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# Rockford 2020 Plan Update

## Current Conditions Analysis

Community & Economic Development Department

June 18, 2014

**Presenters:**

Wayne Dust, AICP, Planning Administrator

David Sidney, AICP, Comprehensive Planning & Design Manager

# What is the Rockford 2020 Plan?

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- **Visioning** Document, guides public and private growth and land development decisions
- **Guides** the City's development, balancing opportunities and promoting a high quality of life for residents and visitors

# Why Update?

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- **Clarify** the City's existing policy framework on planning, zoning and development decisions
- **Update future land use map** to reflect the City's vision and policies
- **Simplify** the Plan for better engagement and utilization

# Framework – Guiding the Process

Where are we Going?	Where do we want to be?	How do we get there?	What Steps do we need to take starting today?
Studies, Plans and Visions	Guiding Principles, Shared Values, Goals and Objectives	Policies, Strategies and Programming	Timelines and Responsibilities
Current Conditions and Strategies	What is our target?	Sustainable impact	Measuring, accountability, facilitating outcomes



# Current Community Profile

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- Community Data Profile

- Population: **152,871** (2010 demographic profile)  
**150,251** (2013 estimate)
- Projected Population: **158,072 (C)** to **178,968 (A)**
  - C-1: 156,928      C-3: 151,506
  - Actual population trends align with “C-Series” growth projections
  - We anticipated C-1 growth; realized C-3 growth
- Median Age: **35.6** (2012 estimate)
- Median Household Income: **\$38,157**
- School District Population: **28,961 students**
- Education Attainment: **81.6%** (2012 estimate)

# Current Community Profile

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- Community Data Profile

- Housing Units: **\$66,700** (2010) **\$67,708** (2012 estimate)

- Median Housing Value: **\$106,600** (2012 estimate)

- 38.9% (\$50,000 – 99,999)

- 28.7% (100,000 - \$149,999)

- Land Area: **61.08 acres** (2010 estimate)

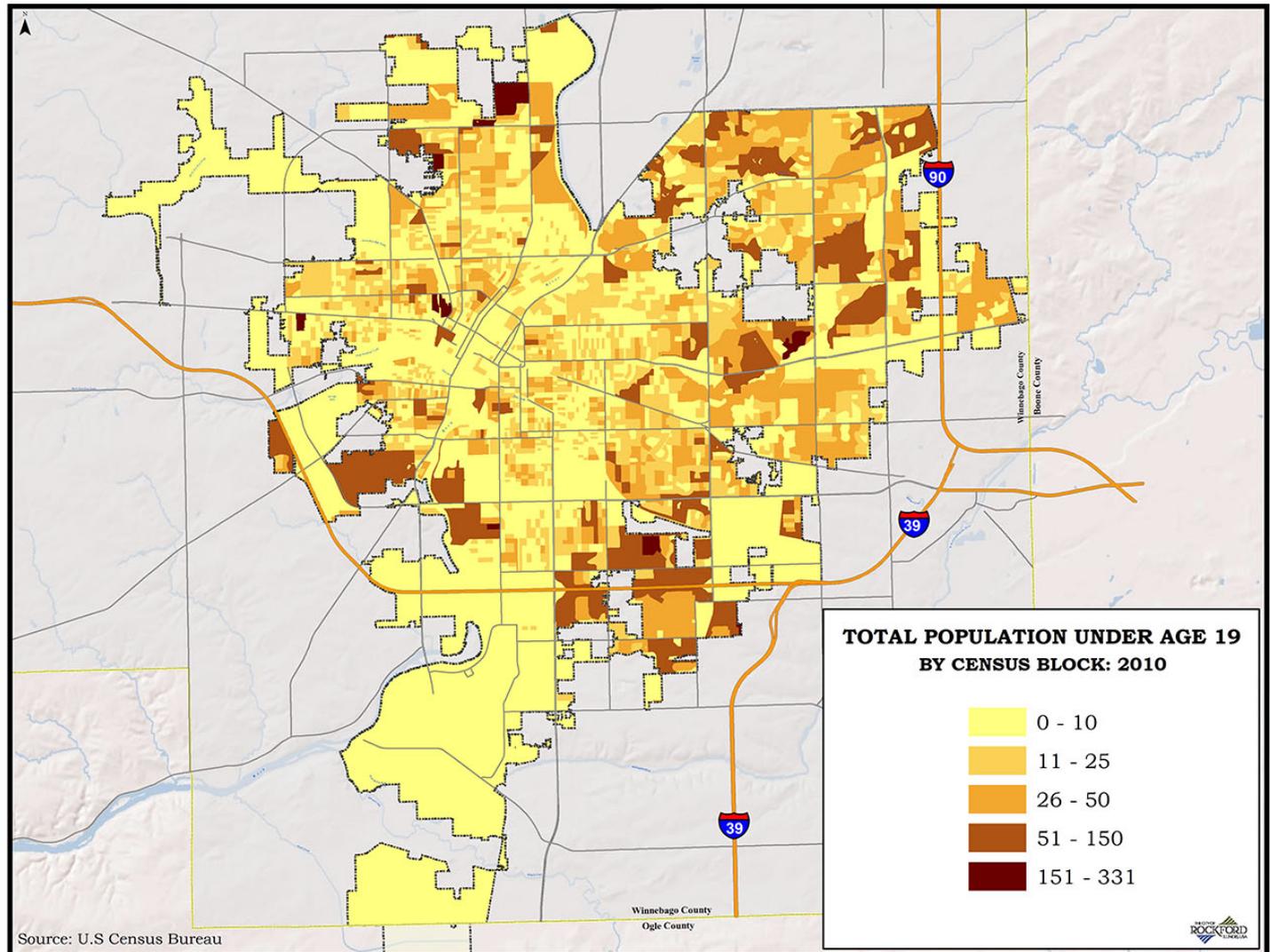
- Parks and Open Space: **XXX acres**

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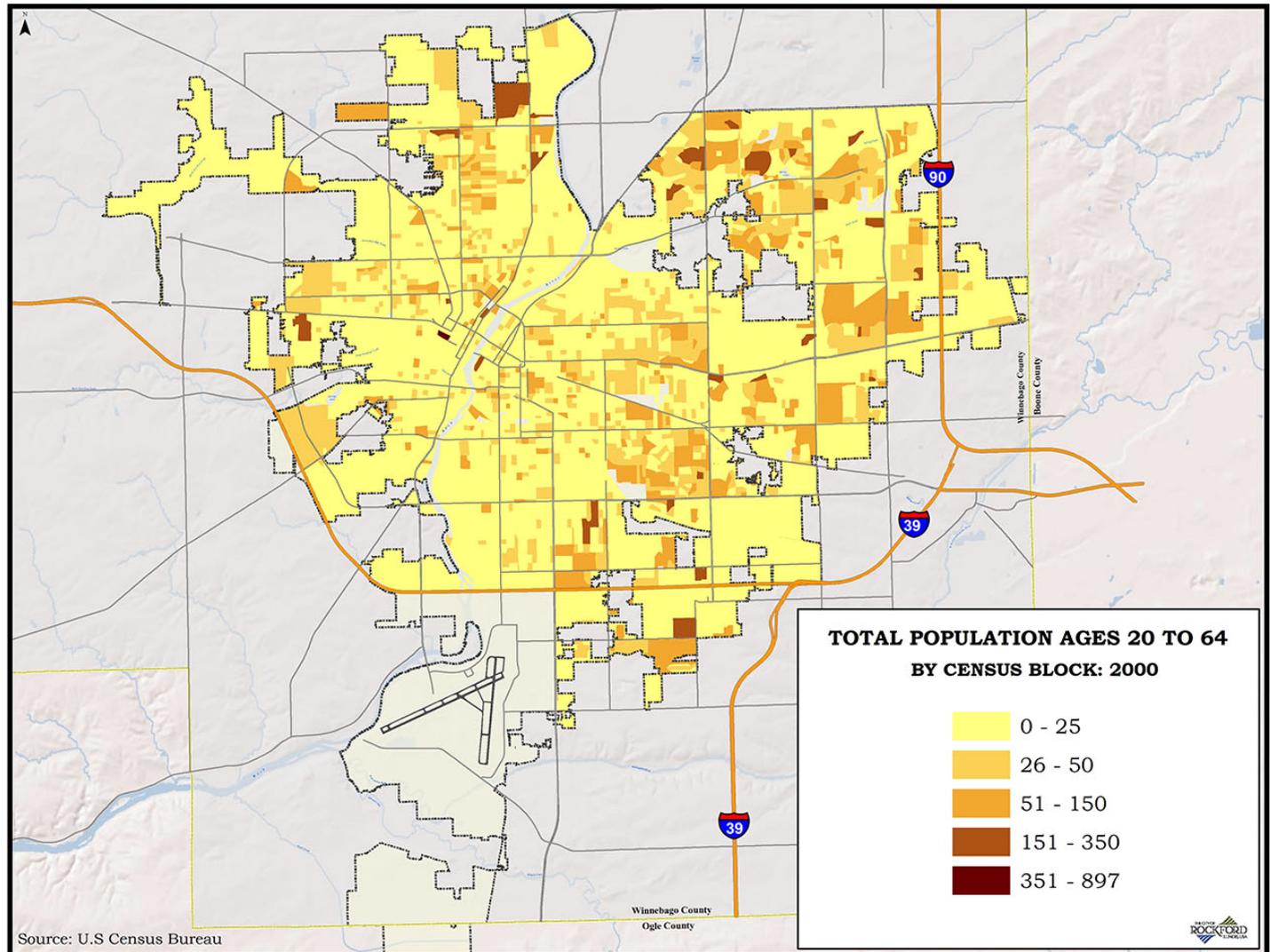
Housing, Neighborhoods, Safety, Civic Vitality, Culture, Health, Food

# **SOCIAL**

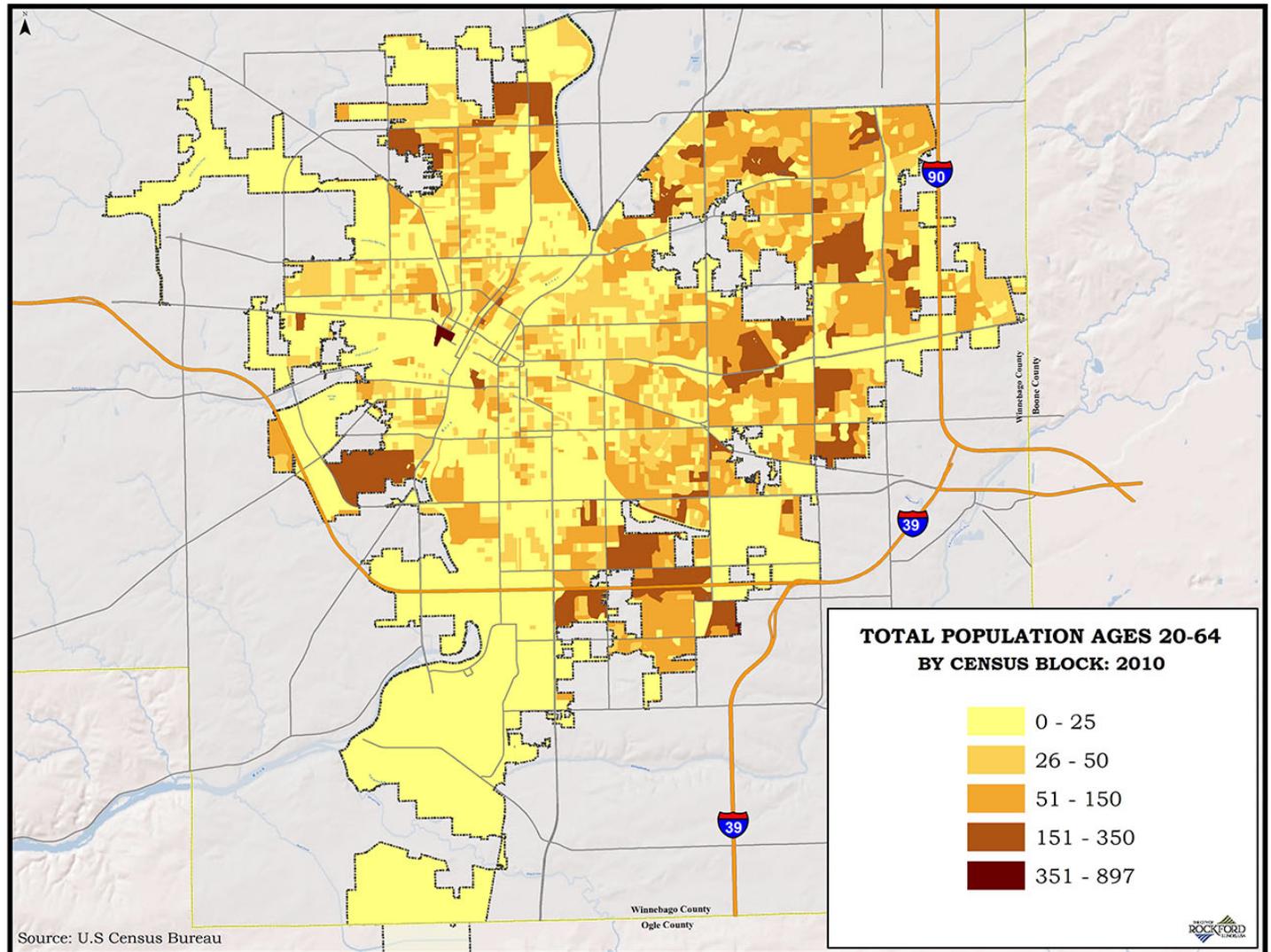
# Age: Birth to 19 (2010)



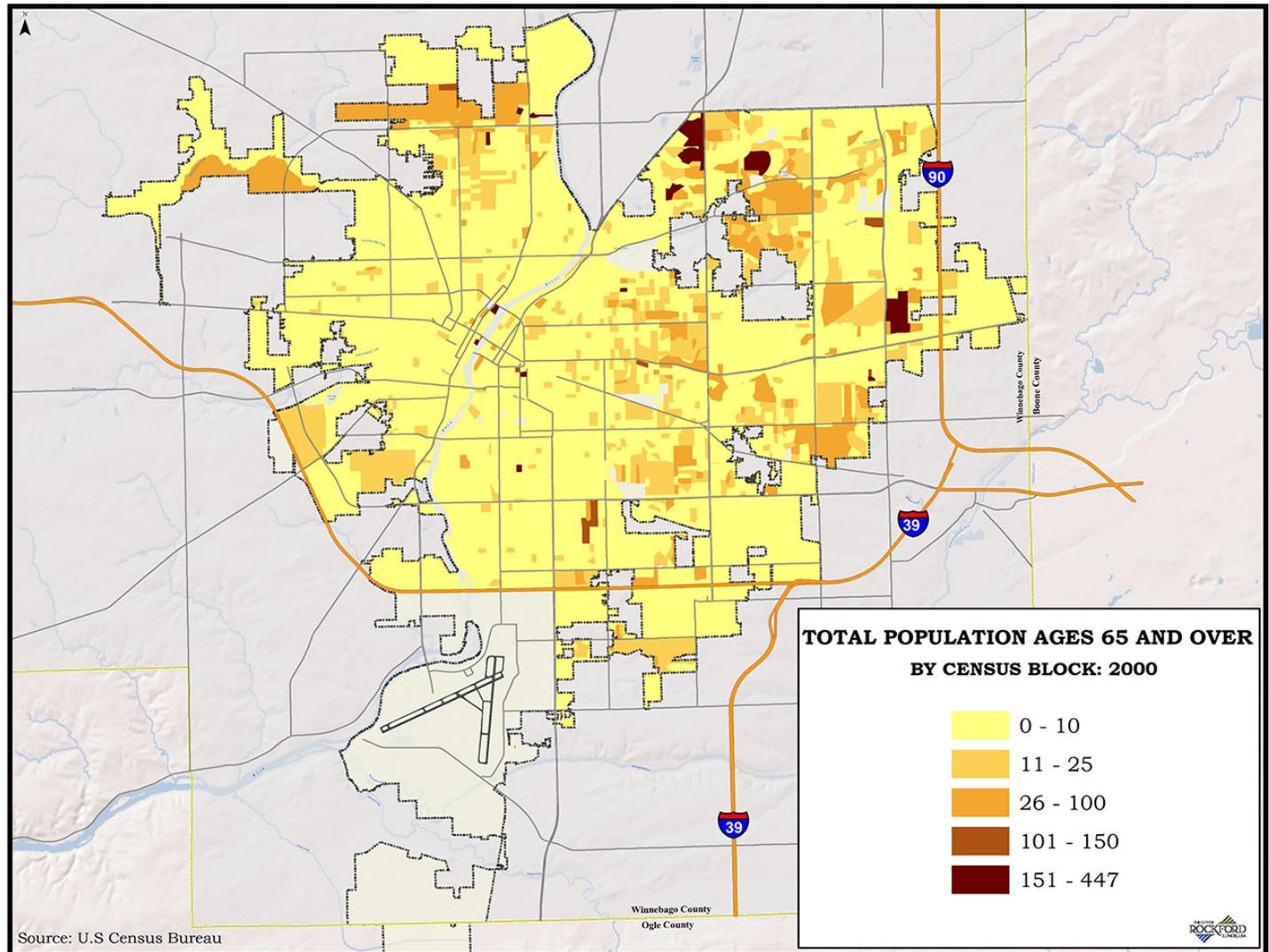
# Age: 20-64 (2000)



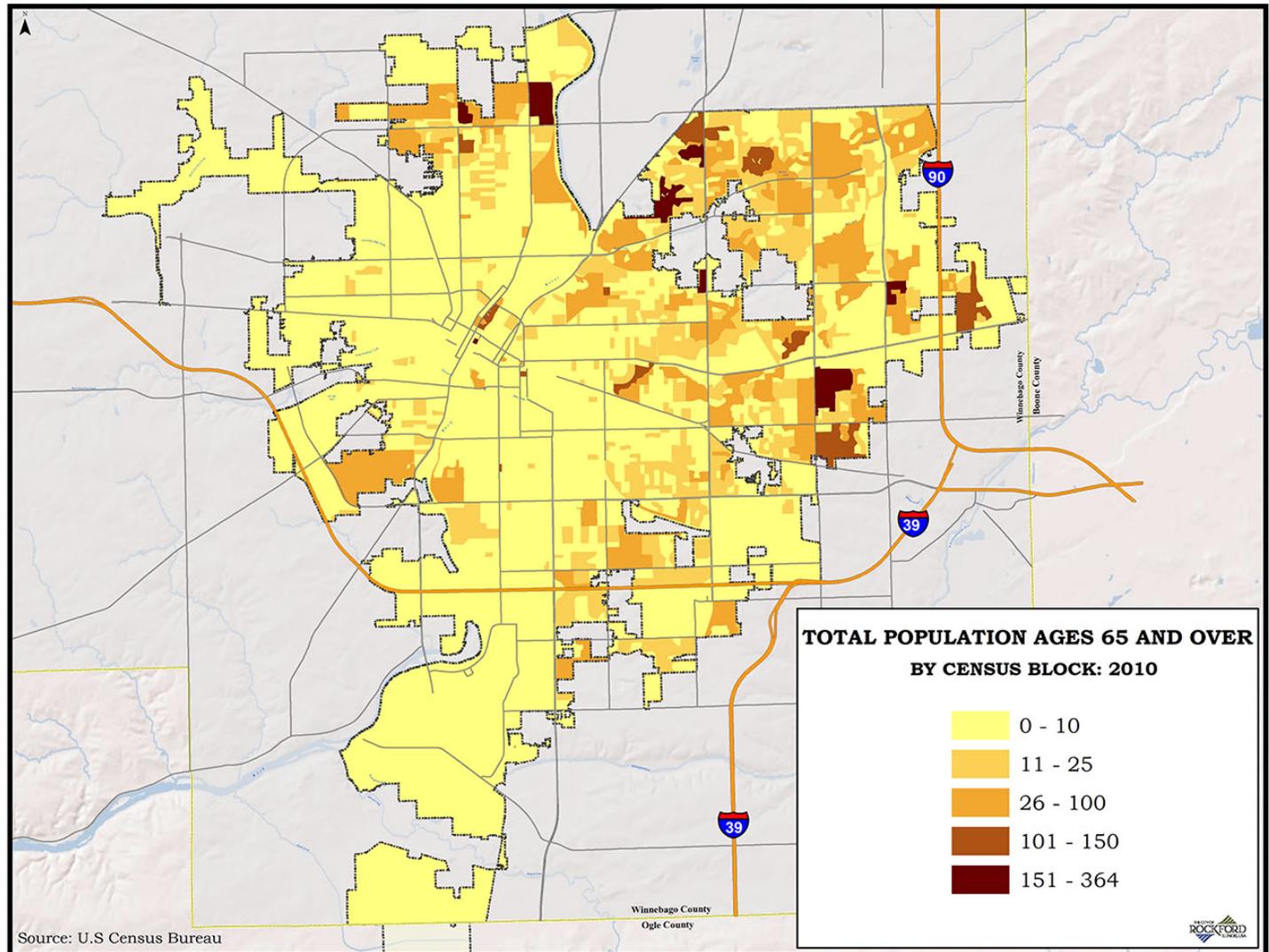
# Age: 20-64 (2010)



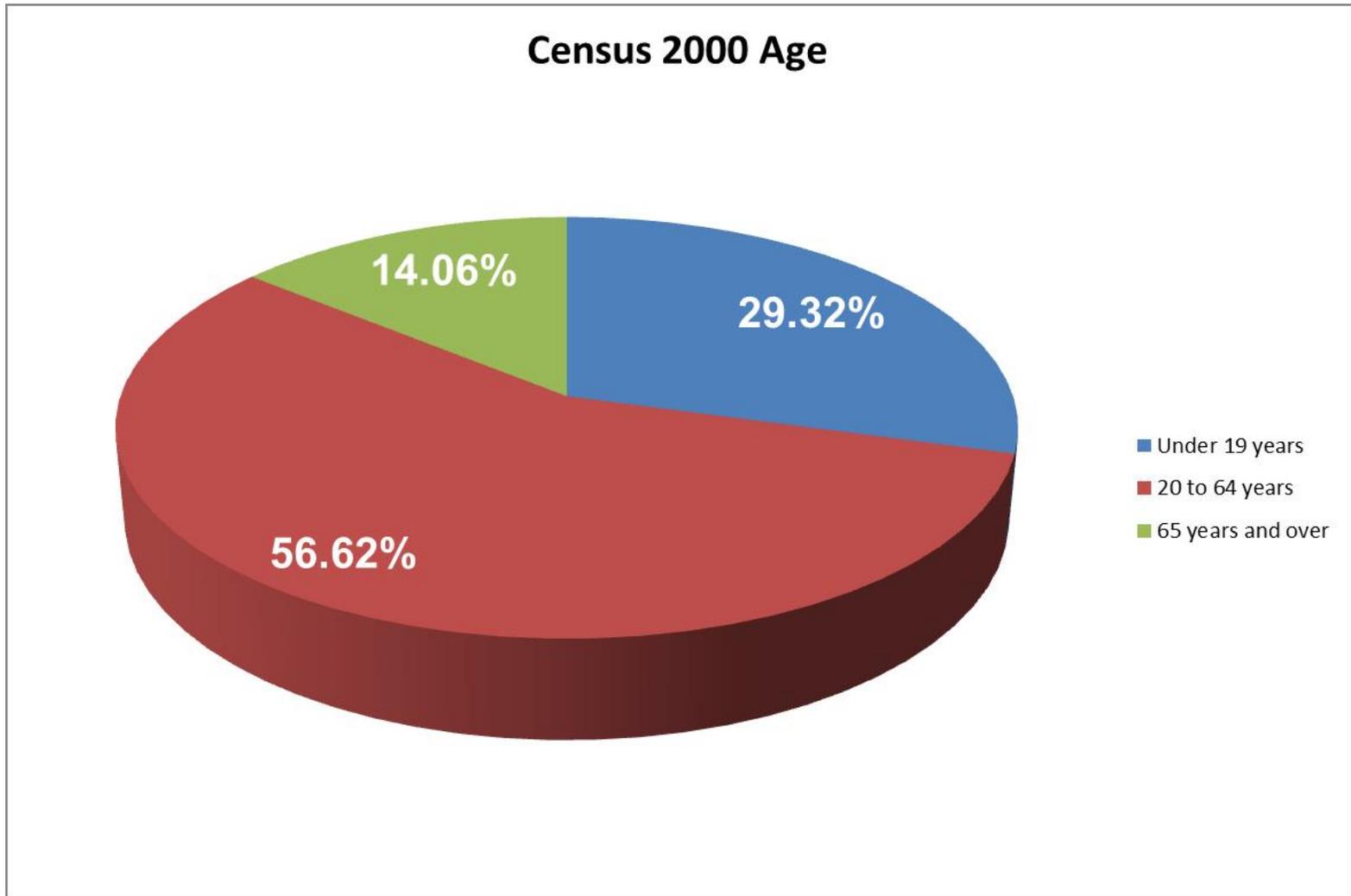
# Age: 65 and Over (2000)



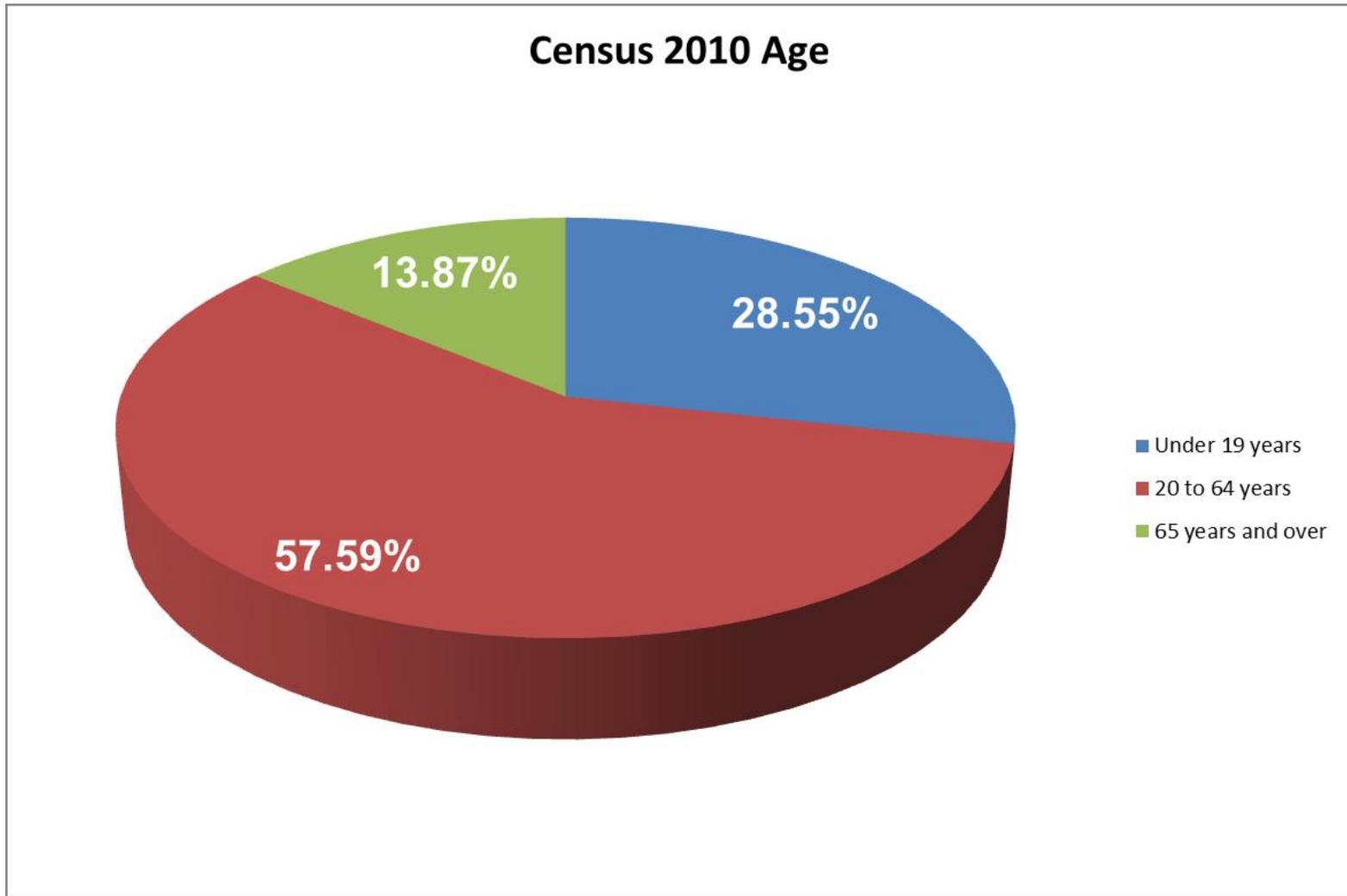
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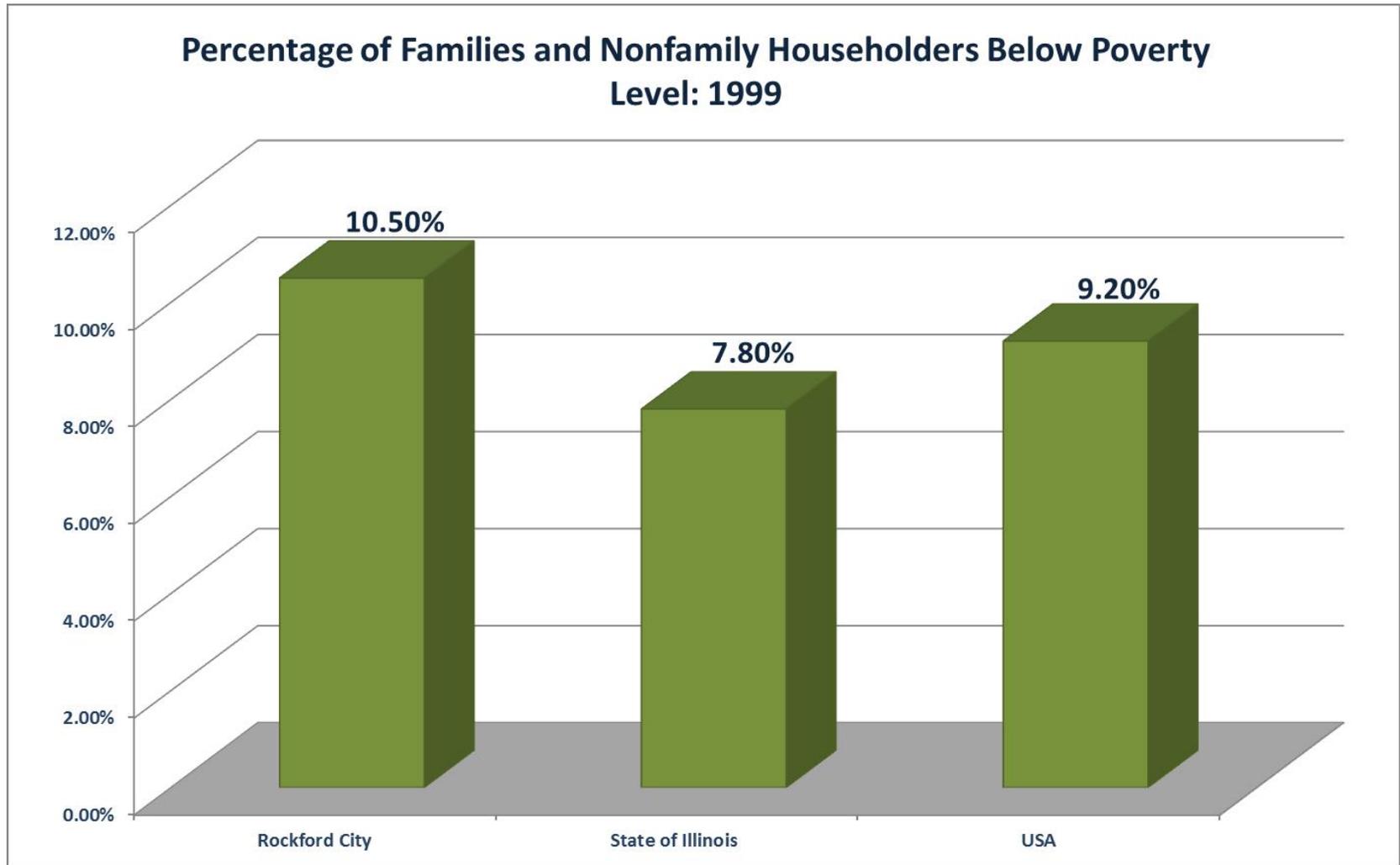
# Population Age by Percentage (2000)



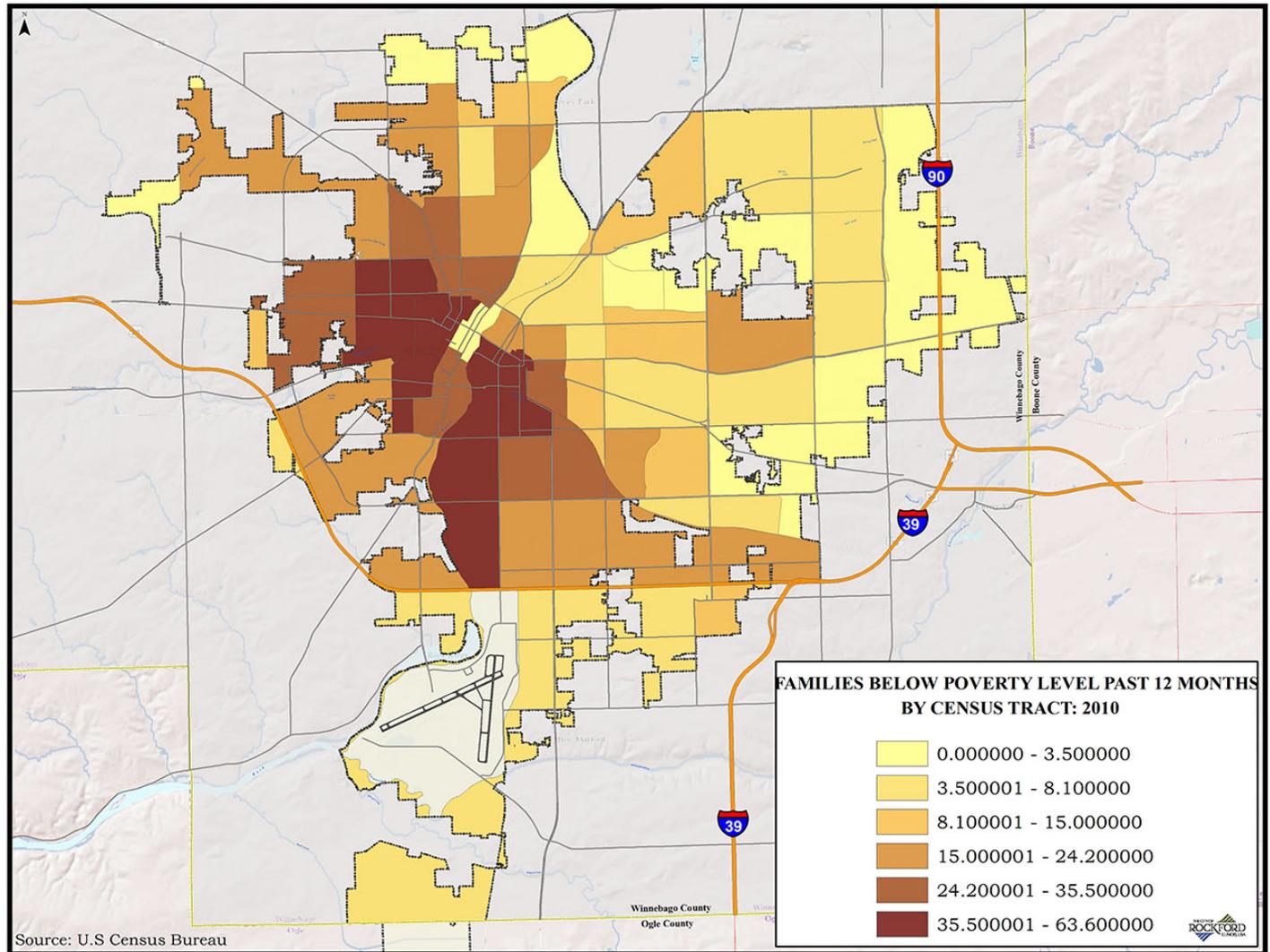
# Population Age by Percentage (2010)



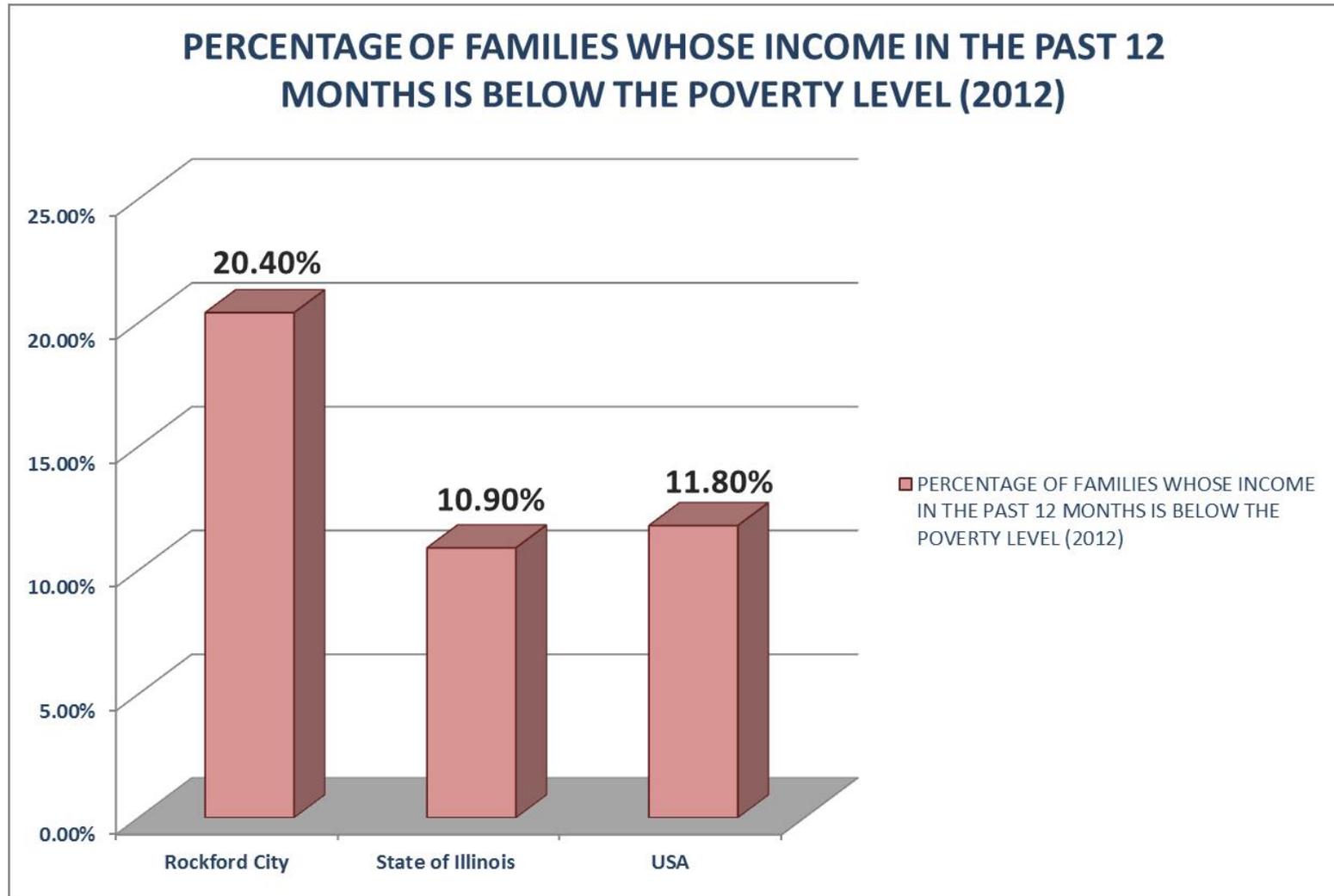
# Poverty 2000



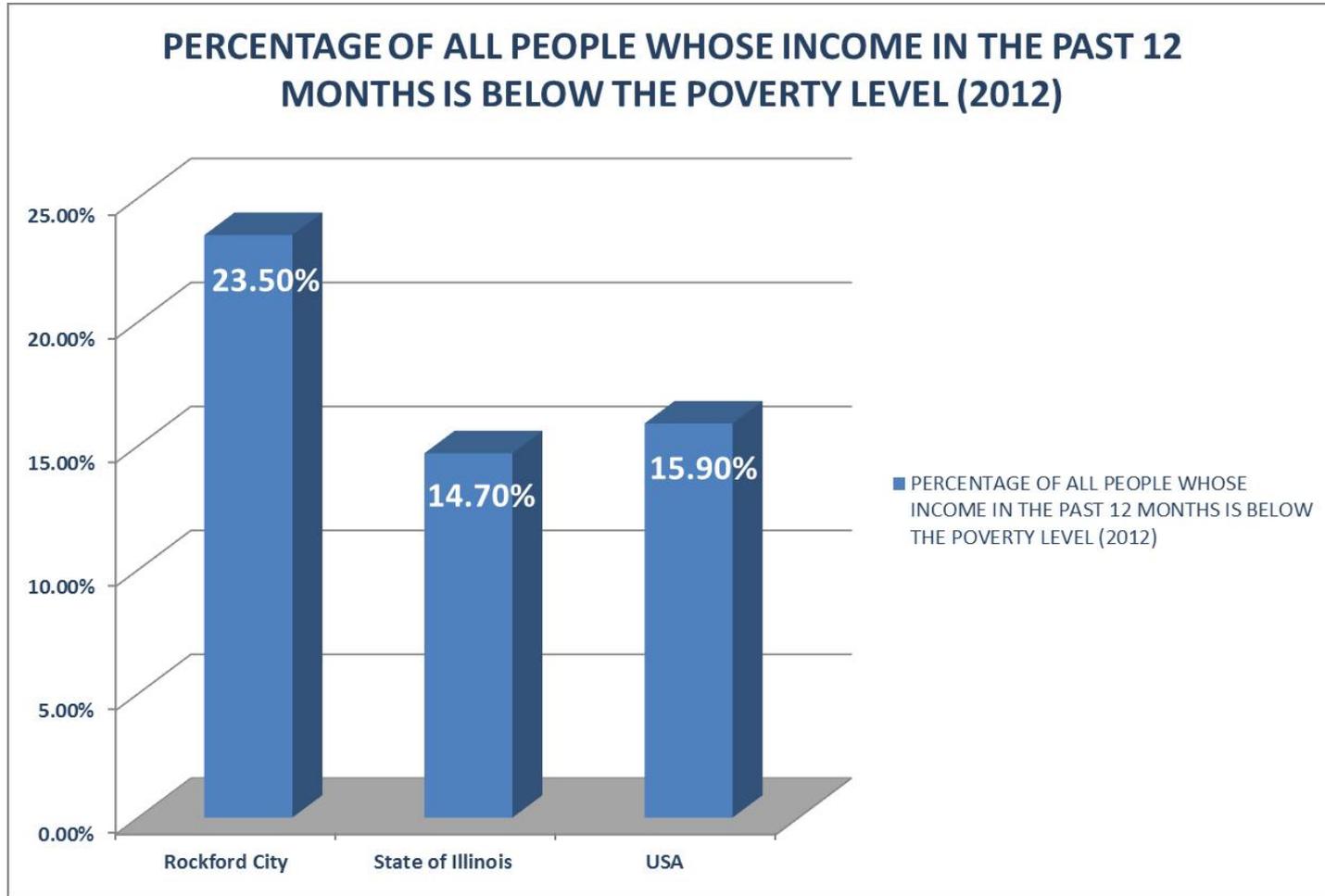
# Poverty 2010



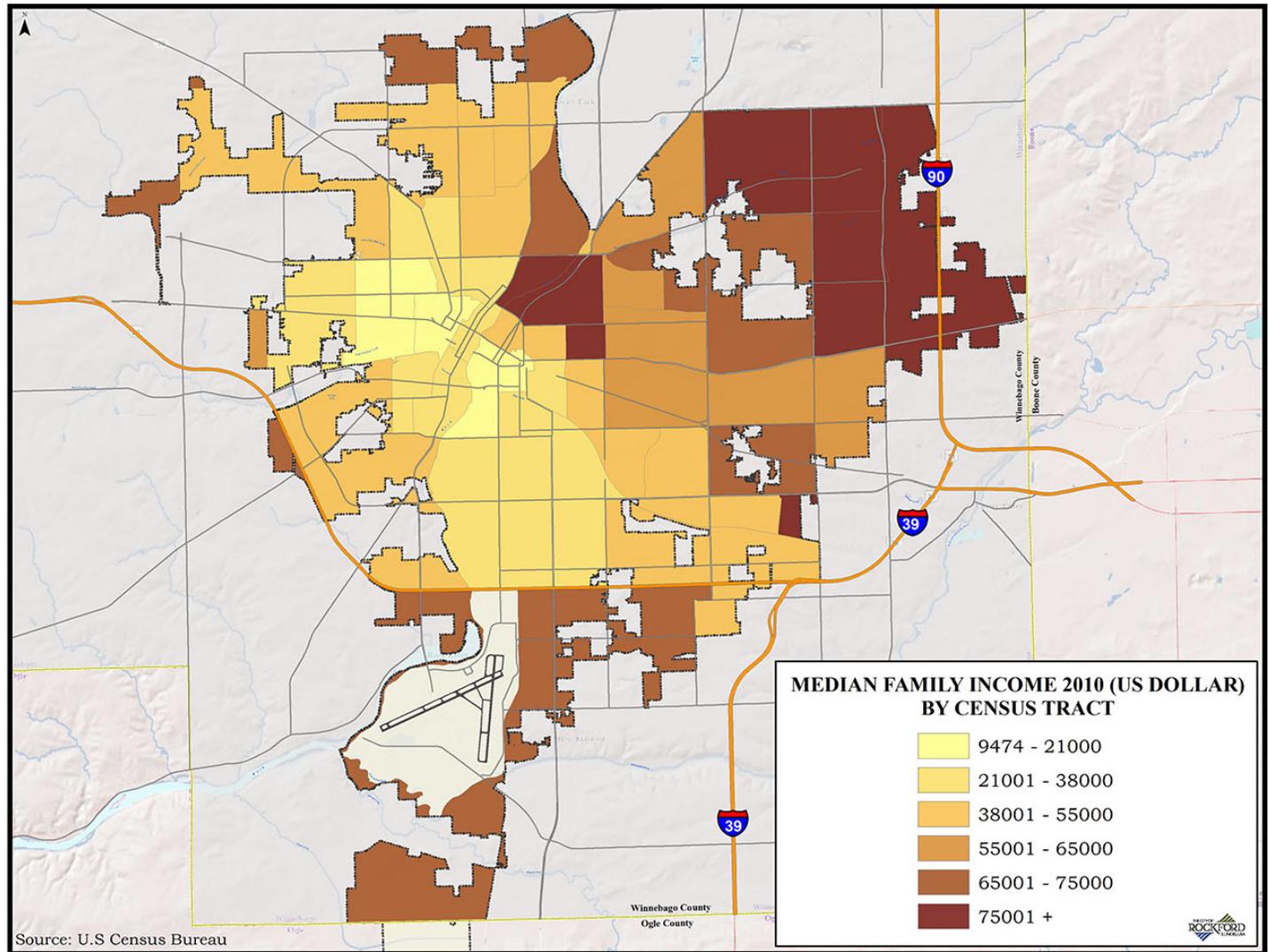
# Poverty 2012



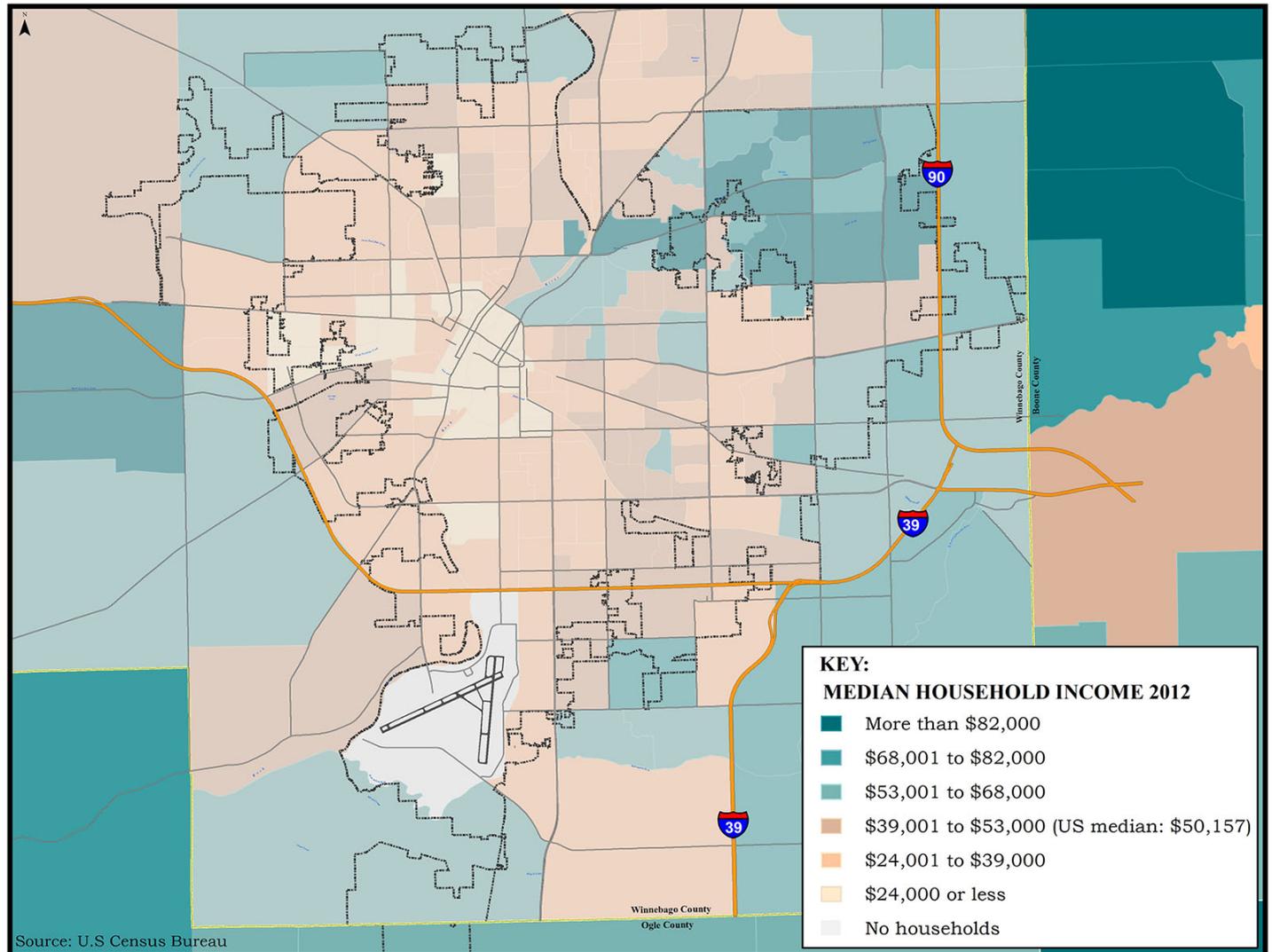
# Poverty (2012)



