

COMPREHENSIVE PLAN

Peoria City Council Overview



The Comprehensive Plan

The Comprehensive Plan is the master-planning document for a city. As such, it provides strategic policy, future land use, and development guidance to the community, City Council, City Commissions, and Administration. Most importantly, it provides a clear vision of what type of community the citizens of Peoria seek.

The authority to create a Comprehensive Plan is established in Illinois State Statute, *“for the present and future development or redevelopment of the municipality.”*

The City Council of Peoria adopted the first Comprehensive Plan for the community in 1937. The Plan before you this evening represents the fifth Comprehensive Plan in the past seventy-five years.

A Plan from the People

This Plan was developed through direct public participation – more than in any recent planning project

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The Strategy

The strategic core of this Plan represents a significant departure from past public sector Comprehensive Plans

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Future Land Use

The Future Land Use Map provides direction for development and redevelopment in and around Peoria

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Outreach

- 104 public meetings
- 4,000 webpage visits
- 2,000 participants
- 1,400 surveys completed
- 7,000 individual comments

A Plan from the People

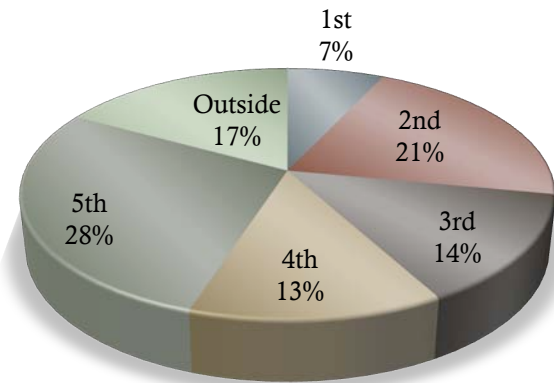
When the Planning Commission first set the guidelines for the development of this Comprehensive Plan, it was emphasized that the public involvement should be second to none in public planning efforts.

In order to achieve this goal, City Planning Staff, working with the Planning Commission, hosted numerous public meetings in a

variety of locations; established a dedicated webpage; launched an online survey; and, advertised on billboards, buses, business cards, and newspapers. After the initial round of public outreach, the Planning Commission determined that additional focused outreach needed to be directed at the African-American community; students; and local developers. These additional meetings provided important details for the Comprehensive Plan that would have been missed without the extra effort.

The Illinois Chapter of the American Planning Association honored the public outreach portion of the Comprehensive Plan with a Gold Award. Various other communities and professional organizations have requested information and direction on how to replicate Peoria's efforts in their communities.

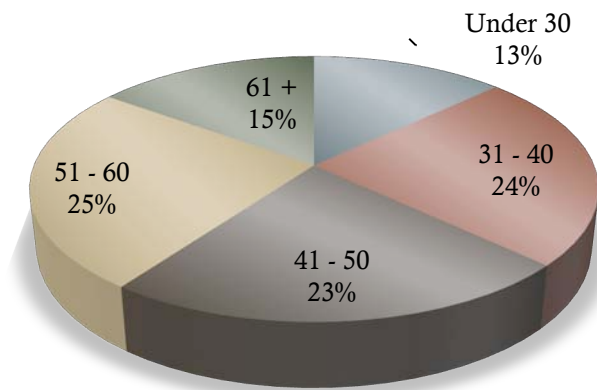
Survey Participation by Council District



Survey Quality

Although the online survey was not scientific in the strictest sense, because of the substantial sample size, the city-wide margin of error was only 2.6% - meaning that if everyone in Peoria was asked the same set of questions, the results would only vary by plus or minus 2.6%

Survey Age Categories



The Strategy

We will GROW PEORIA by providing an environment that attracts and retains jobs by focusing on Public Safety, Education, Economic Development, and Infrastructure

We will partner to deliver these services in a creative and sustainable manner

The Mission Statement of the Comprehensive Plan as shown above is simple and straightforward. However, it represents the distillation of all the public input, data gathering, analysis, and deliberation over the past three and a half years. It is best explained by parsing the entire statement.

What will we do?

