



Brimfield Comprehensive Plan 2026-2046

Approved on April 6th, 2026

Acknowledgments

We would like to offer our thanks to the residents, officials, and partners who shared their expertise and perspectives throughout this comprehensive planning process.

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Executive Summary

In late 2024, the Village of Brimfield began working with Tri-County Regional Planning Commission (TCRPC or “Tri-County”) to lead the development of a new comprehensive plan. This plan serves as a strategic framework that reflects the community’s needs and aspirations, shaped through robust public and stakeholder engagement.

Tri-County guided the planning process by designing the engagement strategy, refining recommendations, and providing key insights for implementation. A steering committee—appointed by the Village Board and composed of community members with diverse perspectives—played a vital role in shaping the plan’s direction.

Prior to launching public engagement, Tri-County conducted stakeholder interviews, analyzed census and economic data, and compiled a community profile to capture Brimfield’s current conditions and assets (Section I: Community Profile). With this foundation, Tri-County and the steering committee engaged residents to co-create a vision for the Village. Throughout late summer and early fall, residents of all ages and backgrounds shared their ideas and concerns through surveys, one-on-one conversations, an open house, and classroom discussions at the local high school (Section II: Brimfield Speaks).

Tri-County synthesized the input gathered from these engagement efforts and collaborated with the steering committee and PGAV Planners to translate findings into actionable goals, objectives, and strategies (Section III: Vision + Strategies), along with a Future Land Use Map (Section IV: Future Land Use Map). The plan’s goals are organized by key themes: economic development, transportation and infrastructure, housing, community facilities, and plan implementation.

Each goal is accompanied by a timeline for execution, designated lead entities, and potential partners to support implementation—ensuring the plan is both visionary and actionable.

Letter from the President

The Village Board is thankful for the community input throughout the development of this comprehensive plan and would especially like to thank the Tri-County Regional Planning Commission for the opportunity to work with them. The Village values of their leadership and appreciates the professionalism of their team.

Brimfield’s Comprehensive Plan is intended to be a dynamic document—one that responds to changing needs and conditions within the Village. The Comprehensive Plan is a fluid document and while every effort will be made to adhere to the objectives outlined, the Village recognizes that changes can be necessary due to unforeseen circumstances, resources, and conditions beyond our control. The Comprehensive Plan is just that, a plan, it does not legally bind the Village to complete and/or adhere to its content.

Danny Fishel

President of Brimfield



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List of Acronyms

AG	Agricultural	MUTCD	Manual on Uniform Traffic Control Devices
BDD	Business Development District	OKR	Objectives + Key Results
CI	Civic / Institutional	OS	Other Open Space
EPA	Enterprise Zone	PP	Public Parks + Refuges
FFA	Future Farmers of America	PPUA	Peoria-Pekin Urbanized Area
FHWA	Federal Highway Administration	ROW	Right of Way
GPEDC	Greater Peoria Economic Development Council	SOAR	Strengths, Opportunities, Aspirations, + Results
GPMTD	Greater Peoria Mass Transit District	SRTS	Safe Routes to School
HI	Heavy Industrial	STEAM	Science, Technology, Engineering, Arts, Math
HMP	Hazard Mitigation Plan	TCRPC	Tri-County Regional Planning Commission
HO	Hillside Overlay	TIF	Tax Increment Finance
HUC	Hydrologic Unit Code	W	Water
ICC	Illinois Community College		
ICC	International Code Council		
IDOT	Illinois Department of Transportation		
IESA	Illinois Elementary School Association		
IHSA	Illinois High School Association		
LDR	Low-Density Residential		
L RTP	Long-Range Transportation Plan		
MDR	Medium-Density Residential		
MU-CLI	Mixed-Use Commercial / Light Industrial		
MU-DR	Mixed-Use Development Reserve		
MU-KC	Mixed-Use Knoxville Corridor		
MU-NC	Mixed-Use Neighborhood Center		

I. COMMUNITY PROFILE

INTRODUCTION

The Village of Brimfield is a small town situated in the northwestern portion of Peoria county, 20 miles from the City of Peoria along I-74. It was established in 1836 under the name Charleston, later changed to Brimfield. Brimfield's population is just under 700 residents, having experienced a slight decline over the past two decades.

The Village's rich history and strong sense of community make it an attractive place for those seeking the close-knit, small-town feel. It's appreciated by residents for its robust school system and public library, the sense of community, and the peaceful living it offers. Residents also appreciate Brimfield's proximity to Peoria for urban amenities and Jubilee College State Park for recreation.



Village Hall

Brimfield Public Library

Brimfield Grade School

Brimfield High School

HISTORY

Initial Settlement

After Illinois joined the Union in 1818, settlements began to emerge across northern and central Illinois—one of them being Charleston, the community now known as Brimfield. The early years were marked by rapid growth: the population expanded from just two families in 1836 to 343 residents by 1840, including 89 agriculturalists. Among the first settlers were A. Woenegar and Jacob Van Houten and their families, soon followed by L.L. Guyer, who opened the first general store. The construction of Knoxville St by Peoria County in 1836 increased travel and accessibility, a hotel built in 1837 further signaling the town’s growing prosperity. Reflecting the founders’ strong religious values, the early establishment of a church and school was prioritized.

Shortly after its establishment, on March 2, 1843, the General Assembly officially changed the town’s name to Brimfield.

Despite its progress, Brimfield faced challenges. Between its founding in 1836 and 1860, several robberies were reported, and natural disasters struck—including a devastating tornado in 1858, preceded by hailstorms and thunderstorms. This storm destroyed numerous buildings, including the Baptist Church and public school. Nevertheless, the community rebuilt and continued to grow.

By the mid-1800s, Brimfield was thriving. In 1864, the Village boasted four general stores, four blacksmiths, four carpenters, two wagon makers, a hotel, and three physicians. Over the next 15 years, the town expanded further, adding grain elevators, a lumberyard, agricultural warehouses, hardware stores, grocery stores, meat markets, jewelry shops, banks, and hotels.

However, growth slowed toward the late 1800s. The closure of local mills led to a decline in trade, and many businesses struggled to establish themselves during this period.

Agriculture & Industry

Brimfield’s location in fertile farmland made agriculture the cornerstone of its economy and a major driver of population growth. As one of the richest agricultural areas in Peoria County, the Village attracted new farms and maintained a distinctly rural character—a trait that endures today.

While farming was Brimfield’s dominant industry, other enterprises flourished during the 19th century. A large aviary, the NYA School for Farm Mechanics, and a coal mine on the outskirts of town provided employment for residents until their eventual closure or abandonment in the 20th century.

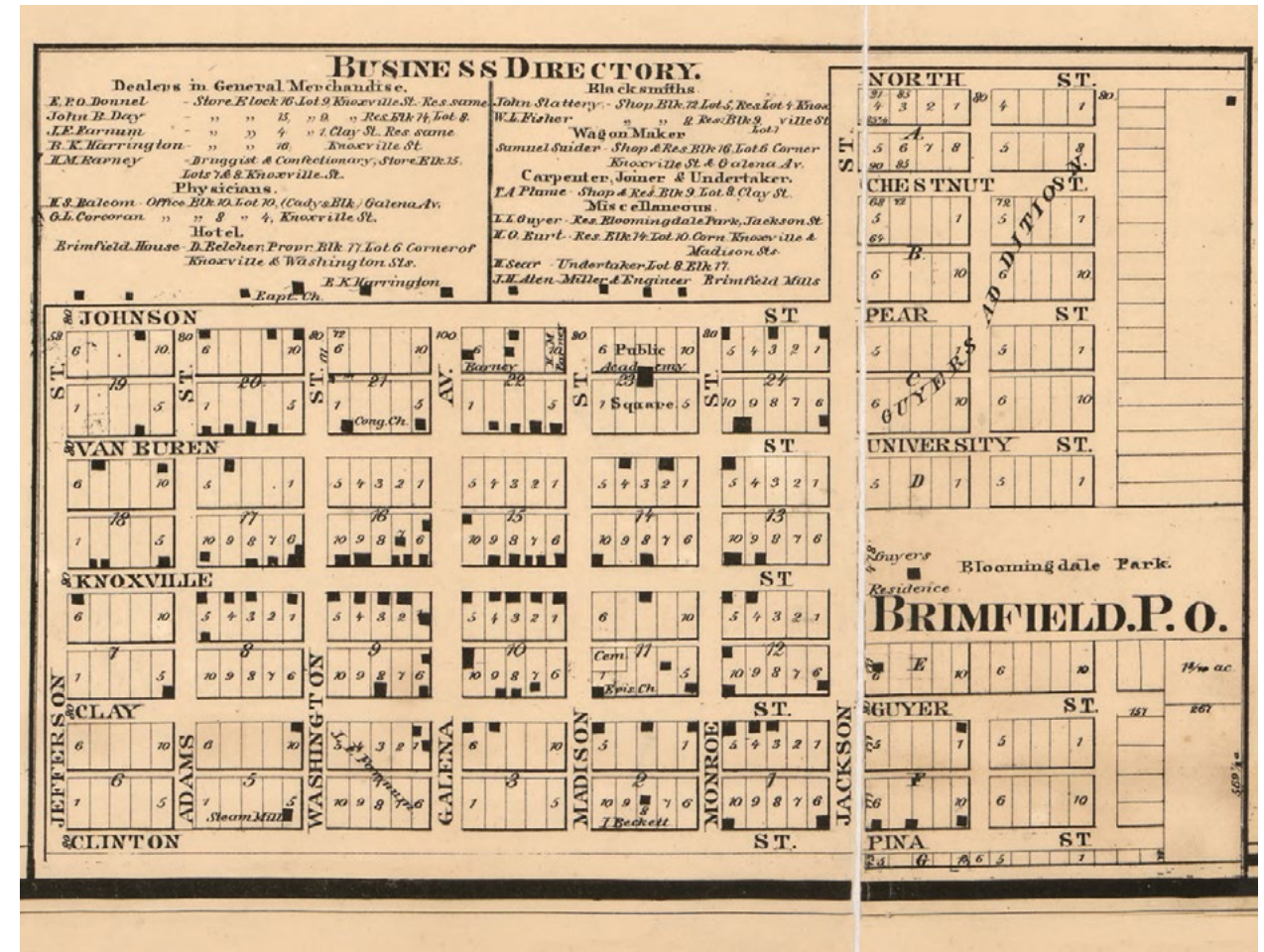


Fig. 1.1 (Above) Map of the Village of Brimfield with a Business Directory, 1861.

Fig. 1.2 (Below) Village Board, 1956.
Fig. 1.3 (Right) Public Works at work in the Village, n.d.



Community Infrastructure

In 1918, a group of Brimfield residents brought forth the idea of a community building to preserve the social life of the Village. Due to the growth of larger cities nearby and the allure of commercialized entertainment attractions, residents sought a space to promote community spirit that offered local entertainment. The idea was popular, and by mid-1918, work had begun on the building. The resulting structure was a one-story country club house with a bungalow roof and basement. It offered a large auditorium with a stage, club room, kitchen, dining room, and shower room.



The community building quickly became a hub for local entertainment, hosting numerous clubs, dances, plays, and community gatherings. The community center was also used as a bowling alley and skate rink.

Fig. 1.4 (Above) Brimfield Community Building in April, 1919.

Fig. 1.5 (Upper right) The women's and men's bowling team, n.d.

Fig. 1.6 (Right) Members of the Farmers Club playing 500 Rummy, 1976.

Ewalt Bowling was a popular activity that brought community members together and offered local entertainment for residents. Run by Mr. and Mrs. Mort Ewalt, bowling became especially popular during the 1970-1971 bowling season.



Farmers Club was a well-known Brimfield group that attracted farmers, retired farmers, and non-farmers alike. The club gave residents the opportunity to socialize, relax, and play games like Euchre and 500 Rummy. The original community building was on the northside of Main St., west of Galena Ave., and was shared with American Legion. Following its being demolished, the new American Legion Hall was



Services

As reported by several journalists over the years, the Village is brimming with personal service. Brimfield's small-town values and deep personal ties keep local businesses thriving. A perfect example of these values could be seen in Alfred Arnold, the former owner of Brimfield True Value. Owned from 1955 to the late 90s, Alfred provided an invaluable service to residents by offering his time and advice on repairs. The volunteer fire department is another great example of residents willing to aid and serve the Village and areas as far as Edwards and Laura.

The library is another service that began because of community interest and dedication, particularly from the persistence of Frances Blundy, the eventual Brimfield Librarian. What began in 1924 as a small library in a coat checkroom of the Community building grew over the years, moving to the upstairs of a store before purchasing the old Post Office and moving in with 5,560 books. It wasn't until 1976 that groundbreaking for the construction of a dedicated library began.



Fig. 1.7 (Top) Frances Blundy, Brimfield Librarian, n.d.

Fig. 1.8 (Above) Groundbreaking for the construction of the new library, n.d.

POWERS OF THE VILLAGE

The Village of Brimfield operates under a village government structure, with six trustees and one president of the board of trustees elected by the Brimfield's voters. The trustees all serve on various committees providing oversight and making recommendations on the village government's core functions, such as finance, water and sewers, streets and sidewalks, and others. Other village officials, such as the clerk, treasurer, zoning officer, and many others are appointed each fiscal year.

Like many villages of its size, Brimfield is a non-home rule municipality. This means the village government only has the powers granted to it by the Illinois Constitution and applicable state laws, for example, the power to levy taxes for services, make local improvements, and determine terms and selection methods for village officers (Ill. Const. art. VII, § 7). Using the powers granted to it by the state, the Village can provide for the general welfare of its residents.



Fig. 1.9 (Right) Welcome sign at the intersection of US Hwy 150 / N Maher Rd.

RELATED PLANNING ACTIVITIES

Brimfield Comprehensive Plan Update (2014)

Brimfield's previous comprehensive plan was adopted in 2014. Recognizing that comprehensive planning typically follows a 10-year cycle, the Village began revisiting its earlier efforts in 2024. The 2014 plan marked a significant milestone—it was the first time in Brimfield's 177-year history that the community engaged in a formal comprehensive planning process, setting a positive course for local governance. Today, as the Village prepares to update that plan, both community members and leaders are optimistic about the opportunities this process brings. With continued growth in surrounding communities, Brimfield views its location as strategically advantageous—offering convenient access to the city while preserving its identity and character as a welcoming small-town refuge.



Peoria County Multi-Jurisdictional Multi-Hazard Mitigation Plan (2023)

Natural disasters such as tornadoes, flooding, and severe storms pose ongoing risks to lives and property. While these events cannot be prevented, the Peoria County Multi-Jurisdictional Multi-Hazard Mitigation Plan (HMP) aims to reduce their impact through proactive mitigation strategies. The plan identifies hazards, assesses vulnerabilities, and establishes goals, objectives, and actions to strengthen regional resilience. Administered by Tri-County and updated every five years, the HMP ensures strategies remain relevant and effective.

The 2023 update highlighted hazards most likely to affect the area, including heavy rains and flash floods, which have had the greatest direct impact on Brimfield. The plan also details implementation and maintenance strategies for the next five years.

Fig. 1.10 (Left) Cover of the 2014 Brimfield Comprehensive Plan.

Peoria County Broadband Study (2023)

Reliable, high-speed broadband has become essential for modern life—supporting businesses, education, telemedicine, information sharing, social interaction, and everyday needs such as online shopping. Broadband is now a critical component of community infrastructure, vital for both economic development and individual well-being. The Peoria County Broadband Study analyzes the current broadband market, identifies service gaps, and outlines the government's role in expanding access to ensure equitable connectivity across the region.

Brimfield Public Library Strategic Plan (2024)

The Brimfield Public Library developed a strategic plan to gather community feedback and better understand local needs. This plan emphasizes the importance of building partnerships, fostering engagement, raising awareness of available services, and enhancing marketing and outreach efforts. Key goals include introducing new services to address emerging needs within the Village, improving the library's online presence to increase visibility and accessibility, and prioritizing long-term staffing strategies to support retention. Progress toward these goals will be monitored by the Brimfield Public Library District Board of Trustees.

Long-Range Transportation Plan 2045

Tri-County updates its Long-Range Transportation Plan (LRTP) every five years. The LRTP analyzes a broad range of issues as they relate to transportation, including the environment, land use, public health, the economy, safety, security, and connectivity. The LRTP accounts for projects within the Peoria-Pekin Urbanized Area (PPUA) which the Village of Brimfield falls outside of. Despite this, knowledge of potential infrastructure projects in proximity to Brimfield could be an asset. The current LRTP includes projects planned through 2045.

Fig. 1.11 (Below) Cover of the Brimfield Public Library Strategic Plan, 2024.



BRIMFIELD TODAY

Brimfield has become a well-established community with very high rates of homeownership and increasing educational attainment. However, stagnating median income and an aging regional population present planning challenges the community must address in the future.

Planning for the Village's future requires an understanding of past trends and their influence on Brimfield's community and local economy. Additionally, current national and state trends help illustrate larger forces affecting Village growth. An examination of Village population growth and other demographic and economic factors informs the comprehensive planning process by giving a snapshot of the Village's residents and economic characteristics.

DEMOGRAPHICS: POPULATION

National Trends

Population growth in the United States has fluctuated since 2000, with slowdowns typically following large economic disruptions such as the Great Recession in 2008. The COVID-19 pandemic brought the largest reduction in national population growth rate in recent decades, although growth recovered in the years after 2020.

- The U.S. population is aging as birth rates decline over time.
- Median age is approaching 40 years old.
- Real median household income has risen in the past two decades to around \$75,000.

Fig. 1.12 Brimfield's Population Over Time

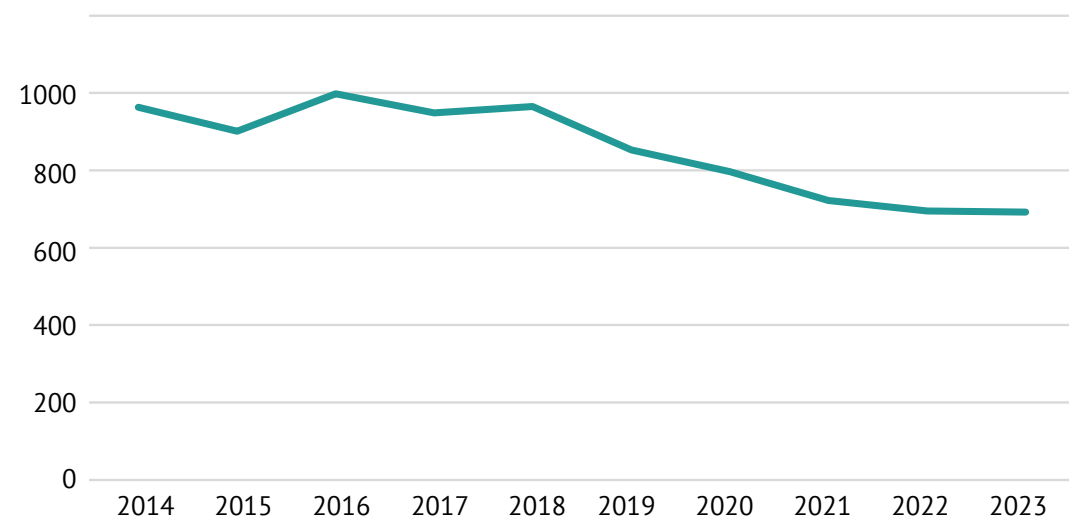
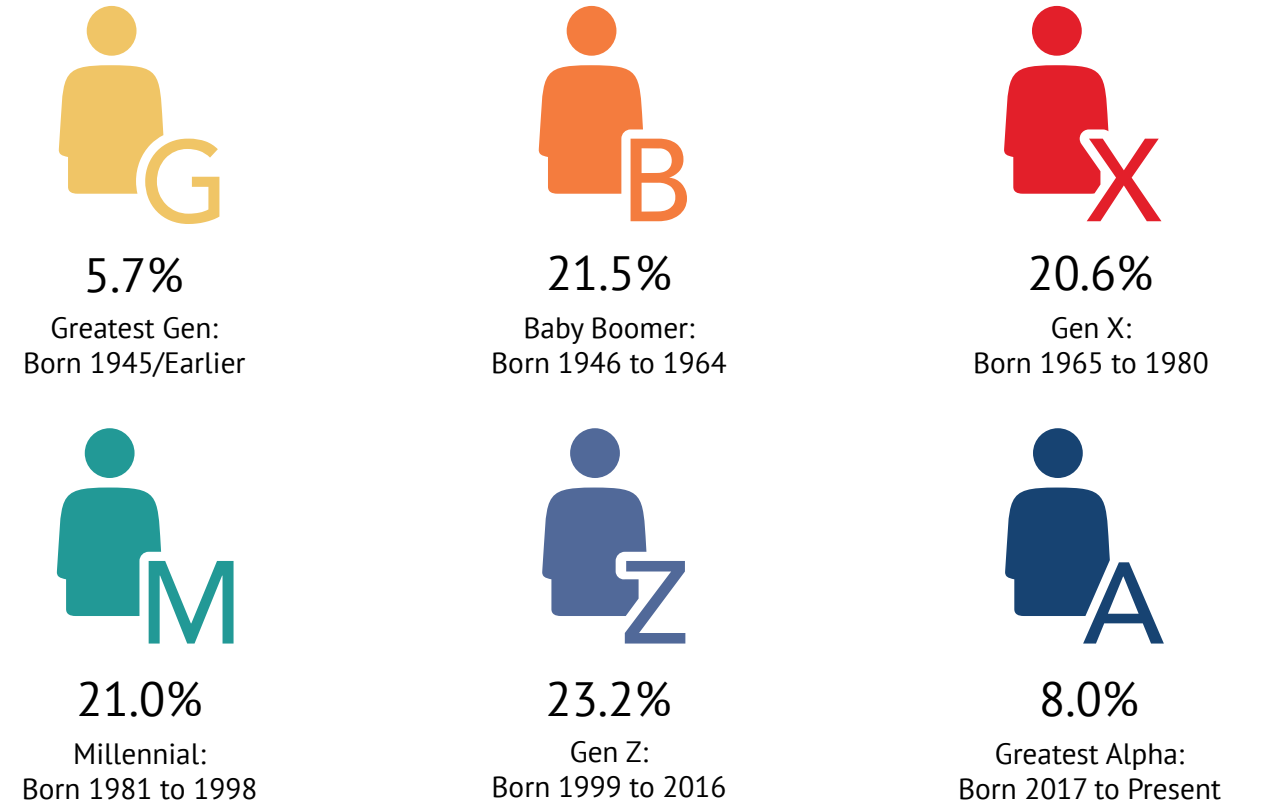


Fig. 1.13 Population by Generation



State Trends

The statewide population has been slightly declining in recent years, caused mainly by outmigration to other states. The decline has been partially offset by migration from abroad and population increases from births. The overall population change remains negative, however. New residents in many Illinois localities will likely come primarily from outside the community, rather than families already located nearby.