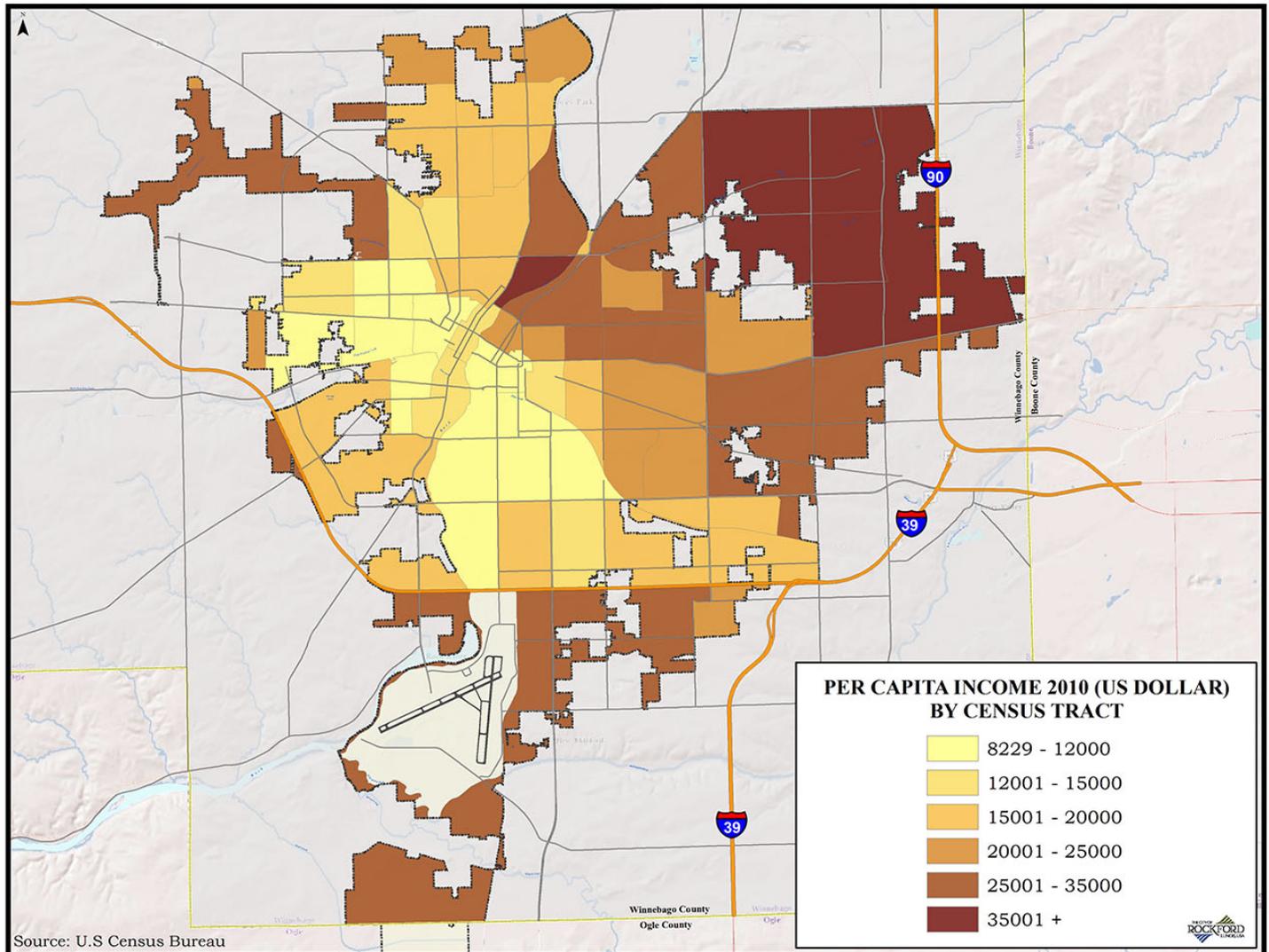
# Median Family Income (2010)



# Median Household Income (2012)



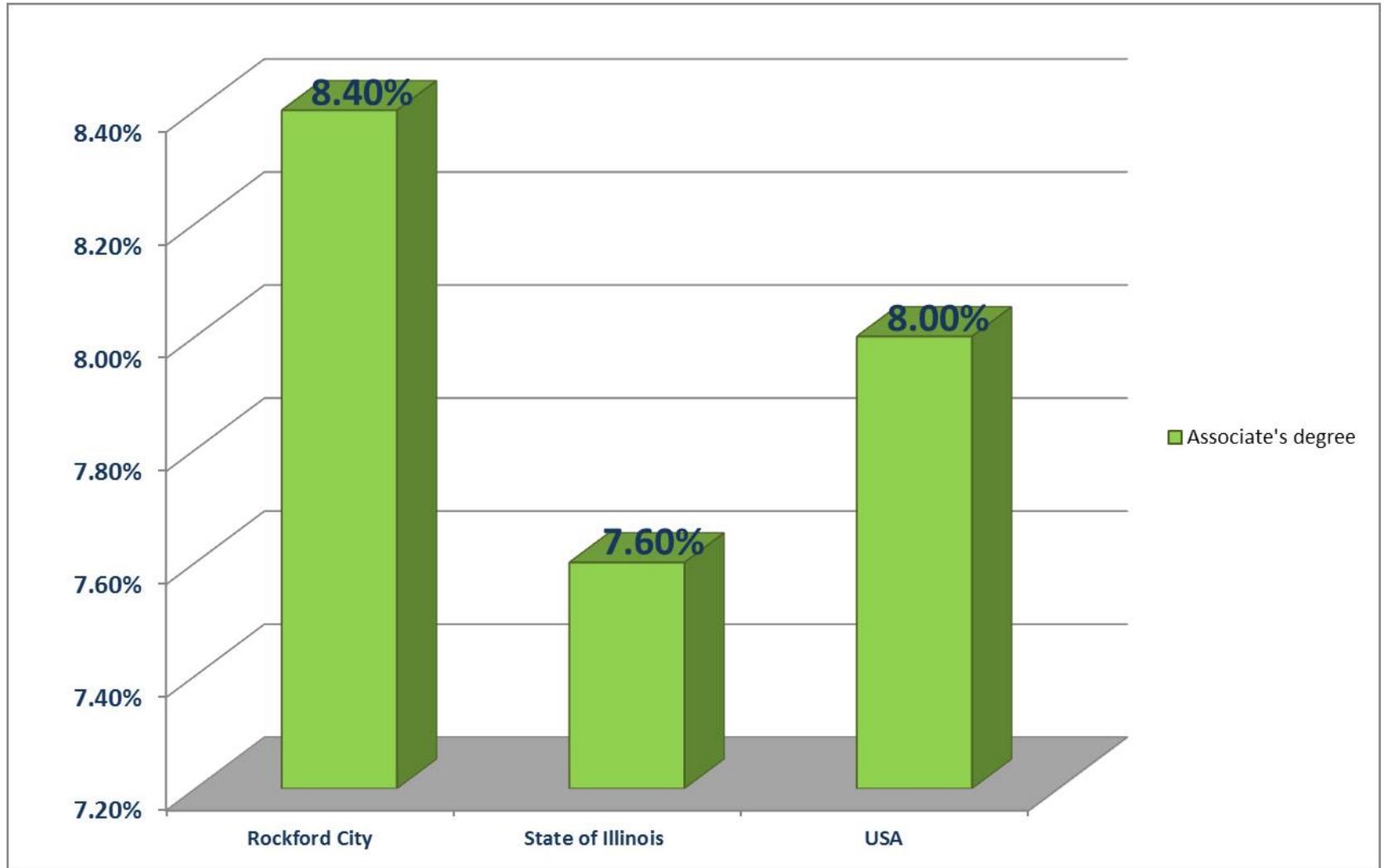
# Per Capita Income (2010)



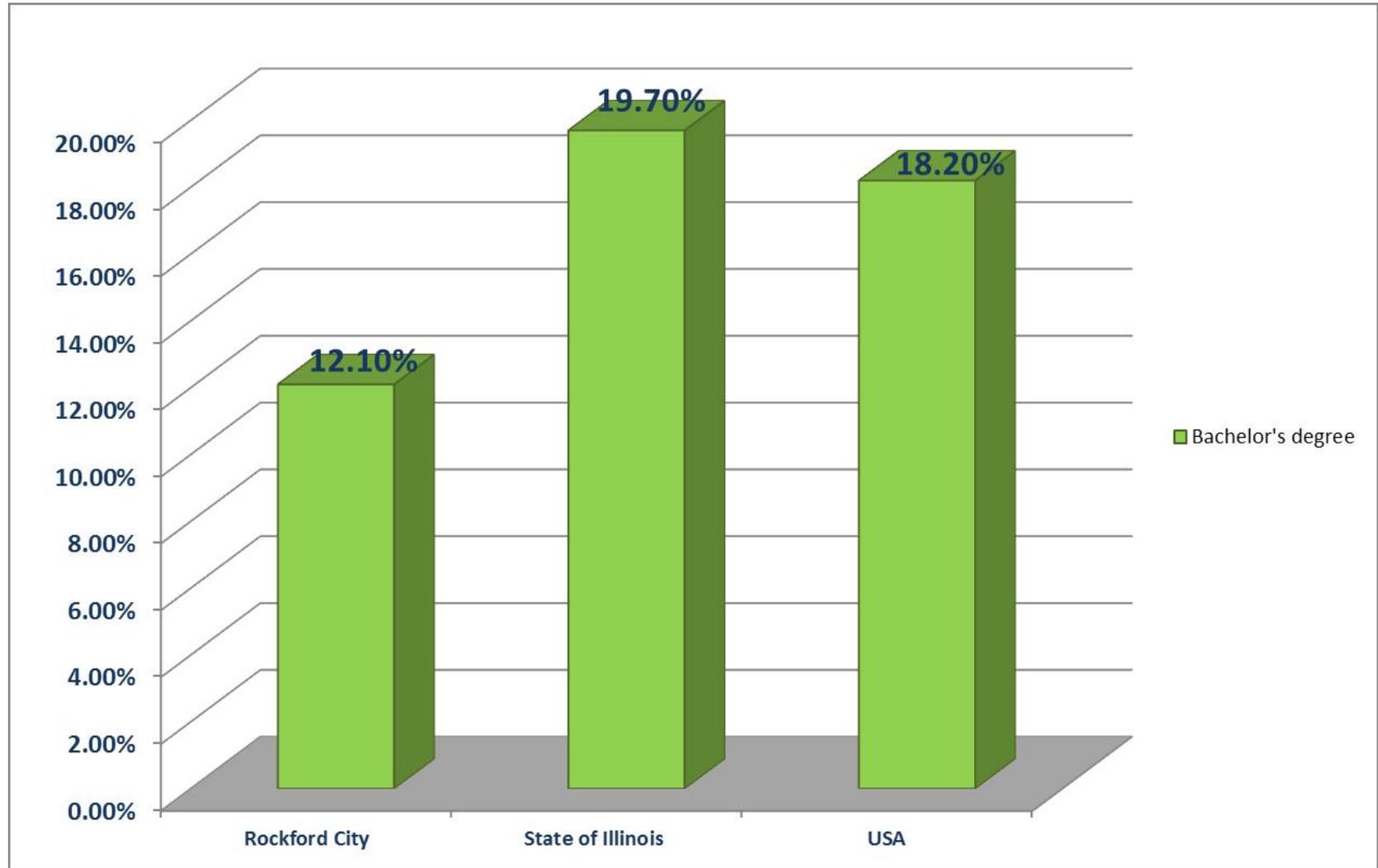
# Education: High School Graduate (2010)



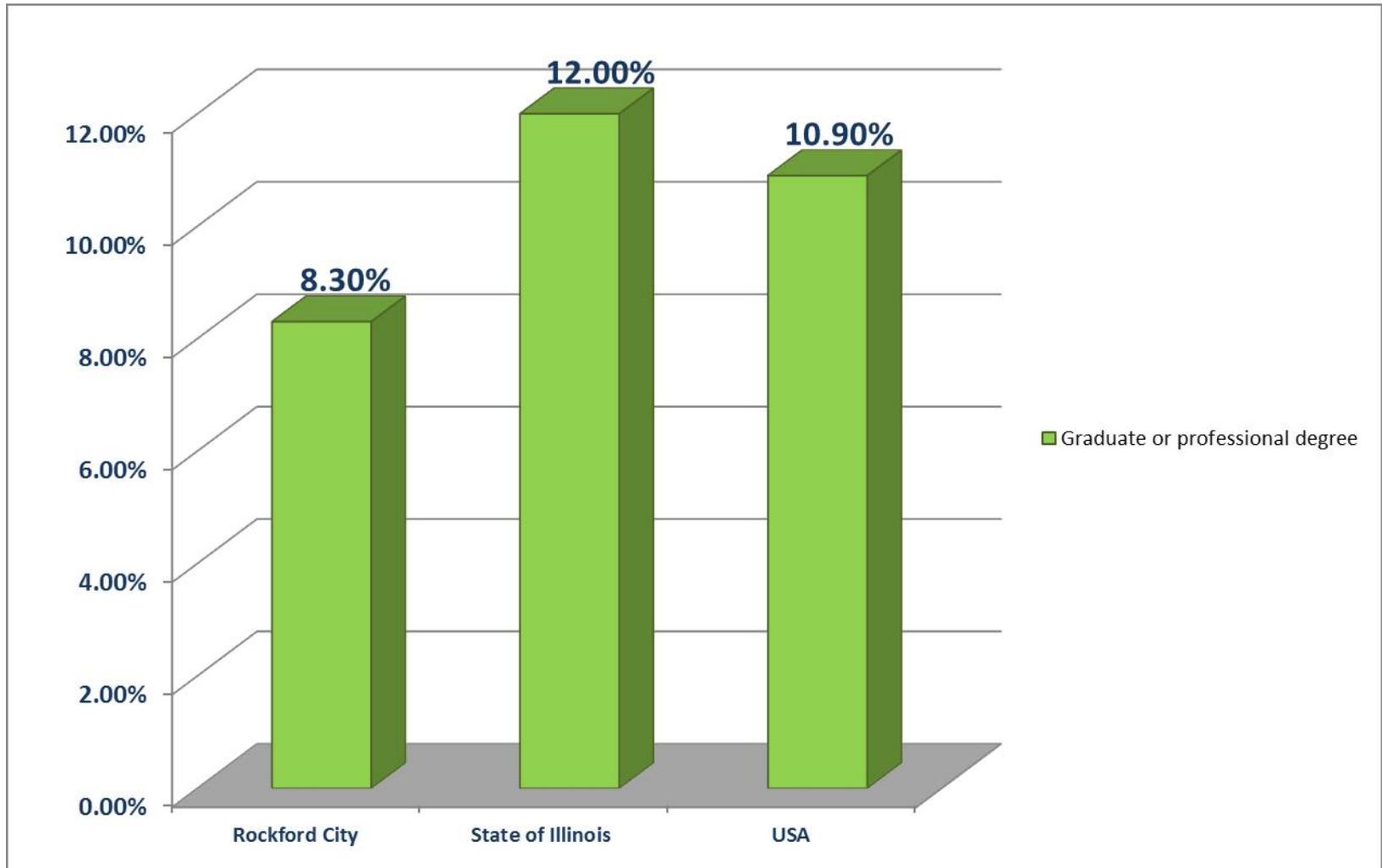
# Education: Associates Degree (2010)



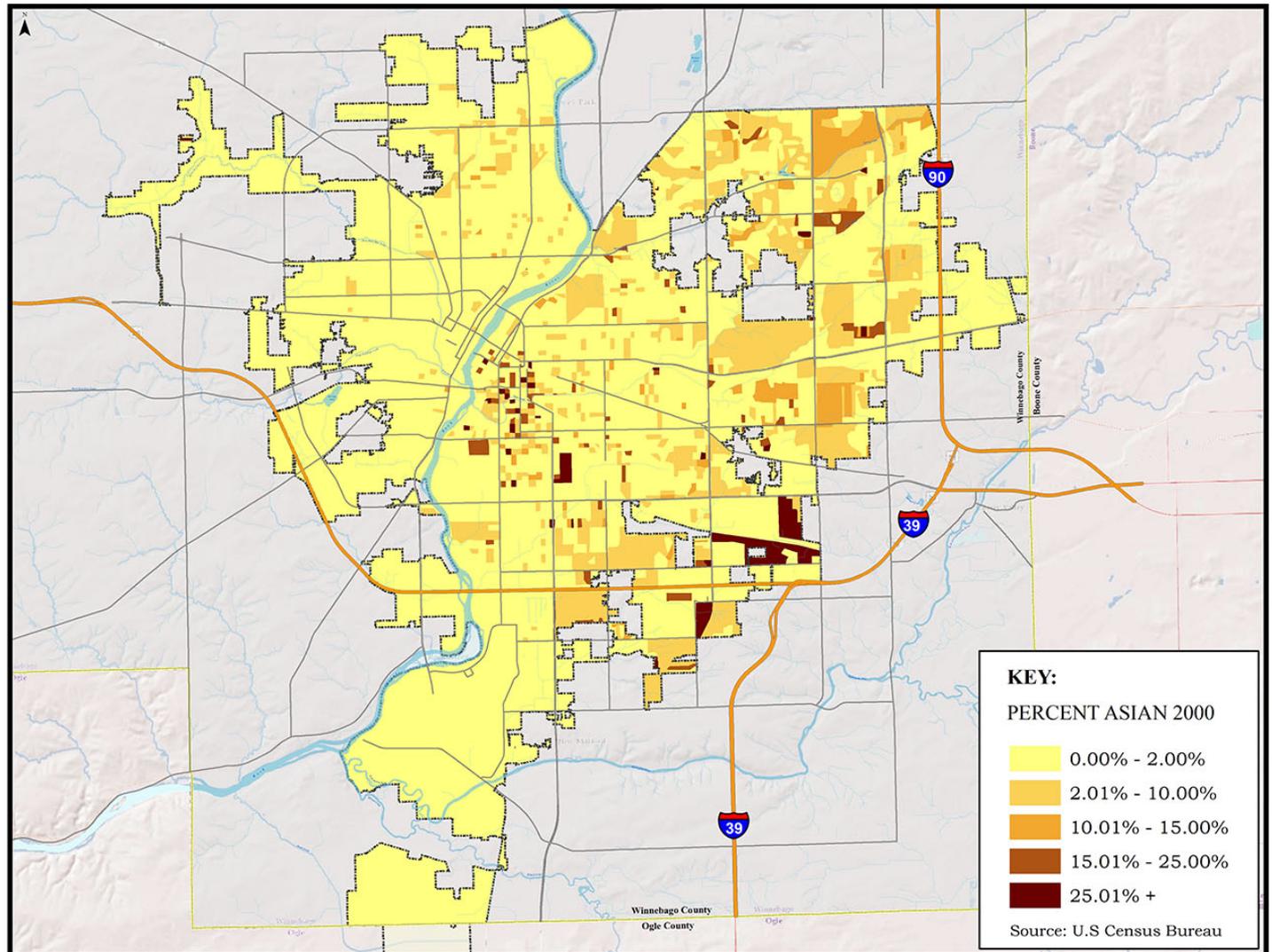
# Education: Bachelor's Degree (2010)



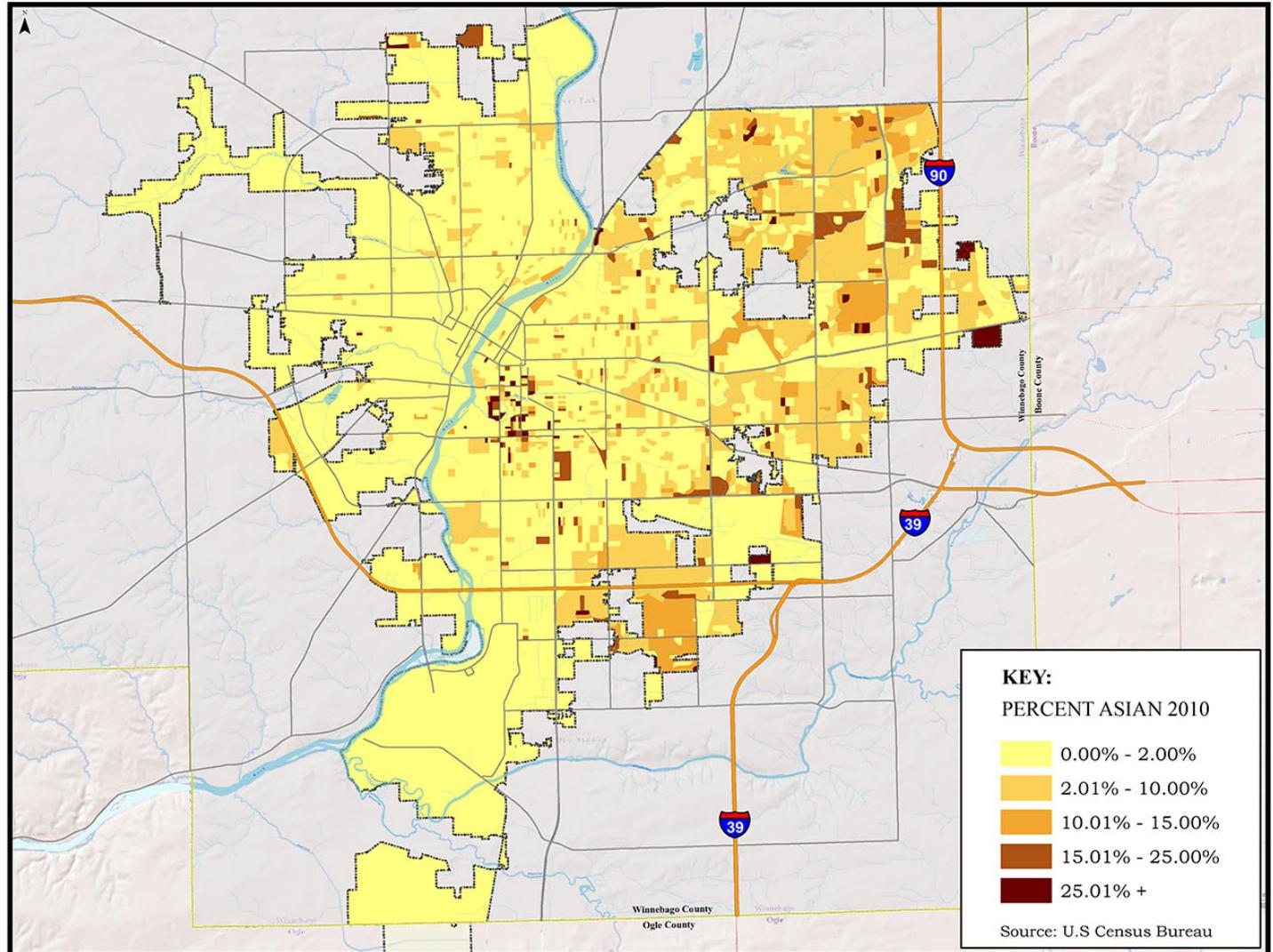
# Education: Graduate Degree + (2010)



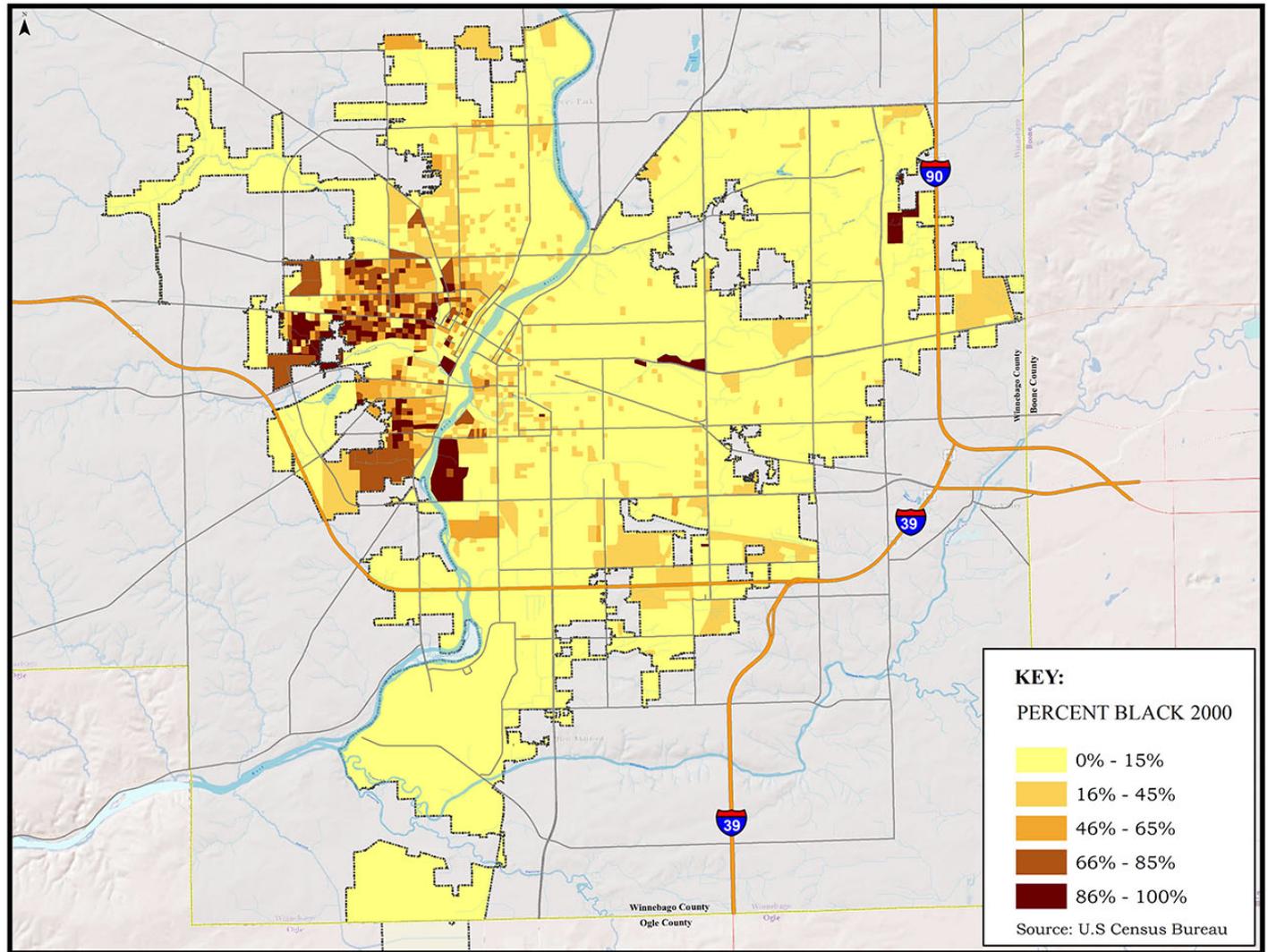
# Race: Asian (2000)



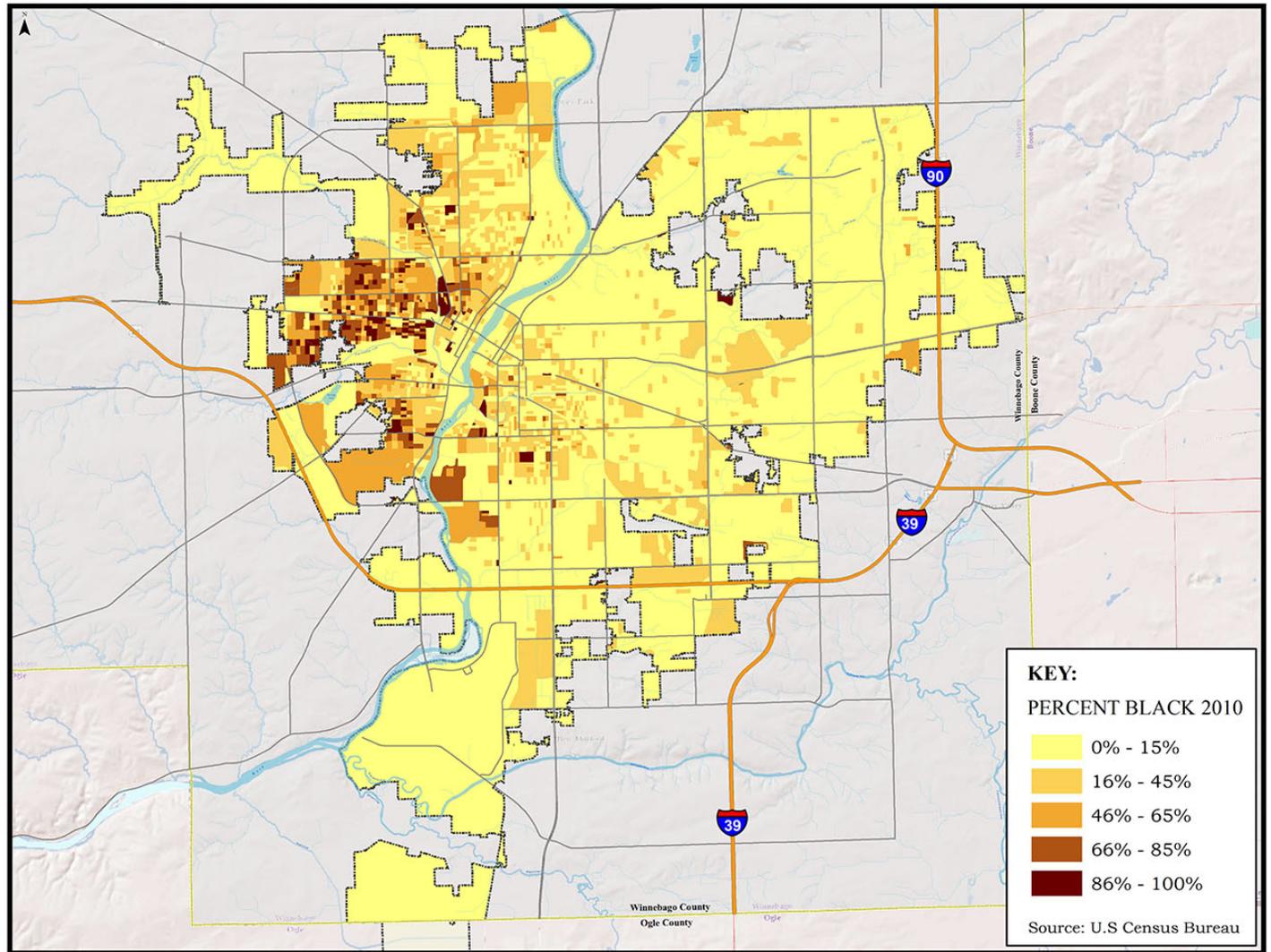
# Race: Asian (2010)



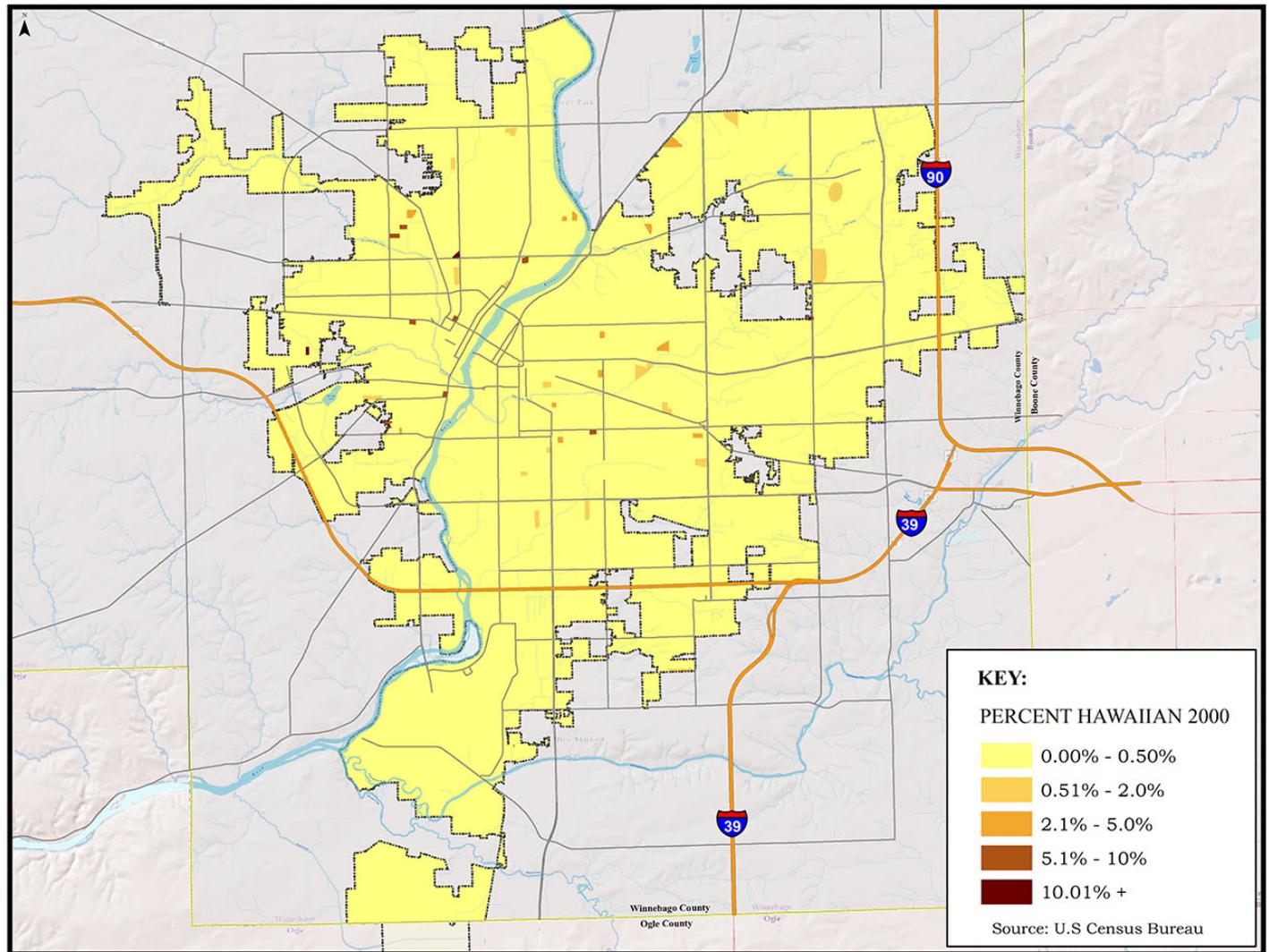
# Race: Black (2000)



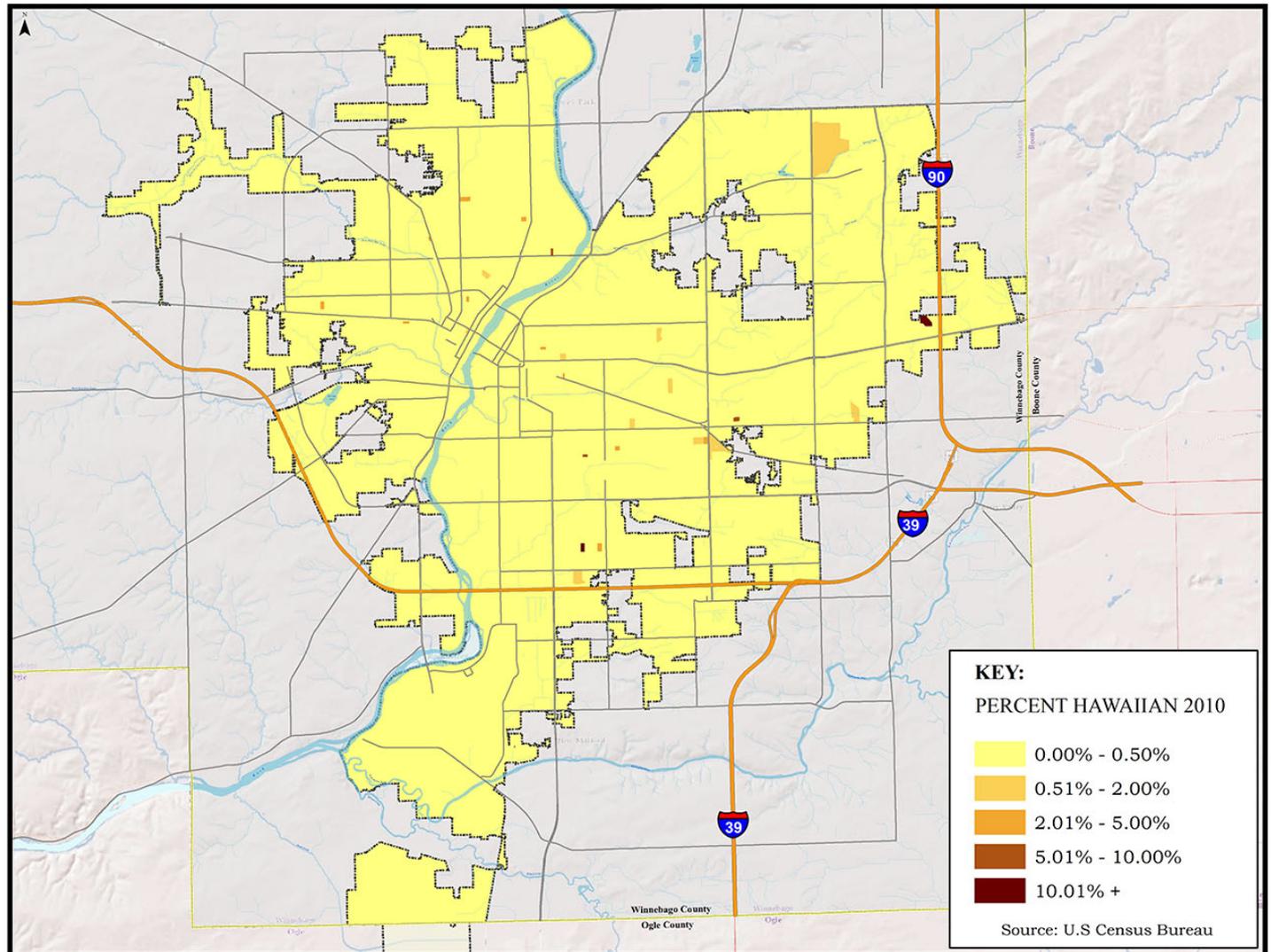
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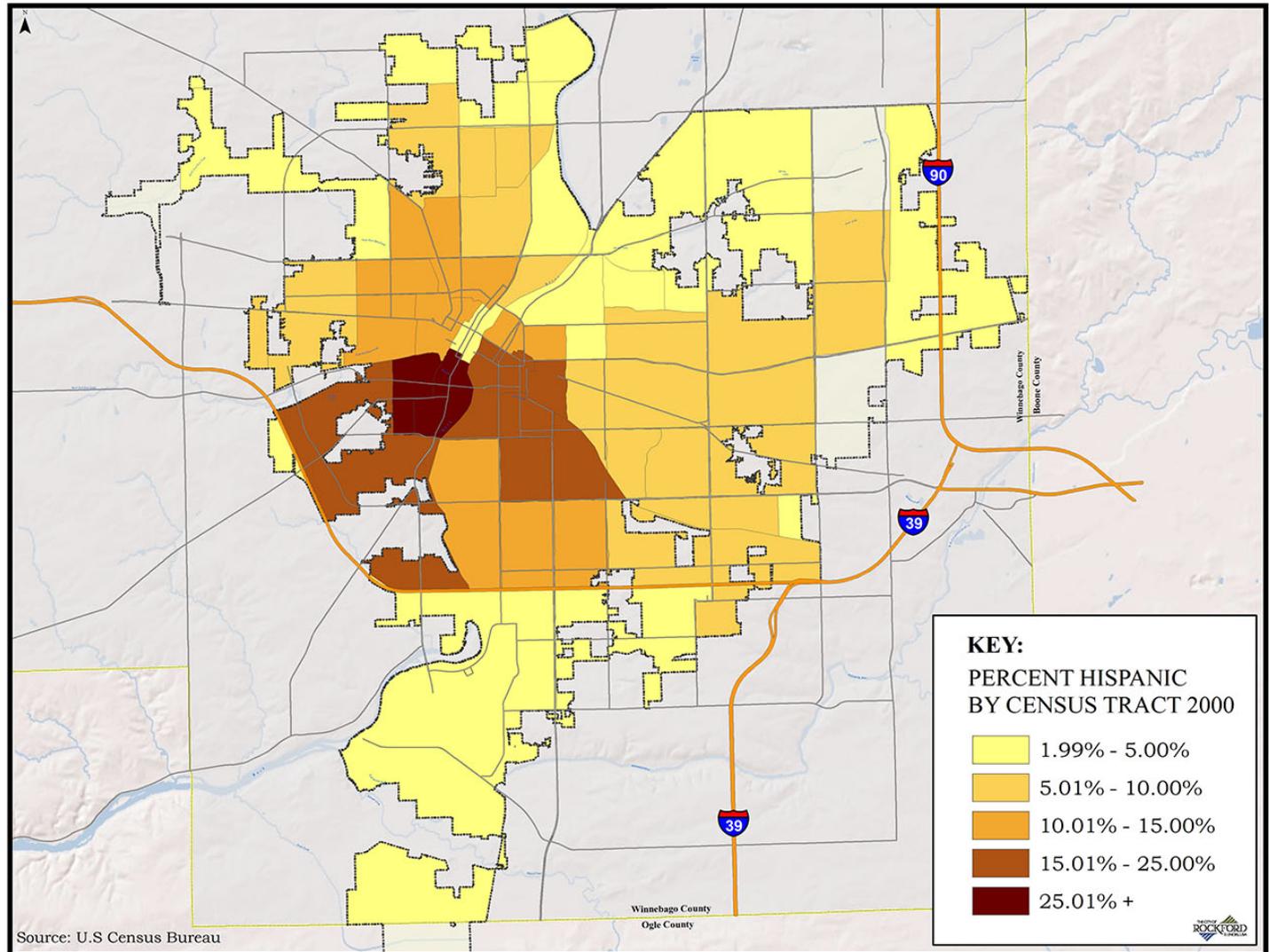
# Race: Hawaiian (2000)



