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Executive Summary



As it faces the future, the City of Macomb confronts a number of challenges and opportunities. The Community Assessment sums up those challenges and opportunities.

Well-developed major roadway infrastructure and public transportation. □ Picturesque nodes, gateways and a historic downtown. □ Desirable, affordable residential neighborhoods. □ Presence of a significant public university and medical campus. ■ Major Weaknesses □ The disruption of neighborhoods by the railroad, Jackson Street and Lafayette Street. □ Visual disunity, particularly along the Jackson



The historic downtown, centered on Courthouse Square, anchors the Macomb community.



The railroad and Jackson Street are two major physical barriers that bisect parts of the community.

Opportunities _

Street Corridor.



☐ Redevelopment along West Adams Street, along the railroad and in the downtown.

☐ A challenging streetscape environment.

- ☐ Corridor and gateway improvements, the development of a recreational path network and a new regional highway linking Macomb to Quincy and Peoria
- ☐ A continuing partnership between Macomb and Western Illinois University.



Businesses could open doors and windows onto this pedestrian alley downtown, and it could be enclosed with glass to create a unique and inviting space.



Some businesses have been unable to sustain themselves over the long term.

Outside Threats _____



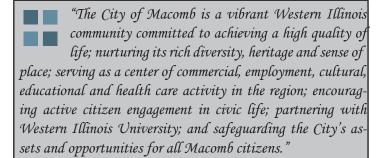
- ☐ Peripheral urban development pressures
- ☐ Negative regional economic trends

During the policy formation process, the Advisory Committee made priorities for the future of the City centered on the following themes:

- Promoting economic development
- Making transportation investments
- Enhancing the design and aesthetics of the community
- Improving municipal service delivery
- Supporting the local housing market

City of Macomb

Vision Statement



The general public participated in the plan-making process via the comprehensive community survey, open houses and public forums, community mapping and visioning exercises, and sharing their thoughts and ideas for the plan with City leaders. Taken together, these ideas and insights directly shaped the contents of the plan itself.

Major plan elements include the Future Land Use Plan, the Transportation Plan, the Community — Facilities and Utilities Plan, the Housing Plan and the Implementation Plan.

- □ The **Future Land Use Plan** promotes balance and livability by setting aside appropriate amounts of land in well suitable locations for all land use classifications (residential, commerical, industrial, etc.) to accommodate the future growth and development of Macomb.
- □ The **Transportation Plan** aims to foster a safe and efficient multimodal transportation system by:
 - Building new collector roads and a recreational path network
 - Continuing to support the local public transportation system
 - Making improvements to targeted railroad crossings and designating new truck routes
- ☐ The **Community Facilities and Utilities Plan** aims to provide top-quality public spaces and facilities throughout Macomb by:
 - Safeguarding the City's historical buildings, parks, districts and other significant assets
 - Expanding and upgrading wastewater, potable water, stormwater, telecommunications and roadway infrastructure
 - Promoting the use of green technology and clean energy throughout the City
- □ The **Housing Plan** aims to create and to maintain sound, viable neighborhoods throughout Macomb by addressing the need for:
 - Infill, conservation, cluster and mixed-income developments
 - Housing management and maintenance
 - Housing design and construction



Collector roads, such as Candy, play an important role in Macomb's street network.



Macomb Fire Station 2 is but one of the City's community facilities.

The Comprehensive Plan also includes two Special Area Plans that offer more detailed planning and analysis for specific areas of Macomb. These areas include the Northwest Neighborhood and the West Jackson Street Corridor.

- ☐ The **Northwest Neighborhood Plan** aims to create a stable, vibrant and beautiful neighborhood surrounding the WIU campus by:
 - Strengthening the partnership between the City and WIU and working together to revitalize the neighborhood
 - Ensuring coordinated mixed-use development along West Adams Street, culminating in a key neighborhood gateway where Adams meets Lafayette
 - Making streetscape and residential density changes to foster a lively and dynamic neighborhood for both students and permanent residents
- □ The **West Jackson Street Corridor Plan** aims to create a highly functional and aesthetically-pleasing corridor by:
 - Exerting municipal control over the design and development of the corridor
 - Instituting landscape and transportation enhancements
 - Developing / redeveloping key sites along the corridor



West Adams Street serves as a key conduit between WIU and downtown Macomb.



A segment of West Jackson Street as it is today. This segment is between downtown and Wigwam Hollow Road.

The final section of the Comprehensive Plan is the **Implementation Plan**, which makes recommendations for:

- Updating the zoning ordinance and comprehensive plan
- □ Crafting annexation policies and boundary agreements
- □ A detailed action plan to undertake to bring the plan to reality

Section I - Introduction



The Comprehensive Plan outlines a vision for how the community should develop based on current and projected conditions. It provides a statement of policy for land use and development decisions. The 2007 City of Macomb Comprehensive Plan is the culmination of efforts by the City to examine issues related to changes in the community that have occurred since the adoption of the previous 1989 Comprehensive Plan.

According to Illinois State Statutes, a Comprehensive Plan is an advisory document "...and itself shall not be construed to regulate or control the use of private property in any way, except as... has been implemented by ordinance duly enacted..." The Comprehensive Plan should provide the rationale that supports municipal ordinances, and be used in conjunction with such ordinances. Courts increasingly look to a community's Comprehensive Plan to evaluate the relative merits of a zoning change or to justify the costs that compliance with a zoning ordinance may require. With completion of this Plan, the City should review and revise as appropriate existing zoning regulations to ensure that the objectives outlined in the plan can be implemented, and that consistency is maintained between these key planning documents.



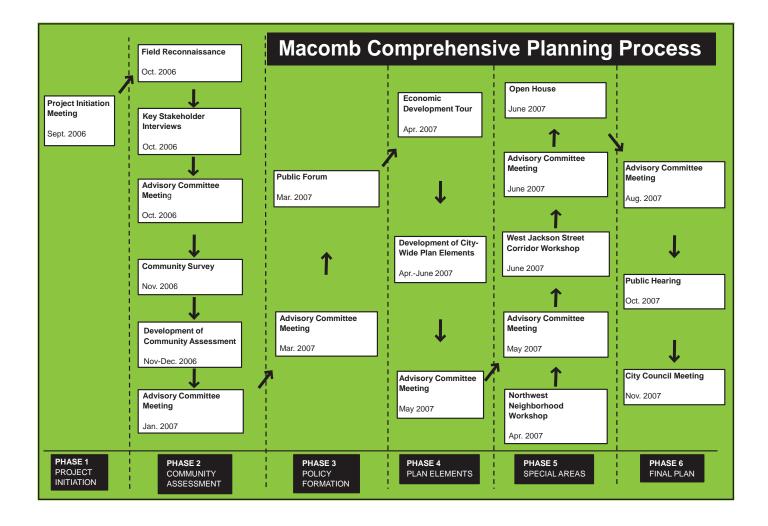
Sherman Hall, Western Illinois University.

Due to the unpredictable nature of future economic and development patterns, the Comprehensive Plan itself should be reviewed annually and confirmed or updated at least once every five years. Timing of future growth will be highly dependent on economic and market conditions. For example, much of the land within the planning area will likely remain agricultural for some time. However, when market conditions suggest that new development can be supported, this plan suggests appropriate future uses which would fit with the overall development of the community. In a similar fashion, new roadway connections outlined in this plan will likely only occur in connection with development of adjacent parcels.

The 2007 Comprehensive Plan covers all land within the City's corporate limits and its 1.5-mile planning jurisdiction, except for property that is already within the boundaries of other municipalities or subject to any future boundary agreements. This area is referred to as the "Planning Area".

The firm Business Districts, Inc. (BDI), serving as a sub-contractor for the Comprehensive Plan, provided the economic and market assessment of Macomb. BDI is the premier provider of business district services for mid-sized municipalities. The situation audit developed by BDI for Macomb provides an in-depth assessment of the City's economic and market assets, potential and opportunities. The highlights are included in the Community Assessment Summary, and the full text of the report can be found in the Appendix to the Comprehensive Plan.

Finally, the following flow chart delineates the Macomb Comprehensive Plan process. It identifies major steps taken throughout the year-long planning process, with an emphasis on the many public participation events that were conducted, including the Advisory Committee meetings, community workshops, the open house, the public forum, the community survey, and the public hearing. The ideas, feedback and recommendations of the Macomb public shaped the plan into what it is today.



Section II - Community Assessment Summary



Introduction

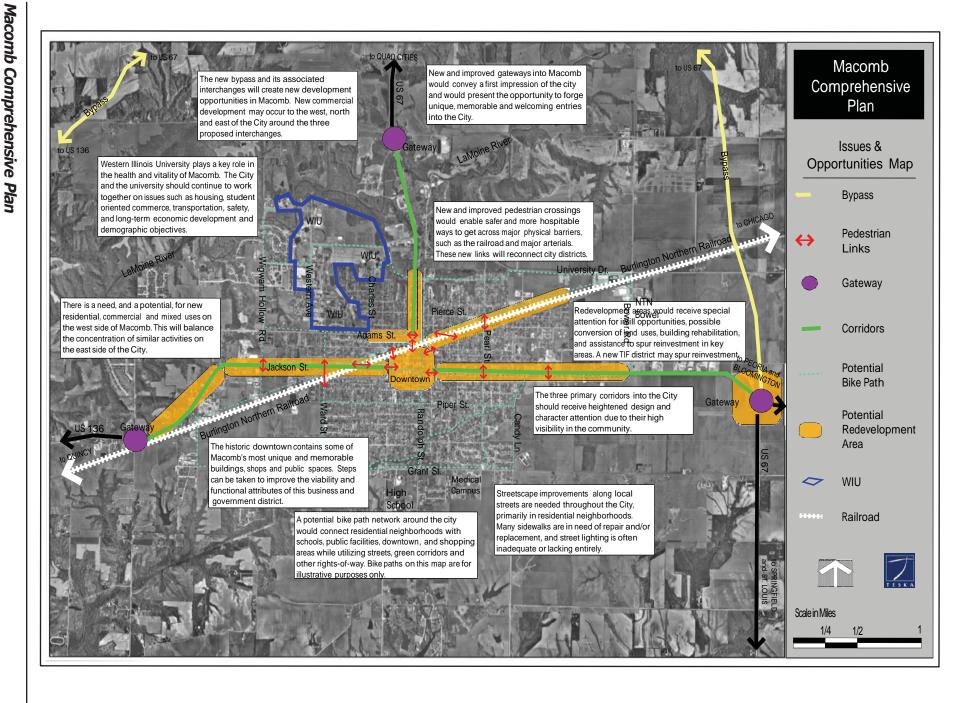
This summary report presents the findings of Phases 1 and 2 of the comprehensive planning process for the City of Macomb. The analyses will form an important part of the foundation upon which a policy framework will be constructed in Phase 3 and the plan elements created in Phases 4 and 5. The synthesis of the major planning issues is presented below in order to provide strategic direction for the subsequent phases of the Plan.

Field Analysis

The Field Analysis Map on the following page identifies the location of landmarks, nodes, paths, sub-districts and edges that make up the physical landscape of the City. Landmarks are distinctive physical objects from the man-made and natural worlds, such as buildings or hills. They stand out and can be used for identification or way-finding purposes. Examples of landmarks in Macomb include the Courthouse, the Eisenhower Tower and the LaMoine River Valley. Nodes are small areas where paths and corridors intersect, or where concentrations of activities take place. Examples of nodes in Macomb include Courthouse Square, the medical campus and WIU. Paths are corridors of movement along which people travel. Examples of paths in Macomb include the arterials of US 67 and US 136, major collectors such as University and Wigwam Hollow, and minor collectors such as Maple and Jefferson. Sub-districts are sections of the town of a similar character. Examples of sub-districts in Macomb include the neighborhood directly to the east of WIU, downtown, and the corridor along US 136 to the east of the City. Edges are linear barriers that physically separate parts of the town. Examples of edges in Macomb include the railroad track, the major arterials of US 67 and 136, and the LaMoine River. Taken together, these five elements (landmarks, nodes, paths, districts and edges) are the dominant physical features of a city's image. They are likewise important for understanding the physical functioning of a city.

Issues and Opportunities

The Issues and Opportunities Map on page five discusses both problems and possibilities in Macomb's built environment. The Map offers suggestions for creating new gateways into the community, enhancing pedestrian crossings and linkages, identifying key redevelopment areas for physical investment and renewal, creating attractive corridors along the urban arterials, making streetscape improvements in the neighborhoods, establishing a comprehensive bike path network, preserving historical landmarks, planning for the future highway bypass, and working with WIU on common issues and concerns. The Issues and Opportunities Map encapsulates the big issues identified during the field reconnaissance relating to the image and conditions of the sub-areas of Macomb and places these issues into their spatial context while providing suggestions for possible interventions.



Strengths

Major Roadway Infrastructure

The east-west Jackson Street arterial runs through the middle of the City and connects the downtown core with important commercial and industrial areas to the west and east sides of Macomb. The downtown core is a center for government, public and institutional uses, and small retail, dining and other commercial uses. The west side features larger commercial uses situated along West Jackson Street, and the east side features a major shopping area with several big box commercial enterprises and major industrial employers, such as NTN Bower and Pella. US 67 links Macomb with Monmouth to the north and with Jacksonville/I-72 to the south; US 136 links Macomb with Keokuk, Iowa to the west and with I-155 and I-55 to the east.

Picturesque Nodes and Gateways

The approach into Macomb from the north along US 67 presents a scenic gateway into the City. The hilly, forested terrain, combined with the meandering LaMoine River, creates a memorable impression for visitors and residents alike. Another pleasant view greets people traveling west along West Adams Street; the first glimpse of the Western Illinois University campus from the intersection of West Adams Street and Charles Street creates a favorable image of the interaction of the City and the University. On the south side of Macomb, Compton Park presents a beautiful neighborhood park in a quiet residential area with the picturesque Killjordan Creek running through the middle. Finally, the City as a whole benefits from tree-lined streets and plentiful green space in the form of woods, ravines, neighborhood parks, recreational fields, agricultural lands and golf courses.

Desirable Residential Neighborhoods

The older residential neighborhoods feature single-family dwellings with tree-lined streets and neighborhood schools, parks and institutions. Since these neighborhoods are situated in close proximity to downtown, neighborhood retail and commercial uses can be reached quickly and easily. Newer residential neighborhoods situated at the periphery of Macomb also represent desirable characteristics. These areas tend to feature curvilinear streets in response to topographic and environmental conditions, and include a mix of single-family dwellings, townhomes and duplexes. Finally, the neighborhood around WIU caters to the needs of a large student population in terms of the diversity of the housing stock, and is conveniently located between the university and the downtown.

Historic Downtown

The downtown of Macomb represents the essence of the community. It is not only the center of the City, but is also the center for City and County government, small-scale commercial retail operations, and other public and institutional uses. Important attributes of the downtown include Courthouse Square, Chandler Park, the Amtrak Station, the Public Library, City Hall, and several schools and churches. The downtown is a relatively dense, mixed-use and pedestrian-friendly environment, and benefits from aesthetically-pleasing streetscape signage, plantings, landscaping and store façades.

Educational Facilities

Macomb is blessed with excellent educational opportunities at all levels. The Macomb Community Unit District 185 provides quality educational opportunities at the kindergarten through high school level. Spoon River College provides excellent opportunities for the first two years of college and pre-professional courses in 30 college majors, many career and technical programs, continuing education, and business and industry training. The presence of WIU is important to the long-term health and vitality of Macomb. The university creates While downtown Macomb is one of the jobs, attracts a well-educated and talented workforce, brings cultural City's strengths, there remains significant activities that can benefit the entire community, helps to inject money potential for revitalization and redevelopinto local businesses, and contributes a significant portion of the City's ment.





population. In short, WIU adds vitality to Macomb, is an important economic agent and acts as a safeguard against regional trends of out-migration and general economic decline.

Medical Campus

The medical campus on the south side of Macomb brings together a variety of health care facilities, including a major hospital, various medical clinics, and elder care facilities, among others, that serve not only the local population but the greater region as well. This is an important node of activity for the City, and it represents the most important such node on the south side of the City.

Public Transportation System

Macomb benefits from a remarkable public transportation system for a city of its size. A well-developed bus system serves students and the resident population alike, connecting important nodes of activity along key transport corridors.

Affordable Community

Macomb is known as an affordable place to live with a low cost of living. This is an important attribute that can be used to attract newcomers. The combination of a low cost of living with a high quality of life can be difficult to achieve, and the fact

that Macomb is strong on both counts represents an important strength for the City.

Weaknesses

Major Barriers

Several prominent elements physically divide the city and cut off small areas and entire neighborhoods from the rest of the community. The most dominant of these barriers is the railroad, which bisects the city from southwest to northeast; Jackson Street (US 136), which bisects the city from west to east; and Lafayette Street (US 67), which bisects the city from the north end of town to the downtown. These large barriers create sharp edges within the urban morphology, making cross-access limited and difficult. Areas around these barriers are characterized by



Many of Macomb's residential neighborhoods are very desirable places to live.

a shortage of pedestrian-friendly features, visual disunity, and some properties in need of more upkeep and maintenance. These areas do not belong to established city districts or neighborhoods, and therefore tend to be neglected. Public intervention to mitigate these negative characteristics is vital for the health, safety and vitality of these parts of the City. In addition, minor physical barriers in the form of long blocks and disconnected streets hinder the vitality of certain neighborhoods. There should be additional east-west connections between Lafayette and Randolph south of Chase, and additional north-south connections between Jefferson and Piper in order to make smaller blocks and to better connect the street grid.

Visual Disunity

Several areas of Macomb suffer from visual disunity. One such area can be found among the old industrial uses along the railroad corridor, particularly in the northeast part of town. Many of these parcels are not well-maintained and have undergone a lack of investment. The same holds true for many of the commercial uses along West Jackson Street. The buildings, signage, level of upkeep, landscaping, setbacks and lighting vary to such an extent so as to create a confusing array of images lacking a unified approach. Major signage above the roadway creates the impression of an expressway, rather than an urban arterial. These elements create an aesthetically displeasing environment for business owners, potential shoppers, and people simply passing through along US 136. West Adams Street, a city street, appears to be in transition from a residential to a mixed-use local corridor, and could be enhanced to serve as a vital pedestrian-oriented linkage between WIU and downtown.

Poor Streetscape Environment

Many of the public rights-of-way in the city suffer from inadequate sidewalks and street lighting conditions. Many of the city's sidewalks are too narrow, missing or in poor condition, and situated directly alongside streets and roadways (including US 136) without the benefit of parkway features such as landscaped barriers to separate and protect pedestrians from adjacent traffic. There are inadequate pedestrian crossings across Jackson Street, and as a result it is difficult for pedestrians to access the downtown from the neighborhoods to the north. Fast, heavy traffic on Jackson Street, including large commercial truck traffic, adds to the difficulty of crossing this thoroughfare.

Highlights of Macomb's Opportunities



☐ Downtown Redevelopment

Restaurants, a movie theatre, additional store frontage along the alleys connecting to Courthouse Square, stronger pedestrian connections between Courthouse Square and Chandler Park, and higher-density residential infill development could support downtown businesses and renew the importance and historic role of downtown Macomb.

☐ Design Guidelines

The adoption of a comprehensive set of design guidelines could go a long way toward creating harmony and unity for the city's built environment. Specific guidelines could be developed for certain districts of the City, such as for downtown, while others could be formulated that apply to all areas of the City.

☐ Macomb - WIU Partnership

By working with WIU's professors and administrators, Macomb could establish new start-up enterprises with strong linkages to specific academic departments to provide strong incentives for graduates to live and work in the City. As Macomb's population continues to grow older, recent graduates staying in the area to work where they went to school would produce positive economic benefits to the community, while increasing both the tax base and Macomb's young, educated labor force.