Village Population

The population of the Village has gradually declined from a peak of 998 in 2016 to 692 in 2023 (Fig. 1.12).

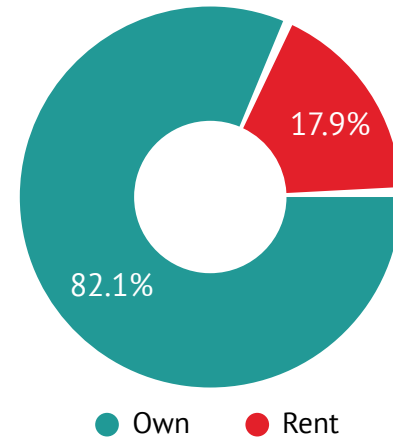
Brimfield has a slightly older population than the rest of the state and nation. The median age of the village is 42.2 years old. Generation Z, born between 1999 and 2016, is the largest generation present in the village, making up 23.3% of the population (Fig. 1.13). This generation is contributing to the shift towards a more technology-driven economy. The digital era has also continued to influence how individuals in this age group communicate and socialize, both in professional and personal settings.

DEMOGRAPHICS: HOUSING

Brimfield's housing stock is notably older. Over 40% of homes were built before 1940, and nearly two-thirds were constructed prior to 1980 (Fig. 1.15). Because building codes evolved significantly during the 1970s and 1980s to improve safety standards, homes built before 1980 are generally considered aging. These properties often require additional maintenance or renovations to meet modern safety and building requirements.

Currently, 82.1% of housing units in Brimfield are owner-occupied, while 17.9% are renter-occupied—a group that tends to be younger than homeowners. Most residences are single-family detached homes, and higher-density options such as duplexes or triplexes are rare.

Fig. 1.14 Housing Ownership



Like much of the United States, Brimfield has seen housing costs rise in recent years. Households that spend more than 30% of their annual income on housing are considered cost-burdened.

Approximately 10% of Brimfield households allocate 30% or more of their income toward mortgage payments. In 2022, 9.2% of residents lived below the federal poverty threshold—\$13,590 for single-person

households, plus \$4,720 for each additional individual. Poverty rates were highest among residents aged 18 to 34, with 13.9% falling below the poverty line.

With rising construction costs, introducing more duplexes and triplexes could be an effective strategy to promote affordability for working families. Expanding the variety of housing types and offering cost-effective options for households of different sizes may help attract new residents, particularly young professionals and families. Prioritizing the upkeep of existing homes, diversifying housing styles and densities, and doing so in a way that preserves Brimfield's character will be key to supporting future growth and development. Duplexes or triplexes are scarce. Diversifying the types of housing available and providing affordable

housing choices for households of varying sizes could help attract new residents to the village, particularly young professionals and new families. Updating and maintaining existing housing, as well as diversifying the density and style of new constructions, while protecting community character, would be advantageous for future Village growth and development.



130
Housing
Affordability Index

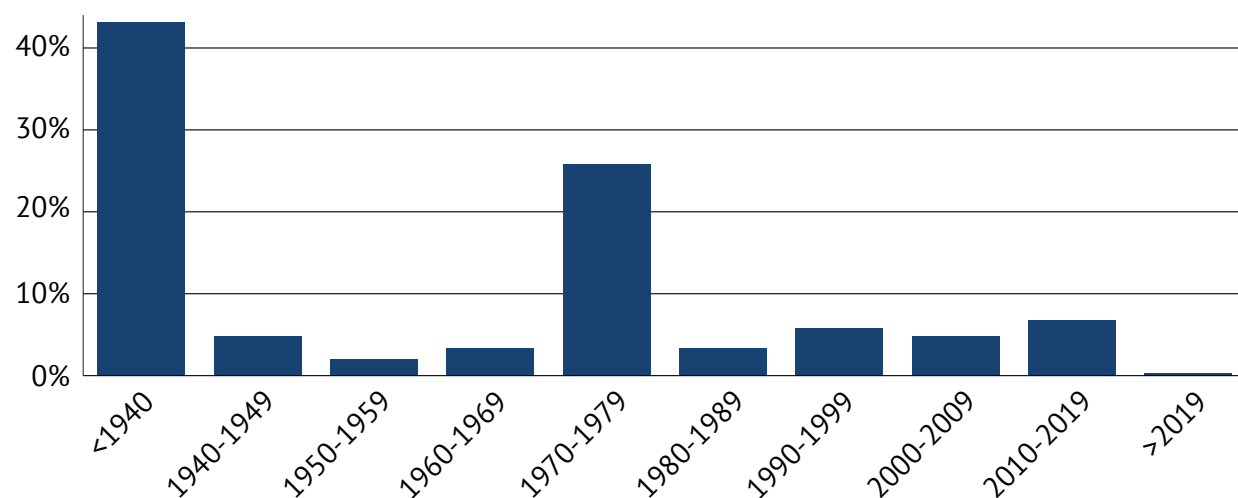


15.8%
Percent of Income
of Mortgage

Fig. 1.16 (Below) Brimfield neighborhood.



Fig. 1.15 Year Property Built



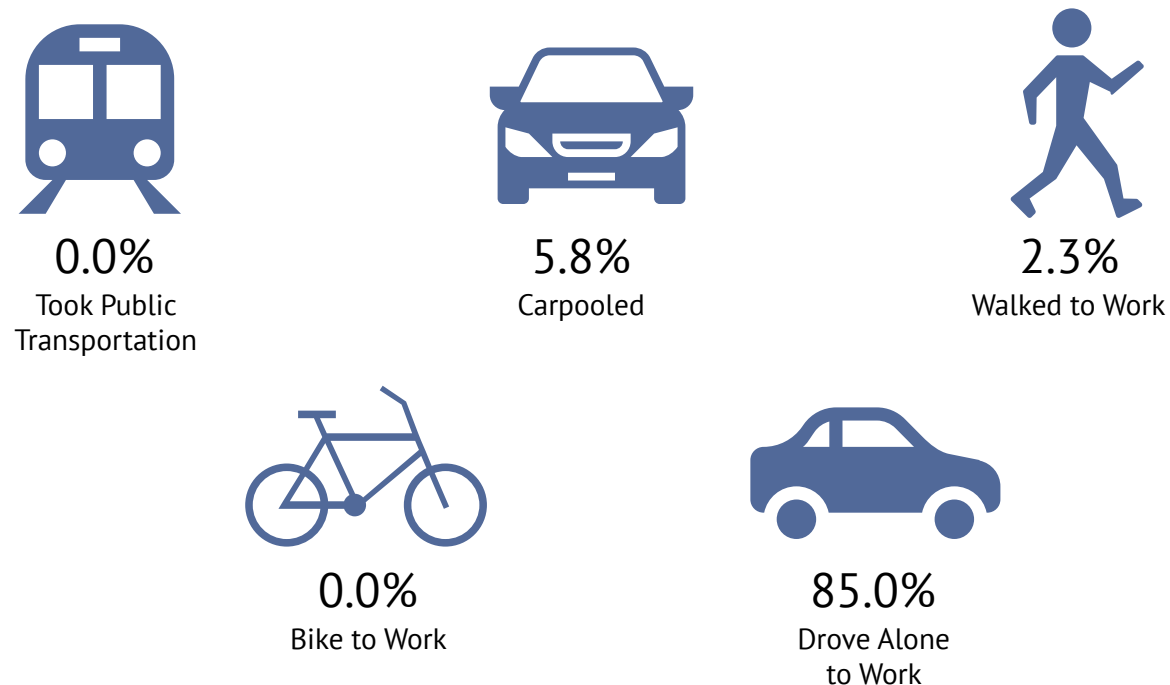
DEMOGRAPHICS: TRANSPORTATION

Transportation links residents of the village to the local economy. Active transportation modes, such as walking and biking, expand recreation and physical activity options available to residents.

- 85% of commuters drive alone; only 5.8% carpool with others (Fig. 1.17).
- 2.3% of commuters walk to work.
- No residents regularly commute via public transit or bicycle.
- 40% of residents have three or more vehicles available.

Diversifying transportation options and prioritizing bicycle infrastructure that provides regional connectivity have been prioritized in previous planning efforts and continue to inform and influence the current comprehensive planning process. The Village's distance from employment opportunities, as well as some goods and services, in the county make it an extremely car-dependent community, which can increase the cost of living through continued maintenance and fuel expenses.

Fig. 1.17 Mode of Transportation to Work



DEMOGRAPHICS: ECONOMY + EMPLOYMENT

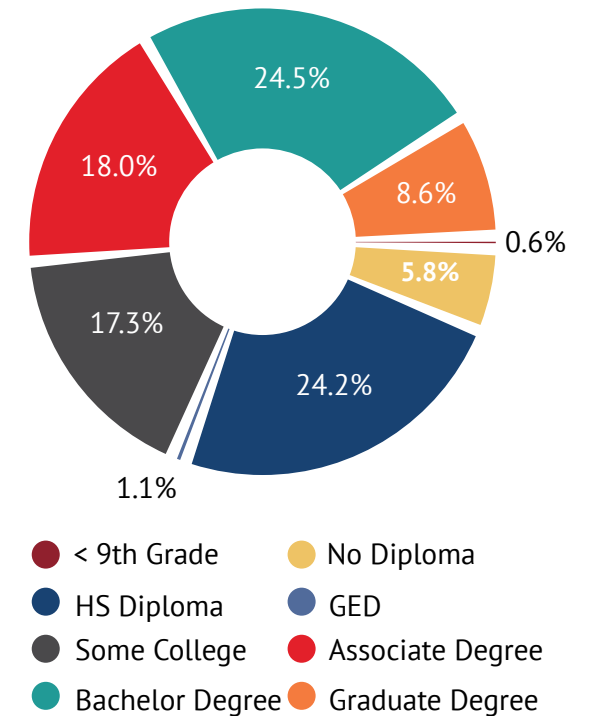
The median household income of the village was \$58,750 in 2022, having remained about the same in the past decade. However, year-over-year inflation has likely resulted in a decrease in purchasing power even though median income has remained stable.

Brimfield is a predominantly white-collar community, with individuals employed in a variety of sectors spanning service, management, education, and healthcare.

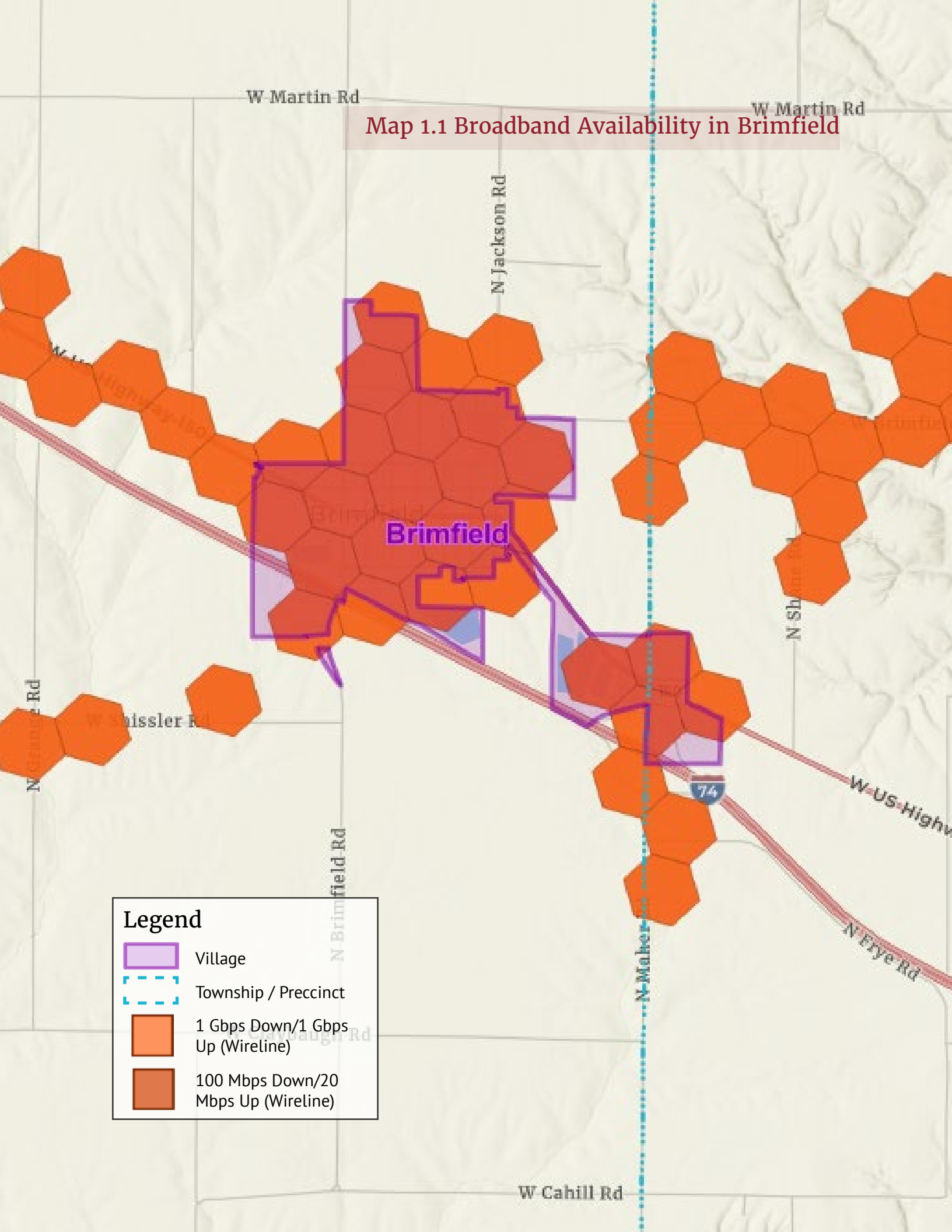
Unlike many other small- to mid-sized communities across the country, there is no dominant industry or sector providing most of the local employment opportunities. The local employment opportunities are highly diverse, which is reflective of the comparatively well-educated and dynamic workforce.

- 91.9% of Brimfield's residents over the age of 25 have a high school diploma or equivalent.
- Bachelor's degree attainment has nearly tripled since 2014.
- Local unemployment rose to 7.8% in 2023.

Fig. 1.18 Educational Attainment



Map 1.1 Broadband Availability in Brimfield



BROADBAND ACCESS

Reliable, fast, and secure broadband access has become essential for the functionality of community infrastructure. Broadband supports businesses and individuals working and learning from home, provides access to telehealth, fosters social interactions, and creates domestic amenities like online shopping.

According to the recent 2023 Peoria County Broadband Study, Brimfield residents enjoy relatively strong broadband service. However, the map does not indicate the number of providers or the cost of service. Brimfield should continue working with broadband carriers and the Greater Peoria Economic Development Council (GPEDC) to ensure that its residents maintain access to robust, competitive, and affordable broadband services.

Map 1.1 depicts general broadband access in Brimfield and across the region. Generally, fixed (wired) connections over 25 megabits per second (mpbs) are considered broadband. Wireless options, such as satellite and cellular networks, are available in more areas but are not considered reliable or cost effective for economic development purposes.

Map 1.1 (Left) Illinois Broadband Availability taken from Illinois Broadband website. An access disparparit can be seen just outside the boundary of the Village.

Fig. 1.19 (Below) Computers available at the Brimfield Public Library.





Fig. 1.20 (Above) The Brimfield Community Fire Protection District.

FIRE DEPARTMENT

The Brimfield Community Fire Protection District serves the greater Brimfield region, covering the municipalities of Brimfield, Kickapoo, Edwards, Laura, Oak Hills, and the surrounding farming communities for a total coverage area of 132 square miles. The majority of calls are related to medical emergencies, roughly 70-80% of all calls. The remaining percentage is made up of fires, car crashes, and other fire-related incidents.

The Fire Protection District is fully staffed by volunteers, with roughly 30 part-time or full-time volunteers working to maintain coverage of the region. Due to the nature of the District being volunteer-based, sustaining

consistent staffing is a regular issue. Limited funding is another concern that restricts the District from implementing major upgrades to their infrastructure and equipment. Maintenance is currently conducted as needed.

The District maintains a strong working relationship with the Village of Brimfield, regularly communicating with Village board members.

POLICE DEPARTMENT

The Village of Brimfield does not have its own Police Department, instead utilizing the Peoria County Sheriff's Department for police services. While there is interest in having a dedicated police service for the Village, there is not enough of a need for it to be cost effective.

Fig. 1.21 (Below) Peoria County Sheriff's Office logo.



DISASTER MITIGATION + RESILIENCE

Homes, businesses, infrastructure, and agriculture are all susceptible to damage from disasters, particularly tornadoes and extreme storms in northwest Peoria County. Disaster planning helps communities prevent, mitigate, and recover from the effects of those emergencies. Additionally, sustainability and resilience planning can save money while focusing on long-term environmental, social, and economic goals. For example, resilience planning can limit flood damage to residences or the effects of drought on crops.

While federal support for sustainability planning has faded, resiliency concepts are still important to local economic development and can be essential for attracting new capital investments, including housing developments,

assisted living facilities, business incubators, and manufacturing facilities.

Local sustainability policies must be tailored to the municipality's unique needs. Through participation in state and regional municipal networks, Brimfield can be more involved in plans that promote resilience and stay informed on the coordination of larger-scale initiatives. Some state and regional organizations and resources that support resilience initiatives in Brimfield include:

- Peoria County Emergency Management Agency
- Peoria County Multi-Jurisdictional Multi-Hazard Mitigation Plan (HMP)
- Illinois Municipal League
- Illinois State Association of Counties
- National League of Cities
- Illinois State Environmental Protection Agency

WATER



Drinking Water

Brimfield utilizes two wells and a reverse osmosis system for its drinking water. The system and newest well were installed in 2001, making both 24 years old. Due to the young age of the system, lead pipes and maintenance are not an issue. Components of the systems are updated as needed.

The two wells are used for all water needs for the Village of Brimfield. Usage of the wells are alternated with the Village primarily relying on the newer well, which has increased capacity. The new well produces up to 250,000 gallons of water, far above the typical need of the Village. The older well, due to its age, produces a quarter of the water and should the newer well fail, the older well would function as a temporary backup. However, because of the decreased capacity of the older well, it is not feasible to be the primary source of water for the Village.

Water quality is tested regularly at monthly, yearly, or three-year intervals. Bacteria is tested the most frequently, followed by lead and other chemicals. Water quality monitoring and standards are regulated by the EPA.

