

# Commercial Revitalization Plan

Adopted January, 22, 2013



# **The Process**

## **Commercial Revitalization Committee**

### *Mission Statement*

“The purpose of the Commercial Revitalization Committee is to assist and guide in the creation of a vibrant business community by recommending programs and actions that foster business retention, expansion and new business attraction to the Village of La Grange Park.”

# The Process

## Strategic Planning Session

- Reviewed community assets
  - Location and access
  - Quality of life (schools, parks, resident, neighborhoods)
  - Potential for growth (Village Market/31<sup>st</sup> Street Corridor)
- Identified community challenges
  - Financial
  - Geographic
  - Aesthetic
  - Communication

# The Process

## Strategic Planning Session

- Established a vision for the future
  - Updated facades
  - Mixture of business types (neighborhood-oriented, restaurants)
  - More destination businesses
  - Increased occupancy
- Role of the Village
  - Resource to existing business community
  - Liaison to potential businesses
  - BE PROACTIVE

# **The Process**

## **LGP Chamber of Commerce**

- Draft Plan reviewed by La Grange Park Chamber of Commerce Board of Directors
  - Provided feedback
  - Suggested additional items to incorporate
  - Discussed how the Chamber could assist with economic development efforts

# Plan Structure

- Background
- Plan Purpose
- Previous Efforts
- Recommended Activities (6 categories)
- Implementation

*Concise, functional document that can be adapted and updated as implementation occurs and the community evolves.*

# Previous Efforts

- Comprehensive Plan Update (2006)
- 31<sup>st</sup> Street Corridor Redevelopment Study (2008)
- Zoning Code Update (2011)

# Recommended Activities

1. Internal Process
2. Planning
3. Relationship Building
4. Resource Development
5. Community Marketing
6. Community Aesthetics

- ✓ Represents items that have been implemented/initiated
- ☐ Represents items that have not been implemented

# 1. Internal Process

- ✓ Track business progress through the zoning and permitting process
- ✓ Communicate progress to Village Board
- Establish procedures for processing business inquiries
- Amendments to Village Code

# 2. Planning

- ❑ Conduct a gap analysis to direct future outreach efforts
- ❑ Conduct marketability study for Village Market
- ❑ Evaluate economic incentive programs

# 3. Relationship Building

- ✓ Attend LGP Chamber meetings and events
- ✓ Attend new business ribbon cuttings
- ✓ Recognize business milestones at Village Board meetings
- ✓ Reach out to key businesses in the times of crisis
- ✓ Utilize local business services when possible
- Periodically meet with business owners and property managers
- Invite businesses to attend Commercial Revitalization Committee meetings

# 4. Resource Development

- ✓ Create Business “hub” on website
- ✓ Create a “Business Resource Guide”
- ✓ Create a “New Business Checklist”
- ✓ Highlight businesses in weekly E-Briefs and quarterly Rose Clippings
- ❑ Publish press releases on new businesses

# 5. Community Marketing

- ✓ Maintain membership to International Council of Shopping Centers
- ✓ Attend industry events
- ✓ Develop marketing materials
- ✓ Develop vacant property site sheets
- ❑ Include information on vacant properties on the Village website
- ❑ Provide information on vacant properties to the La Grange Park Chamber
- ❑ Consider “branding” the Village
- ❑ Publish an annual “Top Ten Employers List”

# 6. Community Aesthetics

- ❑ Establish/Enforce regulations for the maintenance of vacant space and properties
- ❑ Initiate code enforcement against dilapidated properties
- ❑ Enhance the existing Village streetscaping efforts
- ❑ Encourage property owners to reinvest
- ❑ Establish financial incentives for reinvestment
- ❑ Have local organizations assist with community clean-up/enhancement programs

# Implementation

- **Ongoing:** Action items which are either currently underway or once implemented, require continual effort
- **Level 1:** Activities which can be implemented quickly and with minimal staff time and financial resources
- **Level 2:** Activities which require significant staff time and/or participation by non-Village parties
- **Level 3:** Activities which require significant staff time and significant financial resources