☐ Enhanced Regional Transportation Endeavors

New transportation projects at the regional level are creating new opportunities for development in Macomb. These projects include the new Quincy to Peoria highway and the associated bypass, and new Amtrak passenger rail service on the line between Quincy and Chicago, doubling the number of departures and arrivals at the Macomb Amtrak station and strengthening Macomb's relationship with Chicago. New highway interchanges will create land development opportunities in the form of hotels and restaurants.



A poor streetscape environment gives some parts of Macomb a tired look while contributing to the challenging pedestrian environment.



Design guidelines would add to the aesthetics of Macomb with new designs for street lights and signs, as seen above in Glen Ellyn, IL.

Opportunities

West Adams Street Redevelopment

Potential exists for student-oriented businesses that could be open late along West Adams Street; this could serve as a pedestrian-oriented commercial corridor between WIU and downtown. A combination of commercial retail uses, higher-density residential uses, streetscape plantings, a coordinated lighting scheme, wide sidewalks and traffic calming would produce a lively and dynamic street environment. It would be important to concentrate these revitalization and redevelopment efforts in those blocks along West Adams Street between Charles Street and Lafayette Street.

Arterial Corridors

US 67 and US 136 could be aesthetically and functionally improved upon by adding parkway features, a landscaped median, access management features, traffic calming measures and pedestrian crossings. These roadway enhancements would improve the visual appearance of the corridors while improving traffic flow.

City Recreational Path Network

Macomb's residents and visitors would benefit from the development of a recreational path network throughout the City. Such a network of recreational paths could be located along local streets, along green corridors such as Killjordan Creek, and along other utility and roadway rights-of-way. It would be important to connect significant nodes of activity, such as the downtown, west-side shopping centers, the University and the medical campus. The objective would be to encourage bicycling and walking not only for recreational purposes but for transportation purposes as well.

New Gateways into Macomb

The City already benefits from one scenic and memorable gateway, that of US 67 approaching Macomb from the north. Opportunities therefore exist for the creation of gateways into the City when approaching from the east and west. These opportunities will be enhanced and made more prominent with the construction of the Macomb bypass and the creation A recreational path network of three new highway interchanges. The City should take advantage of these forthcoming opportunities to forge unique, memorable and welcoming gateways into the community.



Image Credit: e-barneys.com

would provide an alternative transportation network, in addition to a great place for people to run or bike.

Infill Development and Redevelopment of Obsolete Uses

Opportunities for development and redevelopment exist on vacant parcels, on parcels with vacant buildings, and on underutilized parcels. Older industrial areas along the railroad tracks that are already in a serious state of decline and disinvestment could be redeveloped for more useful and current purposes, such as for residential, neighborhood commercial or public facility use.

Threats

Peripheral Urban Development: New pressures to develop land on the far outskirts of town could pose a certain threat to the health and vitality of certain city districts. This would be particularly true for the downtown district, which might not be able to compete if new shopping and other commercial development proceeds at the City's periphery, such as near future highway interchanges. Since the market for new commercial development will be limited by the size of the trading area, it is likely that the trading area could not support the development of all land areas that have the potential for new commercial development. Therefore, it will be important to prioritize the location of new commercial development.

Regional Economic Trends: Macomb is situated in a region of Illinois that is falling behind economically. Increasing unemployment and out-migration represent major challenges for the region. Sustained zero-population growth and a declining industrial sector contribute to the phenomenon of youth flight and an ever-aging population. These trends are manifested in the physical environment by empty stores, underutilized land, industrial disinvestment, and substandard housing conditions in some parts of the region.

Market/Economic Development Recommendations

BDI suggests these policies to support economic development, increase city revenue from commercial property, and enhance the quality of service to Macomb residents.

1) Preserve sites that could attract new head of household jobs.

Without population growth, retail expansion is a zero sum effort where new businesses must cannibalize the sales of existing businesses. Jobs are the key to real population growth and the new businesses that bring these jobs depend on superior sites. With the improved access to West Jackson, there may be an opportunity to attract a new employer. The business park on the east side offers additional options. It is important that sympathetic owners who will be patient in waiting for development hold sites with the potential for job generating businesses.

2) Make contact with the regional preferred developer for Target.

Macomb is an unusual market that is much better than a computerized site selection process will reveal and consequently, it is important to make sure that corrected information gets to site selection specialists. Although East Jackson is slightly more attractive, a good West Jackson site held by a cooperative owner would also be a viable option.

3) Seek sustainable destination stores and restaurants.

The vitality of destination specialty retail relies on store concepts that sustain sales providing a reasonable income for the owner.

4) Create façade improvement programs that support tenant recruitment.

Building owners cannot financially justify investing in appearance improvements unless they are likely to increase rents, keep a tenant, reduce maintenance costs, or prevent costly building code violations. Façade upgrades not associated with a financial return are generally less comprehensive and fail to increase the vitality of a commercial area. Designing and communicating a program that supports property improvement necessary to make new tenants successful will speed the redevelopment of aging shopping centers.

5) Encourage University-oriented stores and restaurants.

University communities everywhere grapple with capitalizing on student spending while satisfying fulltime residents' shopping and dining experience goals. The reality for Macomb is that students and their visiting parents are probably a third to half of the local spending power. Their spending is also elastic in that the more the offering appeals to them, the more that they will spend. The key to successfully capturing this spending is communication between the City and the University. Although recent, modest conversions of Northwest Neighborhood properties added to the area's charm, that effort should remain modest because, in the absence of significant spending growth, the quest for sustainable sales levels in an expanded offering would most likely bring businesses incompatible with a peaceful neighborhood.

Market/Economic Development Summary

The current commercial development is well balanced to Macomb's market. The decline of West Jackson confirms the "zero sum" nature of development in a relatively slow-growing market. The most important goal of economic development is recruiting new businesses that provide household supporting jobs that can result in population growth. Focusing on attracting the high volume businesses that will cause residents from the 30-minute drive time market to make more visits and spend more money is another step toward improving Macomb's commercial vitality. With those longer term initiatives underway, it is important to concentrate on improving the sales and profitability of existing clusters and individual specialty businesses rather than encouraging significant new clusters.

Section III - Policy Formation



Introduction

This report summarizes the results of Phase Three of Macomb's comprehensive planning process. This phase, concerned with policy formation, involved meetings with the Advisory Committee, City staff, and the public at-large. The results of these meetings and the public forum include the formation of a vision statement for the City, a series of goals and objectives to guide the planmaking process, new insights into issues and opportunities affecting Macomb, and image preference survey results. Each of these results is discussed below.

Vision Statement

Macomb's vision statement serves as a guide for the creation of the Macomb Comprehensive Plan. It provides a clear direction for future growth and development in the community, and will be an important tool to gage the success of plan implementation. It informs citizens, property owners, developers, city administrators, elected officials and other decision-makers of where Macomb would like to be in the future.

City of Macomb Vision Statement

"The City of Macomb is a vibrant Western Illinois community committed to achieving a high quality of life; nurturing its rich diversity, heritage and sense of place; serving as a center of commercial, employment, cultural, educational and health care activity in the region; encouraging active citizen engagement in civic life; partnering with Western Illinois University; and safeguarding the City's assets and opportunities for all Macomb citizens."

Goals and Objectives

As part of the visioning process, which included the formation of the vision statement articulated above, the Advisory Committee identified and prioritized various goals relating to economic development, transportation, urban design, municipal service delivery and housing. These goals, found on the following page, will guide the plan-making process for Macomb's Comprehensive Plan.

I. Economic Development

- Support new infrastructure improvement projects, particularly wastewater, potable water, stormwater and street systems
- Recruit major new employers to establish operations in Macomb
- Encourage new dining, commercial and entertainment opportunities
- Partner with WIU to encourage new business start-ups
- Support local medical facilities in long-term planning efforts
- Encourage new investment and mixed-use development downtown

II. Transportation

- Encourage expansion and upgrading of regional highway system, including the future IL 336 to Peoria, US 34 from Monmouth to Burlington, Iowa; IL 125 from Beardstown to Springfield, US 67 from Monmouth to the Ouad Cities and US 67 from Macomb to St. Louis, Missouri
- Take advantage of superior access to Amtrak service
- Annex land surrounding future highway interchanges
- Support establishment of comprehensive recreational path network
- Support McDonough County Public Transportation (MCPT) in long-term planning efforts
 Provide appropriate way signage to offset potential impacts of by-pass construction and direct traffic to key elements of community including the historic downtown square area

III. Urban Design

- Support streetscape and façade enhancements downtown
- Establish new signage regulations for particular city districts
- Enhance city sidewalks and street lighting within the community
- Support the creation of selected green corridors to connect parks and open spaces

IV. Municipal Service Delivery

- Intensify property maintenance inspection and enforcement efforts
- Support social services that combat poverty, crime and drugs

V. Housing

- Support policies that improve the local housing market
- Support the maintenance and reinvestment in the existing housing stock
- Encourage infill housing development where appropriate

VI. Capital Improvement Programming

- Multi-year schedules of public physical improvements prepared on a "rolling" five year term should be developed in consistency with and in compliance to the goals, objectives as Isieted within the Macomb Municipal Comprehensive Plan
- Items to be considered in reference to this Plan should include: land acquisition; construction, repair or addition to public facilities; public infrastructure extensions/upgrades such as water, storm sewer and sanitary sewer systems; streets, sidewalks and right-of-way improvements and non-recurring purchases of rolling stock and machinery/equipment

VII. GIS Utilization

The City should continue its participation in the WIU/McDonough County/City GIS consortium and avail itself of the many GIS applications relative to a number of city functions and departments including community and economic development, public works, police and fire, zoning and land use, etc.

Results from the Community Mapping Exercises

Community mapping exercises were conducted with the Advisory Committee on January 25, 2007 and with the public at the Public Forum on March 8, 2007. Participants indicated development preferences and land use issues in Macomb. Several patterns and trends emerged from these small-group mapping exercises, centered on the following themes.

Figure A - Results from the Community Mapping Exercises

CATEGORY	AREA OF CONCERN			
Street Improvements	Street extensions: Bower from Jackson to Grant; Collins from tracks to Grant; East from Wheeler to Jackson; Wheeler from East to Bower; and Piper from Candy to newly extended Bower Street improvements: Candy; Wigwam Hollow; Ward; Jackson; Grant; University			
Landscape Enhancements	All along Adams; Jackson; and Lafayette Downtown At dead-ends near railroad crossings			
Sidewalk Improvements	Along Candy and Jackson Along most local streets where they are missing or in disrepair			
Community Gateways	Along Jackson far east and west sides of town Along Lafayette far north side of town			
Traffic Control	Intersections of Jackson/Bower; Adams/Wigwam Hollow; Jackson/ Deer; Adams/ Lafayette; Jefferson/Dudley; Grant/Johnson; Grant/Randolph Along Jackson in the downtown area			
Public Parks	West of Wigwam Hollow and north of Adams			
Recreational Paths	Along LaMoine River and Killjordan Creek Around WIU Along West Adams, Grant, Wigwam Hollow, Candy, University, N. 1200th Rd. (Jackson to Quail Walk), and tracks on SW side of town			
Historic Preservation	Northwest corner Adams and Wigwam Hollow Sherman Hall (WIU) Downtown Park and Square General area south of downtown along Lafayette and Randolph Oakwood and St. Paul Cemeteries			
Neighborhood Commercial	Around intersections of Jackson/Wigwam Hollow and Grant/Ward Along West Adams and North Lafayette			
Regional Commercial	Around intersection of West Jackson and Wigwam Hollow			
Office	Downtown Around intersections of Jackson/Ward, Jackson/Columbia and Pearl/Pierce North side of Grant and east of Candy South side of Grant and west of Candy			
Manufacturing	Far northeast side along University and Bower			
Senior Housing	Far north side , near LaMoine River between Lafayette and Western Far south side of town, south of Grant West side of Wigwam Hollow and north of Adams South of Grant and east of Candy			
Multi-Family Housing	Far southwest side of City, south of tracks			

Image Preference Survey Results

The image preference survey was conducted at the March 8, 2007 Advisory Committee meeting. Survey respondents indicated their preferences for various types of structures that make up the built environment, and made specific comments on building aesthetics, architecture and other related design elements. Below is a listing of those elements that are most favored by the survey respondents, organized by building typology.

– I. Single-Family Dwellings $\, - \!\!\!\! -$

- <u>Building Architecture:</u> Utilize clean lines; achieve visual interest through use/placement of windows, offsets and shapes; use brick, stone and other high-quality materials; include front porches; use side-loaded garages; make chimneys out of high-quality materials; incorporate traditional/historical dwelling styles
- Other Design and Aesthetic Issues: Make dwellings of appropriate size (not too big and not too small); make lots large; bury utilities; utilize quality landscaping; ensure property and dwelling maintenance; blend dwellings into the setting/landscape





II. Multi-Family Dwellings -

- Building Architecture: Utilize balconies; make interesting lines; use brick and other high-quality materials; include the use of front porches
- Other Design and Aesthetic Issues: Incorporate high-quality landscaping and sidewalks; hide parking to all extents possible; give multi-family residential buildings as much of a residential look and feel as possible (i.e., rooflines that appear like single-family dwellings, size and scale not too overwhelming, etc.)



III. Commercial Buildings

- Building Architecture: Utilize front façade details including lighting, awnings, and windows; orient commercial buildings toward the street; use historical/vernacular architectural patterns; use high
 - quality building materials
- Other Design and Aesthetic Issues: Emphasize the importance of the overall character of the building; properly restore and maintain commercial buildings; ensure that they fit in well with surroundings; encourage traditional street-front appearances; include plenty of greenery and landscaping around buildings; add plenty of shade trees to parking lots; utilize more muted colors on building exteriors







IV. Industrial Buildings -

- <u>Building Architecture:</u> Utilize windows to create visual interest; orient buildings outward and relate them to the street; provide an interesting façade; incorporate architectural elements to avoid blandness
- Other Design and Aesthetic Issues: Ensure that industrial buildings fit in with their surroundings; utilize high-quality landscaping; keep properties wellmaintained





V. Streetscapes

Plant trees at regular intervals; construct sidewalks of an ample width to accommodate pedestrian traffic safely and comfortably; emphasize natural beauty of streetscapes; relate various elements of the streetscape (sidewalks, trees, plantings, lighting and building setbacks) to the type and character of the particular street







Image Credit: 43places.com



communities.madison.com/baycreek/about.php

VI. Recreational Pathways

 Separate the recreational pathway from the street/roadway; utilize landscaping to create safe and pleasing parkways; incorporate pathway-oriented lighting elements; demarcate recreational clearly pathway boundaries with pavement materials, lane markings and signage; create context-sensitive pathways for a variety of recreational users (pedestrians, bicyclists, joggers, rollerbladers, etc.)

Public Forum Discussion Results

The public forum was held on March 8, 2007. In addition to a presentation covering the community assessment and the community mapping exercise, members of the public engaged in a discussion on Macomb's current condition and where they would like to see the City in the future. The following is a summary of that discussion.

I. Macomb as it is Today:

- Positive Attributes: Culturally Alive; Poised; Untapped Potential; WIU; Committed; Safe;
 Diversity; New Businesses; Great Place to Live; Healthy Downtown
- <u>Negative Attributes:</u> Tired-Looking; Fragmented; Stagnant; High Property Taxes; Visual Disunity; Limited Funding; Too Many Absentee Landlords; Cavalier Zoning Practices; Not Progressive; Misdirected Recreational Opportunities; Lack of Policy Continuity

II. Macomb in the Future:

- Spirit/Nature of Macomb: Vibrant; Proud; Enchanting; Enlightened; Charming; Small-Town Feeling; Comfortable; Inviting
- □ <u>Macomb's Environment:</u> Green and Attractive; Beautifully Landscaped; Improved West Jackson Street Corridor; Bike Path System; Improved North Lafayette Street
- □ <u>City Management:</u> Zoning and Ordinance Enforcement; City-County Engagement; Less Wasteful/More Efficient; Licensed Rental Property Owners; City-University unity
- □ <u>Key Attractions/Resources:</u> Downtown on National Register; Regional Center; Performing Arts Center; Build on Strengths of WIU

III. Other Issues Raised During the Public Forum:

- Community Improvements: Develop a Parkway Between Wigwam Hollow and Bypass; Develop Parks in Multi-Family Areas; Focus on Trails, Not Ball Fields for Recreation; Develop a Nice Swimming Pool/Water Park; Create a Theme for Downtown; Enhance Downtown Landscape; Create Better Directional (Wayfinding) Signage; Consider a Visitors Center; Enhance Entry Corridors; Do Not Permit Billboards
- Planning Process: Provide Clear Direction on how to Follow Plan; Communicate the Plan and Build Enthusiasm for It; Better Communicate the Advantages of Macomb

Section IV - City-Wide Plan Elements





Introduction

The City of Macomb Future Land Use Plan identifies locations within the City and surrounding planning area for a variety of land uses that will help the community to continue as a vital, growing and attractive place to live and work. The Plan provides a framework for public and private decisions about how particular sites should develop. It also forms the basis for community facilities and utilities planning. The Future Land Use element of the Comprehensive Plan is a long-range

Structure of City-Wide Plan Elements				
	Future Land Use Plan			
⊢	Transportation Plan			
Ш	Community Facilities and			
	Utilities Plan			
	Housing Plan			
	Implementation Plan			

guide for determining the uses to which the land should ultimately be put, rather than a direct, immediate indication of the appropriate zoning regulations to apply to a specific parcel of land. The purpose of the Future Land Use Plan is to provide guidelines for controlling the character of the community, insuring that municipal services and facilities will not be overburdened, and establishing a sound tax base. The principal aim of the Plan is to maintain the traditional form, natural environmental characteristics, and quality of life found in Macomb, while promoting balance by encouraging new commercial and employment opportunities.

When reviewing the plan, it is important to understand the generalized nature of a land use plan. Given the scale at which municipal comprehensive planning occurs, only broad areas of land use are indicated. On specific parcels of land, certain exceptions may be appropriate. A more detailed evaluation and land use recommendation is found in the special area plans for the Northwest Neighborhood and the West Jackson Street Corridor.

Land Use Classification

This section provides a general description of the City's land use categories and a brief summary of the rationale used in constructing the Future Land Use Plan.

Rural Residential: Residential properties with lots of between one and 10 acres. The Rural Residential land use category is designed to provide opportunities for very low intensity, single family residences with an overall density of one dwelling unit per acre or less. This category provides a semi-rural or countryside character, and preserves the land's natural features and open space. Rural residences are envisioned at the periphery of the City and adjacent to wooded and agricultural lands; they are mostly situated to the far south and northwest of Macomb.

Single Family Residential: Single-family residential structures and lots less than 1 acre. This land use category provides for low density residences at a density of between 1.1 and 4.0 dwelling units per acre. This residential land use category is the most commonly one found within the City itself, and will remain so in the future. New single family residential districts will be located on the northwest, northeast, southeast and southwest sides of the City, will be found in relatively large geographical units, and will have access to major collector streets for ease of access to shopping and employment districts. In undeveloped areas, institutional uses would also be appropriate alongside single family residences.

Medium Density Residential: Two- to four-unit residential structures on a single lot, duplexes, rooming-house occupied dwelling units with more than two unrelated individuals, and mobile home parks containing more than three mobile homes. Medium density residential areas, which provide for a density range of between 4.1 and 8.0 dwelling units per acre, will be located in smaller geographical units than single family or rural residential areas, will be located in close proximity to existing urban development and other types of land use, and will be located in close proximity to major collectors and arterial roadways.

High Density Residential: Multiple-family dwellings and multiple dwellings per lot or parcel; fraternities, sororities, nursing homes and group homes. This category is intended to include all forms of attached housing, including duplexes, townhomes, condominiums and apartments with an overall density greater than 8.0 dwelling units per acre. High density residences will also be located near existing urban development, a mix of other land uses, in relatively small geographical units, and adjacent to major collectors and arterial roadways. New high density residential developments should be in scale with the surrounding neighborhood, with typical heights in the two- to four-story range.

