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Goals, Objectives & Strategies

This Chapter presents a vision for the future of Le Roy and describes goals, objectives, and strategies to achieve that vision. Housing, Public Infrastructure & Utilities, Transportation & Mobility, Parks & Open Space, Community Facilities & Services, and Land Use are all addressed.

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3.1 | Vision & Goals

“*Today, the City of Le Roy is a proud rural community providing outstanding services and amenities to our residents. Our sense of community is strengthened through our commitment to and active participation in our education system, our churches, our civic organizations, our local businesses, and our diverse recreational amenities. To ensure a better tomorrow, we intend to capitalize on the richness of Le Roy’s history and traditions, as well as invest purposefully in ensuring that our community looks to the future with a focus on maintaining our small town character with big city opportunities.*”

Chapters 1 and 2 assessed where Le Roy currently stands; the values, assets, liabilities, opportunities, and threats. This Chapter identifies the overall planning vision to guide Le Roy over the next ten to twenty years, along with the goals and objectives to assist the community in achieving the vision. Housing, Public Infrastructure, Transportation & Mobility, Parks & Open Space, Community Facilities & Services, and Land Use are all addressed. Refer to Chapter 4, for specific policies related to the City’s Future Land Use Map.

VISION STATEMENT

“Today, the City of Le Roy is a proud rural community providing outstanding services and amenities to our residents. Our sense of community is strengthened through our commitment to and active participation in our education system, our churches, our civic organizations, our local businesses, and our diverse recreational amenities. To ensure a better tomorrow, we intend to capitalize on the richness of Le Roy’s history and traditions, as well as invest purposefully in ensuring that our community looks to the future with a focus on maintaining our small town character with big city opportunities.”

Each element of the comprehensive plan contains goals, objectives, strategies and action items established during the planning process and based on public input and the

information contained in Appendix A: Community Indicators. This section defines the goals, objectives, and strategies as follows:

Goal: A goal is a long-term target that states what the community wants to accomplish. Written in general terms, the statement offers an over-arching desired condition.

Objective: An objective is a statement that identifies a course of action to achieve a goal. They are more specific than goals and are usually attainable through planning and implementation activities.

Strategy: A strategy is a plan of action or policy statement designed to achieve the goals and objectives of the plan. Not all strategies will be implemented by the City and some may require collaboration with other entities. Policies typically use words like “shall” or “will” to designate firm commitments by the City. All future actions and decisions made by the City should be consistent with these policies, unless unforeseen circumstances arise which make a policy impractical or impossible to adhere to. Such occasions should be rare and probably indicate a need to amend this plan according to the procedures identified in Chapter 5. Policies using the words “should,” “encourage,” “discourage,” or “may” are intended to serve as a guide for City decisions and actions.

OVER-ARCHING GOALS

- » Promote a well-planned community with the highest quality of public services and reasonable taxes.
- » Maintain the welcoming, small-town character of the City.
- » Continue the effort to protect existing neighborhoods by enforcing City ordinances, policies and procedures.
- » Promote pedestrian and bicycle use within the City by connecting neighborhoods with sidewalks and designated bike trails.
- » Promote the highest and most efficient levels of Police, Fire and First Responder services.
- » Promote efficient and effective maintenance and construction programs for streets within the City so as to provide an excellent transportation system.
- » Promote efficient and effective maintenance and construction programs for water, sanitary sewer and storm sewer systems within the City of Le Roy.
- » Maintain and improve the current quality of life in Le Roy by focusing on quality education, public recreational activities, increased business opportunities and carefully considered growth patterns.
- » Cultivate the high level of trust that exists within the community by encouraging citizens to participate in community affairs.
- » Build strong relationships with neighboring communities by continuing to participate in area-wide community agreements, contracts, programs and discussion groups.
- » Create a strong local economy by meeting the needs of existing businesses and attracting new employers.
- » Revitalize and enhance the business districts by attracting new entertainment, hospitality and retail businesses.
- » Promote the creation of jobs and expanded industry in order to make Le Roy a well-balanced place to live.
- » Maintain and improve the City's parks and open spaces and provide recreational opportunities for residents and visitors of all ages.
- » Promote the protection of productive agricultural areas within the City extraterritorial plat review areas.
- » Promote the infill and redevelopment of under utilized properties in the City, especially for residential, commercial and recreational uses.
- » Continue to serve all housing needs by providing a full range of housing choices.