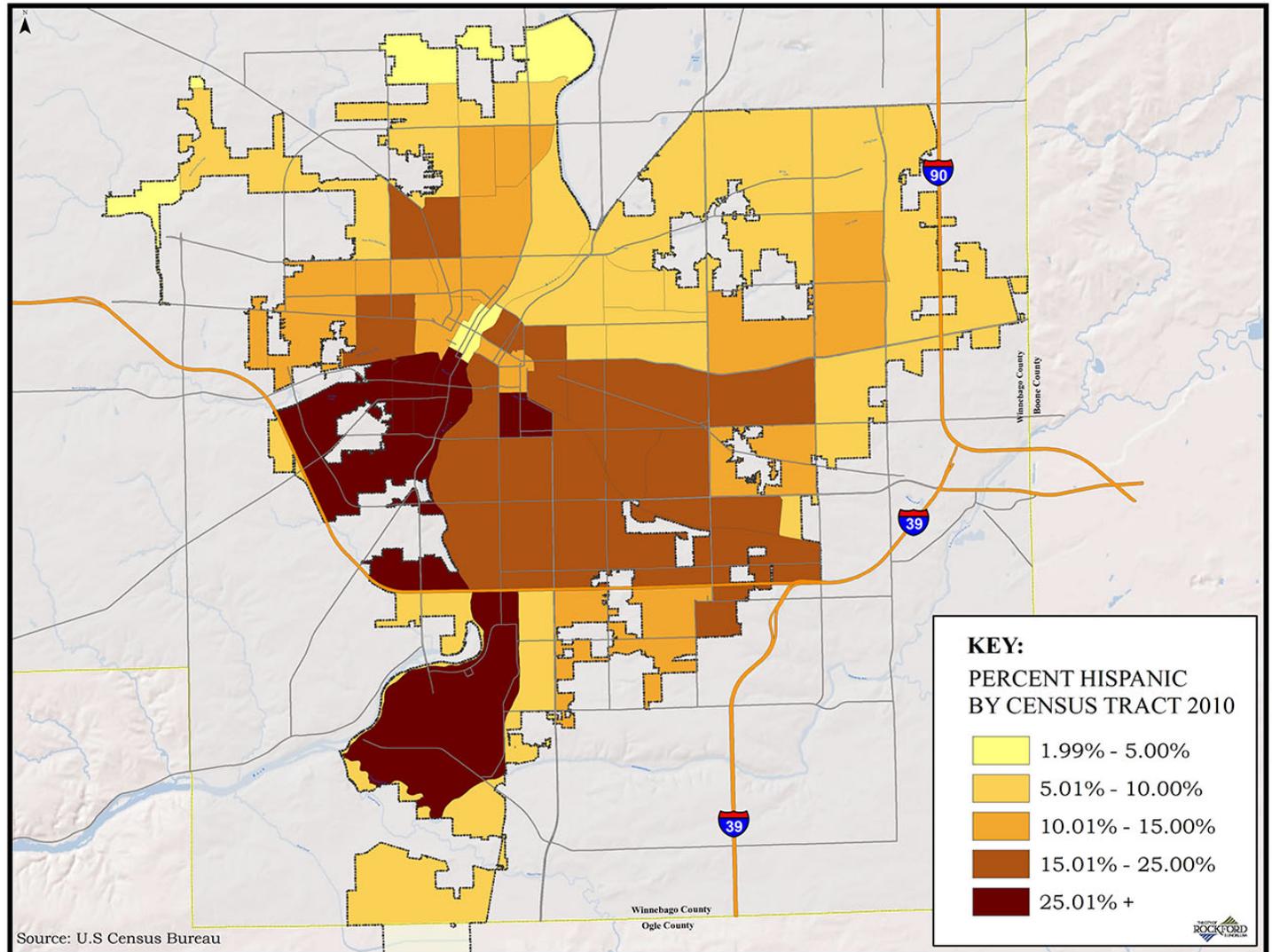
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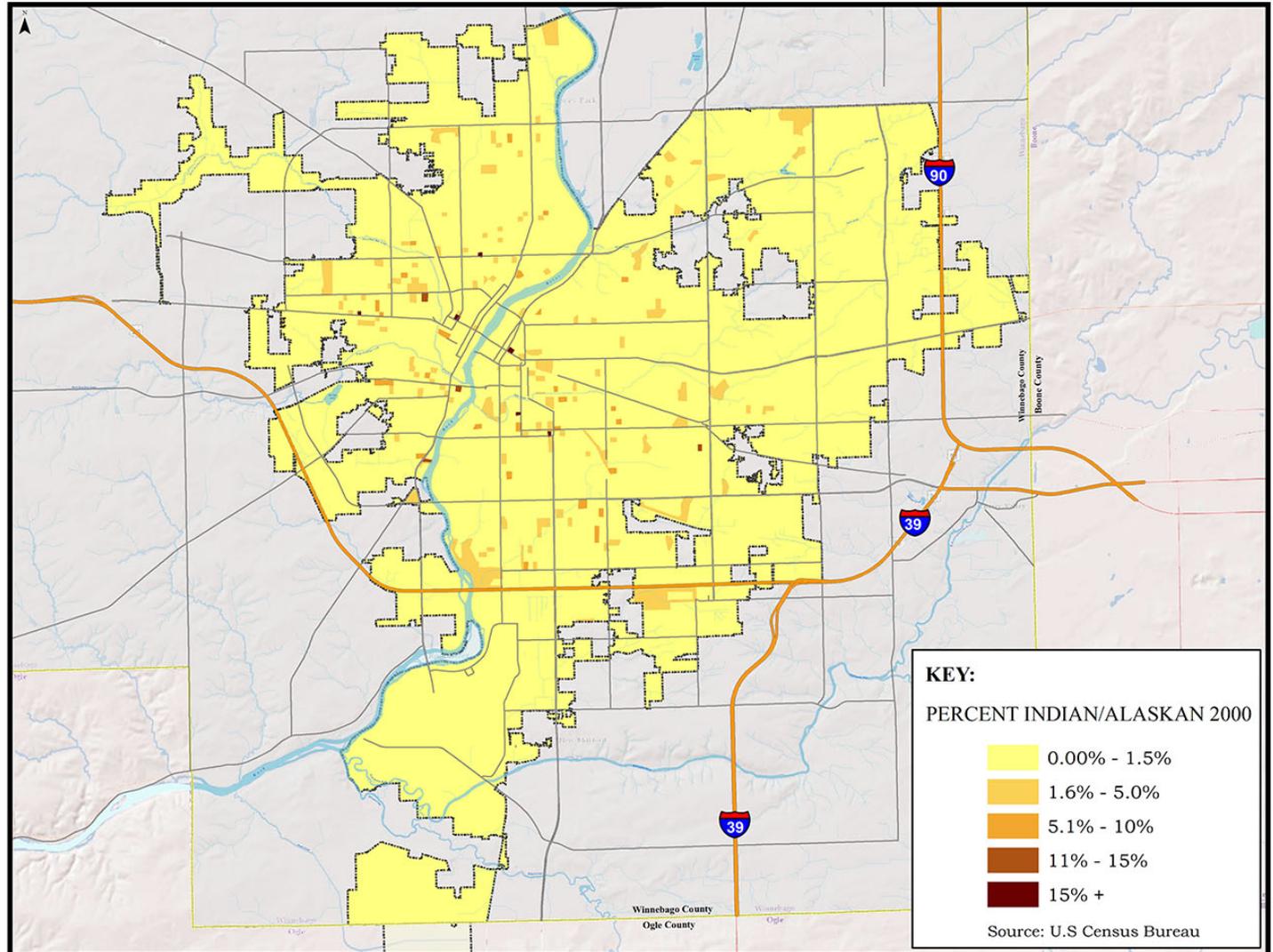
# Race: Hispanic (2000)



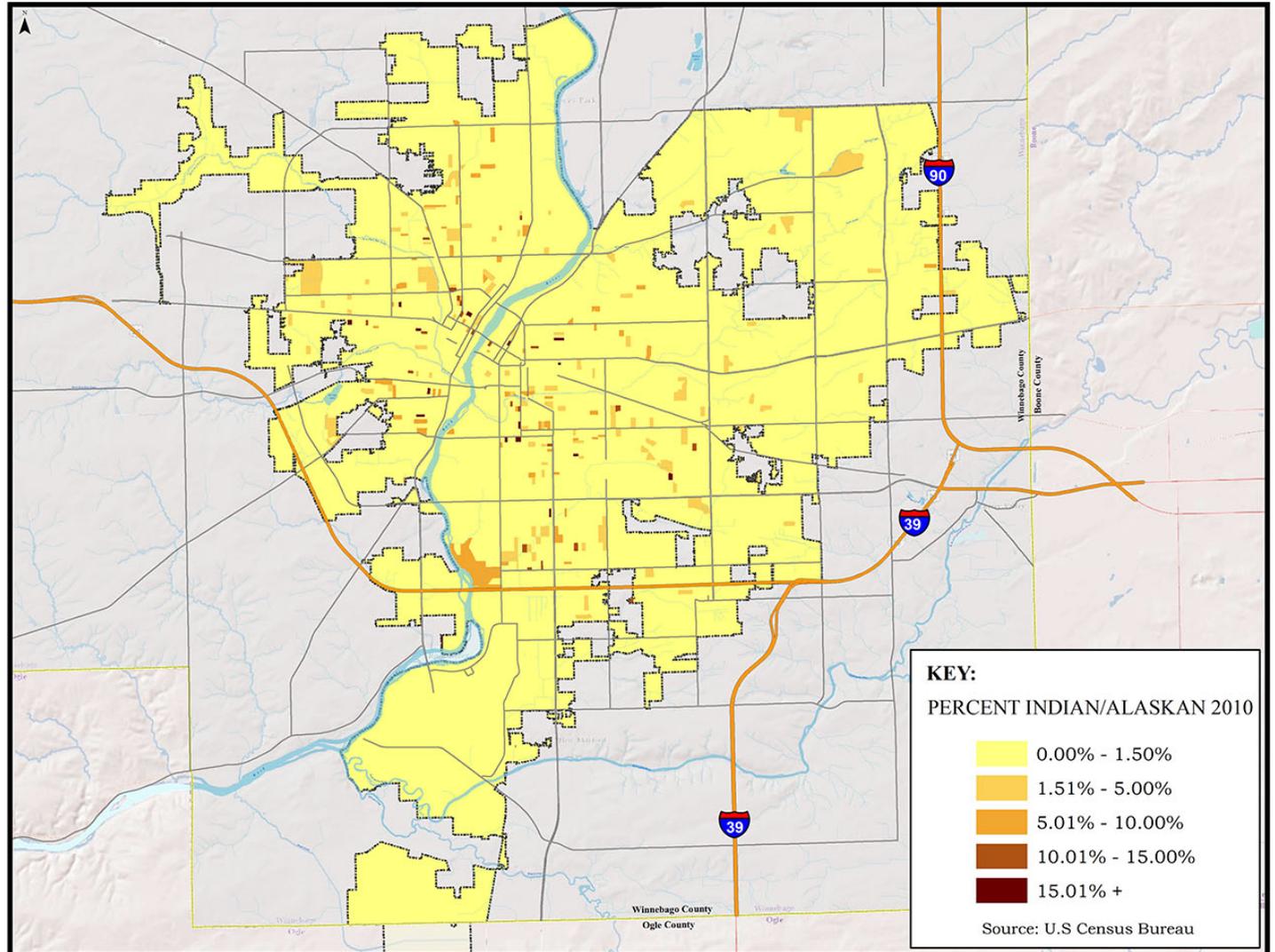
# Race: Hispanic (2010)



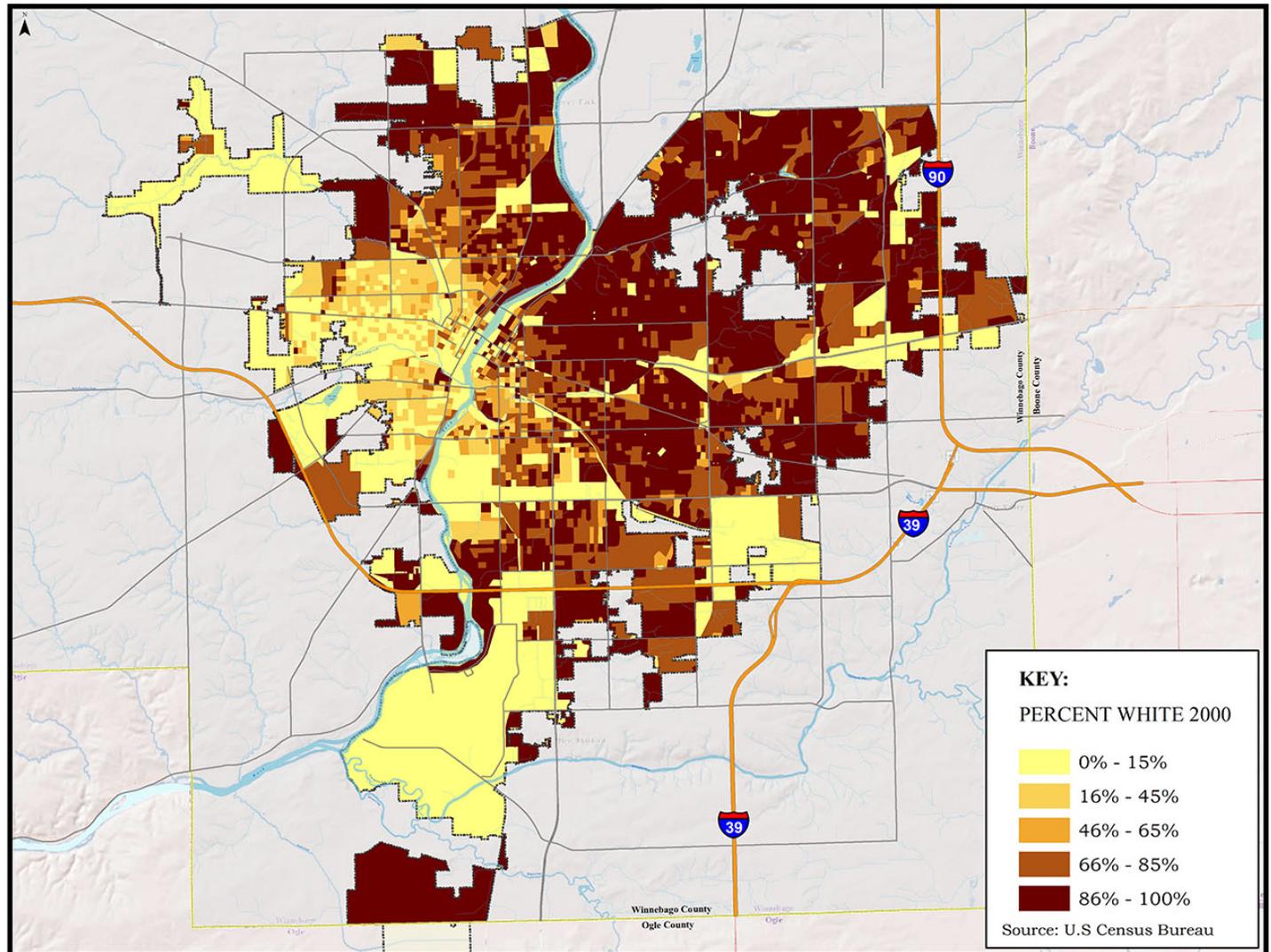
# Race: Indian/Alaskan (2000)



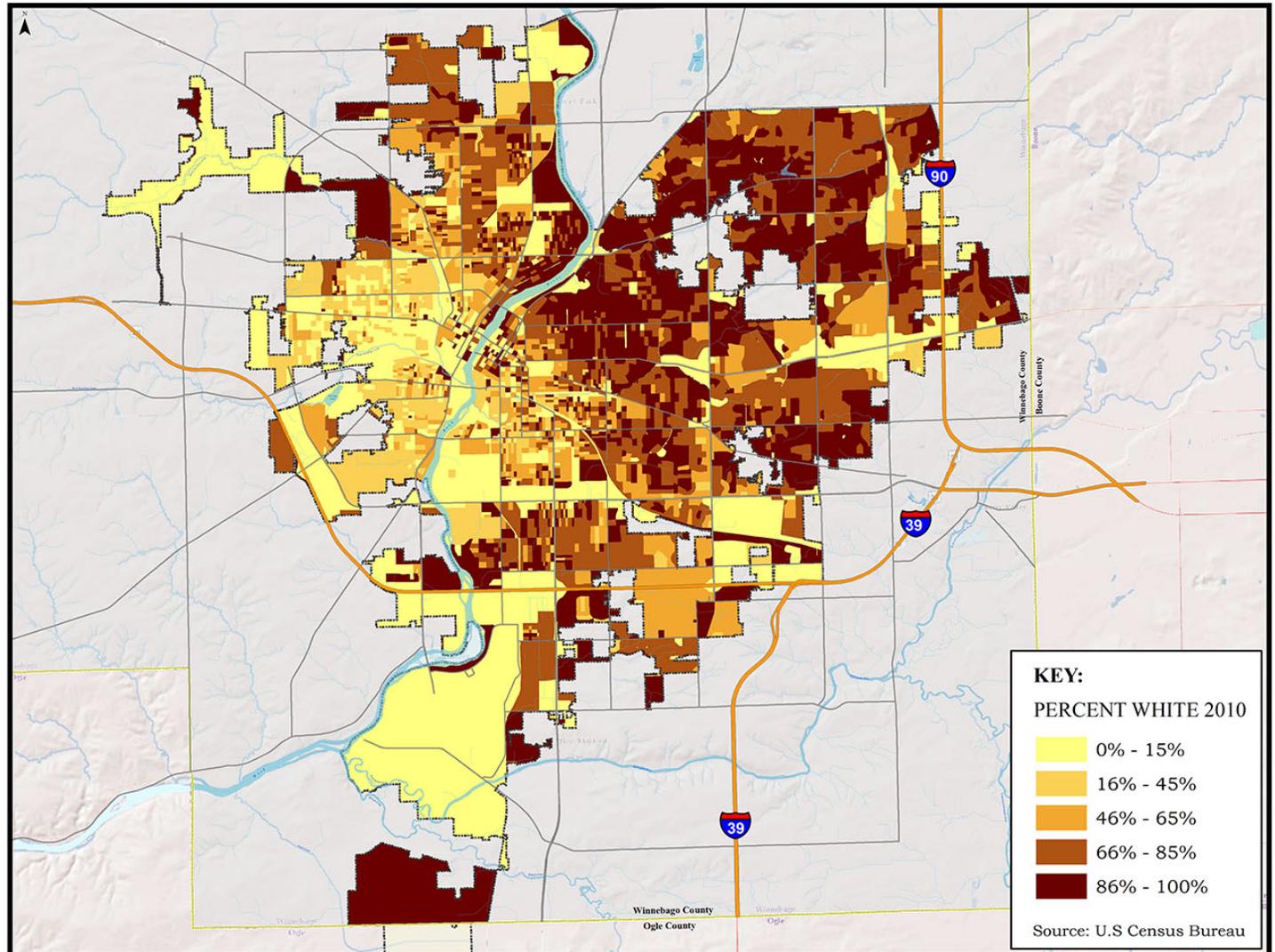
# Race: Indian/Alaskan (2010)



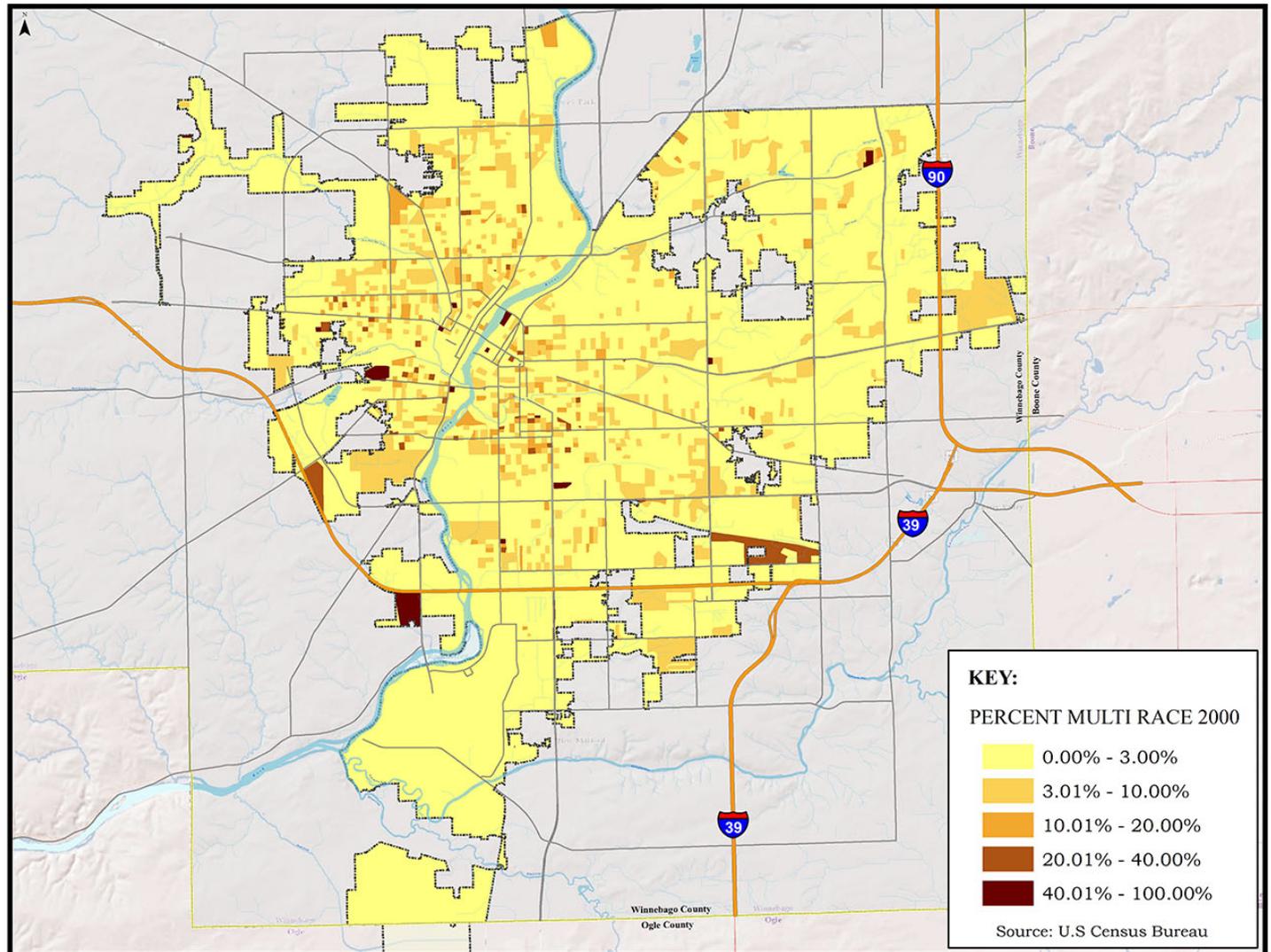
# Race: White (2000)



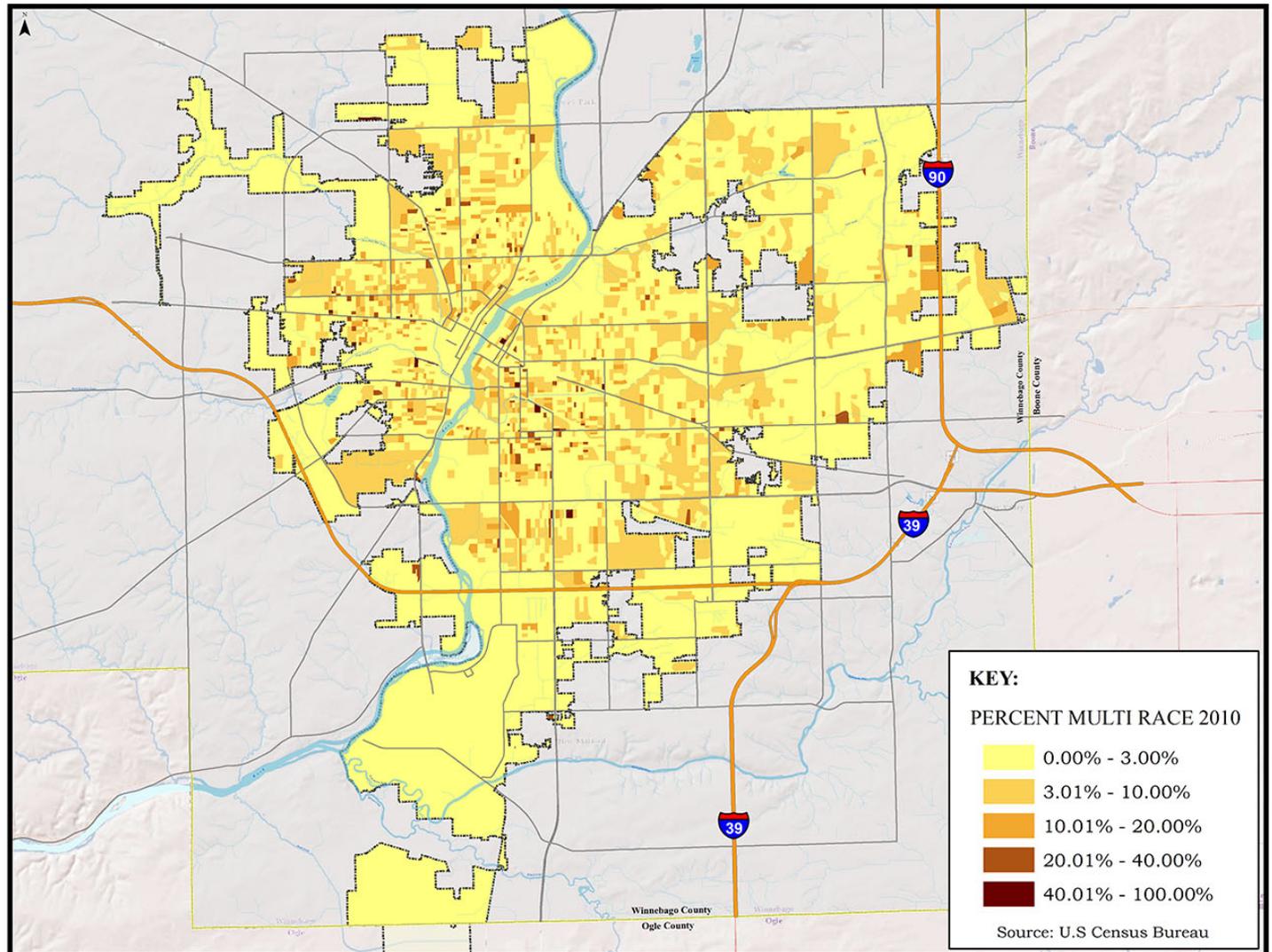
# Race: White (2010)



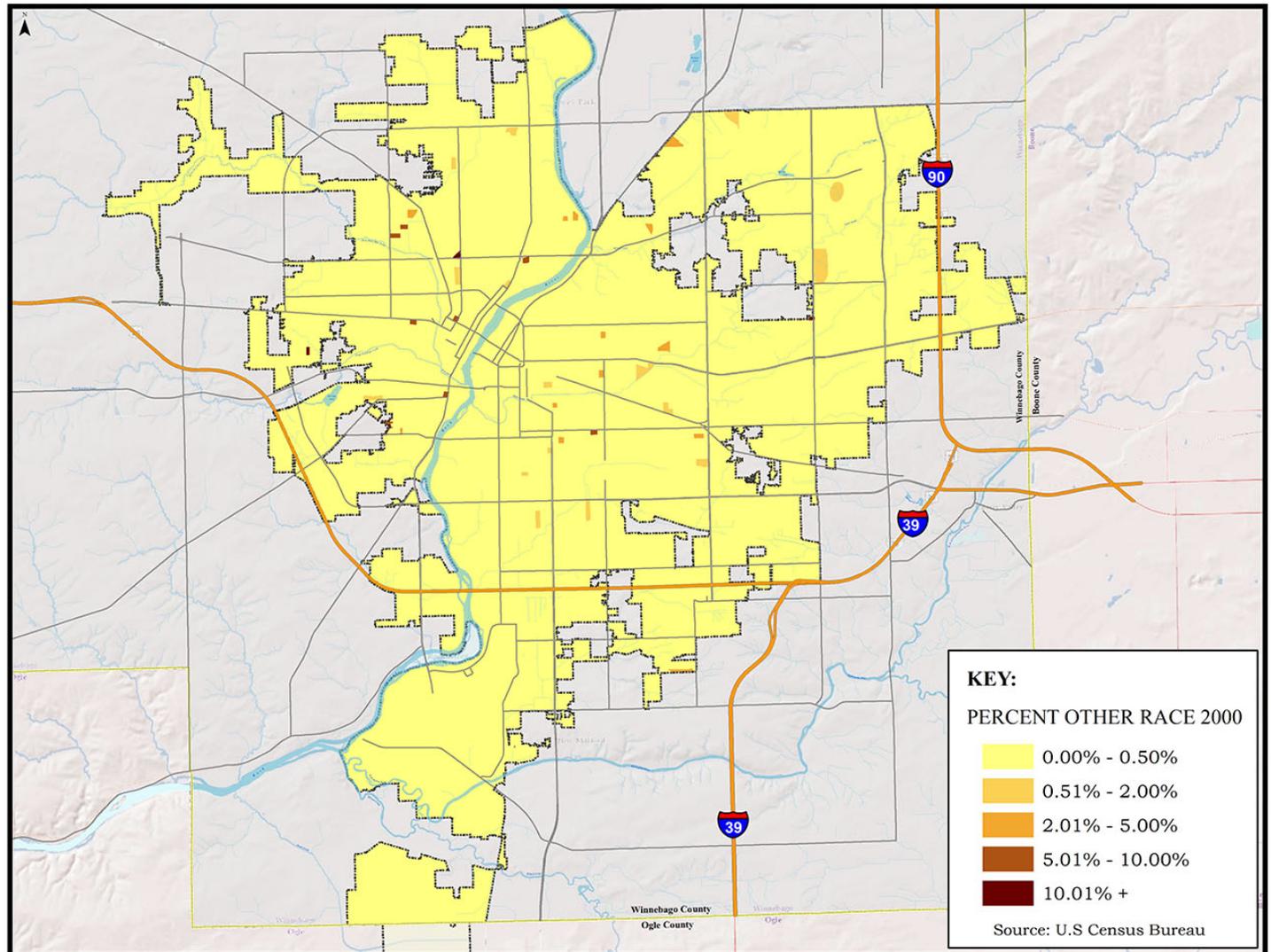
# Race: Multi-Race (2000)



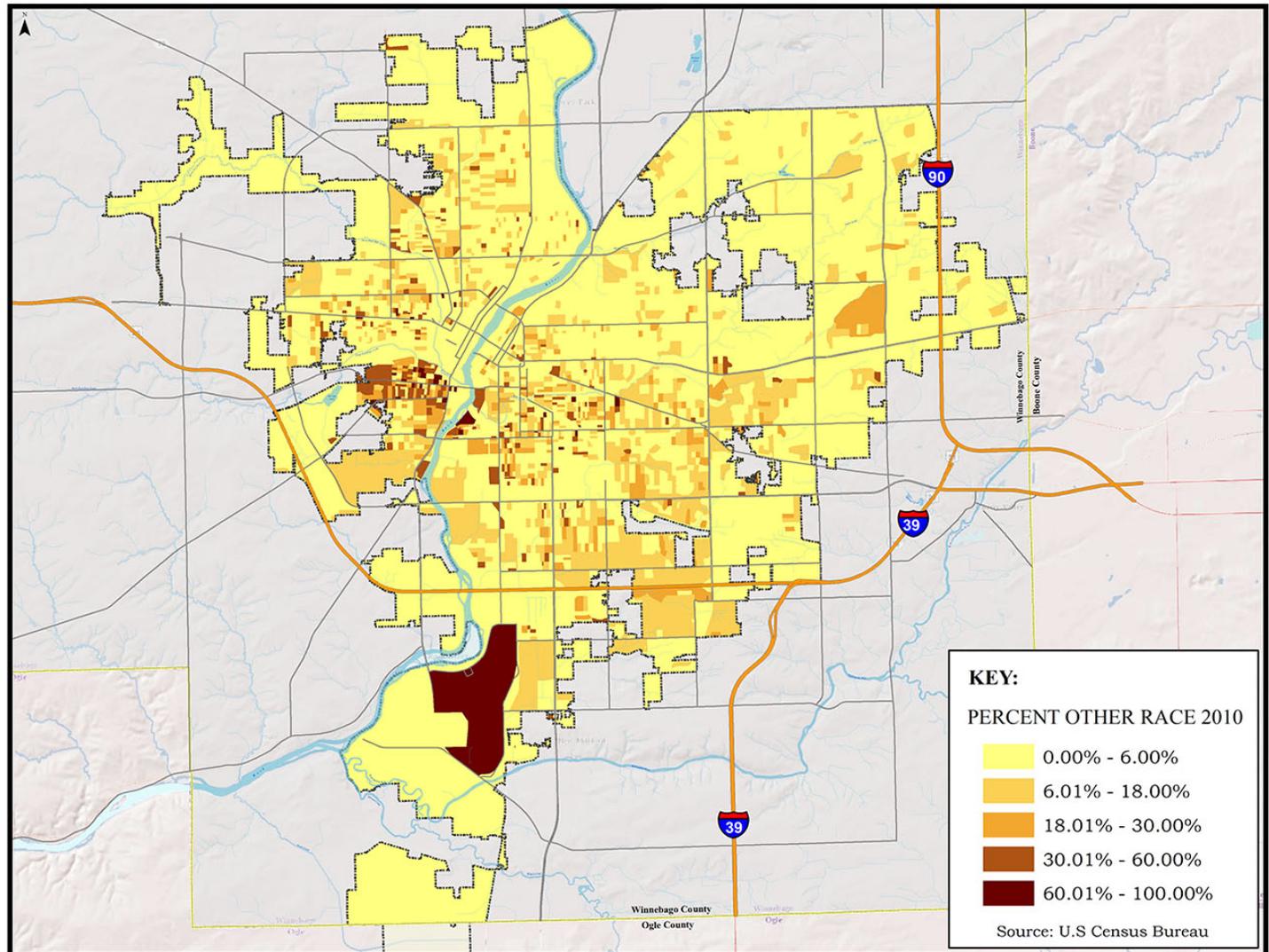
# Race: Multi-Race (2010)



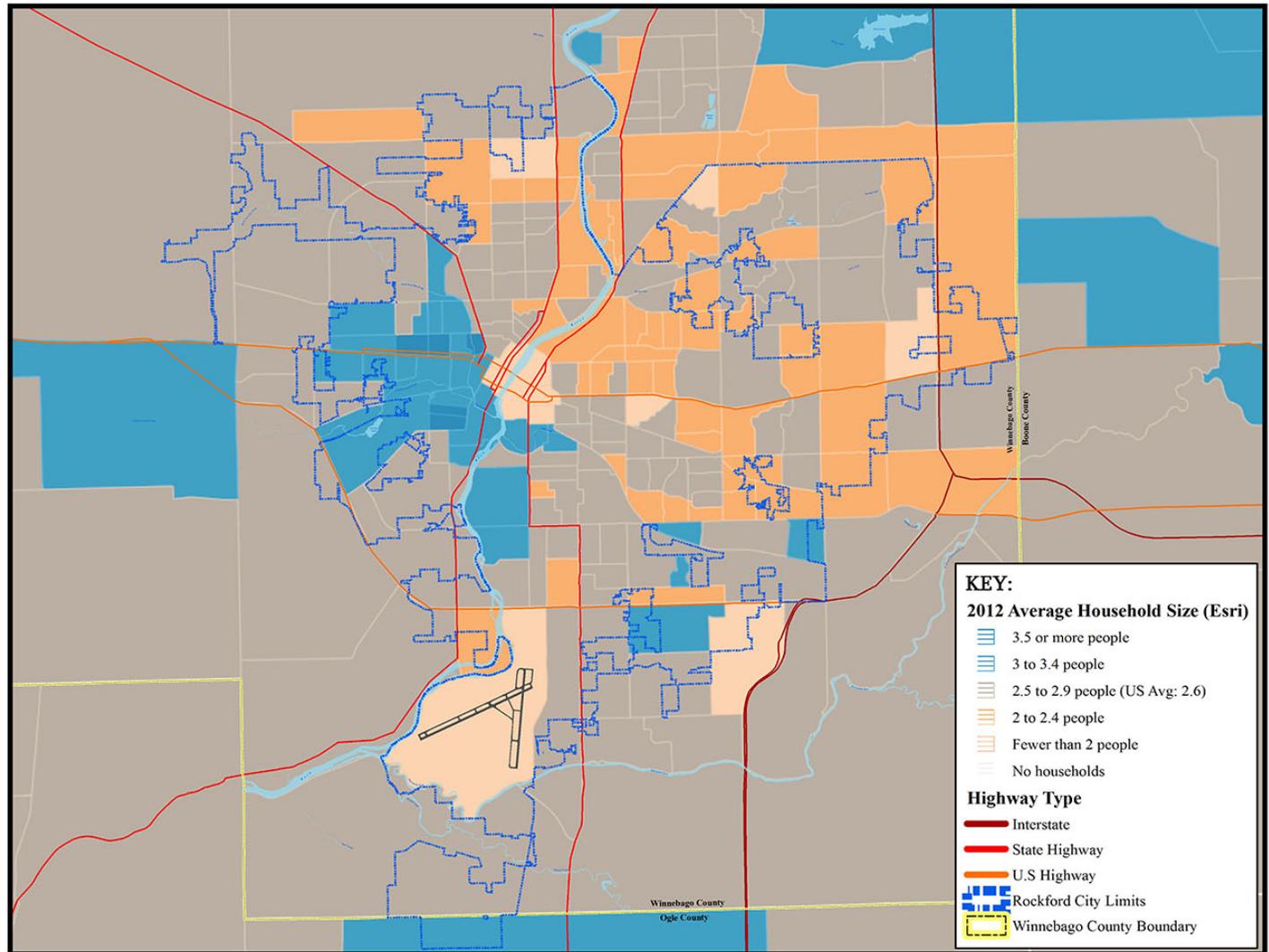
# Race: Other Race (2000)



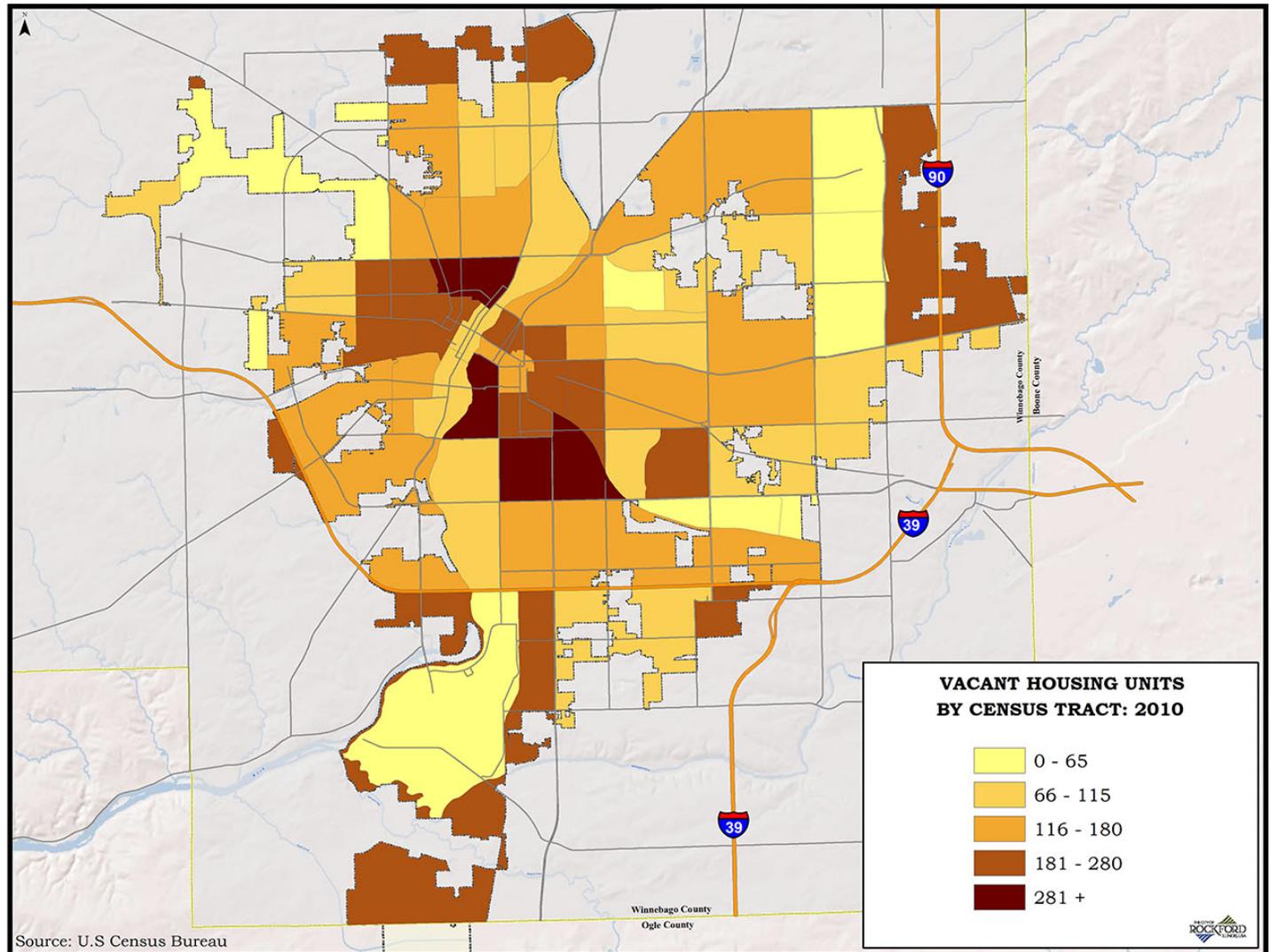
# Race: Other Race (2010)



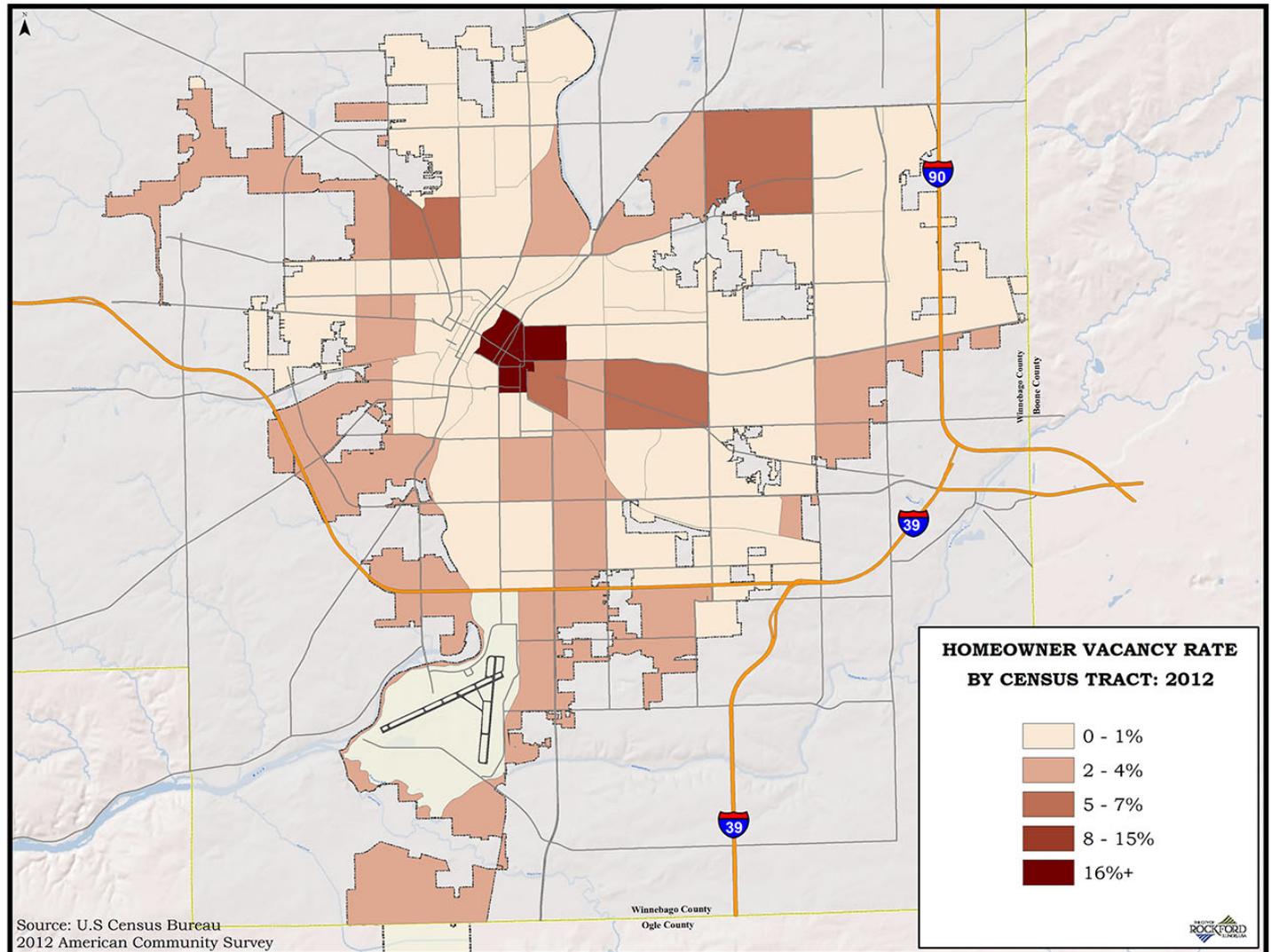
# Average Household Size (2012)