Office: Professional office developments and properties, including high tech, engineering, office and research uses. New office uses are envisioned in Macomb's downtown, in the hospital area on the south side of Grant, and along the Jackson Street corridor. Office uses could also be incorporated into a business park environment and would therefore be appropriate in places designated for regional commercial and industrial uses as well. Compatible architecture and buffering shall be provided for any new office development adjacent to residential uses.

University: Western Illinois University campuses and residence halls. The University is located on the northwest side of Macomb, including a golf course on the north side of the LaMoine River.

Regional Commercial: Large-scale, auto-oriented commercial properties with a regional draw. This category is intended to provide for retail establishments which offer a wide range of goods and services in locations which abut or front heavily traveled major arterial roadways. This category includes commercial complexes and roadside commercial establishments. The Regional Commercial land use designation is envisioned to the north, east and west of Macomb along the Jackson and Lafayette corridors, where larger parcels of land and access to the future highway and bypass will create conditions for commercial activities with a regional draw.

Local Commercial: Small-scale commercial properties primarily serving the local market. This land use designation is envisioned in the downtown area and stretching to the north, east and west from downtown along the Jackson and Lafayette corridors. A few small pockets of local commercial would be located in other parts of the City to serve neighborhood needs, such as at the SW corner of Grant and Ward, and along West Adams between Lafayette and WIU.

Mixed Use: Retail, office, institutional and limited residential uses located either in close proximity to each other or in the same structure. Three distinct areas of Macomb are planned for mixed use, each with different characteristics. Downtown areas are by their very nature mixed-use environments. In downtown Macomb, the focus should be on encouraging retail uses as the dominant use for groundfloor space, particularly around the Courthouse Square. Upper story uses might include both office and residential uses. In 1975, the City developed a downtown plan titled "Macomb CBD Environmental Development Project". This plan contains many good recommendations for enhancements to downtown Macomb. One of the action steps identified in this Comprehensive Plan is to revisit and update this important planning document. As a major entrance into the WIU campus, West Adams Street has a unique role within Macomb. This area has begun to attract some neighborhood-level commercial uses such as a coffee shop and record store. Additional neighborhood commercial uses are encouraged for this area, along with appropriate office and service uses. Additional high-density residential uses may also be appropriate, particularly in second or third story space. The West Jackson Street corridor has a number of larger sites that could accommodate a variety of land uses. However, unlike downtown or West Adams, mixed-use in this part of the community would likely be in single-use buildings designed to blend and transition to other compatible uses in the area. Flexibility in zoning and careful site plan review will be needed to ensure appropriate development and integration into the fabric of Macomb.

Institutional: Schools, churches, hospitals, government facilities, airports and non-profit community facilities. Included in this category include the Spoon River Community College, the Public Library, the McDonough District Hospital and City Hall, among others. These uses are spread evenly throughout the City: in the downtown and at the periphery, along arterials as well as local streets, in commercial as well as residential districts. The Future Land Use Plan only shows the location of existing institutional facilities. The plan anticipates and supports the need for additional institutional facilities, either through new development or expansion of existing facilities. However, as the location of these facilities is highly

variable, no specific locations are illustrated.

Industrial: Manufacturing operations, warehousing, distribution, storage operations, grain elevators, repair services, contractors, implement dealers, trucking firms and junkyards. These uses are primarily located near major collectors or arterial roadways, and it is envisioned that most new industrial development will occur within planned business parks on the northeast side of Macomb.

Agricultural: Farm assessed agricultural lands including row crops, livestock, pasture areas and Conservation Reserve Program lands. This category is intended to encourage the preservation and protection of economically viable agricultural land and to discourage the premature development of vacant or agricultural lands. Agricultural lands currently and will continue to surround Macomb in all directions.

Parks and Recreation: Parklands, golf courses, sports fields, and similar open spaces. These spaces include small neighborhood parks, downtown squares, and large regional parklands. The largest existing parks are situated on the northern side of the City, including the new park along University on the northeast side, while numerous small parks are spread evenly on the southern side of Macomb. As new residential developments move forward, new parks will need to be added to the City. It will be important to balance the spatial distribution of these new parklands.

Primary Open Space: Floodplains and wetlands that will remain in their natural state for perpetuity. These sensitive environmental features provide natural functions such as flood storage and conveyance, pollution control, and wildlife habitat. Ownership of primary open space areas may be public or private. The dominant area of primary open space is the LaMoine River Valley that courses along the north side of Macomb.

Secondary Open Space: Open land, often wooded and on steeper slopes, which could be converted to other uses where appropriate. This category is intended to protect natural resources and areas with unique environmental characteristics. Ownership of these areas may be public or private. These areas are located at the urban periphery, near the LaMoine River, and on the far south and northwest sides.

Figure B - Future Land Use Table

Land Use Designation	Existing Gross Acreage	Future Gross Acreage	Change In Land Use
Industrial	436	1,853	+1,417
Institutional	323	817	+494
Regional Commercial	98	888	+790
Local Commercial	219	153	-66
Office	11	74	+63
Mixed Use	N/A	138	+138
High Density Residential	188	280	+92
Medium Density Residential	167	423	+256
Single Family Residential	1,287	3,679	+2,392
Rural Residential	1,478	9,155	+7,677
University	664	1,110	+446
Parks and Recreation	1,883	2,591	+708

The following table provides an acreage comparison of existing versus future land designations in and around the City of Macomb. The Future Gross Acreage represents a full build-out of the City. It is unlikely that all of the land dedicated for each of the below uses would be developed over the next 30 years. Instead, a greater supply of land is indicated than will likely be demanded; this allows for market choice and prevents shortages from occurring in the land supply.

Most land use categories will experience an increase in acreage in the future. The exception is the local commercial category, since some of the existing lands in this category, mostly located along major arterials, have been transitioned to the regional commercial category and the Mixed Use category.

Population Capacity

Population trends and development patterns are key indicators in determining the extent to which Macomb's total population (20,045 as of 2002 Special Census) will grow. Population estimates provide a basis for determining the appropriate allocation of land, funds, and other resources to establish new schools, parks, and recreation areas as well as to extend municipal service areas for water, sewer and fire protection.

Viewed from the perspective of previous population growth trends, Macomb's population is expected to grow modestly over the next couple of decades to a 2030 population level significantly below the population capacity of a full build-out scenario. Retaining an excess supply of land for residential growth provides market choice as well as residential development opportunities beyond 2030.

Employment Capacity

Nonresidential development capacity is calculated on the basis of the total acreage of land available for development based on the Future Land Use Plan. There is a potential employment capacity well above the approximately 13,000 Macomb residents that are currently employed. Macomb, in other words, has plenty of capacity to accommodate additional nonresidential growth in the years ahead. Retaining an excess supply of land for nonresidential growth provides market choice and encourages affordable land prices.

City-Wide Plan Elements
Future Use Plan Goals and Objectives

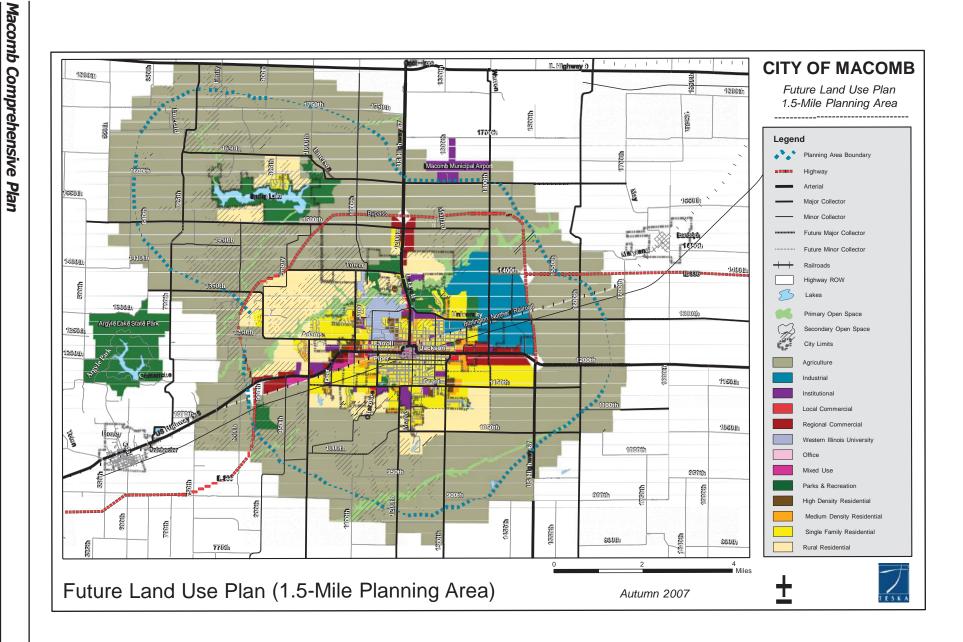


Goal

Create a Land Use Plan that promotes balance and livability by setting aside appropriate amounts of land in well suitable locations for all land use classifications to accommodate the future growth and development of Macomb

Objectives

- □ Encourage very low-density rural residences on the periphery of Macomb, as indicated on the Future Land Use Plan
- □ Support the integrity of single-family residential districts in those areas of the City indicated as such on the Future Land Use Plan
- Allow medium- and high-density residential developments in select parts of the City, as indicated on the Future Land Use Plan
- Concentrate industrial growth and development on the far northeast side of Macomb, as indicated on the Future Land Use Plan
- Promote commercial uses along the major arterials and in the downtown area, as indicated on the Future Land Use Plan
- □ Encourage mixed commercial-residential uses as indicated on the Future Land Use Plan, as well as in the downtown area
- Allow office uses in areas indicated as such on the Future Land Use Plan, as well as in mixed use areas, the downtown, and in the commercial corridors
- □ Promote the preservation of open spaces as well as parks and recreational areas throughout the City
- Allow institutional uses as indicated on the Future Land Use Plan



Section IV - City-Wide Plan Elements





Introduction

The Future Transportation Plan provides a roadmap for future transportation initiatives and investments in and around the City of Macomb. The overarching goal is an efficient multimodal transportation network that adequately serves the entire community. This will require new, and improvements to existing, facilities and infrastructure. A new regional highway from Quincy to Peoria via Macomb will provide area residents enhanced connections to other cities in West Central Illinois. The Macomb Bypass will steer much of the through traffic around the community and should help to alleviate traffic on the City's arterials. An expanded collector street network will ensure that local traffic can move throughout the community safely and efficiently. Local streets will be targeted for improvements and reinvestment. The bus network will continue to grow and evolve to respond to demand. A new bike and recreational path network will be constructed to link key places and activity nodes in all areas of the community and to provide options for non-motorized transportation in Macomb.

Roadway Classification

Roadways have two basic functions: to provide mobility, and to provide land access. From a design standpoint, these functions are incompatible. For mobility, high speeds and uniform traffic flows are desirable; for land access, low speeds are desirable, usually accompanied by inconsistent flows. More restrictive access controls permit increased mobility and travel at higher speeds in a more uniform manner. Travel involves movement through a network of roadways. For transportation planning purposes, as well as for design purposes, roadways are most effectively classified by function to provide for the movement of traffic through this network.



U.S. Highway 67 entering Macomb from the North. US 67 connects Macomb with the Quad Cities to the North and with St. Louis to the South.

Freeways: are multi-lane divided highways that provide a high degree of mobility, with access limited to grade-separated interchanges to preserve the high-speed high-volume characteristics of the facility. These facilities are typically part of the state or federal highway system. The future Macomb Bypass will be a freeway. Of special note is that several bridges will need to be constructed along the Bypass where secondary roads will pass either above or beneath it. According to information from IDOT, the Bypass is expected to pass below N. 1250th Rd., above N. 1350th Rd., below Emory Rd., below N. 1500th Rd., below E. 1100th St., above E. 1400th St., below N. 1400th Rd., and above N. 1300th Rd; however, these underpasses and overpasses may change as engineering work on the Bypass progresses.

Expressways: are highways similar to freeways with the exception that they have at-grade intersections with major public roads. These high-speed, high-volume highways also tend to be part of the state or federal highway system. Highway 67 north of Macomb is an expressway, and the future IL 336 from Quincy to Peoria will be an expressway.

Arterial Roads: are intended to provide a high degree of mobility and function as the primary travel routes for vehicles entering, leaving and passing through urban areas. They are intended to carry high volumes at high operating speeds and have adequate capacity to operate at high levels of service. Although arterials do interconnect with major developments such as downtown, commercial centers, industrial parks and residential areas, access management is essential to preserve capacity. Signalized intersections should be spaced far enough apart (typically 1/2-mile as a minimum) to permit efficient two-way progression of traffic, and left- and right-turn lanes should be provided at these intersections to ensure that traffic capacity and level of service are maintained. Arterials in Macomb include Jackson Street (U.S. 136) and Lafayette Street (U.S. 67).

Collector Roads: are designed to support the arterial network, and are generally located at 1/2-mile points within the grid system and consist of medium-capacity, medium-volume streets that serve to link high-level arterial streets to lower-level local streets. Operating speeds are typically lower on collectors than arterials and should have limited continuity to not encourage through-traffic but still provide for local movement of vehicles among residential, commercial and industrial areas of the community. The collector system provides for some direct land access, but to a more limited degree than local streets. Major collectors in Macomb tend to be located on the edges of residential neighborhoods, while minor collectors penetrate the neighborhoods and may permit curbside parking.

Local Streets: provide direct land access. Movement of local streets is incidental and involves traveling to or from a collector facility. Therefore, trip lengths on local streets are typically short while volumes and speeds are typically low. The local street system is also planned to ensure that all neighborhoods are accessible by at least two routes for emergency and service vehicles. The role of the local street system is to carry traffic and to provide for safe and convenient access to housing areas and other land uses. Local streets also serve a social function for residents. Neighborhood streets are often a place where neighbors can meet, children can play, or residents can bike or walk when sidewalks are not provided. These two roles, can, however, create potential conflicts.

Transportation Goals, Objectives and Action Items

Goal

Foster a safe and efficient multimodal transportation system for Macomb and vicinity

City-Wide Plan Elements
Transportation Plan Goals, Objectives and Action Items

Objective

Continue to support the local public transportation system

Action Item

Continue to consult with McDonough County Transportation, WIU and other community stakeholders to ensure accessibility for those who most depend on public transportation (seniors, person with disabilities, and persons without vehicles), top-quality service delivery, and service efficiency



A bus at the corner of Charles and Adams near the WIU campus

Objective

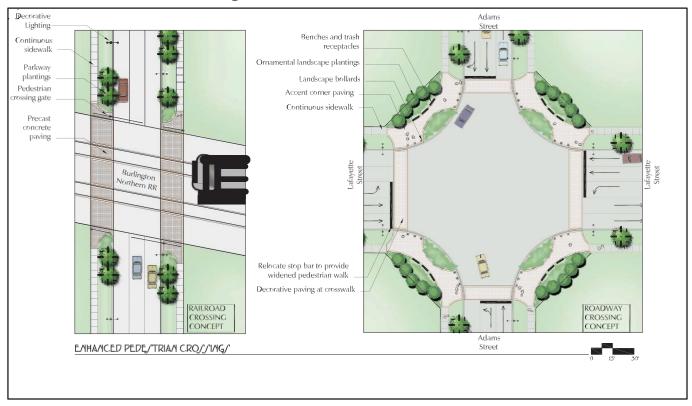
Improve the safety and efficiency of targeted railroad crossings.

Action Items

□ Access at-grade crossings in the City.

There are at least 14 locations where the railroad crosses a roadway. See the Enhanced Pedestrian Crossings Sketch below for a model of a safer railroad crossing concept.

Enhanced Pedestrian Crossings

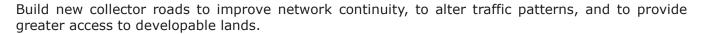


Ensure proper functioning of all passive traffic control systems.

Active traffic signals are used where the tracks cross U.S. 67 in the downtown area and U.S. 136 on the East Jackson Street corridor. These protective devices include flashing lights, gates and bells. While arterials are almost always under active control devices, collectors sometimes fall under active control and sometimes under passive control, and local streets are almost always under passive control devices. Active control devices should be considered at any rail crossing in Macomb where they do not currently exist.

Consider the closure of one at-grade crossings in exchange for the annexation of BNSF properties on the west side of the community towards the by-pass area.

Objective



There are several major and minor collector streets within the City that lack network continuity. The dashed black lines shown on the Transportation Plan indicate potential roads to be considered to facilitate a more efficient and accessible transportation network. In some cases a potential road illustrates a logical connection of a disconnected road. In other cases, potential roads are shown merely as concepts to illustrate general patterns to maximize the connectivity of the transportation network, particularly how collector streets within new residential neighborhoods will connect to the arterial roads serving the whole City. The exact design of these potential roads will be determined as specific development plans are considered; the fundamental point is that new developments are provided with adequate access to major roads. Most roadway extensions will only be needed when the adjacent properties are developed, and may be funded by private developments, or partly by the City when an incentive program is involved, or by state and federal matching grants.

Action Items

- Extend N. Bower Rd. south to N. 1150th Rd.
- Extend S. Collins Ave. south to W. Grant St.
- □ Extend East St. south to E. Jackson St.
- □ Extend Avery St. north to University Dr.
- □ Extend Piper St. west to a newly extended Collins Ave.

Objective

Designate new truck routes and make all necessary road improvements.

Designating specific truck routes is important in directing trucks to the appropriate streets that are designed to support heavy commercial traffic and to avoid residential areas. In Macomb, U.S. 67 and U.S. 136, which are both classified as Class II Truck Routes by IDOT, both traverse the downtown area. Until the Macomb Bypass is constructed, there will continue to be the problem of heavy truck traffic contributing to traffic congestion, noise and safety issues, as well as dangerous conflicts with pedestrian traffic. Commercial and industrial land uses serve as the primary generators of truck traffic activity. Regional commercial uses are situated exclusively along both of the established truck routes; however, a considerable segment of industrial land is not situated along these roadways. With certain enhancements and new designations, a significant amount of highway-oriented truck traffic would be able to access the major commercial and industrial areas of Macomb without needing to pass through the historic downtown.

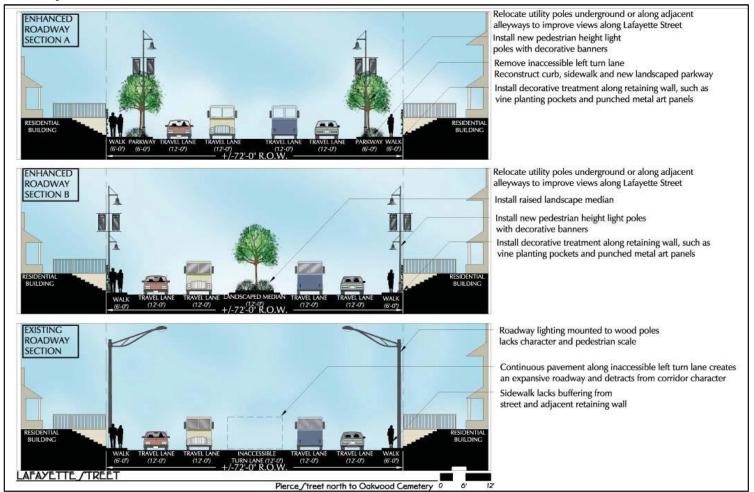
Action Items

- □ Update the truck route system to direct truck traffic from uses that attract heavy truck traffic to U.S. 67, U.S. 136, the future Macomb Bypass, and the future Quincy to Peoria highway (Illinois 336), while avoiding the downtown area whenever possible
- □ Encourage truck traffic to take the Bypass around Macomb rather than U.S. 67 or U.S. 136 right through the heart of the City
- □ Continue to upgrade Bower Road to adequately serve truck traffic to and from the industrial lands on the northeast side of Macomb south to U.S. 136 on the east side of the City
- Designate Bower Road and N. 1500th Road as official truck routes within the state system, in coordination with IDOT



Lafayette Street as it is today. The roadway could be enhanced with trees, wider sidewalks and more attractive lighting.