3.2 | Housing

Goals & Objectives

Goal 1: To continue to support quality housing options for all current and future City residents including first time home buyers, seniors and all segments of the population.

Objectives:

1. By supporting the development of conveniently located areas suitable for housing.
2. By encouraging a mixture of housing unit sizes, types, and market-rate price points in all neighborhoods.
3. By eliminating blighting influences through rehabilitation or reconstruction.
4. By planning for a variety of housing choices, including median rent single family and senior housing that support a range of incomes from low to high.
5. By continuing to promote the development of sidewalks, pedestrian and bicycle paths to connect neighborhoods and parks in the City.
6. By enhancing the appearance of the community by promoting attractively designed housing and housing developments.

Goal 2: To preserve, enhance and expand the residential character in areas of single-family housing in the City.

Objectives:

1. By preventing the incursion of incompatible, non-residential uses into single-family residential neighborhoods.

2. By providing, where feasible, a full range of park and recreation facilities in or near each neighborhood.
3. By infilling around existing development both new and old.
4. By discouraging non-local traffic from passing through residential neighborhoods.
5. By reducing the impact of existing traffic passing through residential neighborhoods.
6. By removing blighting influences from residential areas.
7. By extending services to new areas for residential development.
8. By appropriately annexing land for residential expansion.

Goal 3: To promote the construction of multi-family housing in the appropriate sections of the City.

Objectives:

1. By designating areas suitable for the development of apartments and similar medium-high density residential uses in areas suitable for that purpose.
2. By maintaining areas of existing multi-family housing.
3. By identifying areas and districts suitable for a mix of residential housing.

Strategies

Residential Character

- » The residential component of the Future Land Use Plan shall clearly indicate the allowable zoning categories, residential uses, densities, intensities, and ancillary uses allowed in the City. These uses shall be adhered to unless there is a compelling overall community reason to change the Future Land Use Plan.
- » Future residential development in the City shall continue to contribute to the development of neighborhoods. The allowable characteristics of future neighborhoods should be specific to each and shall be identified in the Future Land Use section. Features to consider include future park features, neighborhood organizations, neighborhood naming, allowable uses, densities, intensities and access to existing infrastructure such as sidewalks and bike facilities.
- » The City needs to look at screening; changing road patterns; possibly relocating some uses; buffering residential and incompatible uses; and where necessary, removing blighting influences from residential areas.

Housing and Transportation

- » Future residential developments and neighborhoods should be located within a well-defined collector-arterial system that keeps non-local traffic from passing through local streets in residential developments.
- » Sidewalks should continue to be required on both sides of all new residential streets.
- » Easements for walking and biking trails should be secured to link new housing and park developments.

Housing and Infill Development

- » Infill development providing housing opportunities shall be encouraged in Le Roy.
- » The City will support alternative uses for vacant properties which benefit the neighborhood (i.e. community gardens, mini parks, civic spaces, etc.).

Housing Rehabilitation

- » The City of Le Roy should pursue programs aimed at housing rehabilitation if conditions warrant such activity.
- » The City maintains a comprehensive building code that requires inspection of new structures and repair of unsafe and unsanitary housing conditions.
- » The City will increase its oversight and enforcement of property maintenance.
- » The City will actively enforce code violations related to housing standards and property maintenance.
- » Explore incentives to promote rehabilitation of existing housing within a historic preservation context.

Variety of Housing Options

- » The City should encourage developers of large projects to provide a mix of lot sizes in larger developments. A well-designed variety of lots will be able to provide housing options for all segments of Le Roy's population. Lot sizes for residential development areas should provide for an efficient and cost effective extension of City services.
- » Multi-family units will use good building design to blend with surrounding housing stock.

