



Strategic Planning Report 2010-2014

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LINCOLNWOOD STRATEGIC PLAN

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VISION 2014

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VISION STATEMENT

January, 2010

The Village of Lincolnwood effectively blends the advantages of urban proximity with quality suburban amenities. Families are drawn to Lincolnwood in part because of our superior schools and convenient transportation links. We are a stable community with long-term residents who stay here due to consistently strong property values and the vitality of our neighborhoods. The Village government, through effective strategic planning and timely responsiveness to changing conditions, continues to offer excellent public services in a fiscally responsible manner.

As the Village proceeds into its next century we will continue to incorporate new technology into Village operations and increase efficiencies in providing essential public services. We will strive to be proficient stewards of the environment and set a positive example of decreasing our carbon footprint. We will focus on preserving a balanced use of land that leads to a diversified tax base. We will continue to promote and support the Arts to enhance the quality of life of all our residents and visitors.

The Village of Lincolnwood will maintain its consistently high standards of service and continually seek to enhance its standing as a haven for residents and businesses.

SWOT ANALYSIS

STRENGTHS

- ***Strong staff***
- *Openness to green initiatives*
- *Public Services and Safety – Police/Fire/Public Works*
- *Relatively strong sales tax base*
- *Manufacturing base – given the size*
- *Surface Infrastructure complete*
- *Proximity – to all – centrally located*
- ***Governing board***
- *Community well respected by other governments*
- *Leadership*
- *Residents – well educated – good income level*
- *Diversified population*
- *Christmas/Holiday lighting – draw through*
- *Good memory and history of village*
- *Schools – single campus – strong sense of place*
- *Good curriculum*
- *Home rule powers*
- *Financial strength (high bond rating)*
- *High resident participation (10 volunteer Commissions)*
- *Active Chamber of Commerce*
- *Efficient decision making*
- *Good Board/staff teamwork*
- *One voice*
- *Well maintained housing stock*
- *Good parks*
- *Good library*
- *Becoming more proactive in our approach to issues*
- *Substantial property re-development opportunities*

- *Lincoln Avenue Task Force Implementation*
- *Village Board adept at planning*
- *Overwhelming positive results from the citizen survey*
- *New young families moving into the Village*
- *Legal counsel*
- *Lincoln Avenue Streetscape Plan*
- *More responsive to Village challenges*
- *Positive impact of new Plan Commission*

WEAKNESSES

- *Limited public transportation*
- *Code enforcement*
- *Limited open spaces for development*
- *Concern of businesses regarding erosion of Manufacturing District and other changes*
- ***Tax base growth is limited – hard to plan new development***
- ***Village General Fund's revenue is too reliant on automobile sales tax***
- *Foreclosures*
- *Substandard sewer system*
- *No downtown*
- *Little identification as a village*
- *Negative stigma of town center (indoor site)*
- *Outdated and run down buildings*
- *Too many banks*
- *School District 74 issues*
- *Touhy Avenue*
- *Parking conflicts between businesses and residents*
- *Traffic – cut through*
- *Lack of control on arteries (IDOT)*
- *No pedestrian streetscape*
- **Purple Hotel**

OPPORTUNITIES

- ***Commercial redevelopment***
- ***Northeast Parkway business area***
- *Pressure for redevelopment*
- ***Improve visual landscape***
- *Logo/Motto or other theme could be developed*
- *Green Initiatives*
- *Improvement of gathering centers*
- ***Lincoln Avenue – The Purple Hotel site***
- *Development of Park – Channel Runne*
- *Walk/Bike path*
- *Community Center*
- *Enthusiastic management*
- *Improving business and gathering center*
- *Distinctiveness to Chicago*
- *Senior population as resource and asset*
- *Improve business climate*
- ***Partnership with business and government***
- *Partnership with schools*
- ***Renew and update comprehensive plan***
- *Accessibility with transportation*
- ***Proactive efforts***
- ***Eliminate surprises***
- *Expansion of Lincolnwood in Bloom programs*

THREATS

- *Water supply reliance on Chicago*
- *State of Illinois and Cook County funding failures*
- *Too dependent on state*
- *Unfunded mandates imposed on village (voters, budget, affordable housing)*
- ***Downturn of economy***
- *Bridge over Pratt Avenue (Chicago River)*
- *Residential development changing commercial base*
- *Erosion of manufacturing base*
- *Renegade developers*
- *Continuing flooding issues*
- ***Employee Pension Costs***

bold = key items.

