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Dr. James L. Discipio

VILLAGE MANAGER
Julia A. Cedillo

VILLAGE CLERK
Amanda G. Seidel



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Patricia B. Rocco
Marshall Seeder
Susan M. Storcel
LaVelle Topps

VILLAGE BOARD WORK SESSION

Tuesday, JANUARY 8, 2013 – 7:30 p.m.

AGENDA

1. **Call meeting to order**
2. **Pledge of Allegiance**
3. **Roll Call**
4. **Public Participation (Agenda and Non-Agenda Related Items)**
5. **Administration Committee Items**
 - A. Discussion – Local Revenue Study – Increase to Existing Fees
6. **Commercial Revitalization Committee Items**
 - A. Presentation & Discussion – Commercial Revitalization Plan (Draft)
7. **Other Reports:**
 - (A) Village Manager
 - (B) Village President
 - (C) Village Clerk
 - (D) Committee
8. **New Business**
9. **Executive Session**
10. **Adjourn**

Next Village Board Meeting: January 22, 2013
Next Village Work Session Meeting: February 12, 2013

Administration Committee

Krista Grimm, Chair

Rimas Kozica

Patricia Rocco

Village Board Agenda Memo

Date: January 2, 2013
To: Village President and Board of Trustees
From: Julia Cedillo, Village Manager 
RE: Local Revenue Study – Increase to Existing Fees

General Background

In November 2012, the Village completed a Local Revenue Study Data Report to assist with the evaluation of our fee and revenue structure to ensure that the Village is recouping all of our costs associated with the various services we provide. On December 17th, the Village Board and Village Staff engaged in a special meeting to review and discuss the various recommendations of the Data Report. Village Board feedback on the various items discussed was entered onto a Scorecard, a summary sheet designed to record and track the progress of the Local Revenue Study. The Local Revenue Study process will inform future adjustments and assist the Village in meeting ongoing and future obligations.

The Scorecard includes twenty eight (28) measures for further development and consideration. In an attempt to coordinate these efforts moving forward, each of the measures is categorized as follows:

- Ordinance to Increase Fees *(Included with this memo)*
- Separate Ordinance for Zoning Code Fees *(to be developed)*
- New Fee – Ordinance(s) Required *(to be developed)*
- Building Department Review *(to be developed)*
- Ordinance to Increase Fines *(to be developed)*

Recommendation

Staff recommends the Board discuss the recommendations as presented. If there are no changes recommended to what is presented, the item will be placed on the January Board Meeting agenda for action. Below provides for a detailed outline on recommended increases to existing fees.

1. Increase the annual fee for a Class B liquor license from \$600 to \$800. Class B includes the sale of beer and wine, either in the original package or for consumption on the premises. In comparing this license fee with eight other communities, seven are higher than La Grange Park, with the Mean=\$1,218, Median=\$1,250 and the Mode=\$1,500. Staff recommendation is to increase to \$800.

2. Amend the language for Class E so that it does not solely apply to churches and private schools but more broadly to organizations and businesses (on par with those eligible for a state liquor license) hosting special events where liquor is to be served or sold. The comparable communities vary widely in how they assign fees for liquor licenses for special events. In general, the comparable communities do not differentiate the fee based upon the type of organization and many charge an annual fee rather than a per event fee. For those communities charging per event, the fees range from \$40 to \$200. For those communities charging on an annual basis (some do both), the fee ranges between \$50 and \$750. Staff recommendation is to increase the fee from \$5 per event to \$25 per day of the event, with a maximum of twelve events allowed per year.
3. Increase the annual license fee for tobacco retailers from \$50 to \$75. In comparing this license fee with seven other communities, four are higher than La Grange Park, with the Mean=\$100, Median=\$100 and the Mode=\$50. Staff recommendation is to increase to \$75.
4. Increase the annual license fee for motor vehicles and motorcycles from \$30 to \$35. In comparing this license fee with nine other communities, five are higher than La Grange Park, with the Mean=\$36, Median=\$35 and the Mode=\$25. Staff recommendation is to increase to \$35.
5. Increase the fee for replacement for lost or damaged license from \$1 to \$5 to cover the administrative cost of reissuance.
6. Increase the water turn on fee from \$25 to \$50 during public works business hours and include an additional (\$100) turn on fee for after/overnight hours. See the attached table for comparable community levels for this fee.