We will Grow Peoria – this statement will have a different connotation for different people - grow the economy, grow the population, grow the downtown, grow the educational levels, etc., but for all it represents an aspiration to move forward.

How will we do this?

We will Grow Peoria by providing an environment that attracts and retains jobs.

Why jobs?

Because jobs are what attracts most people to Peoria; not recreation, not education, not weather.

Why attract and retain?

Because we must work at keeping the jobs that already exist in addition to attracting new jobs.

Why provide an environment?

Because the City of Peoria as an organization does not create or retain many jobs, but we can work with others to create an environment that is attractive the job creating sectors.

Why focus on Public Safety, Education, Economic Development, and Infrastructure?

Because the results of the survey and all of the public meetings clearly indicated that these were the top four elements that the public thought were important to a high quality of life and to the future success of Peoria.

Why partner?

Because the City of Peoria cannot do this alone. Without partners in the private and public sector working in coordination with the City, the Mission Statement will not be achievable.

Why creative?

Because we cannot approach this challenge by using the same tools as have been used in the past. We must look for new and better ways to improve old and entrenched problems.

Why sustainable?

Because we cannot afford to commit more to a solution than the value that it will return.

City of Peoria - Illinois

April 12, 2011

The Mission Statement of the Comprehensive Plan is implemented through Critical Success Factors.

Critical Success Factors are elements that we must get right in order to succeed. Another way to look at Critical Success Factors is that if we don't get these elements right, nothing else we do will matter in the larger picture.

As with the Mission Statement, the Critical Success Factors are taken directly from the substantial public input received throughout the Comprehensive Plan development process.

In some cases, the Critical Success Factors provide a higher level of detail than the Mission Statement.

The Mission Statement indicates that we must focus on education – the Critical Success Factor states that we must “Improve District 150.” This is not to reduce the importance of education in an overall sense, but to clearly indicate that the public believes that District 150 holds a far larger role in the future success or failure of the entire Peoria area than does any other single educational entity.

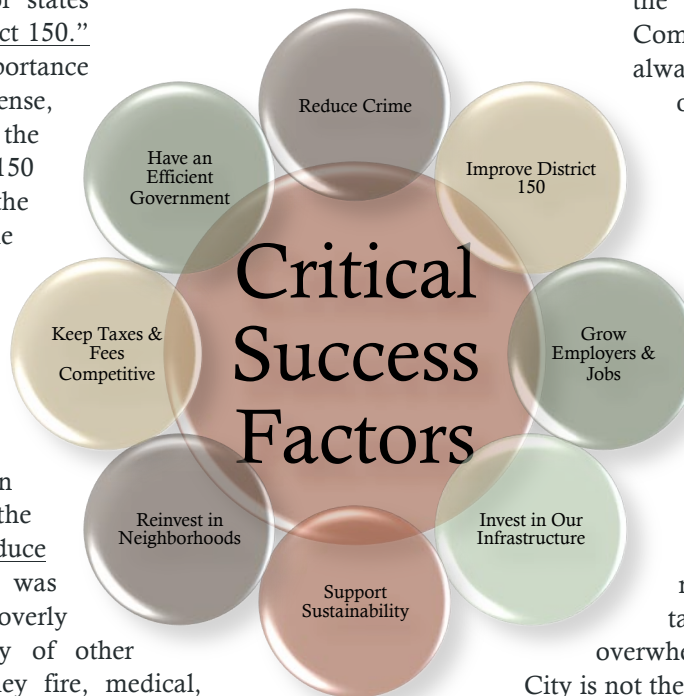
Public safety was the highest ranked element in the level of importance survey and thus is included in the Mission Statement – the Critical Success Factor is “Reduce Crime,” because the public was not concerned with overly concerned with the delivery of other public safety services, be they fire, medical, building safety, etc.; they were concerned about crime.

“Grow Employers & Jobs,” and “Invest in Our Infrastructure” are also clearly taken from the Mission Statement. The Comprehensive Plan does indicate that the goal would be to grow employers and jobs that are ‘head of household’ jobs; jobs that can support a family and provide an income that allows further investment in the community; jobs that require a strong educational foundation in the community. “Invest in Our Infrastructure” does not simply refer to repairing and improving existing hardscape. Investing in the infrastructure also envisions pro-active steps to provide an infrastructure capable of attracting and retaining employers – whether this means new streets or high-speed Internet networks.

