

# GLEN OAK ZONE

## 2011 ACTION PLAN

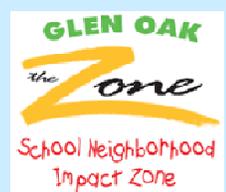


### VISION

**To provide a series of coordinated, focused strategies around a planned neighborhood school to create a safe, vibrant, attractive, and affordable neighborhood within an existing urban setting**



City of Peoria  
Department of Planning and Growth Management  
November 2010





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# INTRODUCTION

The Glen Oak Zone Plan, adopted March 10, 2009, provides implementation through 2010 and monitoring/evaluation through 2012. This plan serves as a detailed work plan for 2011, with focused goals, strategies, and actions.

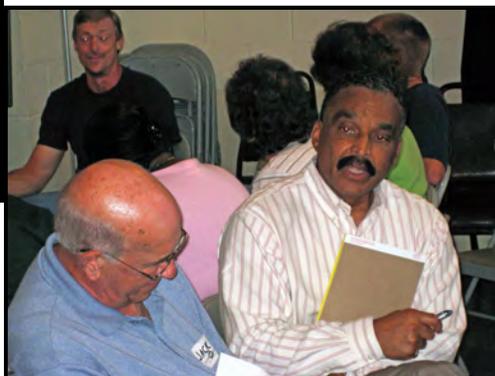
When the Glen Oak School Neighborhood Impact Zone was created in 2008, the City of Peoria made a commitment to neighborhood revitalization in the East Bluff. The cornerstone of the project was the new Glen Oak School, which opened August 30, 2010. In addition, the City has made an investment of approximately \$3.7 million in infrastructure improvements and programming through 2010 to enhance the Glen Oak Neighborhood.

The City of Peoria recognizes that the vision to create a safe, vibrant, attractive, and affordable neighborhood within an existing urban setting is not yet complete. There is still work to be done to address crime, homeownership, neighborhood involvement, infrastructure improvements, and business development.

As part of the City's continued commitment, an addendum is being added to the plan to provide focused goals and strategies for 2011. The goals for 2011 include:

1. Increase Homeownership
2. Revitalize the Wisconsin Avenue Business District
3. Increase Neighborhood Involvement
4. Curtail Crime
5. Improve Infrastructure

The following pages outline the strategies and actions for 2011 to continue to improve the Glen Oak Neighborhood. All strategies and actions are scheduled to be delivered in 2011. Outcomes will be monitored and evaluated through 2012, as outlined in the original plan approved March 10, 2009.



# GOALS, STRATEGIES, & ACTIONS

## GOAL 1: Increase Homeownership

In the Glen Oak Impact Zone, the number of rental units run close to the number of owner-occupied units. For 2010, 42.1% of the parcels within the Impact Zone were non-owner occupied, 46.9% were owner occupied, and 5.9% were vacant (*Data provided by the County Assessor*). This data is based on where the tax bill is sent. If the tax bill is sent to the taxable property, it is considered owner occupied, and if it is sent to another address, it is considered non-owner occupied. Vacant property refers to parcels that contain no structures and is not representative of the number of vacant homes.

In preparation for the 2010 Glen Oak Impact Zone Survey, notices were sent to all properties located within the Impact Zone. Of the 584 total Impact Zone Parcels, 89 notices were returned by the United States Postal Service as vacant, i.e., a vacancy rate of 15%.



In June of 2008, a Homeownership Survey was conducted by the City of Peoria, as a number of employers were interested in finding ways to increase homeownership in certain areas of Peoria. The East Bluff was included as one of the focus areas for the survey, in which 3,125 people participated. Data resulting from the survey provides some background on the views of residents in regards to homeownership in the East Bluff and serves as a basis for determining strategies and actions for the Glen Oak Impact Zone.

