



MEMORANDUM

TO: Trustee Bill Johnston, Chairperson
Economic and Community Development Committee

FROM: William J. Heniff, AICP, Director of Community Development

MEETING DATE: December 12, 2016

SUBJECT: Village Board Strategic Plan - ECDC Items Follow-Up

As the ECDC is aware, the Village Board conducted a series of strategic planning sessions last year to provide direction and establish priorities for the Village. While the document had yet to be formally adopted, staff and relevant committees have been implementing many of the directives included within the planning effort. Community Development staff shared with the ECDC some of the planning concepts last fall and offers updates regarding many of the activities completed over the past year in the attached tables for the Committee's reference.

In addition to the listed items, staff also notes key accomplishments and 2017 efforts below.

1. Business Retention

Staff met with fourteen (14) businesses to date. Six (6) other businesses were contacted that did not result in a meeting. Each retention meeting was productive. Overall, the businesses enjoy being in Lombard and didn't have any outstanding issues. Staff will be making a formal presentation to the ECDC in Winter, 2017 regarding recommended business retention efforts and practices.

2. New Business Growth/Incentives

Four incentives were approved during 2015/2016. As the projects are not complete, no incentives have been paid out to date.

Sam's Club

The existing office buildings and restaurant are being razed in December, 2016. The retail building will start construction in Spring, 2017.

Bluestone/Thornton's

Though the project was presented in 2015, the permits were held up in IDOT, which precluded the Village from releasing its engineering permits. However, recently IDOT did approve their permits and they hope to start construction in Spring, 2017. The Village Board will be voting on a time extension to both the zoning and incentive agreements at their December 15, 2016 meeting.

Yorktown Lift Station

The lift station project incentive was approved in October, 2016 and construction will connect on the station in the Spring, 2017. Yorktown received zoning entitlements for two (2) apartment buildings utilizing two (2) of the four (4) parcels. Construction should start in Spring 2017.

Mariano's

The site is under construction. The store should open around August, 2017.

Staff continues to regularly meet with property owners and brokers through Village meetings and trade shows such as International Council of Shopping Centers (ICSC).

3. Business Diversification

Staff will look at updating the "Business Resource Handbook" and "Green Building handbook" and ensure that information is on the Village's website. Staff will continue to keep the website updated.

Staff will also be scheduling 2017 presentations for the ECDC by Choose DuPage, the College of DuPage and staff will also seek a presentation regarding the Roosevelt Road corridor retail market.

On behalf of Trustee Johnston and staff, we would like to thank the ECDC participation and guidance in advancing many of the goals and objectives over the past year. The ECDC efforts go a long way to ensure that the overall benchmarks are met and that the activities undertaken by the Village are aligned with the larger visioning efforts.

COMMITTEE ACTION REQUESTED

This item is being placed on the December 12, 2016 ECDC agenda for informational and discussion purposes. No formal action is requested.

Strategic Priority: Economic Development Initiative: Develop Policy Targeting Reduction of Development Costs					Key Outcome Indicator:	
ACTION	MEASURE OF SUCCESS	WHO'S RESPONSIBLE	TARGET DATE	STATUS		
Amend Building Codes to Allow Type 3 and Type 5	Code adoption	Village Board (VB)	Completed 3/2015	Completed		
Convene meeting of Electrical Commission	Meeting held and EC provides recommendations to the Village Board to advance code amendments	Community Development Dir Building Official Fire Chief Electrical Commission	9/30/15	Completed, EC dissolved and duties assigned to the Board of Building Appeals		
Present Electrical Code Recommendation to Village Board	Village Board adopts code amendments	Village Board (VB)	10/31/15	Completed		
Amend building/plumbing provisions and Conduct BOBA meeting	Meeting held and BOBA provides recommendations to the Village Board to advance code amendments; code amendments submitted to IDPH, per State Statutes	Community Development Dir Building Official BOBA	11/2/15	Completed		
Present building/plumbing code Recommendations to Village Board	Village Board adopts code amendments	Village Board (VB)	12/17/15	Completed		
Implementation of Blue Stem technology and NWS enhancements to allow for enhanced on-line submittal of permits and tracking	Unveiling of systems to the public to allow for electronic permit submittal and tracking	Community Development Dir Building Official New World Systems/IT	5/31/16	Completed. Staff had begun to use Bluebeam with various developers and architects.		
Market and Communicate Code & Process Changes	Release of materials via Lombard Channel, press releases; presentation to SBOC, development community	Community Development Dir Communications Coordinator	3/31/16	Completed		

