City of Geneva

Strategic Plan

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The Geneva Strategic Plan was sponsored by the Strategic Plan Advisory Committee, authorized by the City Council, and guided by a diverse team of Geneva stakeholders.

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GENEVA STRATEGIC PLAN

The following presentation of Visio ns and Goals is the result of a multi-year process and the culmination of the City's comprehensive and inclusive strate gic planning process. T his was a highly participative process and highlights the City's commitment to honoring volunteerism, expertise, and ideas from the community.

Vision 1: Recognize, honor, preserve, and enhance community heritage and character.

Goals

- **A.** Annex the Kane County Events Center.
- **B.** Educate and communicate to Council and citizens the benefits of Home Rule and perhaps begin working towards its adoption.
- **C.** Annex the County Judicial Center.
- **D.** Explore/visit property maintenance code enforcement within State law including property maintenance and sign violations. Complete the review and development of a rental licensing program. Direct Legal Counsel to conduct a review of the City's authority with respect to foreclosed property in order to secure the general appearance of the City.
- **E.** Create a budget to implement an enhanced code enforcement program. Educate and communicate to citizens the benefits of how Home Rule can impact/amplify local regulatory policies and programs.
- **F.** Explore regulations and resources that examine preservation and rehabilitation of historic properties.

Vision 2: Maintain, sustain, and enhance the character, vibrancy, uniqueness, and desirability of our various business districts and corridors.

Goals

- **A.** Construct a new permit parking lot or deck on 4th Street.
- **B.** Complete the East Side Corridor Development Plan.
- **C.** Increase downtown parking options for shoppers and emp loyees and explore the extension of diagonal parking on West State Street.
- **D.** Encourage development of the former Geneva Bottling Works property, Geneva Dam projects, and encourage redevelopment of the Mill Race Restaurant property.
- **E.** Develop a conceptual/ action framework for the downtown corridor to physica lly expand to the east side of the river.
- **F.** Assemble the strategic parcels ne cessary to implement the goals of the Downtown Master Plan.
- **G.** Encourage additional single use/sp ecial events within the communit y (i.e., Old Town Clydesdales; 2nd Street Festivals).
- **H.** Continue to work with Metra to complete the third tier of the parking deck at the Metra Station.

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I. Explore the use of incentives to promote economic development or private-public partnerships.
J. Consider zoning changes to implement the approved Downtown Master Plan.
K. Explore methods to add/provide more music in the downtown area including live music in the summer and recorded music for other seasons.
L. Determine the final direction of Phase II of the Business District Study (Accomplished).
M. Evaluate existing and explore potential means for creating new funding measures and incentives to economic development in the City's downtown business district.
N. Consider higher densities (dwelling units per acre) than typically permitted through traditional zoning or land use regulations.
O. Consider economic incentives to give downtown a competitive advantage during site selection for additional housing opportunities and provide for additional housing opportunities within the downtown district.
P. Interface West and East State Street redevelopment plans with current and future business and development planning for the central downtown business district.
Q. Based on determined need and on an area-specific basis, increase the number of parking spaces in downtown.
R. Promote and influence the retention of existing public services (City Hall, Geneva Library, Kane County Courts and Administration, U.S. Post Office) within the downtown business district.
S. Determine potential future parking demand and present parking inventory and calculate actual occupancy rates of existing parking assets.
T. Study cost-effectiveness of constructing a centrally located parking deck to serve the local business community's employees and/or visiting clientele.

Vision 3: Encourage, foster, and facilitate the ongoing strength of community participation and commitment to public affairs.

Goals

A. Develop a citizen's academy to cultivate awareness of local government functions, ways of participating, and understanding of issues.
B. Collaborate on an analysis of potential shared resources.
C. Publish clear statements of purpose and functions of the appointed boards, committees, and commissions and support them in pursuit of their goals and objectives.

Vision 4: Promote and amplify community unity and diversity through actions and programs that encourage inclusion, vitality, and wholeness.

Goals

A. Encourage higher density in-fill in core parts of the City.
B. Continue to consider and adopt a housing plan (now in process).
C. Establish a citizen-based Housing Commission.
D. Define the issue and evaluate the current need for affordable/attainable housing.
E. Consider the framework of the State Affordable Housing Planning and Appeal Act in local efforts to develop affordable/attainable housing.
F. Identify available sites that can be developed for affordable/attainable housing.

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G. Analyze local and state resources to support affordable/attainable housing development.
H. Develop a plan for the creation of affordable/attainable housing.
I. Evaluate the feasibility of economic and non-economic developer incentives for mixed income housing development and redevelopment.

Vision 5: Manage City resources and assets to effectively and efficiently deliver core services, provide for capital investment, and meet community needs and desires.