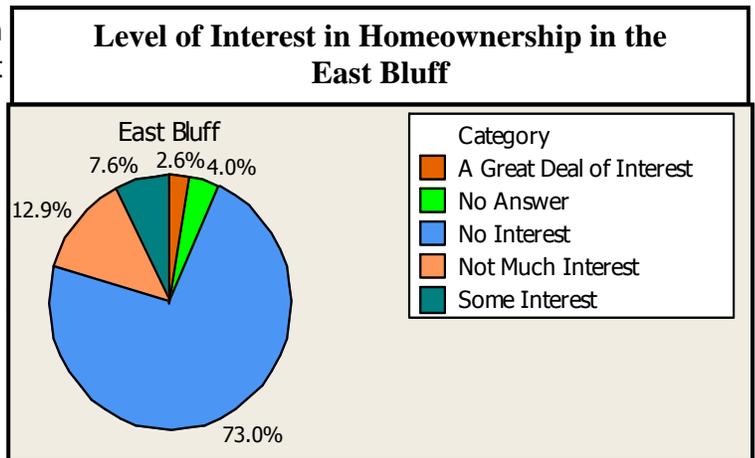


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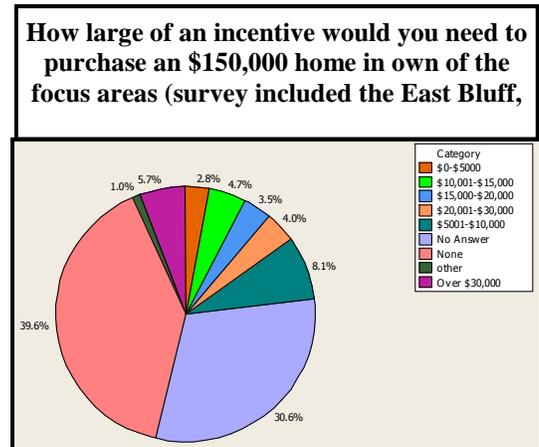
## GOAL 1: Increase Homeownership

Notable feedback from the survey, in relation to increasing homeownership in the East Bluff, includes the following:

- ◆ 19.6% indicated there was some likelihood of purchasing a home in the next two years, and 14.1% stated they were very likely to purchase a home within the next two years.
- ◆ 8.1% expressed some interest in purchasing a home within the East Bluff, and 2.7% expressed a great deal of interest.
- ◆ 84% indicated they would either give some or a great deal of consideration to the proximity of their resident to their place of employment.
- ◆ 15.7% of those individuals completing the survey indicated that the existence of an Employer Assisted Housing Incentive Program would have a great deal of impact on the choice of their employer, and 33.9% indicated it would have some impact.
- ◆ Many programs exist or could be created that help people reduce the cost of homeownership. Individuals surveyed provided the following feedback on the incentive programs that would be most attractive when deciding to purchase a home.



- ◇ Tax Abatement: 38%
- ◇ Mortgage Assistance: 24%
- ◇ Rehabilitation Cost Assistance: 20%
- ◇ Downpayment Assistance: 18%



# GOALS, STRATEGIES, & ACTIONS

Continued from Page 3

## GOAL 1: Increase Homeownership

The strategies and actions, outlined below, have been created through review of owner-occupied and non-owner-occupied housing data, vacancy rates, 2008 Homeownership Survey results, and dialogue with the Board of Realtors regarding ideas for increasing homeownership in the Impact Zone.

### Strategy 1: Encourage Families to Purchase Homes in the Glen Oak Impact Zone

- Action 1:** The Planning and Growth Management Department will keep an inventory of residential properties for sale and contact the listing agents to promote the Downpayment Assistance Program.
- Action 2:** The Planning and Growth Management Department will facilitate the organization of credit counseling classes within the Glen Oak Impact Zone to prepare individuals for homeownership.
- Action 3:** The Planning and Growth Management Department will explore the creation of an Employer Assisted Homeownership Incentive Program.
- Action 4:** The Economic Development Department will explore the creation of a Residential Enterprise Zone for the Glen Oak Impact Zone.
- Action 5:** The Economic Development Department will market that State Down Payment Assistance and Mortgage Credit Certificate Programs to the Glen Oak Impact Zone, in conjunction with the City's Downpayment Assistance Program.