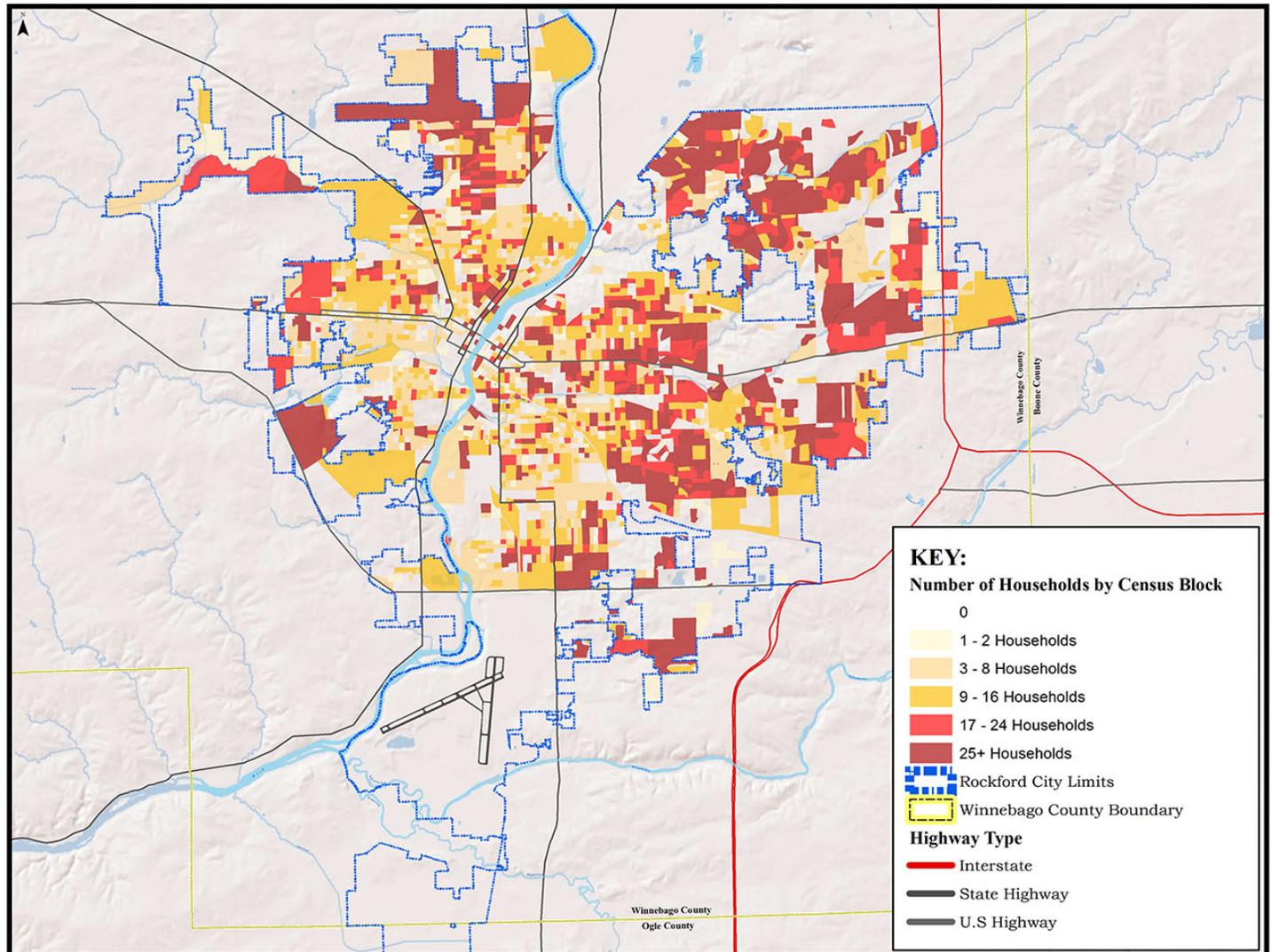
# Vacant Housing Units (2010)



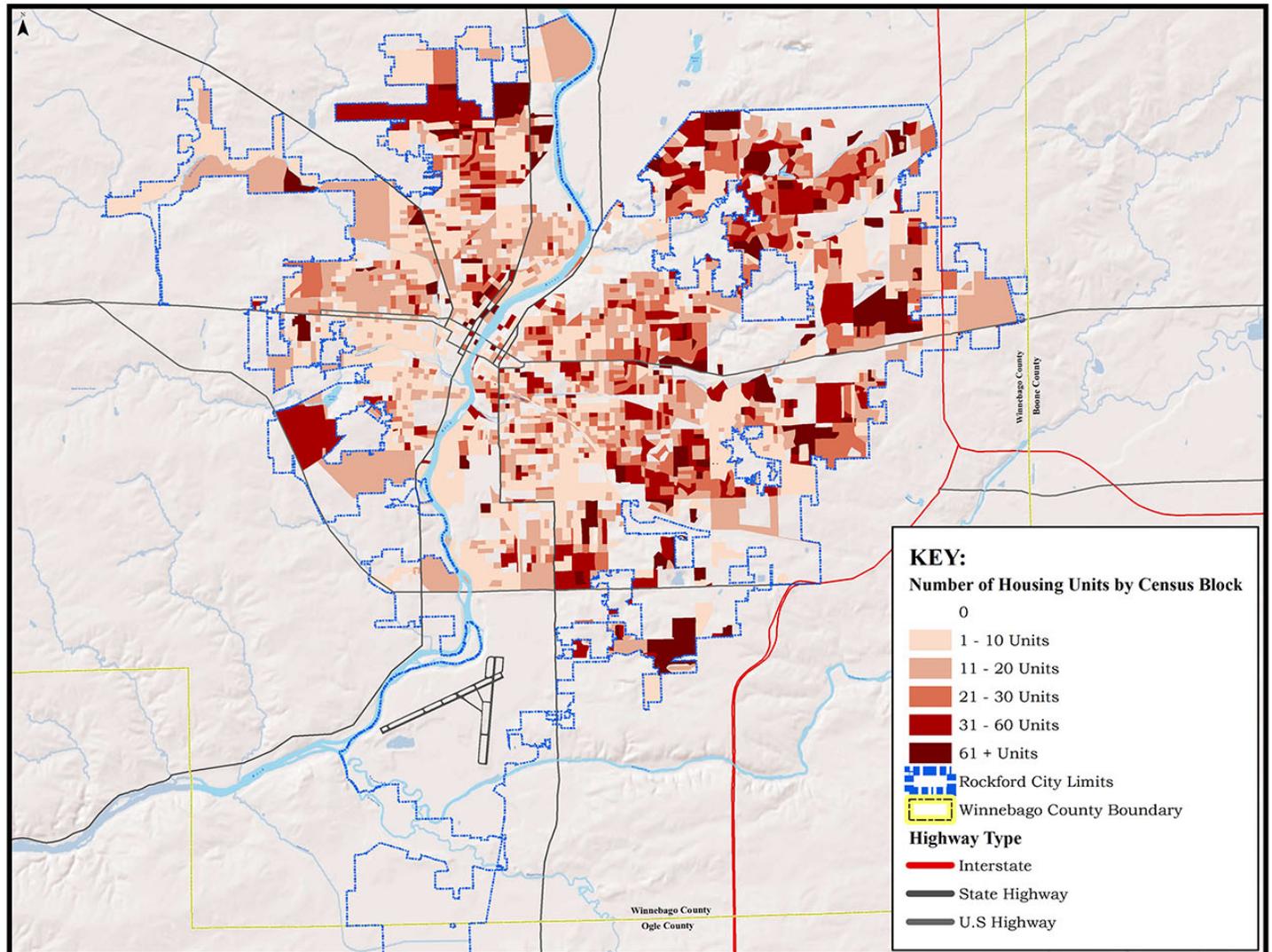
# Homeowner Vacancy Rate (2012)



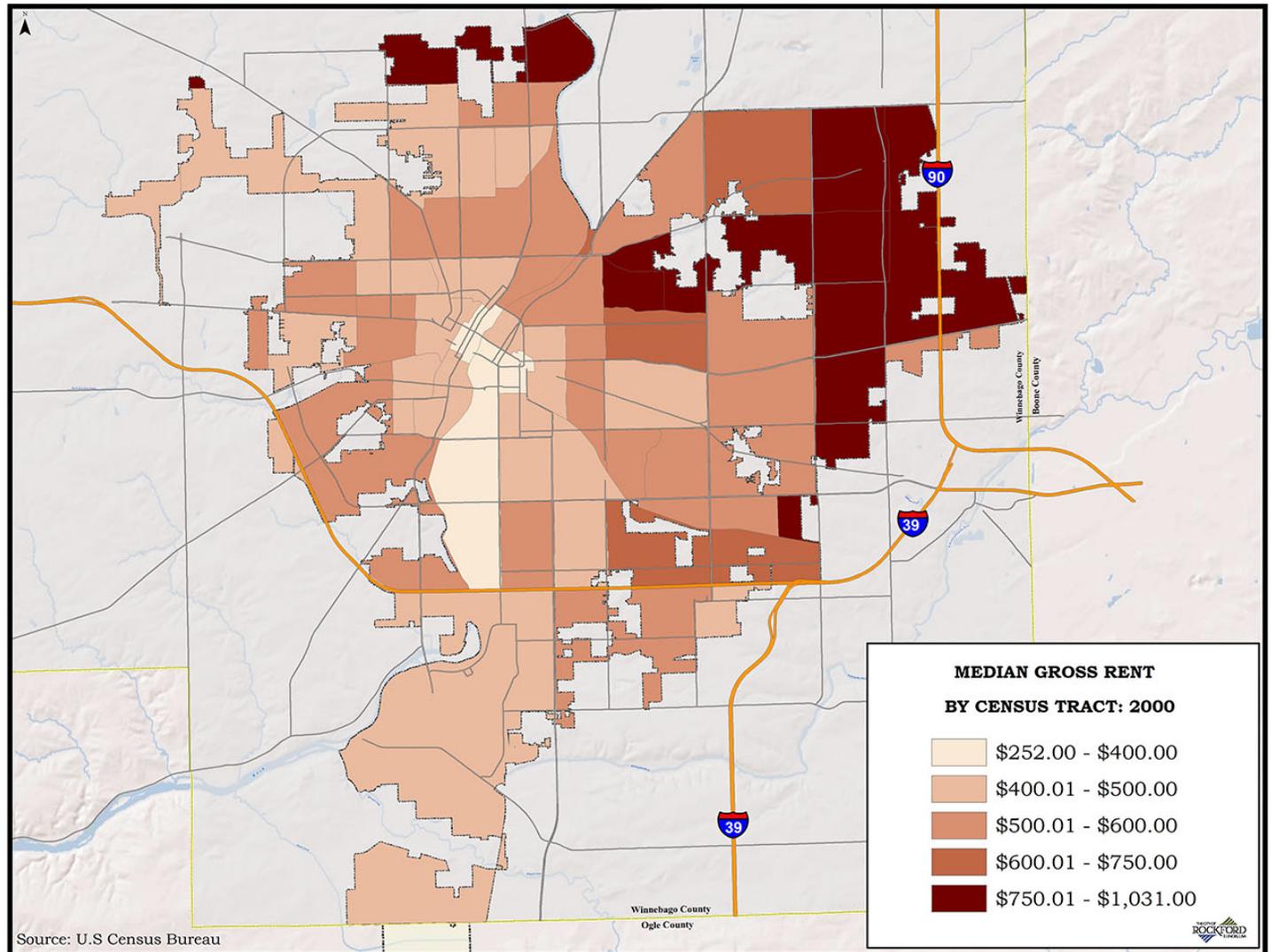
# Households (2012)



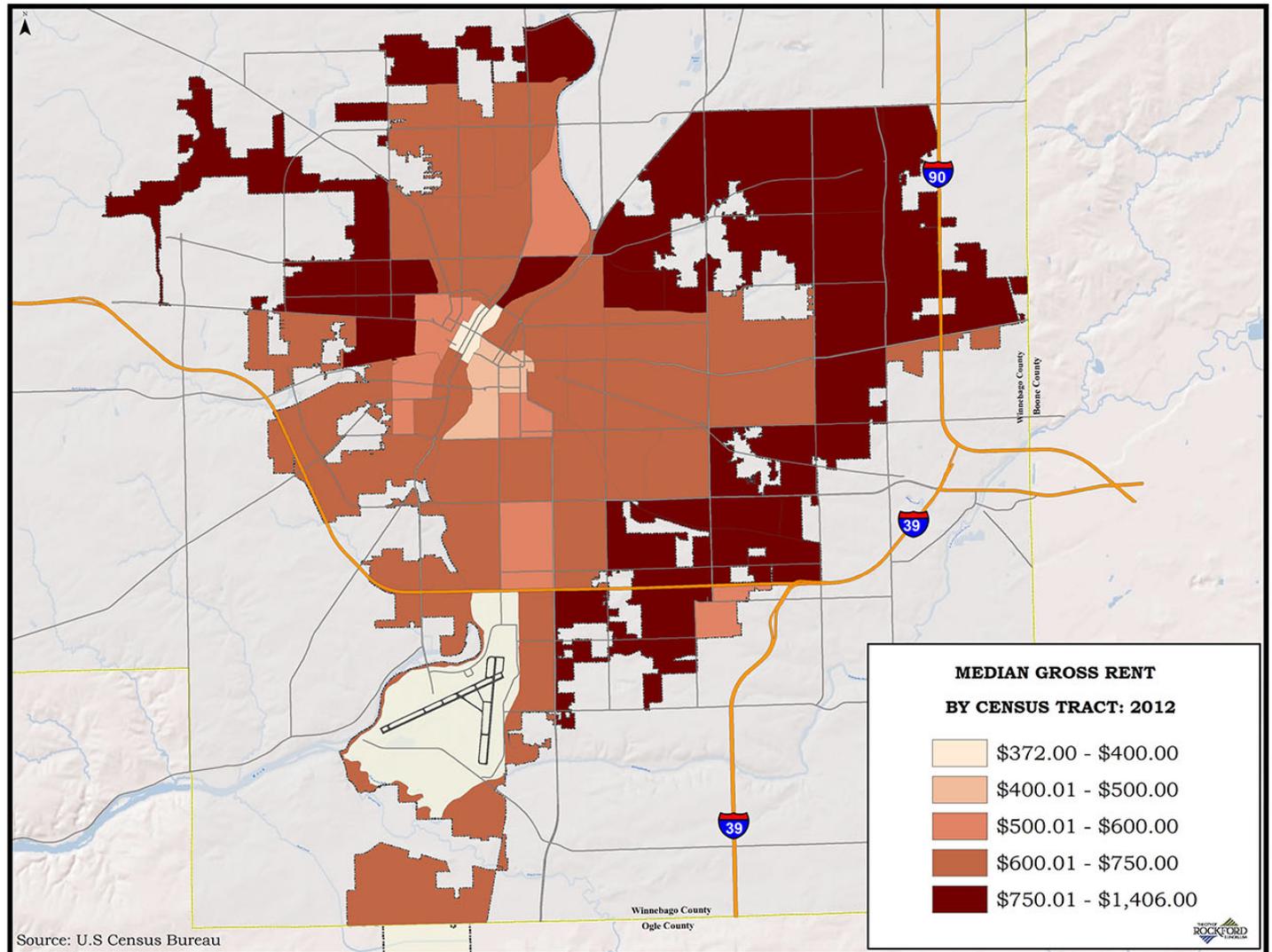
# Housing Units (2010)



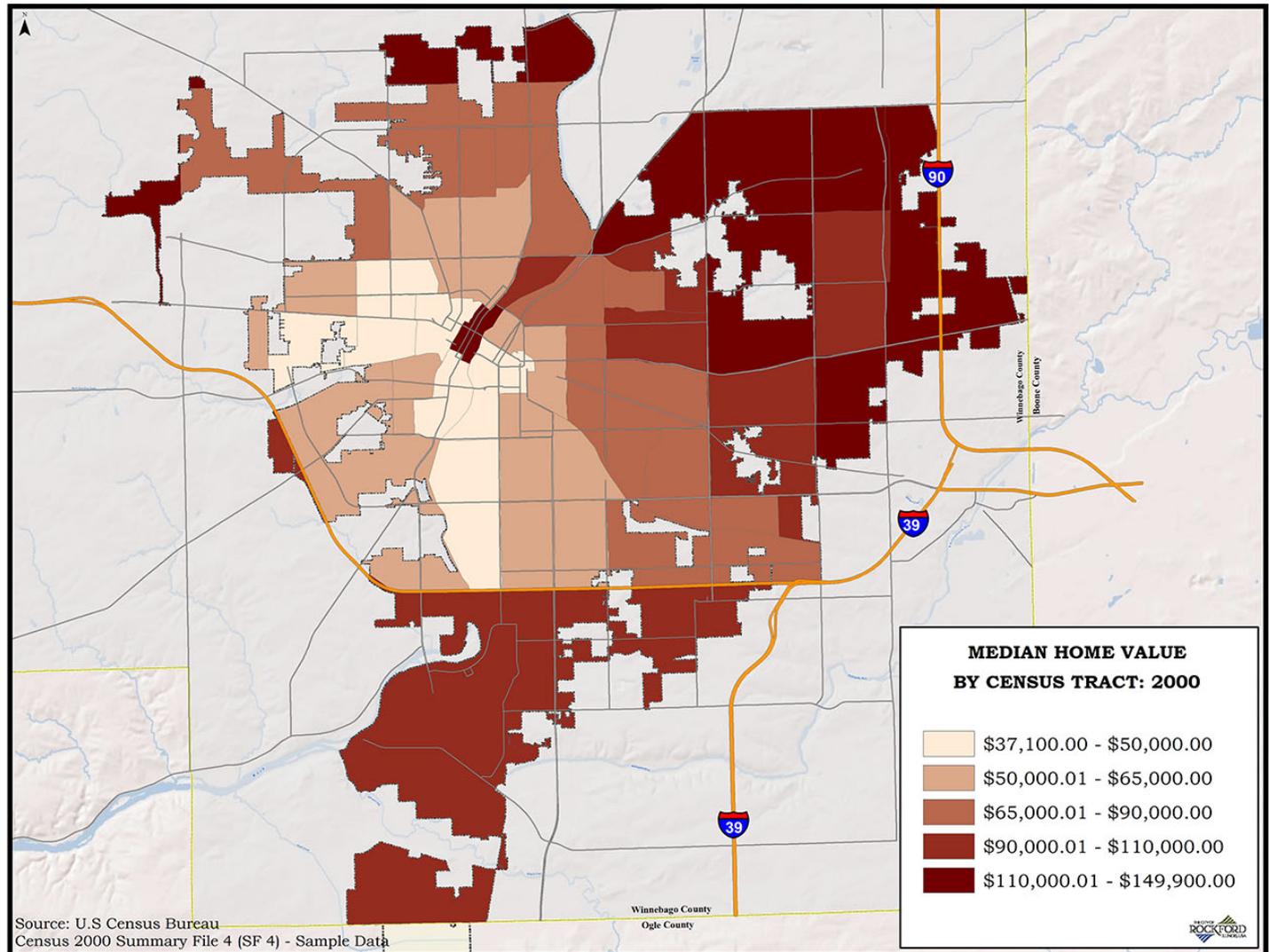
# Median Gross Rent (2000)



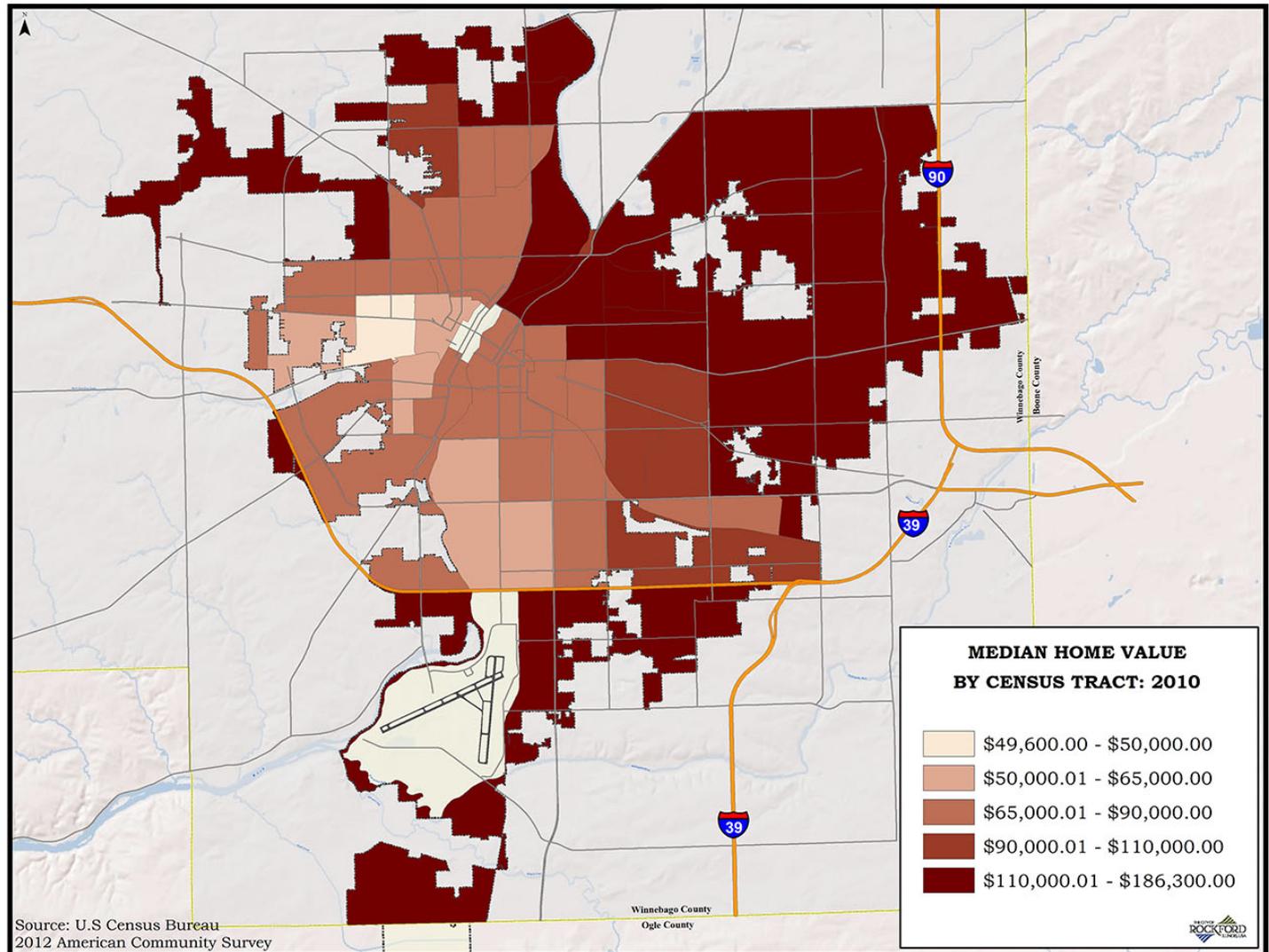
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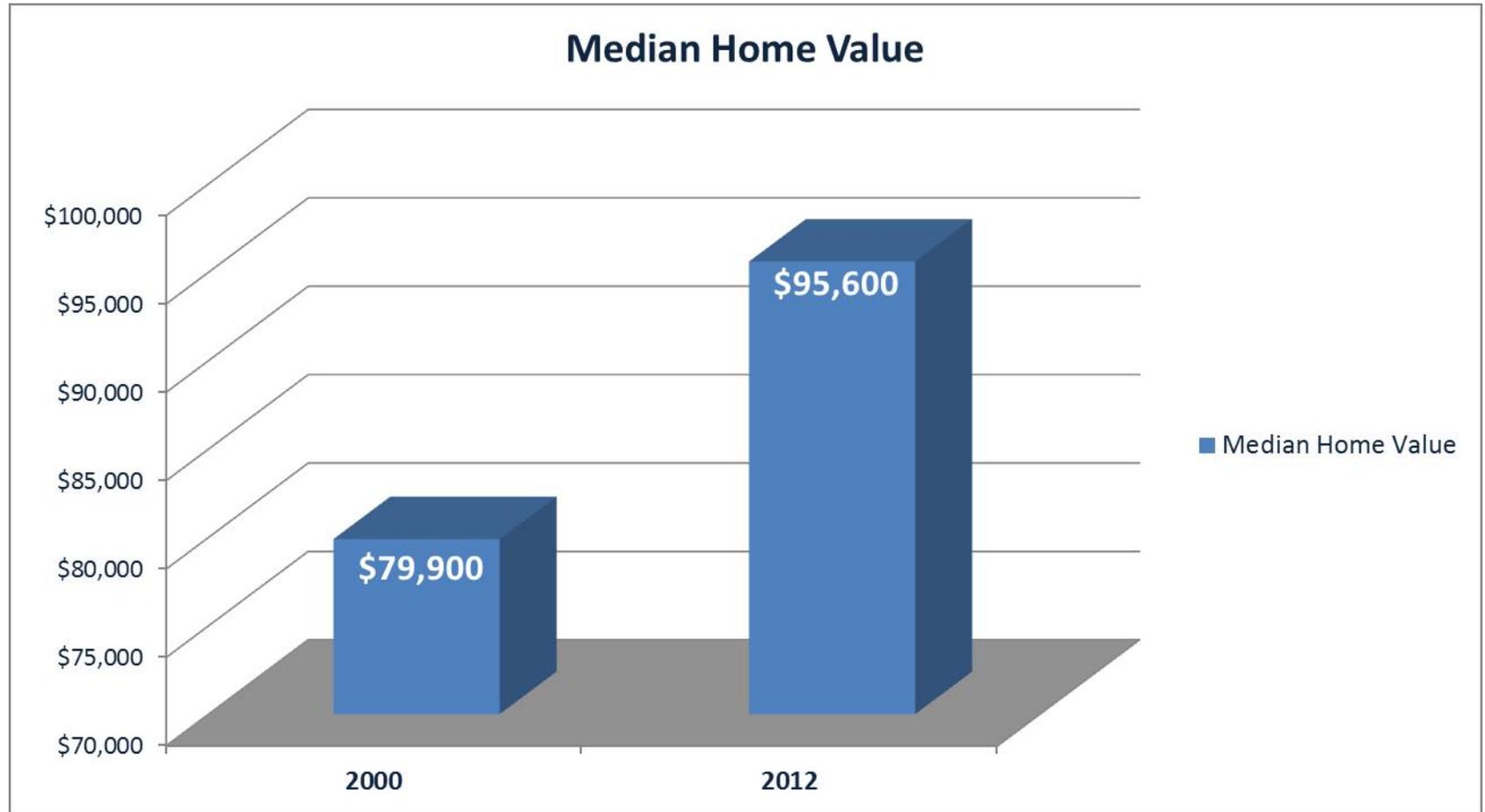
# Median Home Value (2000)



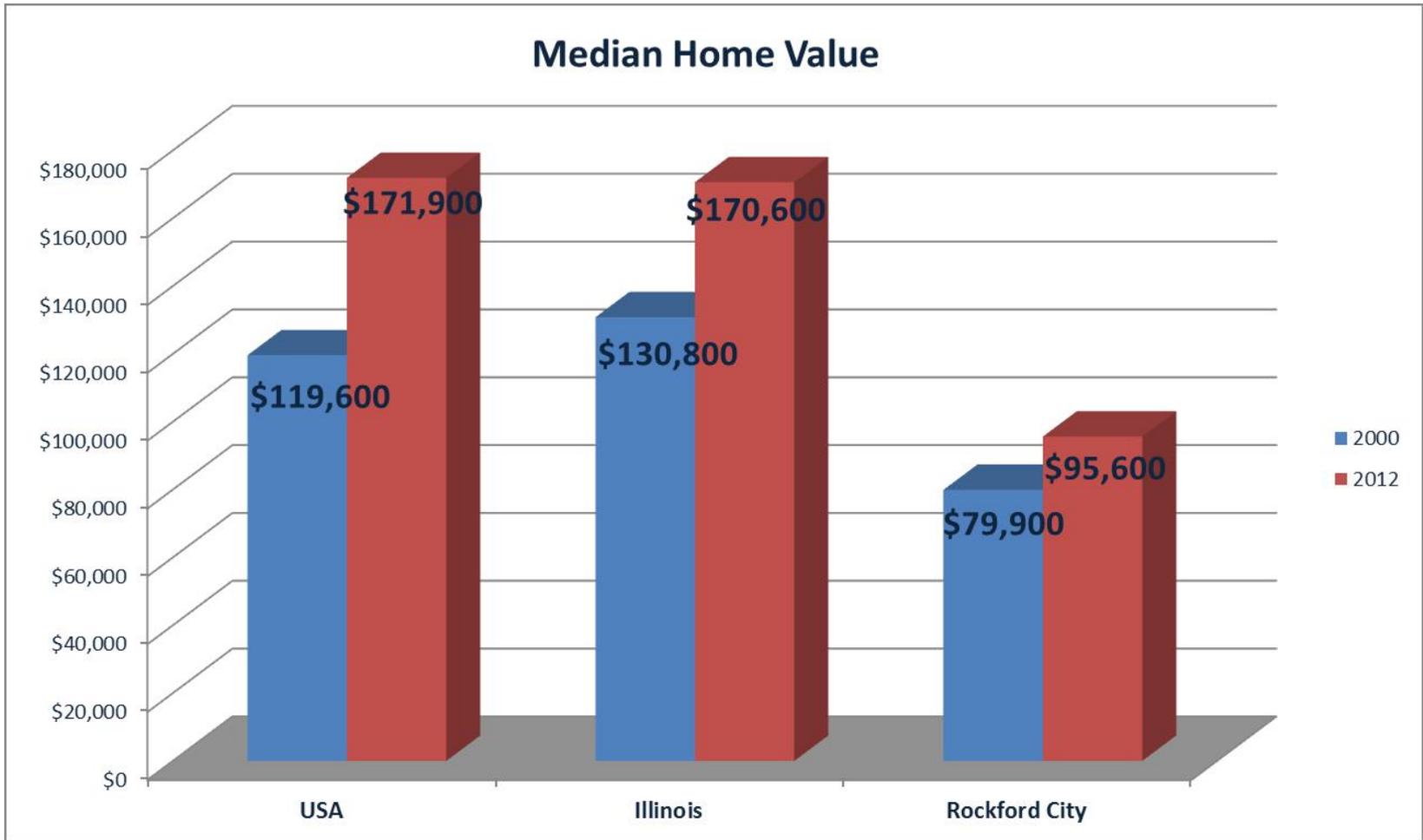
# Median Home Value (2012)



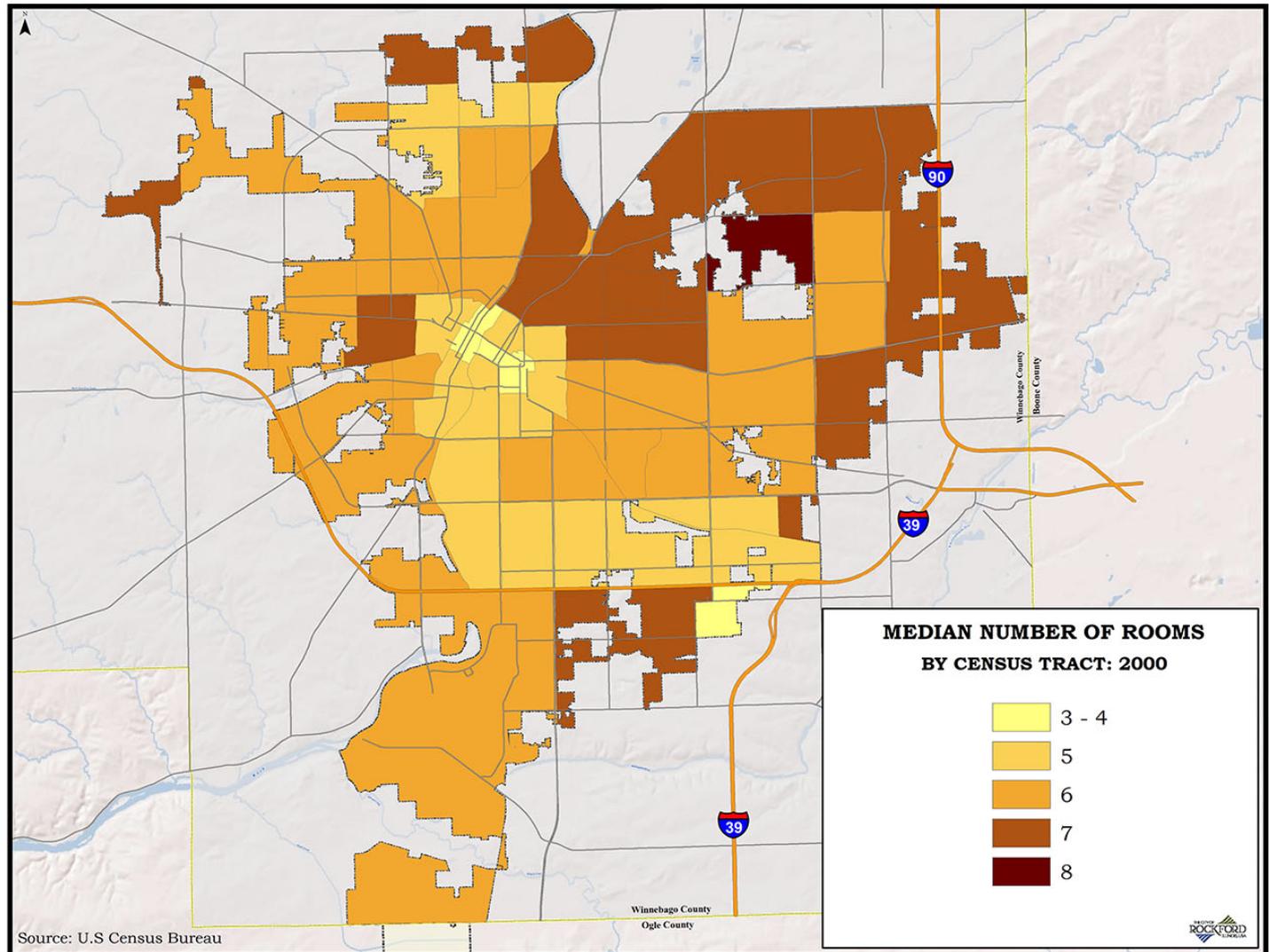
# Median House Value (2000 & 2012)



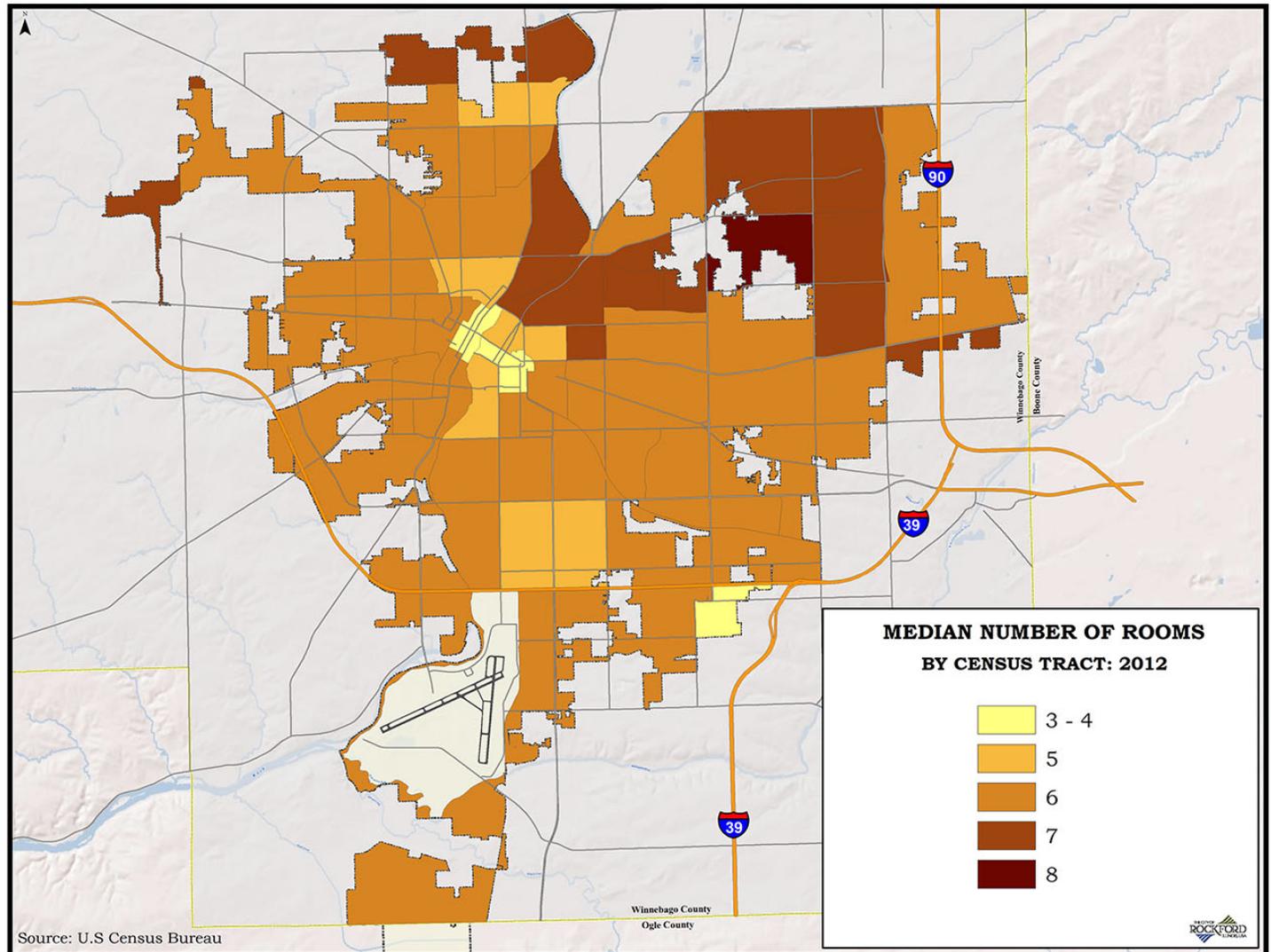
# Median Home Value Comparison



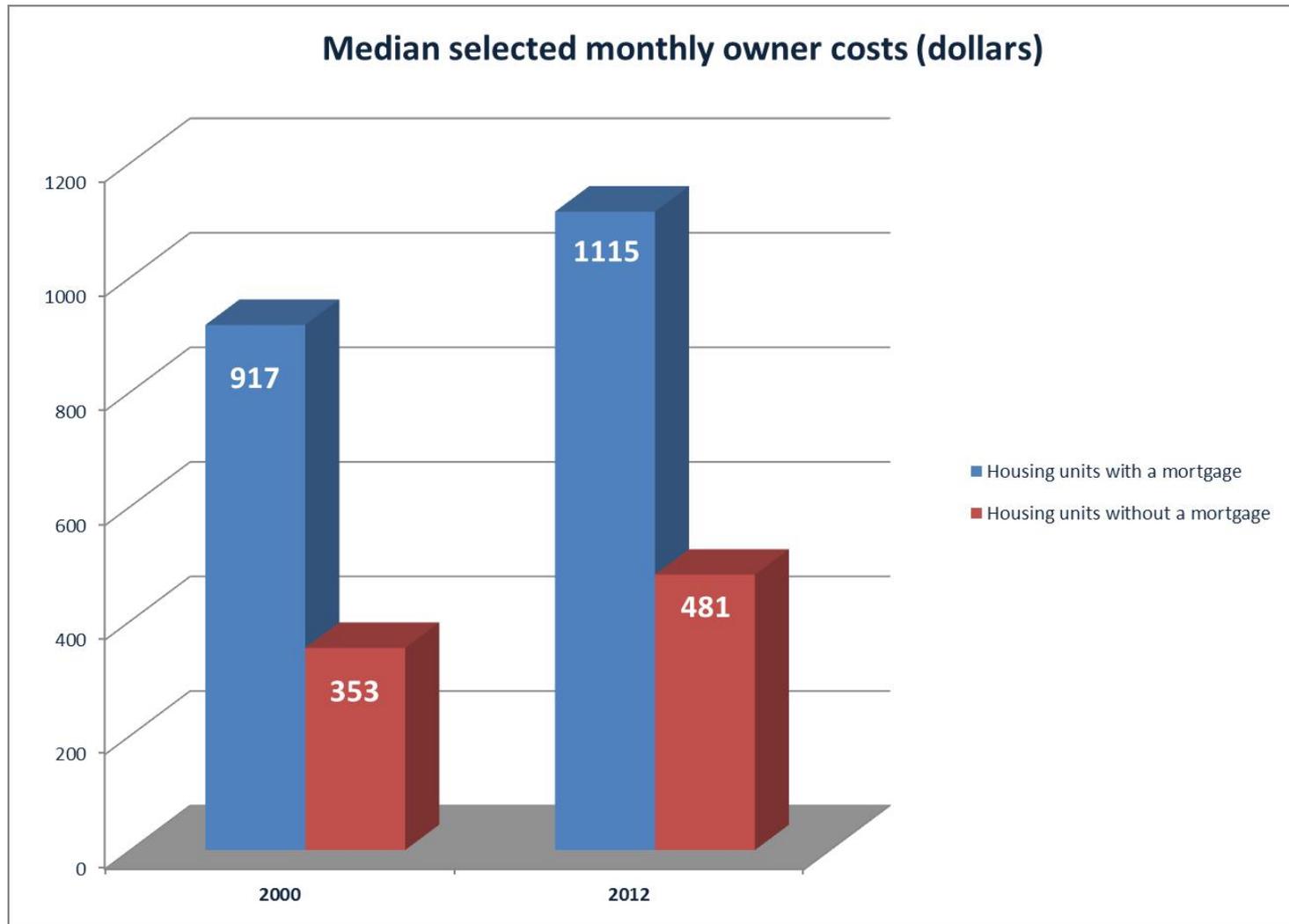
# Median Number of Rooms (2000)



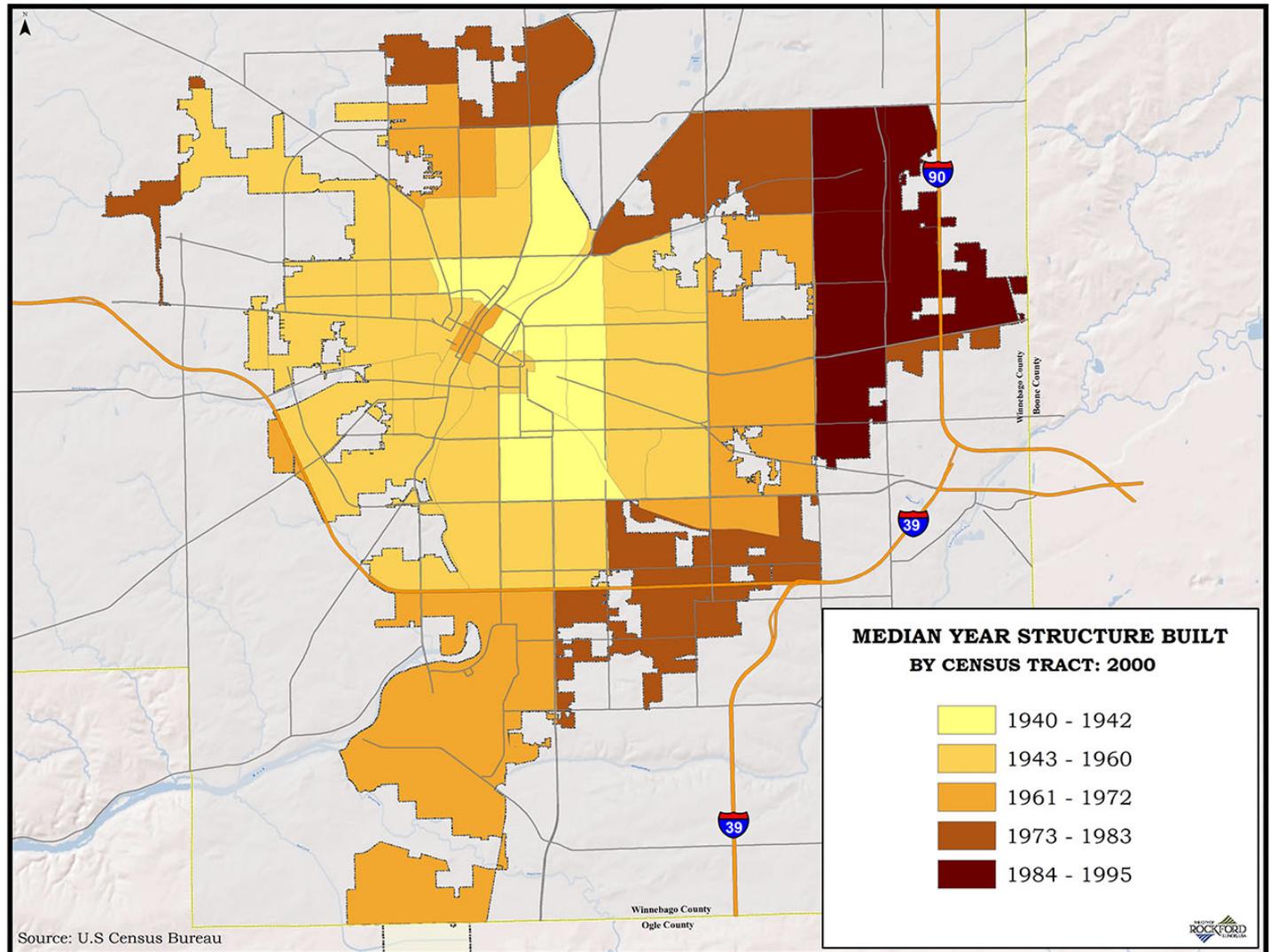
# Median Number of Rooms (2012)