Lafayette Corridor Enhancements



Objective

Improve the streetscape environment and adopt ROW design standards. See the Lafayette Street Sketch above for two proposed alternatives for the redesign of Lafayette Street north of Pierce Street. See also the Enhanced Pedestrian Crossings Sketch on page 27 for an example roadway crossing concept.

Action Items

- Ensure that all streets benefit from a strong, well-paved surface with curb and gutters
- Enhance streetscapes with tree plantings and other landscape treatments
- □ Utilize consistent lighting appropriate for the particular class of street
- Construct sidewalks along all local streets and along higher road classifications if appropriate
- Incorporate bike/recreational paths into the streetscape if applicable to the particular street
- Utilize design standards for arterials, collectors and local streets that complement adjacent land uses, urban form, property accessibility, roadway traffic volumes and roadway traffic speeds

Develop a bike/recreational path system throughout the City, particularly in conjunction with new developments. The recreational path system will provide pedestrians and bicyclists with recreational opportunities as well as an intra-city non- motorized transportation alternative.

Action Items

- Connect a variety of activity nodes and other key places throughout the City, including downtown, WIU, commercial districts, residential neighborhoods, parks and natural features such as rivers and lakes.
- □ Locate the paths primarily alongside collector streets as well as along natural linear passages such as greenways and streams.
- □ Ensure that the system has a plethora of connections so as to enable a viable and diffuse network to take users to all areas of the City.



Objective

Develop a motorist-oriented wayfinding system for Macomb

Wayfinding is generally defined as how people find their way through a particular area. A wayfinding system for Macomb would be an effective tool for boosting local economic development, and should include the following elements listed below.

Action Items

□ Use similar or uniform materials in the way finding signage system.

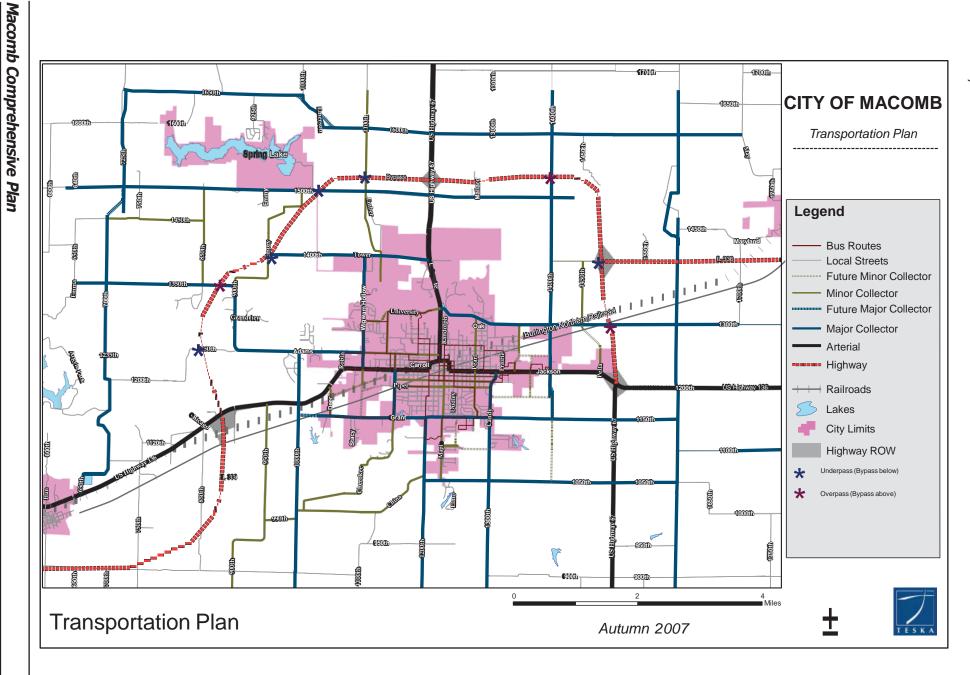
This will offer visual cues that people can recognize quickly to help them understand that certain signs are part of an overall system. A wayfinding system may use a variety of materials for its signs; however, using local and/or predominant building materials give the system a local flavor.

Use unifying elements such as a logo, uniform color palette, and uniform font types

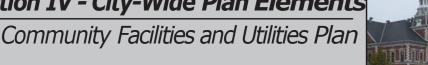
This will help tie the multiple signs together so that residents and visitors understand that they are all related and part of an overall system. Just like the use of similar signage materials, unifying elements offer visual cues that people can recognize quickly.

Designate the historic downtown square area as the top priority for wayfinding signsge.





Section IV - City-Wide Plan Elements





Introduction

Community facilities include both public and semi-public uses. Facilities such as City Hall, fire stations and libraries are all examples of community facilities. Parks, schools and utilities would also be classified under this category. The type and extent of growth over the next couple decades may require investments in additional municipal facilities. As Macomb's population grows, the City

will need to work together with school and park district officials to ensure that sufficient school and park facilities are provided to accommodate a growing population of schoolaged children and an overall need for additional parks and recreational spaces.

McDonough District Hospital, Macomb

Schools

Based on a full build-out population projection, more land would be needed to accommodate the potential student population growth at the elementary, junior high, and high school levels. However, a full build-out of the Future Land Use Plan is highly unlikely. Moderate population growth and

development will yield lower student populations. Existing schools are expected to accommodate the anticipated student population growth for the foreseeable future; however, additions and possibly new schools would need to be built should existing facilities reach full capacity.

At present, the Macomb Junior-Senior High School sits well below capacity, the Edison School is near capacity, and the Lincoln School and MacArthur Early Childhood Center are at capacity. All schools have the necessary land on-site to accommodate school expansions should they be needed. The Edison School has plans for a potential two-story addition that could accommodate 7th and 8th graders; the growth that had been expected over the past five years never materialized. The Lincoln and MacArthur schools are not expected to need expansion over the next five years; the results of a facilities study for these two schools would provide the foundation for any potential on-site expansion beyond the five-year period should that option become necessary. The community and local school district would determine the type, size and location of new schools.

Park Space

National standards for parks and recreation suggest a ratio of 10 acres of park space per 1,000 residents. The table below indicates that the anticipated population growth for Macomb at full buildout would require about 390 acres of land to be devoted to parks and open space. Currently, Macomb has 355 acres of parkland in the main built-up portion of the City; this is a very good ratio of park space per resident and represents a strong community asset. In order to accommodate the potential need for an additional 35 acres of parkland, the City will need to plan accordingly for additional parks and recreational spaces. The Macomb Park District may choose to expand existing facilities and/or establish new ones. Similar to the student population and school acreage projections, the total of 390 acres of parkland is considered to be a fairly generous estimate since it is based on full build-out of the Future Land Use Plan. Moderate population growth will yield a lower park acreage projection. New Parks should be connected to the future recreational path network.

Excluding large regional parks and facilities like golf courses, an assessment of the distribution of parks in Macomb demonstrates that some areas of the City lack adequate park space. Major physical barriers (roadways, railroads, etc.) divide Macomb into smaller neighborhood and sub-neighborhood units; those with residential populations should have the benefit of at least a small park to service the neighborhood. In addition, new residential development will create the need for new parks to accommodate the growth of new neighborhoods. Despite the fact that the City enjoys ample park space, many neighborhood and sub-neighborhood units do not enjoy safe, convenient access to small local parks.

Municipal Buildings

The City Hall is centrally located in the historic downtown. The current building is well-located and is expected to serve the community well over the coming decades. The Macomb Public Library District has been serving the City since 1882. Today the main library building sits in a historic building in the downtown area, on South Lafayette. The Police Department is located in downtown Macomb on McArthur Street, providing good access to all parts of the City. Fire protection and emergency medical services are also centrally-located downtown on West Jackson Street and able to provide sufficient coverage for the entire City. Should Macomb experience significant growth, there would be the possibility of a need for additional police and fire provisions in the City. The Public Works Department is located on the west side of town on Center Street; the Department is in need of a modern computer system, as well as vital tanks, salt storage, material bins and fencing to ensure proper inventory control capabilities.

Community Facilities and Utilities Goals, Objectives and Action Items

Goal

Provide and maintain top-quality public spaces and facilities throughout Macomb

Objective

Provide and maintain a top-quality telecommunications network

- □ Explore public-private partnership opportunities for the development of a city-wide wireless internet system
- Continue to encourage appropriate private companies to update telecommunications infrastructure, including fiber optics, and provide access to the entire Macomb community

Provide landscape enhancements along those streets and roadways as indicated in the Community Facilities Plan. See Community Gateway Signage Sketch below for an example of an enhanced entry into Macomb.

Action Items

□ Create community gateways along the principal entryways into the City from the north, east and west, utilizing unified signage, lighting and landscaping to distinguish these welcoming elements to the City

Provide for coordination between City and WIU entrance signs to assure uniformity and to avoid duplication of effort or duplication of cost and promote the conservation of land. Shared placements can also serve to demonstrate a partnership between the city and university.

 Utilize unified signage, lighting, and landscaping elements, including trees, shrubs, perennial plantings, and berms, to create aestheticallypleasing streetscapes



Current entryway into Macomb from the north.

Objective

Safeguard the City's historical buildings, parks, districts and other significant assets for the benefit and enjoyment of future generations

- □ Coordinate the work of the local historic preservation groups
- □ Develop a historic preservation plan for the City
- □ Create a comprehensive list of significant buildings and districts and coordinate such efforts with the Illinois Historic Preservation Agency
- □ Encourage local historic preservation agencies to participate in state and federal historic preservation programs
- □ Consider the creation of a nationally recognized and registered downtown historic preservation district

Promote the use of green technology and clean energy in public facilities, to lead the City in sustainable practices and in reducing greenhouse gas emissions

- □ Study the feasibility for making new and/or retrofitting existing community buildings according to the benchmarks of the U.S. Green Building Council's LEED (Leadership in Energy and Environmental Design) rating system with the support of state funding programs
- □ Transition municipal vehicle fleet to one which runs on alternative fuels
- □ Participate in programs for energy efficiency, supply, transportation and air quality, and heat island reduction as opportunities arise and efficiencies warrant.



Provide parks in selected neighborhoods of the City through cooperation with the Macomb Park District and coordination with the Macomb Park District Master Plan.

Action Items

- □ Consider a neighborhood park to the area north of Adams, west of Lafayette, south of WIU, and east of WIU in the NW quadrant
- □ Consider a neighborhood park to the area north of Jackson, east of Ward, south of Adams, and west of Lafayette in the NW quadrant
- □ Consider a neighborhood park to the area north of Jackson, west of Ward, south of University, and east of Wigwam Hollow in the NW quadrant
- □ Consider a neighborhood park to the area north of Jackson, west of Wigwam Hollow, south of Adams and east of Quail Walk in the NW quadrant
- □ Consider a neighborhood park to the area to the north of Adams and west of Wigwam Hollow in the NW quadrant
- □ Consider a neighborhood park to the area north of the tracks, west of East, south of University, and east of Pearl in the NE quadrant
- □ Consider a neighborhood park to the area north of Jackson, south of the tracks, west of Pearl and east of downtown in the NE quadrant
- □ Consider a neighborhood park to the area south of Grant, west of Candy, north of 1050th, and east of Maple in the SE quadrant
- □ Consider a neighborhood park to the area south of Jackson, east of Candy, north of Grant/1150th, and west of US 67 in the SE quadrant
- □ Consider a neighborhood park to the area south of Jackson, east of Ward, north of Piper and west of downtown in the SW quadrant

□ Consider a neighborhood park to the area west of Ward, north of Grant, east of Deer and south of the tracks in the SW quadrant

Everly Park is one of the largest parks in Macomb.



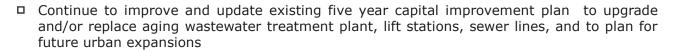
Goal

Provide top-quality infrastructure and make the necessary capital improvements to facilitate the development potential of the City

Objective

Expand and upgrade the wastewater infrastructure in Macomb

Action Items



Ensure that there is a clear interconnection between the capital improvement plan and the applicable goals, objectives and action items included within this plan document

- □ Fix stormwater and rainwater inflow/infiltration into the wastewater system, which taxes the capacity of the plant
- □ Replace lift stations that are nearing the end of their service lives
- □ Reduce odor problem emanating from the wastewater treatment plant by improving sludge retention, storage and treatment capabilities
- Resolve pumping problems with new lift stations in the river valley area north of the City
 Televise all sanitary sewer lines to determine any problem areas and the extent of such



Expand and upgrade the water distribution system infrastructure in Macomb

Action Items

- □ Continue to develop, and then implement, the water infrastructure facility master plan; new water treatment plant improvements will likely be necessary in order to meet future regulations pertaining to primary surface water treatment and increased production capacity
- □ Further resolve cast iron and rust problems affecting local water quality in terms of color and odor by completing projects currently underway; these problems result from the aging distribution system, which will need systematic water main replacements over the next twenty years
- Continue to protect and preserve Spring Lake as a viable and economical source for potable water for the foreseeable future; improve the cCity's urrent surface treatment capabilities to meet future Illinois Environmental Protection Agency requirements
- ☐ Create a new well as needed for future growth and system capacity
- □ Improve water quality in the NE area of the City by replacing the deteriorating water main
- □ Upgrade aging water distribution system, particularly cast iron mains
- Reduce isolated water lines and improve overall system connectivity by looping water lines
 Paint and renovate interior and exterior of water towers as necessary



Objective

Expand and upgrade the stormwater infrastructure in Macomb

- □ Carry forth with maintenance and upkeep of neglected stormwater infrastructure so as to meet federal guidelines
- Create a stormwater ordinance in order to codify the City's stormwater requirements and to facilitate the effective management of this crucial infrastructure
- □ Study possible improvements to stormwater drainage in the downtown area
- Repair any stormwater issues downtown and near the Adams and Ward intersection
- Improve stormwater drainage and ditch maintenance along Killiordan Creek to resolve minor

restrictions on municipally owned land; advise and work with private property owners to have them perform appropriate maintenance activities on private properties

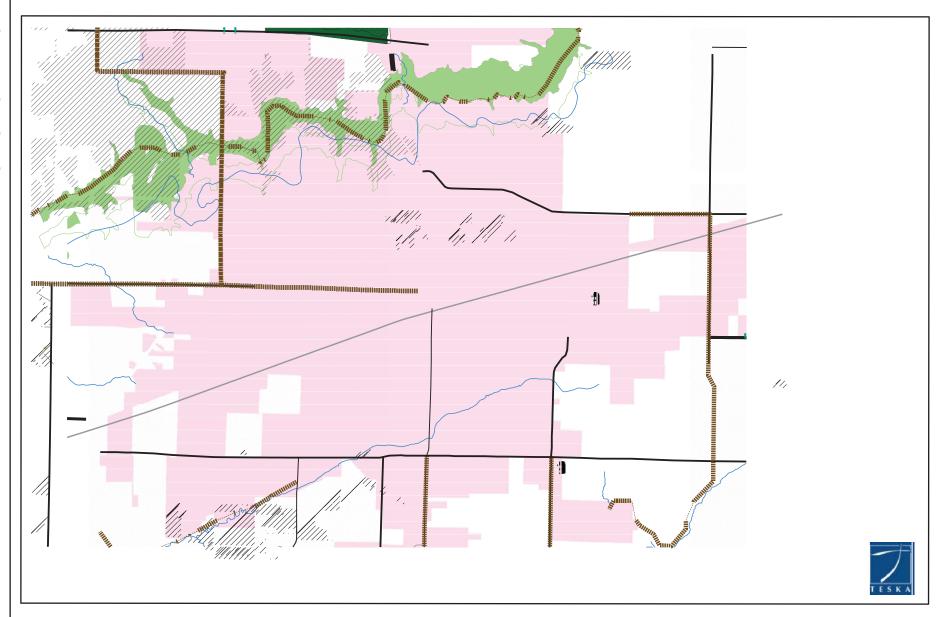
- Resolve drainage problems resulting from lack of curbs and over-paving (elevation of pavement) throughout the City
- □ Inspect stormwater engineering plans of new developments, as well as street design and underground utilities.

Objective

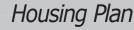
Maintain and upgrade the condition of the City's sidewalks and its approximately 70 miles of streets

- □ Reclaim curbs diminished by years of street paving overlay
- □ Exert control over street cuts and develop appropriate standards
- □ Continue to update inventory of street conditions in the City on an annual basis and make the necessary repairs.
- □ Widen Wigwam Hollow from south of the river to Adams Street and provide a new bridge over the LaMoine River
- □ Make scheduled street improvements as prioritized periodically by Council; undertake Adams Street corridor improvements when funding becomes available
- □ Establish a perimeter roadway around the City over the next 20 years by upgrading and/or extending portions of the following streets: Tower, East University, Wigwam Hollow, Collins, Grant and Bower
- □ Make scheduled sidewalk improvements as prioritized by Counciland continue a city-owner cost-share program for improving city sidewalks
- □ Consider uncovering grown-over and paved-over historic red herringbone brick sidewalks and streets in the older neighborhoods of the City; the brick paving carries a historical and aesthetic appeal





Section IV - City-Wide Plan Elements





Introduction

The purpose of the Housing Plan is to provide an approach for housing preservation and creation that meets the needs of the current and future population, and reflects the community's vision. The Housing Plan also takes into account land use patterns, and transportation and economic development plans in order to accurately reflect how the City will change in the future. The following principles should guide the City in its effort to strengthen, expand and improve Macomb's housing stock.

Infill and Conservation Developments: Encourage infill development and new conservation developments, and maximize housing compatibility with public transit so as to minimize auto use;

Housing Clusters: Encourage new developments that aim to cluster housing in an efficient manner, in context with the surrounding community, to preserve natural resources and open space;

Mixed-Income Housing: Encourage mixed-income housing developments, which include units accessible to moderate-income working families and to households with lower incomes, along with market-rate units in the same complex;

Housing Management and Maintenance: Encourage By creating and maintaining solid and diverse neighgood management and maintenance of developments, since these are just as critical as the initial design and construction to meeting the goal of enhancing communities; and



borhoods, the City's housing can appeal to a wide range of prospective residents.

Housing Design and Construction: Encourage new developments that stress quality design and construction to help ensure their long-term contribution to the improvement of the neighborhood. Proposed buildings should fit their setting, complement and enhance the existing neighborhood, and promote a sense of community, pedestrian-friendly design, access to transit and, where appropriate, a potential for mixed use.

Housing Goals, Objectives and Action Items

Goal

Create and maintain sound, viable neighborhoods throughout Macomb

Objective

Strive to attain a range of housing needs for all Macomb residents

Action Items

- □ Dedicate ample land on the urban periphery for rural residences on large lots in a countryside atmosphere
- □ Recommit older residential neighborhoods to single-family districts, while also providing new lands on all sides of the City for this residential dwelling type
- □ Provide new areas for medium density residential dwellings where appropriate as demonstrated by compliance and consistency with the comprehensive land use plan
- □ Set aside selective areas for higher density residential dwellings where appropriate as demonstrated by compliance and consistency with the comprehensive land use plan
- □ Ensure opportunities for senior residences in all areas of the City and at a variety of density arrangements
- □ Encourage mixed residential-commercial uses along West Adams as well as downtown



Objective

Adopt strategies and programs to address the issues, needs and problems that arise from local housing market conditions and that attempt to bridge the gap between housing supply and demand

- □ Allow for mixed residential and commercial uses in downtowns and along the Adams Street comidor, with housing interspersed or above commercial uses
- Maintain a variety of zoning districts to allow for different density and setback options to help developers to build more affordable units while reducing the need for additional subsidies
- □ Preserve the existing housing stock; the aging housing stock is a natural source of affordable housing, which is an important source given the high cost of developing new housing
- □ Continue to refine and exercise rental registration and inspection program



Section V - Special Area Plans





Introduction

Macomb's Northwest Neighborhood accounts for about 25 percent of the City's land area but more than 50 percent of its population, making it the most densely populated part of the community. The neighborhood (defined as that area within the city limits that is north of West Jackson Street and west of North Lafayette Street) is also home to the main campus of Western Illinois University, which is developing its own master plan for the campus and its surroundings. Many of the neighborhood residents are directly affiliated with the university, either as faculty, staff or students.