VISION 2014**

BUSINESS FRIENDLY VILLAGE

THE NEW LINCOLN AVENUE

LINCOLNWOOD IN MOTION

THE HEART OF LINCOLNWOOD

EVERYTHING IS GOOD IN LINCOLNWOOD

QUALITY OF LIFE

COMMUNITY RECREATION OPPORTUNITIES

FUNDING SOURCES REALIZED

INTEGRATED TECHNOLOGY

INFRASTRUCTURE MODERNIZED

** = see VISION chart for more detail

GOALS 2010-2014

- 1) SECURE AND UTILIZE FUNDING FROM VARIOUS SOURCES
- 2) PROMOTE INTERACTIVE VILLAGE WEBSITE AND IMPROVE PUBLIC ACCESS PROGRAMMING
- 3) REVIEW AND UPDATE COMMUNITY DEVELOPMENT ACTIVITIES
- 4) EXPLORE PARKS AND RECREATION PROGRAMMING OPTIONS
- 5) UTILIZE PROFESSIONAL RESOURCES OF BOARDS AND COMMISSIONS MEMBERS.
- 6) REVIEW AND UPDATE THE COMPREHENSIVE PLAN
- 7) IMPROVE CODE COMPLIANCE
- 8) RESPONSIBLY SECURE PROFESSIONAL SERVICES
- 9) ACHIEVE EFFICIENT WATER MANAGEMENT
- 10) PROACTIVELY MARKET LINCOLNWOOD
- 11) EXAMINE ECONOMIC DEVELOPMENT INITIATIVES

OBJECTIVES 2010-2014*

GOAL 1: SECURE AND UTILIZE FUNDING FROM VARIOUS SOURCES

OBJECTIVES

- A. Develop new private sector revenue sources and corresponding policies.
- B. Consider new Tax Increment Financing District opportunities.

GOAL 2: PROMOTE INTERACTIVE VILLAGE WEBSITE AND IMPROVE PUBLIC ACCESS PROGRAMMING

OBJECTIVES

- A. Continue to market upgraded interactive website to increase resident usage.
- B. Continue to work with School District 74 and the Lincolnwood Library to improve the quantity and quality of programming on the Public Access channel. Establish agreements with other taxing bodies to display their public information on Village website and cable channel.
- C. Develop a Village-wide community calendar encompassing the Village, School Districts, Chamber of Commerce, and the Village Library.

GOAL 3: REVIEW AND UPDATE COMMUNITY DEVELOPMENT ACTIVITIES

OBJECTIVES

- A. Improve the physical layout of the Community Development Department.
- C. Establish structure and goals of the Plan Commission and Zoning Board of Appeals.
- D. Promote new green initiatives.

GOAL 4: EXPLORE PARKS AND RECREATION PROGRAMMING OPTIONS.

OBJECTIVES

- A. Publicize programming offerings in other communities that are not offered in Lincolnwood.
- B. Examine Community Center space utilization.
- C. Monitor programs with low participation, along with expanding and improving programs that are well attended.
- D. Implement Bike paths.
- E. Explore “Skate” park development.
- F. Explore Dog park development.
- G. Maintain partnerships with schools, other communities, and park districts.

GOAL 5: UTILIZE PROFESSIONAL RESOURCES OF BOARDS AND COMMISSIONS MEMBERS

OBJECTIVES

- A. Expand the flow of advice between Commissions and the Village Board.
- B. Identify general goals and create standard forms for Commissions to spur discussion.
- C. Train Commission chairs in goal creation process.
- D. Yearly Commission review should focus on next year’s goals.
- E. Develop Commission five-year plans.

GOAL 6: REVIEW AND UPDATE THE COMPREHENSIVE PLAN

OBJECTIVES

- A. Direct the Plan Commission to update and revise the Comprehensive Plan.
- B. Examine the possibility of hiring a consultant to facilitate the revision (if needed).

GOAL 7: IMPROVE CODE COMPLIANCE

- A. Develop uniform and regular enforcement of property maintenance violations and quality of life violations.
- B. Improve community awareness and quality of life related codes (noise, air, and light pollution).

GOAL 8: RESPONSIBLY SECURE PROFESSIONAL SERVICES

- A. Continue to monitor the need and/or opportunity for procurement of contracted services.

GOAL 9: ACHIEVE EFFICIENT WATER MANAGEMENT

- A. Review water management plans
 - o Once current Water Supply capital projects are completed, evaluate future priorities.
 - o Continue to pursue the development of a Stormwater Management Plan.
 - o Continue to review alternative options for water supply.