## GOAL 2:

### Revitalize the Wisconsin Avenue Business District

The Glen Oak Business/Commercial Property Owners and Neighborhood Association representatives met on October 14, 2010, to discuss items that they would like to see accomplished in the Wisconsin Avenue Business District. The following strategies and actions outline those items that the business/commercial property owners feel are most important to enhancing the Wisconsin Avenue Business District.

#### Strategy 1: Improve Building Facades



**Action 1:** The Economic Development Department will explore changes to the City's Façade Improvement Program to make it more accessible to business owners.

**Action 2:** The Economic Development Department will notify businesses of the City's Façade Improvement Program to ensure that all business owners are aware and understand the benefits of the program.

#### Strategy 2: Make the Wisconsin Avenue Business District a Destination



**Action 1:** The Planning and Growth Management Department will mobilize business owners and other zone residents to create a theme for the District.

**Action 2:** The Planning and Growth Management Department will work with business owners to develop a marketing strategy for the district to encourage business growth.

**Action 3:** The Planning and Growth Management Department will work with business owners to explore opportunities for additional public parking.

**Action 4:** The Planning and Growth Management Department will work with business owners, neighborhoods associations, Glen Oak School, Mayor's Litter Committee, and the Boys and Girls Club to organize a neighborhood cleanup and create a "Litter Club" for Glen Oak students.

# GOALS, STRATEGIES, & ACTIONS

## **GOAL 3:** **Increase Neighborhood Involvement**

The following strategy and actions resulted from the meeting conducted with the Glen Oak Business/Commercial Property Owners and Neighborhood Association Representatives.

### **Strategy 1:** Create a Means of Increasing Neighborhood Communication

**Action 1:** The Planning and Growth Management Department will work with Wisconsin Avenue Businesses and Neighborhood Associations to produce a quarterly cooperative newsletter.



**Action 2:** The Planning and Growth Management Department will create a directory of Glen Oak Neighborhood Associations, Businesses, and Organizations.

## **GOAL 4:** **Curtail Crime**

The 2009 Glen Oak Zone Plan included increased enforcement within the Impact Zone through the implementation of saturation patrols. Increased enforcement will continue in 2011; however, a three pronged approach will be used by the Special Investigations Division.

### **Strategy 1:** Continue Increased Police Presence



**Action 1:** In addition to daily street patrol functions, crime will be addressed by the Police Department Special Investigations Division on a three pronged approach. Street Crimes Officers will attack open air drug markets and gang activities; Vice and Narcotics Investigators will conduct search warrants on houses trafficking in narcotics; and the Nuisance Abatement Officer will focus on houses that exhibit quality of life issues.

**Action 2:** The Planning and Growth Management will work with business/commercial property owners to form a Business Watch group.

## GOAL 5: Improve Infrastructure

Significant investment was made in infrastructure improvements in the Glen Oak Impact Zone for 2009 and 2010. A project for Glen Oak Impact Zone Infrastructure for \$200,000 has been included in the Capital Improvement Plan for 2011, along with an additional \$200,000 for 2012. In addition, \$123,500 received as a grant from Senator Durbin will be used in 2011 for infrastructure. The focus will be on continued sidewalk improvements in the Glen Oak Zone.

