



Village of Lincolnwood

Strategic Plan Report
2017 – 2019

December 2016

Vision Statement

The Village of Lincolnwood effectively blends the advantages of urban proximity with quality suburban amenities. Families are drawn to Lincolnwood in part because of superior schools, parks, and convenience of commerce and transportation links. Lincolnwood is a stable community with long-term residents who stay here due to the consistently strong property values, variety of housing stock and vitality of diverse 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, often with more attractive tax rates than surrounding communities.

The Village of Lincolnwood's vision includes a commitment to an even more business friendly environment. Continuing development trends on several key Village sites is a focus for the community. Additional restaurants, a grocery store, and hotel in the Village would be considered a plus. The development of new communication tools will help the Village to interactively communicate and involve it's citizenry.

The Village continues to look for ways to improve the effectiveness of its services and the efficiency of the process to deliver them.

Village of Lincolnwood Core Values

- Education
- Diversity
- Business Development
- Integration of Neighborhoods
- Parks and Open Space
- Sound/Professional Government
- Customer Service

SWOT Analysis

Where We Are Today

Strengths

- Progressive Community made up of Dynamic Residents and Businesses
- Educated/Talented Constituents
- Experienced Capable Staff
- Fiscally Responsible
- Central Geographic Location
- Excellent Schools
- Diverse Population
- Sound/Efficient Run Government
- High Quality Public Services
- Public Facilities that Unite the Stakeholders invested in the Community

Weaknesses

- Unresolved Purple Hotel Site
- Lack of a Village Center
- Number of State Routes Make a Village Center Difficult
- “Vision 2020” Plan Needs Update
- Purchased Water From Chicago
- Storm Water Management
- O’Hare Noise
- Public Transportation

Opportunities

- Redevelopment of Purple Hotel Site as a Village Center
- Home Ownership
- Future Hotel Development
- Hamlin and Lincoln Property Development
- NE Lincoln Avenue Corridor Development – Opportunity for Non-Traditional Uses
- Devon/Lincoln TIF (Retail and Residential)
- Marketing/Promotion of Lincolnwood
- Touhy/Lincoln/Cicero Triangle Redevelopment
- Continue Support of Existing Business and Business Development
- Reassess Parking Requirements for Commercial Development
- Improving Traffic Flow



Threats

- Economy
- Increasing Crime in Neighboring Communities
- Maintenance of Village Owned Properties
- Failure to be Vigilant in Enforcement of Property Maintenance Codes
- Insufficient Engagement of Community and Staff in Decision Making

Vision by Category

State of Village in Five Years



DEVELOPMENT

- "Purple Hotel" Site Renamed and Development Complete
 - Containing Attractive Retail, Residential, Restaurants, a Hotel, Public Space and New Innovative Concepts
 - A Multi-Use Site Proactively Repositioned by The Village
- Lincoln/Touhy Sites Redeveloped
- Touhy Avenue Corridor Redeveloped
- Lincolnwood North Plan for Development Complete
- Redevelopment of Devon and Lincoln Avenue Corridor
- Development of Community Gateway From Edens Expressway
- Lincoln/Devon TIF Active and Redeveloped

RESIDENTIAL

- Improved Quality of Housing Stock and Residential Rehab Continues
- Dynamic Mix of Housing, including Single-Family, Multi-Family and Senior

ECONOMICS

- Tax Base Continues to Diversify
- Fiscal Responsibility Continues
- Alternative Water Supplier Identified

LEADERSHIP/GOVERNANCE

- Advocacy for O'Hare Noise Management
- Expanded Board Engagement of Community and Talent Within
- Lincolnwood's Voice with Springfield and Washington Strengthens
- Local Relationships Continue to be Nurtured Particularly with the City of Chicago, Village of Skokie, Library District, School Board District #74, and Surrounding Communities

COMMUNITY PLANNING

- Storm Water Pilot Complete and Management Plan in Place
- Village Continues its Focus on Mixed Use Development
- Business-Friendly Regulations Along Commercial Corridors are Implemented
- Aesthetics a Key Component in Redevelopment
- Signage Regulations Revised According to Community Values
- Improved Public Transportation Options