Work Shop Recommendation

At the December 17, 2012 Workshop, the Village Board generally agreed with the above staff suggestions for increases to existing fees. Any Village Board recommended changes were incorporated into the information presented in this memo and the attached ordinance.

Action Requested

Motion approving Ordinance Amending the "La Grange Park Municipal Code" As Amended.

Documentation

- Local Revenue Study Scorecard
- Comparative Data
- Ordinance Amending the La Grange Park Municipal Code

Local Revenue Study SCORECARD

#	Item	Recommendation / Option	Board Direction	Status
<i>Administration</i>				
1	Liquor License Class A - Original Pack	No Change (\$750)		
2	Liquor License Class B - Beer/Wine Rest.	Increase from \$600 to \$800	YES <input checked="" type="checkbox"/> No <input type="checkbox"/> MAYBE <input type="checkbox"/> FUTURE <input type="checkbox"/>	ORD TO INCREASE FEES
3	Liquor License Class C - All Liquors off premises	No Change (\$1,500)		
4	Liquor License - Class D - All Liquors consumption off premises	No Change (\$1,500)		
5	Liquor License - Retail Sale Class E - Amend Classification	Increase from \$5 per occurrence to \$25 per occurrence, per day	YES <input checked="" type="checkbox"/> No <input type="checkbox"/> MAYBE <input type="checkbox"/> FUTURE <input type="checkbox"/>	ORD TO INCREASE FEES
6	Tobacco License Fee	Increase from \$50 to \$75	YES <input checked="" type="checkbox"/> No <input type="checkbox"/> MAYBE <input type="checkbox"/> FUTURE <input type="checkbox"/>	ORD TO INCREASE FEES
7	Business License - New Restaurant	No Change (\$125)		
8	Annual Business License	No Change (\$75)		
9	New Zoning Fee Structure	\$500 Application Fee, Escrow est., recapture of out-of pocket costs	YES <input checked="" type="checkbox"/> No <input type="checkbox"/> MAYBE <input type="checkbox"/> FUTURE <input type="checkbox"/>	SEPARATE ORD - ZONING CODE
10	Vehicle Sticker Fee	Increase from \$30 to \$35	YES <input checked="" type="checkbox"/> No <input type="checkbox"/> MAYBE <input type="checkbox"/> FUTURE <input type="checkbox"/>	ORD TO INCREASE FEES
11	Vehicle Sticker Replacement Fee	Increase from \$1 to \$5	YES <input checked="" type="checkbox"/> No <input type="checkbox"/> MAYBE <input type="checkbox"/> FUTURE <input type="checkbox"/>	ORD TO INCREASE FEES
12	Water Turn On Fee	Increase from \$25 to \$50; increase from \$50 to \$100 After Hours	YES <input checked="" type="checkbox"/> No <input type="checkbox"/> MAYBE <input type="checkbox"/> FUTURE <input type="checkbox"/>	ORD TO INCREASE FEES
13	Returned Payment NSF Fee	New NSF Fee at \$20	YES <input checked="" type="checkbox"/> No <input type="checkbox"/> MAYBE <input type="checkbox"/> FUTURE <input type="checkbox"/>	NEW FEE
14	Recycle Bin Fee	New \$1 to \$2 processing fee New \$5 processing fee	YES <input checked="" type="checkbox"/> No <input type="checkbox"/> MAYBE <input type="checkbox"/> FUTURE <input type="checkbox"/>	NEW FEE