GOAL 10: PROACTIVE MARKETING OF LINCOLNWOOD

- A. Take active role to market vacant property.
- B. Continually seek input and establish communication (including site visitations) with business and property owners.
- C. Review and promote incentive program.
- D. Facilitate interactions between and among business owners to advance mutual interests.

GOAL 11: EXAMINE ECONOMIC DEVELOPMENT INITIATIVES

- A. Explore development opportunities (Purple Hotel, Bell and Howell, Northeast Corridor, Southeast Triangle)

B. Identify marquee business attraction to locate in Lincolnwood.

C. Promote concept of “restaurant row.”

D. Explore new hotel development.

E. Review and monitor Lincoln Avenue Task Force Development.

* = suggested tasks to implement objectives.

COMMUNITY BUSINESS DEVELOPMENT					VILLAGE SERVICES ENRICHMENT				
BUSINESS FRIENDLY VILLAGE	THE NEW LINCOLN AVENUE	LINCOLNWOOD IN MOTION	THE HEART OF LINCOLNWOOD	EVERYTHING IS GOOD IN LINCOLNWOOD	QUALITY OF LIFE	COMMUNITY RECREATION OPPORTUNITIES	FUNDING SOURCES REALIZED	INTEGRATED TECHNOLOGY	INFRASTRUCTURE MODERNIZED
MAINTAIN STRONG BUSINESS CLIMATE	LINCOLN AVENUE TASK FORCE - GOALS REACHED >MEDIAN LANDSCAPING >PEDESTRIAN FRIENDLY >SLOW DOWN TRAFFIC	PUBLIC TRANSPORTATION - CONNECTION IN AND AROUND	MAJOR ATTRACTION	"LINCOLNWOOD IS A GREAT PLACE TO LIVE AND WORK"	RESIDENTIAL APPEARANCE STANDARDS	IMPROVED PARKS PROGRAMS - BETTER, NOT MORE	RECEIVE FUNDING FROM STATE OF ILLINOIS ON GRANTS	VILLAGE WIDE WIRELESS CAPABILITY	EFFECTIVE STORMWATER MANAGEMENT (10 YEAR RAIN EVENT)
			DOWNTOWN - COMMUNITY GATHERING AREA						
		PEDESTRIAN AND BIKE FRIENDLY	CREATE DESTINATION LOCATIONS	LINCOLNWOOD EASILY IDENTIFIED	BEAUTIFICATION - TREES BUILDINGS	PARTNERSHIP WITH OTHER COMMUNITIES			
	REDEVELOP LINCOLN AVENUE INCLUDING PURPLE HOTEL	BICYCLE UNDERPASS AT DEVON AVENUE AND TOUHY AVENUE	PURPLE HOTEL REDEVELOPED -RETAIL -RESIDENTIAL -DOWNTOWN/LIKE -RESTAURANTS -GOOD MEETING PLACE FOR RESIDENTS	A HAVEN FOR ALL	EXPANDED GREEN INITIATIVES	NEW EXPANDED COMMUNITY CENTER -OFFER MORE PROGRAMS -FREE UP SPACE VILLAGE HALL			
100% OCCUPANCY - INDUSTRIAL AND COMMERCIAL		BETTER PEOPLE ACCESS (OPPORTUNITIES FOR INTERACTION)	SUCCESSFUL RE-DEVELOPMENT OF NORTHEAST PARKWAY PROPERTIES	GATEWAY PROGRAM	IMPROVE STREETScape	DOG PARK	BUSINESS FUNDS LCO, COMMUNITY CENTER, PARK RENOVATION SCULPTURES	INTEGRATED AND SHARED INFORMATION ACROSS ALL TAXING BODIES	WATER SUPPLY - ALTERNATIVE SOURCE OBTAINED - LESS RELIANCE ON CHICAGO
	LINCOLN AVENUE/SOUTH EAST INDUSTRIAL DISTRICT RESTAURANT ROW	OPTIMIZE SUB-URBAN AMENITIES	VILLAGE IMAGE IMPROVEMENT	AWARDS (PRIDE OF PLACE) - RESIDENTIAL/BUSINESS	PARK/ RECREATION PROGRAMS PARTNERSHIPS -SKOKIE, ETC. -SCHOOLS -SHARING PROGRAMS -OFFER MORE TO RESIDENTS				
	LINCOLN AVENUE REDEVELOPMENT	FARMERS MARKET		LIFESTYLE DEVELOPMENT -RESTAURANTS -GATHERING AREAS -RETAIL					