Fig. 1.22 (Upper left) Water storage container, 1957.

Fig 1.23 (Left) Current-day water facilities in Brimfield, 2025.

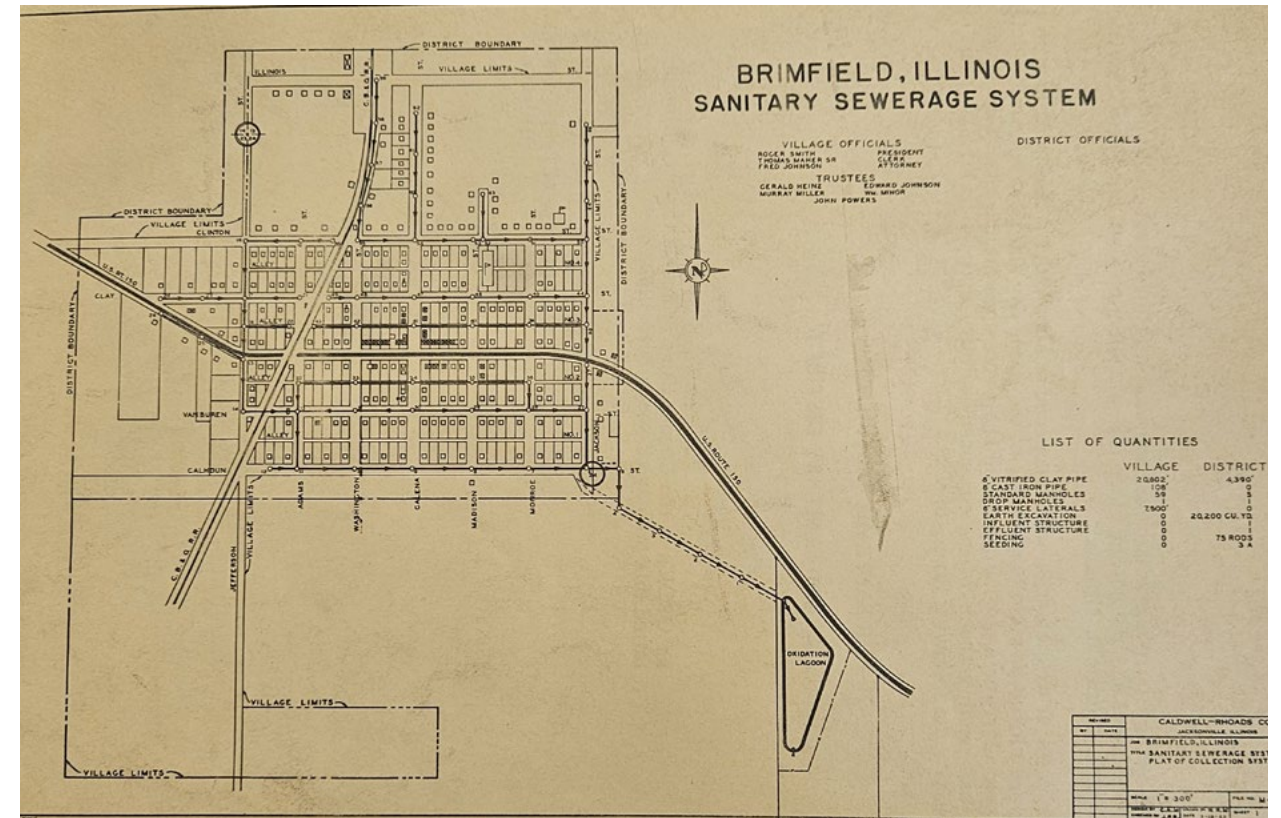


Fig. 1.24 (Above) Old map of the Brimfield Sanitary Sewerage System, n.d.

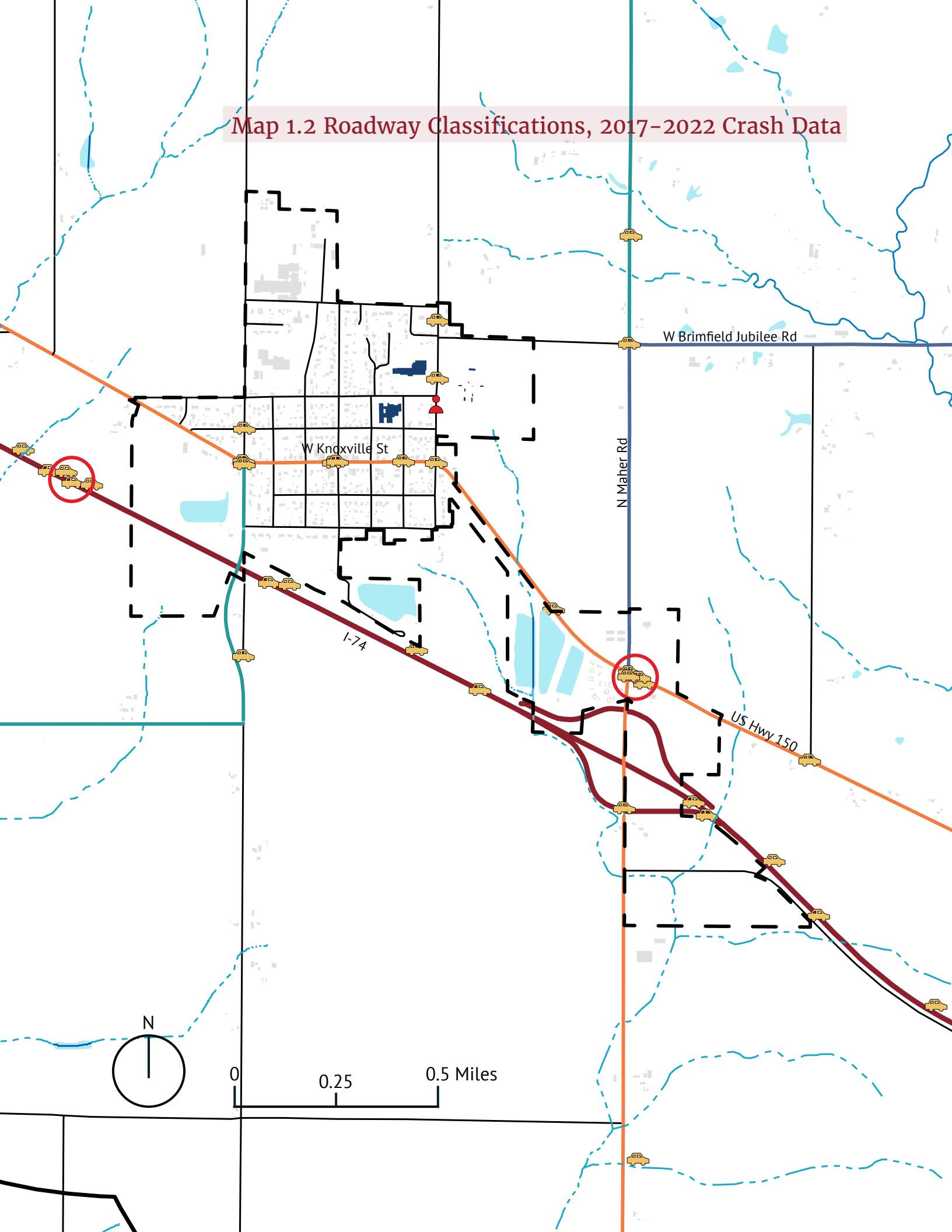
SANITARY NETWORK

Stormwater

Brimfield lacks a stormwater collection system; instead, stormwater is collected in conjunction with the sanitary system with flows into the three-lagoon system located off of US Hwy 150. Despite the lack of stormwater infrastructure, flooding is not a huge concern for the Village. During periods of heavy rain, mild flooding can occur but tends to quickly dissipate.

The sanitary network is maintained by the Water Department and meets the needs of Brimfield residents. While the network is in good condition and functioning properly, it is near capacity. Should the Village seek to expand or annex land into the municipal boundary, engineering and an assessment of the network would be required.

Map 1.2 Roadway Classifications, 2017-2022 Crash Data



ROADWAYS

Motorized Transportation

Interstate 74 (I-74) is the most significant road connecting Brimfield to Peoria to the east and Galesburg to the west. 17,000-18,500 vehicles travel through Brimfield on the interstate each day. Residents access the interstate to the southeast via N Maher Rd and the northwest via Bell School Rd.

The Illinois Department of Transportation (IDOT) classifies three other roads within Brimfield village limits. U.S. Route 150 (US-150), running east-west through the heart of the city, S Jefferson St / N Brimfield Rd south of

US-150, and N Maher Rd intersecting US-150 and I-74 to the east.

The remaining roads within Brimfield village limits are local roads intended primarily for local use. There are very few vehicle crashes in the village per year. Low traffic density and speed limits in the village are likely to contribute to the safety of the roads.

Safety & Crash Data



While the total number of crashes within and surrounding Brimfield are low, instances of collisions are most likely to occur along I-74 and US-150. Due to I-74 serving as the primary connection to the Greater Peoria Area and Galesburg, alongside the high speeds and traffic volume, vehicular collisions are most common along this interstate.

US-150 / West Knoxville St has the second highest collision occurrence, particularly at intersections. The intersection of N Maher Rd and US-150 is identified as a high-risk crash area with four instances of vehicular collisions, likely as a result of the high speeds of vehicles exiting I-74 or drivers not complying with stop signs.

Of note, between 2018 and 2022, there was one vehicle-pedestrian collision along N Jackson St near the grade school and high school.

Legend




Type of Crash

-  Vehicle Only
-  Vehicle - Pedestrian

Type of Roadway

-  Interstate
-  Local Road or Street
-  Major Collector
-  Minor Arterial
-  Minor Collector

Other

-  School Building
-  Brimfield Municipal Boundary
-  High-Risk Crash Area



SIDEWALKS + PUBLIC TRANSPORTATION

Active Transportation

Brimfield has a robust sidewalk network covering most local roads, including sections of U.S. Route 150 through downtown. As such, the census tract Brimfield is in has a high walkability rating. However, the Village does not have much dedicated bike infrastructure. Few individuals walk to work locally, but even fewer people commute by bike. Brimfield is not connected to any regional bike trails, and its distance from larger municipalities inhibits active transportation that is not entirely local.

Public Transit

There are currently no fixed-route mass transit options in Brimfield. The Greater Peoria Mass Transit District (GPMTD) operates CountyLink, a door-to-door, demand response transit service available to Brimfield residents. CountyLink is available from 5:00am to 6:00pm Monday-Friday.

Most Brimfield residents have at least one personal vehicle available to them, reducing the transit dependency of the village. Those who do not have access to transportation via personal vehicle would be most likely to utilize the demand response system offered by GPMTD.

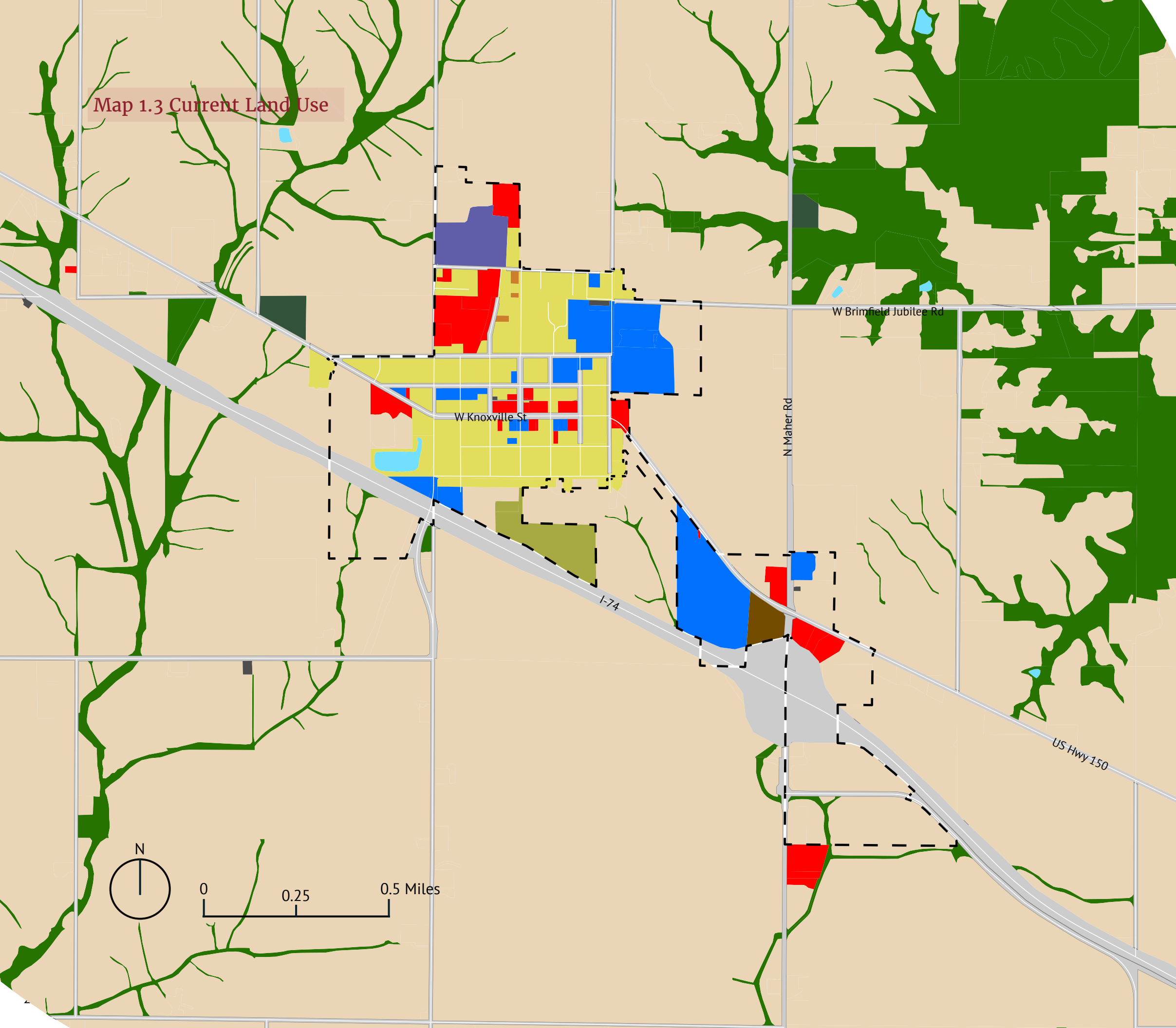
Fig. 1.25 (Upper left) Sidewalk in Brimfield neighborhood.
 Fig. 1.26 (Lower left) Students at FFA. Photo provided by Village of Brimfield.



Map 1.3 Current Land Use

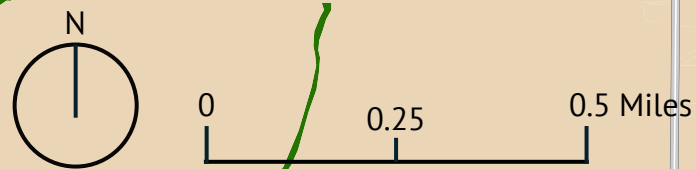
CURRENT LAND USE

The 2014 comprehensive planning process established estimates for how much additional land would need to be developed by 2030, as seen in Map 1.3. Despite these projections, current land uses have remained largely unchanged over the past ten years since the 2014 planning process.



Legend

- Brimfield Municipal Boundary
- Agricultural
- Residential - Single Family
- Commercial
- Industrial
- Parks / Greenspace
- Railroad / Interstate
- Residential - Multi-Family
- Institutional
- Utility
- Mobile Home Park
- Environmental Corridor
- Natural Water
- Cemetery



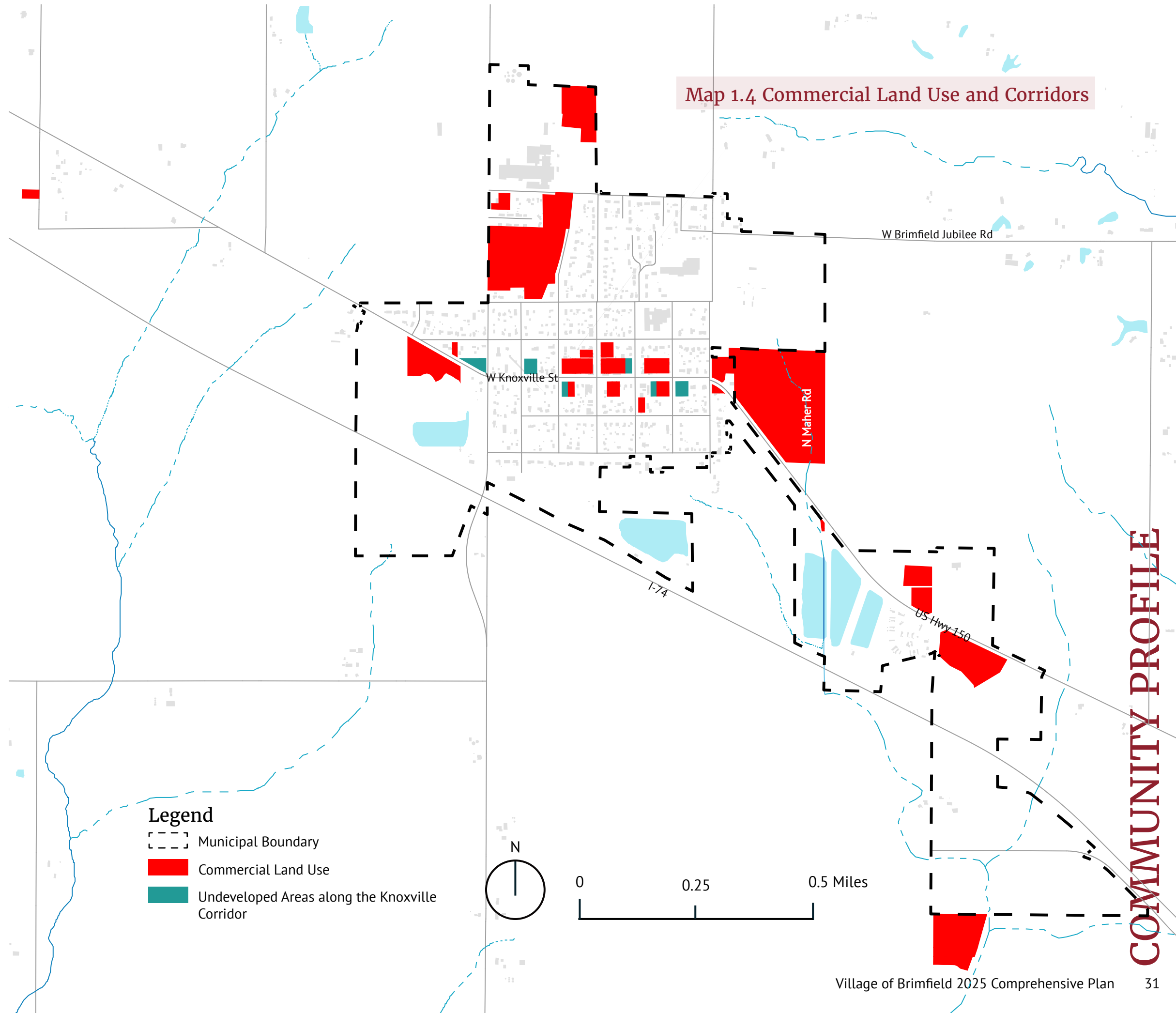
COMMERCIAL CORRIDOR

Much of the commercial activity within the Village occurs alongside Knoxville St and US Route 150 that intersects the Village. Here, residents find many daily necessities such as healthcare, dentistry, banking, recreation, fueling, and automotive services. Notably absent from the Village, however, is a grocery store.