15	Administratively and VB Review Temporary Use Permit Fee	New \$25 Administrative \$50 VB Review Fee	YES <input checked="" type="checkbox"/> No <input type="checkbox"/> MAYBE <input type="checkbox"/> FUTURE <input type="checkbox"/>	SEPARATE ORD - ZONING CODE
16	Block Party Request	No change (\$0)		
17	Village Hall Room Rental Recurring Fee	New \$10 per year (for 4 or more)	YES <input checked="" type="checkbox"/> No <input type="checkbox"/> MAYBE <input type="checkbox"/> FUTURE <input type="checkbox"/>	NEW FEE
18	Village Hall Room Rental Equipment Fee	New \$10 per use	YES <input checked="" type="checkbox"/> No <input type="checkbox"/> MAYBE <input type="checkbox"/> FUTURE <input type="checkbox"/>	NEW FEE
19	Electronic Waste - Revenue Sharing	In place		
<i>Building Department</i>				
20	Building Permit Fees New Const or Remodel	Review Fee structure, which is now 1.15% of cost	YES <input checked="" type="checkbox"/> No <input type="checkbox"/> MAYBE <input type="checkbox"/> FUTURE <input type="checkbox"/>	BUILDING DEPT REVIEW
21	Building Permit Fee Other construction: parking lots, garages, auxiliary structures, decks, fences, driveways, swimming pools	Increase from 1% to 1.15% or align with other (Review)	YES <input checked="" type="checkbox"/> No <input type="checkbox"/> MAYBE <input type="checkbox"/> FUTURE <input type="checkbox"/>	BUILDING DEPT REVIEW
22	Plumbing Alterations Permits	Increase from \$35 to \$50 (Review w/all Building Permit Fees)	YES <input checked="" type="checkbox"/> No <input type="checkbox"/> MAYBE <input type="checkbox"/> FUTURE <input type="checkbox"/>	BUILDING DEPT REVIEW
23	Sign Permit Fee	Increase from \$35 to \$50 (Review w/all Building Permit Fees)	YES <input checked="" type="checkbox"/> No <input type="checkbox"/> MAYBE <input type="checkbox"/> FUTURE <input type="checkbox"/>	BUILDING DEPT REVIEW
24	Single Family Occupancy Permit	Increase from \$15 to \$25 (Review w/all Building Permit Fees)	YES <input checked="" type="checkbox"/> No <input type="checkbox"/> MAYBE <input type="checkbox"/> FUTURE <input type="checkbox"/>	BUILDING DEPT REVIEW
25	HVAC Permit	Increase from \$25 to \$50 per unit (Review w/all Building Permit Fees)	YES <input checked="" type="checkbox"/> No <input type="checkbox"/> MAYBE <input type="checkbox"/> FUTURE <input type="checkbox"/>	BUILDING DEPT REVIEW
26	Building Code Violation/Fines	Research P-Ticket Enforcement Option for certain Code Violations	YES <input checked="" type="checkbox"/> No <input type="checkbox"/> MAYBE <input type="checkbox"/> FUTURE <input type="checkbox"/>	BUILDING DEPT REVIEW
27	Building Code Variation Fee	New Fee (\$100 to \$500)	YES <input checked="" type="checkbox"/> No <input type="checkbox"/> MAYBE <input type="checkbox"/> FUTURE <input type="checkbox"/>	BUILDING DEPT REVIEW

