

LaGrange 2020 Task Force

A Strategic Plan to Preserve and Enhance the
Quality of Life that We Enjoy in LaGrange

June 9, 2014



Village of **La Grange** *Illinois*

Pillar 1

Economic Development

Team Members

Karen Deane

Clayton Edwards

Karrie Lange

Steve Palmer

David Schwartz

Ken Eastman

Meg LeFavre

Caitlin Malloy-Macron

Russ Riberto



Village of La Grange *Illinois*

Priorities

1. Maintain and Strengthen the Economic Vitality of La Grange
2. Promote La Grange as an Award-Winning Village through Robust Marketing and Publicity Strategies
3. Plan for the Future of La Grange through Accessible and Sustainable Practices



Village of **La Grange** *Illinois*

Utilize the Community & Economic Development Commission

- Establish a consistent monthly meeting schedule
- Allow Commission to review and make recommendations on economic development activities, including business retention, recruitment, attraction and marketing
- Review incoming development projects to determine how they will economically impact the community
- Prepare an annual report of economic development trends to be submitted to the Village Board



Village of **La Grange** *Illinois*

Introduce financial incentives to facilitate private and public projects

- Zoning relief
- Reintroduce the façade assistance program
- Pursue adaptive, creative reuse of warehouse areas on East Avenue
 - Gemini Gymnastics
 - Absolution CrossFit



Village of **La Grange** *Illinois*

Enhance the information & functionality of Economic Development website

- Better description of our location
- Include a detailed, interactive map of available properties
- Develop promo video highlighting the Village
 - Partner with LTTV or local marketing/PR firm
- Solicit website firm to improve the look/data available on the economic development page
- Improve Search Engine Optimization (SEO)



Village of **La Grange** *Illinois*

You are here: [Home](#) > [Real Estate Locator](#)

Commercial

Search For a Property

Purchase Options

For Sale Rent

Price

Min — Max

Address (Line 1)

City

State

Zip

Street

Property Type



Use the Real Estate Locator to view properties for sale or lease in your area. Search for a property by clicking through the featured listings below or find something specific by using the search functionality located at the left. Please check under Building Information for specific information on property sale or lease pricing.

My Properties

- Print
- Email
- RSS

FEATURED COMMERCIAL LISTINGS

<p>\$725,000.00</p>  <p>4731 S. Willow Springs Road La Grange, IL 60525</p> <ul style="list-style-type: none">• Willow Springs Road	<p>\$2,900,000.00</p>  <p>300 S. Washington Avenue La Grange, IL 60558</p> <ul style="list-style-type: none">• Washington	<p>\$649,000.00</p>  <p>511 E. Cossitt Ave La Grange, IL 60525</p> <ul style="list-style-type: none">• Cossitt• Vacant Land
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CommunityWalk

