

Normal Vision 2034

PRINCIPLE A

COMMUNITY FOR ALL GENERATIONS

④ Means

1. Neighborhoods and business districts
2. Wide range of housing options for all age and lifestyles
3. Diverse employment opportunities
4. Excellent parks, recreation programs and facilities for all ages
5. Convenient entertainment and shopping
6. Access to alternative transportation modes
7. Accessible, quality healthcare
8. First tier, quality primary and secondary schools
9. Exceptional post-secondary educational opportunities:
Illinois State University, Heartland Community College,
Lincoln College, Illinois Wesleyan University

PRINCIPLE B

HOME OF ILLINOIS STATE UNIVERSITY

④ Means

1. Community is integrated and partnering with the University – physically, socially and culturally
2. University contributing to local economic expansion
3. Community leveraging of talent and brain power available at the University
4. Recognizing that the University is playing an active role in encouraging good student citizenship
5. University community playing significant role as economic engine for community
6. Normal recognized as being among other first tier university communities (Iowa City, Madison, Ann Arbor, Boulder, Tempe, etc.)
7. Cooperative joint venture for sports, arts and culture, recreation and others
8. Retaining Illinois State University graduates and their emerging businesses
9. Normal vibrancy and safety as a recruitment tool for faculty and students

PRINCIPLE C

VIBRANT UPTOWN

④ Means

1. An 18 hour, 7 day regional activity center providing unique, memorable experiences
2. Successful conference center with multiple hotels hosting attendees
3. Gathering places for special events, casual meetings, festivals with people interacting and having fun
4. Enduring architectural styles that preserve and enhance the unique character of Uptown
5. Variety of year round residential choices: type (condo, apartment, town house); price points; rental and ownership
6. Pedestrian friendly urban area that is easily accessible
7. Range of quality restaurants and live entertainment venues.
8. Basic services for residents and visitors
9. Diverse retail shops and offices with convenient hours and adequate parking for residents, visitors, guests and students
10. Attractive buildings, landscaping and public areas that are clean and well maintained
11. Transportation hub with high speed passenger rail and regional transit
12. Governmental Center with Town Hall, Library, Normal Theater and Children’s Discovery Museum

PRINCIPLE D

STRONG LOCAL ECONOMY

④ Means

1. Nurturing small business growth and expansion with incubator/start up center and space
2. Exciting regional retail center
3. Regional healthcare center
4. Partnering with Illinois State University to create jobs and develop new businesses
5. Agriculture based businesses
6. Tech related businesses and manufacturing
7. Tourism: conferences, sports tournaments and camps
8. Community with a strong entrepreneurial spirit

PRINCIPLE E

QUALITY NEIGHBORHOODS

④ Means

1. Well-maintained and attractive streets, sidewalks, infrastructure and landscaping
2. Design standards guiding development
3. Innovative developers with new ideas
4. Connected neighborhoods through streets, sidewalks, paths and trails
5. Inclusive neighborhoods with a wide range of prices and types of housing
6. Homes and property in compliance with exterior codes
7. Code compliant rentals in single family neighborhoods
8. Cohesive and active neighborhoods where residents are working together and taking responsibility

PRINCIPLE F

TECHNOLOGY CONNECTIONS

④ Means

1. Secure technology infrastructure serving the entire community
2. Town services and communications provided via website, social media, and e-government
3. Convenient community access to GIS based maps and information
4. Use of technology for policy development and citizen involvement
5. Regional leader/Tier 1 broadband connectivity for businesses, institutions and homes provided via the Central Illinois Regional Broadband Network (CIRBN)

PRINCIPLE G
SUSTAINABLE COMMUNITY

④ **Means**

1. Balancing personal livability, environmental stewardship, economic opportunities and community building
2. Personal livability: safe, attractive, accessible buildings with landscaping amenities
3. Environmental stewardship: preservation of natural resources, tree lined streets, and effective stormwater management
4. Economic opportunities: business investments, climate for business success and increasing community wealth
5. Community building: strong events and festivals bringing residents together, Town partnering with community organizations, encouraging active neighborhood organizations, and everyone contributing to Normal community

PRINCIPLE H
PRIDE IN NORMAL

④ **Means**

1. High expectations for Town government, and it services our community
2. Residents contributing to enhance the community
3. Taking risks and actions to produce defined results
4. Political will and courage to make difficult decisions
5. Focusing on the future and keeping the vision in mind
6. Celebrating community successes and recognizing accomplishments
7. Proactive communications with residents and businesses
8. Recognized as a national and international leader – sharing and marketing success and innovation