Local Revenue Study **SCORECARD** Cont.

#	Item	Recommendation / Option	Board Direction	Status
28	Dumpster Permit Fee	New Fee: \$50 for 1-10 days \$100 for 1-30 days	YES <input checked="" type="checkbox"/> No <input type="checkbox"/> MAYBE <input type="checkbox"/> FUTURE <input type="checkbox"/>	NEW FEE
<i>Building Department Continued</i>				
29	Tree Removal Fee	New \$50 Fee plus bond	YES <input type="checkbox"/> No <input checked="" type="checkbox"/> MAYBE <input type="checkbox"/> FUTURE <input type="checkbox"/>	
30	Landscaping License	Review / Research	YES <input type="checkbox"/> No <input checked="" type="checkbox"/> MAYBE <input type="checkbox"/> FUTURE <input type="checkbox"/>	
31	Health Inspection Administrative Fee	New \$10 administrative fee - per inspection for processing	YES <input checked="" type="checkbox"/> No <input type="checkbox"/> MAYBE <input type="checkbox"/> FUTURE <input type="checkbox"/>	NEW FEE
<i>Fire Department</i>				
32	Ambulance Fees	In place (new structure 2012)		
33	Wireless Alarm Fee	In place (\$13 per month, N=79)		
34	Fire Code Variation Fee	New Fee (\$100 to \$500)	YES <input checked="" type="checkbox"/> No <input type="checkbox"/> MAYBE <input type="checkbox"/> FUTURE <input type="checkbox"/>	NEW FEE
35	Fire Inspection Fee	Review options for cost recovery.	YES <input checked="" type="checkbox"/> No <input type="checkbox"/> MAYBE <input type="checkbox"/> FUTURE <input type="checkbox"/>	NEW FEE
36	Fire Prevention Code Fees	Current structure is likely recapturing costs. Review existing for necessary changes.	YES <input checked="" type="checkbox"/> No <input type="checkbox"/> MAYBE <input type="checkbox"/> FUTURE <input type="checkbox"/>	NEW FEE
<i>Public Works</i>				
37	Water Meter and RPZ Appointments	Set appointments to create staff time efficiencies.		
38	Tree Planting	In place. Purchased auger equipment for safe and efficient in-house planting.		
39	Diesel Fuel - Park District	Charge for fuel costs.	YES <input checked="" type="checkbox"/> No <input type="checkbox"/> MAYBE <input type="checkbox"/> FUTURE <input type="checkbox"/>	ADMIN CHANGE
40	Water Costs - Park District	No change (\$0)	Supports metering.	ADMIN CHANGE
41	Mulch Delivery	No change (\$0)		
42	Allied Contract - New Small Dumpster	In place. Likely \$1,000 savings		
43	Shared Contracting / Purchasing	Exploring		
<i>Police Department</i>				
44	GovPayNet	In place. Option to maximize parking ticket payments		
45	Local Debt Recovery Program	In place. Village Board approved. No estimates have been provided from the State		
46	Parking Citation Fine	Increase from \$20 to \$30	YES <input checked="" type="checkbox"/> No <input type="checkbox"/> MAYBE <input type="checkbox"/> FUTURE <input type="checkbox"/>	POLICE ORD CHANGE
47	No Village Vehicle License Fine	No change		
48	Dog At Large Fine	Increase from \$25 to \$40	YES <input checked="" type="checkbox"/> No <input type="checkbox"/> MAYBE <input type="checkbox"/> FUTURE <input type="checkbox"/>	POLICE ORD CHANGE
49	Compliance Citations	Increase from \$25 to \$40	YES <input checked="" type="checkbox"/> No <input type="checkbox"/> MAYBE <input type="checkbox"/> FUTURE <input type="checkbox"/>	POLICE ORD CHANGE
50	Consolidated Dispatch	Study in process		
<i>Other Revenues to note</i>				
51	Water Tower Lease Fees The addition of private firm leases (i.e. DRW Holdings)	In place. \$2,000 monthly		
52	Electrical Aggregation Civic Contribution	In place. Village Board Approved. 2 Years ONLY. Temporary measure.		
53	Sales Tax Increase	No change. Local share is 1% and aggregate is 8.0% (as of 1/2013)		
54	Electricity Tax	No change during the aggregation period. Something to be considered for the future.	YES <input type="checkbox"/> No <input type="checkbox"/> MAYBE <input type="checkbox"/> FUTURE <input checked="" type="checkbox"/>	

Water Shut Off Fees				
	<i>Shut Off</i>	<i>Turn On</i>	<i>Total</i>	<i>After Hours</i>
La Grange Park	\$0	\$25	\$25	Additional \$50
La Grange	\$10	\$10	\$20	
Western Springs*		\$20	\$20	\$35
Brookfield	\$45	\$45	\$90	\$90 for turn on.
Clarendon Hills	\$75		\$75	\$115
Riverside	\$50	\$75	\$125	
Westchester	\$150		\$150	
Countryside		\$50	\$50	
Hinsdale	\$50		\$50	\$100
Oak Brook	\$40		\$40	Additional \$35

* WS will be reviewing this fee

ORDINANCE NO. _____

**ORDINANCE AMENDING THE “LA GRANGE PARK
MUNICIPAL CODE” AS AMENDED**

Whereas, the Board of Trustees has determined that it is in the best interests of the Village of La Grange Park to amend Sections 112.19, 118.04, 70.054, 51.45 of the La Grange Park Municipal Code.