Build This Map

Map Settings

Share / Export

Email Map

Link to this Map

Code Snippets

Google Earth

Elmhurst Available Properties

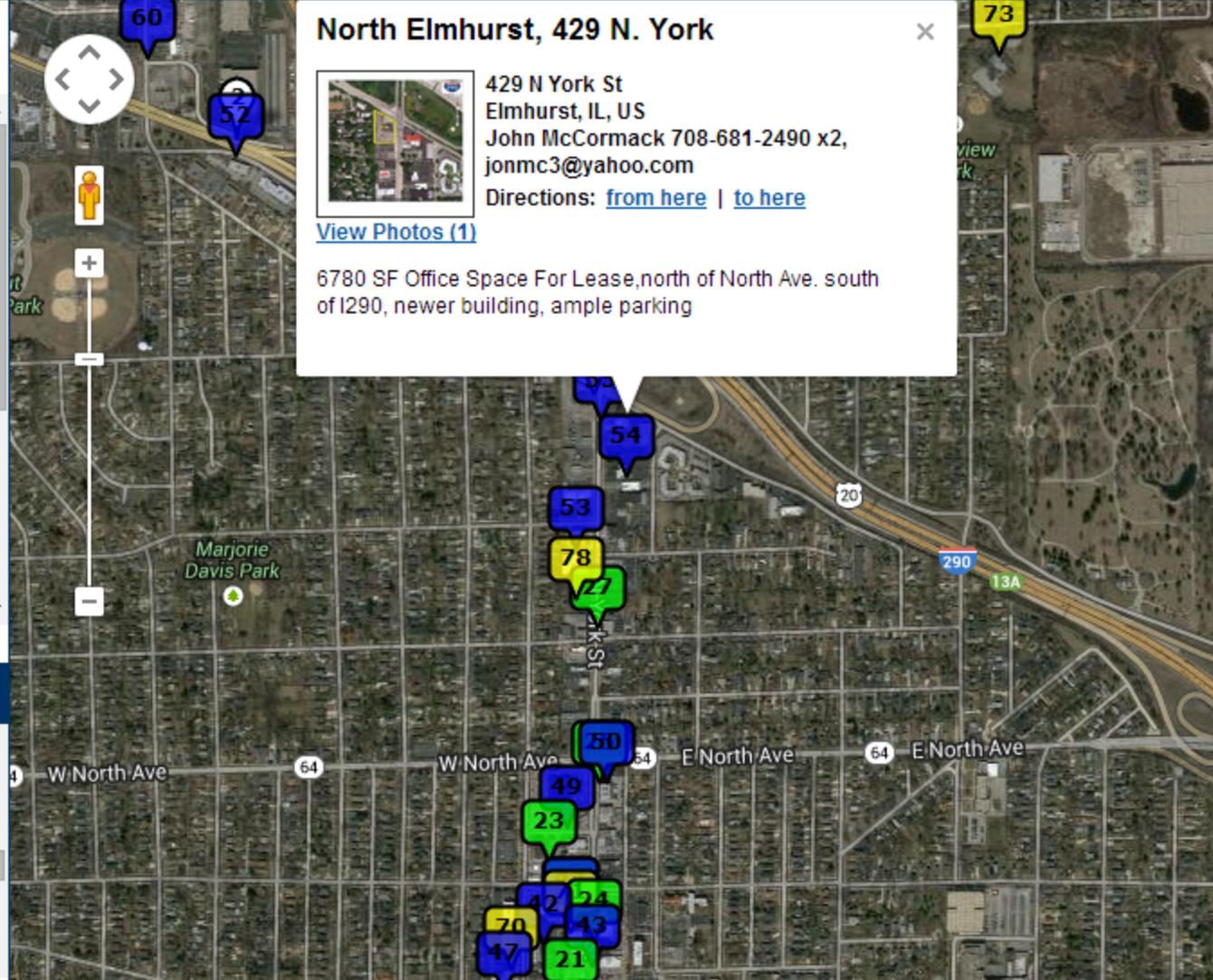
 created by [Findzall](#) 

Explore Elmhurst for Business!
Conveniently located 16 miles west of Chicago, just north of Oak Brook, Elmhurst IL is a progressive, business friendly community home to more than 44,000 people with an average income of over \$127,000. Business incentives include multiple TIF Districts, Façade Grants up to \$50,000, a CBD Grant up to \$10,000 and personalized site selection assistance. Elmhurst boasts thriving shopping centers & urban boutiques, excellent restaurants, a 10 screen movie theatre (York Theatre), art, culture & exciting events throughout the year. Please find Broker Savant link below.

^^^ Hide Description ^^^

Property Type

-  [Avenue](#)
1000 SF For Lease, parking included
- 52  [North Elmhurst, 310 W. Lake St.](#)
 695-3252 SF Available For Lease.
- 53  [North Elmhurst, 386 N. York](#)
 1433 SF Available For Lease
- 54  [North Elmhurst, 429 N. York](#)

North Elmhurst, 429 N. York ✕

 429 N York St
Elmhurst, IL, US
John McCormack 708-681-2490 x2,
jonmc3@yahoo.com
Directions: [from here](#) | [to here](#)
[View Photos \(1\)](#)

6780 SF Office Space For Lease,north of North Ave. south of I290, newer building, ample parking

Map features: 60, 52, 73, 54, 53, 78, 50, 49, 23, 42, 24, 70, 47, 21, 64, 20, 290, 13A, W North Ave, E North Ave, Marjorie Davis Park.