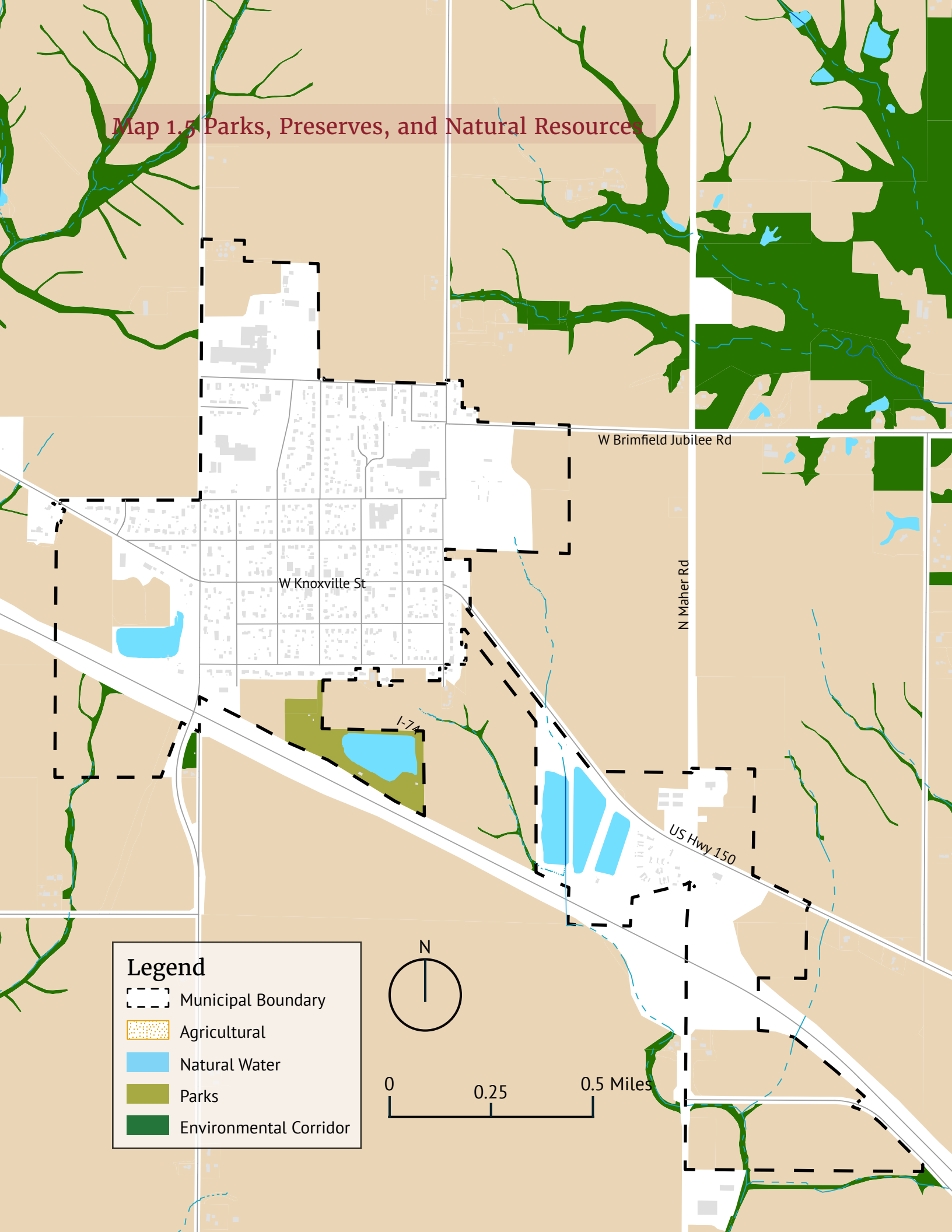
In the 2014 Brimfield Comprehensive Plan, additional commercial land was proposed at the east end of Knoxville St and along the US Route 150 near the I-74 interchange. Existing commercial space along east Knoxville St has been slowly improving, with a new Family Dentist going in at the intersection of Knoxville St and N Monroe St in recent years. Improvements to the restaurant on N Jackson St and the Casey's gas station on Knoxville St have also been noted in the decade since the last comprehensive plan.

New commercial development is currently in the works at the intersection of N Maher Rd and US Route 150, where an OSF Outpatient Facility is anticipated. This upcoming facility is an exciting economic development opportunity for the Village of Brimfield and the surrounding area.

Map 1.4 Commercial Land Use and Corridors



Map 1.5 Parks, Preserves, and Natural Resources



NATURAL RESOURCES

recreational opportunities and scenic views for Brimfield residents.

Agriculture + Livestock

The Village of Brimfield’s rich soil has allowed the local agricultural and livestock industry to flourish over decades. The residents benefit from the exchange of goods at all levels of the production and maintenance process. The abundance of natural resources has fostered the growth of local farms, seed, feed, fertilizer suppliers, farming equipment dealers and mechanics, and agricultural consulting firms that advise clients on sustainable farming practices. This industry also provides employment opportunities for residents of Brimfield and the surrounding area.

Notably, the agricultural workers and Brimfield farmers are supported by the Future Farmers of America – Brimfield High School Chapter and the Peoria County Farm Bureau with a Brimfield Township representative.

Hydrology

The Village of Brimfield falls within the boundaries of the Illinois River Valley Watershed and more specifically, HUC-8 Lower Illinois-Lake Chautauqua. The nearest natural waterbody to the Village boundaries is Jubilee Creek in Jubilee College State Park.

The Village has a man-made waterbody located within Brimfield Community Park, Brimfield Lake. At 8.4 acres with a depth up to 22 feet, this lake offers

Brimfield also operates three sewer disposal ponds on the southeast edge of the Village. During periods of heavy rain, the system may experience inflow issues that impact the capacity of the system. For more information, see the Sanitary System page.

PARKS + RECREATION

Brimfield Community Park

Brimfield Community Park is a public park on the southern edge of the Village. The park attracts visitors seeking access to the pavilion, playground, and sports fields. The pavilion, located directly beside the lake, offers a public space to host community and familial events. Those looking to fish have the opportunity to catch largemouth bass, channel catfish, crappie, and bluegill.

Sports Complexes

There are two major sports recreation centers within Brimfield, the Brimfield Community Park sports field and the Brimfield High School sports complex. The high school sports complex is home to the Brimfield Junior Football league which is a member of the Junior Football League of Central Illinois. This sports complex hosts regular sporting events which are well attended by residents and offer local entertainment.



Jubilee College State Park

Conveniently located five miles southeast of Brimfield along US-150, Jubilee College State Park is known for its natural beauty, various hiking trails, camping sites, and recreational amenities. The park welcomes visitors to explore the grounds, spend the night on its campgrounds, hunt, fish, or enjoy the numerous pavilions and playgrounds. The park is adjacent to the Jubilee College State Historic Site, which houses the former Jubilee College.

Fig. 1.27 (Lower left) Brimfield Community Park signage.

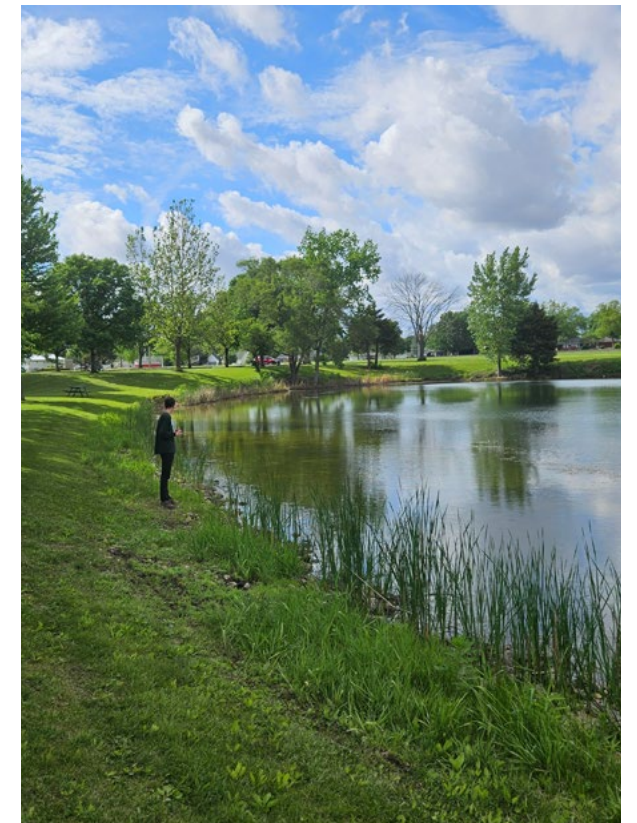
Fig. 1.28 (Below) Jubilee Creek at Jubilee College State Park



Fig. 1.29 (Top of page) Softball practice at Brimfield School District sports field.

Fig. 1.30 (Above) View of pond at Jubilee College State Park.

Fig. 1.31 (Right) Resident overlooking the lake at Brimfield Community Park.



BRIMFIELD CUSD #309

The Brimfield School District is the heartbeat of the Village, being family-focused and offering entertainment for students and adults alike. The athletic programs in particular offer community events for all to attend and enjoy.

The Brimfield School District strives to offer a diverse array of curriculum, programs, and clubs to engage all students. The district currently offers IESA and IHSA activities, student council, a chess club, and are actively working to expand their sports and fine arts programs. There is a particular interest in growing theater, band, and choir in the district. The district also seeks to continue investing in STEAM, English Language Arts, and math curricula to ensure that the students have access to great educational opportunities.

In addition to the exceptional course offerings, the Brimfield School District offers vocational credits, giving students the opportunity to earn an associate's degree while still in high school. Despite seeing a slight decrease in enrollment trends over the past two decades, the quality of education continues to excel.

Fig. 1.32 (Upper left) Signage for the Brimfield Grade School.
 Fig. 1.33 (Middle left) Brimfield CUSD #309 softball team scrimmage game.
 Fig. 1.34 (Lower left) Signage for the Brimfield High School.

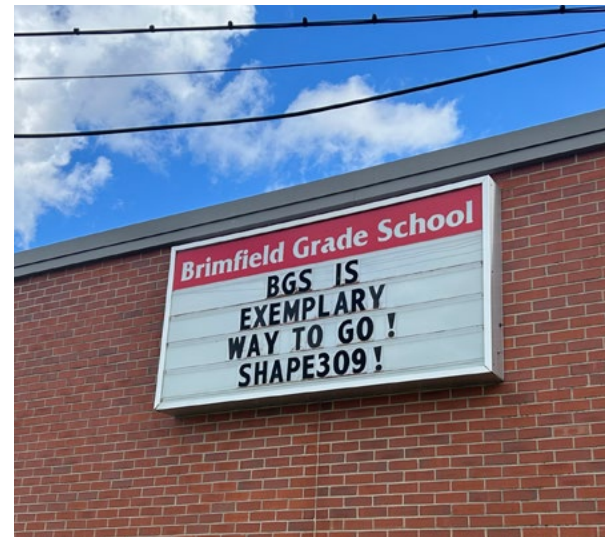


Fig. 1.35 (Above) Brimfield CUSD #309 Volleyball team as regional champions. Photo provided by the Village of Brimfield.

Fig. 1.36 (Below) Students at a Land Use Competition. Photo provided by the Village of Brimfield.





Fig. 1.37 (Above) Breaking ground for the construction of the new Brimfield Public Library.
 Fig. 1.38 (Upper right) Newly constructed Brimfield Public Library.



Fig. 1.39 (Below) Entrance to the Brimfield Public Library, 2025.



BRIMFIELD PUBLIC LIBRARY

The Brimfield Public Library's mission is to foster community connection and lifelong learning by providing inclusive spaces, resources, programs, and services. Their physical and digital collections, alongside programming and events for all ages, establish the library as a cornerstone of the community.

The Brimfield Public Library began as a small collection of donated books at the Brimfield Community Building in 1927. Because of the dedication of individuals in the community, the library grew over the years, reopening after a brief closure during the Great Depression and moving into the old Post Office. The library continued to expand its services and resources until its eventual move into the dedicated Public Library seen on Knoxville St in downtown Brimfield.

Now, the library offers a unique array of services and resources for residents including but not limited to research tools, access to online training, digital libraries and databases, and community events. Programs offered by the library are designed to address the interests of children and adults. For children, the library offers storytimes and Mechanical Mondays, in which children can experiment with engineering concepts using building blocks and robotics kits. For adults, the library offers themed book clubs, game nights, classic film nights, and craft nights.



Fig. 1.40 (Above) Brimfield Grade School class touring the library and its services.

Fig. 1.41 (Below) Live music at that library.



Looking forward, the library is interested in continuing to improve its outreach and marketing to deepen community relations and communication with the Village, schools, local organizations, and the community as a whole.

SENSE OF COMMUNITY

Brimfield is known for its small-town feel and strong sense of community, both of which are enhanced by the Village's local events and programs. Brimfield's collaborative, community-oriented approach emphasizes its commitment to small-town relationships, families, and seniors.

Brimfield Old Settlers Days

Hosted by the Brimfield Area Men's Club, this annual event is a three-day festival with carnival rides, live music, food and drinks, a parade, and tournaments. Old Settlers Days offers entertainment for all ages, providing an opportunity to connect with the community and enjoy the festival's offerings.

Fig. 1.42 (Upper right) Residents watching a softball scrimmage.

Fig. 1.43 (Below) Attendance at the Brimfield Old Settlers Days



CUSD #309 Athletic Events

At the heart of many small towns is the school district, and Brimfield is no exception. The #309 School District is an essential part of the community, particularly the athletics, and offers a variety of opportunities for students and entertainment for the community. These events foster community pride among students and residents alike.



Brimfield Area Men's Club Fish Fry
This reoccurring fish fry, hosted by the Brimfield Area Men's Club, features fresh-fried catfish fillets, shrimp, and sides for a hearty meal that residents can enjoy.

Christmas Walk

This annual event celebrates the holiday spirit with a Village-wide walk to enjoy the festive lights, various activities hosted by local businesses, and hot drinks and snacks. Soup Supper, wagon rides, a scavenger hunt, and live music all contribute to this cozy Christmas celebration.



Community Day Picnic

This summer picnic hosted at Brimfield Park features free lunch and activities for children, families, and individuals – drawing in residents and fostering connections.



Brimfield Area Museum

Since the Brimfield Village Hall moved to the old United Methodist Church, the old Village Hall has opened as the Brimfield Area Museum. Texts, photos, and artifacts related to the region's history are available for residents to view and learn from.



Fig. 1.44 (Upper left) Students at Future Farmers of America (FFA).

Fig. 1.45 (Upper middle left) Christmas trees in the Village for the Christmas Walk, 2025.

Fig. 1.46 (Lower middle left) Faithful Friends Pre-School students visiting Village Hall for Halloween.

Fig. 1.47 (Lower left) Jeanne Challacombe showcasing the new Brimfield Area Museum. Photos provided by Village of Brimfield.

II. BRIMFIELD SPEAKS

2025

2026

february march april may june july august september october november december january february

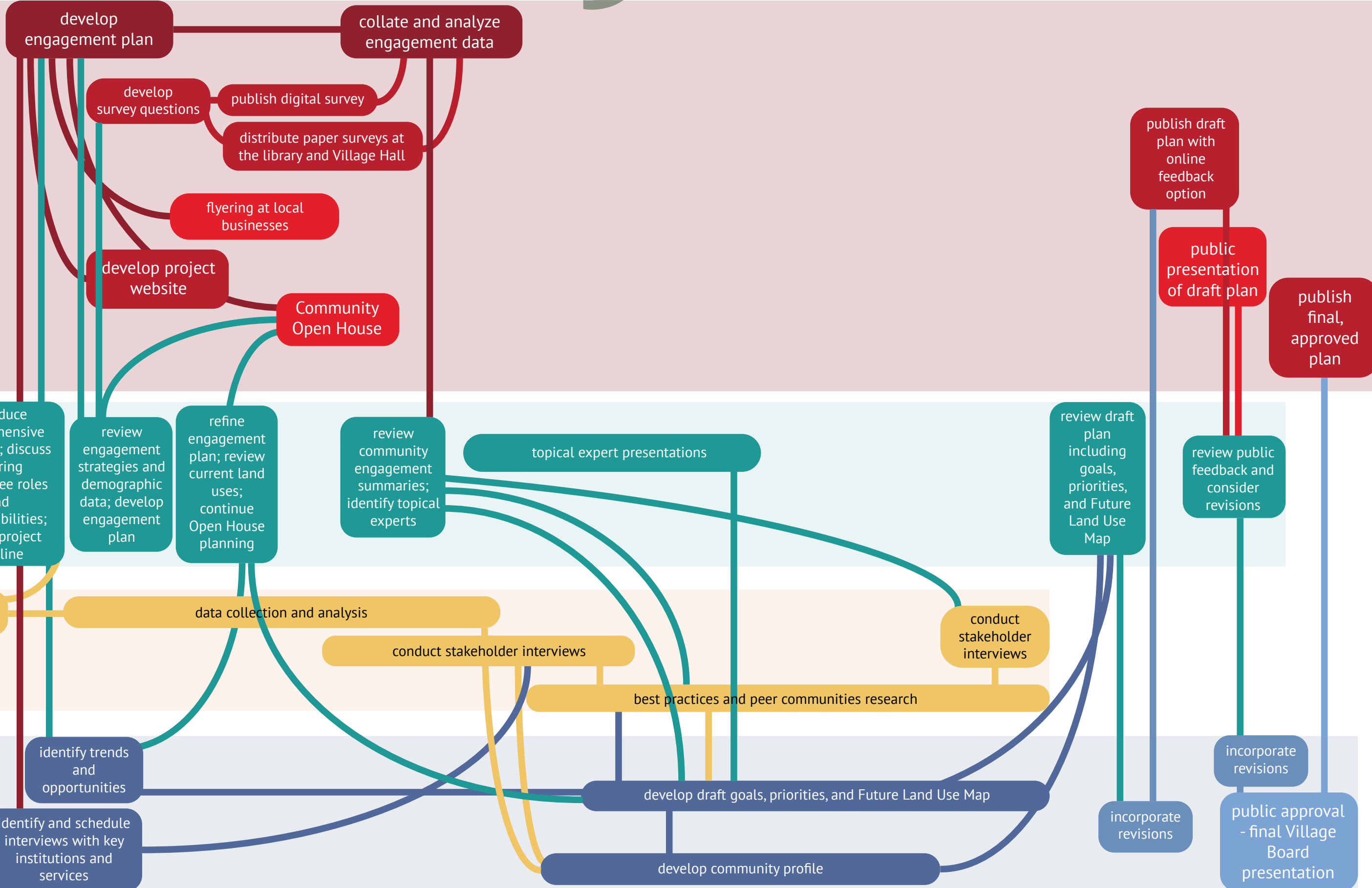
ENGAGEMENT

STEERING COMMITTEE

RESEARCH

DRAFTING AND APPROVAL

BRIMFIELD SPEAKS



INTRODUCTION

Community input and vision forms the core of any effective and successful comprehensive plan. To ensure equitable representation in the process and final plan, the steering committee planned and implemented a community engagement program that actively sought input from a diverse range of members in the community. Demographic information and accessibility were considered to ensure that responses accurately reflected the race, ethnicity, gender, age, and physical abilities of residents in Brimfield. Based on this information, a multi-faceted community engagement plan was developed to accommodate for technical aptitude, work or personal schedules, and comfort levels attending public meetings. This community engagement plan included digital and paper surveys, stakeholder interviews, pop-up events, website development, and an open house.

Pop-up events were frequently held leading up to the open house to direct residents to the various community engagement opportunities. These events were essential for driving traffic to the survey and open house. To encourage attendance at the open house, steering committee members provided food options and offered tours of the new Village Hall in conjunction with engagement.

Feedback collected through these engagement strategies was reviewed by the steering committee and used to develop a community vision and identify potential issues, opportunities, and implementation strategies.

The survey was published in early April and was promoted through flyers, pop-up events, and digital marketing. It was closed in mid-March.

The survey aimed to collect a comprehensive understanding of the public's opinion of various issues pertinent to the Village. It consisted of 23 questions covering a wide range of topics from development to housing and communication.

To bridge the digital divide, the survey was offered both digitally and as a hard copy. Digital surveys were promoted via QR codes on promotional flyers, social media pages, email distribution lists of local institutions, and during pop-up events. Paper surveys were distributed and collected at the Brimfield Comprehensive Plan Open House and Village Hall.

Fig. 2.1 (Right) Promotional Open House flyer posted across the Village and social media



YOU'RE INVITED!

The Village of Brimfield Comprehensive Plan Open House

New Brimfield Village Hall • 135 S Galena Ave

The Village of Brimfield wants your help to create a long-term vision for the community. The final plan will identify strategies that address housing, parks, safety, roadways, and so much more. This is a great opportunity to advocate for what matters most to you. There are currently two ways to participate:

Thursday
May 1st
4-6 PM

1. Stop by the Open House on May 1st any time between 4:00 and 6:00 p.m. Tours of the new town hall will be available along with food and drinks.

2. Scan the QR code to take the survey! Paper copies will also be available at the Open House, Brimfield Library, and Village Hall.



SURVEY

The Brimfield Comprehensive Plan Survey offered an easily accessible and low-commitment option for residents to share their options on a variety of topics essential to understanding the assets and issues of Brimfield. Respondents were given multiple-choice, ranking, and free response questions for a total of 23 questions. The questions were designed to allow for a comprehensive understanding of different aspects of Brimfield, including demographics, employment, housing, infrastructure, development, and the Village and its

elected officials. There was a total of 88 respondents, of which 84% live in Brimfield or rural Brimfield, and an additional 10% live in Peoria County.