Senior & Assisted Living Housing

- » Proposed new senior or assisted living facilities should be located in areas that are served by adequate pedestrian or bicycle facilities which can provide non-motorized access to retail and recreational amenities.
- » Consider a variety of options for senior housing including condominium, zero-lot line duplex, smaller lot single family and other available options including assisted living and nursing homes.



3.3 | Public Infrastructure

Goals & Objectives

Goal 1: Sewer and water service will effectively meet the needs of current and future residents and businesses.

Objectives:

1. By ensuring sewer and water service is safe and reliable.
2. By requiring new development to support the efficiency and fiscal sustainability of sewer and water systems.
3. By becoming proactive, rather than reactive, in implementing changes to the infrastructure.

Goal 2: Le Roy will continue to invest in older, outdated or poorly/under performing infrastructure.

Objectives:

1. By prioritizing areas based on deterioration and need.
2. By finding funding and revenue sources to make the necessary upgrades, changes, and maintenance to the infrastructure.
3. By installing curb and gutter systems (where feasible) in the older parts of town.

Goal 3: Le Roy will continue to work to provide high speed and reliable communication connections for current and future residents and businesses.

Objectives:

1. By coordinating the community facilities and services planning with land use and transportation planning.
2. By continuing to direct new development to areas that can be efficiently and economically served by existing or planned City streets, sanitary sewers, public water mains and stormwater management facilities.

Goal 4: Coordinate the location of public utilities and facilities with projected growth and desired development patterns.

Objectives:

1. By coordinating the community facilities and services planning with land use and transportation planning.
2. By continuing to direct new development to areas that can be efficiently and economically served by existing or planned City streets, sanitary sewers, public water mains and stormwater management facilities.
3. By encouraging efficient land use.

Goal 5: Ensure affordable utilities and community facilities in Le Roy.

Objectives:

1. By evaluating new development proposals on the basis of their fiscal impact and their impact on service levels.
2. By seeking grants, low-interest loans and alternative methods of funding improvements.
3. By maximizing the use of existing utility systems.

Strategies

Sewer and Water

- » The City will identify where curb and gutter is not present and create a long-term plan for installation.
- » Look for creative funding, such as grants or low interest loans, to help cover the cost of infrastructure.
- » Water quality standards will continue to be strictly adhered to, including both drinking water standards and standards for quality of treated wastewater returned to waterways to reinforce Le Roy's high quality of life.
- » Extend the sewer where necessary to meet current and future needs.
- » The City will encourage infill development and other practices that efficiently and cost effectively utilize existing infrastructure.
- » The City will continue to make investments that allow for long-term cost control.
- » Loop the water main in parts of town to improve and extend service.
- » The City will conduct regular review of sewer and water capacities to serve future growth and development.
- » The City will implement the recently completed

Stormwater Management Plan.

- » The City will implement good retention/detention methods for new development and ensure methods are used in redevelopment projects.
- » Review the potential for a stormwater utility fee.

Communications

- » The City will work with communication providers to ensure fast and reliable connections to meet current and future needs within Le Roy.

Utilities

- » Evaluate existing speeds for internet for city residents and businesses and find solutions to increase where needed.
- » Continuously evaluate rates of utilities provided to residents and businesses to those rates of comparable communities.



3.4 | Transportation & Mobility

Goals & Objectives

Goal 1: Improve the efficiency and safety of the transportation system in the City.

Objectives:

1. By separating local and through traffic wherever feasible.
2. By improving the major street system to carry projected traffic volumes.
3. By encouraging the improvements on major transportation routes in and out of the City.
4. By promoting efficient and effective street maintenance and construction programs.
5. By ensuring that safety features are incorporated into the design of all transportation facilities.
6. By enforcing current policies related to speed, access and design of local streets.
7. By promoting safe neighborhood streets by discouraging high volumes and speeds of through traffic in residential areas.
8. By correcting problem or dangerous intersections.
9. By reducing automobile dependency by promoting other forms of transportation including bicycle, pedestrian and transit.