COMMUNICATION/COMMUNITY IMAGE

- Village Image Has Been Updated and Brand Management Plan is Implemented
- Village Marketing Package in Place Including Identified Areas for Development and Desired/Possible Uses
- Village Board Policy Decisions Support and Encourage Development
- Village in Communication with Residents Using Interactive Feedback Technology

VILLAGE SERVICES

- Shared Services with Other Taxing Bodies Continues and Expands
- Infrastructure Plan Implemented
- Continued Monitoring/Managing Community Understanding of Services



EXECUTIVE PARTNERS
EXPERT STRATEGY. EXECUTED. EMBRACED.



2017 - 2019 Goals

Actions Towards our Vision

1. Development Achievements

- A. Continue Development of “Purple Hotel” Site - With Newly Named “Purple Hotel” Site, Identify Developer, Approve Site Plans, Ensure Project Financing, and Begin Site Construction
- B. Facilitate Cicero Avenue Hotel Development
- C. Create a North Lincolnwood Development Plan
- D. Develop the Following Sites
 - 1. Brickyard Bank Property
 - 2. Republic Bank Drive Through Site
 - 3. Touhy Avenue Corridor
- E. Attract Grocery Store to Lincolnwood

2. Create a Marketing Package that will include Identification of Development Sites and Desired Uses

3. Finalize a New Water Supplier

4. Complete Storm Water Pilot Project and Determine “Next Step” Plan/Actions

5. Define a Baseline for O’Hare Noise and Show Measured Progress on Noise Abatement

6. Develop a Village Mobile App Creating the Means for Mobile Citizen Communication, Feedback and Service Fulfillment

7. Complete Bicycle Path Connections

8. Complete 9-1-1 Shared Dispatch Service Center

9. Develop a Public Transportation Plan along Devon Avenue



GOALS/OBJECTIVES 2017 – 2019

GOALS	OBJECTIVES	TARGET DATE	RESPONSIBLE DEPARTMENT(S)
1. Development Achievements A. Continue Development of “Purple Hotel” Site - With Newly Named “Purple Hotel” Site, Identify Developer, Approve Site Plans, Ensure Project Financing, and Begin Site Construction	1A • Create Concept Plan	03/31/2017	Community Development (CD) Village Manager’s Office (VMO) Economic Development Commission (EDC) Village/Board
	• Identify Developer to Deliver Plan	06/30/2017	
	• Identify Development Financing and Incentives	10/31/2017	
	• Work with Developer on Site Purchase	03/31/2018	
	• Facilitate Permit and Construction Process	09/31/2018	
	• Kick-Off Construction	03/31/2019	
B. Facilitate Cicero Avenue Hotel Development	1B • Zoning and Design Review	03/31/2017	
	• Permitting Complete	06/30/2017	
	• Construction Begins	3 rd Quarter 2017	
C. Create a North Lincolnwood Development Plan	1C • Select Consultant to Develop a Sub Area Plan	06/30/2017	
	• Work with Contractor to Develop Plan	12/31/2017	
	• Board to Approve Plan	1 st Quarter 2018	
D. Develop the Following Sites 1. Brickyard Bank Property 2. Republic Bank Drive Through Site 3. Touhy Avenue Corridor	1D • Include in Marketing Package for Private Development	3 rd Quarter 2017	
E. Attract Grocery Store to Lincolnwood	1E • Include Use In Marketing Package	3 rd Quarter 2017	

GOALS/OBJECTIVES 2017 – 2019 (continued)