As seen in Fig. 2.3, survey responses were distributed evenly across age groups. The most responsive group was those aged 35 to 44, making up 23% of respondents, while those aged 24 and younger were the least responsive. Despite the limited response from the younger age groups, all other age groups comprised between 10% and 23% of respondents.

Fig. 2.2 Where do you live?

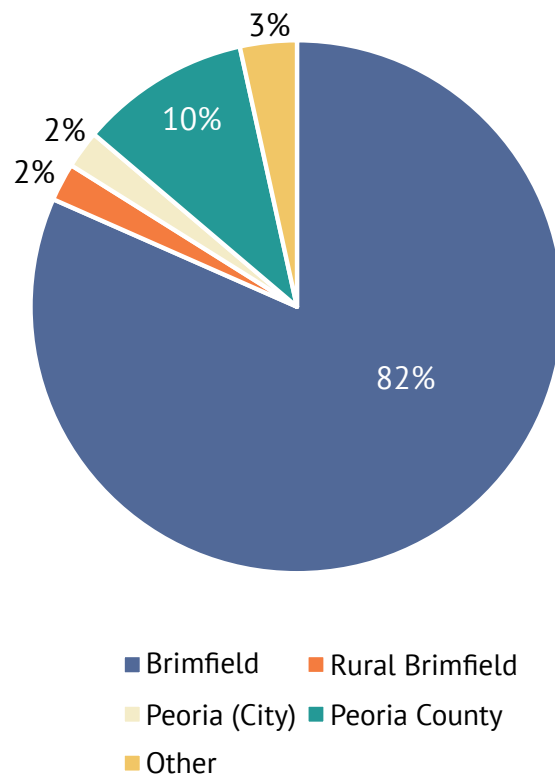


Fig. 2.3 What is your age?

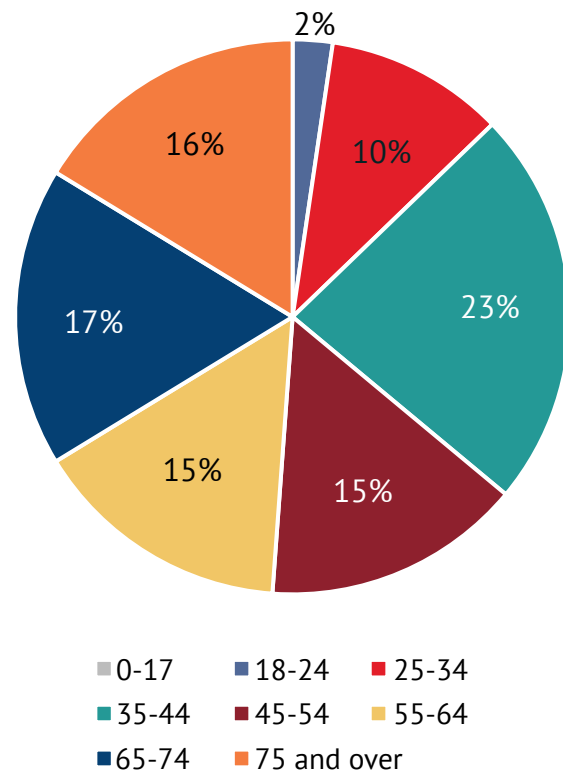


Fig. 2.4 Where do you work?

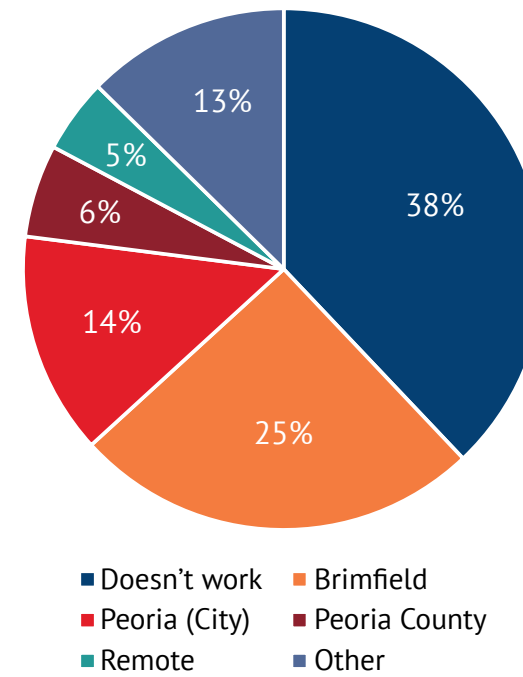
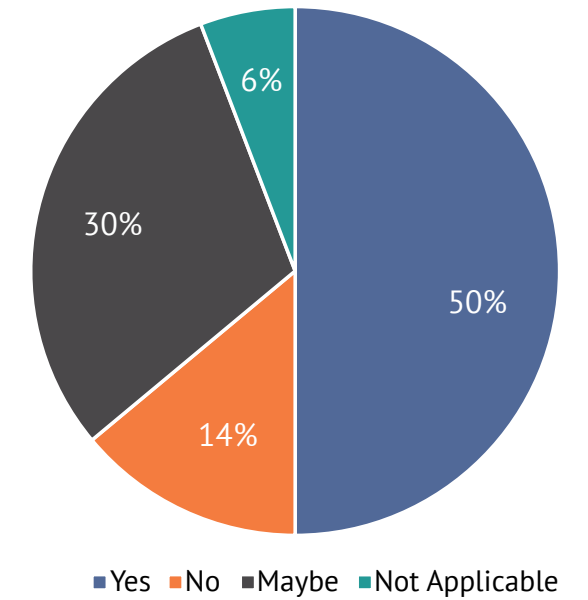


Fig. 2.5 Are there enough opportunities in or within a reasonable driving distance of Brimfield?



Questions regarding employment and opportunities in the area were used to gauge the availability and quality of jobs, as well as understand where Brimfield residents typically work. When asked about employment opportunities in or within a reasonable driving distance of Brimfield, 50% of respondents reported there being enough opportunities, with an additional 30% reporting there was maybe enough opportunity. This is further supported by the majority of respondents having reported working in Brimfield, the City of Peoria, or Peoria County.

Of those surveyed, 13% are currently attending school.

Survey results indicate strong community support for Village expansion and population growth, with the strongest support for development to the east and west of the current Village boundary. The majority of respondents also expressed interest in population increase, reflecting a positive attitude towards growth and development. Notably, no respondent expressed an interest in the population decreasing.

Brimfield's services received high ratings overall, with the majority of services rated as excellent or good. Top-ranking services include Fire Protection, Education, EMS, and Internet Services, as seen in Fig. 2.9. The lowest rated services were Senior Citizen Services, Law Enforcement, and Code Enforcement. A low rating for Senior

Citizen Services may stem from limited offerings or a lack of community awareness, rather than the quality of service currently available. Although there is room for improvement, Brimfield services are generally well regarded by respondents.

Despite the high quality of services and enthusiasm for growth, most residents purchase or use Brimfield services less than half the time. As seen in Fig. 2.8, most respondents seek Entertainment, Medical, Restaurants, and Parks + Rec services elsewhere. The two most highly utilized Brimfield services are Gas and Pharmacy services.

Fig. 2.8 How much of respondent purchasing or use takes place in Brimfield?

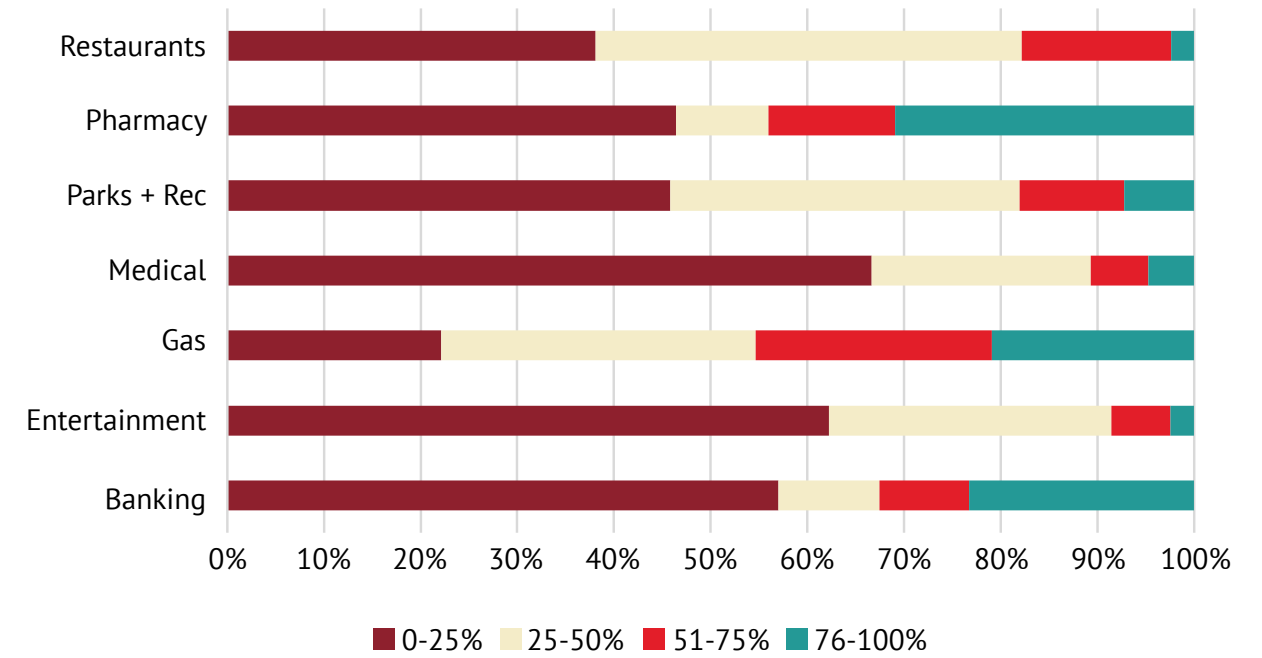


Fig. 2.9 How do respondents rate the quality of the following services in Brimfield?

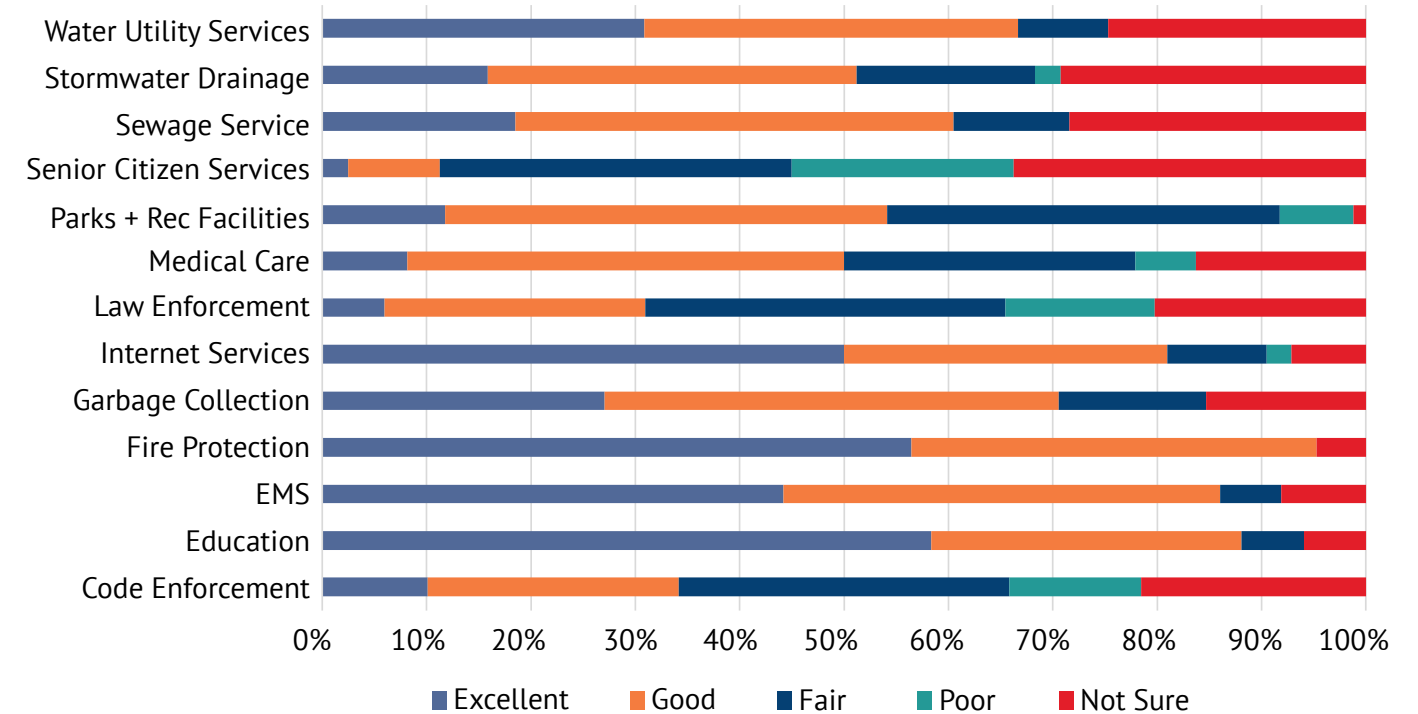


Fig. 2.6 In which direction would respondents like to see the Village of Brimfield grow?

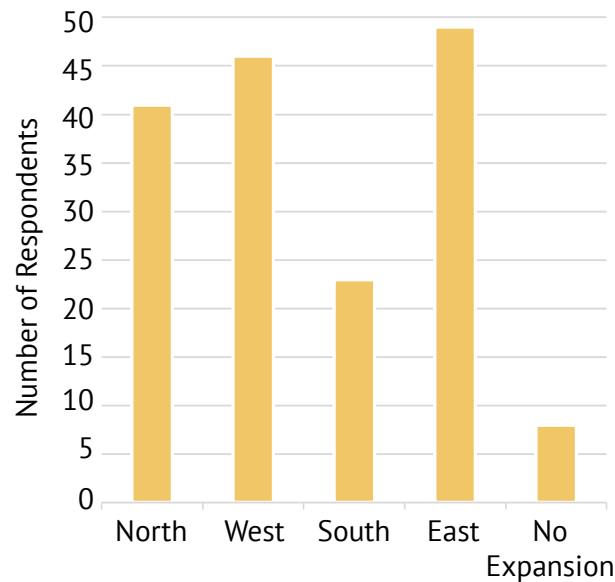


Fig. 2.7 Would respondents like to see the population increase, decrease, or remain the same?

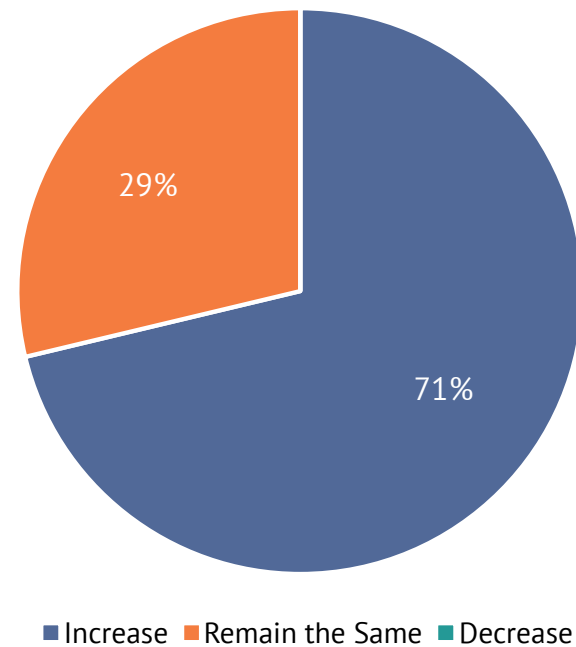
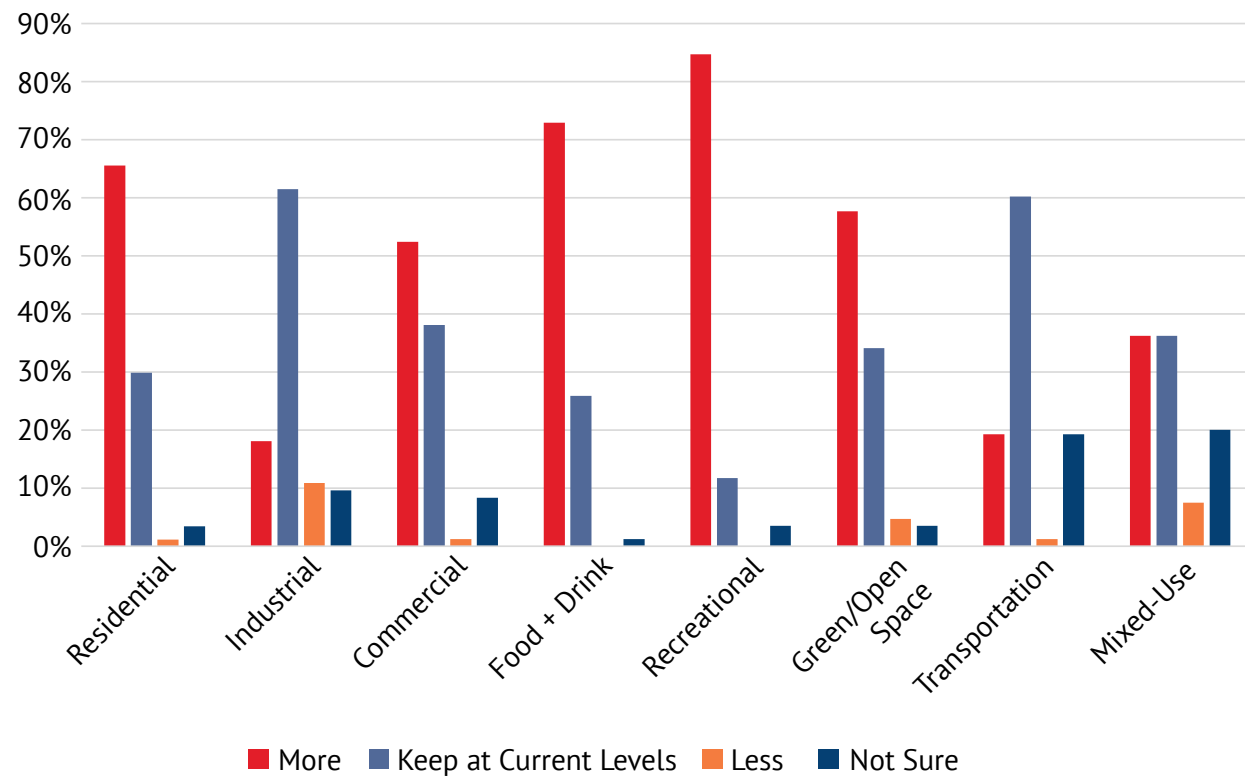


Fig. 2.10 Would respondents like to see more or less of the following types of development in Brimfield?



The survey also included three targeted questions to address development preferences, facility enhancements, and transportation infrastructure improvements. Overall, survey responses indicated a strong support for enhancing the recreational amenities and transportation infrastructure in Brimfield. There was overwhelming support for greater Recreational, Food + Drink, Residential, Green Space, and Commercial development in the Village. However, there was also a preference to maintain current levels of Transportation and Industrial growth,

suggesting a focus on expanding community amenities while preserving existing infrastructure.

Specific facilities of interest for construction or improvement include Park Development, a Walking Trail, and Playground Equipment, all of which align with the broader interests of the community. As for transportation infrastructure, Sidewalks, Streets + Roads, and Crosswalks had the greatest support for construction or improvements, further emphasizing the Village's interest in safe and accessible outdoor recreation.

Fig. 2.11 Do respondents support the construction or improvement of the following facilities?