Goal 2: Provide a transportation system that meets the needs of all citizens, including transit-dependent and disabled citizens.

Objectives:

1. By continuing to participate in area transit programs such as Show Bus.
2. By informing residents about existing transit programs.

Goal 3: Promote pedestrian and bicycle use within the City.

Objectives:

1. By continuing to require sidewalks in all developments. This may include constructing sidewalks along existing streets that do not currently have sidewalks, especially near school,

commercial areas and other daily destinations.

2. By connecting neighborhoods and important civic amenities throughout the City with sidewalks and designated bike facilities.
3. By encouraging bicycle system support facilities, such as secure and convenient library, grocery stores, employment centers, etc., and requiring new developments to provide such facilities.
4. By correcting intersections that are dangerous for pedestrians and bicyclists, such as Interstate 74 and Chestnut; and Chestnut and Cedar.

Goal 4: Create an environmentally responsible transportation system.

Objectives:

1. By utilizing Best Management Practices for all transportation construction projects to reduce air, water and noise impacts.
2. By working to reduce the number of single occupancy vehicle trips (a goal of the McLean County Regional Comprehensive Plan). To do so, alternative transportation opportunities for City residents (e.g. walking, biking and transit) must be expanded.
3. By carefully identifying, evaluating and fully considering environmental impacts of transportation investments and operating decisions.

Goal 5: Ensure transportation is affordable.

Objectives:

1. By operating and maintaining transportation facilities in a way that reduces the need for expensive future repairs.
2. By continuing to require developers to pay for all (or a large share of) transportation costs incurred with new development.
3. By looking at ways to subsidize alternative transportation options, such as transit and bicycles, through state, federal or non-profit grants or cost-sharing programs.

Goal 6: Provide an attractively designed transportation system.

Objectives:

1. By maintaining or elevating the quality of street design so that streets are attractive and inviting for pedestrians, bicyclists, drivers and transit riders. Streets and right-of-ways are the single largest visible public spaces in the City and should be planned and developed in an aesthetically pleasing way. This may involve using landscaping, colored pavements, attractive lighting, public art and/or site furniture in transportation corridors.
2. By using qualified and creative engineers to provide interesting structural solutions to transportation designs.



3.4 | Transportation & Mobility

Strategies

Traffic Circulation

- » The City should follow an arterial and collector plan with all future transportation development so that local and through traffic is separated as much as possible.
- » Discourage the use of cul-de-sacs and dead-end streets.
- » Implement the street expansions and connections as shown on the Proposed Transportation Map as necessary to support associated land access and development.

Public Transit

- » Continue to work with Show Bus to explore options for increased bus service from Le Roy to Bloomington-Normal, particularly for senior citizens.

Transportation Safety

- » Incorporate colored pavement or other distinct markers for pedestrian crossing, especially in the Downtown, around the school on Route 150, and around other economic development centers, in the redesign of busy street intersections, or construction or new collector and arterial streets.
- » Properly maintain street trees, landscaping, signage, and roads to ensure adequate visibility and road safety.

Parking

- » Introduce policies to require new and existing industrial areas to have well-screened parking areas for semi-trailers and other large equipment to maintain the aesthetics of the community. Parking should be located in the rear or on the side of the building whenever possible.
- » Provide adequate, but not excessive, parking spaces in existing and new commercial areas. Consider potential use of shared parking lots or establishing maximum parking space restrictions to avoid excessively large parking lots in the City.

Pedestrian and Bicycle Circulation

- » Consider developing bike routes and lanes, which connect residential areas to businesses, schools and commercial areas throughout the City.
- » Create and maintain a Sidewalk Plan to identify and address areas where sidewalks are needed or where pedestrian connections are lacking.
- » Search for funding sources and cooperation with IDOT to improve pedestrian and bicycle access over I-74.

Transportation and the Environment

- » To the greatest extent possible, avoid constructing transportation facilities in environmentally sensitive areas.
- » Reduce single occupancy vehicle usage by encouraging ride-sharing initiatives and increased pedestrian/bicycle and transit trips.