NOW, THEREFORE, BE IT ORDAINED by the President and Board of Trustees of the Village of La Grange Park, Cook County, Illinois, as follows:

SECTION 1: That Section 112.19 (B) of the La Grange Park Municipal Code is amended to increase the annual fee for a Class B liquor license from six hundred dollars (\$600.00) to eight hundred dollars (\$800.00).

SECTION 2: That current Section 112.19 (E) of the La Grange Park Municipal Code is hereby deleted in its entirety, substituting in its place the following language:

“(E) Class E license, which shall authorize the retail sale or dispensing of alcoholic liquor on a temporary basis on the premises during a special event. The fee shall be twenty five dollars (\$25.00) per day of the event. No special event licensee may conduct more than twelve (12) special events in a year. The provisions of § 112.16 shall be applicable for a Class E license application.”

SECTION 3: That Section 118.04 (F) of the La Grange Park Municipal Code is amended to increase the annual license fee for a tobacco retailer from fifty dollars (\$50.00) to seventy five dollars (\$75.00).

SECTION 4: That Section 70.054 (A) of the La Grange Park Municipal Code is amended to increase the annual license fee for motor vehicles and motorcycles from thirty dollars (\$30.00) to thirty five dollars (\$35.00).

SECTION 5: That Section 70.054 (C) of the La Grange Park Municipal Code is amended to increase the fee for replacement for lost or damaged license from one dollar (\$1.00) to five dollars (\$5.00).

SECTION 6: That current Section 51.45 (C) (1) of the La Grange Park Municipal Code is hereby deleted in its entirety, substituting in its place the following language:

“(1) A fee of \$50 for turning on water between the hours of 7:00 a.m. and 3:00 p.m. An additional fee payment of \$100 is required for turning on water between the hours of 3:00 p.m. and 7:00 a.m.; and”

ADOPTED BY THE PRESIDENT AND THE BOARD OF TRUSTEES of the Village of La Grange Park, Cook County, Illinois this ___ day of January, 2013.

YES:

NO:

ABSENT:

Approved this ___ day of January, 2013.

Dr. James L. Discipio, Village President

ATTEST:

Amanda Seidel, Village Clerk

APPROVED AS TO FORM-
VILLAGE ATTORNEY: 1/3/2013

Commercial Revitalization Committee

LaVelle Topps, Chairman

Patricia Rocco

Krista Grimm

Village Board Agenda Memo

Date: January 8, 2012

To: President & Board of Trustees

From: Emily Rodman, Assistant Village Manager 

Julia Cedillo, Village Manager 

RE: **Commercial Revitalization Plan**

GENERAL BACKGROUND:

The Commercial Revitalization Committee (CRC) was established by the Village Board in 2011 and was charged with developing a plan to revitalize the Village's commercial corridors. These corridors include the Village Market along La Grange Road, the 31st Street Corridor and the Barnsdale Corridor. Over the past 18 months, the CRC has worked to develop action items that incorporate a wide range of initiatives, including:

- 1) Internal [Village] Processes
- 2) Planning
- 3) Relationship Building
- 4) Resource Development
- 5) Community Marketing
- 6) Community Aesthetics

These actions items incorporate feedback obtained from the Village Board at the February 2012 Economic Development Strategic Planning Session as well as feedback obtained from the La Grange Park Chamber of Commerce and local businesses. A number of the identified actions items are already underway. Included with the Plan is an Implementation Matrix, which categorizes the items into various levels, provides timelines for completion and allows for updates on the progress of implementation. The intention of both the Plan and the Matrix is for them to be dynamic documents that are reviewed and updated regularly.

Staff will provide a brief overview of the Plan at the January 8th Village Board Work Session.

MOTION/ACTION REQUESTED:

If there is consensus by the Board, we will place an ordinance adopting the CRP on the agenda for the January 22nd Board Meeting.

