pre-Cast Concrete  
Color: Charcoal  
Finish: Sandblast Finish  
Size & Jointing: 12"x12" Stack Bond

**Detectable Warning**  
Material: Pre-Cast Concrete  
Color: Charcoal  
Finish: ADA Raised Truncated Domes  
Size & Jointing: 12"x12" Stack Bond

**SIDEWALK ZONE**

**Sidewalk & Curb Cuts**  
Material: Pre-Cast Concrete  
Color: Standard Gray / MFG Sand  
Finish: 05 Light Blue Sandblast Finish  
Jointing: 6"x6" Sawcut Windowpane

**Tree Grate**  
Material: Ductile Iron  
Color: Dark Antique Patina  
Finish: Rust Converter  
Size: Varies, Square & Rectangles Available

Lighting, Signage, Wayfinding, & Furnishings

**ROADWAY ZONE**

**Gateway Element**  
Description: Trestle inspired gateway arch with w-beam metal & wood/wood-like supports. The sign element includes raised 3D lettering on a perforated metal panel.  
Material: Metal structure with wood/wood-like accent  
Color: Black & main street brand color metal with warm wood / wood-like accents.

### PROPOSED “MAIN STREET” VIEW



Lighting, Signage, & Wayfinding

**ROADWAY ZONE**

**Roadway Lighting**  
Description: 24' to 28' metal pole with wood/wood-like accent. The future features a modern LED pendant luminaire, harmonious to the current downtown standard, and a most arm style mounting hardware.  
Optional attachments for catenary lighting and banner arm will provide flexibility and a consistent pattern language along the full corridor. Catenary luminaire matches the pedestrian scale lighting future.  
Material: Metal structure with wood/wood-like accent.  
Color: Black metal with warm wood/wood-like material accents.  
Banner: Solid Main Street Brand Color -  
Lighting: Black housing and hardware.

**Free Standing Street Signage**  
Description: 9' to 10' wood/wood-like posts with blade style street signs.  
Material: Wood/wood-like Post with protective metal base.  
Color: Warm wood/wood-like material & black metal.  
Signage: Main Street Brand Color Blades with black hardware.

Lighting, Signage, & Wayfinding

**AMENITY ZONE**

**Free Standing Street Signage**  
Description: 6' to 18' wide by 40" to 72" tall w-beam inspired sign elements support various potential free standing signage. Potential signs include Public Parks, No Parking, No Smoking Areas, Designated Smoking Areas, and Identification Placards.  
Material: Metal structure with 3D metal lettering.  
Color: Black metal with white lettering.

**Bus Shelter**  
Description: Existing metal and glass structure reused with “Main Street” District Branding attached. W-Beam upper fascia with warm wood/wood-like accent and 3D identifier lettering.  
Material: Existing structure to remain. Metal fascia with warm wood/wood-like accent.  
Color: Black metal & warm wood/wood-like material.

Street Furnishings

**AMENITY ZONE**

**Accent Platform Seating**  
Description: Beepike tiered platform / urban bleacher like seating elements for informal gathering and entertainment is encouraged.  
Material: Reclaimed reclaimed 12"x12" core wood beams and metal supports.  
Color: Warm wood / wood-like material & black metal.  
Options: USB charging system.

**Receptacles**  
Description: The receptacle for the “Main Street” District features a modern steel frame and is sculpted with a gently arched roof. Warm wood/wood-like doors soften the structure and provide a classic yet contemporary feature.  
Material: Metal structure with wood/wood-like doors  
Color: Black metal & warm wood/wood-like material.  
Options: Green slot and “Recycle” identification

Lighting, Signage, & Wayfinding

**AMENITY ZONE**

**Pedestrian Scale Lighting**  
Description: 12' to 14' wood/wood-like posts with positionable spot style luminaire and optional catenary lighting hardware. Luminaire matches the optional catenary future on the roadway lighting element.  
Material: Wood post with protective metal base.  
Color: Warm wood/wood-like material & black metal.  
Lighting: Black housing and hardware.

**Wayfinding Signage**  
Description: 12' to 14' metal post with vertical “Main Street” District identifier text. Wooden/wood-like blade signage attached to post with metal brackets.  
Material: Metal structure with 3D metal lettering.  
Color: Black Metal & warm wood/wood-like material.

**Informational Kiosk**  
Description: 6' to 8' metal post with vertical “Information” identifier text. Multi-Media Display with metal mounting hardware and wood/wood-like pier.  
Material: Metal structure with 3D metal lettering.  
Color: Black metal & warm wood/wood-like material.  
Panel: Waterproof LED multi-media display.

Street Furnishings

**AMENITY ZONE**

**Bench Seating**  
Description: The foundational seating element of the streetscape, the “Main Street” District bench is shaped by minimalist modern lines and graceful curves that blends a light feel with sturdy materials for longevity. Backed and backless benches options in either 6' or 8' lengths have metal frames and wood/wood-like seats and backs.  
Material: Metal structure with wood/wood-like seats and backs.  
Color: Black metal & warm wood/wood-like material.

**8' Backless Bench**

**6' Backless Bench**

Street Furnishings

**AMENITY ZONE**

**Bicycle Parking**  
Description: A simple, clean, and bold bicycle rack that draws inspiration from the w-beam in it's design language. Embossed Bicycle icon identifier.  
Material: Metal structure  
Color: Black metal

**Bollard**  
Description: A simple w-beam structure approximately 36" to 40" in height. Optional surface mounting or embedded for additional security.  
Material: Metal structure  
Color: Black metal

**Café Ensemble**  
Description: Light, movable, and timeless. The Café Ensemble features folding metal tables and metal chairs with wooden slats.  
Material: Metal structure with Wood Slats  
Color: Black metal & warm wood/wood-like material.