**Strategy 1:** Continue Sidewalk Improvements Within the Impact Zone

**Action 1:** The Public Works Department will develop and implement plans for sidewalk improvements within the Zone.







*Created by the Planning and Growth Management Department  
November 9, 2010*

GLEN OAK SCHOOL NEIGHBORHOOD IMPACT ZONE PROPOSED 2011 WORK PLAN			Project Manager: Shannon Techie
VISION STATEMENT To provide a series of coordinated, focused strategies around a planned neighborhood school to create a safe, vibrant, attractive, and affordable neighborhood within an existing urban setting			Date: November 9, 2010
GOAL 1: Increase Homeownership	Anticipated Completion Date	Hours	Leader
<b>Strategy #1: Encourage Families to Purchase Homes in the Glen Oak Impact Zone</b>			
Action #1: The Planning and Growth Management Department will keep an inventory of residential properties for sale and contact the listing agents to promote the Downpayment Assistance Program.	12/31/2011	156	PGM
a. Drive the Impact Zone weekly and document properties with for sale signs	Ongoing	2 (per week)	PGM
b. Send information to listing agents of for-sale properties to inform them of the downpayment assistance program	Ongoing	1 (per week)	PGM
c. The Economic Development Department will contact the Planning and Growth Management Department when residents approach the City to either sell or donate properties within the Impact Zone to the City (this could then be explored for possible infill development).	Ongoing		ED
Action #2: The Planning and Growth Management Department will facilitate the organization of credit counseling classes within the Glen Oak Impact Zone to prepare individuals for homeownership.	12/31/2011	15.5	PGM
a. Meet with the Board of Realtors to plan class structure	2/28/2011	3	PGM
b. Secure meeting location (potentially the Glen Oak Learning Center)	2/28/2011	0.5	PGM
c. Send meeting invitation to Zone residents, along with those individuals who complete the 2008 homeownership survey, and hold classes	4/29/2011	7	PGM
d. Work with class attendees toward qualifying for homeownership within 6 months	6/30/2011	5	PGM
Action #3: The Planning and Growth Management Department will explore the creation of an Employer Assisted homeownership Incentive Program.	6/30/2011	30	PGM
a. Conduct research of Employer Assisted homeownership Incentive Programs in other cities	3/1/2011	10	PGM
b. Meet with area employers, particularly those in and around the East Bluff, to determine interest and program possibilities	3/31/2011	5	PGM
c. If feasibility is determined, facilitate the creation of a Employer Assisted homeownership Incentive Program	6/30/2011	10	PGM
d. Implement the program	8/30/2011	5	
Action #4: The Economic Development Department will explore the creation of a Residential Enterprise Zone for the Glen Oak Impact Zone.	6/30/2011	30	PGM
a. Conduct research of Residential Enterprise Zones in other cities	3/1/2011	10	PGM
b. Explore the feasibility of creating a Residential Enterprise Zone for the Glen Oak Impact Zone	5/30/2011	5	ED
c. If feasibility is determined, facilitate the creation of a Residential Enterprise Zone	7/30/2011	10	ED
d. If created, market the program to residents and those interested in moving to the Glen Oak Impact Zone	12/31/2011	5	PGM
Action #5: The Economic Development Department will market that State downpayment Assistance and Mortgage Credit Certificate Programs to the Glen Oak Impact Zone, along with the City's Downpayment Assistance Program.	Ongoing	20	ED
a. Program information will be sent to Zone residents and Staff will coordinate with listing agents.	Ongoing		ED
<b>GOAL 2: Revitalize the Wisconsin Avenue Business Corridor</b>			
<b>Strategy #1: Improve Building Facades</b>			
Action #1: The Economic Development Department will explore changes to the City's Façade Improvement Program to make it more accessible to business owners.			ED
a. Meet with business owners to better understand what changes would be most beneficial to the businesses	2/28/2011	2	ED
b. Amend the current Façade Improvement Program if needed	3/30/2011	5	ED
Action #2: The Economic Development Department will notify businesses of the City's Façade Improvement Program, to ensure that all business owners are aware and understand the benefits of the program.	4/30/2011	6	ED
a. Schedule a meeting with businesses and send notification to them	4/30/2011	3	ED
b. In addition to a meeting, send façade improvement program information to all business/commercial property owners	4/30/2011	3	ED
<b>Strategy #2: Make the Wisconsin Avenue Business Corridor a destination</b>			
Action #1: The Planning and Growth Management Department will mobilize business owners and other Zone residents to create a theme for the Corridor	6/30/2011	33	PGM
a. Schedule a meeting with businesses and send notification to them	1/30/2011	3	PGM
b. Work with business owners and neighborhood associations to develop the theme	6/30/2011	10	PGM
c. Encourage business owners to implement the theme through façade improvements, new signage, and other enhancements	10/31/2011	20	PGM
Action #2: The Planning and Growth Management Department will work with business owners to develop a marketing strategy for the district to encourage business growth.	6/30/2011	33	PGM
a. Schedule a meeting with businesses and send notification to them	1/30/2011	3	PGM
b. Work with business owners and neighborhood associations to develop a marketing strategy	6/30/2011	10	PGM
c. Work with business owners and neighborhood associations to implement the marketing strategy	10/31/2011	20	PGM
d. Market the City's Business Development Fund to the Glen Oak Businesses			
Action #3: The Planning and Growth Management Department will work with business owners to explore opportunities for additional public parking.	12/31/2011	10	PGM
a. Identify available lots	3/30/2011	4	PGM
b. Determine the feasibility of those lots for additional parking	4/30/2011	6	PGM
Action #4: The Planning and Growth Management Department will work with business owners, neighborhoods associations, Glen Oak School, Mayor's Litter Committee, and the Boys and Girls Club to organize a neighborhood cleanup and create a "Litter Club" for Glen Oak Students.	8/31/2011	24	PGM
a. Organize one neighborhood cleanup in July in conjunction with the Summer Youth Basketball Camp	7/31/2011	8	PGM
b. Work with District 150 to coordinate a "Litter Club." Pride Pals mascots will be used for presentations	5/30/2011	8	PGM

