

PLAN ELEMENT I: ISSUES AND OPPORTUNITIES

Community Vision

The “vision” of this plan is to contribute to the realization of the mission statement generated in the “Blueprint for Rockford’s Future” — to strengthen and focus this community’s commitment to improve the lives of all its people. While many of the focal points are the same as those in Blueprint — linkages, access and neighborhoods — the emphasis is different. Here, in the 2020 Plan, the emphasis is on the use of the land and on physical facilities; in Blueprint, the emphasis leaned more towards solving problems through partnerships. What is needed for success is a combination of the two approaches.



Community Goals and Principles

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| <i>Land Use</i> | Guide Rockford’s development through the 2020 Plan, Zoning Ordinance, Subdivision Ordinance and Building Code, following the principles of Smart Growth. |
| <i>Transportation</i> | Improve transportation infrastructure, services and networks (Airport, transit, roadways and pathways) to provide efficient and accessible movement of all Rockford residents and goods throughout the community. |
| <i>Community facilities</i> | Develop and provide easy access for all Rockford residents to the quality and types of resources and services people need to improve their quality of life, and to develop to their fullest potential. |
| <i>Telecommunications</i> | Ensure that all Rockford citizens and businesses have access to the latest telecommunications services. |
| <i>Housing</i> | Ensure that all Rockford residents have a decent and affordable home and a suitable living environment. |
| <i>Economic development</i> | Bring businesses, the community and other resources together for the entire community of Rockford to attain a robust and diverse economic environment. |
| <i>Neighborhoods</i> | Ensure that all Rockford residents live in neighborhoods that are safe and that are at least either stable or improving. |
| <i>Natural resources</i> | Safeguard and improve environmental features as a means of promoting sustainable urban development, revitalization and a good quality of life in Rockford. |
| <i>Historic preservation</i> | Identify, protect and preserve Rockford’s historic resources in order to enhance the quality of life and economic wellbeing of current and future generations. |
| <i>Community design</i> | Improve the aesthetics and enhance the identify of Rockford as a whole as well as constituent neighborhoods, major road corridors and gateways, and the riverfront. |
| <i>Public participation</i> | Engage the public through community outreach, consensus building and public education. |
| <i>Monitoring and evaluation</i> | Ensure that the 2020 Plan remains viable while still consistent with its original principles through a regular review and amendment process. |