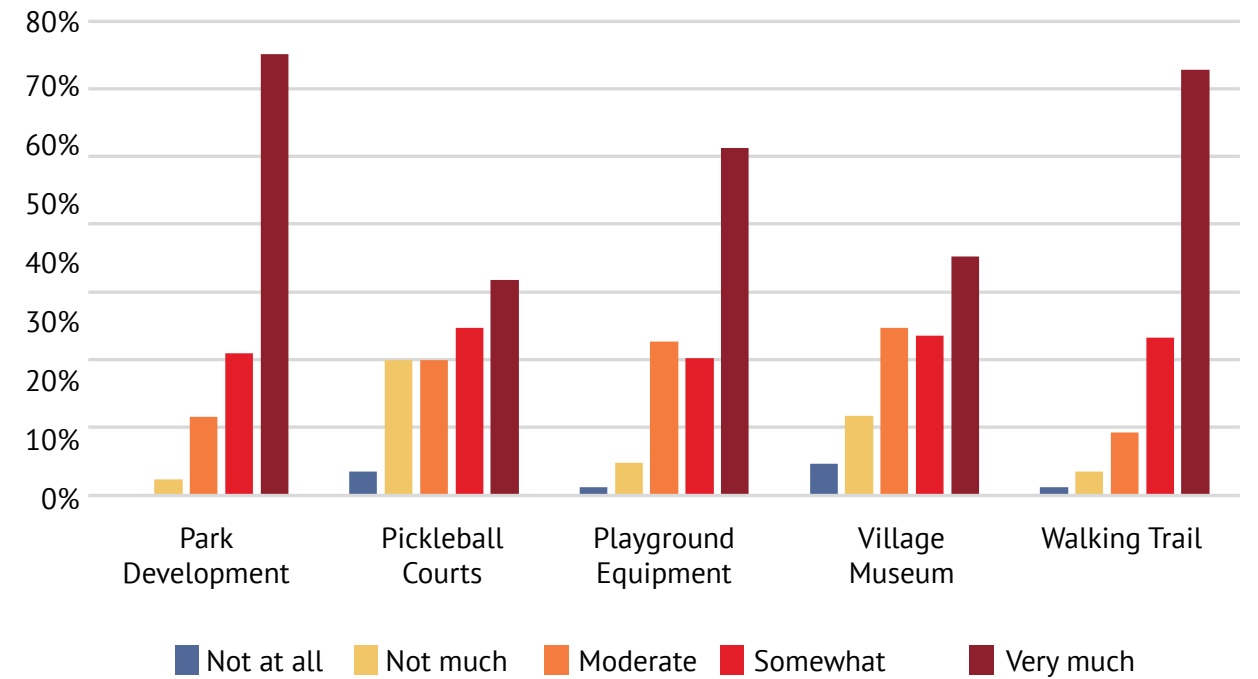


Fig. 2.12 How much do respondents support the construction or improvement of the following transportation infrastructure?

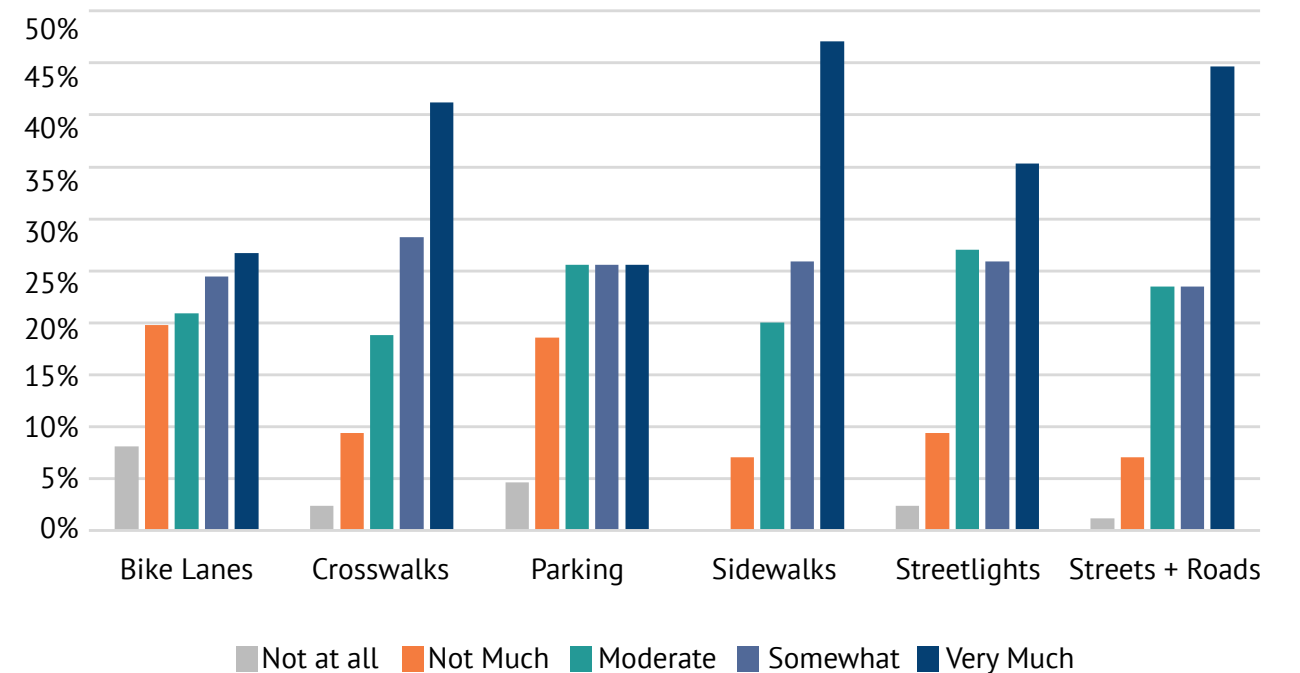
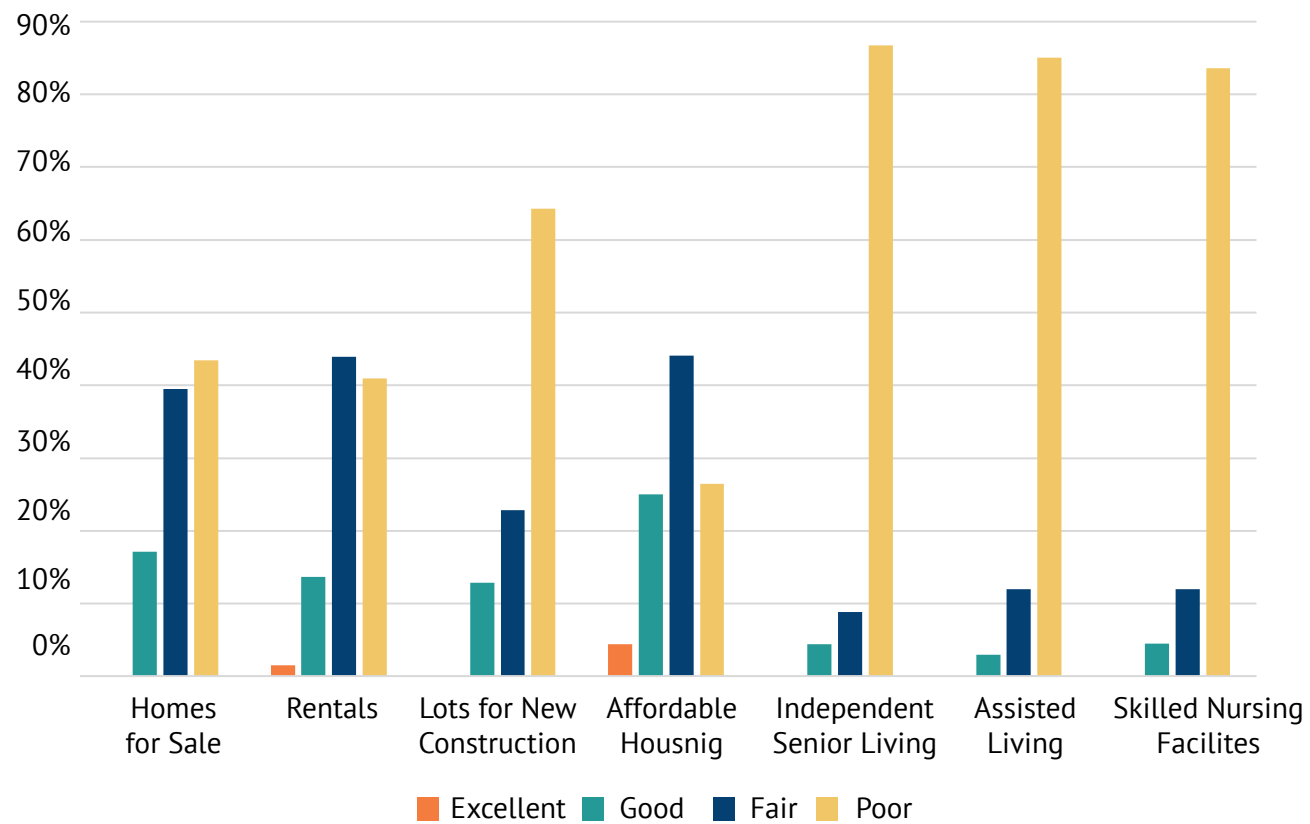


Fig. 2.13 How do respondents rate the availability of the housing supply in Brimfield?



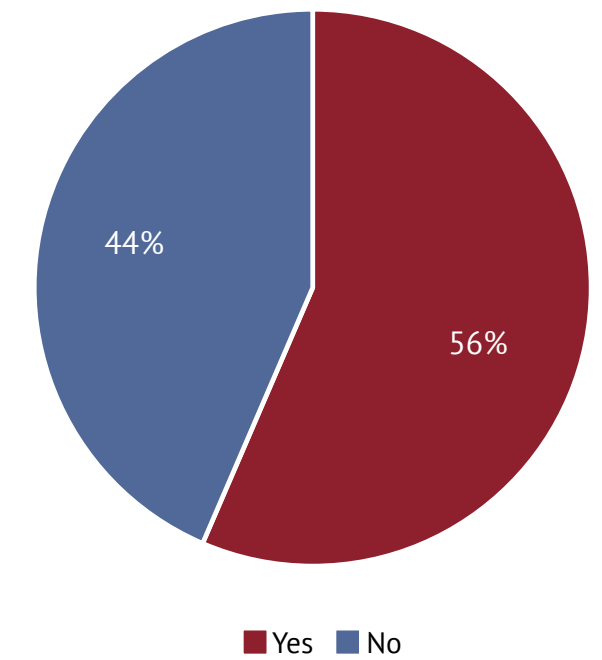
There is strong support among respondents for 3-bedroom and 2-bedroom housing options, along with Independent Senior Living and Assisted Living Facilities. These preferences suggest a demand for housing that can accommodate both families and aging populations that wish to remain in Brimfield. Responses also indicate a preference for For-Sale Housing development over Rental development.

Despite this support, the availability of Independent Senior Living, Assisted Living, Skilled Nursing Facilities, and Lots for New Construction is poorly

rated. This gap between demand and supply for housing options highlights the need for targeted development to better serve the needs of Brimfield residents.

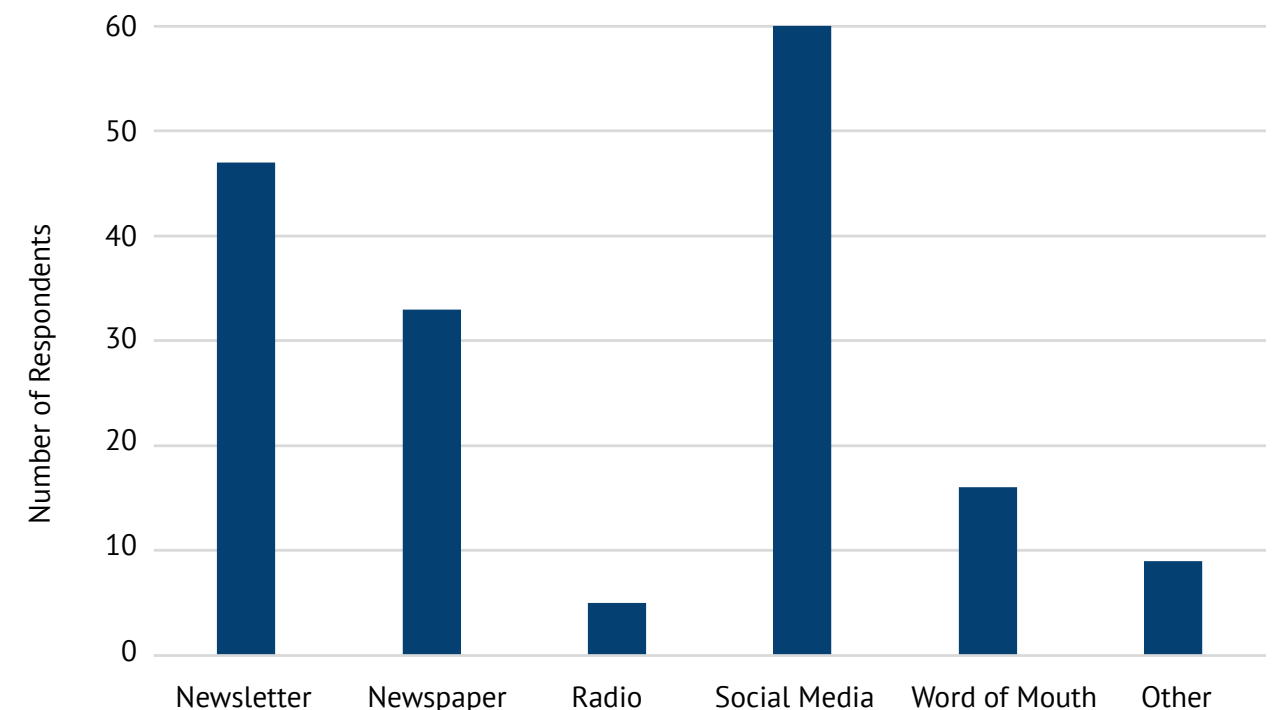
The availability of Affordable Housing, Homes for Sale, and Rental housing is slightly better, although still lacking. This reinforces the need to improve availability and access for all housing types in Brimfield.

Fig. 2.14 Do you communicate with your Elected Official?



Questions regarding means of communication were used to gauge whether the Village should adjust the ways in which they disseminate information to the public. Respondents indicated that Social Media, Newsletters, and Newspapers were their preferred means of receiving information. Additionally, 56% of respondents reported that they communicate with their elected officials.

Fig. 2.15 How do respondents like to receive communication from the Village?



What do you like about Brimfield?

- 35 Small-Town Feel
- 24 Schools
- 22 The People
- 16 Brimfield Public Library
- 11 Proximity to Peoria
- 10 Simple Living / Peaceful
- 8 Community Events
- 6 Restaurants
- 6 Sense of Community
- 6 Safety
- 6 Walkable Community
- 6 Pharmacy
- 6 Hardware Store
- 6 Parks
- 6 Businesses
- 4 Country Living
- 4 Dental Clinic
- 3 Limited Traffic
- 3 Hometown
- 3 Legion Hall activities
- 3 Historical / Traditional
- 2 Family Doctor
- 2 Emergency Response
- 2 BYE

What do you dislike about Brimfield?

- 13 Lack of Grocery Options
- 12 Vacant Lots
- 11 Housing Shortage
- 11 No Growth
- 10 Lack of Restaurant Options
- 9 Properties in Disrepair
- 9 Lack of Recreation
- 8 Lack of Kids Entertainment
- 8 Trash
- 7 Poor Curb Appeal
- 6 Limited Bike / Ped Infrastructure
- 5 Park Facilities
- 5 No Businesses
- 4 Properties Torn Down / Not Sold
- 4 Lack of Retail
- 4 Lack of Senior Housing
- 4 Code Enforcement
- 3 Poor Accessibility
- 3 Unsafe Drivers
- 3 No Local Police
- 3 Deteriorating Downtown
- 2 Limited Affordable Housing
- 2 Lack of Centralized Meeting Space

Additional Comments

- + Don't overthink it! We don't need extra/fancy. We need to keep the quality and simplicity that Brimfield is. We aren't Peoria, we live in a country village for a reason.
- + I love that action is being taken! Thank you!!
- + What are we doing with the vacant buildings in the village square? Are they for sale, lease, or rent? Are they commercial or residential or a combination?
- + Replace the horrible mural that was put in a few years ago at Sherman's Pharmacy.
- + I support any improvement that would benefit current citizens, but don't want to see Brimfield turn into another Dunlap. The reason most people like it here is because it's a small town.
- + Hopefully no more solar fields or wind towers.
- + We have lived in rural Brimfield for 35 years. We moved from Peoria to here and we've been happy here ever since. We are happy to see that the village is looking for ways to improve. We are also looking forward to the new medical center. If pickleball courts are ever constructed the same facility should include a tennis court.
- + Develop current empty properties
- + Nightlife spot that doesn't include drinking or eating. Like if you want to get together and chat in the evening. Or sit and do homework or read.
- + Brimfield is a great place to live and work. I would love to see at least one other restaurant, a coffee shop and an indoor workout facility.
- + It would be nice to see new residential construction -possibly a subdivision. I see other towns offer small financial assistance to homeowners wanting to do small improvements to the exterior of their homes. Maybe folks would paint their exterior or do something to improve the appearance of their homes.
- + Splash Pad or community pool, Ice Cream Shop, Teen Center, Shopping
- + Allow farm animals.
- + I love all the work you are doing and the ideas I have heard so far are wonderful!
- + Don't know how Brimfield could grow in any direction
- + Like the ideas so far. I think Brimfield has a great school and dentist. also restaurants
- + I love being able to give input. Thank you.
- + I appreciate you getting the voice of the people

Additional Comments

- + I would like to express my concern for the potential wind project in our community. I think this is a terrible idea and does not fit with our community ideals. We are a farming community, not power generating. NO WINDMILLS!
- + I like the idea of having an opportunity to put my 2c in. I also understand much of what decided will be based on available responses.
- + So glad this is happening, structured growth is the way to go!
- + No windmills should be allowed in close proximity
- + Thank you! for all hard work!
- + Streets and roads in pretty good condition
- + I like pickleball, would be nice if city park expanded and could host cross country meets
- + Find the sweet spot - not too much as to completely change/raise taxes, but enough to support current businesses and attract new businesses and visitors
- + Would love to see a coffee shop and ice cream stand or shop a senior assisted living center!
- + A few lots and homes need cleaning.
- + I do love the idea of more park or green area!

- + I think it should be encouraged to develop single family homes, or even some duplexes on the empty lots in the village. Housing is scarce and the tax revenue would contribute to improvements in infrastructure. Our next generation has to move away because there's simply nothing available. I would also like to see more recreational opportunities. Frisbee golf course. Basketball courts. Park improvements should include some native habitat for pollinators and frogs.
- + The establishment of a museum across from the library and relocated Village Hall has created a unique opportunity to plan for a centralized civic/community hub within the Village. Many other surrounding communities have a central green space/performance space. Brimfield has the opportunity to create something similar, by purchasing properties next to the Village Hall over the next 5-15 years and collaborating with the library to create a public space for outdoor movies, performances, celebrations, and more.
- + I would encourage more active community events on a regular basis. a business association would be a great asset, must be separate from Village government.

- + The community park has so much room and potential. I believe that pickleball courts would be an awesome addition as they will look nice and the highschool includes that sport in their PE classes. So a lot of community members play, but currently travel into Peoria for courts.
- + Lake development - pier, walking path, pickleball, basketball court. Grocery store, buy lot across from post office. Condos by lake.
- + Lake development - pier, senior housing, lake walking path, grocery store.
- + Want crosswalks to have pedestrian button light

OPEN HOUSE

On May 1st, Tri-County and the steering committee hosted an open house at the new Brimfield Village Hall from 4:00 to 6:00 p.m.

The open house was designed to engage the Brimfield residents in interactive stations to better understand the changes they would like to see implemented in the Village. This gave the community the opportunity to ask questions about the planning process, expand on their responses from the survey, and provide further context for their ideas. The stations were used to evaluate various aspects of the community and identify priority areas for the Village. Activities included:

- The Money Game
- Idea Bank
- Mapping Station
- Strengths, Opportunities, Aspirations, + Results (“SOAR”)
- Surveys

Stations were managed by Tri-County staff and members of the steering committee, allowing participants the opportunity to meet and speak with those guiding the planning process. This also gave participants the opportunity to inquire further about the stations, proposed projects, and aspects of how the Village functions. To advertise the event, flyers were shared through social media groups, posted at local businesses and organizations, and promoted through pop-up events.



Fig. 2.16 (Top) Open House participant talking with President Danny Fishel. Fig. 2.17 (Middle) and Fig. 2.18 (Bottom) Attendees at the Open House.

Mailers were also sent to residents of the Village leading up to the open house. Approximately 60 community members attended and participated in the event.

Results: Money Game

The Money Game is designed to gauge support for potential or aspirational projects in the Village, giving participants 400 “dollars” to allocate towards projects of their choice. This is done to encourage the consideration of budgeting constraints. With the help of the steering committee, six potential projects were identified related to outdoor recreation, housing, and beautification: Affordable Housing Options, Walking Path at Brimfield Community Park, Pickleball or Tennis Courts, Art Exhibits, Community Garden, and Outdoor Entertainment Space. Participants were given the freedom to distribute the money in any way they saw fit, putting all their “dollars” towards a single project or distributing it among multiple projects.

A Walking Path at Brimfield Community Park won by a narrow margin at \$3,500, followed closely by Pickleball or Tennis Courts at \$3,200 and Affordable Housing Options at \$2,700.