Sustainability has moved from a buzzword to a serious community consideration in only a few years. The Critical Success Factor, “Support Sustainability” simply reminds us that every action taken should be viewed through the prism of the long-term costs and not just the short-term gains. During the policy session with the City Council related to the draft Comprehensive Plan, the issue of focusing efforts in our existing neighborhoods was discussed. While the goal of the Comprehensive Plan was always to provide a focus on old and well as new neighborhoods, it became apparent that this focus was not expressed clearly enough in the draft document. To that end, “Reinvest in Neighborhoods” is a simple statement of purpose and clarity.

The public clearly made the point that taxes and fees at times overwhelm them. While the City is not the only taxing body in the Peoria, “Keep Taxes & Fees Competitive” would state that unless all of the taxes and fees imposed upon residents and business in Peoria are not competitive with other areas, we will not succeed in growing Peoria.

“Have an Efficient Government.” Don't make it so difficult and complex to work with the government; don't duplicate approvals and services; don't make the public complete three forms when one will do...the message here is clear.



Future Land Use

The purpose of the Future Land Use Map portion of the Comprehensive Plan is to set forth specific land uses for the areas within the existing City of Peoria and for an area within one and one-half miles of our current corporate boundary.

The Future Land Use Map is not a zoning map, and neither carries the specificity nor the legal restrictions assigned to zoning. However, it is a guide for future development and an effort to balance growth in a way that will best serve the current and future residents of Peoria.

The Comprehensive Plan contains a complete description of each land use designation that can be used to better understand the proposed future use. There are several designations that do not match cleanly with existing zoning; a further discussion of these specific uses is found below.

Conservation & Slope areas – these are specific areas where it is not appropriate to develop the land due to proximity to watercourses, flood plain designation, bluff areas, or slopes greater than 25%

County Residential – these are existing residential developments outside of the City limits, but within the one and one-half mile area. As such, the Comprehensive Plan suggests that these areas be built out, but not expanded.

Light Industrial / Technology Park – this area, within the larger Growth Cell 2 area, is currently designated as industrial. The Comprehensive Plan suggests a new approach to light industrial development with the classification of light industrial / technology park. In order to implement this new designation, corresponding zoning would have to be developed and approved by the City Council. If a new zoning designation was adopted it could be used in this area to provide additional flexibility for future development.

Riverfront Industrial – much of the industrial area on the riverfront is within the floodplain. With this fact in mind, this new designation was created to provide a truly future view of the land use in these areas. As long as industrial uses remain viable in this area, then the area will remain planned for industry. However, if at some point, the land is no longer viable for industrial development, either because of the floodplain, or any other reason, it should become open conservation space – as other uses, such as residential or commercial would most likely not be viable.

Mixed Use – this designation is used to cover the areas within the Heart of Peoria that area zoned General and Neighborhood Commercial. These are hybrid areas that allow for a broader list of uses than traditional commercial zoning areas. This designation is also used along the track of the proposed extension of Pioneer Parkway, as a mixed-use approach to development in this area may in fact benefit the future population and businesses.

Public / Semi-Public – as with the above mentioned land uses, this is not a category that exists in our current zoning classifications. This classification would cover, government building, public recreational facilities, educational facilities, and major medical centers.

Implementation

“Plans are only good intentions unless they immediately degenerate into hard work.”

- Peter Drucker

The final section of the Comprehensive Plan is dedicated to the implementation of the Plan. This step – to actually apply the strategies and advice in a plan to the real world - is often where all of the good intentions, public outreach and input, strategy sessions, and partnership promises fall apart. It is far easier to plan than to do.

The various tools included in the Implementation section of the Comprehensive Plan will help overcome this common obstacle; but, as is stated in the Heart of Peoria Plan, *“The implementation of this plan will depend on the persistence of Peoria’s citizens and the commitment of their leaders.”*

Let’s get to work!



City of Peoria Planning Commission

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