**Café Barrier**  
Description: A trestle inspired barrier or separator for designated outdoor dining areas. A simple 6' extruded metal frame with a perforated metal privacy panel and support posts affix to base plates. Can be easily disassembled for optional use.  
Material: Metal structure with perforated metal privacy panels.  
Color: Black metal

**ADA Railings**  
Description: A trestle inspired railing accessible access into buildings. A simple 6' extruded metal frame & support that complements the other design elements.  
Material: Metal structure  
Color: Black metal



# PLACEMAKING AND BRANDING KIT OF PARTS



## WHAT COULD BRANDING ELEMENTS LOOK LIKE FOR DOWNTOWN EAST MOLINE?

PLACEMAKING KIT-OF-PARTS THE BEND

Paving / Hardscape

ROADWAY ZONE

**Roadway & Parking Lane**

Material: Cast-In-Place Concrete  
Color: Standard Gray / MFG Sand  
Finish: 05 Light Blue Sandblast Finish  
Jointing: 12"x12" Sawcut Windowpane

**Crosswalks & Mid-Block**

Material: Cast-In-Place Concrete  
Color: Standard Gray / MFG Sand  
Finish: 05 Light Blue Sandblast Finish  
Jointing: 6"x6" Sawcut Windowpane

**Markings & Separators**

Main Street  
Material: Reflective Paint  
Color: Various, as required by IDOT  
Size: Various, as required by IDOT

AMENITY ZONE

**Accent Paving**

Material: Pre-Cast Concrete  
Color: 45% Gray 45% Charcoal  
Finish: Sandblast Finish  
Size & Jointing: 12"x48" Stack Bond

**Carriage Strip**

Material: Pre-Cast Concrete  
Color: Charcoal  
Finish: Sandblast Finish  
Size & Jointing: 12"x12" Stack Bond

**Detectable Warning**

Material: Pre-Cast Concrete  
Color: Charcoal  
Finish: ADA Raised Truncated Domes  
Size & Jointing: 12"x12" Stack Bond

SIDEWALK ZONE

**Sidewalk & Curb Cuts**

Material: Cast-In-Place Concrete  
Color: Standard Gray / MFG Sand  
Finish: 05 Light Blue Sandblast Finish  
Jointing: 6"x6" Sawcut Windowpane

**Tree Grate**

Material: Ductile Iron  
Color: Raw Metal  
Finish: Galvanized  
Size: Varies, Square & Rectangles Available