General Structure of The Northwest Neighborhood Plan				
	Issues and Opportunites Neighborhood Workshop Results Land Use in the Neighborhood Goals, Objectives, and Action Items			

A special census of the northwest quadrant of Macomb was conducted in the fall of 2002. Based on this relatively recent demographic survey, important household and housing information is known about this neighborhood. First of all, the population of this area sits just below 13,000, and the median age is 21.2 years. About 13.3 percent of neighborhood households have individuals under the age of 18, while 13.2 percent have individuals over the age of 65. There are approximately 4,014 housing units in the Northwest Neighborhood. About 90.4 percent of these housing units were occupied (compared to 93.4% in the City as a whole). Approximately 28.9 percent of the housing units are owner-occupied (compared to 48.7 percent in the entire City), with an average size of 2.31 persons and a vacancy rate of 3.0 percent; while approximately 71.1 percent are renter-occupied (compared to 51.3 percent in the entire City), with an average size of 1.99 persons and a vacancy rate of 4.9 percent.

Issues and Opportunities

The Northwest Neighborhood of Macomb is well-served by public transportation; many bus routes crisscross the neighborhood and circle the University, which dominates the northwest quadrant of the City. This neighborhood also has the largest concentration of rental housing in Macomb. The neighborhood underwent a rapid transition from a mixed student/resident population to a largely student population in the 1990s. Students tend to be more active and present on the streets than the full-time resident population, especially during late-night hours. Trash, crime and safety are all concerns, and the lack of a police presence is felt in the neighborhood.

The streetscapes in the Northwest Neighborhood lack investment: sidewalks and lighting are in poor condition or non-existent, and the quality of street paving varies widely throughout the district. Some houses and apartments are not well-maintained, while others are actually dilapidated and/or vacant. Traffic congestion and parking issues are other perennial concerns. Commercial development is growing along Adams Street, which passes through the heart of the neighborhood and is considered to be a vital link between WIU and the downtown area.

The housing situation in this part of the City is of particular concern. Macomb's zoning ordinance restricts the number of cohabiting, unrelated adults to two per dwelling within areas zoned for single family residential use. This interferes with the demands of the local housing market. Enforcement of this ordinance can be difficult. According to a recent neighborhood study "A Survey of Existing Housing Conditions in Macomb's Northwest Quadrant" (Geography 557, WIU, December 2005), streetscape and housing conditions in the district 1) vary according to sub-district, and 2) directly relate to each other. In terms of sub-district conditions:

- **Area north of Pierce St**: large concentration of structures in poor condition; mostly rentals; virtually no sidewalks
- Area south of Pierce St and east of Charles: large concentration of structures in average condition; roughly 50 percent of streets have sidewalks
- Area south of Adams and west of Charles: majority of structures in good condition; more owner-occupied structures; roughly 50 percent sidewalk coverage

In the meantime, the analysis of all three sub-areas reveals specific trends that apply to the entire neighborhood. These findings include:

- □ South of campus there are more owner-occupied structures
- □ 1/3 of structures are owner-occupied; 2/3 are non-owner-occupied
- If residential non-owner occupied structures were clustered around other non-owner occupied structures, those structures had a tendency to be in poor condition; however, if a residential non-owner occupied structure was located in an area surrounded by owneroccupied structures, the non-owner occupied structure had a tendency to be in average or good condition
- Structures built before 1940 tend to be in average structural condition while those built after 1940 tend to be in average to good condition
- Properties owned by Macomb residents are valued between \$30-70,000, while out-of-state owned properties are valued between \$15-55,000

The findings from this recent study are confirmed from information gathered from interviews with neighborhood stakeholders and from a neighborhood workshop conducted in April 2007.

Neighborhood Workshop Results

The neighborhood workshop brought together about 50 neighborhood residents, leaders of local citizens groups, WIU professors and administrators, and city leaders (unfortunately there were no students in attendance at this meeting). The discussion which ensued brought to light the key issues, concerns, problems and opportunities of the neighborhood. Below is a summary of these key issues.

Housing and Demographics

A major concern about the Northwest Neighborhood is the condition of the housing stock and the demographic composition of the area. In terms of the housing stock, many of the housing units are perceived to be in substandard condition. Code enforcement is a major concern: there is a desire for increased enforcement of codes pertaining to property maintenance and the number of unrelated people inhabiting a dwelling unit. One idea that was discussed included re-assessing the value of rental units under the belief that they are currently under-valued; a higher assessed value would lead to increased tax revenues from such units. Another idea was to introduce licensing

fees for rental units; then, the fees collected could be used to help fund neighborhood enhancements. Another concern is that there is too much multi-family housing in the neighborhood and too many students. Ideas expressed to improve this perceived negative situation include creating buffer zones between residential areas and utilizing incentives (financial or otherwise) to encourage families to move back into the neighborhood and to restore the balance of students to non-students.

Traffic, Parking, and Streetscapes

Traffic is a present, and future, concern in the Northwest The Northwest Neighborhood lacks Neighborhood. Several intersections, rail crossings and streets were streetscape investments, such as identified as problems. The concerned intersections include Adams sidewalks and lighting. The roads and Lafayette, Wigwam Hollow and Riverview, and Adams and throughout the neighborhood. Western. Most of the railroad crossings are of concern, particularly



at Johnson. Particular streets that are of traffic concern include Calhoun, Sherman and Riley. Finally, there is a concern about the use of large full-length buses on small streets and the lack of bus pull-offs. There is also a concern about bus traffic along Western and Adams.

Parking is another concern in the neighborhood. According to workshop participants, there are too many parked cars on the street within the neighborhood. Particular areas of parking concern include Calhoun and Carroll. An idea that was discussed was the creation of a parking permit system, with fees used to enhance the area.

The quality and appearance of the neighborhood's streetscapes is another concern. While most streets in the neighborhood are in need of public investment in the form of street paving, lighting, curbs and gutters, and sidewalks, there are several areas in need of special attention (redevelopment or major revitalization), including Calhoun, Orchard, Adams between McArthur and Lafayette, and Wheeler. The pedestrian environment could be enhanced by new and improved sidewalks near the Wigwam Hollow/West Jackson area near Casey's and the new apartments, as well as at the Adams/ Lafayette intersection. The general consensus is that the trail system is a good idea and should be implemented, and that the City and WIU should both promote bicycle use.

Neighborhood Economy & Environment

Another topic taken up by workshop participants is the state of the neighborhood economy. There is support for new neighborhood-scale commercial enterprises (such as a bakery) along Adams between Charles and Lafayette, and participants would like the City to encourage this sort of activity. At the same time, trash is a concern in the neighborhood. Most, if not all, of the streets have been adopted to help with clean-up; however, the program only requires monthly clean-up while it is needed more frequently. Finally, the neighborhood is lacking in park and open space. There is support for new parks on both the east and west side of the neighborhood, as well as for a possible dog park and community garden.

University-Neighborhood Issues

Neighborhood issues need to be addressed by WIU, the City, community groups and student leaders, including fraternities and sororities in the neighborhood. Some of these neighborhood issues revolve around student behavior on weekend nights, when noise and disturbances are felt along paths chosen by migratory drinkers going between the neighborhood and downtown bars; the alley between McArthur and Lafayette is often used for such purposes. Another issue concerns traffic generated by WIU, and the unknown future traffic impact on the neighborhood if WIU implements its plan to concentrate parking in new structures. Finally, there was discussion about working together with WIU to encourage staff to settle in the neighborhood.

Neighborhood strengths

Workshop participants also discussed the strengths of the neighborhood. The key assets that are valued and should be preserved include old homes with charm and character; the scenic character of the area with rolling terrain; the convenience of the neighborhood to campus, downtown, and the rest of Macomb; the rich history of the area, including the early Indian influence; the neighborhood's diversity; and the small town character.

Land Use in the Neighborhood

The future land use plan for the Northwest Neighborhood aims to stabilize residential densities, promote a mixed-use corridor along Adams and to maintain the single-family home as the dominant residential type in the area. In order to stabilize residential densities, medium-density dwelling types will be permitted only in blocks where they presently dominate. A mix of local commercial and residential uses will be permitted along Adams between Charles and Lafayette to encourage a dynamic land use mix along a key corridor between the University and downtown.

Northwest Neighborhood Goals, Objectives and Action Items

Goal

Create a stable, vibrant and beautiful neighborhood surrounding WIU

Objective

Strengthen partnership between WIU and the City

Action Items

- □ Encourage the Macomb Park District as well as local community organizations to establish social and recreational programs (summer camps, youth programs, family swim nights, music lessons, etc.) for the neighborhood
- Continue collaborative efforts among Project HANDS (Homeowners and Neighborhood Development Strategies), WIU's CUPP (Community University Partnership Program), and the City of Macomb to resolve issues between full-time residents and students, to provide conflict resolution services, and to promote face-to-face dialogue
- Encourage WIU faculty and staff to settle in the neighborhood



Objective

Work with WIU to help expand the City's tax base

- □ Encourage WIU to help revitalize the Northwest Neighborhood and the downtown by locating new facilities in these areas
- Utilize WIU's Smalll Busienss Development Center in Macomb to encourage new, start-up business investment in the neighborhood and the City
- Encourage "economic gardening" concept as appropriate to new business development.



Improve the streetscape environment and the public rights-of-way

Action Items

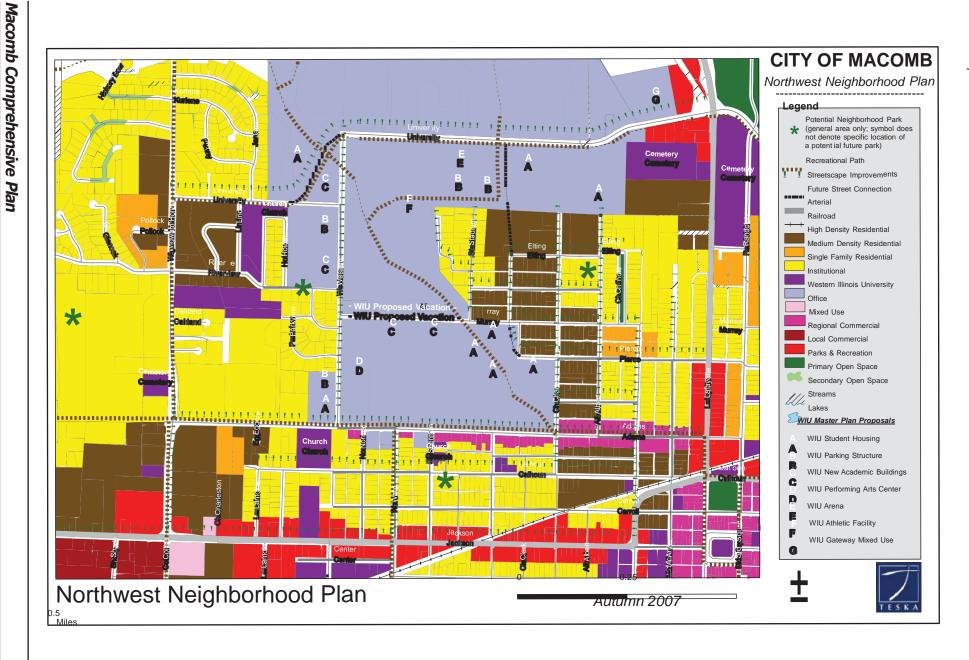
- □ Install ample street lighting on all neighborhood streets
- Work towards providing sufficiently wide sidewalks along selected neighborhood streets
- Consider creation of parking zones for residents only (and enforce them)
- Continue to create bus pull-offs as needed at bus stops
- Consider building recreational paths as indicated on the Community Facilities Plan
- Create distinct gateways to signal arrival to the WIU/NW Neighborhood; gateways could be established at West Adams Street and Lafayette, University and Lafayette, University and Wigwam Hollow, West Adams and Wigwam Hollow, and at Ward and Jackson

Objective

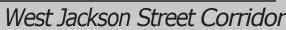
Ensure coordinated development along West Adams Street in recognition of the street's importance as a key route between WIU and downtown Macomb.

- □ Encourage the creation of a continuous uniform streetscape along W. Adams between Charles and Lafayette
- □ Encourage a combination of student housing and activities along with neighborhood-scale commercial activities
- □ Create a favorable pedestrian environment along this corridor
- Redesign the Adams and Lafayette intersection to ensure safe vehicular and pedestrian circulation, with particular attention given to the intersection's relationship to the railroad crossing to the south and visibility and vehicular stacking at the intersection.





Section V - Special Area Plans





Introduction

The West Jackson Street Corridor is the primary western gateway into the City of Macomb. West Jackson Street, also known as U.S. Route 136, is a major multi-lane arterial that carries the highest traffic volumes in the City. Currently underutilized as a commercial corridor compared to East Jackson Street, West Jackson Street is characterized by a mix of local commercial, industrial, single-family and high-density residential, institutional and agricultural uses. At the same time, the multitude of direct access points from the roadway to adjacent properties create traffic safety issues, while a lack of unified design elements creates visual disunity and a lack of aesthetic appeal throughout the corridor.

General Structure of The West Jackson Street Corridor Plan				
	Issues and Opportunities			
	Review of Prior Field			
	Assessments			
	Future Land Use and			
	Transportation			
	Development and			
	Redevelopment Sites			
	Goals, Objectives and Action			
	Items			

Issues and Opportunities

The opening of the Macomb Bypass and the highway interchange at U.S. 136 will enhance demand for commercial uses on the far west side of the corridor. These lands should be annexed by the City of Macomb in order to exert control over the development of these critical lands. Development around the interchange should be focused to the east so as to direct traffic and economic activities in the direction of the City.

Landscape enhancements should be undertaken along the entire length of West Jackson Street from the highway interchange to downtown. The highway interchange should be a major community gateway. The gateway should be given special attention with sign and landscape features that create a beautiful and welcoming environment when entering the community. For the remainder of West Jackson Street, uniform landscape and design elements should be implemented along the roadway. Such elements could include decorative lighting fixtures, signage guidelines, a unifying tree planting plan, the relocation of utilities in alleys and along the railroad corridor, and coordinated building setbacks, among other possibilities. The idea is to create a sense of place and identity along the corridor, and to improve the corridor's aesthetic. An overlay district ordinance is a useful corridor planning tool that could be used to exert a higher standard of design control over West Jackson Street.

The City should also work closely with IDOT and private property owners to coordinate points of ingress and egress from the roadway and promote cross-access between properties fronting the right-of-way. By doing so, traffic along West Jackson Street can be better managed and controlled, and will create a safer vehicular movement environment. Key points of access to private properties can be provided by means of traffic signals and/or other controlling devices.

Review of Prior Field Assessments

The West Jackson Street Corridor Charette took place in November 2005. This effort was lead by a group of University of Illinois planning and design students. The charette took note of existing patterns and trends, provided a forum for a wide variety of ideas to be expressed, and established key suggestions for improving the corridor. Charette participants noted that West Jackson Street is a major commercial strip, appears to be struggling, is characterized by a mix of land uses, connects

several parts of the Macomb community, and will likely rise in importance in the years ahead due to the coming Quincy-Macomb highway and Macomb Bypass.

Many ideas were expressed by Charette participants for the West Jackson Street Corridor. These ideas can be categorized according to 1) cultural and recreational amenities, 2) land use, 3) beautification and visual appearance, and 4) business development.

1) Cultural and Recreational Amenities:

- □ Inter-connected greenways and bike paths
- Community center
- Western gateway with park and signage
- Water Park
- Performing Arts Center

2) Land Use:

- Balanced development
- □ The re-use of land
- Sustainable development
- Enhanced transportation options
- Investment in ICT (Information and Communication Technology)
 Infrastructure

3) Beautification and Visual Appearance:

- Burying of all utilities in alleys and along the railroad corridor
- Undertaking a study on all structures to be removed
- Unified signage policy
- Enforcement of zoning laws
- Reinvesting in existing buildings

4) Business Development:

- Grocery Store
- Incentives for new businesses
- Sidewalks and bike paths
- Major retail anchor

Finally, the key suggestions discussed at the Charette for improving the West Jackson Street Corridor include enhancing pedestrian accessibility, improving environmental qualities, implementing design standards (including signage and landscaping), and creating new opportunities for development on the west end of the City and the creation of a western gateway into Macomb.

The Macomb Comprehensive Plan Advisory Committee and members of the public have expressed many of the same ideas discussed in the Charette. Other ideas that have been expressed include the need to enhance sidewalks and crosswalks along West Jackson, a desire to unify and enhance business signage, and a possible extension of the TIF district to include the West Jackson Street Corridor.

Future Land Use and Transportation

A critical component of the future development of the West Jackson Street Corridor is the land use and transportation plan components for this area of the City. Below is a discussion of the future land use and transportation scenario for this important Corridor.

It is intended that commercial uses continue to dominate the West Jackson Street Corridor on both sides of the roadway. The stretch of West Jackson Street between Wigwam Hollow and downtown is characterized by smaller parcels that are mostly developed; these lands will be dedicated to local commercial enterprises primarily serving the adjacent neighborhoods. The stretch of West Jackson Street between Wigwam Hollow and the future highway interchange is characterized by larger parcels, many of which are undeveloped and/or underdeveloped; these lands will primarily be dedicated to regional commercial activities that would cater not only to the entire Macomb community but also to residents of nearby communities as well.

Residential uses will be a secondary component to the ultimate land use scheme along the West Jackson Street Corridor. High density residential will be integrated in a strategic manner to take advantage of proximity to key transportation routes and to commercial opportunities. High density

residential developments will be located around the intersection of West Jackson and Wigwam Hollow, and for about a half-mile to the west of Wigwam Hollow on the north side of West Jackson Street. Medium density residential will be included adjacent to high density residential, while farther away from the roadway will be found single-family residential areas. The large area of land south of the tracks, west of Ward and north of Grant will be dedicated to single-family residential uses; this area is located at a distance from West Jackson Street in order to be protected from noise and safety concerns, yet close enough to have convenient access to future commercial enterprises, such as a big box store, restaurants, retail outlets, and other service businesses, to name but a few possibilities.



West Jackson St. just east of Ward St.

Finally, institutional and office uses will be mixed in with the commercial and residential uses described above. Most of the institutional uses in the corridor are religious and municipal structures and already exist. Office use is encouraged in the vicinity of the intersection of West Jackson Street and Wigwam Hollow, and points east toward downtown Macomb. Local commercial uses could easily be suitable for office uses on this stretch of West Jackson Street.

Transportation issues will play a critical role in the implementation of planning action items in the West Jackson Street Corridor. As mentioned above, the opening of the Quincy to Macomb highway and Bypass, with an interchange at U.S. 136 west of Macomb, will play an important role in the future development of land along the Corridor. As part of an access management plan, several key intersections along West Jackson Street should become signalized and serve as the main conduits of traffic from the roadway to private developments fronting the right-of-way. These key intersections include, from west to east: 950th, Quail Walk/1000th, Deer, Robin, Wigwam Hollow (already signalized), and Ward (already signalized).

The recreational path network extends into the West Jackson Street Corridor. These paths, however, do not run adjacent to West Jackson Street itself, since it is a very busy roadway and would not be an ideal place for bicyclists and other recreational path users. Instead, the paths follow collector streets in adjacent neighborhoods and cross West Jackson Street at a few very specific locations: at Quail Walk/1000th, Wigwam Hollow and Ward. Signage and signal timing should be integrated at

these locations to create enhanced crossing environments for pedestrians. The City should explore possibilities for state financing to create safe crossings; for example, the Illinois Safe Routes to School Program provides financial assistance for infrastructure (and non-infrastructure) initiatives, located within two miles of a school.