Strategic Priority: Economic Development Initiative: Develop Business Retention Initiative Aimed at Key Sites			Key Outcome Indicator:		
ACTION	MEASURE OF SUCCESS	WHO'S RESPONSIBLE	TARGET DATE	STATUS	
Identify Criteria to Qualify As Key Sites	Review previously adopted Economic Strategies Plan and supplement with identification of SIC businesses in a report format	Community Development Dir Finance Director (FD) Village Manager (VM)	10/12/15	Completed	
Conduct Inventory to Identify Key Sites	Develop report to identify those most ripe for redevelopment and compile database inventory	Community Development Dir Finance Director	11/1/15	Completed	
Present Inventory to ECDC for Input	Review previously adopted Economic Strategies Plan and supplement with additional sites ripe for pending redevelopment opportunities in a report format	Community Development Dir ECDC	12/31/15	Completed.	
Conduct Research on Retention plans of other towns	Report presented to ECDC	Community Development Dir	1/31/16	Completed	
Develop Retention Program	Program should include an introduction letter, business database, Village information and promotional efforts.	Community Development Dir Village Manager (VM)	3/15/16	Completed	
Present stated Program To ECDC	Report presented to ECDC	ECDC Chair	5/1/16	Completed – Staff completed all the above efforts. A memo was presented in October 2015 and updated in April.	

Develop a comprehensive business database to be the public and businesses (to promote business-to-business transactions within the community)	The Database is to be shared with businesses during staff visits.	Community Development Dir	9/1/2016	On hold. During retention visits staff noted that a business database was not requested. However, the Lombard Chamber does have a member directory which can be shared, if needed.
Commit to the previously established business visitation program by visiting at least 24 businesses per year (including follow-up visits)	Annual reports to the Economic and Community Development Committee shall be provided.	Community Development Dir	12/31/2016	Ongoing. Staff met with fourteen businesses as of 12/5/16 and contacted six additional businesses that did not result in a meeting. Staff will continue the program into 2017.
Develop a "Welcome to Lombard" program for new businesses	Program should include an introduction letter, business database, Village information and promotional efforts.	Community Development Dir Village President	12/31/2016	On hold. Due to staffing, this project was put on hold. However, this information is online and available by request.
Create and maintain a comprehensive database of prospective businesses that may be seeking to locate into Lombard.	Quarterly reports to the Economic and Community Development Committee shall be provided.	Community Development Dir	12/31/2016	Ongoing. Staff keeps tracks of potential businesses interested in Lombard and sets up meetings, when appropriate. Many businesses are looking to remain confidential and information is shared when allowed.
Create a new business follow-up policy and develop a schedule for regular follow-ups.	Issues identified by businesses should be addressed all applicable Village Departments.	Community Development Dir	9/1/2016	On hold. Due to staffing, this project was put on hold. However, this information is online and available by request.
Continue to represent the Village of Lombard at local trade shows and events.	Create a database of contacts obtained and maintained	Community Development Dir	10/7/2015 and ongoing	Ongoing. Staff attends the International Council of Shopping Centers (ICSC) regularly and other events as needed. These events provide for networking.