Lighting, Signage, Wayfinding, & Furnishings

ROADWAY ZONE

AMENITY ZONE

Material / Color Palette

Stainless / Galvanized Metal

Ebonized Wood / Wood-Like Material

Brand Color

Lighting, Signage, Wayfinding, & Furnishings

AMENITY ZONE

SIDEWALK ZONE

Material / Color Palette

Stainless / Galvanized Metal

Ebonized Wood / Wood-Like Material

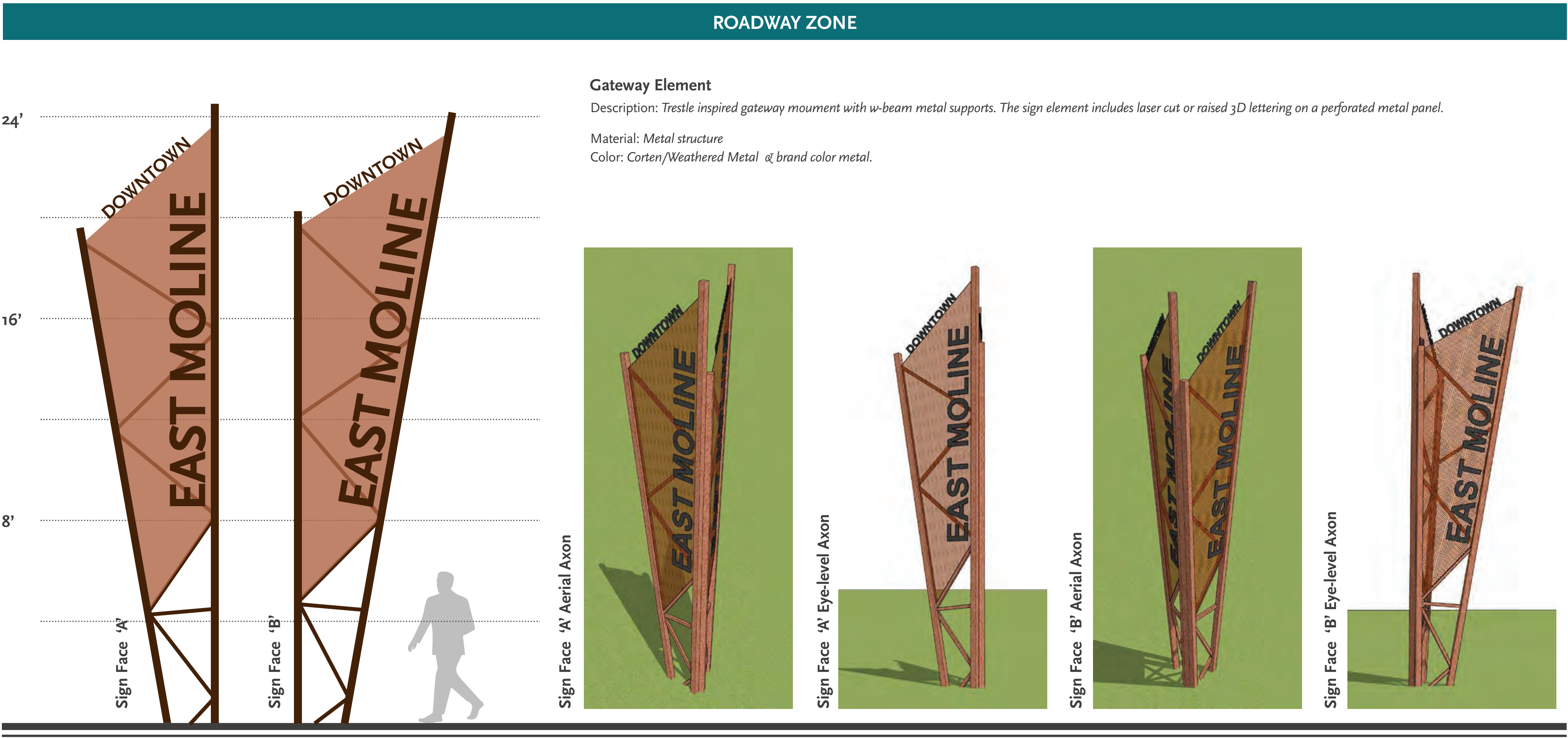
Brand Color



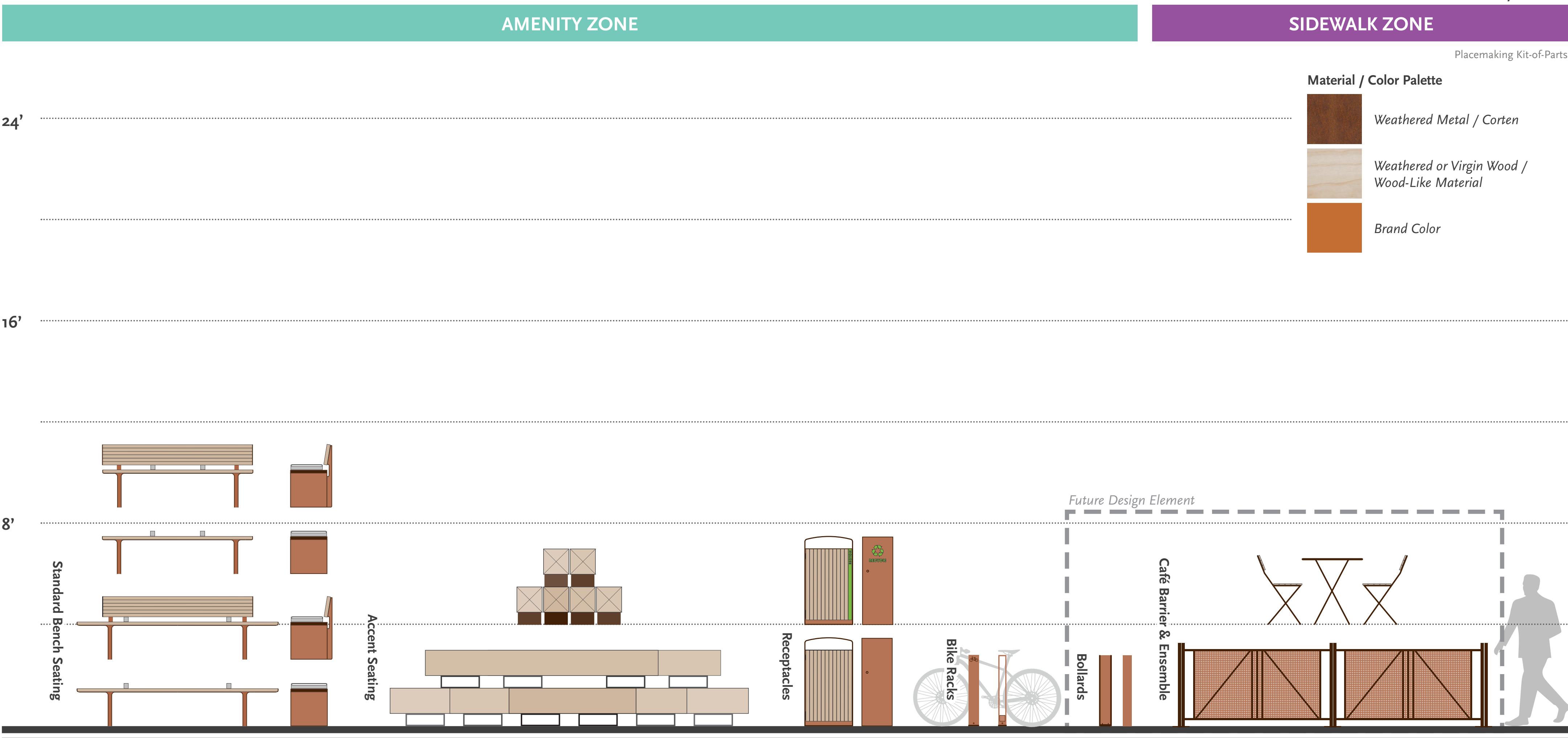
# PLACEMAKING AND BRANDING KIT OF PARTS - RUST BELT



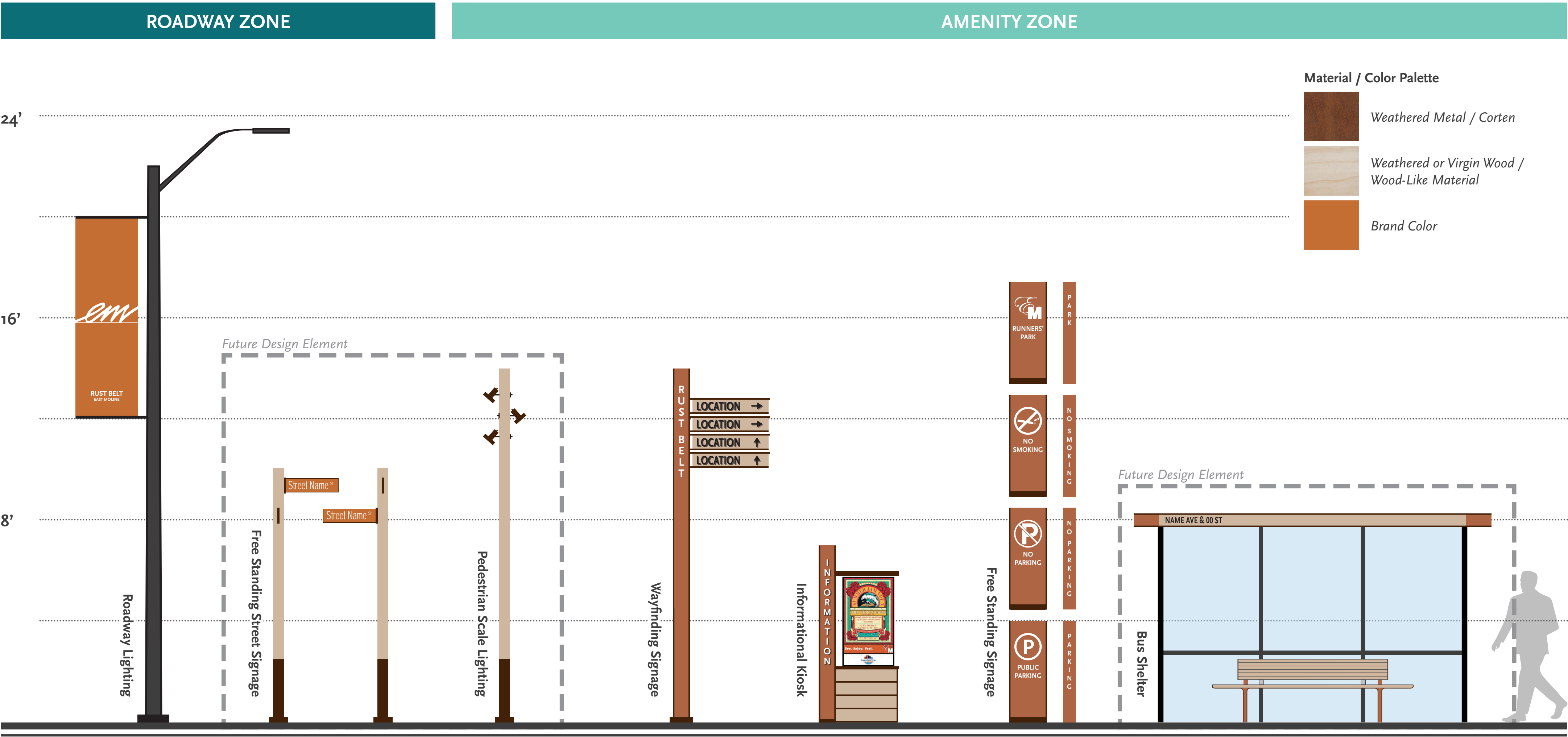
Lighting, Signage, Wayfinding, & Furnishings