As development proceeds along the West Jackson Street Corridor, efforts should be made to improve public transportation access to these new commercial areas. A bus route should eventually be included that serves the entire length of West Jackson Street, from downtown to the future highway interchange, just as an existing bus route currently serves the entire length of the East Jackson Street Corridor. In addition, bus routes should be extended from the West Jackson / Wigwam Hollow intersection south to Grant (once Collins is extended), and minor extensions of bus service should be undertaken along Quail Walk, Grant, Deer and Ward as displayed on the Transportation Plan.

A final consideration concerning the transportation environment of the West Jackson Street Corridor are the issues of railroad crossings and truck routes. When fully developed, this part of Macomb will feature about seven at-grade railroad crossings. Measures should be taken, as detailed in the Transportation Plan, to improve and enhance all railroad crossings to make them as safe and as functional as possible. New commercial developments may increase truck traffic along West Jackson Street. In order to avoid trucks from traversing the downtown area as well as adjacent neighborhoods, truck traffic should be routed down West Jackson to the Macomb Bypass and directed around the City.

Development and Redevelopment Sites

A total of 15 development and redevelopment sites have been identified in the West Jackson Street Corridor. These sites are highlighted on the accompanying maps of the Corridor, and their development or redevelopment potential is summarized in the table below.

Figure C - Table of Development and Redevelopment Sites

	Site	Existing Use(s)	Size (acres)	Parcels	Potential Uses
Section 1 (Bypass to Quail Walk)	1	Agriculture	76.8	4	Hotel, Restaurant, Big Box
	2	Open Space, Rural Residential	17.3	7	Retail, Service Businesses
	3	Rural Residential, Medium Density Residential, Commercial-Industrial	23.3	6	Retail, Service Businesses
	4	Parks & Recreation, Commercial-Industrial, Rural Residential, Medium Density Residential	45.8	8	Retail, High Density Residential, Parks & Recreation
	5	Rural Residential	9.6	3	Retail, Service Businesses
low)	6	Commercial-Industrial, Local Commercial, Rural Residential	14.8	14	Retail, Service Businesses
ım Holl	7	Agriculture, Single Family Residential, Rural Residential, Local Commercial	14.5	5	Office, Restaurant
Section 2 (Quail Walk to Wigwam Hollow)	8	Local Commercial, Agriculture, Commercial-Industrial, Rural Residential	29.0	7	Retail, High Density Residential, Parks & Recreation
	9	Agriculture, Single Family Residential, Local Commercial, Commercial-Industrial, Industrial	42.4	24	Big Box, Restaurants, Retail, Office
	10	Rural Residential, Local Commercial, Commercial-Industrial, Institutional, Parks & Recreation	17.2	17	Retail, Restaurant, High Density Residential, Parks & Recreation
(nv	11	Vacant	3.9	1	Office
Section 3 (Wigwam Hollow to Downtown)	12	Local Commercial, Commercial-Industrial	15.0	2	Retail, Restaurant, High Density Residential
	13	Local Commercial, Commercial Industrial	5.9	5	Retail, High Density Residential
	14	Local Commercial	2.2	6	Office, Business Services
	15	Commercial-Industrial	4.1	2	Retail, Office, or Restaurant with potential Residential on the north end of the site.

West Jackson Street Corridor Goals, Objectives and Action Items

Goal

Create a highly functional and aesthetically-pleasing Corridor that serves the needs of the Macomb community

Objective

Exert measured municipal control over the redesign, enhancement and development of the Corridor.

Action Items

- Consider annexation of land along or near West Jackson Street as far west as the future highway interchange
- □ Promote zoning amendments consistent with the Future Land Use Plan
- Strive for uniformity and consistency of appearance along the West Jackson corridor.
- Utilize enforcement of nuisance code, zoning code and selected demolitions to clean-up aesthetically unattractive properties and sites along West Jackson.

Objective

Institute landscape enhancements along all of West Jackson Street

Action Items

- □ Create a community gateway feature with welcome signage along West Jackson Street just to the east of the future highway interchange
- □ Implement unified landscape elements along West Jackson Street including trees, shrubs and other plantings
- □ Relocate utilities in alleys and along railroad right-of-way when relocation is mandated or desirable.

Establish uniform lighting fixtures and signage design standards; coordinate signage with WIU.





Objective

Develop transportation enhancements along the West Jackson Corridor

Action Items

- □ Establish regularly-spaced key intersections with traffic signals in coordination with IDOT
- □ Expand bus routes to cover key portions of the Corridor as needed
- □ Enhance new and existing rail crossings in the Corridor area
- □ Enhance recreational path crossings of West Jackson Street
- Direct truck traffic along West Jackson Street to the highway bypass so as to avoid downtown and adjacent neighborhoods

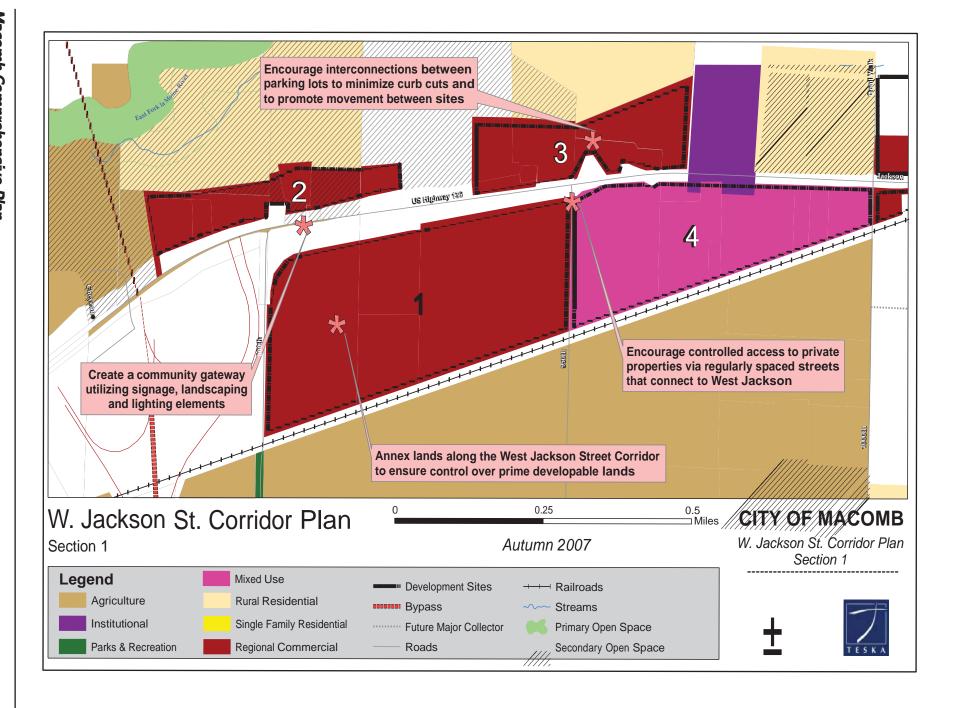


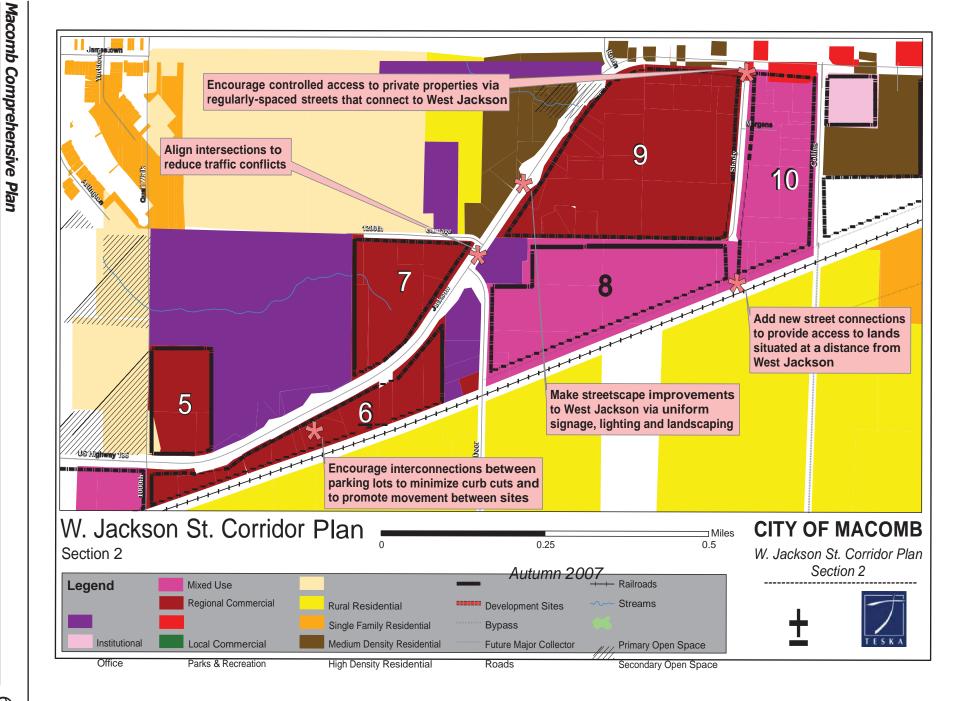
Objective

Develop / redevelop key sites along the West Jackson Street Corridor

- Preserve key development and redevelopment sites along the Corridor, as identified in the table above, to attract jobs and economic activity
- □ Recruit desirable companies to invest in Macomb at these sites, including a big box retailer (i.e., Target, Home Depot, Lowe's, etc.), hotels, restaurants, office suites, and other providers of business services









Section VI - Implementation Plan



The Comprehensive Plan is a statement of policy, expressing the objectives and aspirations of the City to develop a well-planned community and to maintain a high quality of life. The Plan is a fluid document and not an end unto itself. It should not be viewed as a static document, but rather as a part of an on-going growth management strategy.

The growth management process is based on a planning and review system that is needed to ensure effective management of growth and development in Macomb. It is a systematic program intended to influence the rate, amount, type, location and quality of future development within the City. Effective growth management is the product of combining the recommendations and objectives outlined in this Plan with the implementation tools described in this section. Decisions on funding and regulatory controls are typically made during the implementation phase of the comprehensive planning process.

Adoption of the Comprehensive Plan does not signal the end of the planning process in Macomb. Rather, it signals the beginning of a process of continuing implementation whereby the Plan serves as a guide for the City to make public and private decisions affecting the future of the community. This requires that City leaders and the community be familiar with and generally support the major tenets of the Plan. Therefore, it is important that the Plan be well publicized, understood, and supported by the entire community for it to be recognized as a practical and effective guide for the City. The City must also periodically re-examine and update the Plan as conditions and community needs change.

Zoning Ordinance Update

A few modifications are needed to the City's zoning ordinance to implement the Comprehensive Plan. A separate memorandum has been prepared by Teska Associates, Inc. to provide more detailed suggestions of possible areas where Macomb's Zoning Ordinance may require amendment either based on this Comprehensive Plan or to adapt to modern zoning practices. However, a few specific areas to address include:

- □ Change lands belonging to Western Illinois University, McDonough County, the City of Macomb and other governmental properties to an Institutional Zoning District as appropriate;
- □ Continue to consider possible rezoning to reflect changes suggested by the Future Land Use designations contained in the Comprehensive Plan.

Annexation Policies and Boundary Agreements

The City of Macomb should actively pursue annexation of properties to control development. State Statutes provide municipalities with some control over subdivision standards within 1.5 miles of a municipal boundary. In addition, since McDonough County lacks zoning, Macomb also has control over land use designation within the 1.5-mile planning area. The process of annexing land in Illinois is another critical step in the land development process, as the City and the private property owner often enter into an annexation agreement which outlines a number of development controls which may go beyond what is in the City's development regulations. Annexation agreements often

outline who will be responsible for the extension of roads and utilities, and the timing of these improvements.

The City of Macomb faces a number of annexation and boundary agreement issues, including:

- □ The need to annex land to the west of Macomb near the future Bypass interchange (IL 336/ US 136)
- □ The need to annex land to the north of Macomb near the future Bypass interchange (IL 336/US 67)
- □ The need to annex land to the east of Macomb near the future Bypass interchange (IL 336/US 136/US 67)
- □ The need for boundary agreements with neighboring communities, particularly with Colchester, as it is near the future Bypass interchange (IL 336/US 136) west of Macomb

Comprehensive Plan Updates

This Comprehensive Plan is based on currently available information regarding community desires, development trends, and understanding of environmental issues. Over time, most if not all of these assumptions will change.

The Planning Commission, with staff assistance, should conduct regular five year reviews of development activity in the City. This activity should be compared with the Comprehensive Plan for consistency. When development has been approved that is inconsistent with the Comprehensive Plan, then it is clear that the plan needs to be updated to reflect current community thoughts regarding growth management. The action plan contained in this section should also be reviewed annually and updated as appropriate.

Downtown Historic District

The City should continue its downtown historic district with facae improvement grants, reasonable architectural guidelines and national designation.

Action Plan

The following table provides a summary of the key implementation tasks outlined within the Comprehensive Plan. This table is designed to provide a starting point for prioritization and budgeting of actions needed to implement the community vision. Short Term implies a timeframe of 0-5 years; Medium Term implies a timeframe of 6-10 years, and Long Term implies a timeframe of more than 10 years. Possible sources of funding for these various action items include the Illinois Safe Routes to School Program, the Drinking Water Revolving Loan program, the Water Pollution Control Revolving Loan Program, the Illinois State Highway Authority, Tax Increment Financing districts, Enterprise Zones, Special Service Areas, Impact Fees, Illinois Department of Commerce and Economic Opportunity grants, Illinois Department of Natural Resources matching grants, parking and other user charges and fees, among others. A more detailed funding table (which provides details about state government programs and grants for local government investments), follows the Action Plan Table. Further refinement of this table will be needed as details of cost and staff resources become available.

Classification	Action Step	Purpose	Time- frame	Participants
Transportation	Build new collector roads as indicated on Transportation Plan	To improve network continuity and to provide greater access to lands	Medium Term	City Council, Planning Commission, Public Works, McDonough County, Developers, City of Macomb
Transportation	Support MCPT in long-term planning efforts	To plan for bus service expansions as development proceeds	Continuing	City Council, WIU, Planning Commission, McDonough County Public Transportation, City of Macomb
Transportation	Improve safety at railroad crossings	To create a safer environment for pedestrians, bicyclists and motorists	Medium Term	City Council, IDOT, State of Illinois, Burlington Northern Railroad, City of Macomb
Transportation	Designate new truck routes	To direct truck traffic away from downtown and residential neighborhoods	Long Term	Planning Commission, IDOT, City of Macomb
Transportation	Develop a bike / recreational path system	To enhance the biking & walking environment	LongTerm	Planning Commission, McDonough County, Developers, State of Illinois, City of Macomb
Transportation	Develop a motorist-oriented way-finding system	To provide visitors with a clear way of navigating the City	Near Term	Planning Commission, Chamber of Commerce Transportation Committee, City of Macomb
Economic Development	Continue to develop a top-quality telecommunications network	To facilitate information and communication technologies to local firms and households	Continuing	Planning Commission, Public Works, City of Macomb, Telecommunication Firms, Chamber of Commerce, Macomb Area Economic Development Corporation
Economic Development	Annex lands surrounding future Bypass interchanges	To ensure control over development of key lands	Near Term	City Council, Planning Commission, City of Macomb, McDonough County, property owners, developers
Economic Development	Establish boundary agreements with surrounding municipalities, especially with Colchester	To create clear municipal and planning parameters	Near Term	City Council, Planning Commission, Bardolph, Colchester, Good Hope, Sciota, Macomb
Economic Development	Recruit both large and small new employers to establish operations	To provide more head of household jobs in the City	Continuing	Macomb Area Economic Development Corporation, City of Macomb, Chamber of Commerce
Economic Development	Partner with WIU to encourage new business start-ups	To provide opportunities for young professionals and WIU graduates to live in Macomb	Medium Term	City Council, WIU, Chamber of Commerce, Macomb Area Economic Development Corporation, City of Macomb
Economic Development	Preserve key sites for business development	To attract employers that provide jobs and shopping opportunities	Near Term	City Council, Planning Commission, Macomb Area Economic Development Corporation
Economic Development	Make contact with the regional preferred developer for Target, Lowes or otherappropriate "big box" retailer	To disseminate corrected market information to recruit a Target (or similar) store	Near Term	City of Macomb, Chamber of Commerce, Macomb Area Economic Development Corporation, Target

Classification	Action Step	Purpose	Time- frame	Participants
Economic Development	Seek sustainable destination stores and restaurants	To preemptively seek business clusters more likely to be successful	Medium Term	City of Macomb, Chamber of Commerce, Macomb Area Economic Development Corporation
Economic Development	Encourage university-oriented stores and restaurants	To capitalize off of this significant market	Near to Medium Term	City of Macomb, Chamber of Commerce, Macomb Area Economic Development Corporation, WIU
Community Development	Work with local historic preservation groups to safeguard important parks, buildings, etc.	To preserve the rich historical legacy and assets of the City for present and future generations	Continuing	Building & Zoning Office, Planning Commission, McDonough County Historical Preservation Society, City of Macomb
Community Development	Promote the use of green technology and clean energy	To become a sustainable City and to reduce green-house gas emissions	Long Term	City Council, U.S. Green Building Council, Illinois Environmental Protection Agency, City of Macomb
Community Development	Provide parks in under-served parts of the City	To provide easy access to parks for all residents	Continuing	Park District, School District, Planning Commission, City of Macomb
Community Development	Support local medical facilities in long-term planning efforts	To enhance the health care infrastructure of Macomb	Long Term	City Council, McDonough District Hospital, McDonough County Health Department, WIU, Macomb
Community Development	Encourage new investment and mixed-use development downtown and along W. Adams	To create dynamic and congruent land use opportunities in key districts	Continuing	Planning Commission, Macomb Area Economic Development Corporation, WIU, private property owners, developers, Downtown Development Organization, City of Macomb
Community Development	Strengthen partnership with WIU	To foster good relations, to improve living conditions in the Northwest Neighborhood, & for economic development	Continuing	City Council, WIU, Project HANDS, Community University Partnership Program, City of Macomb
Community Development	Prepare newly designed downtown Devel- opment Project	To prepare a redevelop- ment strategy for down- town Macomb address- ing land use, traffic, parking and aesthetic enhancements	Near Term	City of Macomb, Chamber of Commerce, Downtown Devel- opment Corporation, Macomb Area Economic Development Corporation, local business and property owners
Community Development	Create a focused and co- ordinated effort to acquire grants to help fund action steps identified in the Com- prehensive Plan	To put federal and state tax dollars to work lo- cally to achieve needed community improve- ments	Near Term	Western Illinois Regional Council, City of Macomb, Chamber of Commerce, Downtown Development Corporation, Macomb Area Economic Development Corporation, local social service agencies
Community Development	Designate downtown as a national register listed historic district	To celebrate Macomb's architectural heritage, to provide opportunities for rehabilitating older structures, to maintain a sense of identity, and potentially to promote tourism	Near Term	McDonough County Historic Preservation Society, City of Macomb, local property owners