Goals

A. Work with the Park District and School District to explore establishing a performing arts center or finalize plans to construct a new Cultural Arts Center in the community.
B. Facilitate development of currently underutilized property in the City.
C. Develop the necessary infrastructure for a South East Industrial Park.
D. Develop and finalize plans for new/updated City Hall and Library facilities. Work to address space needs and construct a new City Hall for present and future needs.
E. Establish and adopt a capital funding plan in the next 24 months, so that infrastructure projects (repair, replacement, and new) can be scheduled, tracked, and monitored.
F. Finalize the utility's facility plan and necessary updates/improvements to comply with mandates.
G. Consider/evaluate sales tax revisions for capital improvements and projects that enhance the Downtown Business District.
H. Continue implementing technology upgrades in various core service areas of the City including: fiber optics for redundancy; enhance present GIS system; and additional technology capabilities for budget and finance. Plan for, fund, and install necessary technology to insure quality operations and citizen services and upgrades within a strategic technology framework.
I. Develop and provide funding for capital investments and projects that consider a variety of local capital needs and those mandated by State/Federal Agencies including: a regular vehicle replacement schedule for all city vehicles; equipment for the Emergency Operations Center (EOC); other identified capital projects and equipment for all departments and programs (Capital Projects Plan).
J. Work to maintain adequate staffing levels required to continue to provide all core services within service quality standards and expectations.
K. Maintain a standard of excellence for city personnel through retention and recruitment policies and practices.
L. Acknowledge current City Hall deficiencies and embark on a plan for securing adequate physical space for the conduct of city governance and business.
M. Develop a long-range facility plan for the City.
N. Maintain high-quality public services that serve and protect our residents and businesses.
O. Initiate a long-range planning effort to optimize timing, funding, and location options for anticipated public facility needs.
P. Compile inventory of inter-jurisdictional space-needs studies and projections.

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Q. Determine opportunities for collaboration and coordination with respect to new and renewed space options.
R. Adopt and fund an effective succession planning process.
S. Implement the development of community supported children's safety programs.
T. Secure emergency communications by establishing a redundant connection to the present fiber optic line.
U. Develop wireless data communications network for public services.
V. Optimize technology's effectiveness at delivery of public services.

***Vision 6: Facilitate, encourage, and promote environmental awareness, natural assets, energy efficiency, and open space as central community values for policy and operations*.**

Goals

A. Continue to take a proactive role in the Settler's Hill development plans.
B. Begin exploration of a joint Fox River/Dam initiative with Batavia and City of St. Charles.
C. Explore the creation of a stormwater utility to address long-term stormwater issues, needs, and mandates.
D. Encourage green initiatives.
E. Preserve and enhance public access on the Fox River.
F. Investigate the use of Fox River for hydro-power.
G. Explore solutions for effluent in Mill Creek.
H. Support and expand the City's beautification efforts including curb-side landscaping using the City's funds and other funding sources.
I. Create an Annual Landscape Enhancement Award Program and establish eligibility criteria, program schedule, and committee to review award applications.
J. Extend beautification efforts to Kautz Road/Gateways to the City.
K. Evaluate and expand resources available for reforestation.
L. Implement the 2nd phase of recreational trail construction; evaluate the 2nd phase of wetland construction (Prairie Green).
M. Establish a Prairie Green Preserve Citizens Advisory Committee.
N. Collaborate with the Geneva Park District in the development and maintenance of a new park and open space sites.
O. Complete engineering, design, and construction of the Geneva North Central Trail (from the intersection of IL Rt. 38 and 7th St. to Wheeler Park).
P. Expand RiverPark and other open spaces on the Fox River.
Q. Extend the Fox River Trail where possible.
R. Collaborate with the Natural Resources Committee to establish a volunteer effort to replant trees.

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Vision 7: Encourage and promote a variety of mobility options that promote an efficient and varied transportation system.

Goals

- **A.** Explore the feasibility of installing a traffic circle at 3rd Street and Route 31.
- **B.** Enhance mobility options by working with IDOT on the timing of walk lights at State and 3rd Streets.
- **C.** Enhance pedestrian and bike safety via installation of traffic signals and other techniques at identified locations.
- **D.** Work with the Union Pacific Railroad to construct a pedestrian walkway over Route 31 to access the train station.
- **E.** Review and implement a city bike plan and pursue funding opportunities.
- **F.** Evaluate and improve intersections (e.g., Fisher Drive and Keslinger Road).
- **G.** Work with developers south of proposed intersection to construct Kautz Road extended south to Fabyan Parkway.
- **H.** Evaluate alternative access improvements and pedestrian crossings.
- **I.** Connect bike paths from West and East to downtown.
- **J.** Optimize opportunities for pedestrian and bicycle options when performing street maintenance (striping, signage, etc.).
- **K.** Evaluate and incorporate walk/bike paths into State Street improvements.

Management and Administrative Items

- **A.** Focus on connecting long-term goals to policies and decisions post-recession. Re-focus decisions on broad issues verses minutiae.
- **B.** Consider circulation/review of resumes of applicants for all City Council vacancies by officials.
- **C.** Geneva Broadcast Network (GBN) continues recording and broadcasting City Council meetings in a timely manner.
- **D.** Continue to review and discuss city water billing rate models at regular intervals.
- **E.** Consider enhancements to transmittal features of agendas and information.
- **F.** Consider holding social events with City Council and Management staff.
- **G.** Work to keep employee satisfaction up and turnover low.
- **H.** Explore bringing Big 10 Baseball Conference Final to the City.

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