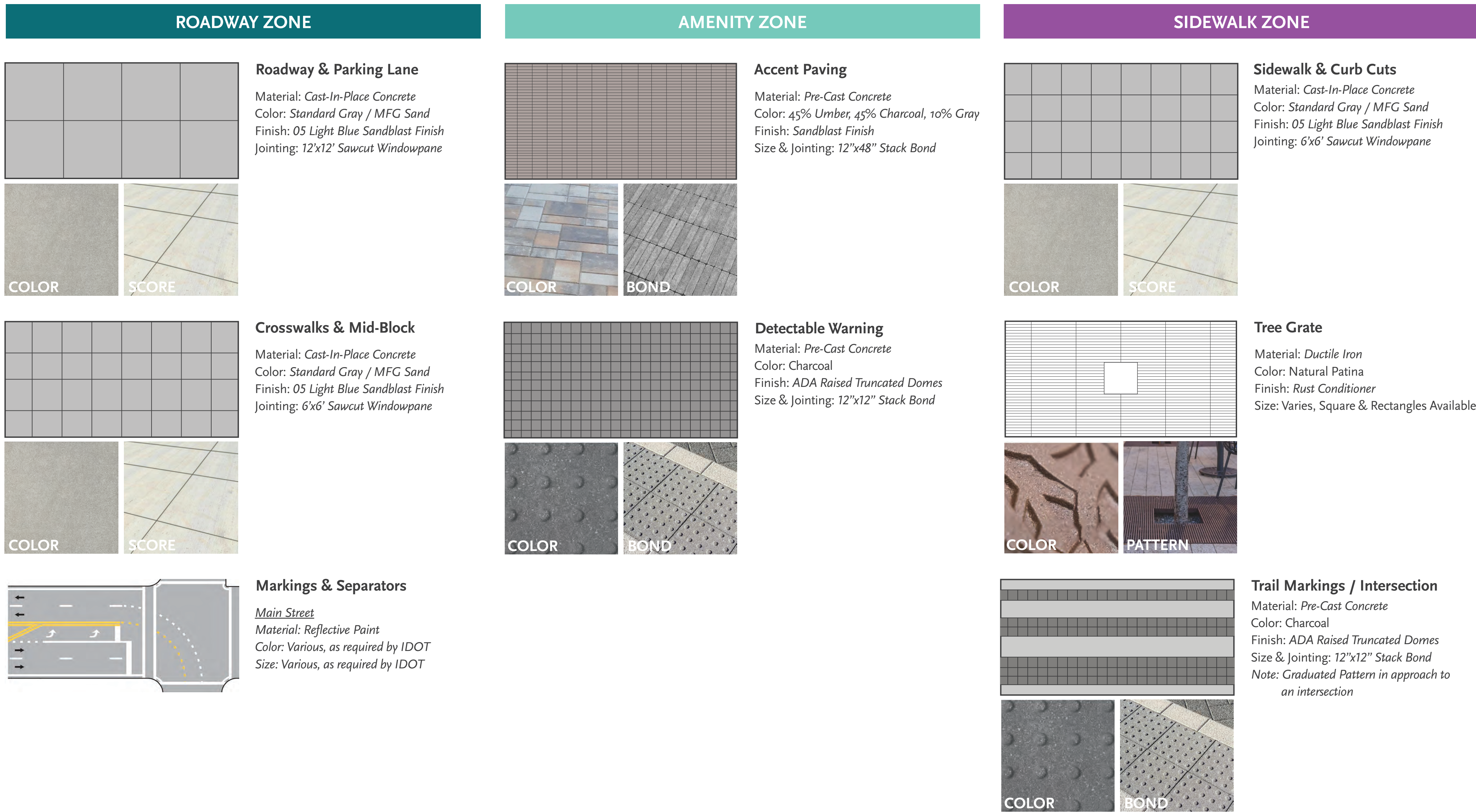
Lighting, Signage, Wayfinding, & Furnishings