DOCUMENTATION:

- Commercial Revitalization Plan
- Implementation Matrix

Commercial Revitalization Plan

January 2013



Village of La Grange Park
447 N. Catherine Avenue
La Grange Park, IL 60304
(708) 354-0225
www.lagrangepark.org

Background

The Village of La Grange Park has long strived to promote a healthy economic climate for businesses and residents. Traditionally, the Village has achieved this by providing well-maintained infrastructure and exceptional municipal services. Up until recently, the Village was able to maintain a “laissez-faire” approach towards economic development, allowing market forces to dictate the commercial make-up of the community. However, as the national economy began to stagnate following the financial crisis in 2008, the Village realized the need to take a more pro-active approach toward economic development in order to ensure the stability of the Village's commercial base. As a result, the Village established the Commercial Revitalization Committee (CRC) in 2011 and charged the CRC with creating a plan to revitalize the Village's commercial areas.

Plan Purpose

The intent of this report is to create a multi-year commercial revitalization plan (“Plan”) for the Village, which incorporates both commercial and industrial businesses. The Village recognizes that its existing businesses are vital contributors to the success of the community and therefore several of the actions incorporated in the Plan are intended to support and retain our existing businesses. However, there are also areas of the community that are vacant or in need of reinvestment. To address these, the Plan includes strategies for business attraction. It is the Village's hope that the combination of these strategies – both business retention and attraction – will result in a vibrant and dynamic commercial base that will sustain the Village for years to come.

Previous Efforts

While the Village has not engaged in what may be considered traditional forms of economic development, the Village Board has worked diligently to build a foundation for commercial revitalization within the community. Below is a brief summary of some of the previous actions the Village has taken to prepare itself for development of a commercial revitalization plan.

Comprehensive Plan Update

Recognizing that the first step in the process of creating a plan for commercial revitalization is establishing a vision, the Village updated its Comprehensive Plan in 2006. The Comprehensive Plan serves as a guiding document and among other things, outlines the Village's objectives for how property within the Village will be utilized, clearly delineating commercial and industrial areas within the community.

Zoning Code Update

After establishing a collective vision for the community, the Village then proceeded to re-evaluate its regulations governing land use within the community. Over the course of three years, the Village worked to update and modernize its Zoning Code to ensure that its zoning regulations appropriately balanced the needs of businesses with the health, safety and welfare objectives of the Village. The resulting Zoning Code, which went into effect on January 25, 2011, makes opening a business in the community easier and thus less costly and provides clear direction on Village requirements.

31st Street Corridor Redevelopment Study

In 2008, the Village also approved the 31st Street Corridor Redevelopment Study. The purpose of the study was to improve safety for motorists and pedestrians and to maximize the economic benefits of the corridor. The study provides guidance in several areas, including how to strengthen existing commercial uses, improve the marketability and identity of the area and how to make the area more convenient and safe for business patrons.

Recommended Activities

The Village has identified six primary areas in which to focus its future commercial revitalization efforts. These areas include:

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

Each of these primary areas are outlined in detail in the following pages and specific action items for each are identified.

1. Internal Processes

The Village should work to improve its internal processes which impact its relationship with new and existing businesses. Communication between departments regarding businesses inquiries, proposed improvements and permit approvals should be enhanced, as should communication with the Village Board. Staff should also work to establish a clear process for handling business inquiries to ensure that businesses' questions and concerns are addressed promptly and comprehensively.

Action items in this category include:

- Create a spreadsheet to track business progress through the zoning and permitting process
- Distribute spreadsheet to Village departments and Village Trustees
- Establish procedures for processing business inquiries, including establishing a primary point of contact for all new businesses
- Consider potential amendments to Village regulations to make them more business friendly

2. Planning

Thriving, dynamic commercial corridors do not happen by accident and do not occur overnight. In order to ensure the long-term success and viability of the Village's commercial areas, the Village will need to carefully plan for the future.

Action items in this category include:

- Considering conducting a retail gap analysis to determine shopping habits and guide future outreach efforts
- Consider conducting a marketability study to evaluate opportunities for redevelopment of the Village Market
- Research and evaluate existing economic incentive programs for applicability to the Village

3. Relationship Building

Developing and maintaining relationships with businesses is integral to ensuring their success within the community. The Village needs to have an understanding of the make-up of the business community, their needs and the challenges they face in order to better serve them. The Village should establish and/or strengthen relationships with business owners and property managers and work to demonstrate our support of the local business community.