<b>GLEN OAK SCHOOL NEIGHBORHOOD IMPACT ZONE PROPOSED 2011 WORK PLAN</b> <b>VISION STATEMENT</b> To provide a series of coordinated, focused strategies around a planned neighborhood school to create a safe, vibrant, attractive, and affordable neighborhood within an existing urban setting			Project Manager: Shannon Techie  Date: November 9, 2010		
<b>GOAL 3: Increase Neighborhood Involvement</b>			<b>Anticipated Completion</b>	<b>Hours</b>	<b>Leader</b>
<b>Strategy #1: Create a Means of Increasing Neighborhood Communication</b>					
Action #1: The Planning and Growth Management Department will work with Wisconsin Avenue Businesses and Neighborhood Associations to produce a quarterly cooperative newsletter.			12/31/2011	16	PGM
a. Develop newsletter template			1/25/2011	4	PGM
b. Work with Neighborhood residents to obtain newsletter content			Ongoing		PGM
c. Distribute the newsletter quarterly by mail to the business owners and email to the neighborhood associations			Ongoing		PGM
Action #2: The Planning and Growth Management will create a directory of Glen Oak Neighborhood Associations, Businesses, and Organizations			3/30/2011	10	PGM
a. Coordinate with business owners and neighborhood associations to gather directory information			2/28/2011	4	PGM
b. Develop directory			3/15/2011	4	PGM
c. Distribute directory to businesses, Neighborhood Associations, and Organizations in the Glen Oak Zone			3/30/2011	2	PGM
<b>GOAL 4: Curtail Crime</b>			<b>Anticipated Completion</b>	<b>Hours</b>	<b>Leader</b>
<b>Strategy #1: Continue increased police presence</b>					
Action #1: In addition to daily street patrol functions, crime will be addressed by the Police Department Special Investigations Division on a three pronged approach.			12/31/2011		POLICE
a. Street Crimes Officers will attack open air drug markets and gang activities; Vice and Narcotics Investigators will conduct search warrants on houses trafficking in narcotics; and the Nuisance Abatement Officer will focus on houses that exhibit quality of life issues.			Ongoing		POLICE
Action #2: The Planning and Growth Management will work with business/commercial property owners to form a Business Watch group.			4/30/2011	5	PGM
a. A business owner is in the process of organizing interested parties for a business watch group				2	PGM
b. Identify a location to place Business Watch Signs			4/30/2011	1	PGM
c. Install Business Watch Signs, near the entrance to the District			5/30/2011	2	PGM
<b>GOAL 5: Improve Infrastructure</b>			<b>Anticipated Completion</b>	<b>Hours</b>	<b>Leader</b>
<b>Strategy #1: Continue Sidewalk Improvements Within the Impact Zone</b>					
Action #1: The Public Works Department will develop and implement plans for sidewalk improvements within the Zone.			2012		PUBLIC WORKS