Lighting, Signage, Wayfinding, & Furnishings



Paving / Hardscape

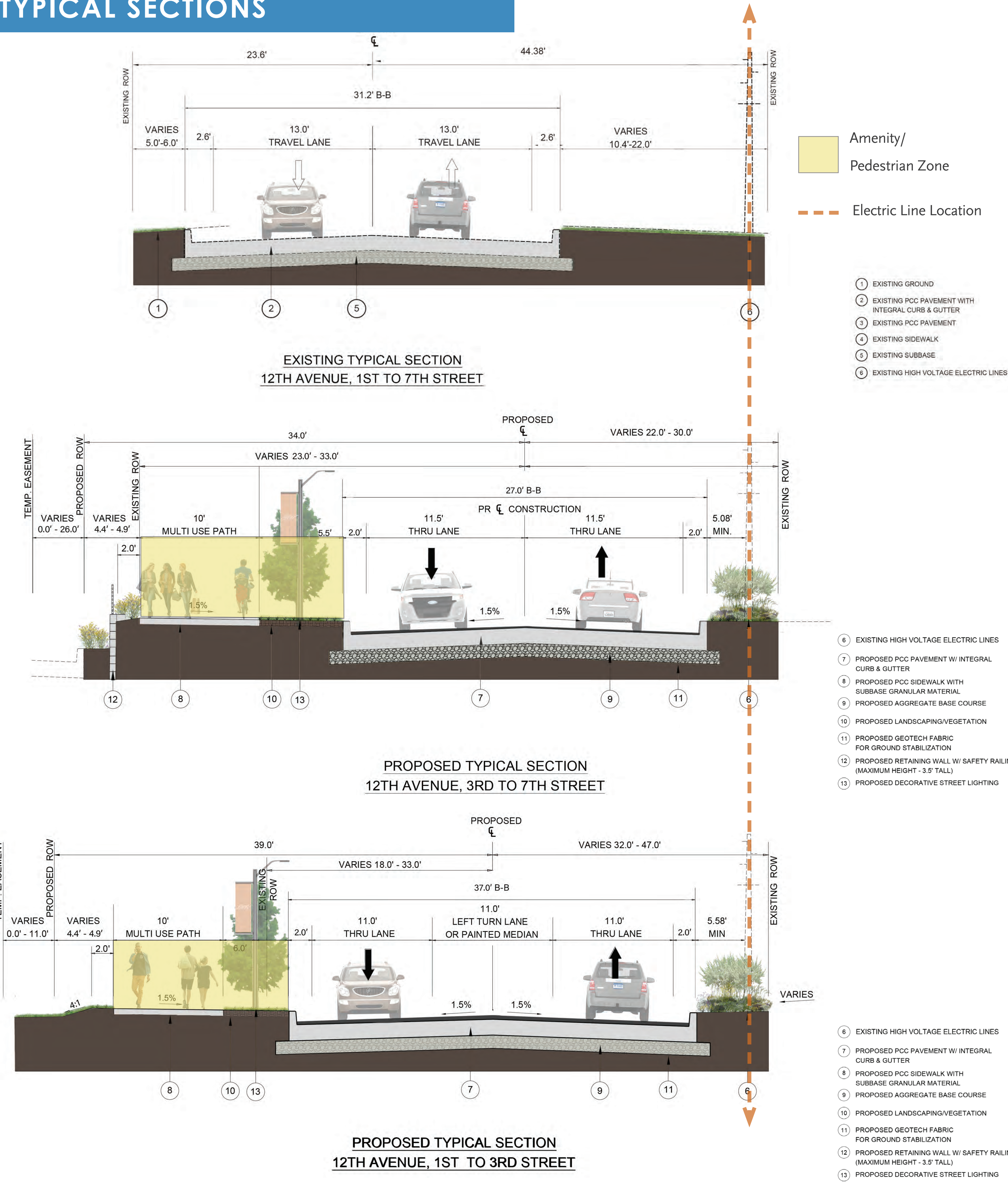




# 12th AVENUE IMPROVEMENTS



## TYPICAL SECTIONS



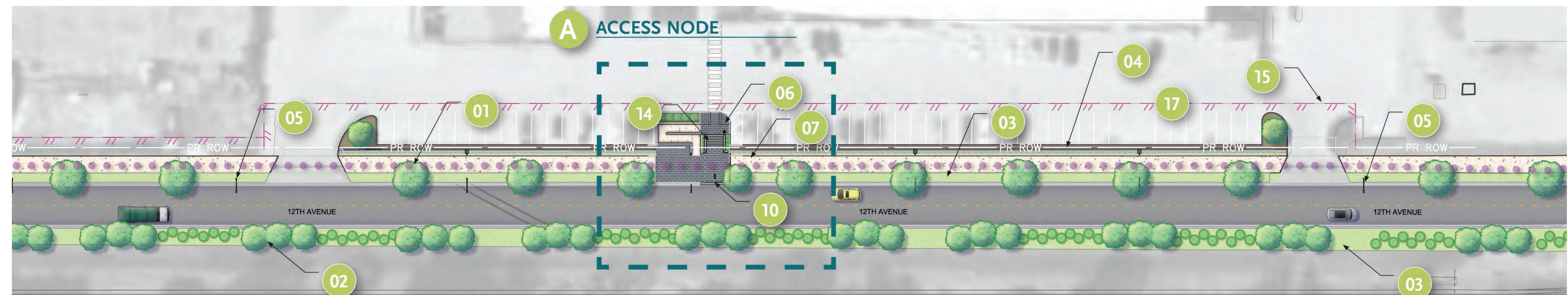
## 12TH AVE 3D SECTION



## PROPOSED "ACCESS" NODE VIEW



## 12TH AVE KEY PLAN



- KEY**
- 01 Street Trees
  - 02 Buffer Plantings
  - 03 Lawn Area
  - 04 Retaining Wall
  - 05 Street Lighting
  - 06 Bench Seating
  - 07 Railing
  - 08 Pedestrian RR Gate with Escape Path
  - 09 Wayfinding Signage
  - 10 Informational Kiosk
  - 11 Gateway Sign/ Monument
  - 12 Crosswalk
  - 13 Tactile Paving
  - 14 Stairs
  - 15 Temporary Easement
  - 16 Permanent Easement
  - 17 ADA Access Node