GOALS	OBJECTIVES	TARGET DATE	RESPONSIBLE DEPARTMENT(S)
2. Image/Marketing <ul style="list-style-type: none"> Create a Marketing Package that will include Identification of Development Sites and Desired Uses 	• Create a Marketing Task Force Utilizing Marketing Experts in the Village	1 st Quarter 2017	CD
	• Develop Marketing Plan	3 rd Quarter 2017	Parks and Recreation (Parks & Rec)
	• Determine Resources to Execute Plan	3 rd Quarter 2017	
	• Begin Plan Implementation	01/01/2018	
3. Water Supply <ul style="list-style-type: none"> Finalize a New Water Supplier 	• Complete Review of Supplier Options	01/31/2017	Public Works (PW)
	• Confirm Final Deal with Water Supplier and Convene Fire & Water Committee to Endorse Recommendations	03/31/2017	
	• Design Improvements	1 st Quarter 2018	
	• Build Infrastructure	12/31/2018	VMO
4. Storm Water <ul style="list-style-type: none"> Complete Storm Water Pilot Project and Determine “Next Step” Plan/Actions 	• Construction	Completed	PW
	• Pilot Review Process and Education of Residents	12/31/2017	
	• Determine Phased in Approach to Complete Remainder of Village	3 rd Quarter 2017	
	• Begin Construction	2 nd Quarter 2018	
	• Complete Construction of North Shore Outfall	3 rd Quarter 2019	
	• Discuss Plan to Implement, Remaining Priorities of Storm Water Plan	3 rd Quarter 2019	
5. O’Hare Noise <ul style="list-style-type: none"> Define a Baseline for O’Hare Noise and Show Measured Progress on Noise Abatement 	• Obtain Portable Noise Monitoring Capability	03/31/2017	VMO
	• Monitor Noise	12/31/2017	
	• Report Back to O’Hare, Noise Compatibility Commission and Request Remediation as Necessary	06/31/2018	

GOALS/OBJECTIVES 2017 – 2019 (continued)



GOALS	OBJECTIVES	TARGET DATE	RESPONSIBLE DEPARTMENT(S)
6. Today's Technology <ul style="list-style-type: none"> Develop a Village Mobile App Creating the Means for Mobile Citizen Communication, Feedback and Service Fulfillment 	<ul style="list-style-type: none"> Communicate and Promote New Mobile App 	12/31/2017	VMO
	<ul style="list-style-type: none"> Track Download Rate 	Ongoing	
	<ul style="list-style-type: none"> Provide Online Payments through App 	12/31/2017	
7. Bicycle Path <ul style="list-style-type: none"> Complete Bicycle Path Connections 	<ul style="list-style-type: none"> Complete Bicycle Path Connections 	Complete	PW Parks & Rec
	<ul style="list-style-type: none"> Develop Maps/Promotional Brochures 	12/31/2017	
	<ul style="list-style-type: none"> Striping of Road Bicycle Lanes 	3 rd Quarter 2017	
	<ul style="list-style-type: none"> Construction Begins on Overpass Bridge at Touhy Ave 	4 th Quarter 2017	
	<ul style="list-style-type: none"> Amenities Identification and Review 	12/31/2017	
8. 9-1-1 Center <ul style="list-style-type: none"> Complete 9-1-1 Shared Dispatch Service Center 	<ul style="list-style-type: none"> Complete Inter-governmental Meeting, Lincolnwood and Skokie 	11/01/2016	VMO Police Fire
	<ul style="list-style-type: none"> Contract with RCN for Lincolnwood – Skokie Police Connectivity 	01/31/2017	
	<ul style="list-style-type: none"> Contract for Interface with Skokie CAD and Lincolnwood RMS 	03/01/2017	
	<ul style="list-style-type: none"> Fire Station Alerting 	03/01/2017	
	<ul style="list-style-type: none"> Switch Over for Wireless Police/Fire Alarms 	03/31/2017	
	<ul style="list-style-type: none"> Installation Mobile Software Police & Fire and Video Camera Facility Phone Kiosk 	04/15/2017	
	<ul style="list-style-type: none"> Fire Department Switch Over 	05/01/2017	
	<ul style="list-style-type: none"> Test Phase 	03/01/2017 to 07/01/2017	

GOALS/OBJECTIVES 2017 – 2019 (continued)



GOALS	OBJECTIVES	TARGET DATE	RESPONSIBLE DEPARTMENT(S)
9. Transportation <ul style="list-style-type: none"> Develop a Public Transportation Plan along Devon Avenue 	<ul style="list-style-type: none"> Create Ad-Hoc Advisory Board to Advocate with CTA/RTA/PACE 	Complete	VMO
	<ul style="list-style-type: none"> Lobby for Additional Resources for Various Projects 	Ongoing	