Action items in this category include:

- Attend the regular Board of Directors and monthly meetings of the La Grange Park Chamber of Commerce
- Attend La Grange Park Chamber events when possible (both staff and Village Officials)
- Attend new business ribbon cuttings to welcome new businesses to the community and demonstrate Village support (both staff and Village Officials)
- Recognize business milestones at Village Board meetings (i.e. 10 years within the community)
- Periodically meet with business owners and property managers to discuss their successes, challenges and plans for the future
- Reach out to key businesses in times of crisis or emergency to demonstrate support
- Utilize local businesses when possible

- Invite businesses to attend Commercial Revitalization Committee meetings and provide input

4. Resource Development

In order to truly be recognized as a business-friendly community, the Village must have resources that support new and existing businesses. Helping businesses understand Village policies and regulations, directing them to local, state and federal assistance programs and assisting them with promoting and marketing their business to local residents, are all factors that contribute to businesses being successful in the Village.

Action items in this category include:

- Create a webpage on the Village website to serve as a "hub" for key information and resource material for businesses
- Create a "Business Resource Guide" to assist businesses that are looking to locate or expand in the community with understanding Village opportunities and regulations
- Create a "New Business Checklist" to serve as a quick reference guide for new businesses opening in the community
- Publish press releases on new businesses
- Highlight businesses in weekly E-Briefs, and quarterly Rose Clippings, and encourage residents to shop locally

5. Community Marketing

The key to soliciting new businesses to join the La Grange Park community is to promote the Village and the benefits it has to offer potential businesses. The Village of La Grange Park is a stable community, which is centrally located and has a diverse customer base. The Village needs to better capitalize on its assets by developing a promotional campaign to attract new businesses to the community.

Action items in this category include:

- Maintain membership to International Council of Shopping Centers
- Attend industry events to stay informed of market trends and to promote the community and available properties
- Publish an annual "Top Ten Employers List"
- Develop marketing materials to promote Village assets (e.g. outreach letter, flyer, etc.)
- Develop vacant property site sheets to market existing commercial/industrial space
- Include information on vacant properties on the Village website
- Provide information on vacant properties on a regular basis to the La Grange Park Chamber
- Consider "branding" the Village

6. Community Aesthetics

Continued reinvestment in the Village's commercial areas is key to maintaining and attracting new businesses to the community. Commercial properties must be maintained in a clean and safe manner. Building facades and parking lots that are allowed to age and fall into disrepair project a disheartening image of the community. By contrast, modern, well-maintained and inviting commercial areas attract new businesses and customers alike. Within the Village, there are several commercial properties that could be enhanced to better reflect the values and ideals of the community.

Action items in this category include:

- Establish and/or 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 in facades, landscaping, parking lot
- Consider establishing an incentive program to encourage reinvestment
- Consider having local community organizations assist with various community clean-up and enhancement programs.

Implementation

The Village recognizes that a community revitalization plan is a long-term plan, one that must be accomplished one step at a time in order to achieve long-term results. Additionally, Village staff time and financial resources are limited, necessitating that the Village prioritize its efforts in order to make implementation feasible and ultimately successful. Thus, the previously identified Action Items have been categorized into four categories:

- **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.

In order to ensure that the objectives of the Plan are being met, the Village should strive to continue to implement all activities classified as "ongoing" immediately and should implement at least two level one activities, one level two activity, and one level three activity each year. Staff should update the Implementation Matrix on a quarterly basis to keep implementation of the objectives on track.