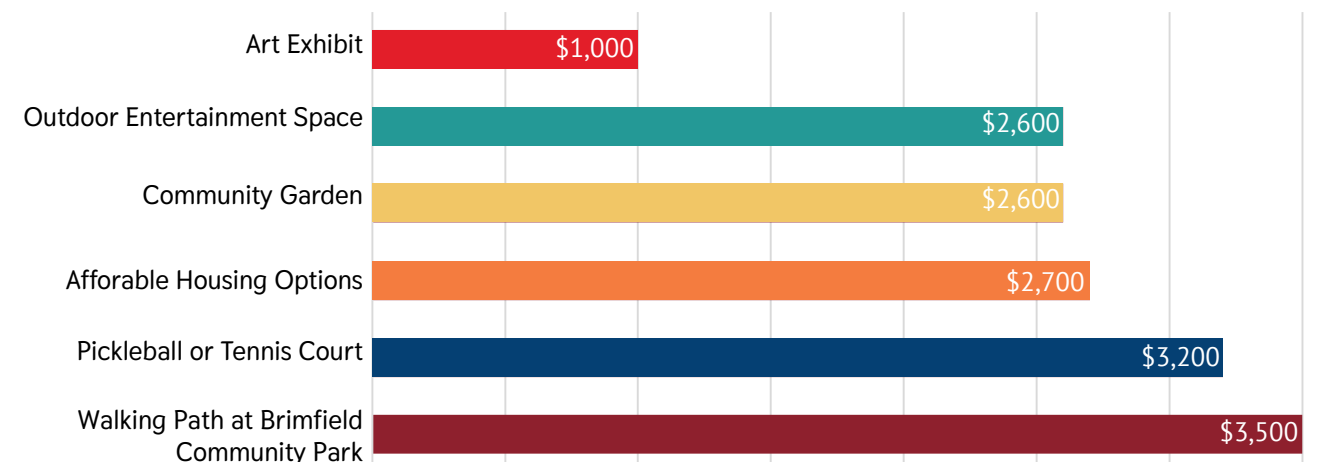
Results: Idea Bank

The Idea Bank is designed to capture miscellaneous ideas or concerns that were not identified in other stations. This allowed for anonymous and independent responses to be submitted by participants.

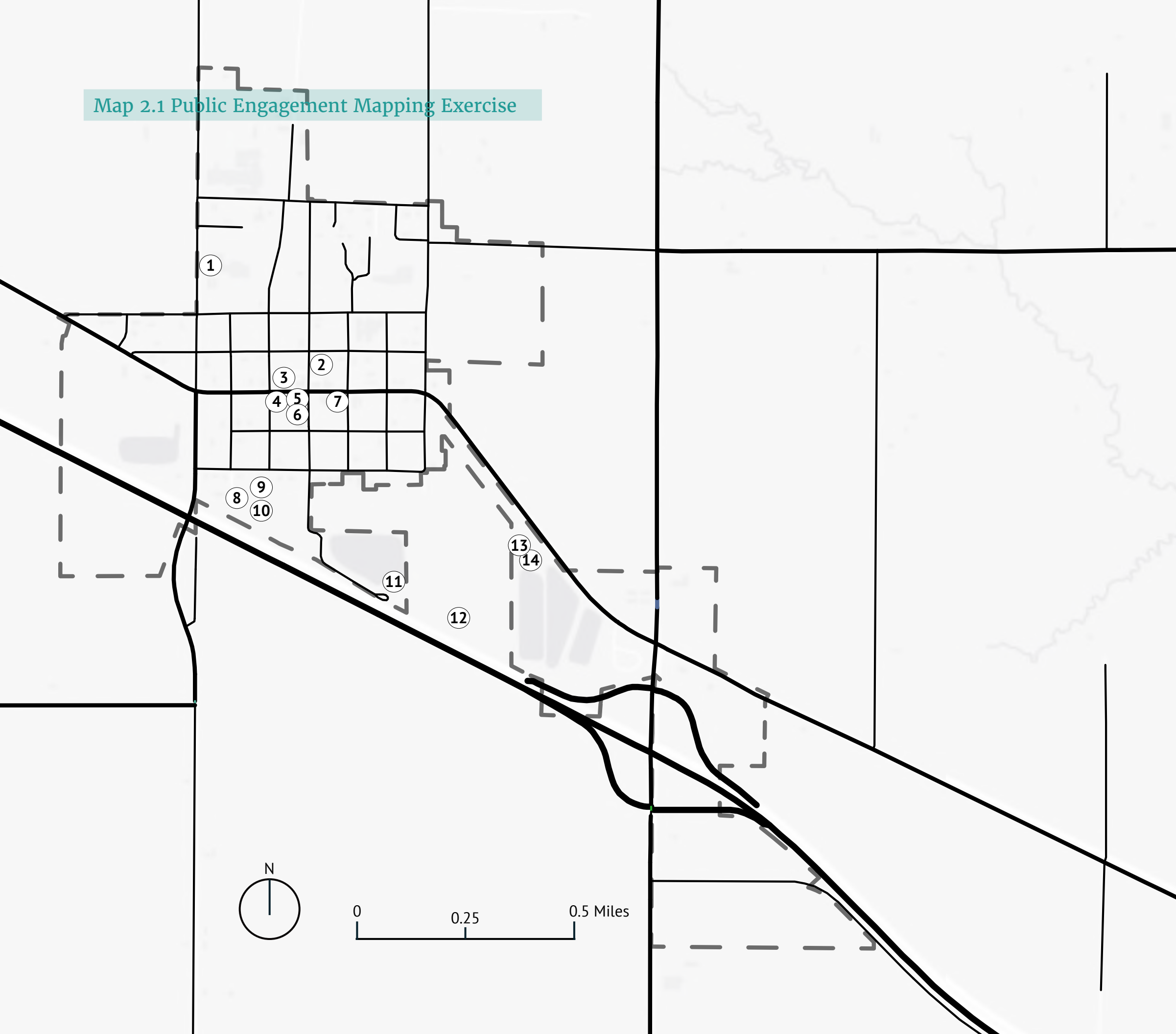
Submitted Comments:

- + Law enforcement please!
- + Law enforcement!
- + Stop sign on S. Madison St and E. Van Buren
- + Continue having cookouts in the Lake Park
- + Walking path connected to Jubilee State Park Trails
- + We need to get a business opened at former laundromat
- + Grocery store, more restaurant options, open the eatery on Knoxville!!!

Fig. 2.19 Money Game Results



Map 2.1 Public Engagement Mapping Exercise



Results: Mapping Exercise

Participants recorded what they like, dislike, or want to change in the built environment on a map of Brimfield. This gave residents the opportunity to draw out ideas for the Village within the municipal boundary and Extra-Jurisdictional Planning Area (EJPA).

Comment Key:

- 1. (Likes)
- 2. Community Garden
- 3. Laundromat
- 4. (Dislikes)
- 5. (Likes)
- 6. (Likes)
- 7. (Dislikes)
- 8. XC Course
- 9. Pickleball
- 10. Indoor B Ball Courts (gym)
- 11. Garden? Other nature
- 12. Walk path
- 13. Bird watching platform
- 14. Bird viewing platform

Results: Strengths, Opportunities, Aspirations, and Results (“SOAR”)

The SOAR analysis station helps residents to focus on assessing aspects of the Village, identifying how they can be used for positive change and the results that residents would like to see come to fruition. This station featured four poster boards, each labeled with the categories of SOAR. Participants were given the opportunity to list their ideas and support the ideas of others by adding a green dot next to comments.

Strengths describe existing community assets, characteristics, or resources that participants appreciate and would like to see continued or grown. These include aspects of the Village that residents are proud of or that can be used to achieve the goals of the comprehensive plan. Brimfield’s strength lies in its schools, friendly community, and services.

Comments received:

- ⚡⚡ Friendly place!
- ⚡⚡ Schools
- +++ Library
- + Roads are always taken care of - especially in the winter
- + Nice municipal lake / grounds
- + Walking distance to schools plus the “downtown” businesses and restaurants

Opportunities describe the potential projects, developments, programming, or features of Brimfield that could be utilized to improve the Village’s quality of life. A common sentiment among participants was a desire for better utilization and beautification of properties.

Comments received:

- ⚡⚡ Houses in empty lots in this town
- ⚡⚡ Abandoned properties clean-up
- +++ Pickleball
- +++ Use building next to hardware store
- ++ Support American Legion becoming “community hub”
- + Stop sign - S. Madison and E. Van Buren
- + Law Enforcement
- + Walking trail

Aspirations describe what residents would like the Village to achieve in the future. This allows for an exploration of what issues residents are passionate about within their community. Respondents identified a variety of aspirations, with a focus on recreational opportunities, improved Village services, and eateries.

Comments received:

- ⚡⚡ Open the ice cream / eatery on Knoxville
- +++ Finish sidewalks
- +++ Restaurants / groceries
- ++ Pickleball
- ++ Utilize Park for events and improve parking there
- + BMX / pump track
- + Paddle watercraft allowed at park (kayaks, canoes)
- + Swimming
- + Native wildflower / prairie restoration areas
- + Laundromat
- + Equipment “check out” from library: home repair, yard maintenance equipment, board games, video games)
- + Thrift store
- + Community Performance Space: outdoor pavilion / Village Square

Results refer to the tangible and practical outcomes of the planning process in Brimfield. After considering the strengths, opportunities, and aspirations of residents, results gauge how far the Village is from achieving its goals. Unfortunately, no comments were made.



Fig. 2.20 (Top) and Fig. 2.21 (Bottom) Attendees of the Open House speaking with steering committee members at different stations.

III. VISION + STRATEGIES

OBJECTIVES + KEY RESULTS

Objectives + Key Results (OKRs) represent the long-term vision of Brimfield and are derived from the various engagement strategies conducted over the course of this plan's development. Feedback from Brimfield residents, steering committee members, and community stakeholders were used as the basis for OKR development. An analysis of engagement results identified five major categories to address: Growth + Economic Development, Transportation + Infrastructure, Parks + Recreation, Housing, and Plan Implementation. Each section is broken down into goals and the suggested steps to achieve each.

Objectives represent a specific goal within each category, directly addressing the concerns or aspirations of community members. Each Objective is followed by multiple Key Results, actionable strategies that have been recommended by Tri-County and PGAV. Key Results are intended to be measurable strategies that gauge the success of implementation. While they have been carefully developed to represent existing conditions and resources, the Village of Brimfield and Tri-County recognize that the OKRs are dynamic and subject to change. The Village is not legally bound to implement the OKRs.

GROWTH + ECONOMIC DEVELOPMENT

Brimfield seeks to revitalize its downtown and should seek to establish Village branding, and support balanced growth to promote economic opportunity.

Objective 1: Revitalize Downtown.

1. Establish downtown development design guidelines to protect, preserve, and further the historic character of the area while allowing for modern development approaches.
2. Establish Downtown Sign Standards to ensure signage reflects a traditional "downtown" or "main street" experience.
3. Consider the use of Tax Increment Finance (TIF) or Business Development District (BDD) incentives to provide means to generate revenues that can fund public and private reinvestments in Downtown Brimfield.
4. Improve the streetscape along W/E Knoxville St to cultivate a walkable "Main St" aesthetic.
5. Create a storefront activation program to help small businesses and entrepreneurs activate vacant storefronts.

6. Acquire key vacant and underutilized properties to gain site control and attract new development and redevelopment opportunities that align with the comprehensive plan.

7. Establish spaces to facilitate rotating public art exhibitions (murals, sculptures, wall art, monuments, etc.) that celebrate local history and cultivate Brimfield's brand identity. Focus on local artists for more permanent installations, murals, sculptures.

Objective 2: Retain, Expand, and Attract Local Businesses.

1. Establish a seasonal Brimfield Market event featuring local farmers, food vendors, craft makers, businesses, and artists.
2. Conduct annual business retention engagement with local businesses and understand local market trends.
3. Collaborate with local businesses and community organizations to promote the Shop Local 365 program in Brimfield to elevate awareness about the benefits of shopping locally and attracting visitors.
4. Facilitate the creation of a local business association.
5. Maintain a listing of available properties on the Village website enhance the visibility of business and development opportunities for existing and prospective property owners, businesses, and developers.

6. Partner with regional economic development agencies to connect small businesses with available resources including access to capital, guidance to starting a resilient business, etc.

7. Create a new business welcome package that includes information and resources about the Village's requirements for opening a business, as well as other local and regional support organizations.

8. Promote Enterprise Zone incentives as a tool to attract new development.

9. Hold an annual State of the Village workshop to share updates about local plans and projects, and learn about trends and issues impacting the local market.

10. Create a Vacant Properties Registration Program.

Objective 3: Redefine Brimfield's Civic Brand to Promote Economic Opportunity and Quality of Life in Brimfield.

1. Create a brand logo that reflects Brimfield's history and community character while generating excitement about the future.

2. Incorporate the new civic brand into physical, marketing/communications, technological, and administrative elements of the Village to tell Brimfield's story and promote economic opportunities.

3. Establish a historic landmarks program to honor and celebrate historic places (buildings or sites), people, or events in Brimfield.

4. Promote local fiber connectivity speeds as an asset to attract new residents, businesses, and jobs.

Objective 4: Promote Balanced Growth by Supporting Economic Development While Protecting the Community's Character and Natural Resources.

1. Annex parcels northeast and northwest of Village boundary to promote development of prime real estate and strengthen the local tax base.

2. Annex parcels on the south side of the I-74 / Maher Road interchange to promote development of prime real estate and strengthen the local tax base.

3. Designate areas on the future land use map which should be preserved as prime agricultural land.

Objective 5: Create a Village Square in Downtown

1. Partner with Brimfield Public Library to develop a Village Square that includes indoor and outdoor community gathering spaces, and rentable community space.

2. Hire a consultant with expertise in landscape architecture and architecture to develop a conceptual site and program plan to estimate development cost.

3. Work with Brimfield Public Library to secure purchase options on properties needed to complete the Village Square block.

Legend

-  public art
-  prairie / vegetation
-  pavillion
-  trees
-  green space
-  existing infrastructure

Fig. 3.1 (Below) Conceptual sketches of a Village Square between the Brimfield Public Library and new Village Hall



TRANSPORTATION + INFRASTRUCTURE

Brimfield should advocate for improved infrastructure to meet the needs of mobility, utility, business, and education.

Objective 1: Enhance Walkability and Bikability Throughout the Village.

1. Create a Sidewalks and Trails Master Plan for the construction and maintenance of ADA-compliant routes to create a complete walking and biking network throughout the village.
2. Amend Code of Ordinances Section 19.62.e.(3) to require all new subdivisions and developments to install sidewalks in accordance with the Village's Sidewalk Master Plan.
3. Amend Code of Ordinances Section 19.62 to discourage cul-de-sacs and dead-end streets by encouraging a traditional street grid.
4. Construct a multi-use path connecting local schools, the library, Village Hall, and Brimfield Community Park.
5. Partner with regional government entities to conduct a Regional Trail Feasibility Study focused on expanding the regional trail network to connect Brimfield to Jubilee Park, and Jubilee Park to the Rock Island Greenway.

Objective 2: Establish an Active Transportation Plan Rooted in Safe Routes Partnerships.

1. Adopt an Intergovernmental Safe Routes Policy Resolution.
2. Create community events and install safe routes demonstrations to build support for permanent investments, educate the community about the impacts of safe walking and biking connections, and encourage youth to walk and bike to school.
3. Apply for grant funding from the Illinois Safe Routes to School (SRTS) Program to support the local SRTS Plan.
4. Hire a consultant or work with TCRPC to create a thorough Long-Range Transportation Plan including establishing a SRTS program.

Objective 3: Complete Public Infrastructure, Utility, and Facilities Improvements that Enhance Public Health, Safety, Accessibility, and Sustainability.

1. Collaborate with service providers to convert long-haul point fiber-to-fiber infrastructure with at least 1 Gbps download and upload speeds within the Village's priority annexation areas to provide support for future residents, businesses, and community facilities.
2. Collaborate with service providers to enhance fiber infrastructure to at least 4 Gbps download and upload speeds by 2033.
3. Complete a stop sign warrant study to determine where new or changes to existing multi-way stop signs are justified based on the Federal Highway Administration (FHWA) Manual on Uniform Traffic Control Devices (MUTCD) to consider specific warrants using data-driven, transportation planning, and engineering processes to interpret findings and identify necessary solutions.
4. Establish a Street Lighting Plan to improve safety and efficiency. Illuminate the village by focusing on high-conflict areas like intersections; priority pedestrian/bicyclist routes; utilizing energy-efficient LED, full cutoff, and adaptive light fixtures; solar power integration; and corridor/district task lighting for strategic fixture placement.

5. Consider installing solar arrays on public facilities and public parking lots to reduce long-term energy cost burdens on the Village budget and tax payers by generating clean energy on-site and reduce the Village's carbon footprint.

6. Hire an engineering consultant to assess the Village wastewater disposal ponds' infill and infiltration issues to develop solutions for the long-term preservation of the capacity of the ponds.
7. Create a long-range strategy for upgrading the Village's buildings, equipment, and operations to reduce energy consumption and associated costs.
8. Collaborate with TCRPC to ensure the Village's participation in the next Peoria County Hazard Mitigation Plan to reduce potential impacts of natural and manmade hazards and to qualify for funding opportunities.
9. Update Code of Ordinances Section 19.46 - Storm Water to describe stormwater management best practices required by developments that are large, complex, or extra sensitive to drainage considerations to effectively manage stormwater runoff.

Objective 4: Create a Vibrant, Walkable, and Mixed-Use Corridor along Knoxville St.

1. Create a Corridor Beautification Plan for Knoxville St complete with Stormwater Best Management Practices.
2. Complete the sidewalk network along each side of Knoxville St to create a safe, accessible, and connected pedestrian environment in Downtown.
3. Amend Sec. 18.92(e) to require future development in the C-1 district along Knoxville St to construct off-street parking to the rear of buildings to establish and preserve a traditional “main street” streetscape in Downtown.

PARKS + RECREATION

Brimfield should partner with local organizations to enhance programs and services that improve the quality of life.

Objective 1: Foster Community Pride and Social Interaction by Maintaining Activate Parks and Recreation Facilities through Programs, Events, and Activities for All that Celebrate Local History, Culture, and Environment.

1. Complete a master plan for long-term improvements to Brimfield Community Park to include plans for indoor and outdoor recreation facilities and amenities.
2. Partner with the Peoria Audubon Society to identify opportunity areas for bird watching sites in Brimfield.
3. Partner with the local Student Council to advise and help the Village and Library create programs, events, and activities geared towards youth, families, and seniors.
4. Partner with Brimfield Public Library and other community groups to create a Library of Things to offer residents shared use/access to items that might otherwise be inaccessible.
5. Create a combined community events calendar on the Village website.

6. Meet annually with community organizations to plan for the efficient use of community services and resources.

HOUSING

The Village should promote the development of housing stock, enhance neighborhood beautification, and encourage community pride to meet the housing needs of residents.

Objective 1: Enhance the Aesthetic of the Village and Protect the Existing Housing.

1. Host a Yard of the Month/Yard of the Year/Yard of the Season Contest to encourage community pride, yard maintenance, and beautification of private property.
2. Partner with School District and Illinois Community College to incorporate home repairs as a practical application component of the construction trade curriculum.
3. Explore an Intergovernmental Agreement (IGA) with Peoria County for code enforcement.

Objective 2: Amend Chapter 18 – Zoning Code to Promote a Diverse Housing Stock.

1. Allow modular home construction for single-family homes and duplexes in all applicable residential districts.
2. Amend the R-1 zoning district regulations to adjust minimum lot size requirements from 8,000 square feet to 7,200 square feet.

3. Allow increased building coverage as density bonus for development within residential zoning districts; require the implementation of on-site stormwater management best practices to help offset increased runoff.

4. Create a grant program to support the implementation of stormwater management projects on residential properties.

5. Amend the Zoning Code to create new zoning district to support the development of medium density housing (duplexes, triplexes, and/or fourplexes).

6. Identify areas on the future land use map where medium density housing and multifamily housing are supported.

7. Amend Zoning Code to define open space requirements for multifamily developments.

Objective 3: Promote a Mix of Housing Policy and Incentive Strategies to Facilitate the Development of Affordable, Safe, and Quality Housing.

1. Establish a public infrastructure financing policy for development projects that require the extension of Village water and sewer to new areas.

2. Utilize Enterprise Zone incentives to encourage housing development - infill, multifamily, and mixed-use development.

3. Partner with the Illinois Housing Development Authority to identify housing repair and community revitalization funding programs to support senior housing and preserve existing stock through the alleviation of blight.