VISION
2020

Village of La Grange Illinois

Improve external marketing to promote existing/potential business

- Solicit the help of a PR firm to draft a comprehensive communication and marketing plan focused on press releases and free publicity
- Partner with the La Grange Business Association to modernize the AHH! La Grange campaign
- Pursue creative marketing opportunities to draw pedestrian and vehicle traffic to business districts



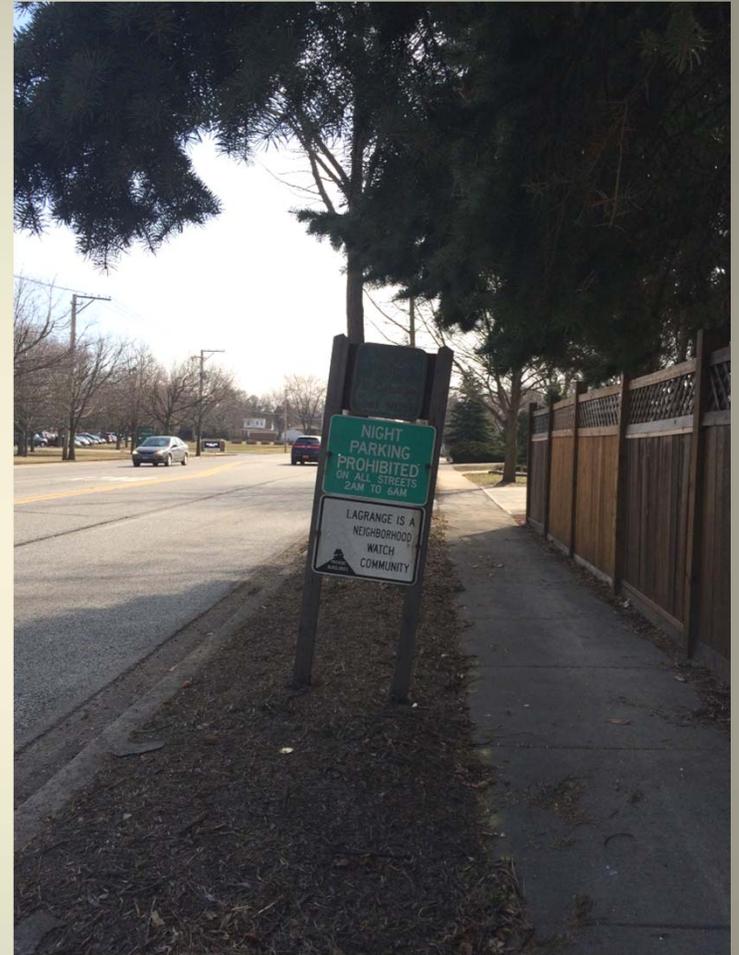
Village of **La Grange** *Illinois*

Improve Village presentation when entering La Grange from major streets

- Purchase new Village markers consistent with the Village's brand and identity
- Expand the streetscape amenities to all business districts
- Ensure uniform, and consistently stringent business code enforcement in all business districts



Village of **La Grange** *Illinois*



Hinsdale, Brookfield, & La Grange Park

Village of La Grange



Village of La Grange Illinois

Conduct a comprehensive parking study to assess future parking options

- Establish/budget for future frequency
 - Yearly, Every two years, etc.

As a result of the study, options may include:

- Valet parking, with Village involved in policy matters
- Parking metered boxes
- Additional parking level to the existing parking deck
- Lease options with privately owned surface lots



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Provide and market accessible pedestrian/bike access to downtown

- Establish and market accessible, dedicated bike routes/lanes to and from all business districts
- Provide adequate bike racks within the Central Business District
- Introduce bike friendly events and days within the Village
- Improve lighting at major crosswalks



Village of **La Grange** *Illinois*

Pillar 2

Community Vitality

Team Members

Laura Blentlinger

Ellen Brewin

Katie Justak

Scott McPherson

Sherry Robinson

Glenn Wentink



Village of **La Grange** *Illinois*

VISION STATEMENT

To re-ignite a sense of community through greater communication and coordination among residents; businesses; government and not-for-profit partners, allowing La Grange to grow and prosper.



Village of **La Grange** *Illinois*

EXECUTIVE SUMMARY

The definition of vitality is the power to live and grow. Without a sense of vitality in our community we may cease to be a vibrant, welcoming place to live or do business. To bolster the Village's power to live and grow, communication is an important and necessary tool to move forward in today's world.



Village of **La Grange** *Illinois*

WHY USE RESOURCES ON COMMUNICATION EFFORTS?