## PROJECT METRICS

### EXISTING CONDITIONS:

- Two Lane Road
- No Sidewalk / Trail Connections

### PROPOSED CONDITIONS:

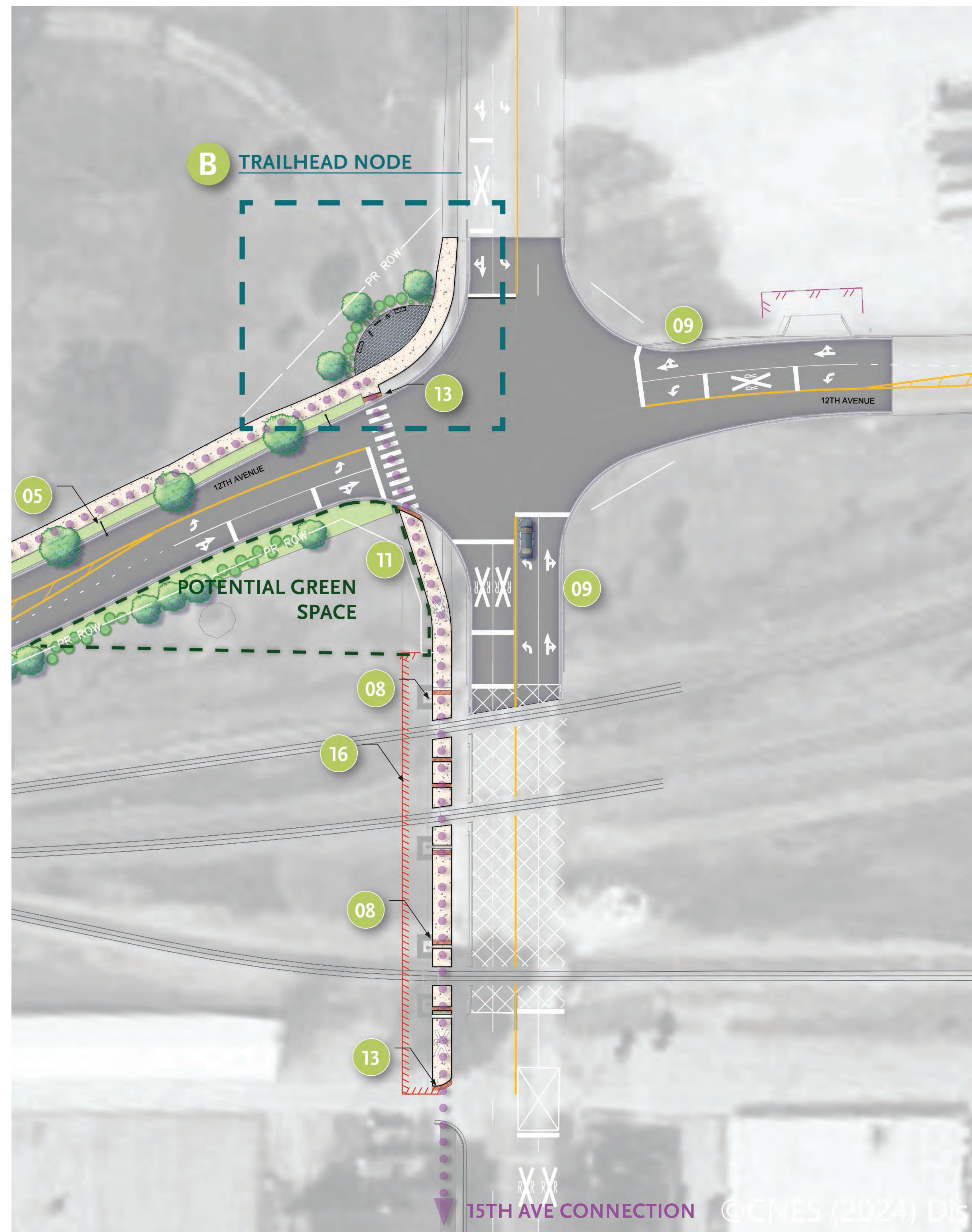
- Two Lane Road, Shifted for more Pedestrian Space
- 10' Multi-use Pathway
- Seating and Access Nodes
- Pavers
- Street Trees
- Railroad Buffer Plantings
- Wayfinding Signage
- Waste Receptacles
- Street Lighting
- Retaining Walls only where needed.



# 7th STREET RAILROAD CROSSINGS ENHANCEMENTS



## 7TH ST./ RR CROSSING PLAN



## 7TH ST CROSSING BEFORE



## 7TH ST CROSSING AFTER



### KEY

- |  |                           |
|--|---------------------------|
| 01 Street Trees                        | 11 Gateway Sign/ Monument |
| 02 Buffer Plantings                    | 12 Crosswalk              |
| 03 Lawn Area                           | 13 Tactile Paving         |
| 04 Retaining Wall                      | 14 Stairs                 |
| 05 Street Lighting                     | 15 Temporary Easement     |
| 06 Bench Seating                       | 16 Permanent Easement     |
| 07 Railing                             | 17 ADA Access Node        |
| 08 Pedestrian RR Gate with Escape Path |                           |
| 09 Wayfinding Signage                  |                           |
| 10 Informational Kiosk                 |                           |