# Implementation Matrix

Action Item	Classification	Activity Update	Target Completion Date	
Create a "Business Resource Guide"	Level 1	The Administration and Building Departments are currently working on this document.	February 2013	
Create a "New Business Checklist" to guide businesses through Village procedures and processes (To be included in lower code book)	Level 1	The Administration and Building Departments are currently working on this document.	February 2013	
Action Item	Classification	Activity Update	Target Completion Date	
Create and promote a list of additional businesses in La Grange Park				
Initiate code enforcement against blighted properties	Attend ribbon-cutting events	Ongoing	This effort has been sporadic in the past. A formal process should be put in place identifying who will attend ribbon-cuttings and how potential attendees will be notified.	NA
Create marketing site sheets for vacant properties	Check on local businesses during emergencies or times of crisis	Ongoing	Staff recently checked in with businesses during the July 1st power outages.	NA
Conduct a gap analysis of development and outreach efforts	Attend La Grange Park Chamber of Commerce Meetings	Ongoing	The Assistant Village Manager attends all monthly Chamber Board of Directors meetings and all monthly member meetings.	NA
Work with local property owners on facade improvements	Utilize local businesses and services when possible	Ongoing	The Village already strives to do this, as permitted by law.	NA
Hold forum with community stakeholders	Send out press releases on new businesses	Ongoing	TBI	TBD
Collect data on home businesses	Explore additional ways to promote shop local campaign	Ongoing	The Village currently promotes shop local through the E-Briefs and Rose Clippings and the LGP Chamber promotes it through street light banners.	NA
Consider potential amendments to Village Code more business friendly				
Identify potential economic development business location in La Grange Park	Utilize E-briefs & Rose Clippings to highlight businesses	Ongoing	Administrative staff continually requests businesses submit information for inclusion in the E-briefs. Beginning in 2012, each quarterly edition of the Rose Clippings has included a full-page highlighting new and existing businesses in the community.	NA
Encourage and/or provide additional incentives for businesses in the corridor	Utilize Forbes.com "Named Among America's 20 Most Stable Housing Markets 2010" designation	Ongoing	This designation is currently noted on the Village website, on Village entryway signs, on promotional letters, etc.	NA
Develop a Business Retention Strategy and obtain information on Village needs	Attend industry events and conferences and engage with local commercial realtors	Ongoing	The AVM and CR intern attended the 2012 ICSC Dealmaking Conference in October 2012.	NA
Develop a marketing campaign for vacant properties	Invite key property managers and business owners to CRC meetings	Ongoing	TBI	TBD
Create Village Marketing Materials	Recognize business milestones within the community	Ongoing	TBI	TBD
Consider conducting a market study for redevelopment of the Village Market	Provide information on vacant properties in the Village to the Chamber on a regular basis	Ongoing	TBI	TBD
	Maintain membership in ICSC	Ongoing	Currently, Julia, Emily and Katie are members	NA
Create a web link or interface to Village website for vacant properties	Create a spreadsheet to track business status through Village approval process and make available to all Village Departments and Village Trustees	Level 1	Implemented.	March 2012
Create a weblink or interface for vacant properties	Establish procedures for processing business inquiries, including establishing a primary point of contact for all new businesses	Level 1	Staff is currently establishing new procedures for processing these inquiries.	March 2013
	Periodically meet with business owners/managers	Level 1	Village staff has reached out to the corporate owner of Village Market and is working to arrange an on-site meeting.	NA
	Develop and maintain a comprehensive list of all businesses in the Village and make it available to residents	Level 1	TBI	June 2013
	Publish a Top Ten Employers List	Level 1	TBI	TBD

# Next Steps

- Public Distribution of the Plan
  - Press Release
  - Village Website
  - LGP Chamber of Commerce
- Continue with implementation of the Plan
- Review progress at quarterly CRC meetings
- Revise and update as needed