Attractive Transportation Design

- » New roads shall be built according to City standards and inspected before accepted for dedication.
- » Build transportation facilities that reflect the scale of the surrounding neighborhood. Alternative road widths (including narrower streets) and traffic calming should be encouraged.
- » Use street trees, landscaping and street furniture (benches, trash cans, etc.) where appropriate. These must be carefully coordinated with utilities and traffic safety to avoid conflicts and competition for limited space in City right-of-ways.
- » The City will coordinate with IDOT to ensure the Interstate-74 interchange is maintained and remains in good condition. It will also work to improve the right-of-way surrounding the interchange in Le Roy through funding for aesthetic/artistic enhancements.

Transportation Planning

- » The City will continue to map the preferred routes and connection points for major streets

and recreational trails and will ensure adequate and appropriate right-of-way dedication as land is divided. The City will utilize its official mapping powers to coordinate long-term facility planning in the City and surrounding extraterritorial area.

- » When considering new development proposals the City may require agreements that define the responsibilities of the City and the developer regarding any required improvements to City streets and funding of such improvements. The City may also require that the developer fund the preparation of a traffic impact analysis by an independent professional prior to approving new development.
- » Where appropriate, the City may designate weight restrictions and truck routes to protect local streets and improve traffic flow.
- » The City will work with representatives from the IDOT and McLean County to raise awareness of local concerns when State and County highways in the area are slated for improvement. The City will coordinate improvements to adjacent local roads, when appropriate.
- » The City will engage residents to ensure their commuting needs are being met.



3.5 | Parks & Open Space

Goals & Objectives

Goal 1: Maintain and improve the City's parks and open spaces and provide recreational opportunities for residents and visitors of all ages that support individual and community health.

Objectives:

1. By managing with an understanding of the diverse outdoor recreational needs and strong desires of the community.
2. By continuing to facilitate and improve park and recreation facilities, programs, amenities and special events.
3. By researching and implementing new recreational activities desired by the residents (e.g. a splash park, community garden, or regional bike trails)
4. By ensuring that park and recreation facilities are planned on a neighborhood, community and City-wide basis as related parts of a unified, well-balanced system that provides maximum opportunities for all residents. These parks should be acquired through land dedication requirements in new developments, as provided in subdivision and planned unit development ordinances.
5. By taking advantage of opportunities to purchase park and/or recreation land as needed when such land becomes available.
6. By promoting the multiple use of facilities in design and development, including developing school/park combinations and community centers/

recreation spaces.

7. By continuing to devote resources to first maintain and improve existing park and open space areas and then to develop any new parks and open spaces.
8. By using pedestrian and bicycle facilities to connect parks and open spaces.

Goal 2: Find viable and long term uses for existing City owned property.

Objectives:

1. By researching viable uses and funds for the soon-to-be converted landfill site.

Goal 3: Coordinate a marketing campaign to promote all parks and open space opportunities within Le Roy.

Objectives:

1. By improving the supply of information (uniform interpretive signage, websites, online forms, maps, brochures, etc.) at and for community parks and recreational activities.

Strategies

- » The City will continue their work to provide outdoor recreational opportunities for all ages and abilities.
- » The City will continue to develop recreational opportunities around Le Roy, including introducing trail facilities.
- » The City will coordinate recreational planning with other public and private entities to maximize resources (e.g. School District, businesses, etc.).
- » The City will continue to improve existing park and recreation facilities and services to meet the needs of the community, while improving safety and efficiency of the facilities provided.
- » The City will explore all opportunities and potential for a new outdoor recreation space which utilizes the previous landfill site.
- » Require parkland dedication and/or trail rights-of-way for all new developments. Ensure that land accepted in dedication is either set aside for preservation or accepted only after size, access, buffering and facilities layout can be demonstrated as suitable for development. Continue to periodically review the dollar amount of fees in lieu of the land donation.
- » Parks should be designed with multiple access points, including sidewalks, from the surrounding neighborhoods.
- » Park facilities should be designed to meet the needs of all residents in the City, including special groups such as the elderly, disabled, economically disadvantaged and pre-school age children. These facilities can be funded through open space grants, subdivision dedications, user fees and general funds.
- » The City should consider implementing a Parks and Recreation Plan to ensure a cohesive and comprehensive system.
- » Conduct regular (seasonal, annual or as appropriate) evaluation of park and recreation sources (programs, facilities and operations) to ensure that community needs are being met.