## PROJECT METRICS

### EXISTING CONDITIONS:

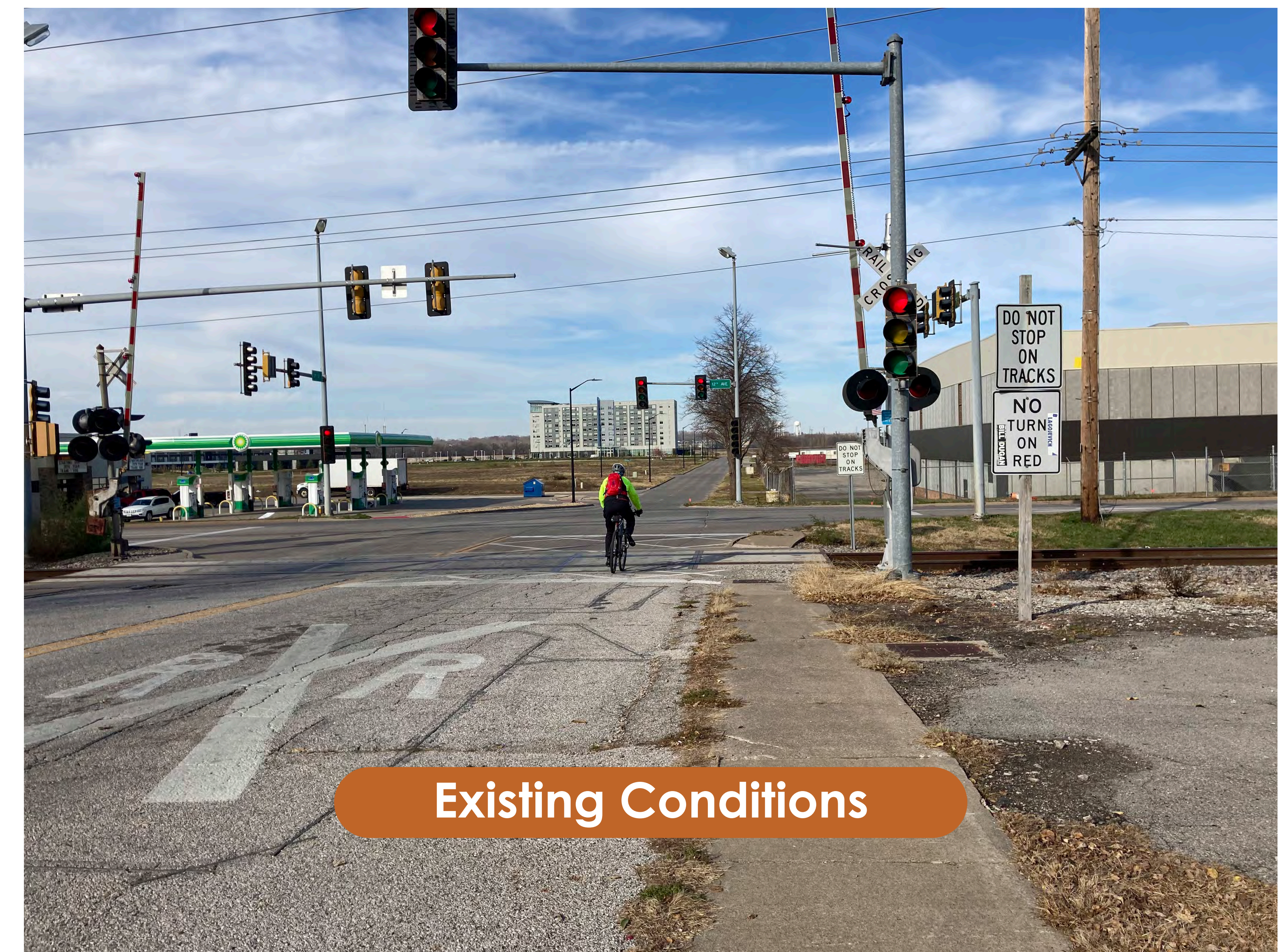
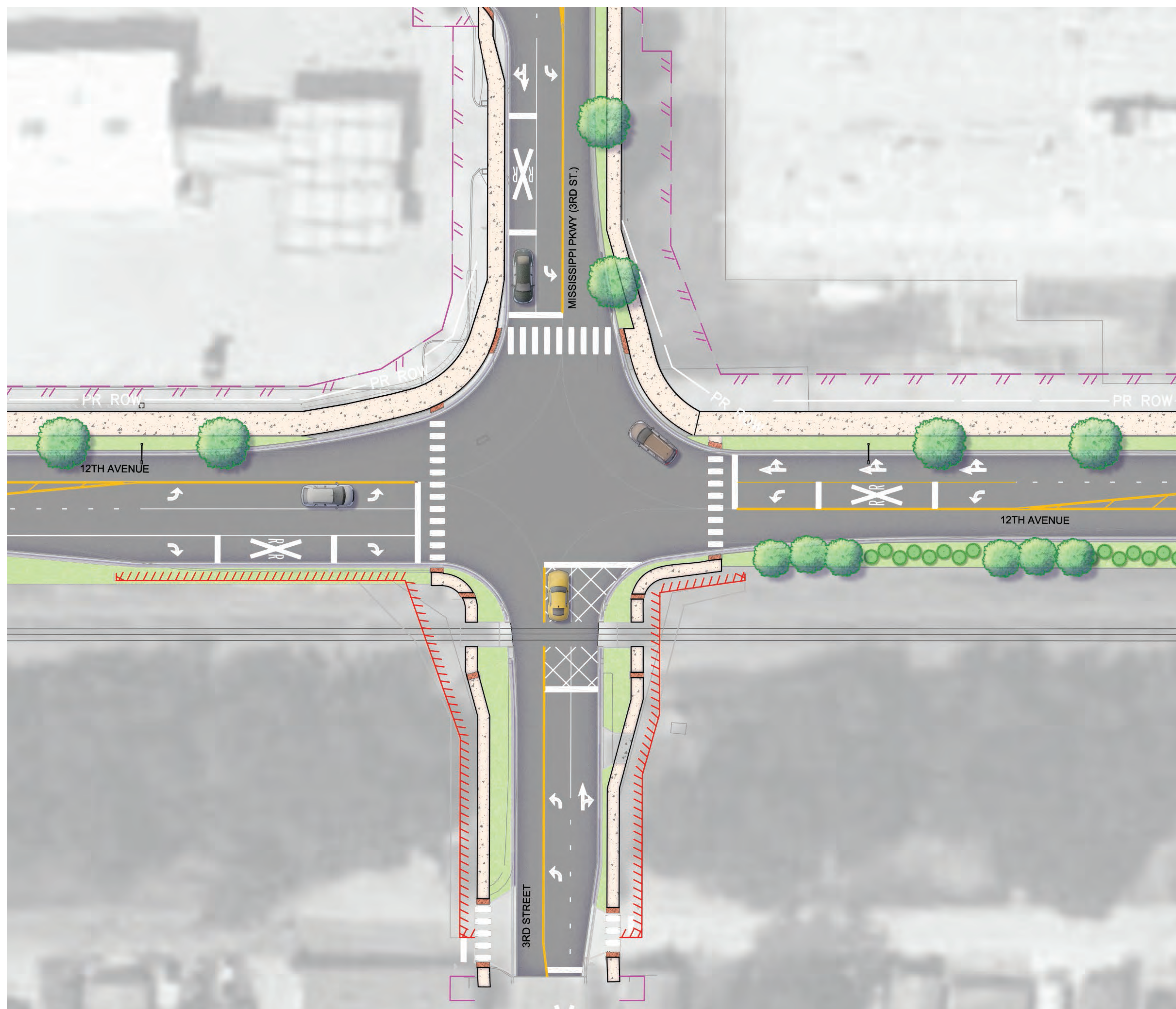
- 5 foot wide sidewalk
- No warning devices for pedestrians

### PROPOSED CONDITIONS:

- 10 foot wide multi-use path
- Pedestrian signals & gates across path
- New signage and detectable warnings
- New electronic bell for enhanced audible warning