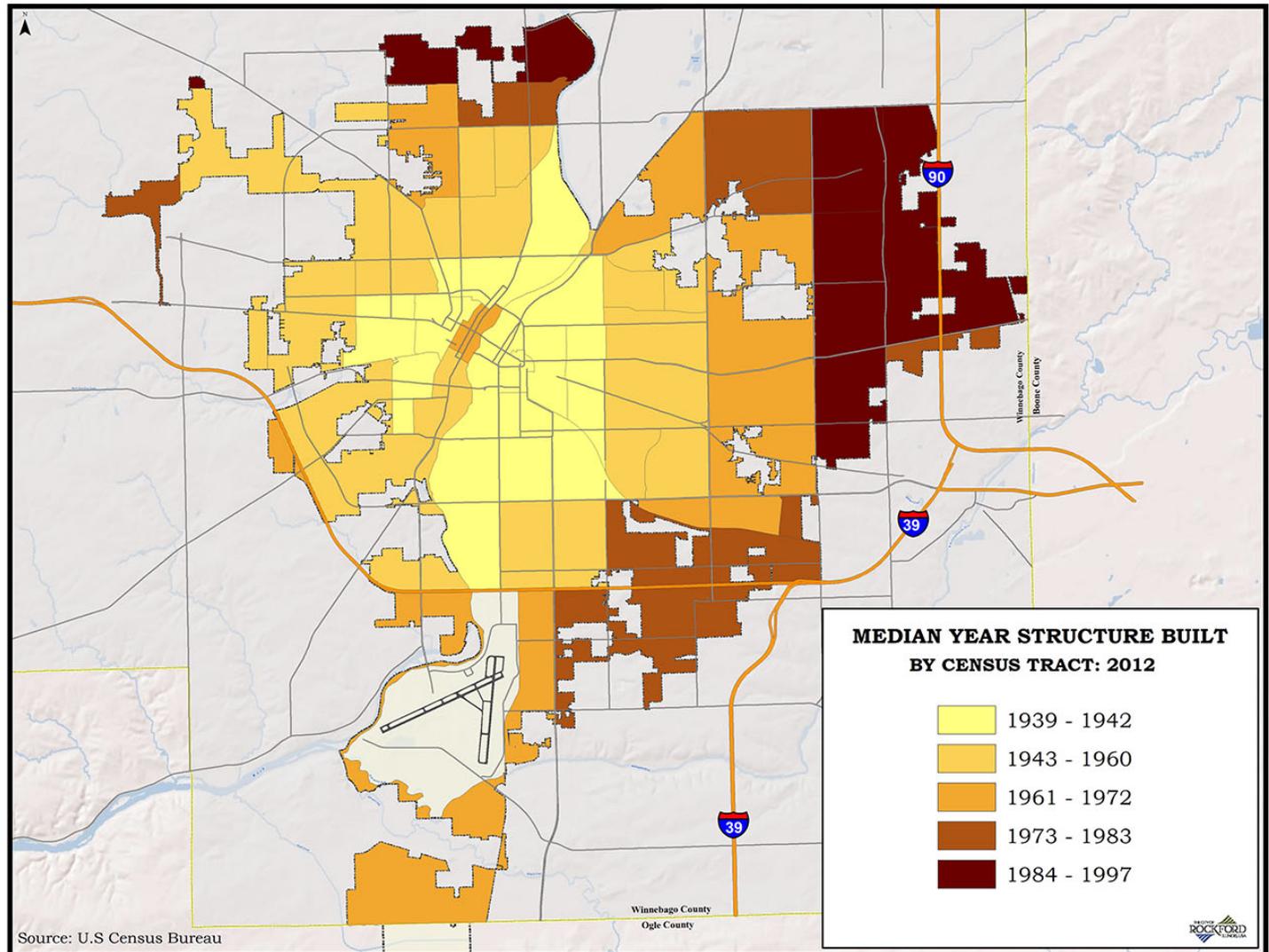
# Median Monthly Owner Costs



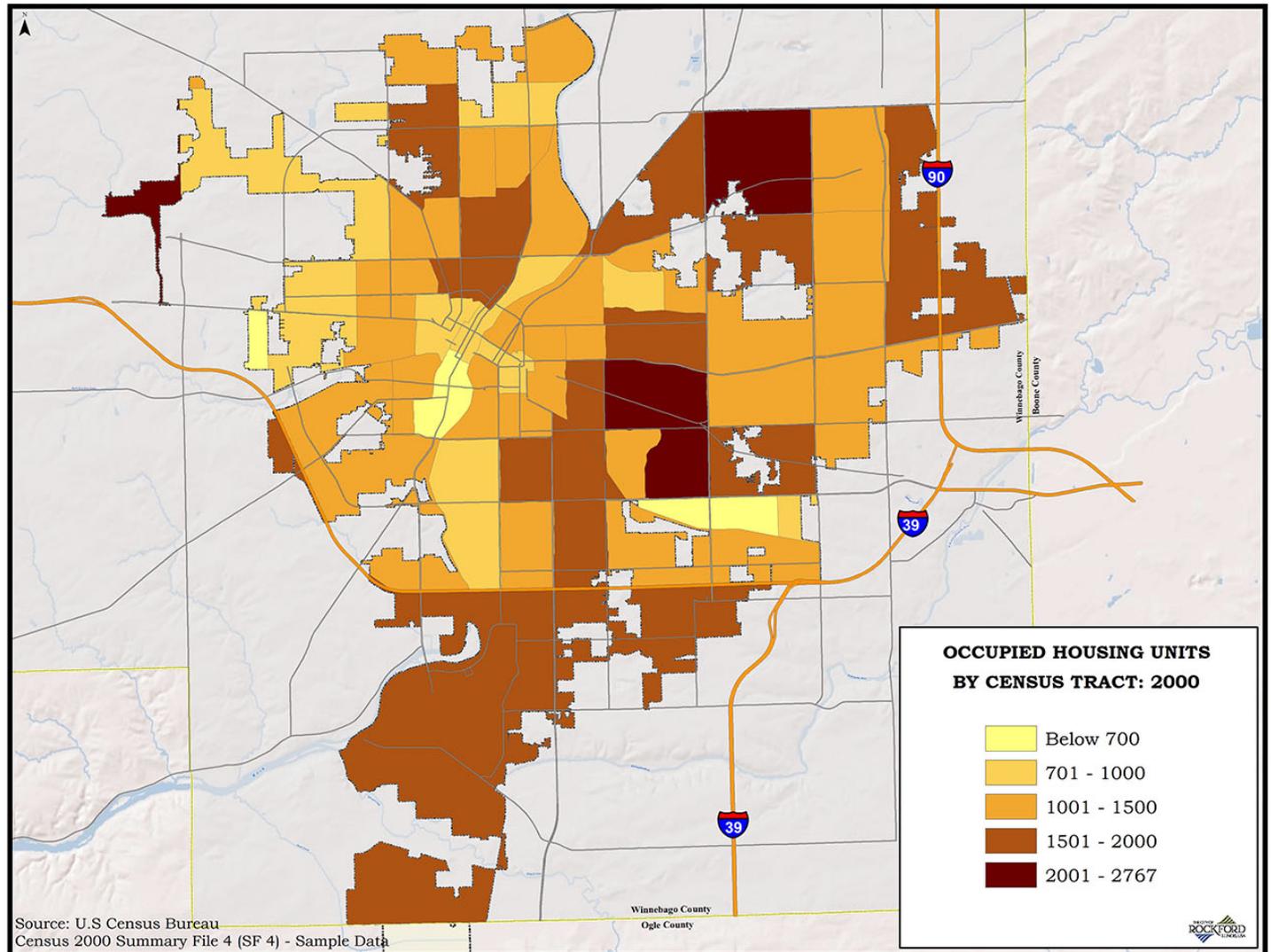
# Age of Structures (2000)



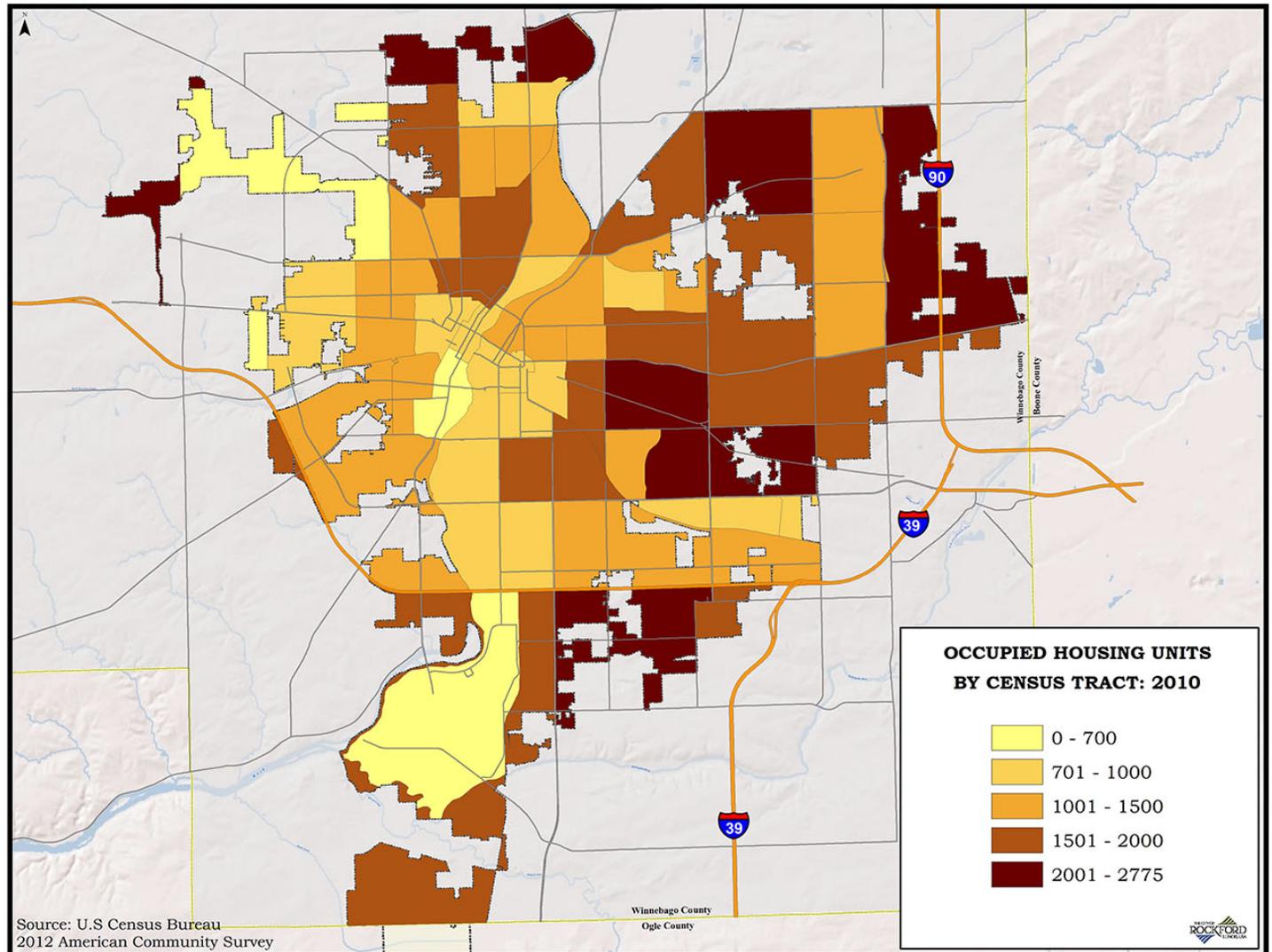
# Age of Structures (2012)



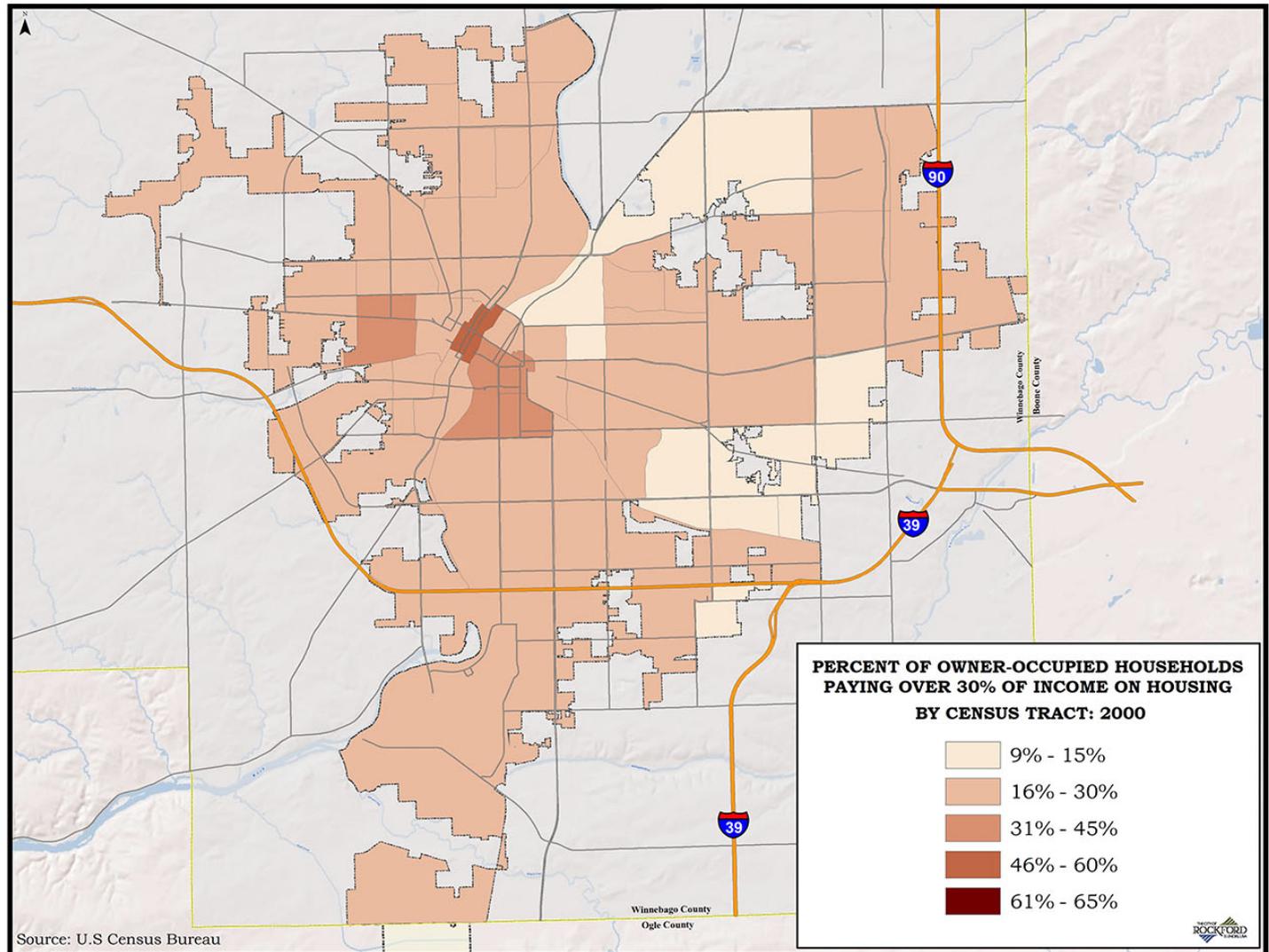
# Occupied Housing Units (2000)



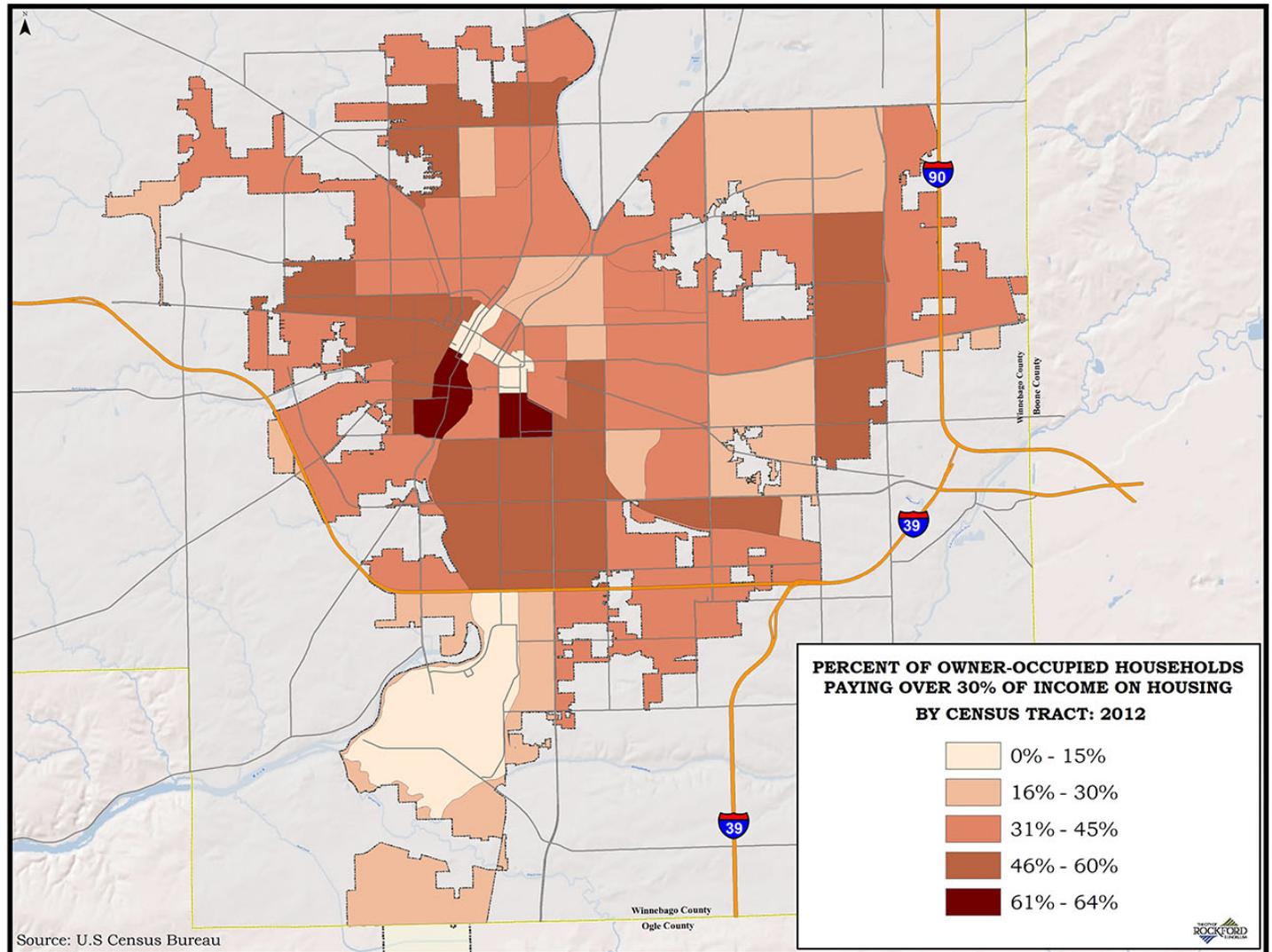
# Occupied Housing Units (2012)



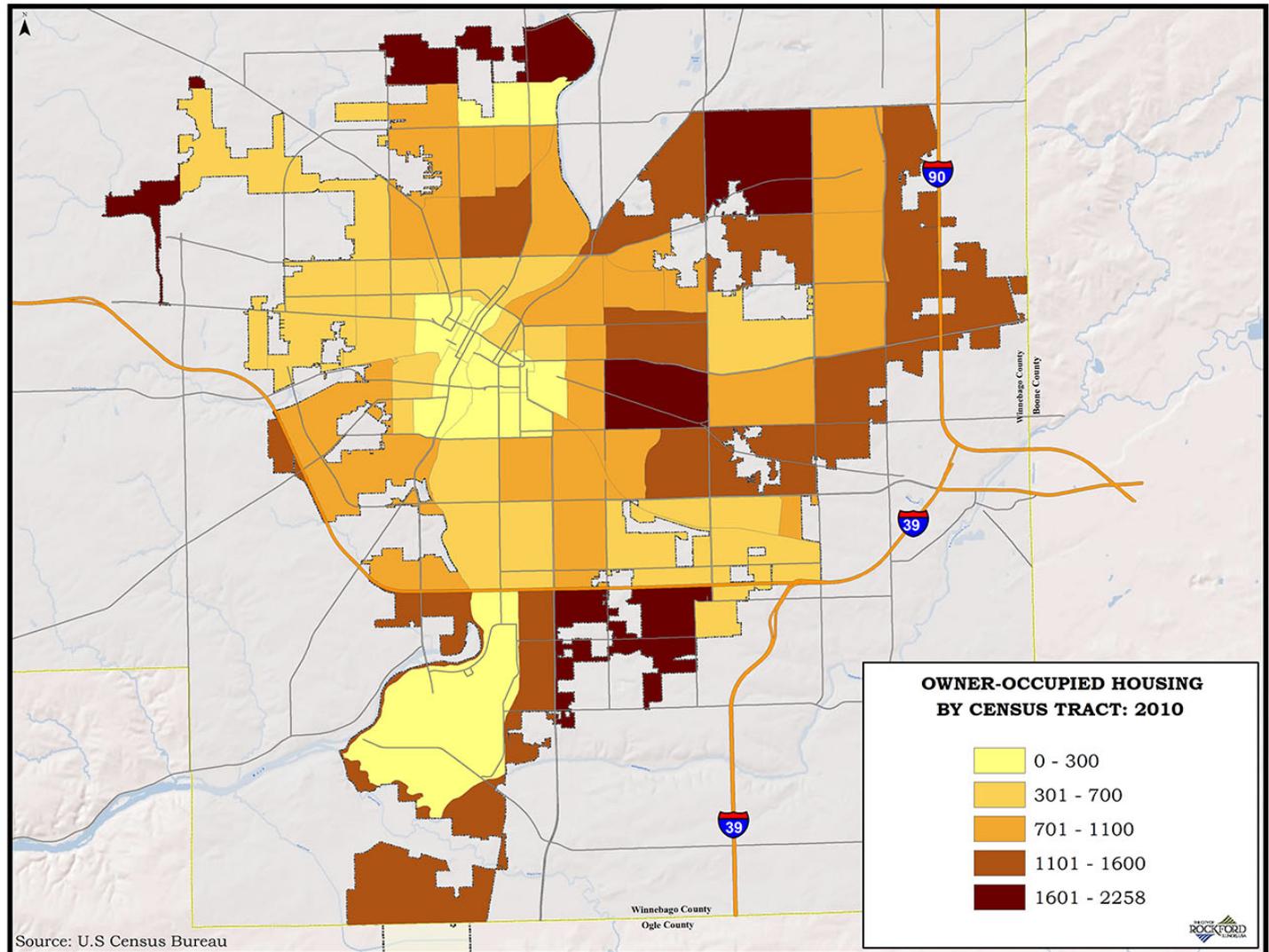
# Housing Costs 30% or More (2000)



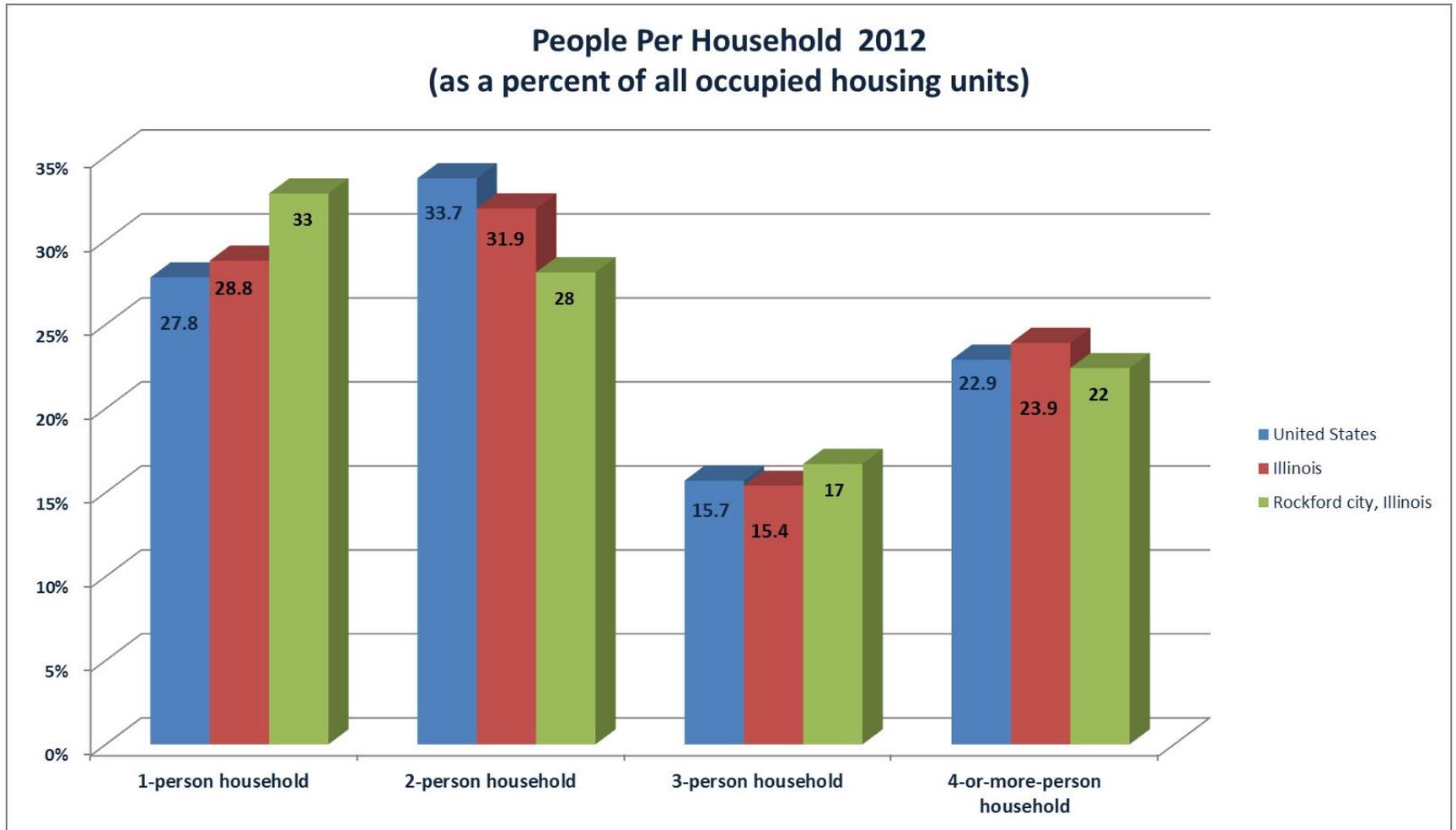
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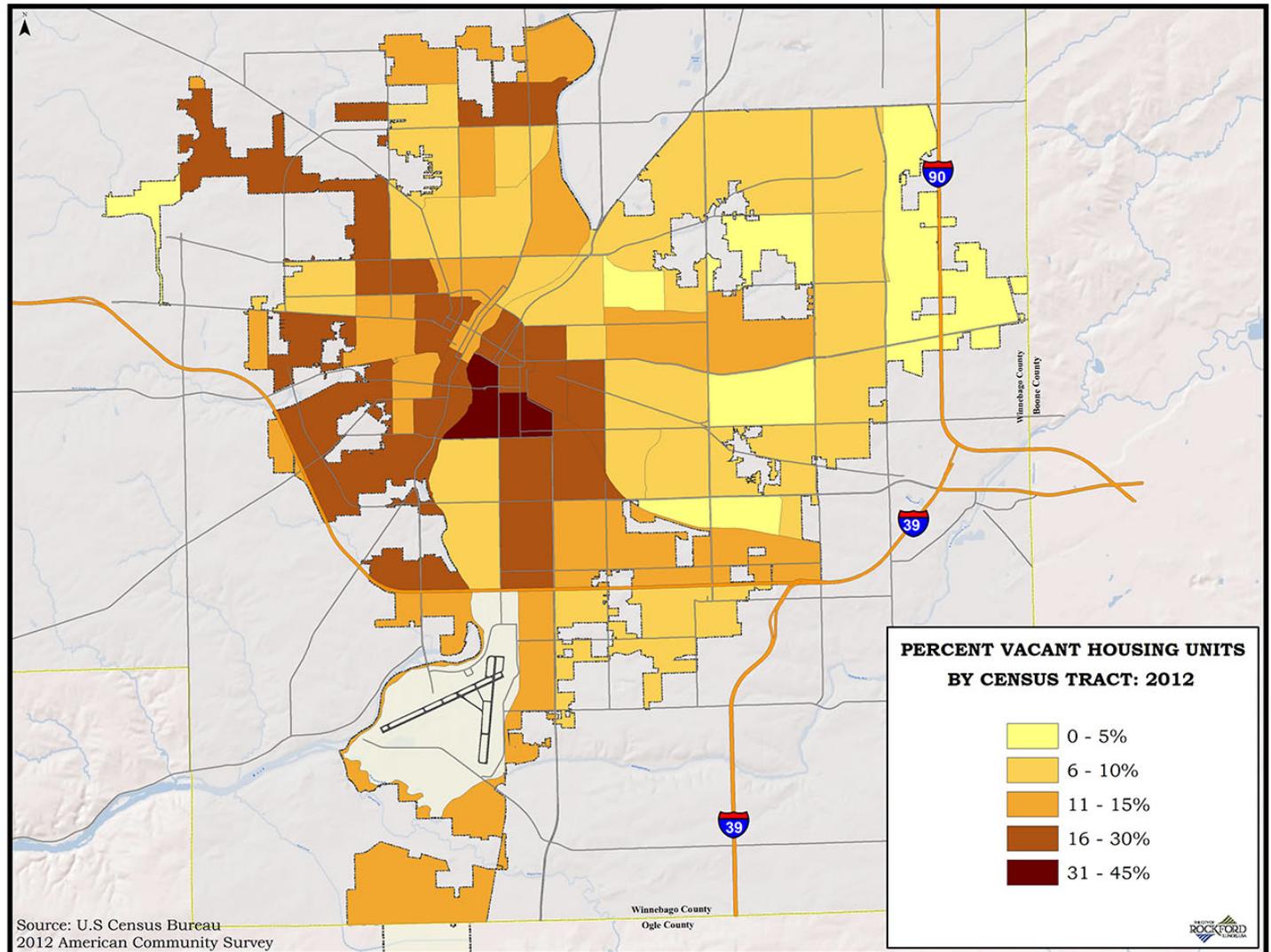
# % Owner Occupied (2010)



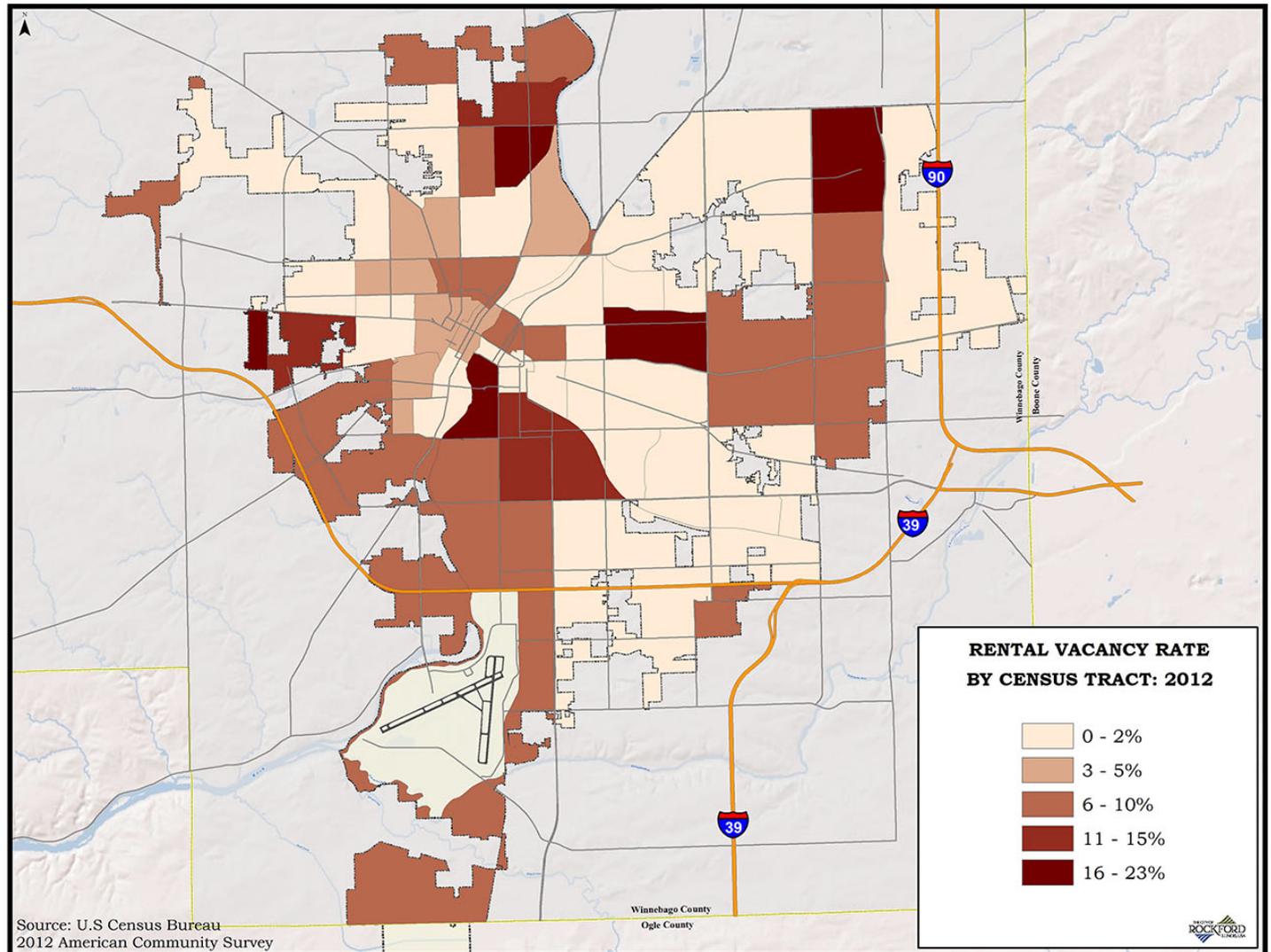
# Household Size (2012)



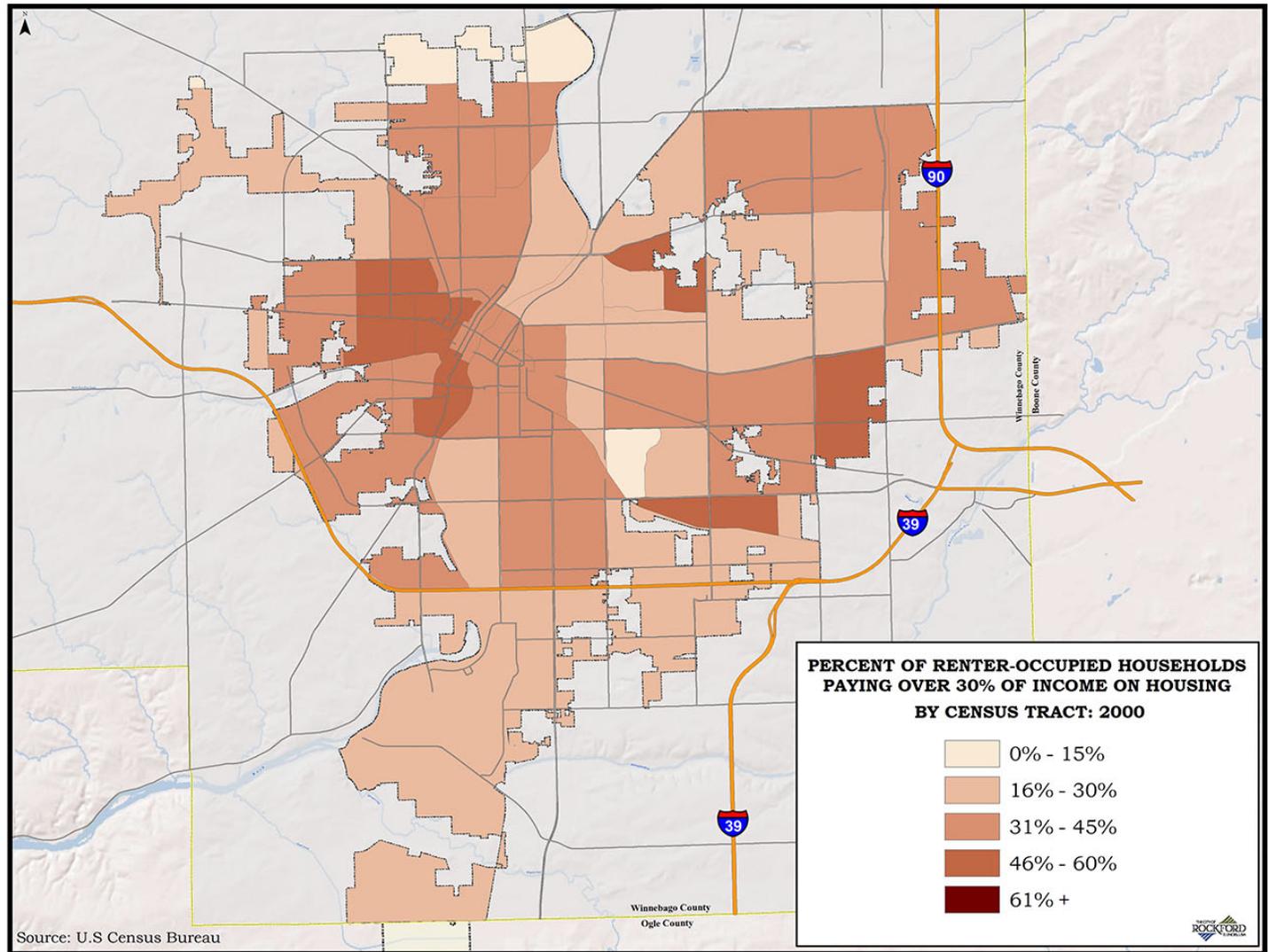
# % Vacant Housing Units (2012)



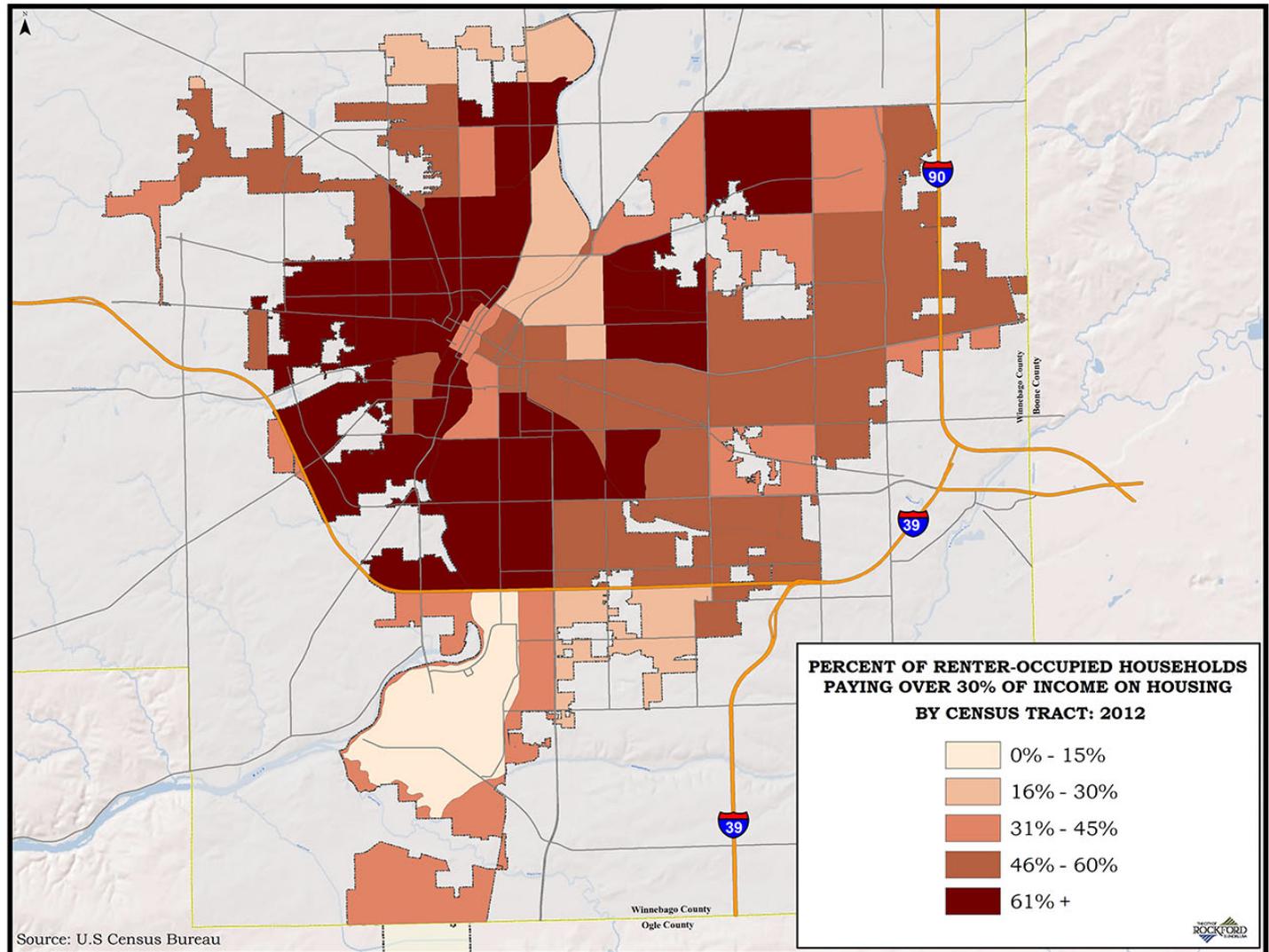
# % Vacant Rental Units (2012)



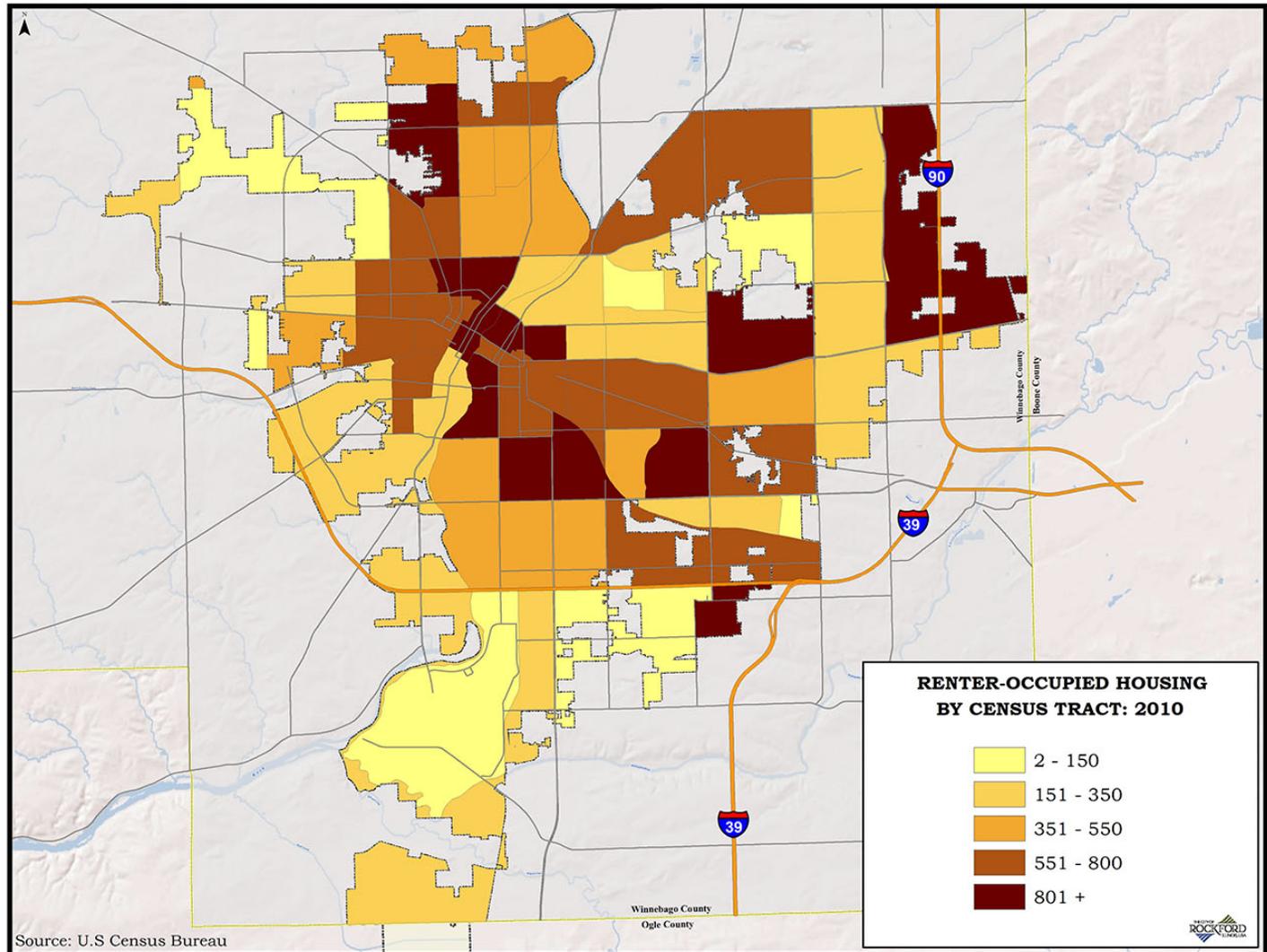
# Renter Housing Cost > 30% (2000)