PLAN IMPLEMENTATION

Brimfield will make efforts to advance implementation strategies with the understanding that Objectives & Key Results (OKRs) are intended to be dynamic and respond to the shifting circumstances, resources, and conditions that may influence the Village.

Objective 1: The Village Should Monitor the Progress of OKRs.

1. Create a system to track the progress of the objectives and key results the Village is primarily responsible for leading.
2. Annually report on the status of objectives and key results by the Primary Responsible Parties to the Village Board.

Objective 2: The Village Update OKRs as Needed to Account for Changing Conditions.

1. Host an annual work session among Primary Responsible Parties to evaluate progress, discuss changing conditions; decide on necessary changes to the OKRs to reflect new challenges or opportunities.

Objective 3: Brimfield Should Incorporate Recommended Projects into the Annual Municipal Budget.

1. Identify comprehensive plan projects in the annual budget.
2. Include major capital and infrastructure projects in the Village's Capital Improvement Program (CIP).

Objective 4: The Village Should Seek Local, State, and Federal Grant Funding to Support Plan Implementations.

1. Include regionally significant projects in Tri-County's Long-Range Transportation Plans.
2. Submit major projects as Regional Priorities in Tri-County's prioritization processes.
3. Attend Tri-County Full Commission and Technical Committee meetings to ensure that the Village is aware of funding opportunities.
4. Regularly research potential grant sources and funding opportunities for Village projects.

Objective 5: Brimfield Should Amend the Village's Code of Ordinances to Align with the Comprehensive Plan.

1. Complete a comprehensive review of the Zoning Ordinance to implement comprehensive plan vision and recommendations, and incorporate modern planning and zoning trends.
2. Complete a comprehensive review of the Subdivision Ordinance to implement comprehensive plan vision and recommendations, and incorporate modern planning and zoning trends.
3. Update other relevant chapters of the Code of Ordinances to implement comprehensive plan vision and recommendations, and incorporate modern planning and zoning trends.

IV. FUTURE LAND USE

LAND USE DEFINITIONS

AG – Agricultural

This is rural/agricultural in character and includes farms and large tracts of undeveloped land.

CI – Civic / Institutional

Land used for major public and quasi-public institutions, including schools, colleges, universities, correctional facilities, hospitals, utilities, and similar uses.

HI – Heavy Industrial

Typically consists of older industrial areas used for the heavy manufacturing and assembling of goods. Heavy industrial uses include processes used in the production of steel, automobiles, chemicals, cement, and animal by-products, and are viewed as clearly not compatible with areas designated for residential, institutional, office, and retail uses. Substantial landscaped buffers are expected between uses of lesser intensity, particularly residential, office, and agricultural uses.

HO – Hillside Overlay

This designation includes areas with slopes that exceed 15%. Development within or including these areas will be subject to additional regulations that mitigate risks such as erosion, landslides, sedimentation, and wildfire. Development regulations should promote regional resiliency.

LDR – Low-Density Residential

This land use is primarily residential in character at a density between 3 and 6 dwelling units per acre, including detached single-family dwellings and duplexes. The primary residential pattern should be neighborhoods. The main neighborhood form should be detached residential development that is of sufficient size and design to promote neighborhood formation and land use stability.

MDR – Medium-Density Residential

This land use is primarily residential in character with a density ranging from 6 to 24 dwelling units per acre. Primary land uses include detached single-family dwellings, duplexes, townhouses, and attached multi-family dwellings.

MU-DR – Mixed-Use Development Reserve

This land use is primarily low-density residential in character with 4-6 dwelling units per acre, including detached single-family dwellings and duplexes. These areas should follow a street grid pattern consistent in scale with Brimfield's historic downtown. Development should also contain pockets of medium-density residential developments mixed with community-serving businesses such as small shops, restaurants, drugstores, small markets, salons, or convenience stores.

MU-NC – Mixed-Use Neighborhood Center

This land use is the least intense of the mixed-use classifications. It is intended for medium-density, mixed-use development with housing densities of 6 to 12 dwelling units per acre. Businesses typically serve one or a few neighborhoods and might include small shops, restaurants, drugstores, small markets, salons, or convenience stores. Buildings should be designed with a residential character and scale that complements the surrounding neighborhoods. The development form for this land use should be nodal and not scattered.

MU-KC – Mixed-Use Knoxville Corridor

This land use consists of areas along the Village's "main street" corridor of Knoxville St. It includes areas with the potential for redevelopment and vertical mixed uses, such as shops on the ground level and apartments above. Buildings should be designed to emphasize comfortable and safe pedestrian and bicycle facilities and include the creation of outdoor public amenities such as eating spaces or public art.

MU-CLI – Mixed-Use Commercial/Light Industrial

A wide range of commercial and industrial uses can join to make complementary employment centers, including offices, light industrial, services, general business, retail, and restaurants.

OS – Other Open Space

Primary uses include cemeteries, private golf courses, and similar uses. Open space areas should serve as buffers or conservation and recreation areas.

PP – Public Parks and Refuges

This classification contains existing parks, wildlife refuges or similar public or quasi-public parks, open spaces, and greenways.

ROW – Right-of-Way

Land used for local, state, or federal roadways and transportation easements.

SPO – Stream Protection Overlay

Areas subject to flooding as indicated by their location in the floodplain or the 100-year or 500-year flood fringe. Development within these areas will be subject to additional regulations that mitigate flood risk and promote regional resiliency.

W – Water

These are areas designated to protect river and creek channels, lakes, or ponds from development.


FUTURE LAND USE – EJPA BOUNDARY

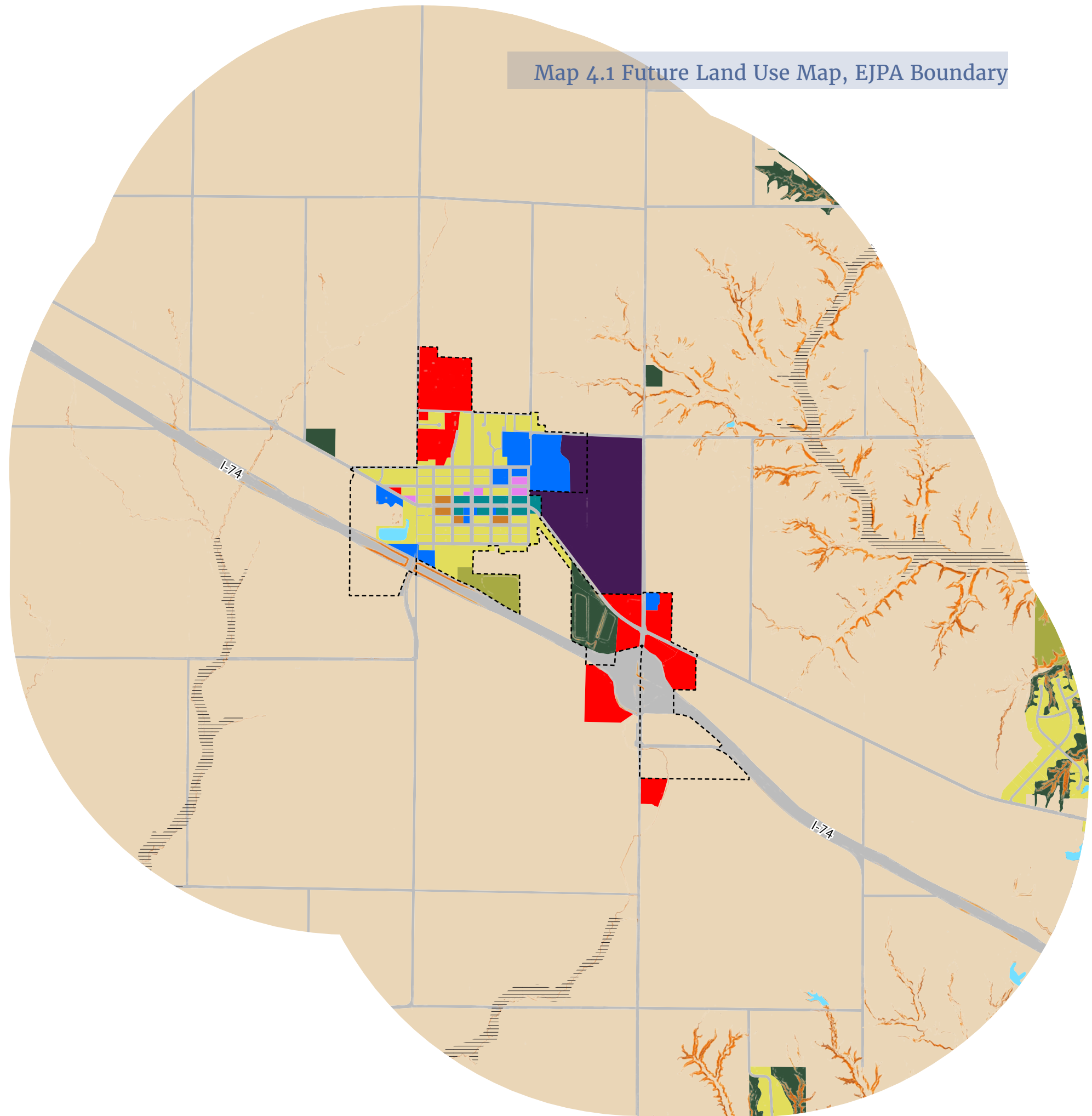
Map 4.1 Future Land Use Map, EJPA Boundary

Legend

 Brimfield Municipal Boundary


















Land Uses

-  **AG** Agricultural
-  **CI** Civic/Institutional
-  **HO** Hillside Overlay (Moderately steep slope, 16°-20°)
-  **HO** Hillside Overlay (Steep slope, 21°-30°)
-  **HO** Hillside Overlay (Very steep slope, 31°-90°)
-  **LDR** Low-Density Residential
-  **MDR** Medium-Density Residential
-  **MU-DR** Mixed-Use Development Reserve
-  **MU-NC** Mixed-Use Neighborhood Center
-  **MU-KC** Mixed-Use Knoxville Corridor
-  **MU-CLI** Mixed-Use Commercial/Light Industrial
-  **OS** Other Open Space
-  **PP** Public Parks and Refuges
-  **ROW** Right-of-Way
-  **SPO** Stream Protection Overlay
-  **W** Water

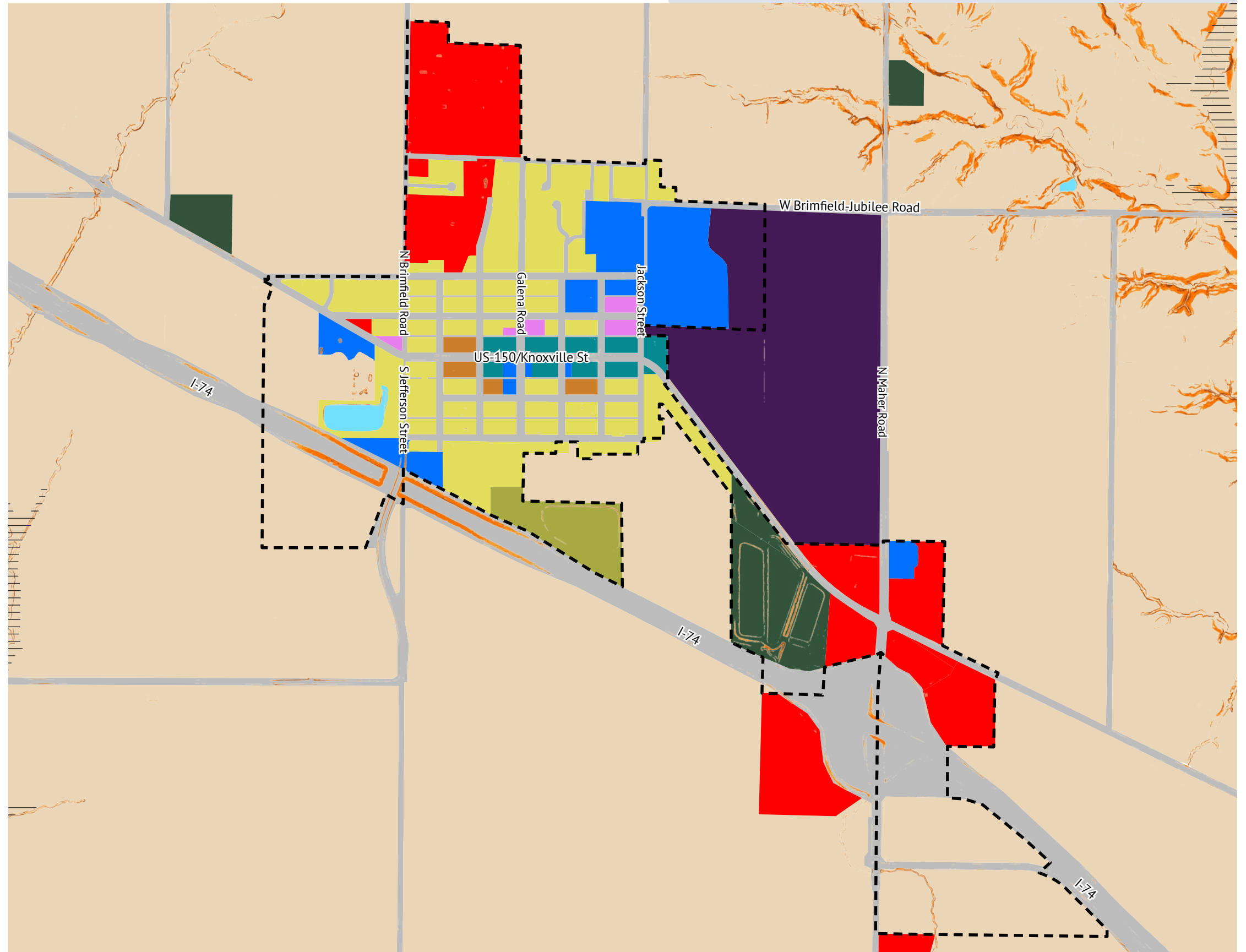


FUTURE LAND USE – MUNICIPAL BOUNDARY

Legend

-  Brimfield Municipal Boundary
- Land Uses**
-  **AG** Agricultural
-  **CI** Civic/Institutional
-  **HO** Hillside Overlay (Moderately steep slope, 16°-20°)
-  **HO** Hillside Overlay (Steep slope, 21°-30°)
-  **HO** Hillside Overlay (Very steep slope, 31°-90°)
-  **LDR** Low-Density Residential
-  **MDR** Medium-Density Residential
-  **MU-DR** Mixed-Use Development Reserve
-  **MU-NC** Mixed-Use Neighborhood Center
-  **MU-KC** Mixed-Use Knoxville Corridor
-  **MU-CLI** Mixed-Use Commercial/Light Industrial
-  **OS** Other Open Space
-  **PP** Public Parks and Refuges
-  **ROW** Right-of-Way
-  **SPO** Stream Protection Overlay
-  **W** Water

Map 4.2 Future Land Use Map, Municipal Boundary



V.
APPENDICES

Appendix A: References

- [1] Guyer, L. L. Brimfield Township. Genealogy Trails History Group. <https://genealogytrails.com/ill/peoria/hx/brimfieldtwp.html>
- [2] Kathryn Miller. (1977). The Telephone. <https://brimfield.historyarchives.online/home>
- [3] Digital Archives of the Brimfield Public Library. <https://brimfield.historyarchives.online/home>
- [4] Illinois Department of Commerce. "Illinois Broadband Map." 2025, <https://experience.arcgis.com/experience/9eaa0908b32142b89efec99ed430a590>
- * Demographic information provided by Esri (2024). Esri pulled data from the following sources: ACS (2018-2022).

Appendix B: 2025 Community Survey

Community Survey • Brimfield Comprehensive Plan •
Spring 2025

1. Where do you live? Check one box.

- | | |
|--|---|
| <input type="checkbox"/> Brimfield | <input type="checkbox"/> Kickapoo / Edwards |
| <input type="checkbox"/> Williamsfield | <input type="checkbox"/> Peoria (City) |
| <input type="checkbox"/> Princeville | <input type="checkbox"/> Peoria County |
| <input type="checkbox"/> Elmwood | <input type="checkbox"/> Other: _____ |

2. Where do you work? Check one box.

- | | |
|--|--|
| <input type="checkbox"/> I do not work/Retired | <input type="checkbox"/> Peoria (City) |
| <input type="checkbox"/> Brimfield | <input type="checkbox"/> Peoria County |
| <input type="checkbox"/> Williamsfield | <input type="checkbox"/> Woodford County |
| <input type="checkbox"/> Princeville | <input type="checkbox"/> Tazewell County |
| <input type="checkbox"/> Elmwood | <input type="checkbox"/> Other: _____ |

3. Do you work from home? Check one box.

- | | |
|------------------------------|---|
| <input type="checkbox"/> Yes | <input type="checkbox"/> Hybrid |
| <input type="checkbox"/> No | <input type="checkbox"/> Not applicable |

4. Where do you attend school? Check one box.

- | | |
|---|--|
| <input type="checkbox"/> I do not attend school | <input type="checkbox"/> Peoria (City) |
| <input type="checkbox"/> Brimfield | <input type="checkbox"/> Peoria County |
| <input type="checkbox"/> Williamsfield | <input type="checkbox"/> Online School |
| <input type="checkbox"/> Princeville | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Elmwood | |

5. Are there enough employment opportunities in Brimfield or within a reasonable driving distance of Brimfield? Check one box.

- Yes
- No
- Maybe
- Not applicable

6. How much of your purchasing **QR** use takes place in **Brimfield**? Check one box for each row.

	0-25%	26-50%	51-75%	76-100%
Banking				
Entertainment				
Gas				
Medical				
Parks				
Pharmacy				
Restaurants				

7. How do you rate the quality of the following services in **Brimfield**? Check one box for each row.

	Excellent	Good	Fair	Poor	Not sure
Code enforcement					
Education					
Emergency medical services					
Fire protection					
Garbage collection					
Internet services					
Law enforcement					
Medical care					
Parks and recreational facilities					
Senior citizen services					
Sewage services					
	Excellent	Good	Fair	Poor	Not sure
Stormwater drainage					
Water utility services					

8. How would you like to receive communication from the **Village**? Check all that apply.

- Newsletter
- Newspaper
- Radio
- Social media
- Word of mouth
- Other: _____

9. Do you support the construction OR improvement of the following facilities? Check one box for each row.

	Not at all	Not much	Moderate	Somewhat	Very much
Park Development					
Pickleball Courts					
Playground Equipment					
Village Museum					
Walking Trail					

10. Do you support the construction OR improvement of the following transportation infrastructure? Check one box for each row.

	Not at all	Not much	Moderate	Somewhat	Very much
Bike lanes					
Crosswalks					
Parking					
Sidewalks					
Streetlights					
Streets and roads					

11. Would you like to see more or less of the following types of development in Brimfield? Check one box for each row.

	More	Keep at current levels	Less	Not sure
Residential				
Industrial				
Commercial				
Food and drink				
Recreational				
Green/open space				
Transportation				
Mixed-use (combination of residential and commercial)				

12. The current population of Brimfield is approximately 762 people. Would you like to see the population increase, decrease, or remain the same? Check one box.

- Increase
- Remain the same
- Decrease

13. In what direction would you like to see the Village of Brimfield grow? Circle all that apply.

East	North	West	South	No expansion
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14. Do you support the development of the following housing types in Brimfield? Check all the housing types that you support.

- For-Sale Housing
- Rental Housing

15. Do you support the development of the following types of housing? Check all the housing types that you support.

- 1-bedroom housing
- 2-bedroom housing
- 3-bedroom housing
- 4-bedroom housing
- 5+bedroom housing
- Independent Senior Living
- Assisted Living
- I do not support any of these

16. How do you rate the availability of the housing supply in Brimfield? Check one box for each row.

	Excellent	Good	Fair	Poor	Not Sure
Homes for sale					
Rentals					
Lots for new construction					
Affordable housing					
Independent Senior Living					
Assisted Living					
Skilled Nursing Facilities					

17. Do you communicate with your Elected Officials? Circle one.

Yes	No
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18. If you answered yes to question 17, how responsive are your Elected Officials? Circle one.

Not enough	Right amount	Somewhat	Very	Too responsive
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19. Do you belong to any of the following service organizations?

- Brimfield Area Men’s Club (BAMC)
- Sportsman’s Club
- Historical Society
- Brimfield PTO
- Brimfield Athletic Boosters
- Other: _____

20. What age group do you fall into?

- 0-17
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75 and over

21. What do you like about Brimfield?

22. What are the biggest issues that Brimfield has, if any?

23. Do you have any other comments to contribute to the comprehensive plan process?
