



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.

GENEVA STRATEGIC PLAN

The following presentation of Visions and Goals is the result of a multi-year process and the culmination of the City's comprehensive and inclusive strategic planning process. This 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 following properties:
 - 1. Kane County Events Center (33W848 Cherry Lane)
 - 2. County Judicial Center (37W777 IL-38)
- B. Educate and communicate the impact of Home Rule and explore potential options for implementation.

Vision 2: Maintain, sustain, and enhance the character, vibrancy, uniqueness, and desirability of the City's business districts and corridors.

Goals

- A. Review the East Side Corridor Development Plan and formulate recommendations for a better use of TIF 2 funds prior to expiration in 2022.
 - 1. Develop a conceptual/action framework and action plan for the downtown corridor to physically expand to the east side of the river.
 - 2. Interface West and East State Street redevelopment plans with current and future business and development planning for the central downtown business district.
- B. Determine potential future parking demand and assess current parking inventory to calculate actual occupancy rates:
 - 1. Based on need, increase downtown parking options for shoppers and employees in specific areas.
 - 2. Study cost-effectiveness of constructing a centrally located parking deck to serve the local business community's employees and/or visiting clientele.
- C. Assemble the strategic parcels necessary to implement the goals of the Downtown Master Plan.
- D. Consider zoning changes to:
 - 1. Implement the approved Downtown Master Plan
 - 2. Consider higher densities (dwelling units per acre) than typically permitted through traditional zoning or land use regulations.
- E. Enhance and support property development and improvement by doing the following:
 - 1. 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.

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

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

Goals

- A. 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. Develop the necessary infrastructure to implement the Southeast Area Master Plan.
- C. 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).
- D. Develop a long-range facility plan for the City:
 - 1. Initiate a long-range planning effort to optimize timing, funding, and location options for anticipated public facility needs.
 - 2. Determine opportunities for collaboration and coordination with respect to new and renewed space options.
 - 3. Develop and finalize plans for a new City Hall that addresses concerns regarding space and modernization.
- E. Maintain high-quality public services that serve and protect our residents and businesses:
 - 1. Maintain adequate staffing levels required to continue to provide all core services that meet quality standards and expectations.
 - 2. Maintain a standard of excellence for city personnel through retention and recruitment policies and practices.

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. Address issues with the dam.

- C. Encourage green initiatives.
 - 1. Support and expand the City's beautification efforts including curb-side landscaping using the City's funds and other funding sources.
- D. Preserve and enhance trails, as well as public access on the Fox River:
 - 1. Complete engineering, design, and construction of the Geneva North Central Trail (from the intersection of IL Rt. 38 and 7th St. to Wheeler Park).
 - 2. Extend the Fox River Trail where possible.

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

Goals

- A. Evaluate alternative access improvements and pedestrian crossings.
 - 1. Enhance mobility options by working with IDOT on the timing of walk lights at State and 3rd Streets.
 - 2. Enhance pedestrian and bike safety via installation of traffic signals and other techniques at identified locations.
 - 3. Work with the Union Pacific Railroad to construct a pedestrian walkway over Route 31 to access the train station.
- B. Review and implement a city bike plan and pursue funding opportunities that consider the following:
 - 1. Connect bike paths from West and East to downtown.
- C. Evaluate and improve intersections (e.g., Fisher Drive and Keslinger Road).
- D. Work with developers to construct Kautz Road extended south to Fabyan Parkway per the Southeast Master Plan.

In Process, On-Going and/or Completed Goals:

- A. Continue to work with Metra to complete the third tier of the parking deck at the Metra Station (*Vision 2; Maintain, sustain, and enhance the character, vibrancy, uniqueness, and desirability of our various business districts and corridors*).
- B. Determine the final direction of Phase II of the Business District Study (*Vision 2; Maintain, sustain, and enhance the character, vibrancy, uniqueness, and desirability of our various business districts and corridors*).
- C. Evaluate existing, and explore potential, means for creating new funding measures and incentives to economic development in the City's downtown business district (*Vision 2; Maintain, sustain, and enhance the character, vibrancy, uniqueness, and desirability of our various business districts and corridors*).
- D. 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 3; Encourage, foster and facilitate the ongoing strength of community participation and commitment to public affairs*).
- E. Continue to consider and adopt a housing plan (*Vision 4; Promote and amplify community unity and diversity through actions and programs that encourage inclusion, vitality, and wholeness*).
- F. Define the issue and evaluate the current need for affordable/attainable housing (*Vision 4; Promote and amplify community unity and diversity through actions and programs that encourage inclusion, vitality, and wholeness*).
- G. Consider the framework of the State Affordable Housing Planning and Appeal Act in local efforts to develop affordable/attainable housing (*Vision 4; Promote and amplify community unity and diversity through actions and programs that encourage inclusion, vitality, and wholeness*).
- H. Identify available sites that can be developed for affordable/attainable housing (*Vision 4; Promote and amplify community unity and diversity through actions and programs that encourage inclusion, vitality, and wholeness*).
- I. 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 (*Vision 5; Manage City resources and assets to effectively and efficiently deliver core services, provide for capital investment, and meet community needs and desires*).
- J. Finalize the utility's facility plan and necessary updates/improvements to comply with mandates (*Vision 5; Manage City resources and assets to effectively and efficiently deliver core services, provide for capital investment, and meet community needs and desires*).
- K. Consider/evaluate sales tax revisions for capital improvements and projects that enhance the Downtown Business District (*Vision 5; Manage City resources and assets to effectively and efficiently deliver core services, provide for capital investment, and meet community needs and desires*).
- L. Adopt and fund an effective succession planning process (*Vision 5; Manage City resources and assets to effectively and efficiently deliver core services, provide for capital investment, and meet community needs and desires*).
- M. Explore solutions for effluent in Mill Creek (*Vision 6; Facilitate, encourage, and promote environmental awareness, natural assets, energy efficiency, and open space as central community values for policy and operations*).

- N. Investigate Rt. 31 Road Diet improvements (*Vision 7; Encourage and promote a variety of mobility options that promote an efficient and varied transportation system*).
- O. Construct a new permit parking lot or deck on 4th Street (*Vision 2; Maintain, sustain, and enhance the character, vibrancy, uniqueness, and desirability of our various business districts and corridors*).
- P. Explore methods to add/provide more music in the downtown area including live music in the summer and recorded music for other seasons (*Vision 2; Maintain, sustain, and enhance the character, vibrancy, uniqueness, and desirability of our various business districts and corridors*).
- Q. Explore regulations and resources that examine preservation and rehabilitation of historic properties (*Vision 1: Recognize, honor, preserve, and enhance community heritage and character*).
- R. Explore the extension of diagonal parking on West State Street (*Vision 2; Maintain, sustain, and enhance the character, vibrancy, uniqueness, and desirability of our various business districts and corridors*).
- S. Develop a plan to create of affordable and attainable housing (*Vision 4; Promote and amplify community unity and diversity through actions and programs that encourage inclusion, vitality, and wholeness*).
- T. Secure emergency communications by establishing a redundant connection to the present fiber optic line (*Vision 5; Manage City resources and assets to effectively and efficiently deliver core services, provide for capital investment, and meet community needs and desires*).
- U. Implement the development of community supported children's safety programs (*Vision 5; Manage City resources and assets to effectively and efficiently deliver core services, provide for capital investment, and meet community needs and desires*).
- V. Enhance and support property development and improvement by doing the following:
 - a. Encourage development and redevelopment of such properties as: the former Geneva Bottling Works property, Geneva Dam projects, and the Mill Race Restaurant.
 - b. Explore the use of incentives to promote economic development or private-public partnerships.
 - c. 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.
 (*Vision 2; Maintain, sustain, and enhance the character, vibrancy, uniqueness, and desirability of our various business districts and corridors*).
- W. Continue implementing technology upgrades in various core service areas of the City:
 - a. Upgrades include fiber optics for redundancy; enhance present GIS system; and additional technology capabilities for budget and finance.
 - b. Plan, fund and install necessary technology to insure quality operations and citizen services, as well as upgrades within a strategic technology framework.
 - c. Develop wireless data communications network for public services.
 (*Vision 5; Manage City resources and assets to effectively and efficiently deliver core services, provide for capital investment, and meet community needs and desires*).
- X. Compile inventory of inter-jurisdictional space-needs studies and projections (*Vision 5; Manage City resources and assets to effectively and efficiently deliver core services, provide for capital investment, and meet community needs and desires*).