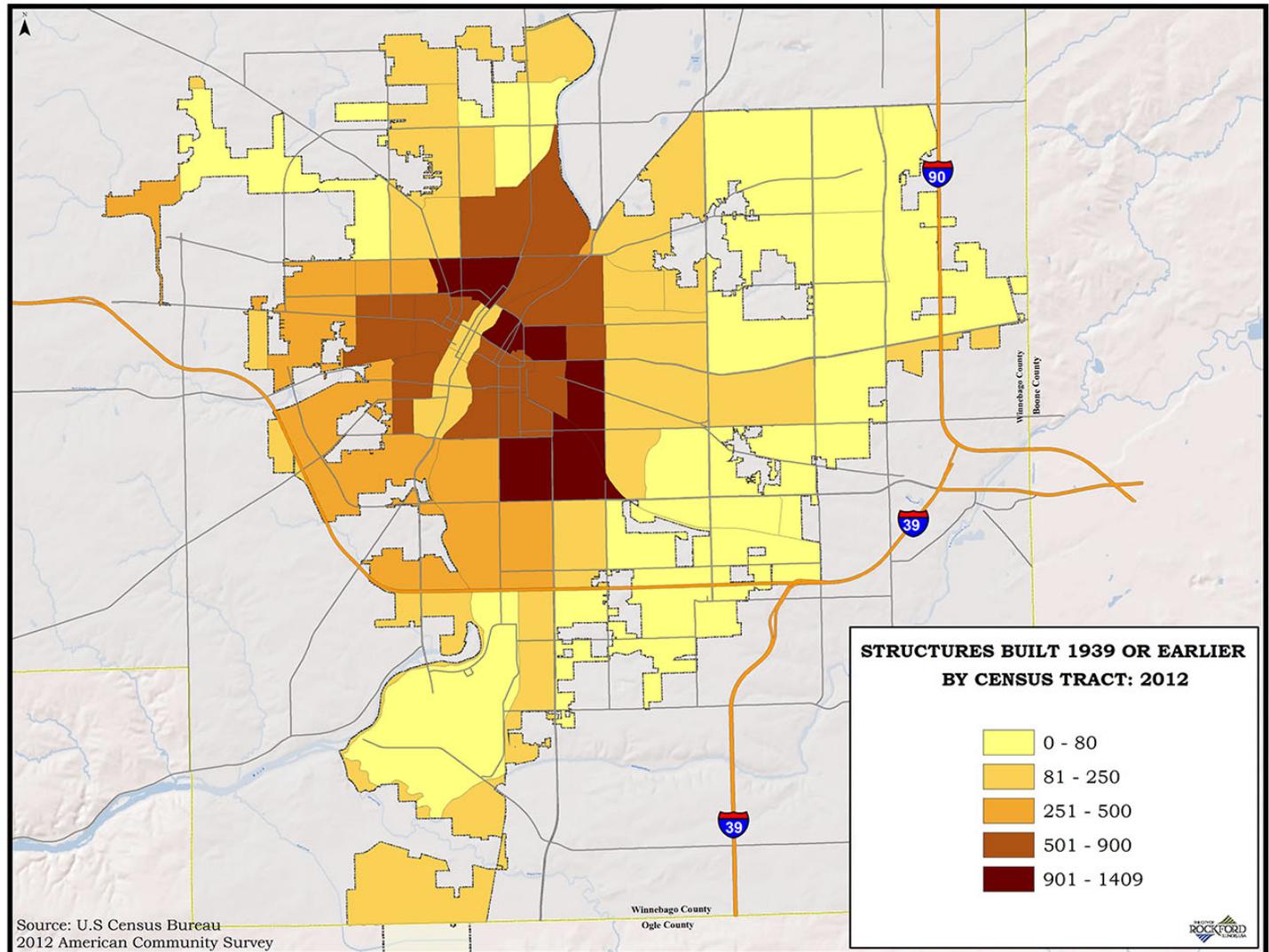
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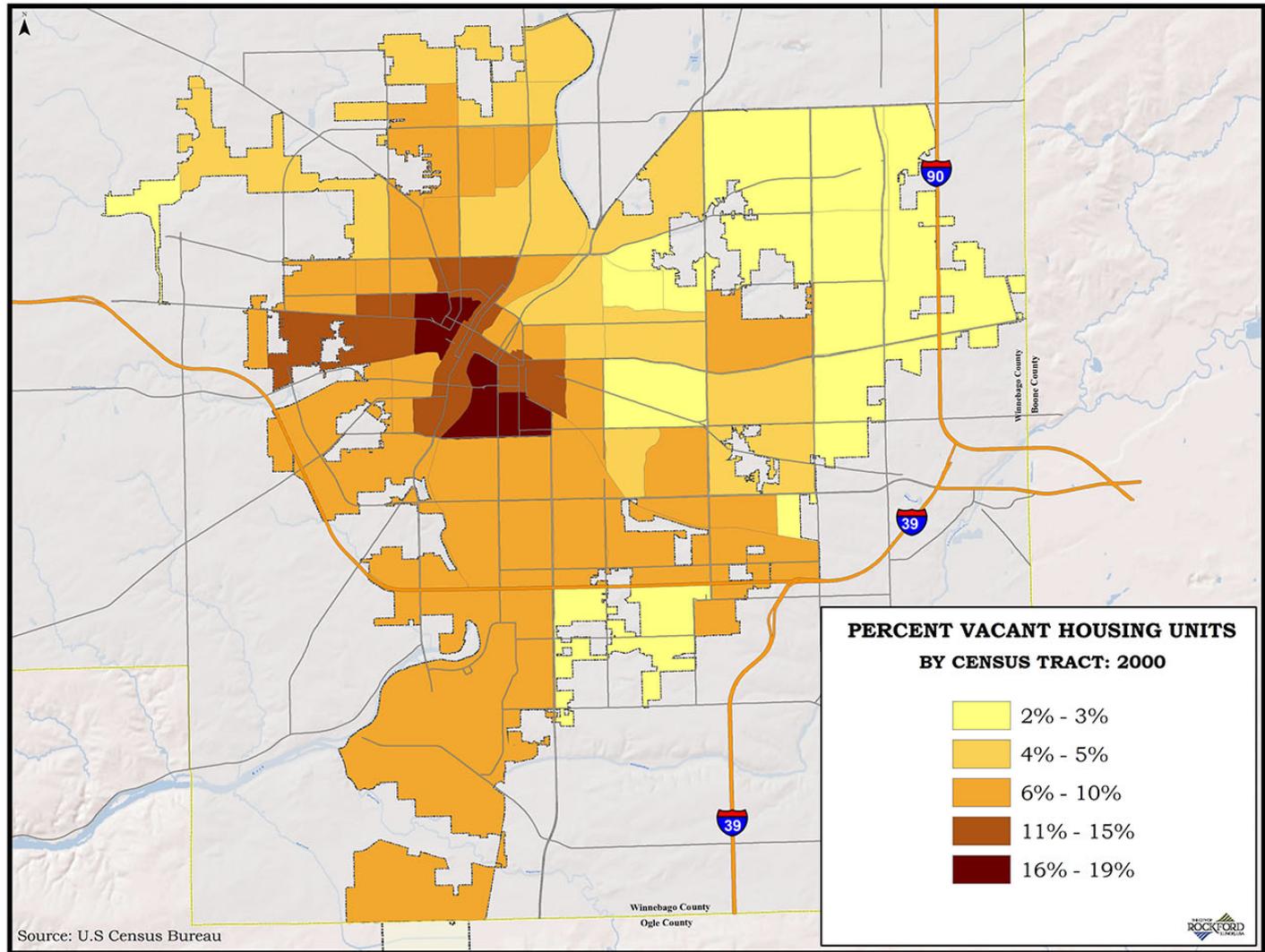
# Renter Occupied Housing (2010)



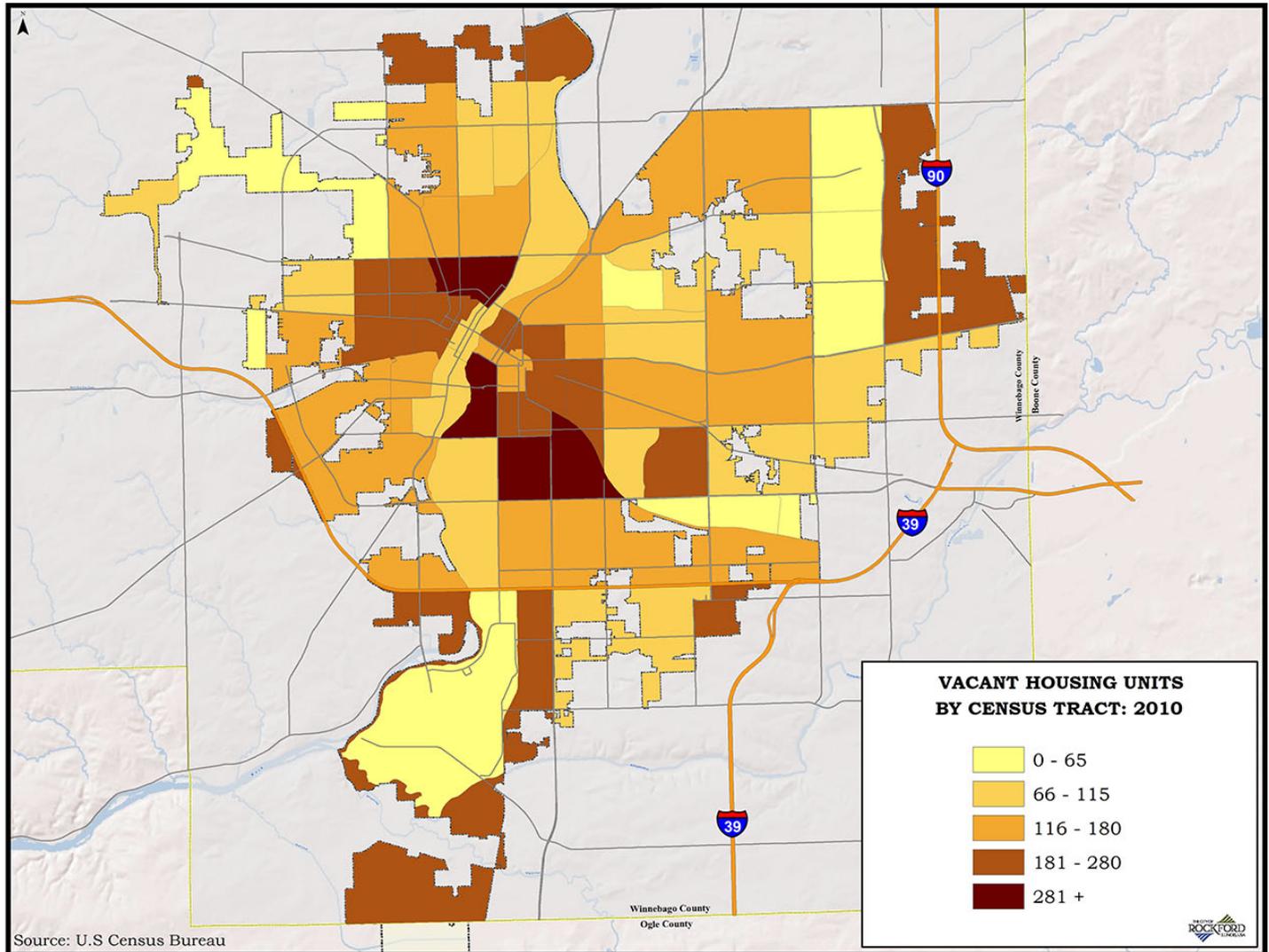
# Pre-1939 Structures (2012)



# % Vacant Housing Units (2000)



# Vacant Housing Units (2010)

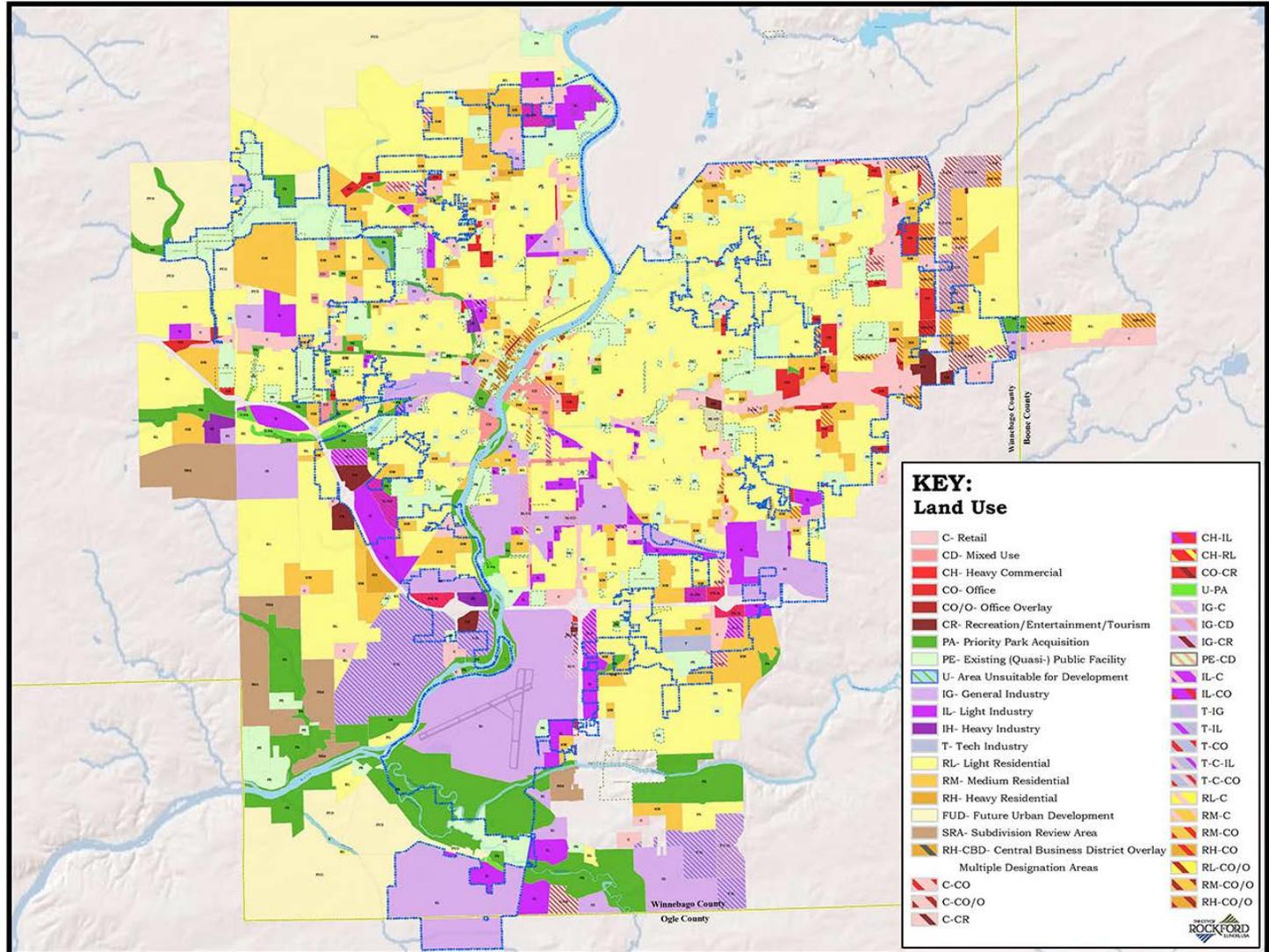


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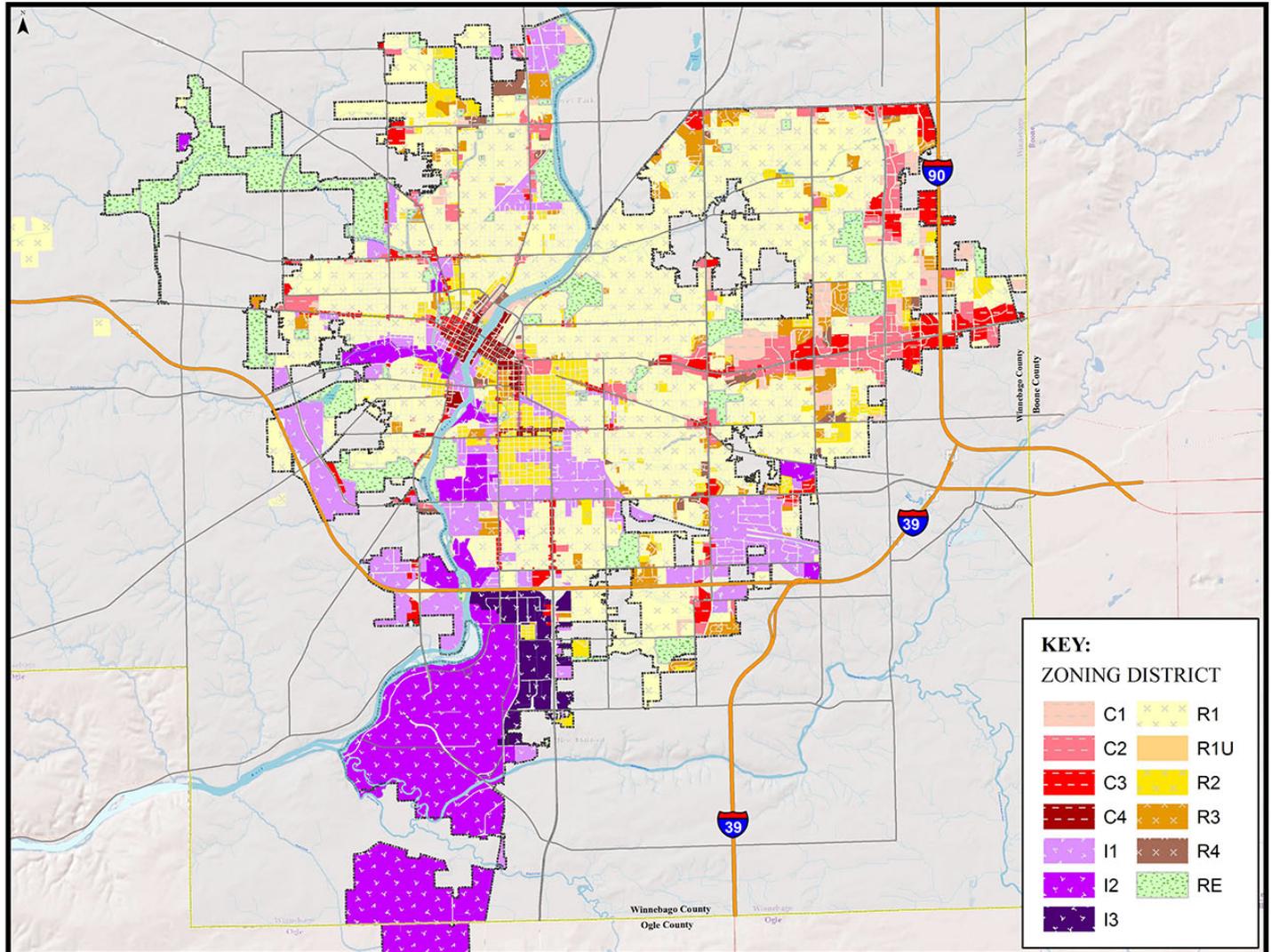
Land, Water, Biodiversity, Built Environment, Waste

# ENVIRONMENT

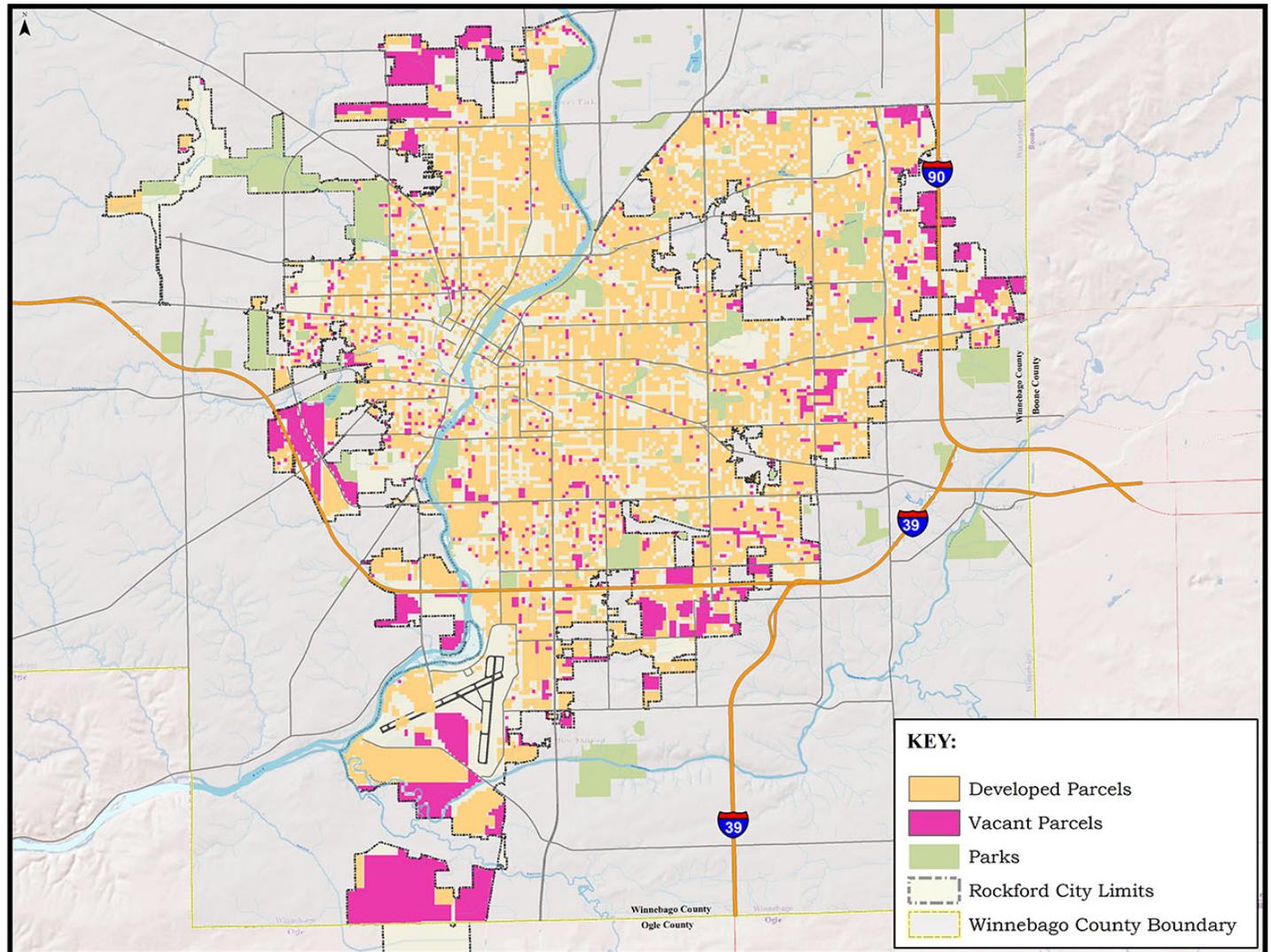
# Land Use Plan



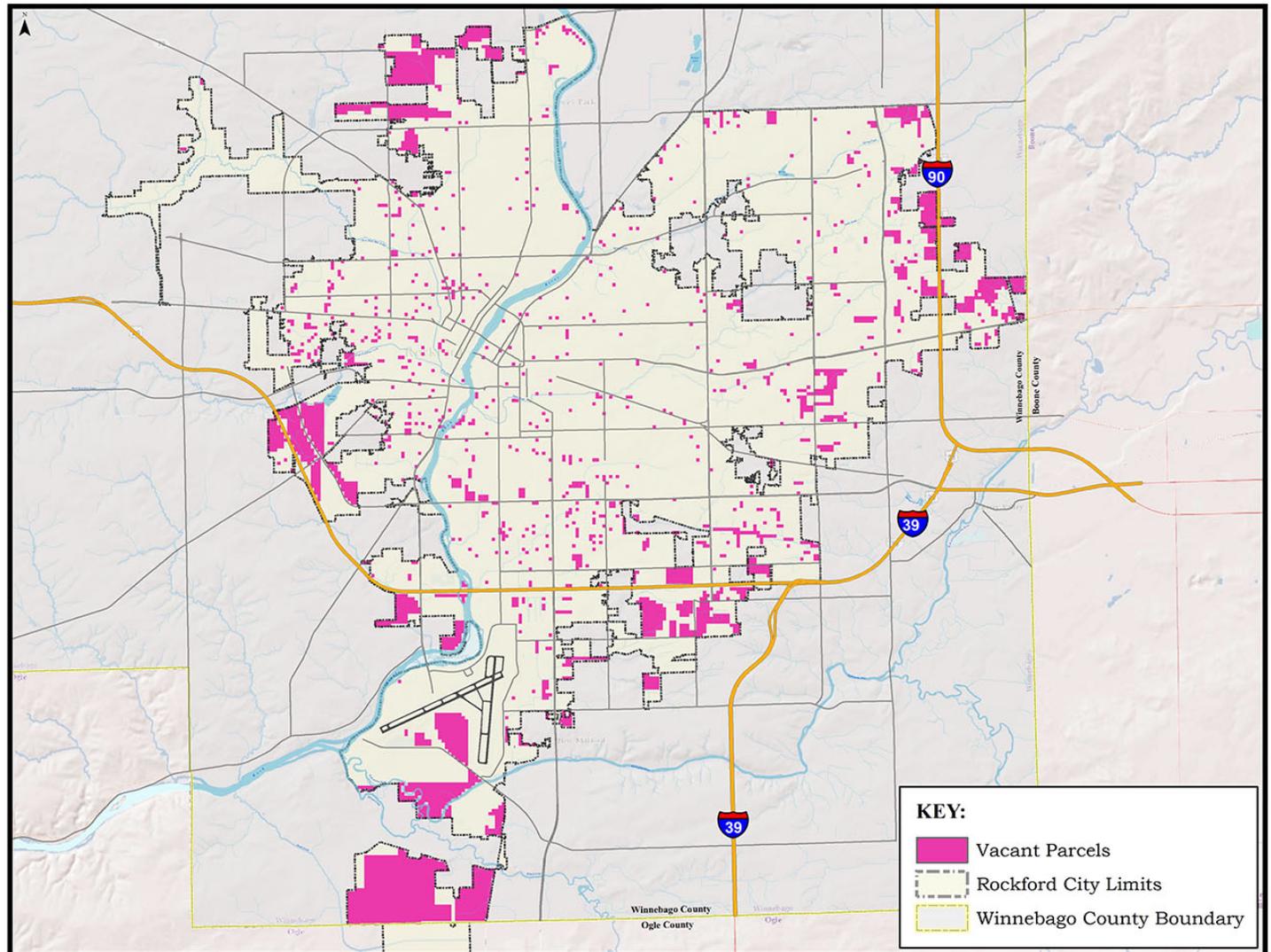
# Current Zoning



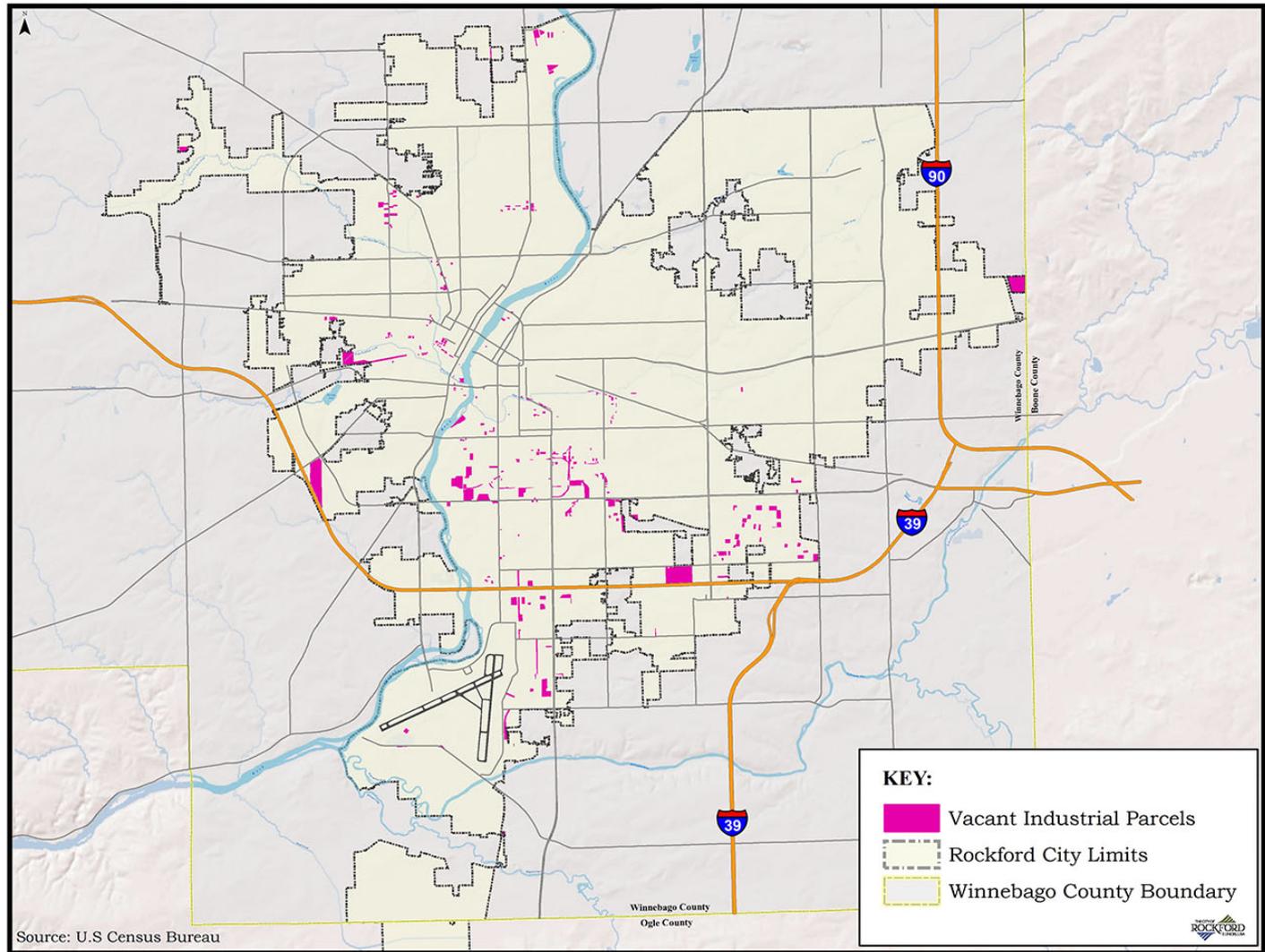
# Vacant & Developed Land



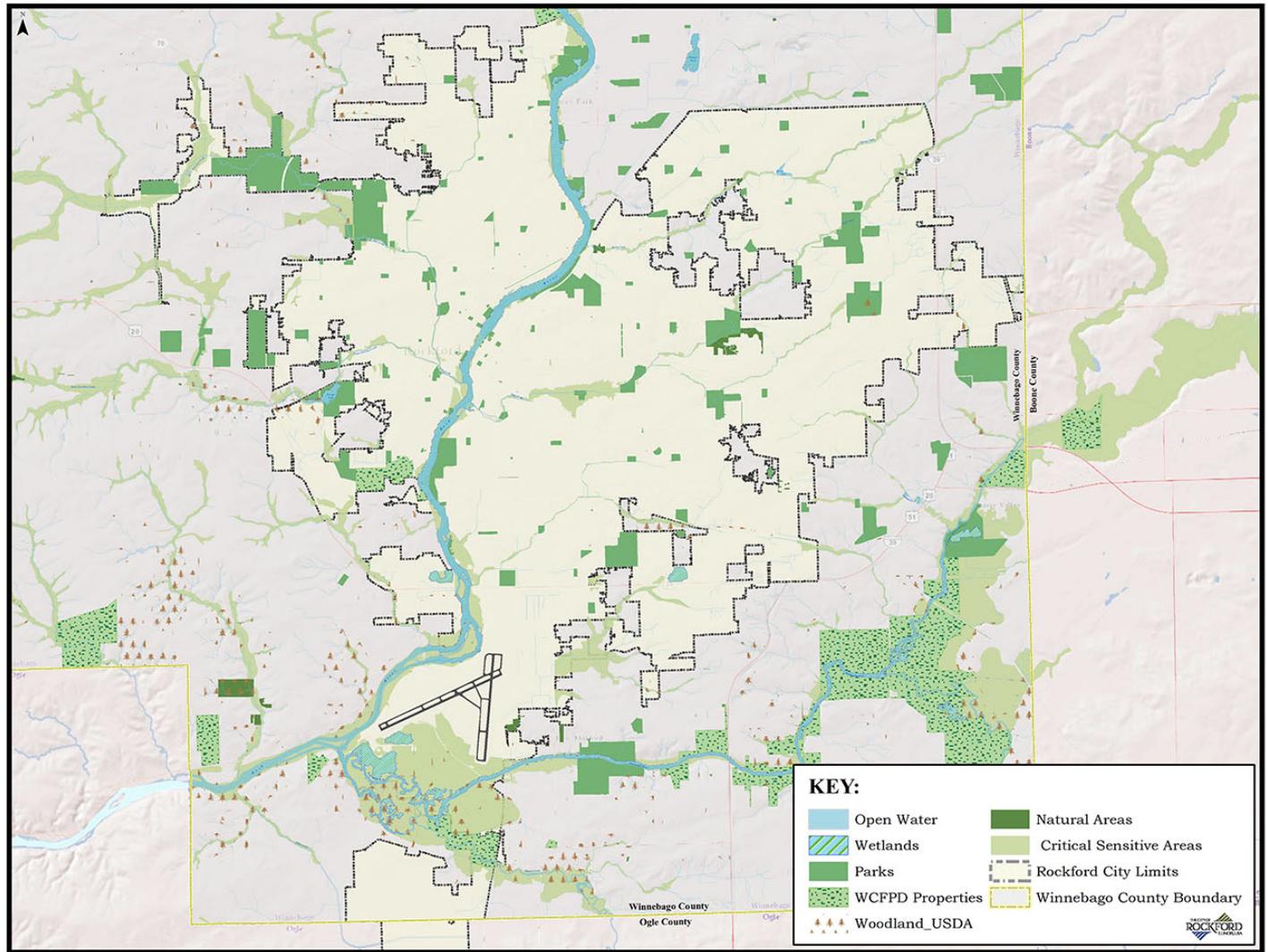
# Vacant Land



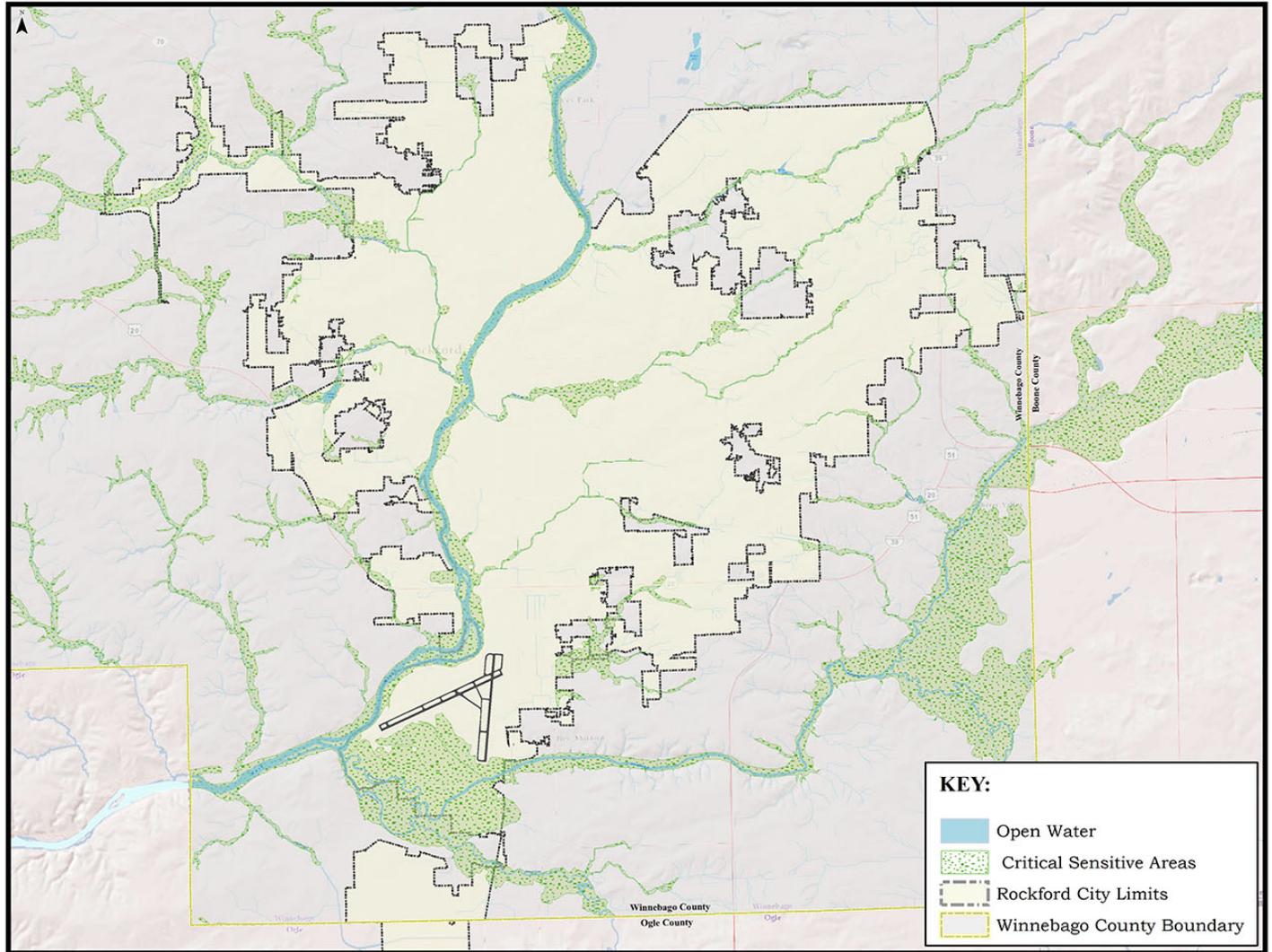
# Vacant Industrial Parcels



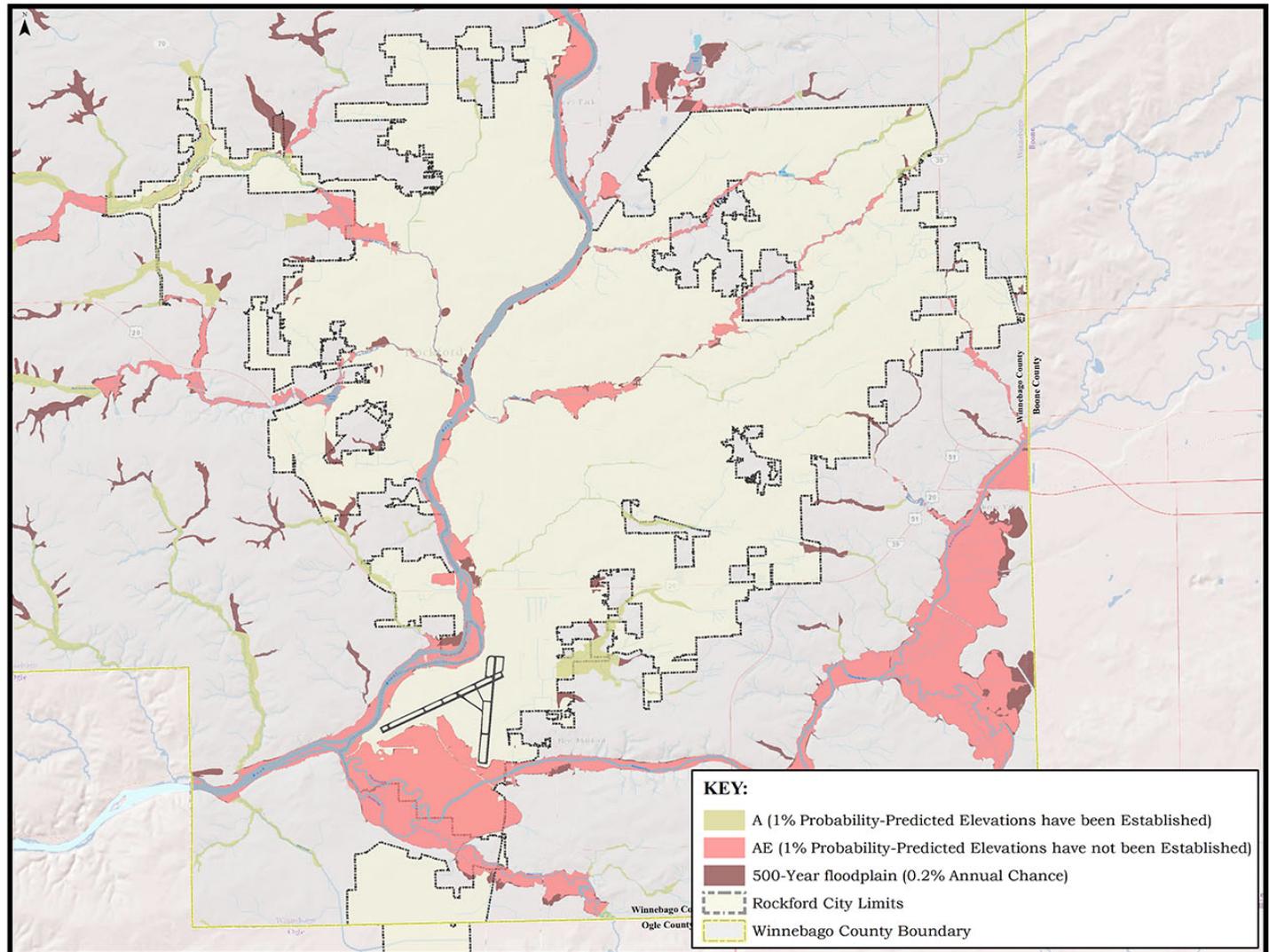
# Open Space



# Critical Sensitive Areas



# Floodplains (2006 FEMA)

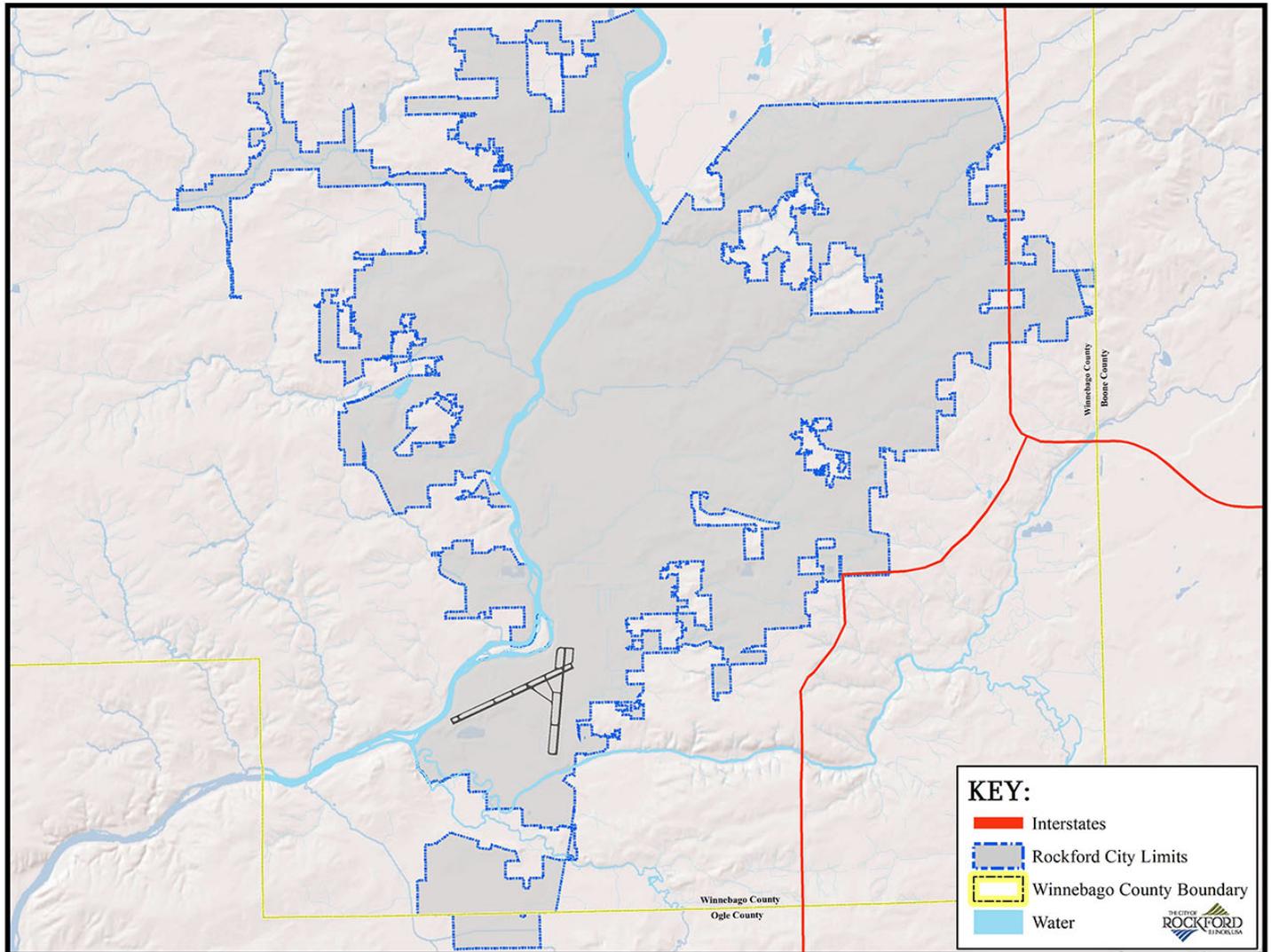


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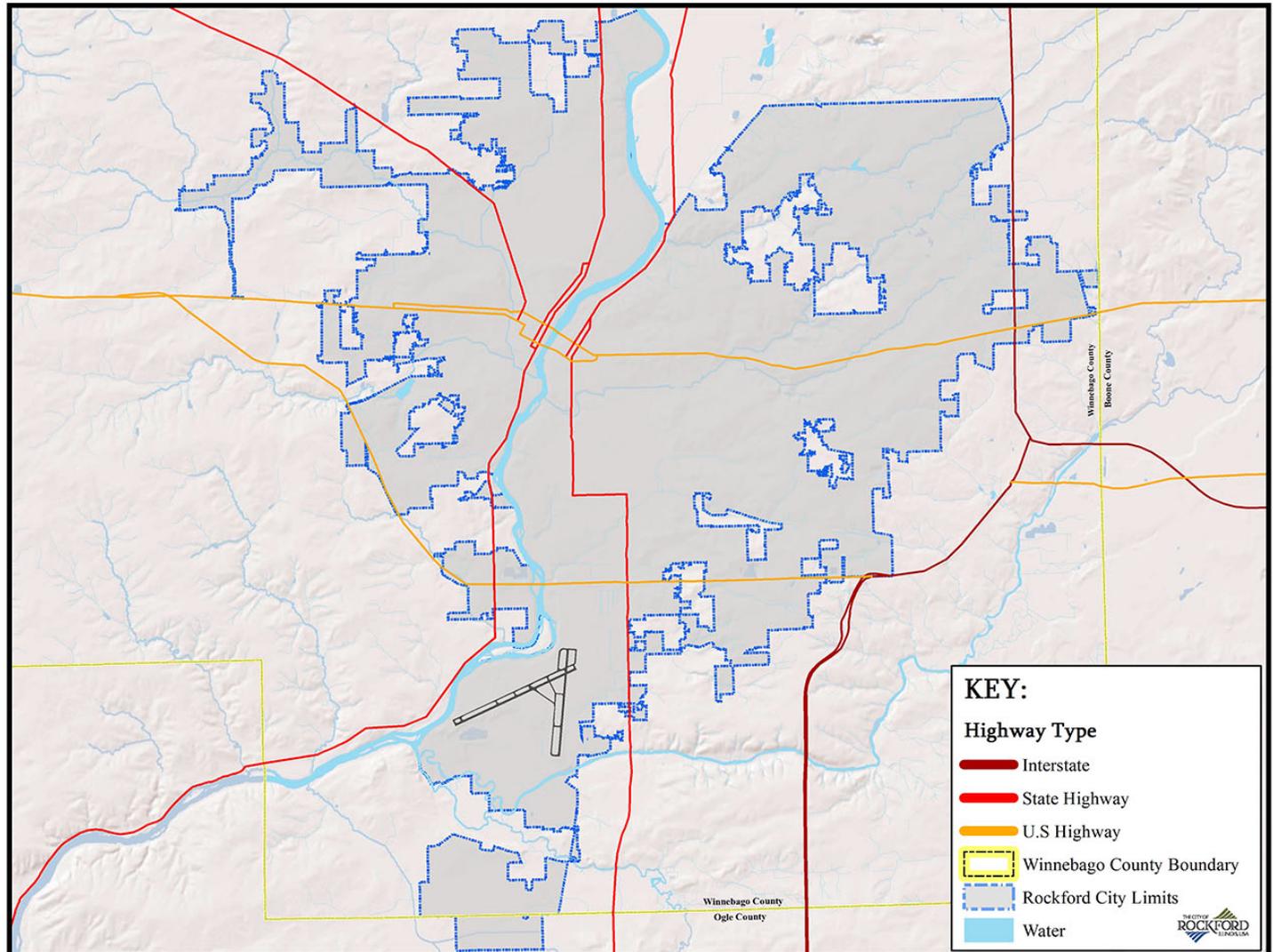
Transportation, Education, Economic Development, Technology, Energy