Commercial Revitalization Plan Implementation Matrix

Action Item	Classification	Activity Update	Target Completion Date
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
Check on local businesses during emergencies or times of crisis	Ongoing	Staff recently checked in with businesses during the July 1st power outages.	NA
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
Utilize local businesses and services when possible	Ongoing	The Village already strives to do this, as permitted by law.	NA
Send out press releases on new businesses	Ongoing	TBI	TBD
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
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
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
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
Invite key property managers and business owners to CRC meetings	Ongoing	TBI	TBD
Recognize business milestones within the community	Ongoing	TBI	TBD
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 spreadsheet to track business status through Village approval process and make available to all Village Departments and Village Trustees	Level 1	Implemented.	March 2012
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

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 larger guide/handbook)	Level 1	The Administration and Building Departments are currently working on this document.	February 2013
Create and promote a list of advantages for locating your business in La Grange Park	Level 1	Staff completed a "Top 10 Reasons to Choose La Grange Park" flyer in January 2012.	January 2012
Initiate code enforcement against commercial properties that are blighted	Level 1	Staff has already begun an internal evaluation of some specific properties that need to be addressed.	May 2013
Create marketing site sheets for all vacant properties in the Village	Level 1	Complete.	October 2012
Conduct a gap analysis of determine shopping habits and guide outreach efforts	Level 2	TBI	TBD
Work with local property owners to encourage landscaping and facade improvements	Level 2	TBI	TBD
Hold forum with community stakeholders to identify needs/wants	Level 2	TBI	TBD
Collect data on home businesses	Level 2	TBI	TBD
Consider potential amendments to Village regulations to make them more business friendly	Level 2	TBI	TBD
Identify potential economic development incentives to encourage business location in La Grange Park	Level 2/3	Staff met with DCEO representatives in September/October 2012 to discuss available state resources.	TBD
Encourage and/or provide additional parking along the 31st Street corridor	Level 3	Beach Avenue Parking Lot Completed November 2012. Will consider additional opportunities as they become available.	November 2012
Develop a Business Retention Survey to distribute to all businesses to obtain information on Village needs and feedback on Village efforts	Level 3	TBI	TBD
Develop a marketing campaign	Level 3	TBI	TBD
Create Village Marketing Materials	Level 3	Staff has prepared flyers for current vacant properties in the Village, along with a map of property locations, a demographic info. flyer and included all relevant Village marketing materials on a jump drive for distribution.	TBD
Consider conducting a marketability study to evaluate opportunities for redevelopment of the Village Market	Level 3	TBI	TBD
Create a web link or interface to provide information on available properties	Level 3	TBI	TBD
Create a weblink or interface for local businesses	Level 3	TBI	TBD

Items of Interest

VILLAGE OF LA GRANGE PARK
La Grange Park Village Hall, 447 N. Catherine Ave., La Grange Park, Illinois

2013 MEETINGS REMINDER

January 22, 2013	Village Board Meeting	7:30 p.m.	Village Hall
February 12, 2013	Work Session Meeting	7:30 p.m.	Village Hall
February 26, 2013	Village Board Meeting	7:30 p.m.	Village Hall
March 12, 2013	Work Session Meeting	7:30 p.m.	Village Hall
March 26, 2013	Village Board Meeting	7:30 p.m.	Village Hall
April 9, 2013	Work Session Meeting	7:30 p.m.	Village Hall
April 23, 2013	Village Board Meeting	7:30 p.m.	Village Hall
May 14, 2013	Work Session Meeting	7:30 p.m.	Village Hall
May 28, 2013	Village Board Meeting	7:30 p.m.	Village Hall
June 11, 2013	Work Session Meeting	7:30 p.m.	Village Hall
June 25, 2013	Village Board Meeting	7:30 p.m.	Village Hall
July 9, 2013	Work Session Meeting	7:30 p.m.	Village Hall
July 23, 2013	Village Board Meeting	7:30 p.m.	Village Hall
August 13, 2013	Work Session Meeting	7:30 p.m.	Village Hall
August 27, 2013	Village Board Meeting	7:30 p.m.	Village Hall
September 10, 2013	Work Session Meeting	7:30 p.m.	Village Hall
September 24, 2013	Village Board Meeting	7:30 p.m.	Village Hall
October 8, 2013	Work Session Meeting	7:30 p.m.	Village Hall
October 22, 2013	Village Board Meeting	7:30 p.m.	Village Hall
November 12, 2013	Work Session Meeting	7:30 p.m.	Village Hall
November 26, 2013	Village Board Meeting	7:30 p.m.	Village Hall
December 10, 2013	Work Session Meeting	7:30 p.m.	Village Hall