Classification	Action Step	Purpose	Time- frame	Participants
Urban Design	Make streetscape enhancements along Jackson & Lafayette (start downtown and work outwardhe downtown)	To provide enhanced street aesthetics and function for multiple users	Medium Term	Building & Zoning Office, Planning Commission, Public Works, Macomb Tree Board, City of Macomb, IDOT, private property owners, developers
Urban Design	Make streetscape enhancements along W. Adams St. (start at Lafayette and work toward Wigwam Hollow)	To provide enhanced street aesthetics and function for multiple users	Medium Term	Building & Zoning Office, Planning Commission, Public Works, Macomb Tree Board, City of Macomb, private property owners, developers
Urban Design	Adopt ROW design standards to accomodate motor vehicles, bicyclists, pedestrians and people with accessibility challenges	To improve roadway capacity, efficiency and aesthetics for all users of a public right-of-way	Continuing	Planning Commission, City Council, Building & Zoning Office, Public Works, City of Macomb
Urban Design	Support façade and streetscape enhancements in business districts	To improve the quality and sense of place of key districts	Medium Term	Building & Zoning Office, Planning Commission, Downtown Development Design Committee, City of Macomb
Urban Design	Establish new sign regulations for city districts	To create a unified approach to corridor signage	Short Term	Building & Zoning Office, Planning Commission, City of Macomb, Downtown Development Design Com- mittee
Urban Design	Enhance city sidewalks, pedestrian crossings and street lighting	To create safer road crossings and more livable neighborhoods	Continuing	Building & Zoning Office, Planning Commission, Public Works, City of Macomb
Municipal Service Delivey	Improve property maintenance inspection and enforcement	To maintain a healthy, safe and pleasing community environment	Continuing	Building & Zoning Office, City of Macomb
Municipal Service Delivey	Support social services that combat poverty, crime and drugs	To make Macomb a safer and healthier place for young people	Continuing	City Council, Macomb Police, City of Macomb, McDonough County Housing Authority, Illinois Department of Public Aid, Township Welfare Office, McDonough County Social Services Directory and Inter- agency Council
Housing	Encourage range of housing types to be developed in accordance with Future Land Use Plan	To provide for a range of housing needs for the entire Macomb community	Continuing	Building & Zoning, Planning Commission, City of Macomb, developers and builders
Housing	Support policies that improve the local housing market	To enhance the supply of housing choice and affordability	Continuing	City Council, McDonough County Housing Authority, City of Macomb
Housing	Support the maintenance & reinvestment in the existing housing stock	To preserve and to upkeep older housing units for a diverse housing supply	Continuing	City Council, City of Macomb, WIU, Illinois Department of Commerce and Economic Opportunity, Illinois Hous- ing Development Authority, property owners
Housing	Encourage infill housing development	To take advantage of key sites and areas under-going transition in existing districts	Continuing	Planning Commission, developers, City of Macomb

Classification	Action Step	Purpose	Time- frame	Participants
Capital Improvements	Upgrade/replace wastewater treatment plant, lift stations and sewer lines	To maintain wastewater infrastructure system for future growth	Long Term	City Council, Public Works, City of Macomb
Capital Improvements	Prepare a strategy for storing and disposing of heavy metals and industrial wastes	To be prepared for future industrial growth and development	Long Term	Public Works, City of Macomb
Capital Improvements	Continue developing the water infrastructure facility master plan	To have an action plan in place for future water system investments	Continuing	Public Works, City of Macomb
Capital Improvements	Upgrade/replace water mains, water lines and add new wells	To maintain water infrastructure system for future growth	Continuing	Public Works, City of Macomb
Capital Improvements	Adopt updated stormwater requirements in subdivision regulations	To provide the City with greater regulatory control over stormwater issues	Continuing	City Council, Public Works, Building & Zoning, City of Macomb
Capital Improvements	Improve drainage problems and maintain ditches	To resolve localized drainage issues	Short Term	Public Works, City Council
Capital Improvements	Continue comprehensive inventory of street conditions	To determine extent and priority of street repairs	Continuing	Public Works, City Council
Capital Improvements	Establish perimeter roadway around City	To enhance vehicular mobility around the City	Long Term	City Council, Planning Commission, Public Works, IDOT
Capital Improvements	Reclaim curb height	To bring back lost curbs from paving overlay	Continuing	Public Works, City Council
Capital Improvements	Make scheduled street improvements to South Ward, University and Adams	To make improvements to serious problems along key collector roads	Continuing ng	Public Works, City Council
Capital Improvements	Continue program of street maintenance and resurfacing	To provide safe, functional and attractive vehicular access to local properties, and to replace the trap-rock program with more appropriate surfacing systems	Continuing	Public Works, City of Macomb

Figure E - Financing Options Table

Authority/ Organization	Grant Program	Details	Relevance to Macomb		
Illinois Department of Transportation	Truck Access Route Program (TARP)	To help local government agencies upgrade roads to accommodate 80,000 pound trucks. The routes are to provide access to points of loading and unloading and to facilities for food, fuel, truck repair and driver rest. IDOT provides \$30,000 per lane mile and \$15,000 per intersection; state participation will not exceed 50% of total construction or \$600,000, whichever is less.	This program could help finance road improvements to upgrade Bower Road and N. 1500th Road into truck routes to service the industrial area on the northeast side.		
Illinois Department of Transportation	Safe Routes to School Program	Funds projects to enable and encourage children to walk and bicycle to school, improve safety and reduce traffic and air pollution in the vicinity of schools. \$10,000-\$400,000 available for infrastructure projects; \$2,000-\$50,000 for non-infrastructure projects. Funded at 100%, with no local match required.	This program could help finance bike paths and bike/pedestrian crossings at busy streets within two miles of a school.		
Illinois Department of Transportation	Rail-Highway Safety	Provides funding for safety improvements at rail / highway crossings. Provides 100% matching funds.	This program could help finance railroad crossing safety improvements.		
Illinois Department of Transportation	Township Bridge Program	Provides funds for the use of road districts for the construction of bridges 20 feet or more in length. Funded at an 80/20 matching ratio.	This program could be used to finance a new bridge on Wigwam Hollow across the LaMoine River.		
Illinois Department of Transportation	Enhancements	Transportation related enhancements designed to strengthen the cultural, aesthetic, and environmental aspects of the intermodal transportation system; funded at an 80/20 matching ratio.	This program could help finance streetscape enhancements along Jackson and Lafayette.		
Illinois Department of Natural Resources	Recreational Grants-in-Aid Programs	Up to \$750,000 available for Open Space Land Acquisition and up to \$400,000 for Development; Bikeway programs are funded up to \$200,000 for development and with no maximum for land acquisition. Assistance of up to 50% of project costs.	These grants could help finance the bike path network and the addition of new neighborhood parks.		
Illinois Department of Natural Resources	Public Museum Grants Program	Provides capital funds to help public museums expand and upgrade their facilities and create new exhibits to improve their ability to advance their mission and provide learning opportunities. Currently, the grant cycle is on hold.	This program could help finance additions and renovations to the Western Illinois Museum.		
Illinois Environmental Protection Agency	Alternate Fuels Rebate Program	Provides rebates to local governments who acquire an alternate fuel vehicle, convert an existing conventional vehicle to an alternate fuel vehicle, or purchase domestic renewable fuel to operate an alternate fuel vehicle. Funds 80% of cost of vehicle up to \$4,000.	This program could help finance conversion of the City's vehicle fleet to one which operates on alternative fuels.		

Figure E - Financing Options Table

Authority/ Organization	Grant Program	Details	Relevance to Macomb
Illinois Environmental Protection Agency	Brownfields	Grants and technical assistance for redevelopment of abandoned or underused industrial and commercial properties. Up to \$200,000 (\$350,000 under certain conditions) per site, no more than \$700,000 per entity; two-year performance period.	These grants could help finance redevelopment of underutilized parcels along the railroad and West Jackson Street.
Illinois Environmental Protection Agency	Drinking Water Infrastructure Revolving Loan Program	This program offers low interest loans for the construction of drinking water facilities. The loan rate is set at 1/2 the market interest rate; project funding in any one fiscal year is limited to 25% of available funds.	This program could help finance a new water treatment plant, water main replacements, or new wells.
Illinois Environmental Protection Agency	Wastewater Infrastructure Revolving Loan Program	This program offers low interest loans for the construction of wastewater facilities. The loan rate is set at 1/2 the market interest rate for a maximum of 20 years.	This program could help finance a new wastewater treatment plant, lift stations, sewer lines, etc.
Illinois Department of Commerce and Economic Opportunity	Community Development As- sistance Program	This program finances economic development projects, public facilities and housing rehabilitation; it is targeted to assist low-to-moderate income persons by creating job opportunities and improving the quality of their living environment. Specific programs under the CDAP are listed below.	This program could help finance housing and employment investments in the Northwest Neighborhood as well as in other parts of the City.
Illinois Department of Commerce and Economic Opportunity	Economic Development Grants	Grant funds of up to \$750,000 may be available for loan by a local government to businesses locating or expanding in the community. Funds may be used for machinery and equipment, working capital, building construction and renovation. Grants may also be available for improvements to public infrastructure in direct support of a business that would create and/or retain jobs in the community.	These grants could help finance business investments in any of the City's commercial or industrial districts.
Illinois Department of Commerce and Economic Opportunity	Housing: Single Family Owner Occupied	To provide safe and sanitary living conditions for low-to-moderate income residents, local governments may request grant funds up to \$350,000. These grants are used to upgrade existing housing stock in the communities.	These grants could help finance housing improvements throughout Macomb.
Illinois Department of Commerce and Economic Opportunity	Public Facilities Construction	Local governments needing to improve public infrastructure and eliminate conditions detrimental to public health, safety and public welfare may request grants up to \$350,000 for Public Facilities to undertake projects designed to alleviate these conditions. The funding priority for this component is water, sanitary and storm sewer projects.	These grants could help finance drinking water, wastewater and stormwater system improvements.

Figure E - Financing Options Table

Authority/	Grant Brogram	Details	Polovanco to Masomb
Authority/ Organization	Grant Program	Details	Relevance to Macomb
Illinois Department of Commerce and Economic Opportunity	Mobility and Accessibility Rehabilitation Supplement	To provide safe and accessible housing conditions for low-to-moderate income residents of owner occupied and rental units in their communities, local governments may request grant funds up to \$100,000. These grant funds are used to rehabilitate and retrofit properties for occupancy by persons with physical impairments.	These grants could help finance housing improvements to make them mobility accessible, as needed on a case by case basis.
Illinois Department of Commerce and Economic Opportunity	Renewable Fuels Development Program	Provides grants for the construction of new biofuels production facilities in II- linois. The program is specifically designed to increase biofuels (ethanol and biodie- sel) production. Up to \$25,000 available for development of business plans, engineering, design, permit applications and legal work. Grants up to \$5.5 million per facility (which must be at least 30 million gallons per year); total grant award can not exceed 10% of total construction cost or 10 cents per gallon of additional biofuels production capacity, whichever is greater.	This program could help finance a new ethanol or biodiesel production facility, which could also provide economic development benefits to Macomb.
Illinois Department of Commerce and Economic Opportunity	Small Business Smart Energy Program	Provides energy efficiency technical services for small to medium-sized, for-profit businesses. The technical services can identify opportunities for energy savings through intelligent building design and efficient building components and systems. Free technical design assistance, education and training.	This program could help small- to medium-sized businesses in Macomb become more energy efficient.
Illinois Department of Commerce and Economic Opportunity	Manufacturing Energy Efficiency Program	MEEP will offer Illinois manufacturers total energy cost optimization planning including energy information management systems, information on purchasing options available due to electric deregulation, and guidance on low-cost financing options for energy efficiency improvements. 50% funding support up to \$10,000.	This program could help manufacturing operations in Macomb become more energy efficient.
Illinois Department of Commerce and Economic Opportunity	Illinois Recycling Grants Program	Provides technical and financial assistance to communities, businesses, and not-for-profit organizations collecting and processing recyclable materials. Grants up to \$60,000 for traditional collection programs and \$120,000 for primary processing projects. For computers and electronics, grants up to \$60,000 for collection and \$75,000 for processing are available.	This program could help finance upgrades and investments to the City's recycling capabilities.
Illinois Department of Commerce and Economic Opportunity	Enterprise Zones	Businesses that invest in a designated enterprise zone are eligible to receive sales, income and property tax credits and abatements; they are intended to foster redevelopment in areas of high unemployment, poverty and economic distress.	Macomb currently has an Enter- prise Zone covering downtown and the older industrial area along the railroad tracks; expansion could spur new investment and development in targeted areas.

Figure E - Financing Options Table

Authority/ Organization	Grant Program	Details	Relevance to Macomb
Illinois General Assembly	Tax Increment Finance Districts	A mechanism for local governments to fund urban redevelopment, particularly in blighted areas.	Macomb currently has a TIF district covering the downtown area; a new TIF district could be established along West Jackson Street and West Adams to spur redevelopment and public-private partnerships.
Illinois General Assembly	Impact Fees	Non home-rule local governments may adopt and implement road improvement impact fees, designed to require new developments to bear a fair share of the burden of road improvements.	These fees could be used to help finance new road construction on the edges of town as raw land becomes developed and added to the urbanized area of Macomb.
State of Illinois	Illinois Economic Development for a Growing Economy	EDGE provides tax credits to businesses that make an investment of at least \$5 million in capital improvements and create a minimum of 25 new jobs. Tax credits are calculated on a case-by-case basis; credits are available to firms for up to 10 years for each project.	This program could help attract major new employers to invest in and establish operations in Macomb.
State of Illinois	Special Service Areas	SSAs are financed by a special service tax applied to an area that receives the benefit of specific special services provided by the municipality. SSAs can be used for a wide range of services that benefit a portion of a municipality.	SSAs could help finance special services in particular districts of the City, such as in the downtown, along West Adams Street, along the railroad track, along West Jackson Street, or in the northeast industrial area.



Appendix A

Community Survey Results



Methodology

The City mailed 3,076 community surveys to random individuals in Macomb. Out of the 3,076, the City received 907 responses, for a response rate of approximately 29.5%. The Margin of Error for this survey is +/- 3.25% at a 95% confidence. In addition, a non-scientific electronic survey attached to the Comprehensive Plan website gathered 103 responses. The results of the electronic survey closely resemble that of the random mailed survey, the latter of which is discussed in detail below.

Respondents by City District

Survey respondents living in the south area of Macomb (defined as south of US 136) cite the highest quality housing stock in the City: 72% rated housing in this area as good or very good, and only 3.7% rated it as poor. Survey respondents living in the northwest area (defined as north of US 136 and west of US 67) gave lower marks to the quality of housing in their area of the City: 51.5% rated housing as good or very good, and 13.4% rated housing as poor. Finally, survey respondents living in the northeast area (defined as north of US 136 and east of US 67) judged their housing to be of the lowest quality: only 42.2% rated the housing as good or very good, while 14.8% rated it as poor.

Full-Time Student Respondents

There were 89 full-time students who responded to the survey. Of these, 56.2% work in Macomb, 43.8% judge the City to be a good place to live, and nearly half consider the housing to be of average quality. As a place to work, however, many judge it to be either below average (30.3%) or neutral (27.0%). At the same time, 59.6% are either dissatisfied or very dissatisfied with the availability of higher-paying jobs. Full-time students overwhelmingly support the establishment of a community arts center (74.2%) and a multi-purpose recreational center (86.5%). They also widely utilize public transportation (64.0%) and judge it to be convenient and timely (59.6%). This group is more critical of local recycling services: 28.1% are either dissatisfied or very dissatisfied with these services. 55.1% feel additional shopping, dining and/or entertainment options are needed in vicinity of the WIU campus, and 75.3% strongly encourage more entertainment and/or dining options in Macomb. They are roughly split on the need for more student housing, whether it be lower-density or higher-density. Finally, 65.2% of full-time students place a high value upon recreational opportunities.

Respondents by Home Ownership

A majority of home owners (58.1%) live on the south side of Macomb, while a majority of renters are split between the northwest (40.4%) and south (33.3%) sides. Home owners have overwhelmingly lived in Macomb for 11 or more years (76.8%), while only 26.2% of renters have done so. Home owners hold a more favorable impression of the City: 61.3% view Macomb as a good place to live (versus 41.8% of renters); 84.0% view Macomb as a good or excellent place to raise children (versus 56.7% of renters); 61.3% view Macomb as a good or excellent place to work (versus 30.5% of renters); and 58.1% view Macomb as a good or excellent place to retire (versus 44.0% of renters). Renters are more supportive than owners of certain community investments. For example, 67.4% of renters support the establishment of a community arts

center (versus 51.9% of owners), while 76.6% of renters support the creation of a community indoor multi-purpose recreational center (versus 52.9% of owners). Both groups want to increase the supply of single-family dwellings in the City. Renters feel a greater need for more apartments, townhomes and multi-family dwellings, while owners feel a greater need for more senior housing. Finally, renters are much more likely to utilize public transportation than are home owners (47.5% versus 8.5%).

All Survey Respondents

According to all survey respondents, additional shopping, dining and/or entertainment opportunities are needed most on the west side and in the downtown area. Meanwhile, the most important issues facing Macomb in the coming years will be the need to increase businesses and jobs and the need to address infrastructure needs.

Regarding satisfaction of services, several public services had satisfaction rates below 50 percent, including cable TV (37.8%), internet (47.2%), maintenance of local streets (39.5%), the feeling that local taxes and fees are put to good use (37.2%), local economic development (42.0%), sidewalk maintenance (34.2%), snow removal (49.9%) and storm water drainage (42.6%).

Downtown received mixed reviews. While 71.6% of all survey respondents felt that downtown parking is good or very good, only 42.3% felt so for downtown retail opportunities and only 44.7% felt so regarding downtown dining opportunities. City-wide, only 23.3% of all survey respondents felt there are good or very good entertainment opportunities; however, 81.2% felt the appearance of Macomb is good or very good.

The most important factors that impacted survey respondents' decision to live in Macomb included lack of crime (61.6%), job opportunities (58.6%), Western Illinois University (54.3%), quality of schools (47.5%), availability of affordable housing (45.5%), proximity to family and friends (45.4%) and the quality of local services (42.5%).

In terms of housing, survey respondents are of the feeling that the City primarily needs more housing under \$100,000 (62.8%), single-family dwellings (60.4%), and senior housing (55.9%). Secondary housing needs are condos and townhouses (35.6%) and housing in the \$100-200,000 range (33.8%).

The most encouraged actions for the City to undertake, according to all survey respondents, pertain to the downtown area (83.2%), industrial uses (81.6%), west-side commercial activities (81.0%), small-scale commercial (74.4%), large-scale commercial (72.1%), single-family residential (69.7%), public recreational activities (67.8%) and green space preservation (66.0%).

Finally, there is a strong value placed upon having a vibrant downtown area, tree-planting and beautification endeavors, recreational opportunities and the preservation of historical structures.

Figure F - Community Results Survey - By Age

							Ag	e:						To	tal
		No Res	sponse	0-1	17	18-	-25	26-	-39	40-	-59	60)+		
		Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count
Where in	No response	.0%	0	.0%	0	2.3%	2	1.7%	2	.6%	2	2.2%	8	1.5%	14
Macomb do you	Northwest Side	20.0%	3	.0%	0	56.8%	50	30.2%	35	23.5%	76	20.6%	75	26.4%	239
live?	Northeast Side	6.7%	1	.0%	0	14.8%	13	22.4%	26	18.0%	58	14.0%	51	16.4%	149
	South Side	66.7%	10	100.0%	1	21.6%	19	44.0%	51	56.7%	183	61.8%	225	53.9%	489
	Other	6.7%	1	.0%	0	4.5%	4	1.7%	2	1.2%	4	1.4%	5	1.8%	16
How many years	No Response	.0%	0	.0%	0	1.1%	1	.0%	0	.3%	1	1.1%	4	.7%	6
have you lived in	0-5	20.0%	3	.0%	0	83.0%	73	44.8%	52	13.9%	45	5.8%	21	21.4%	194
Macomb?	6-10	.0%	0	.0%	0	6.8%	6	25.9%	30	12.1%	39	4.7%	17	10.1%	92
	11+	80.0%	12	100.0%	1	9.1%	8	29.3%	34	73.7%	238	88.5%	322	67.8%	615
Do you own or	No Response	.0%	0	.0%	0	8.0%	7	1.7%	2	.3%	1	1.9%	7	1.9%	17
rent your home?	Own	100.0%	15	100.0%	1	12.5%	11	73.3%	85	94.1%	304	91.5%	333	82.6%	749
	Rent	.0%	0	.0%	0	79.5%	70	25.0%	29	5.6%	18	6.6%	24	15.5%	141
How would you	No Response	.0%	0	.0%	0	.0%	0	.9%	1	1.5%	5	1.4%	5	1.2%	11
rate the overall	Very Good	20.0%	3	.0%	0	3.4%	3	11.2%	13	23.5%	76	31.6%	115	23.2%	210
quality of housing in your area of	Good	46.7%	7	.0%	0	30.7%	27	34.5%	40	39.3%	127	38.7%	141	37.7%	342
Macomb?	Average	33.3%	5	100.0%	1	44.3%	39	43.1%	50	26.3%	85	23.1%	84	29.1%	264
	Poor	.0%	0	.0%	0	19.3%	17	9.5%	11	9.0%	29	4.9%	18	8.3%	75
	No Opinion	.0%	0	.0%	0	2.3%	2	.9%	1	.3%	1	.3%	1	.6%	5
Do you work in	No Response	.0%	0	.0%	0	1.1%	1	1.7%	2	1.9%	6	2.2%	8	1.9%	17
Macomb?	Yes	46.7%	7	100.0%	1	58.0%	51	80.2%	93	83.9%	271	20.3%	74	54.8%	497
	No	20.0%	3	.0%	0	39.8%	35	18.1%	21	9.3%	30	3.6%	13	11.2%	102
	Retired	33.3%	5	.0%	0	1.1%	1	.0%	0	5.0%	16	73.9%	269	32.1%	291

Source: WIRC's Macomb Survey, December 2006, n=907.