# **ECONOMY**

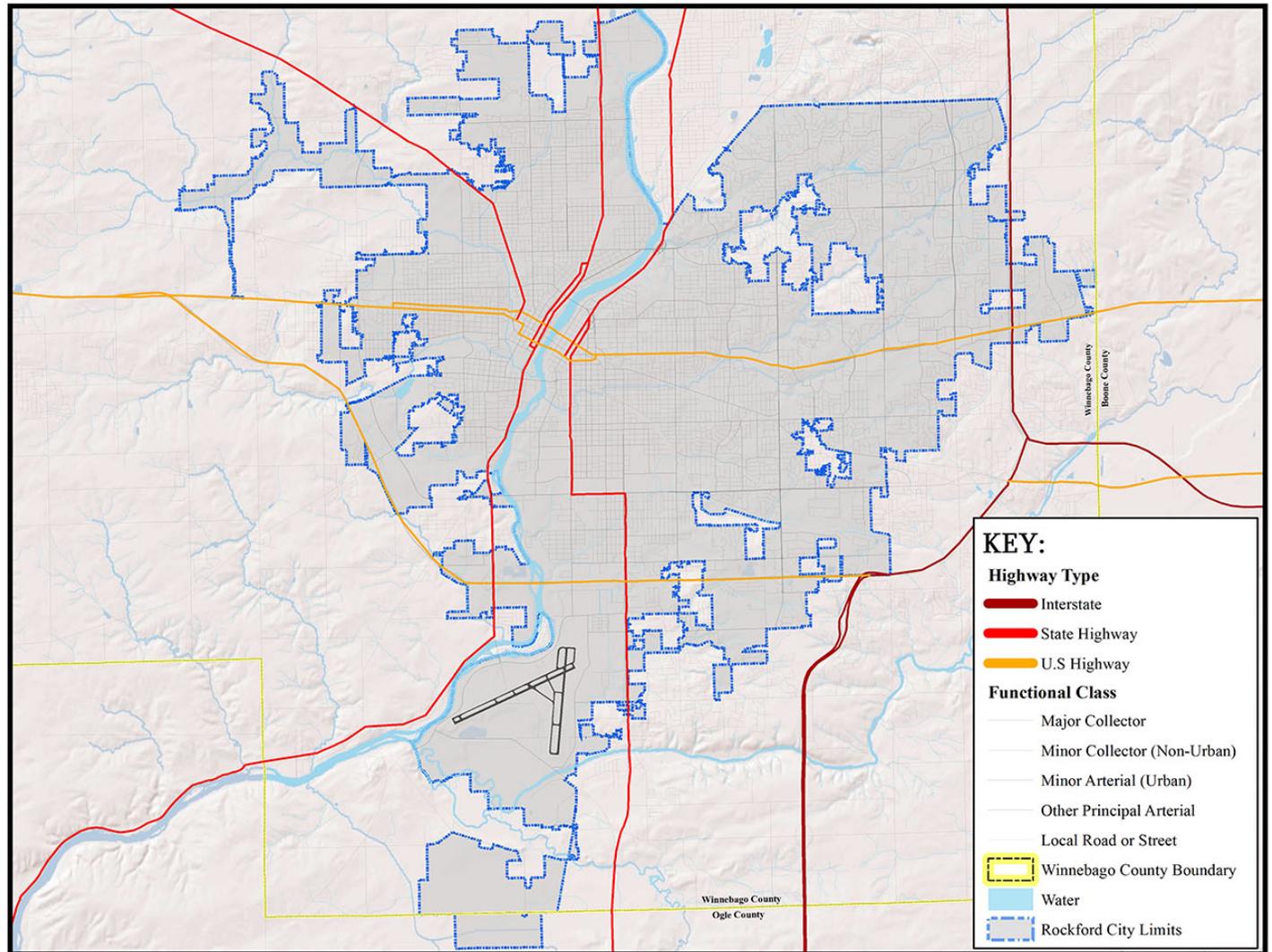
# Major Interstate Roadways



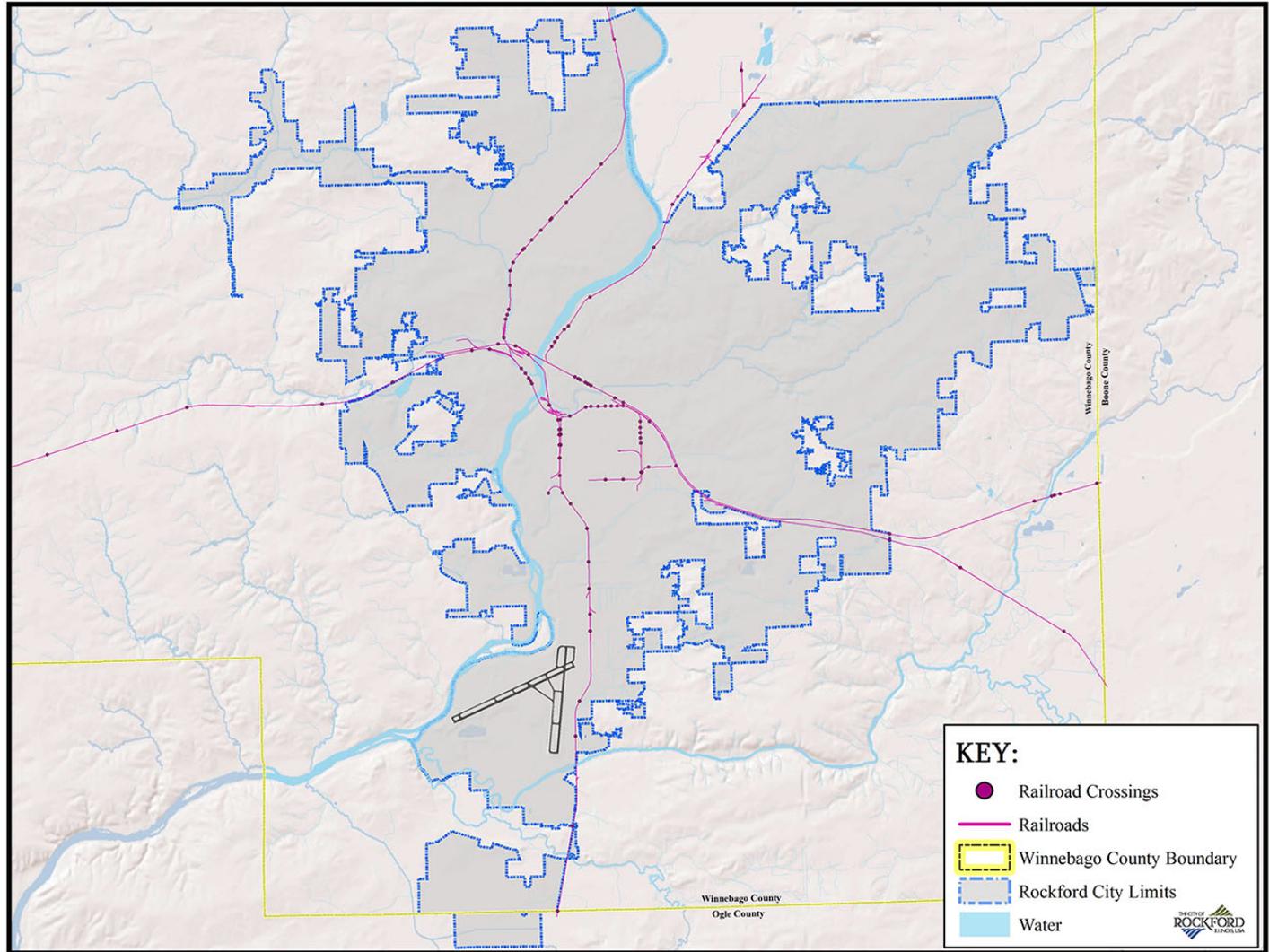
# Major Interstate & State Highways



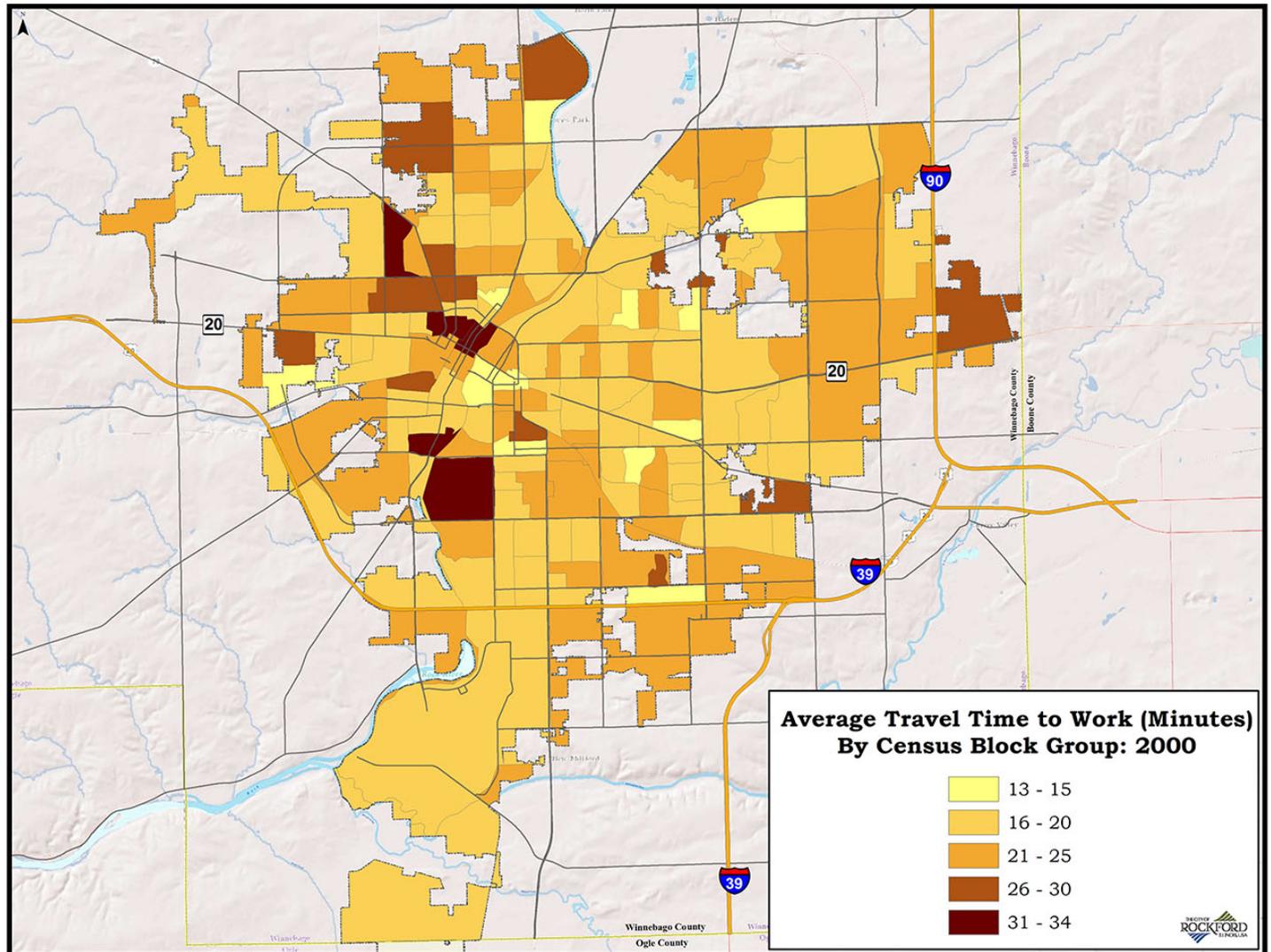
# Highways and Local Roadways



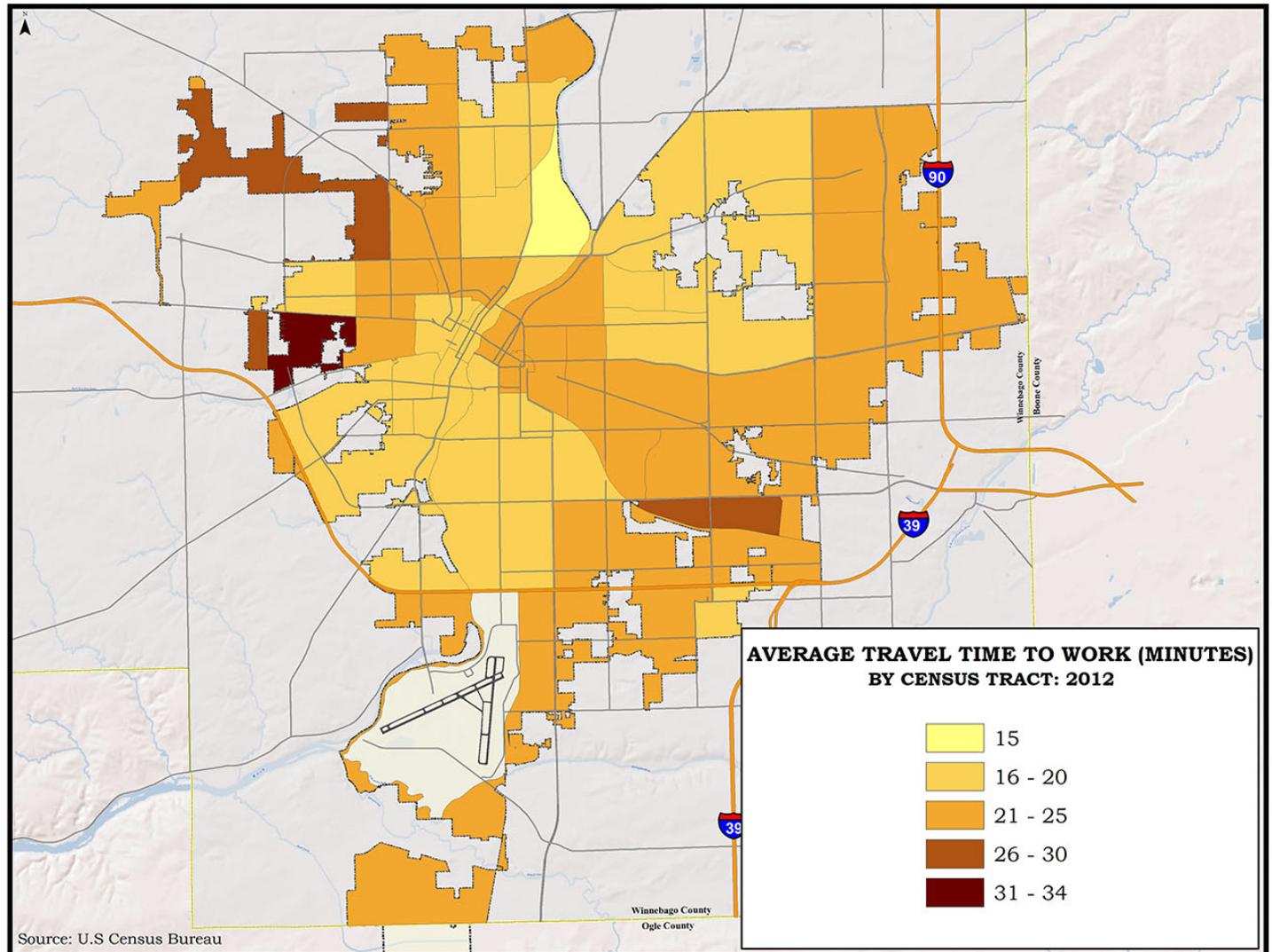
# Rail Transportation Network



# Average Travel Time (2000)

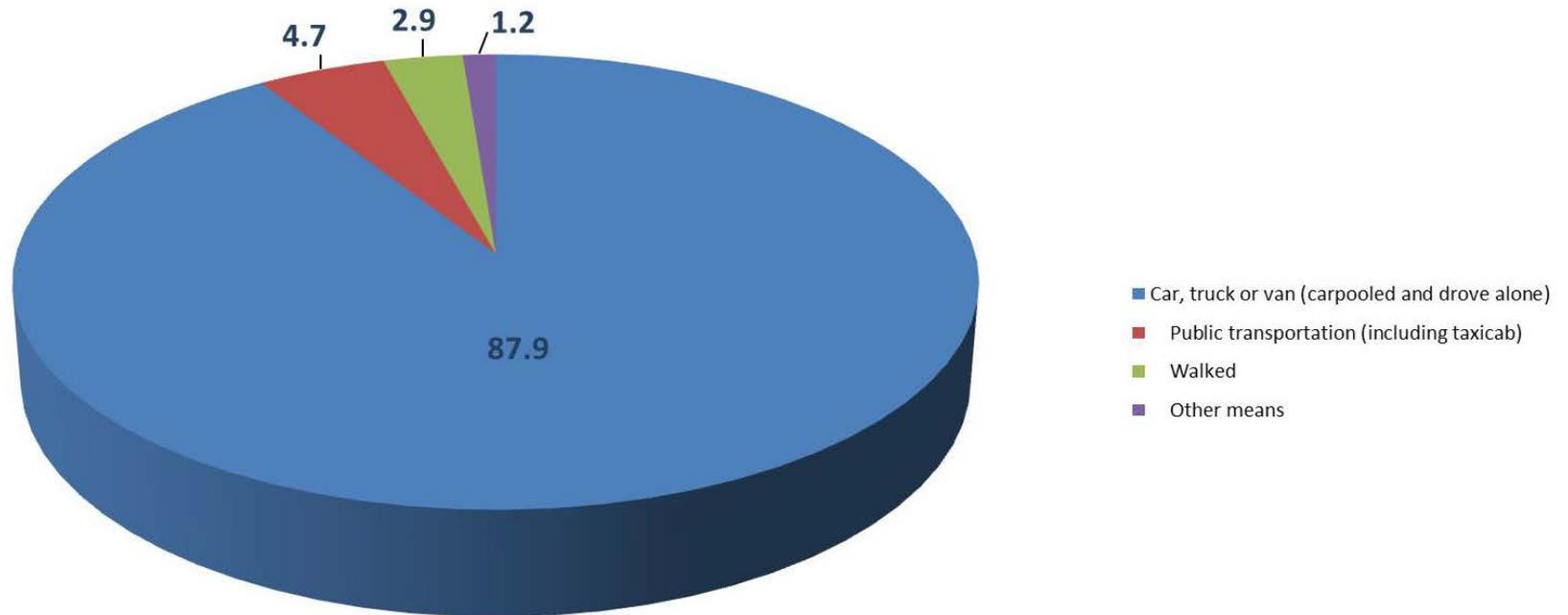


# Average Travel Time (2010)



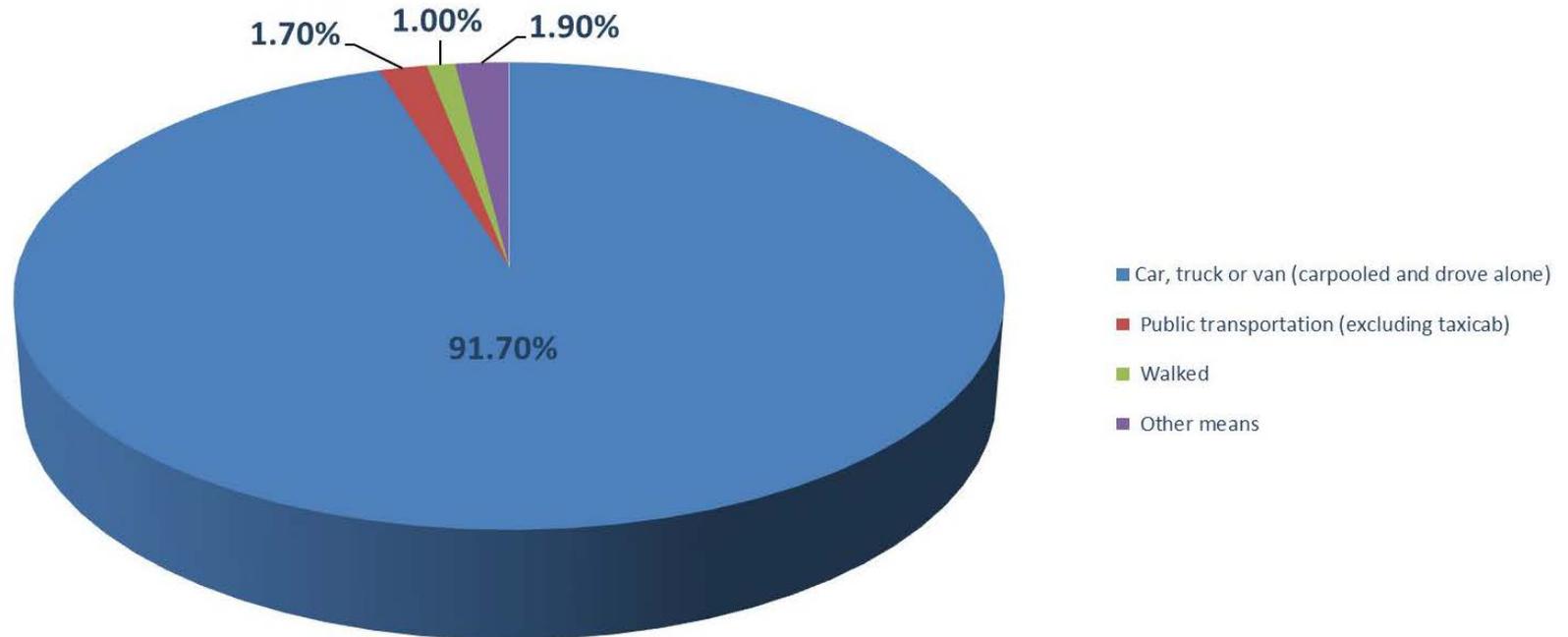
# Travel Method (2000)

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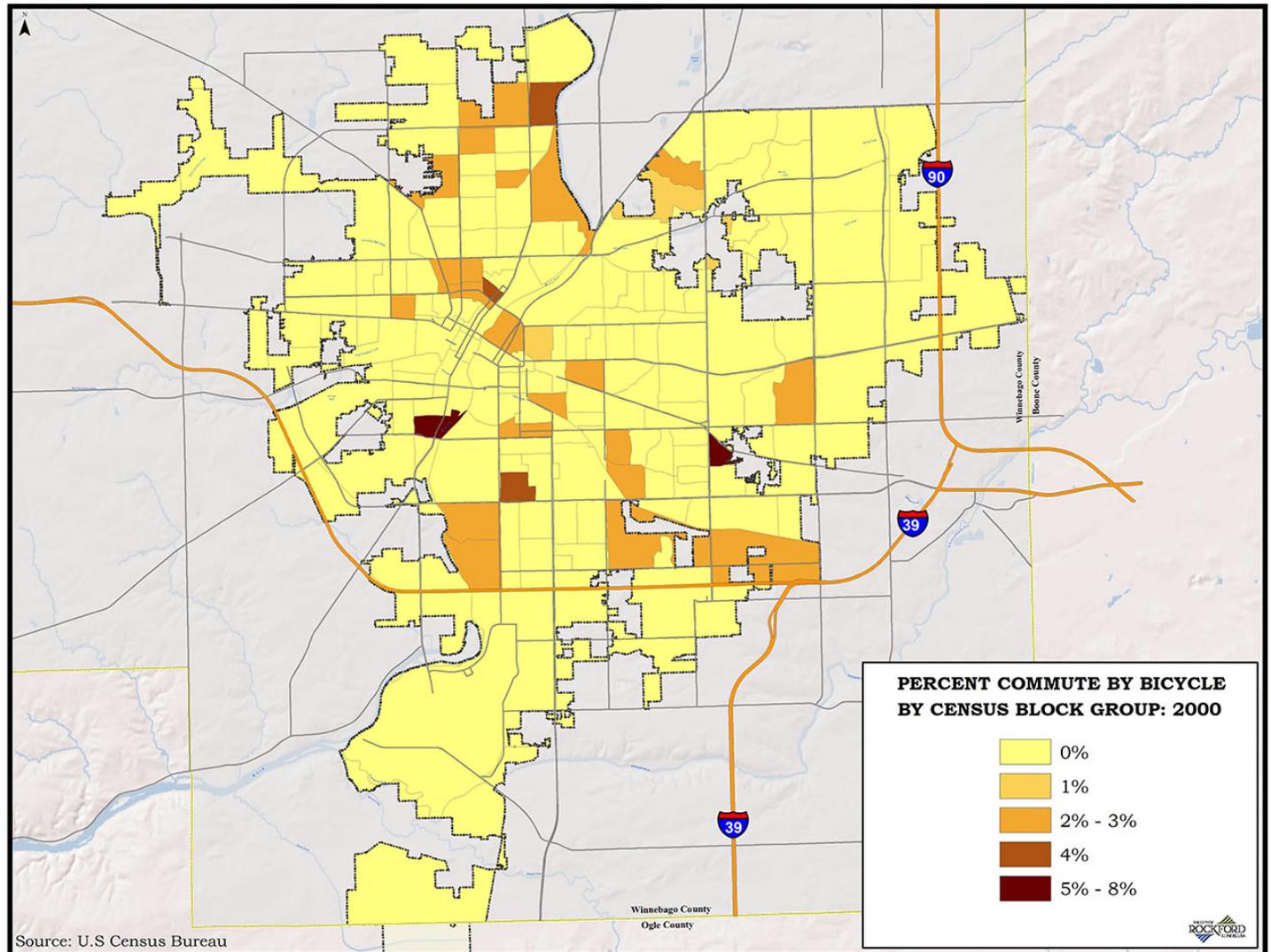


# Travel Method (2012)

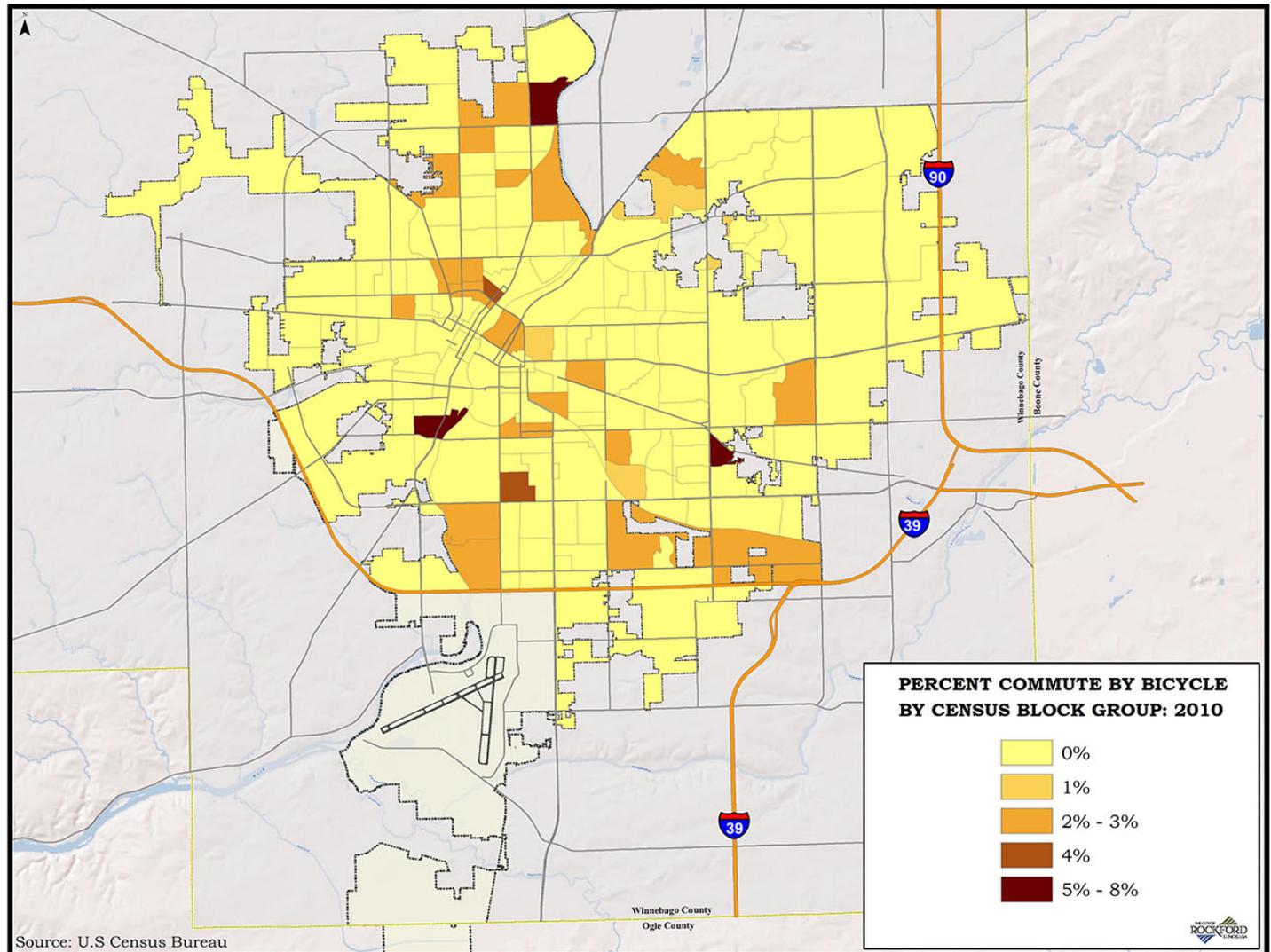
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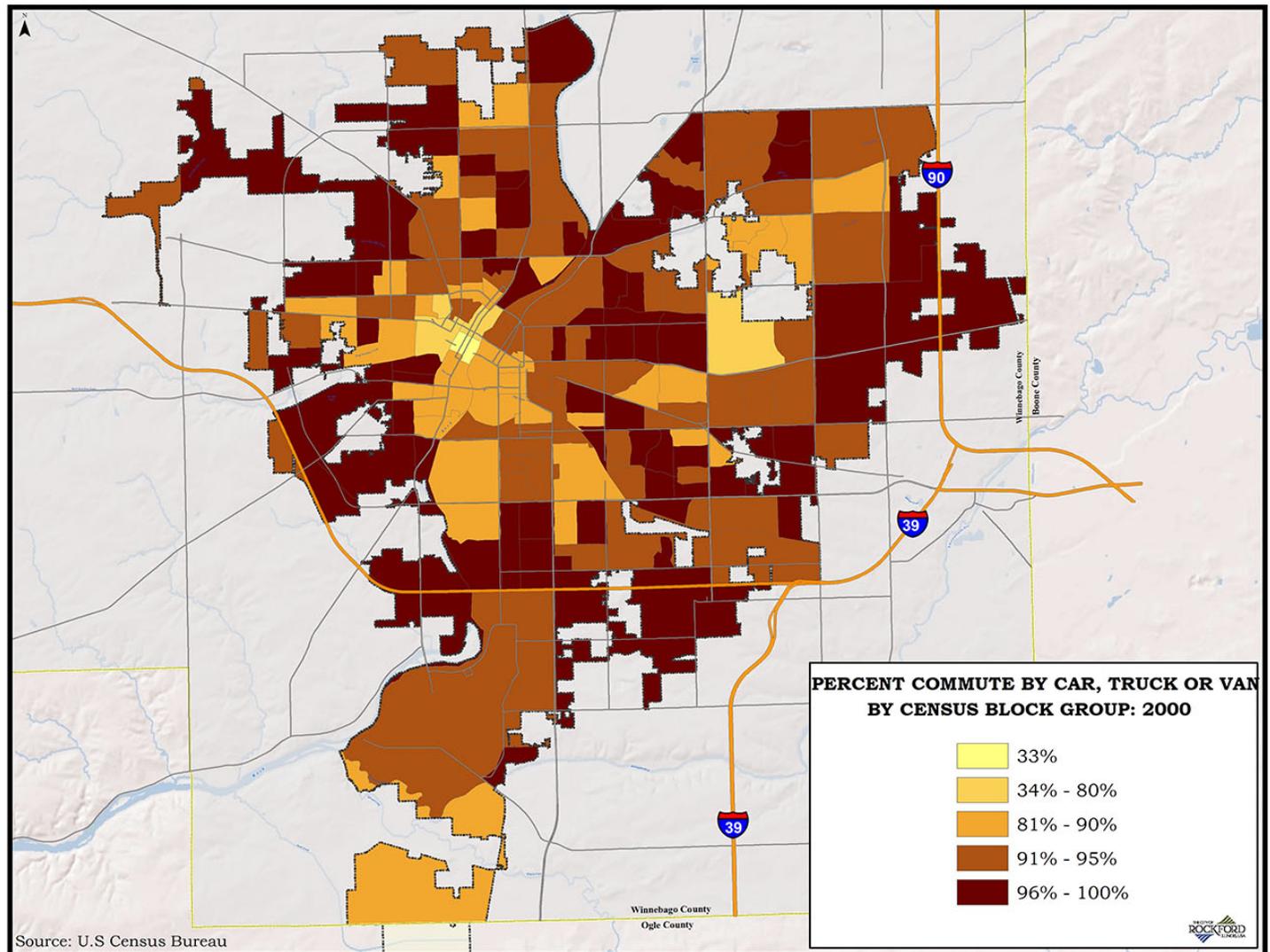
# Commute by Bicycle (2000)



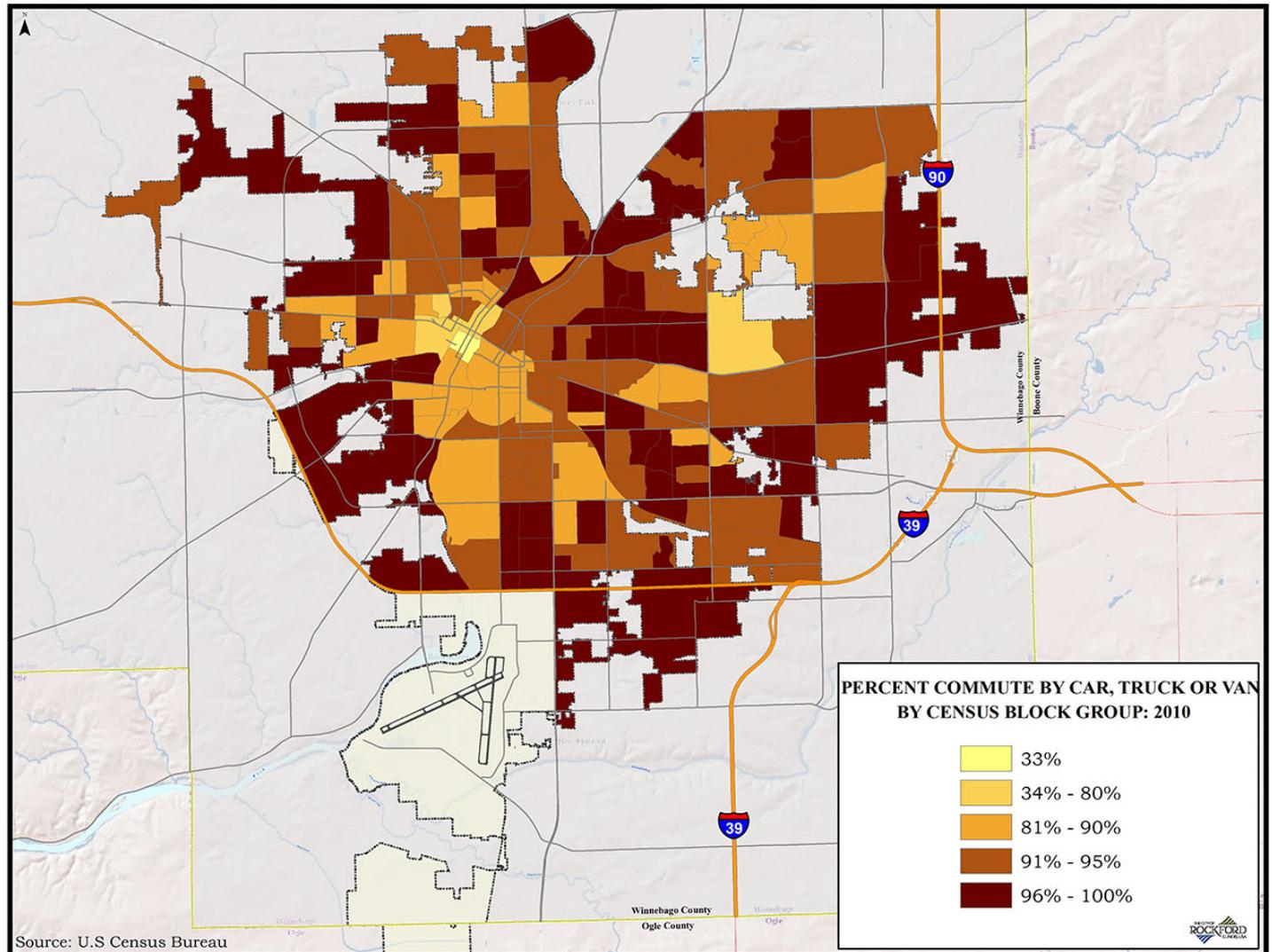
# Commute by Bicycle (2010)



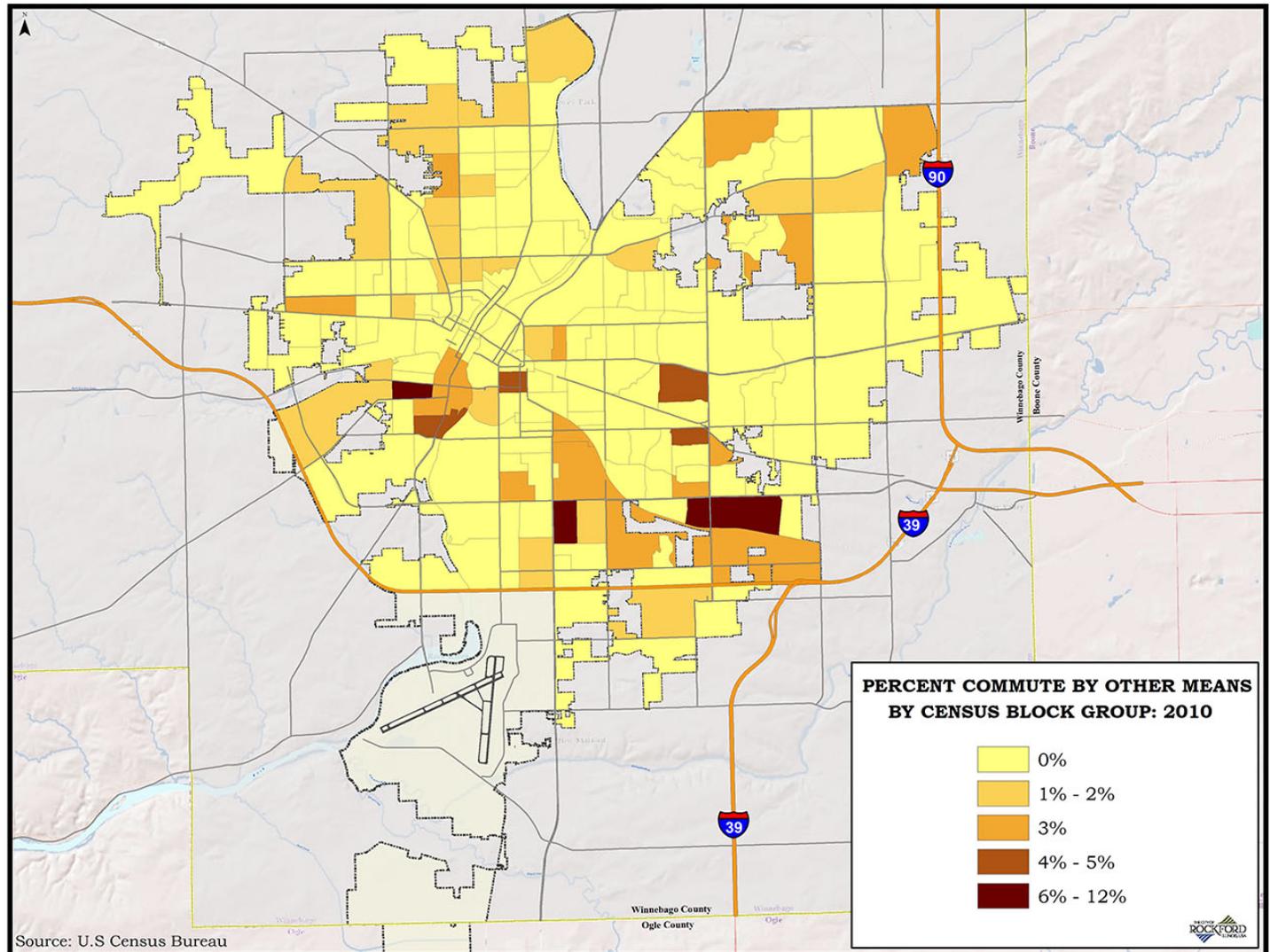
# Commute by Car, Truck or Van (2000)



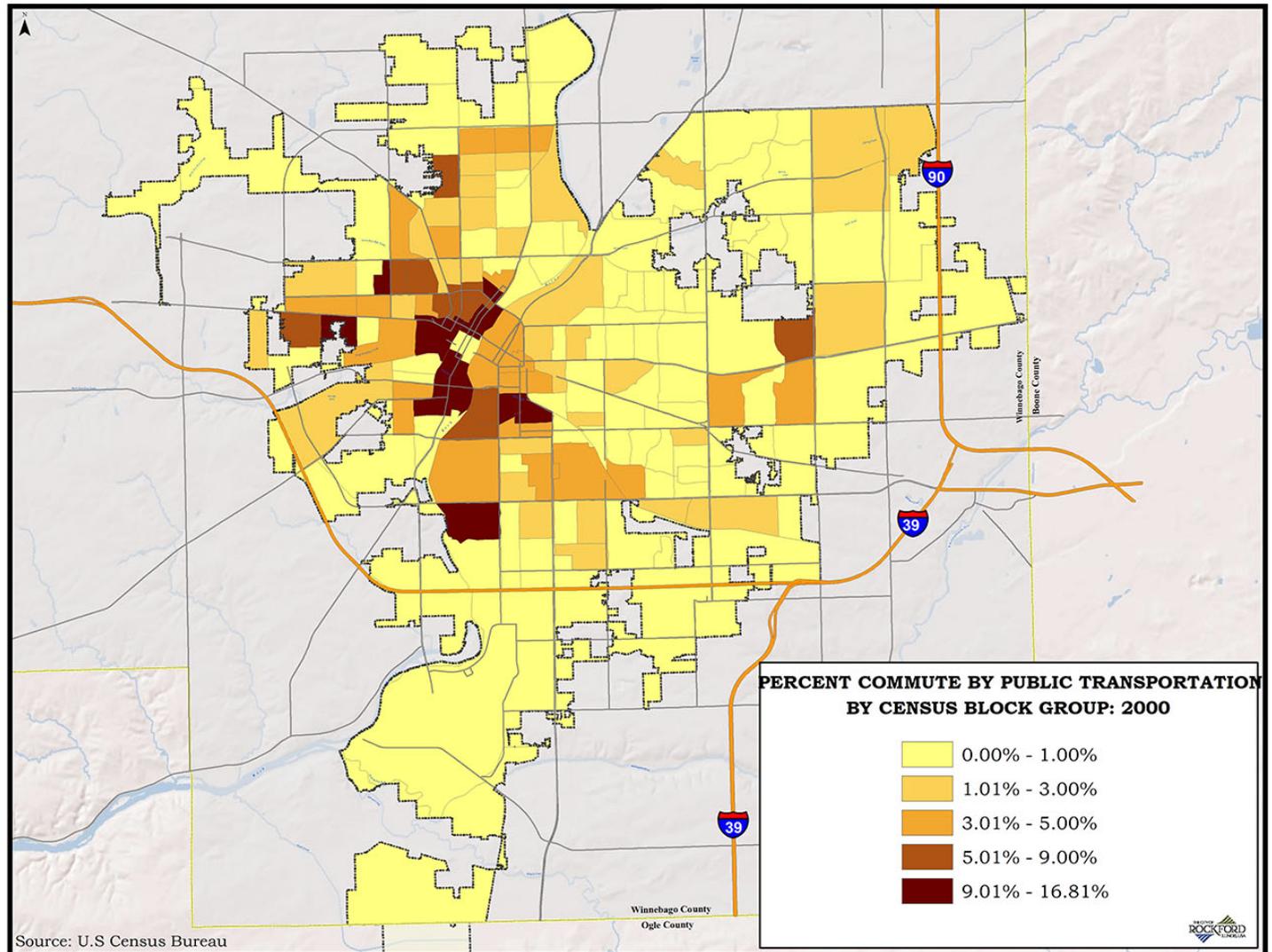
# Commute by Car, Truck or Van (2010)