3.6 | Community Facilities & Services

Goals & Objectives

Goal 1: Provide services and facilities necessary to improve the quality of life of Le Roy's residents, property owners, businesses and visitors.

Objectives:

1. By continuously reaching out and understanding the diverse needs and strong desires of the community.
2. By encouraging and supporting improvements to community facilities.

Goal 2: Continue to offer a strong educational system that attracts families and supports success and social interaction.

Objectives:

1. By ensuring Le Roy Community Unit School District #2 keeps pace with changes to the population it serves.
2. By making Le Roy Public Schools an integral part of community life; much more than simply a primary and secondary education service.
3. By encouraging lifelong learning through public and private programs.

Goal 3: Le Roy will maintain and enhance recreation facilities and services that support individual and community health.

Objectives:

1. By managing the Replex with an understanding of the diverse indoor recreational needs and strong desires of the community.

Goal 4: Le Roy will continue to encourage the activities and initiatives of civic and service organizations.

Objectives:

1. By ensuring the continuation of community pride through support of local organization's events and happenings.

Strategies

Public Facilities

- » Continue investments in public facilities such as the renovations and improvements currently underway at the Library.
- » Continue to support EMS, Fire and Police Protection through quality facilities and proper equipment.

Schools

- » The School District should continue to communicate and work together on school improvements, new school sites and impact evaluation of new developments on the School District's capacity to provide adequate services and transportation.
- » The City will support higher education institutions, such as the University of Illinois, Illinois State University, Parkland Community College, and Heartland Community College, to provide continuing education, professional development, personal enrichment and summer programs for residents.
- » The City will work with cultural and historical institutions (including the Public Library and the Empire Township Historical Museum) to develop free and low-cost educational and cultural programs for residents of all ages.
- » The City will collaborate with the School District to maximize the community's capital investment in school facilities by making those facilities readily available, as feasible, for other uses that support social interaction and health within the community, such as community meetings, neighborhood festivals, and adult sports.

- » The City will collaborate with the School District to promote and make available to all residents certain services and events, such as student athletics and music and drama performances.
- » The City will support School District efforts to engage residents in the education process through tutoring, mentors, and guest speaker initiatives.
- » The City will support and encourage School District efforts to teach students about local history and instill civic pride through knowledge of the community.
- » The City will work with and support the School District in attracting new families to the area.
- » The City will collaborate with the Public School District to anticipate and plan for changes in the size or makeup of the City's school-age population.
- » The City will support the School District and regional economic development agencies to attract and retain high quality educators and staff.

Recreational Facilities

- » The City will continue their work to provide quality recreational opportunities and programs for all ages and abilities.

- » The City will continue coordinate recreational planning with other public and private entities to maximize resources (e.g. School District, businesses, etc.).
- » The City will continue to improve existing recreational facilities and services to meet the needs of the community, while improving safety and efficiency of the facilities provided.
- » Continue to facilitate and improve facilities, programs, amenities and special events.
- » Improve supply of information (uniform interpretive signage, websites, online forms, maps, etc.) at and for community facilities and key attractions. Coordinate this supply of information with all necessary entities and organizations.
- » Pursue grants to update existing facilities.

Civic Organizations

- » Continue to support events and initiatives of churches, civic organizations and social groups which add to and improve the quality of life for residents of Le Roy.



Goals & Objectives

Goal 1: New development will contribute to the city's small town charm and character, and protect existing neighborhoods and commercial areas.