- Y. Explore the creation of a stormwater utility to address long-term stormwater issues, needs, and mandates (*Vision 6; Facilitate, encourage, and promote environmental awareness, natural assets, energy efficiency, and open space as central community values for policy and operations*).
- Z. Extend beautification efforts to Kautz Road/Gateways to the City (*Vision 6; Facilitate, encourage, and promote environmental awareness, natural assets, energy efficiency, and open space as central community values for policy and operations*).
- AA. Evaluation and incorporate walk/bike paths into State Street improvements (*Vision 7; Encourage and promote a variety of mobility options that promote an efficient and varied transportation system*).
- BB. Optimize technology's effectiveness at delivery of public services (*Vision 5; Manage City resources and assets to effectively and efficiently deliver core services, provide for capital investment, and meet community needs and desires*).
- CC. Collaborate with the Natural Resources Committee to establish a volunteer effort to replant trees (*Vision 6; Facilitate, encourage, and promote environmental awareness, natural assets, energy efficiency, and open space as central community values for policy and operations*).

Deleted Goals:

- A. Direct Legal Counsel to review the City's authority for implementing a property maintenance code enforcement program including:
 - o Sign violations
 - o A rental licensing program
 - o Foreclosed property maintenance
 (*Vision 1; Recognize, honor, preserve, and enhance community heritage and character*).
- B. Encourage additional single use/special events within the community (i.e., Old Town Clydesdales; 2nd Street Festivals) (*Vision 2; Maintain, sustain, and enhance the character, vibrancy, uniqueness, and desirability of our various business districts and corridors*).
- C. Investigate the use of Fox River for hydro-power (*Vision 6; Facilitate, encourage, and promote environmental awareness, natural assets, energy efficiency, and open space as central community values for policy and operations*).
- D. Collaborate with the Geneva Park District in the development and maintenance of a new park and open space sites (*Vision 6; Facilitate, encourage, and promote environmental awareness, natural assets, energy efficiency, and open space as central community values for policy and operations*).
- E. Expand RiverPark and other open spaces on the Fox River (*Vision 6; Facilitate, encourage, and promote environmental awareness, natural assets, energy efficiency, and open space as central community values for policy and operations*).
- F. Explore the feasibility of installing a traffic circle at 3rd Street and Route 31 (*Vision 7; Encourage and promote a variety of mobility options that promote an efficient and varied transportation system*).
- G. Develop a citizen's academy to cultivate awareness of local government functions, ways of participating and understanding of issues (*Vision 3; Encourage, foster, and*

- facilitate the ongoing strength of community participation and commitment to public affairs).*
- H.** Collaborate on an analysis of potential shared resources (*Vision 3; Encourage, foster, and facilitate the ongoing strength of community participation and commitment to public affairs).*
 - I.** Establish a citizen-based Housing Commission (*Vision 4; Promote and amplify community unity and diversity through actions and programs that encourage inclusion, vitality, and wholeness).*
 - J.** Analyze local and state resources to support affordable/attainable housing development (*Vision 4; Promote and amplify community unity and diversity through actions and programs that encourage inclusion, vitality, and wholeness).*
 - K.** Begin exploration of a joint Fox River/Dam initiative with Batavia and City of St. Charles (*Vision 6; Facilitate, encourage, and promote environmental awareness, natural assets, energy efficiency, and open space as central community values for policy and operations).*
 - L.** Create an Annual Landscape Enhancement Award Program and establish eligibility criteria, program schedule and committee to review award applications (*Vision 6; Facilitate, encourage, and promote environmental awareness, natural assets, energy efficiency, and open space as central community values for policy and operations).*
 - M.** Evaluate and expand resources available for reforestation (*Vision 6; Facilitate, encourage, and promote environmental awareness, natural assets, energy efficiency, and open space as central community values for policy and operations).*
 - N.** Implement the 2nd phase of recreational trail construction; evaluate the 2nd phase of wetland construction (Prairie Green) (*Vision 6; Facilitate, encourage, and promote environmental awareness, natural assets, energy efficiency, and open space as central community values for policy and operations).*
 - O.** Establish a Prairie Green Preserve Citizens Advisory Committee (*Vision 6; Facilitate, encourage, and promote environmental awareness, natural assets, energy efficiency, and open space as central community values for policy and operations).*
 - P.** Encourage higher density in-fill in core parts of the City (included in another goal) (*Vision 4; Promote and amplify community unity and diversity through actions and programs that encourage inclusion, vitality, and wholeness).*
 - Q.** Create a budget to implement an enhanced code enforcement program (Vision 1; Recognize, honor, preserve, and enhance community heritage and character).
 - R.** Facilitate development of currently underutilized property in the City (*Vision 5; Manage City resources and assets to effectively and efficiently deliver core services, provide for capital investment, and meet community needs and desires).*