- Communication is the groundwork to building a reputation, increasing new opportunities for growth as the Village looks to the future.
 - Without a solid foundation of communication, the Village's growth may plateau.
- Communication is a cost-effective way to touch each stakeholder (e.g. residents, businesses, community organizations, etc.), building a stronger foundation for the Village with bottom-line results.
 - Two-pronged approach is recommended to achieve optimal results: External and Internal Communication Efforts.



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EXTERNAL COMMUNICATION EFFORTS

- **Create a brand or identity for La Grange.**
 - This will help in forming La Grange as a “product”.
- **Add Strategic Streetscaping.**
 - Install La Grange signage or brickwork at the Village limits welcoming visitors to our home.
- **Update the Village Website**
 - Make finding information about La Grange easier for potential business owners, customers or residents through the Internet and social media.
- **Re-locate farmer’s market to bring attention to different area of town.**
 - Update Farmer’s Market offerings to include more variety, similar to a French Market.
- **Create a tour of La Grange to entice potential business owners to build/lease their next location here.**
 - Work La Grange officials and LGBA to develop a series of business open houses.



INTERNAL COMMUNICATION EFFORTS

- **Update the “Village Spokesman”.**
 - Include more information on Village topics such as capital improvements, new or updated zoning codes and add an expanded version on Village website that also may be emailed to residents.
- **Involve residents in creating a slogan or tagline for La Grange.**
 - A contest of this sort engages residents’ participation when properly publicized and implemented and the contest result adds to the branding strategy.
- **Conduct an Internet or telephone survey of residents to gauge effectiveness of Village government communication and what topics or issues may be on residents’ minds.**



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Internal Communication Efforts

- **Create a series of new events**
 - Announcement of new slogan
 - Street fest with music, local food and retail vendors
 - La Grange of yesteryear; a partnership with the La Grange Historical Society and LGBA
 - Lemonade Concert in the Park; a partnership with the Park District of La Grange
 - Bike rental program/trolley to move people through Village during events
- **Hold an informational forum every quarter or twice a year for residents to come and hear status of the Village**
 - An effort to inform residents about the development of certain topics; possible partnership with organizations like the Citizens' Council
- **Engage the Village local residents, particularly students, with an essay contest**
 - Winner is Village President for a day



Pillar 3

Core Services

Team Members

Margaret Carlson

Ellen MacEntee

Laura Tussing

Michelle Halm

Suzie Mosher



Village of **La Grange** *Illinois*

Vision Statement

- Effectively preserve the peace and safety of La Grange's residents and community by upholding both fully staffed fire and police departments while maintaining appropriate and efficient levels of necessary services and resources.



Village of **La Grange** *Illinois*

Core Service Priorities

- **Build and maintain adequate staffing of both Fire and Police services as the Village needs grow**
- **Implement succession planning for smooth transition of retirees**
- **Provide technological upgrade beginning with Joint Dispatch system**
- **Maintain efficacy of Core Services physical property and equipment**
- **Implement public safety campaign with increased police activity, signage and community involvement**



Village of **La Grange** *Illinois*

Proposed Action: Staffing

- **Police Recommendation:**

- Department should be returned to 28 staffed police officers
 - Achieve 60% response/40% self-directed coverage
- Develop a policy that places a priority on a fully staffed force

- **Fire Recommendation:**

- Village Budget to include position currently paid for by FEMA grant
- Funding for professional development training
 - Development of talent for succession planning
- Develop a policy that places a priority on a fully staffed department and allows for usage of retired fire fighters
 - Leverage retirees for community education and outreach programs



Village of **La Grange** *Illinois*

Proposed Action: Dispatch System

- **Recommendation**

- Create a joint dispatch center with Western Springs and LaGrange Park, incorporating Emergency Medical Dispatch cost shared across 3 Villages
 - Benefits include:
 - » Enhanced community service
 - » Emergency Medical dispatcher
 - » Long term financial savings
 - » Increase in community assistance for non-emergency calls
 - » Getting the right resource to the right call



Village of **La Grange** *Illinois*

Physical Property

- **Recommendation**

- Build funds into budget to maintain Core Services property, plant and equipment
 - Ensure adequate resources to maintain facilities and equipment
 - Extend life of assets
 - Reduce large scale expenditures



Public Safety Campaign

- **Recommendation**

- Increase community involvement through the Citizen's Police Academy and its Alumni Association
 - This will reduce the strain on the police force for non-emergency community activities (e.g. 5k runs, Pet Parade crossing guards etc.)