Objectives:

1. By ensuring that adjacent land uses are compatible with regard to such factors as smoke, noise, odor, traffic activity, and appearance.
2. By encouraging the preservation and expansion of the downtown as an important community gathering place with a variety of civic, retail, residential, small office, restaurant and entertainment uses.

Goal 2: Ensure an adequate supply of land in appropriate geographic locations to accommodate and promote the orderly and efficient growth of the City.

Objectives:

1. By supporting infill and redevelopment on lands that are vacant, blighted, or under utilized.
2. By supporting development that is consistent with the extension of community facilities and services as identified in this comprehensive plan.
3. By continuing to extend the existing pattern of development in the City beyond the current limits, including neighborhoods that are interconnected and consist of a mix of housing types and sizes, and are in close proximity to commercial, employment, recreation and civic areas. This development pattern allows people to move easily and quickly between the places they live, work, shop and recreate and maximizes the use of public facilities and services.

Goal 3: Ensure new growth complements the high quality of life that City residents and businesses currently enjoy and expect.

Objectives:

1. By striving for an equitable balance between new market-driven developments, the City's small community character, the quality of life, and the City's ability to provide public facilities and services.
2. By examining the impacts of growth and construction on the quality of life, including the impacts and costs on City services and facilities.

Goal 4: The City will continue to be a dynamic, growing community.

Objectives:

1. By ensuring that all new developments are consistent with this comprehensive plan, including the Future Land Use Map.
2. By planning for and identifying lands suitable for residential and employment growth as well as tourist accommodations and recreational opportunities.

Goal 5: Encourage new growth and development to respect the City's farmland and agricultural resources.

Objectives:

1. By continuing to restrict and discourage development from prime farmland and flood hazard areas.
2. By working to minimize impacts from storm drainage from developments.
3. By incorporating significant natural features in an environmentally sensitive way into new developments; build with the land, not against it.

Strategies

Aesthetics

1. Include a public arts component in development requests for Proposal for City-owned sites.
2. Develop and maintain guidelines for development in historic districts.
3. Create a Downtown Master Plan to encourage appropriate re- and in-fill development.
4. Construct and maintain uniform interpretive wayfinding signage at key attraction locations to further promote the assets of the community.

Development

- » Inform developers and potential developers about this comprehensive plan and the importance of their reviewing and understanding that it must be implemented prior to submitting an application for development.
- » Provide simple, clear application forms and written explanations of the City development review processes and requirements to ensure “permit ready” projects.
- » When evaluating development, rezoning or annexation proposals, identify potential impacts to surrounding land uses and require that all adverse impacts be minimized or eliminated prior to approval. For example, existing residential areas should be adequately buffered from new institutional uses through the use of zoning setbacks, vegetative screening, berms, fences and/or walls.
- » The City should support and encourage the development of senior housing, as well as businesses necessary to serve the aging population, such as pharmacies and clinics.
- » Maintain site and building design review criteria ordinances. New development and redevelopment projects (especially in the Downtown area) should

include high quality site plan designs, landscape designs and building designs.

- » The City should encourage site plans and building designs that locate garage doors, parking lots and loading in areas that will not dominate the visual environment from public right-of-ways and neighboring properties.
- » To the extent possible, institutional land uses such as school, churches, libraries, community centers, etc. should be located in areas where they will not have a negative impact on traffic flows and volumes in surrounding residential areas.
- » All future land uses should be internally designed with the concern for future development, whether immediate future or long term.
- » The City should continue to ensure that all existing areas within the City are adequately served with existing utilities.
- » The City should require new development to be contiguous to existing development.
- » Consider creating a Traditional Neighborhood Development (TND) Zoning District to allow the implementation of many of the existing characteristics already evident in the City such as: interconnected streets; development oriented to pedestrian activity; a mix of uses and types; the preservation of significant natural features; the provision of parks or other public spaces; and architecture and landscape that respond to the unique character of the area.
- » Where practical, infill areas within the existing City boundaries.
- » As the City grows, support the development of commercial areas to serve new neighborhoods, such as small offices, restaurants, grocery stores, etc. to provide these residents with every day conveniences that other City residents enjoy.