Figure G - Community Results Survey - By Ownership

			Do	you own or re	ent your home	?		Tot	al
		No Res	ponse	Ov	vn	Re	nt		
		Col %	Count	Col %	Count	Col %	Count	Col %	Count
Where in	No response	11.8%	2	.9%	7	3.5%	5	1.5%	14
Macomb do you	Northwest Side	23.5%	4	23.8%	178	40.4%	57	26.4%	239
live?	Northeast Side	23.5%	4	15.8%	118	19.1%	27	16.4%	149
	South Side	41.2%	7	58.1%	435	33.3%	47	53.9%	489
	Other	.0%	0	1.5%	11	3.5%	5	1.8%	16
How many years	No Response	5.9%	1	.5%	4	.7%	1	.7%	6
have you lived in	0-5	58.8%	10	12.8%	96	62.4%	88	21.4%	194
Macomb?	6-10	17.6%	3	9.9%	74	10.6%	15	10.1%	92
	11+	17.6%	3	76.8%	575	26.2%	37	67.8%	615
Do you own or	No Response	100.0%	17	.0%	0	.0%	0	1.9%	17
rent your home?	Own	.0%	0	100.0%	749	.0%	0	82.6%	749
	Rent	.0%	0	.0%	0	100.0%	141	15.5%	141
How would you	No Response	5.9%	1	1.3%	10	.0%	0	1.2%	11
rate the overall	Very Good	5.9%	1	26.0%	195	9.9%	14	23.2%	210
quality of housing in your area of	Good	41.2%	7	38.9%	291	31.2%	44	37.7%	342
Macomb?	Average	11.8%	2	27.4%	205	40.4%	57	29.1%	264
Widdonib.	Poor	29.4%	5	6.1%	46	17.0%	24	8.3%	75
	No Opinion	5.9%	1	.3%	2	1.4%	2	.6%	5
Do you work in	No Response	17.6%	3	1.6%	12	1.4%	2	1.9%	17
Macomb?	Yes	41.2%	7	54.2%	406	59.6%	84	54.8%	497
	No	23.5%	4	8.0%	60	27.0%	38	11.2%	102
	Retired	17.6%	3	36.2%	271	12.1%	17	32.1%	291

Source: WIRC's Macomb Survey, December 2006, n=907.

Figure H - Community Results Survey - By Region

					W	here in Maco	mb do you live	?				Total	
		No res	ponse	Northwe	est Side	Northea	ast Side	South	Side	Oth	ner		
		Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count
Where in	No response	100.0%	14	.0%	0	.0%	0	.0%	0	.0%	0	1.5%	14
Macomb do you	Northwest Side	.0%	0	100.0%	239	.0%	0	.0%	0	.0%	0	26.4%	239
live?	Northeast Side	.0%	0	.0%	0	100.0%	149	.0%	0	.0%	0	16.4%	149
	South Side	.0%	0	.0%	0	.0%	0	100.0%	489	.0%	0	53.9%	489
	Other	.0%	0	.0%	0	.0%	0	.0%	0	100.0%	16	1.8%	16
How many years	No Response	7.1%	1	.0%	0	.7%	1	.8%	4	.0%	0	.7%	6
have you lived in	0-5	28.6%	4	32.2%	77	20.8%	31	16.2%	79	18.8%	3	21.4%	194
Macomb?	6-10	14.3%	2	9.6%	23	17.4%	26	7.8%	38	18.8%	3	10.1%	92
	11+	50.0%	7	58.2%	139	61.1%	91	75.3%	368	62.5%	10	67.8%	615
Do you own or	No Response	14.3%	2	1.7%	4	2.7%	4	1.4%	7	.0%	0	1.9%	17
rent your home?	Own	50.0%	7	74.5%	178	79.2%	118	89.0%	435	68.8%	11	82.6%	749
	Rent	35.7%	5	23.8%	57	18.1%	27	9.6%	47	31.3%	5	15.5%	141
How would you	No Response	7.1%	1	1.3%	3	2.0%	3	.8%	4	.0%	0	1.2%	11
rate the overall	Very Good	14.3%	2	19.7%	47	15.4%	23	27.0%	132	37.5%	6	23.2%	210
quality of housing	Good	35.7%	5	31.8%	76	26.8%	40	45.0%	220	6.3%	1	37.7%	342
in your area of Macomb?	Average	28.6%	4	33.5%	80	40.3%	60	22.9%	112	50.0%	8	29.1%	264
iviacomb?	Poor	14.3%	2	13.4%	32	14.8%	22	3.7%	18	6.3%	1	8.3%	75
	No Opinion	.0%	0	.4%	1	.7%	1	.6%	3	.0%	0	.6%	5
Do you work in	No Response	14.3%	2	.8%	2	1.3%	2	2.2%	11	.0%	0	1.9%	17
Macomb?	Yes	35.7%	5	56.9%	136	63.8%	95	51.5%	252	56.3%	9	54.8%	497
	No	14.3%	2	16.3%	39	8.7%	13	9.2%	45	18.8%	3	11.2%	102
	Retired	35.7%	5	25.9%	62	26.2%	39	37.0%	181	25.0%	4	32.1%	291

Source: WIRC's Macomb Survey, December 2006, n=907.

Figure I - Community Results Survey - Best Channel of Communication
What is the best way for the city to communicate with you?

			Where in Macomb do you live?									Total	
		No res	ponse	Northwe	est Side	Northeast Side		South Side		Other			
		Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count
Web		7.1%	1	19.2%	46	14.8%	22	11.5%	56	18.8%	3	14.1%	128
Radio		7.1%	1	23.0%	55	22.3%	33	25.4%	124	12.5%	2	23.8%	215
Newspaper		35.7%	5	34.3%	82	32.2%	48	35.6%	174	37.5%	6	34.7%	315
Mail		57.1%	8	59.0%	141	62.4%	93	55.8%	273	50.0%	8	57.7%	523
Government Access TV		7.1%	1	7.1%	17	6.7%	10	8.2%	40	.0%	0	7.5%	68
Source: WIRC's Macomb Su	urce: WIRC's Macomb Survey, December 2006, n=907.												

Figure J - Community Results Survey - By Full-Time Student

				Are you a full-t	time student?			To	tal
		No Res	ponse	Υe	es	N	0		
		Col %	Count	Col %	Count	Col %	Count	Col %	Count
Where in	No response	.0%	0	3.4%	3	1.4%	11	1.5%	14
Macomb do you	Northwest Side	7.7%	2	52.8%	47	24.1%	190	26.4%	239
live?	Northeast Side	19.2%	5	14.6%	13	16.5%	130	16.4%	149
	South Side	69.2%	18	25.8%	23	56.5%	446	53.9%	489
	Other	3.8%	1	3.4%	3	1.5%	12	1.8%	16
How many years	No Response	3.8%	1	1.1%	1	.5%	4	.7%	6
have you lived in	0-5	15.4%	4	87.6%	78	14.2%	112	21.4%	194
Macomb?	6-10	7.7%	2	9.0%	8	10.4%	82	10.1%	92
	11+	73.1%	19	2.2%	2	74.9%	591	67.8%	615
Do you own or	No Response	3.8%	1	6.7%	6	1.3%	10	1.9%	17
rent your home?	Own	84.6%	22	14.6%	13	90.2%	712	82.6%	749
	Rent	11.5%	3	78.7%	70	8.5%	67	15.5%	141
How would you	No Response	3.8%	1	.0%	0	1.3%	10	1.2%	11
rate the overall	Very Good	26.9%	7	3.4%	3	25.2%	199	23.2%	210
quality of housing in your area of	Good	26.9%	7	29.2%	26	39.2%	309	37.7%	342
Macomb?	Average	34.6%	9	46.1%	41	26.9%	212	29.1%	264
	Poor	3.8%	1	20.2%	18	7.1%	56	8.3%	75
	No Opinion	3.8%	1	1.1%	1	.4%	3	.6%	5
Do you work in	No Response	.0%	0	1.1%	1	2.0%	16	1.9%	17
Macomb?	Yes	53.8%	14	56.2%	50	54.6%	431	54.8%	497
	No	3.8%	1	41.6%	37	8.1%	64	11.2%	102
	Retired	42.3%	11	1.1%	1	35.2%	278	32.1%	291

Source: WIRC's Macomb Survey, December 2006, n=907.



Appendix B

Market Review and Assessment



The success of the Northwest Neighborhood and the West Jackson Street Corridor depends on their ability to compete in a market composed of a much larger area. This assessment first examines that area and proposes policies that will improve their future prospects.

Community and Market Area Demographic Data

To understand the potential for commercial development, it is important to know how national databases report the characteristics of the residents within logical markets. The table below looks at that information on populations at varying distances from Macomb and the special study area on the west side.

Figure K - Population Characteristics By Market Area

	Macomb	5 Minutes: DTWN Macomb	30 Minutes: DTWN Macomb	5 Minutes: West Side	30 Minutes: West Side
Population	18,485	13,443	34,163	14,621	34,353
Households	6,134	5,106	12,313	5,370	12,373
Population Density	1,803	1,759	46	2,043	49
Total Population Median Age	27.3	29.5	31.4	28.5	31.3

Demographic data © 2006 by Experian/Applied Geographic Solutions.

Residents living within 5 minutes can easily drive to a shopping cluster and the population within 30 minutes might choose to visit to obtain items not available closer to home. For marketing purposes, the area encompassed within a five-minute drive is the primary market that should generate the majority of the shopping cluster's sales. The balance of the sales would be to residents of the secondary market, the 30-minute drive time and to visitors. Figure L illustrates the 5-minute drive times associated with the West Side study area and downtown Macomb.

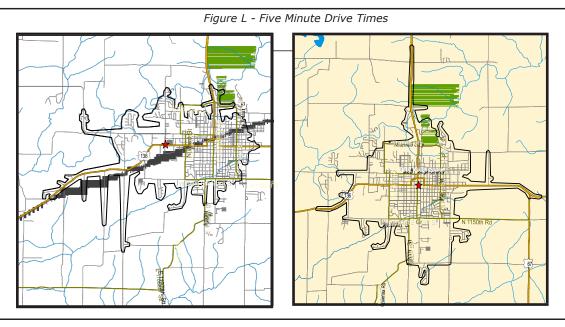




Figure M - 30 Minute Drive Times

Because these study areas have largely duplicated five- and thirty-minute drive time markets, they share customers. Although differentiation will come with the character of the stores and shopping environment, the draw is a combined appeal that will be analyzed as one market for the balance of this section.

A key characteristic of Macomb's market is its balance of both permanent residents and students. Within the 5-minute drive time, nearly 5,235 students live in University housing. University publications report that 11,368 students attend WIU in Macomb in 2006-2007. That implies that approximately 6,100 students live independently in the neighborhoods of Macomb and nearby towns. In total, the students are nearly half of Macomb's primary market residents.

Student populations are an important influence on the demographic character of Macomb. Because national demographic projection services relies on census and IRS income reports, they miss the parental subsidies and savings depletion typical of spending in student occupied neighborhoods. Although those sources probably double or triple the actual household income, much of that money goes to housing costs not included in retail spending. Consequently, a conservative estimate of the retail spending power is probably 150% of this national demographic service projection for selected spending categories.

Figure N - Key Markets Spending Potential

	Macomb	5 Minutes	30 Minutes
Total Retail Expenditure	\$100,115,333	\$83,129,707	\$220,434,581
Grocery Stores	\$20,447,302	\$17,013,406	\$44,747,220
Full Service Restaurants	\$6,219,626	\$5,159,433	\$13,715,881
Limited Service Restaurants	\$6,202,366	\$5,147,138	\$13,698,522

Demographic data © 2006 by Experian/Applied Geographic Solutions.

A 50% boost in actual spending power would result in these revised calculations:

Figure O - Revised Key Markets Spending Potential

	Macomb	5 Minutes	30 Minutes
Total Retail Expenditure	\$150,173,000	\$124,694,561	\$270,492,247
Grocery Stores	\$30,670,953	\$25,520,109	\$54,970,871
Full Service Restaurants	\$9,329,439	\$7,739,150	\$16,825,694
Limited Service Restaurants	\$9,303,549	\$7,720,707	\$16,799,705

Demographic data © 2006 by Experian/Applied Geographic Solutions, BDI.

Those increases are important because they tell retail site selection specialists that this market supports higher volumes than national demographics services' data suggest. If sales are \$300 per square foot, the \$50 million spending potential missed by national demographic services supports 167,000 square feet of store space. That spending could sustain five to seven more restaurants and a store selling \$10 million in groceries.

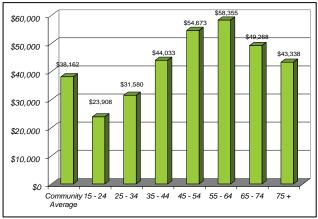


Figure P - Impact of Students on Avg. Household Income

The students also affect household income. Although students in dorms are included in the spending power calculation, they are removed from the household income calculation made for the census and by national demographics services. Still, if only 5,235 of the 11,368 WIU students live in University housing there are over 6,100 students included in the calculation of the primary market's average household income. Census data reports those students in approximately 1,000 households with an average total household income of \$23,908. Figure P illustrates the impact of those households on Macomb's average household income.

Again, although those familiar with the local market understand how the students impact national data base reports, higher volume businesses need additional information to recognize the potential in the Macomb market.

Because the spaces in attractive, vintage downtowns like Macomb's are composed of relatively small store and restaurant spaces, they typically contain boutiques and specialty restaurants that appeal to residents with significant disposable income. Figure Q reveals the distribution of those households by head of household age within the five-minute drive time primary market. Note that this analysis assumes that households headed by residents under 25 years of age have significant disposable income if their income is at least \$30,000.

This spending does not include the previously mentioned student savings depletion and parental support. Figure R adds the 7,400 dorm occupying students as households of two to the under 25 population with sufficient disposable income to frequent boutiques and restaurants.

This analysis suggests a strong student focus for Macomb's stores and restaurants.

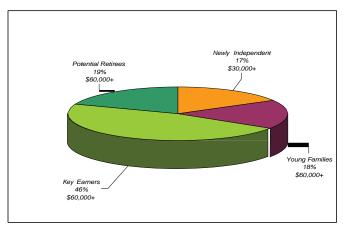


Figure Q - Distribution of Head of Household Age with 5 min. Drive

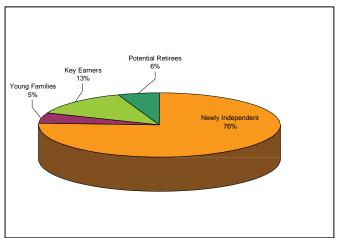


Figure R - Addition of Students as Newly Ind. to Above Dist.

Employees are also an important market for Macomb. They provide the daytime sales that add significantly to the profitability of study area stores and restaurants. With today's two income families, the national average is 1.2 jobs per household.

Figure S - Macomb Employment Statistics

	Macomb	5 Minutes: Macomb	30 Minutes: Downtown Macomb
Total Employees	10,730	10,585	15,076
Total Establishments	887	864	1,535
Jobs/household	1.75	2.07	1.22

Macomb's primary market has over two jobs per household and therefore can benefit from the spending of employees from outside the market. That increase combined with the students provides a significant daytime market.

Growth is a limiting characteristic of downtown Macomb's primary market. From 1990 to 2000 this area experienced flat population growth and a minimal growth in households (+5.3%). Unless a significant employer is attracted to Macomb, the future promises continuing flat growth.

Retail Development Opportunity

Using Illinois Department of Revenue 2006 sales tax reports, it is possible to extrapolate retail sales in Macomb of just over \$265 million. Nearly \$28 million of those sales are agricultural or manufacturing goods not included in consumer spending power. The \$238 million in net consumer sales is 158.3% of the primary trade area's \$150 million purchasing power. That suggests that Macomb is capturing \$88 million of the \$120 million spent by residents within 30-minutes, 73% of their total spending. This capture varies by category.

Figure T - Retail Development Opportunity Capture Rates

Category	Sales	Primary Market Spending Power/Sales	Other Sales	Capture Rate
General Merchandise	\$72,899,846	\$16,049,750	\$56,850,097	454.2%
Groceries	\$28,972,564	\$30,670,953	(\$1,698,389)	94.5%
Drinking and Eating Places	\$30,554,392	\$19,415,211	\$11,139,181	157.4%
Automotive & Filling Stations	\$55,151,639	\$48,647,286	\$6,504,353	113.4%

Source: Demographic data © 2006 by Experian/Applied Geographic Solutions; BDI adjustment to include student spending of +50% except automotive +25%

The general merchandise category includes Wal-Mart and Farm King. The high capture rate illustrates the pulling power of these businesses and supports Macomb's status as a regional shopping destination. With that role established and reinforced by the presence of the University, Macomb has an opportunity to add other mass merchandisers. Although intuition might suggest that new competitors should seek an underserved market, they actually prefer to cluster with similar businesses. That practice increases the area's attraction power and brings additional customers who spend more when they visit all competitors. The map that follows illustrates the competitive positioning of mass merchandisers present in the region.



Competitive Positioning of Mass Merchandisers In The Present Region

Macomb's recruitment opportunity is Target. The keys to attracting this high volume retailer are economies of delivery and supervision as well as sufficient customers. Target will come to Macomb when its store location model can find a profit after predicting sales volume, site costs, and operating costs.

The low capture rate for groceries reflects the transfer of sales from traditional grocery stores to mass merchandisers like Macomb's Super Wal-Mart. It also confirms the convenience nature of grocery purchasing that leads customers in Macomb's 30-minute drive time

market to support their local grocery stores. Despite the apparent low sales, Macomb has little opportunity to attract additional grocery stores because the mass merchandisers promise to continue sales eroding grocery store sales and Macomb's stagnant population growth provides little opportunity for sales increases.

Macomb is effectively capturing the restaurant spending power of the primary and secondary markets. Additional spending power within the 30-minute drive time is approximately \$15 million and Macomb sells \$11 million more than its primary market's spending power. Still, there is elasticity in the demand for restaurants as families can be induced to replace home cooked meals with purchased fully prepared meals. A college town where parents visit to treat students at restaurants and students prefer quick serve meals to their home cooking, could experience more elasticity than other communities. These market conditions suggest that Macomb could add more restaurants.

Students have minimal impact on the taxable automotive and filling station market because they tend to buy cars in their hometowns. Although car-owning students buy gas in Macomb, customers in the extended 30-minute drive time market would buy fuel near home and therefore it is difficult to attract fuel sales from beyond the primary market. The extended market would buy new cars in Macomb and that is the likely source of the relatively high capture rate. Macomb's automotive and filling stations seem well balanced to the market.

The addition of Target could bring as much as \$350,000 in municipal sales tax revenue. Because the market would barely meet site population standards, it will be important to offer an optimal site and be patient as Target considers the many facets of expanding southward in Illinois. Target would want at least 10 acres on high volume Jackson Street. The total site will be another 5 to 10 acres as the developer adds outlots for restaurants and services.