# Commute by Other Means(2010)

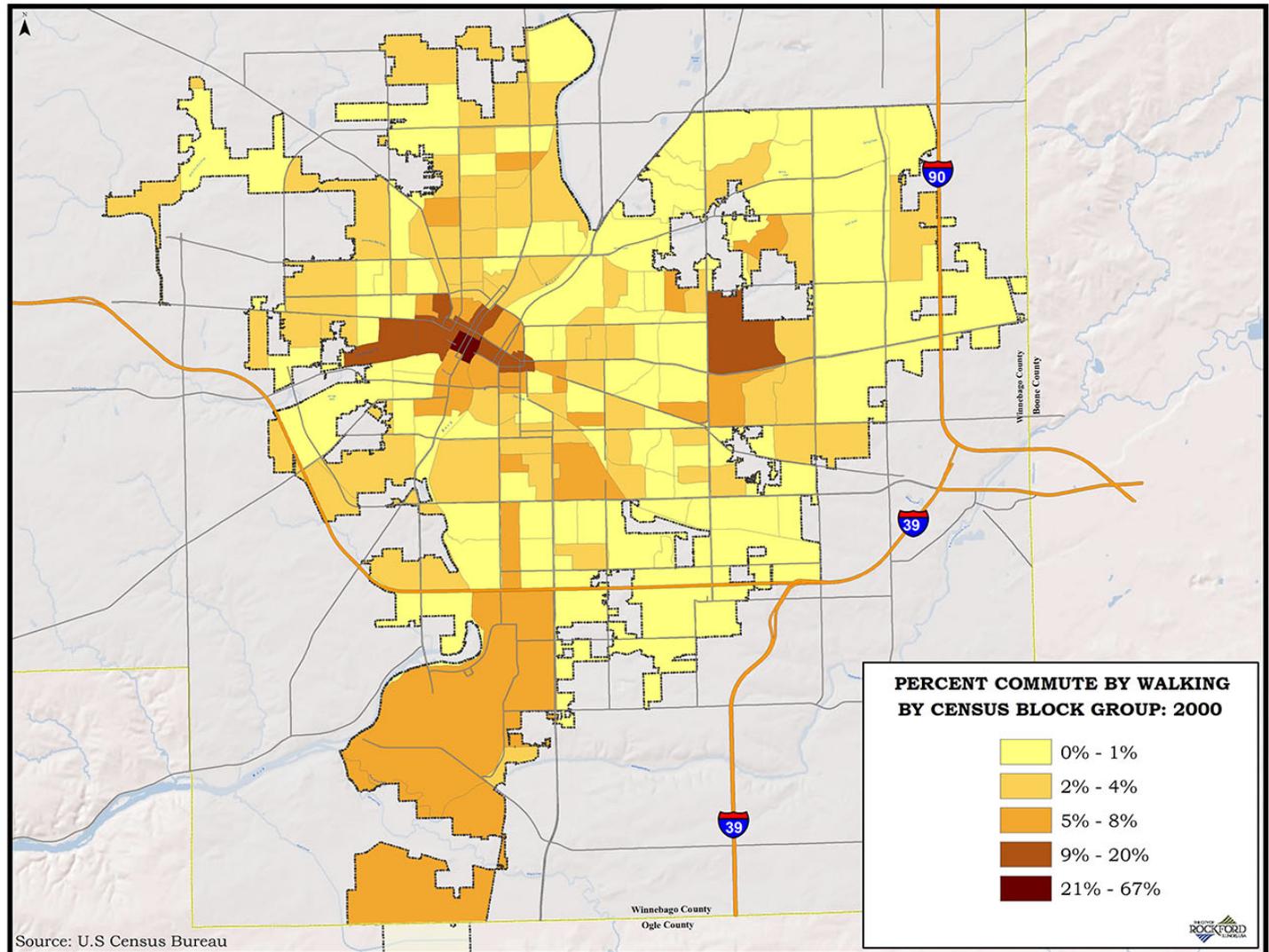


# Commute by Public Transit (2000)

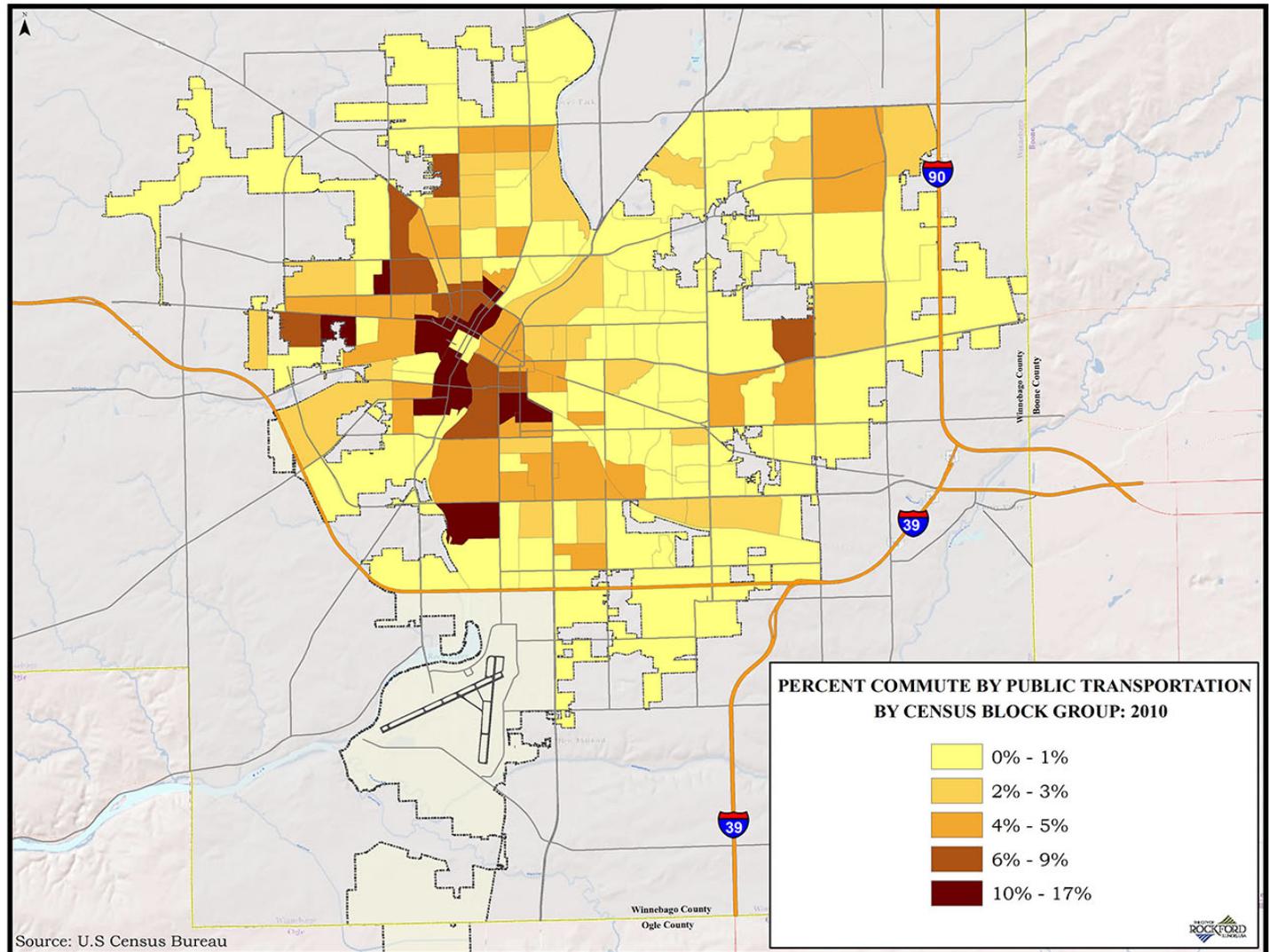




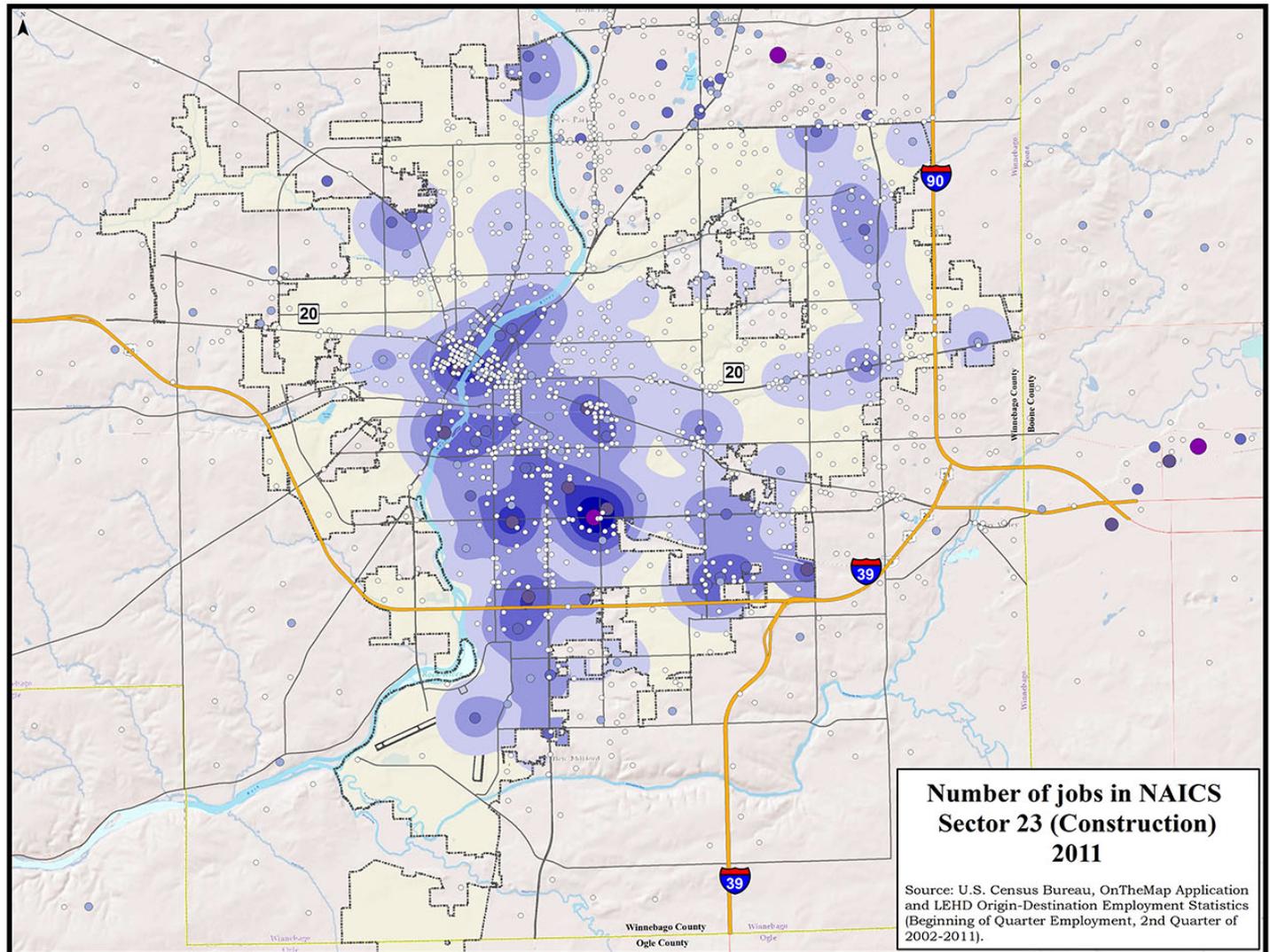
# Commute by Walking (2000)



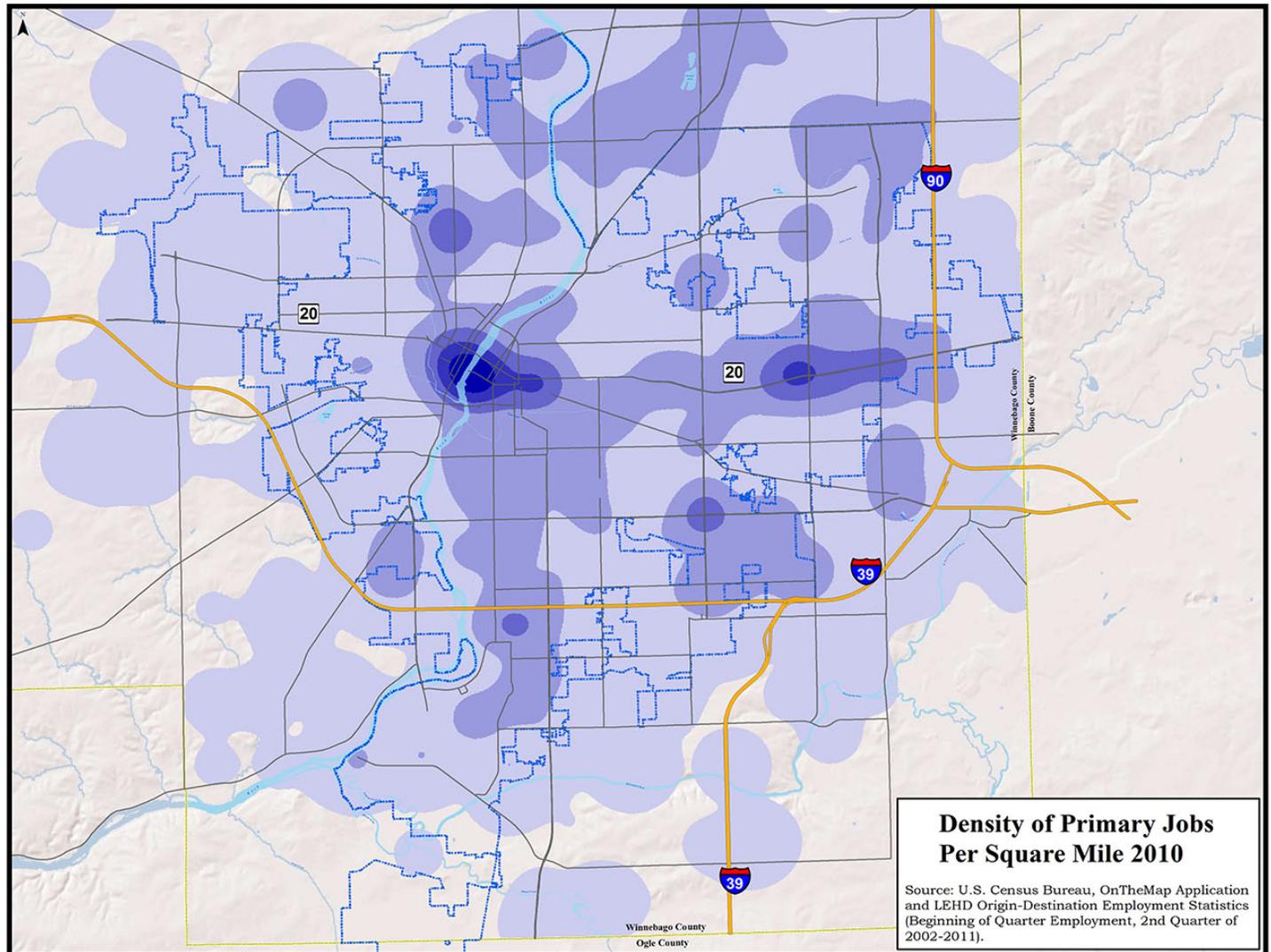
# Commute by Walking (2010)



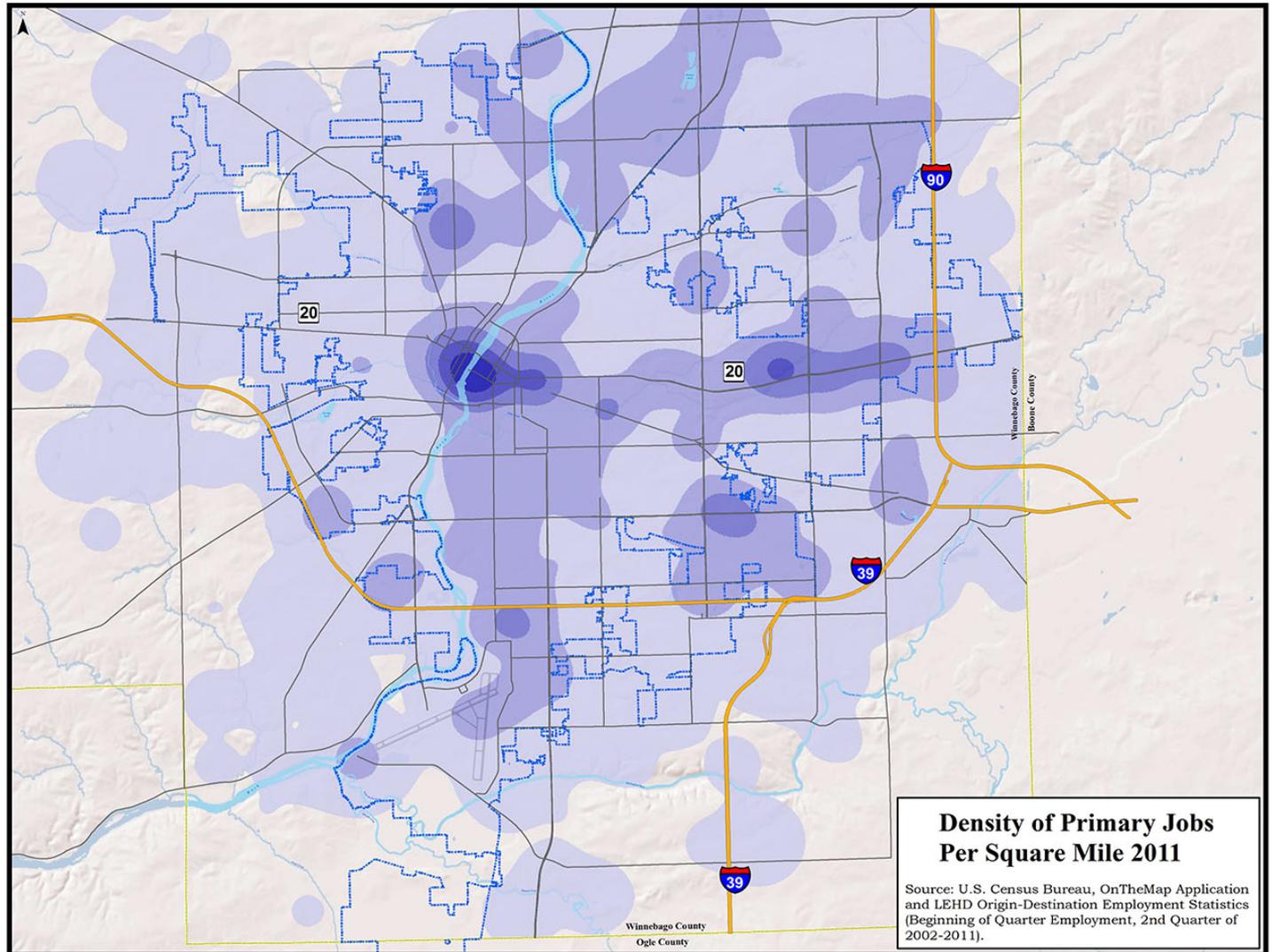
# 2011 Employment (Construction)



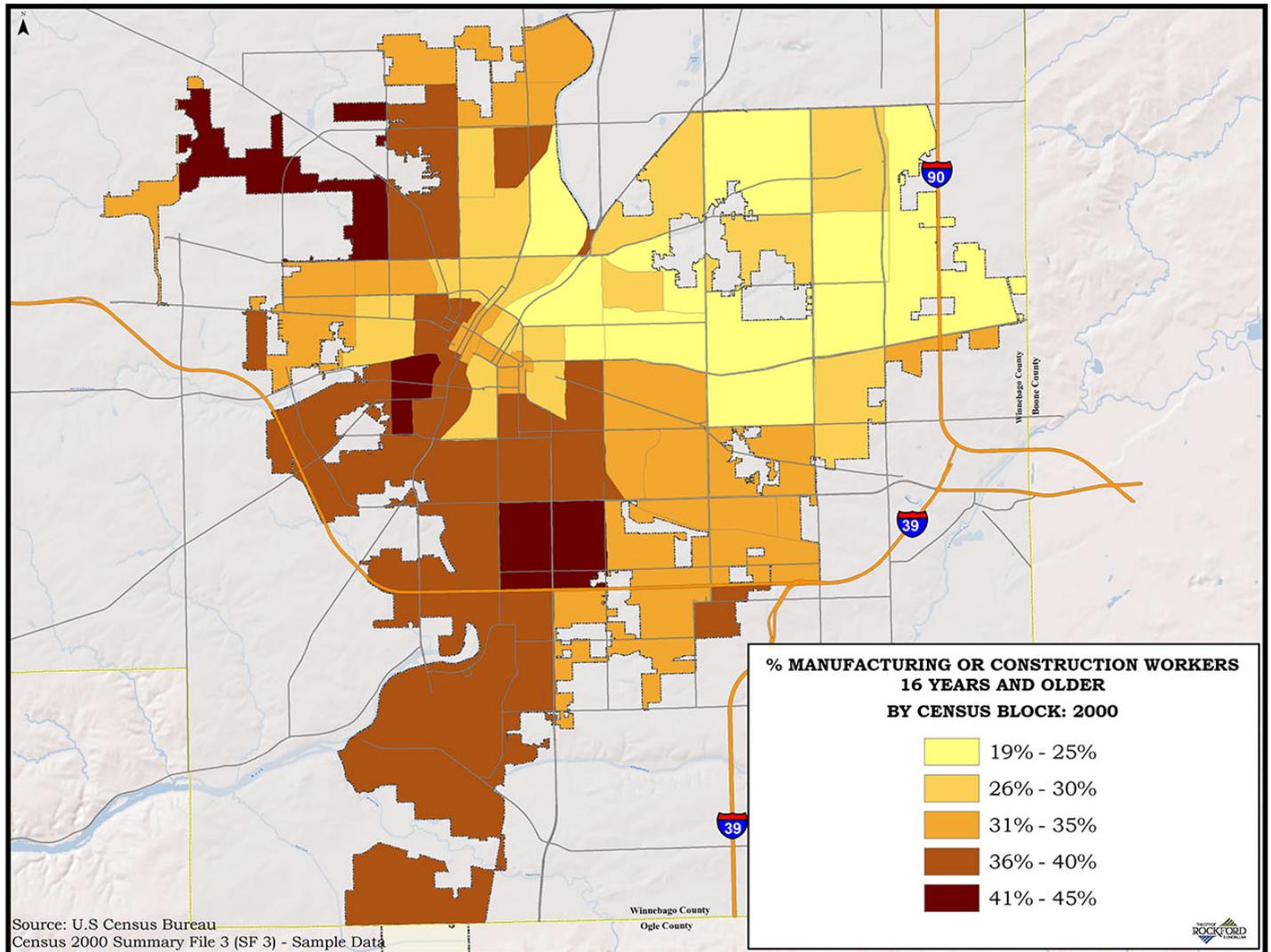
# 2010 Primary Employment



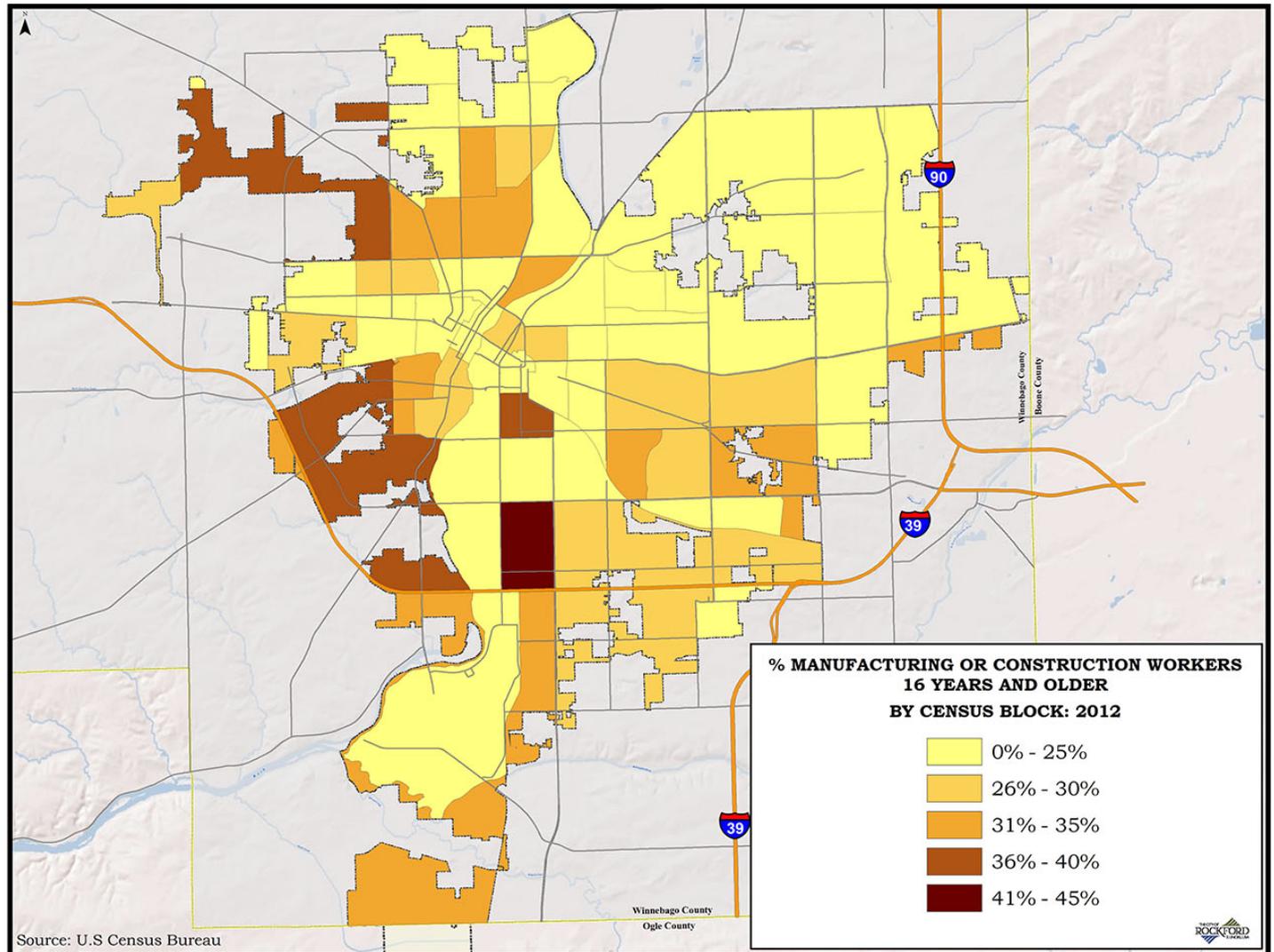
# 2011 Primary Employment



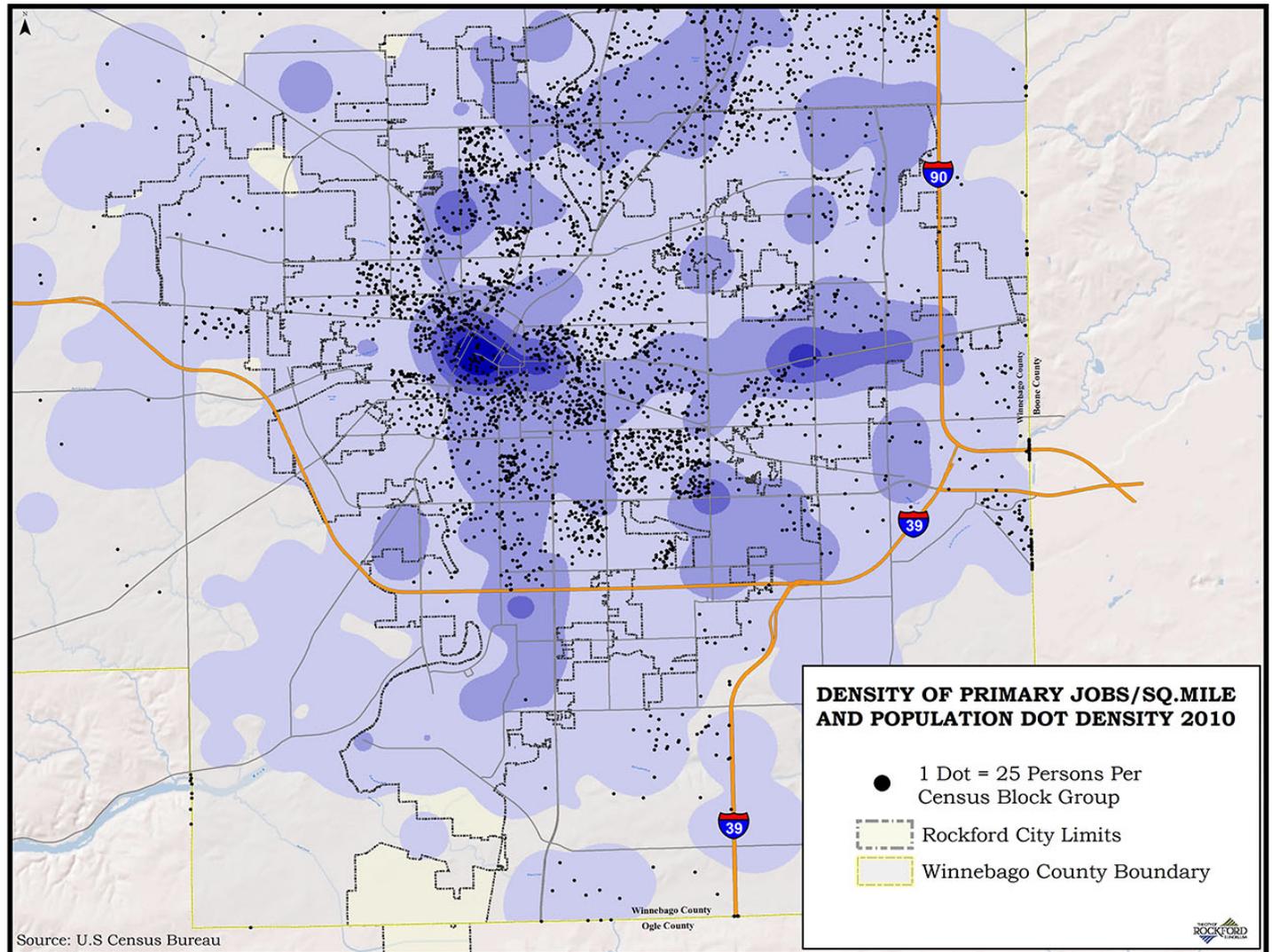
# % Employed in Manufacturing (2000)



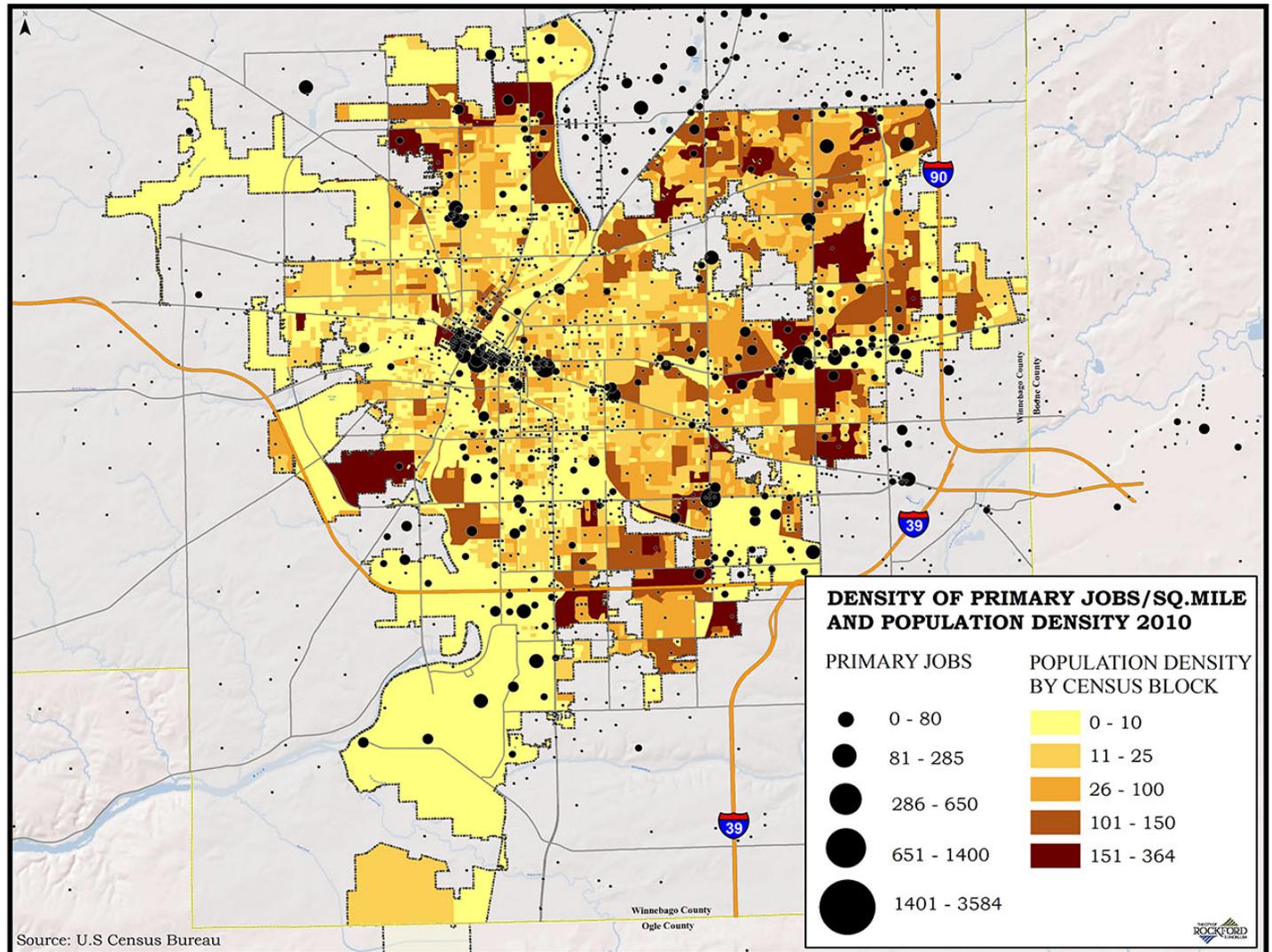
# % Employed in Manufacturing (2012)



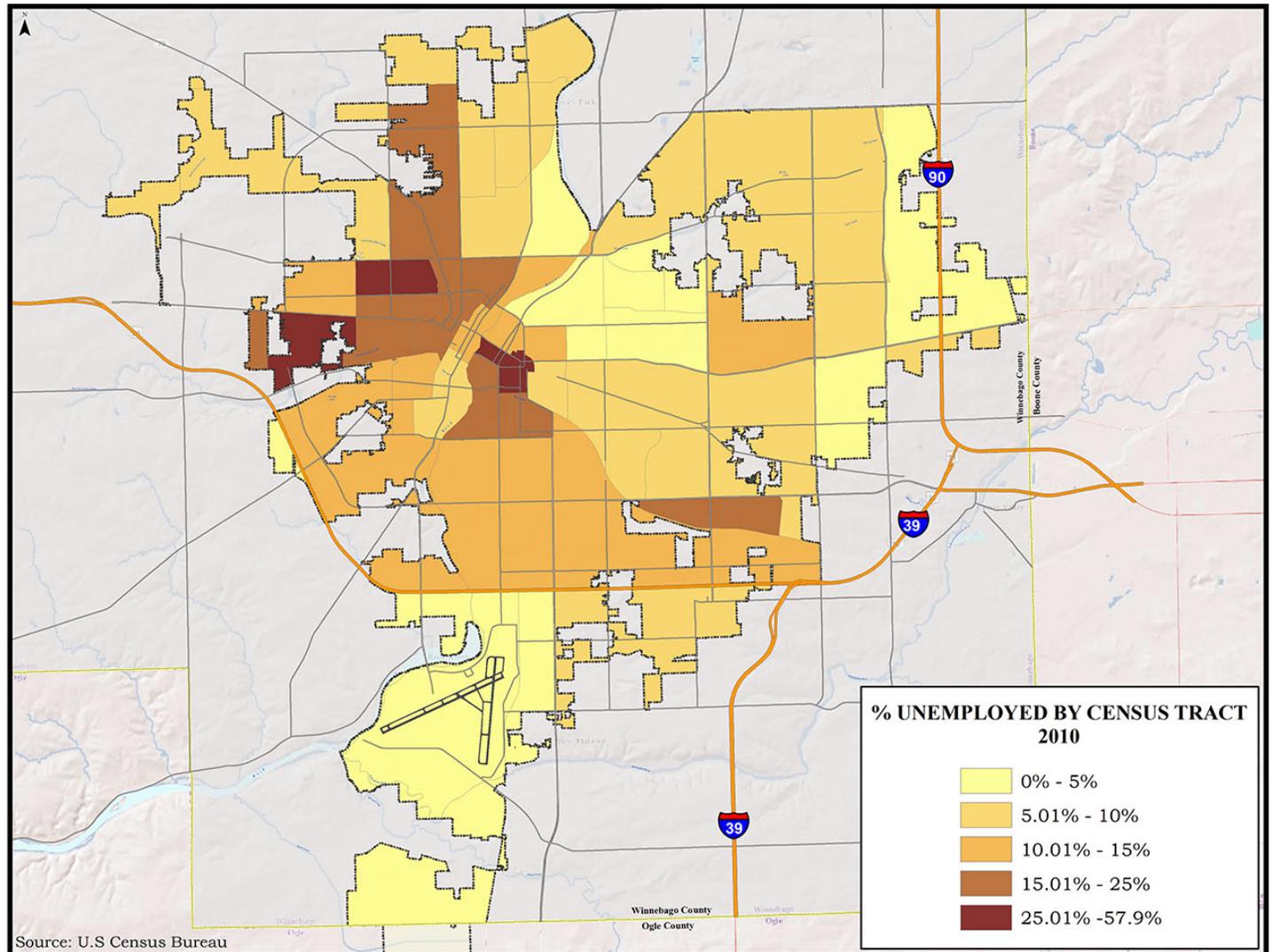
# Primary Job & Population Density (2010)



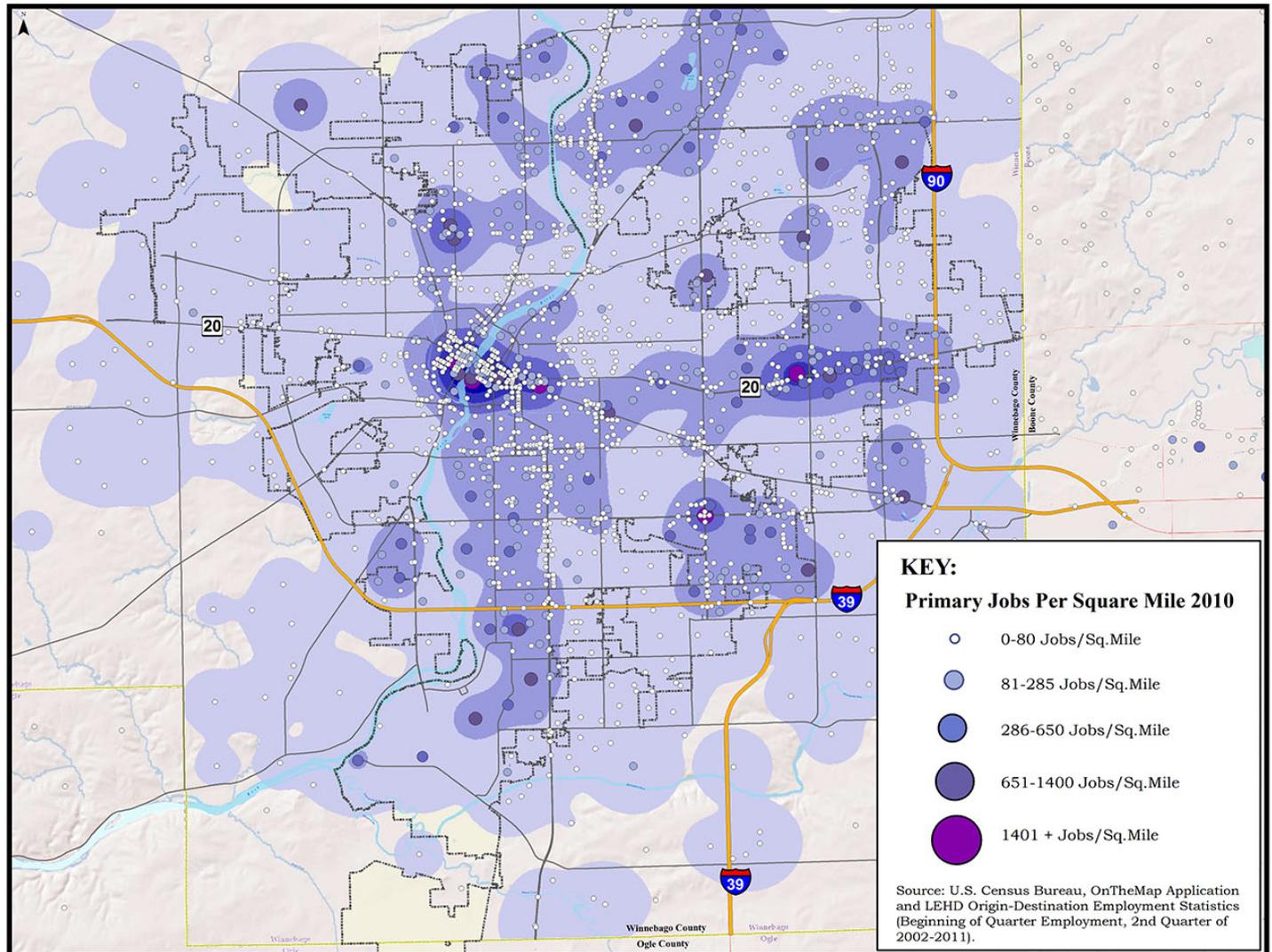
# Primary Job & Population Density (2010)



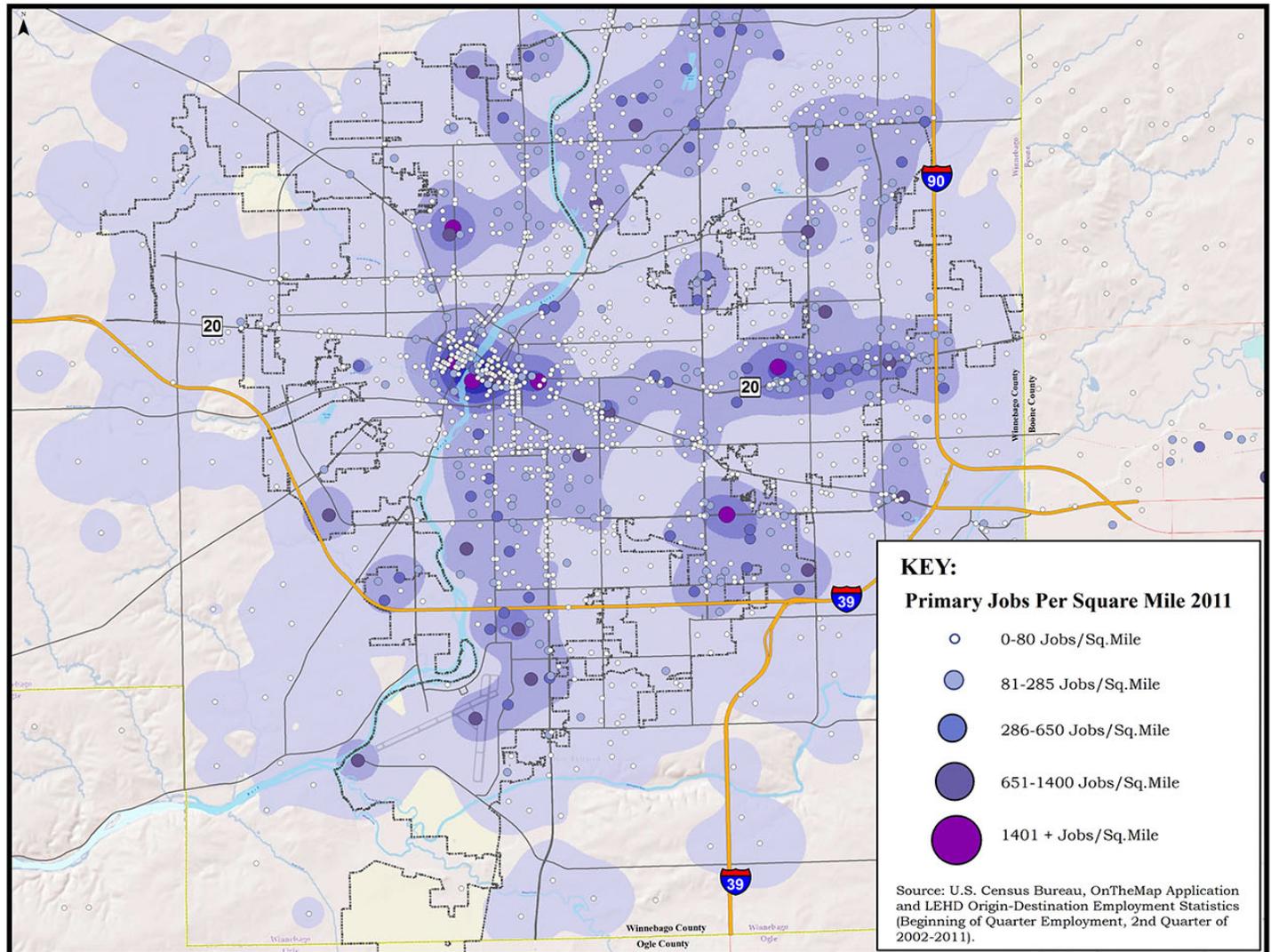
# % Unemployed (2010)



# Primary Jobs Density (2010)



# Primary Jobs Density (2011)



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**Rockford 2020 Plan Update**  
Current Conditions Analysis

Comments/Questions