- **Recommendation**

- Install signage to encourage safe and slower driving in high risk areas
 - 47th Street pedestrian crossings
 - Parks and recreational areas



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Village of **La Grange** *Illinois*

Pillar 4

Infrastructure

Team Members

David Bucaro

Elyse Hoffenberg

Anthony Lewandowski

John Lorenzen

Mark Nelson

John Pappas

Lisa Sagami



Village of La Grange *Illinois*

Current State of Infrastructure

- Village owns and maintains a large portfolio including streets, water/sewer, public facilities
- Operation and maintenance is difficult due to advanced age of many assets
- Rehabilitation and replacement is costly; under investment leads to reduced service, backlogs
- A more proactive approach is needed
- Fix as fail approach is not sustainable



Priorities for Infrastructure

- Asset Management
- Reduce Operational Expenses
- Review & Assess Infrastructure Improvements
- Improve Safety
- Improve Connectivity
- *Task Force recommends (6) actions*



Asset Management Program

- Implement Asset Management Program
 - Staged; initial focus on sewer, water, roads
 - Ensure program is flexible and robust
 - Employ GIS data systems
 - Establish targets and align level of service needs with financial planning
 - Identify performance metrics for CIP projects



Reduce Operational Expenses

- Expand group purchasing, resource sharing, consolidation of assets
 - Among various Village Departments
 - Overlapping entities (Park District, School Districts)
 - Surrounding villages
- Improve efficiency & environmental stewardship
 - Energy audit, reduce salt usage, etc.
 - “Green” building codes / village contracts



Assess Infrastructure Improvements

- Evaluate wider range of options to address sewer surcharging and basement backups
 - Ensure all downspouts are disconnected
 - Define problem areas through survey
 - Conduct economic analysis of options
 - Prioritize funding based objective analysis
 - Identify metrics ensure performance



Improve Safety

- Identify safety issues and evaluate potential infrastructure upgrades
 - Improve pedestrian crossings
 - Replace crumbling sidewalks
 - Reduce speed limits
 - Improve traffic control measures



Improve Connectivity

- Identify connectivity limitations and evaluate potential infrastructure upgrades
 - Improve pedestrian access to Park District Facility
 - Improve access to Gordon Park
 - Village Bike Plan
 - Improve pedestrian access across BNSF tracks



Pillar 5

Finance

Team Members

Jim Arnold

Jimmy Janevski

Bridget Lacey

Elizabeth Stiles

Jeremy Strayer

Ray Swiatek



Village of **La Grange** *Illinois*

CURRENT STATE OF VILLAGE FINANCES

- The Village's current budget forecasts a deficit in year 5 with reserves dipping below the 50% target.
- Currently the Village maintains a AA2 credit rating
- Capital projects are financed on a pay-as-you-go basis
- Village is currently managing a cost containment plan



Village of **La Grange** *Illinois*

FINANCE COMMITTEE PRIORITIES

1. Balanced budget with identified revenues to cover operating costs
2. Maintain an operating cost structure that represents critical services for the village.
3. Develop a proactive financing strategy to manage the aging village infrastructure
4. Maintain strong credit rating
5. Establish principles to ensure future growth initiatives ensure the recovery of any incremental costs



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DEVELOPING A FINANCE STRATEGY



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PROPOSED ACTIONS – SOURCES OF REVENUE

The Finance committee recommends continuing to closely monitor the possibility of increased revenues. However the committee recognizes that the village has limited ability to directly impact revenues associated with sales or property tax.

As a result the committee would propose reviewing the possibility of implementing a 1-2% Utility Tax increase in year 4 in order to minimize the forecasted budget deficit.



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PROPOSED ACTIONS – DEBT STRATEGY

The Finance Committee supports the implementation of the infrastructure asset management system.

The output from an asset management process should be used to develop a proposal for a \$5-10 million dollar bond to address the specific needs identified.



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PROPOSED ACTIONS – COST CONTAINMENT

The Finance Committee recommends the continuation of cost containment efforts:

- The review of any vacancies created through natural attrition
- Continued to negotiated reduced wages and pensions with union and non-union personnel
- Continued reduced contributions to the Equipment Replacement Fund

The Finance Committee recommends that the village begin reviewing the possibilities of reducing the costs associated with the current services provided by the village or if necessary a strategic plan for reducing services



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