# 3rd STREET RAILROAD CROSSING IMPROVEMENTS



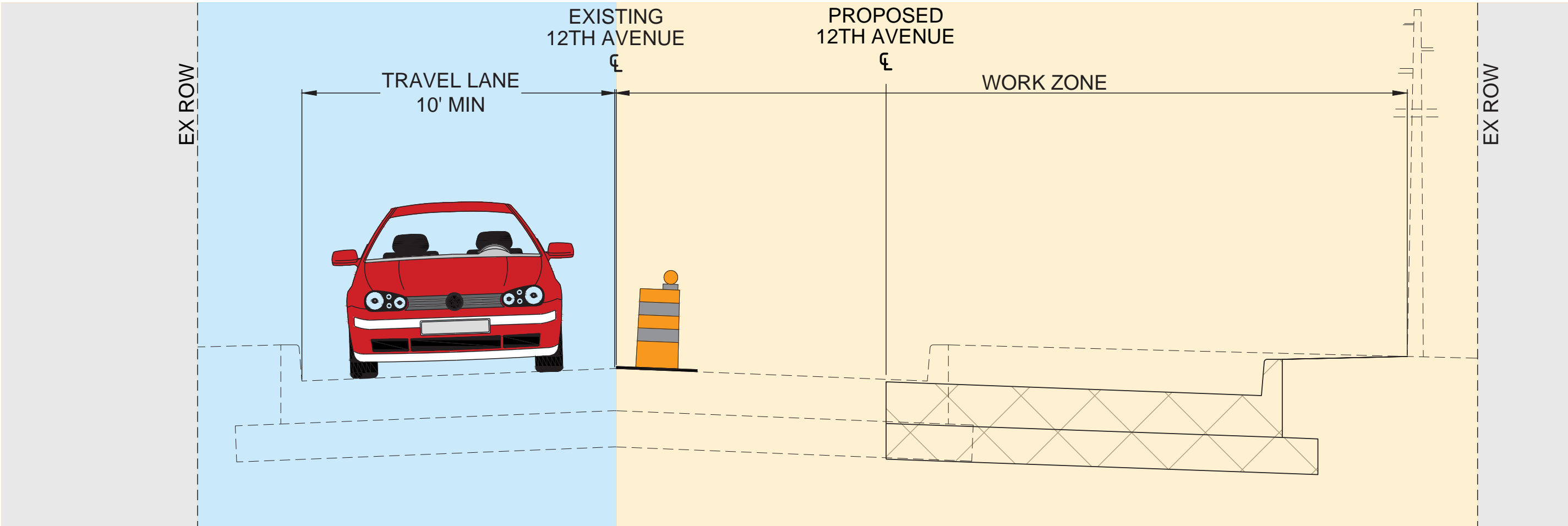
## Improvements:

- » Pedestrian safety improved by addition of curb and gutter and grass boulevard
- » Improved vertical alignment to eliminate hump south of the crossing
- » Added pavement markings and warning signs
- » Updated traffic signals with preemption for enhanced safety



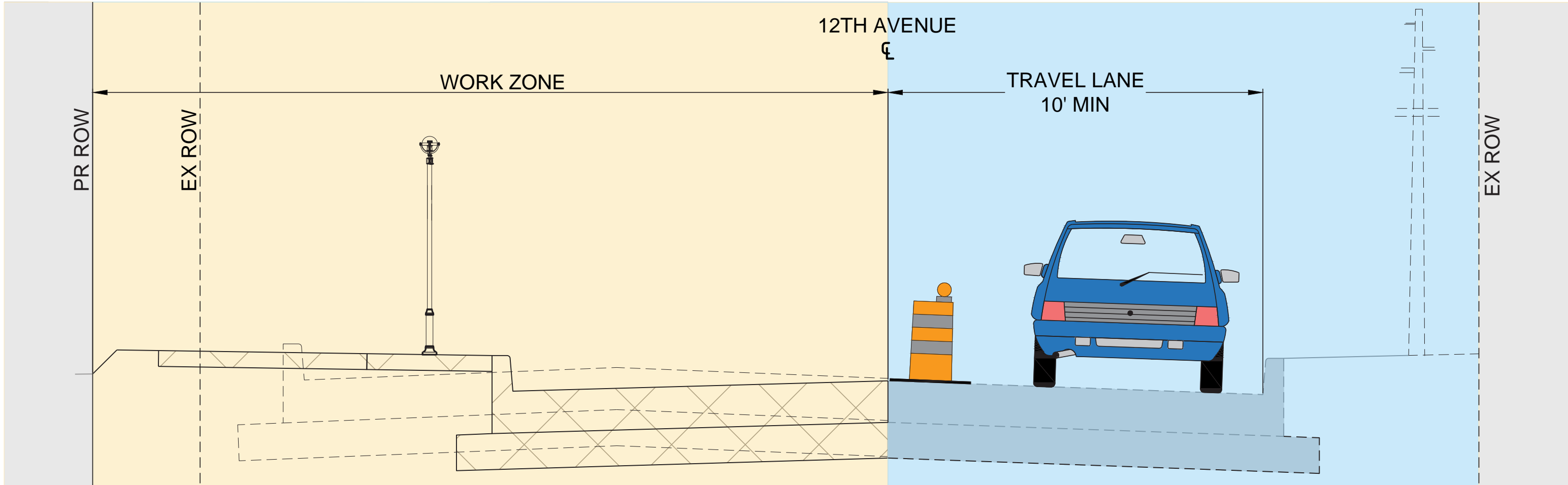
# CONSTRUCTION STAGING

## 12th AVENUE AND 7th STREET



### Stage 1

Construct south half of the proposed roadway and storm system. One way westbound traffic on 12<sup>th</sup> Avenue.



### Stage 2

Construct north half of the proposed roadway and storm system. One way eastbound traffic on 12<sup>th</sup> Avenue.

### Staging Strategies

- » Traffic remains open on 7<sup>th</sup> St to two-way traffic at all times
- » Access to businesses will remain open at all times
- » Limits on duration for sideroad closures
- » Bend Blvd and Mississippi Pkwy constructed during alternate closures to keep traffic to The Bend open at all times



# EAST MOLINE BIKE ROUTE CONNECTIONS