Strategic Priority: Economic Development			Key Outcome Indicator: New Business Growth		
Initiative: Develop Incentive Policy Targeted at Specific Businesses & Key Sites					
ACTION	MEASURE OF SUCCESS	WHO'S RESPONSIBLE	TARGET DATE	STATUS	
Research and compare policies From other towns	Peer review report of neighboring jurisdictions and adopted practices developed and presented to ECDC	Community Development Dir	9/9/15	Completed	
Presentation to ECDC for policy review	Input provided in a public meeting	ECDC Chair	9/14/15	Completed	
Make refinements/edits as Directed by ECDC	Report provided at ECDC meeting	Community Development Dir	10/7/15	Completed	
Solicit private sector Input on Policy	Meetings held with key property ownership entities, ICSC forum outreach	ECDC Chair Community Development Dir	10/7/15	Completed	
Presentation of final draft seeking recommendations	Report provided at ECDC meeting	ECDC Chair	10/12/15	Completed	
Village board workshop and 1 st reading of policy	Introduction at meeting	Village Board	11/5/15	Completed	
Adoption by Village Board 2 nd reading	Final adoption	Village Board	11/19/15	Completed. Staff completed all the above efforts. 2016 amendments were also approved by ECDC and the BOT. Staff has used this policy in discussions with numerous businesses.	
Market and communicate policy To developers	Outreach as special events, Choose DuPage, ICSC, development community	Community Development Dir Communications Coordinator	1/1/16 to 10/1/16	Completed	
Conduct Annual Performance Reviews	Annual report presented to ECDC	Community Development Dir ECDC Chair	11/30/16	Ongoing. The four recent incentive agreements approved have not yet been completed and funds have not been paid out as of 12/5/16.	
Advance the redevelopment for Sam's Club	Zoning petition and economic incentive agreement approved by Village Board	Community Development Dir. Plan Commission, ECDC, Village Board	10/15/2015	Construction commencing in December, 2016	

Continue to work with Dania Furniture and owner/lessee of K-Mart on the potential redevelopment of their respective parcels.	Redevelopment of the site being consistent with the Village's Roosevelt Rd. Corridor Plan and should be retail in nature. All opportunities for a big box retail user should be considered as a top priority.	Community Development Dir Plan Commission, ECDC if necessary & Village Board	Ongoing	Ongoing; economic incentive agreement and zoning entitlements approved for former K-Mart site with project commencing in Summer, 2016; meetings held with Dania, property not on market
Promote the unified redevelopment of properties at the northeast corner of Rohlfing Rd. and North Ave.	Development being consistent with the Village's Comprehensive Plan. Light industrial uses shall also be considered as an appropriate use. Staff shall meet and market opportunity and partner with owners & development community as market conditions dictate.	Community Development Dir ECDC, Village Board	Ongoing	Initial meetings held regarding development opportunities
Continue to work and partner with the State of Illinois Department of Commerce and Economic Opportunity and DuPage County's "Choose DuPage" for business assistance programs and leads.	Reports to the Economic and Community Development Committee shall be provided.	Community Development Dir ECDC	3/10/2016	Ongoing. Staff continues to work with Choose DuPage and intends to them present to the ECDC for a 2017 presentation – delays a result of Choose DuPage staffing issues.
Establish bi-annual meeting with property owners and brokers within the Village's retail corridors and work with them proactively	Meetings should focus on redevelopment opportunities and property improvements (façade enhancements, parking, access and landscaping).	Community Development Dir Lombard Chamber & ECDC	3/1/2017	Ongoing. Staff regularly meets with brokers and property owners.
Continue to implement the findings of the Downtown Revitalization Project Guidebook	Tasks and activities along with timelines included within Plan	Community Development Dir, Lombard Town Centre, ECDC and relevant Village committees; Village Board	Ongoing, with annual report presented to ECDC	This document is one of our most widely used and LTC also utilizes this document. TIF expenditure reports and tasks undertaken presented to ECDC at January and October ECDC meetings

Strategic Priority: Economic Development Initiative: Develop Statistical Reporting Document for Performance Measurement					Key Outcome Indicator: Performance Measurement	
ACTION	MEASURE OF SUCCESS	WHO'S RESPONSIBLE	TARGET DATE	STATUS		
Work with state and local entities to develop metrics for measurement	Report to ECDC and Village Board denoting available key measurables, with focus upon those elements which can be influenced by local actions	Community Development Dir ECDC	1/1/2016	Completed. Memo provided to the ECDC at the January 2016 meeting.		
As part of the Business Visitation program, identify businesses seeking expansion and promote Lombard's willingness to facilitate and expedite their development and approval processes.	Add tracking system to the Business Visitation database highlighting those businesses considering growth and prepare a schedule for follow up discussions.	Community Development Dir, ECDC	Ongoing, with status report before ECDC by 4/30/2016	Ongoing. Staff provided report of visitation efforts on an ongoing basis.		
Continually update the Business Resource Handbook and incorporate a Code Enforcement section educating businesses about common code enforcement issues.	Document completed with follow up metrics on code enforcement compliance levels thereafter.	Community Development Dir	6/30/2016 for reporting, 1/31/2018 for report on success levels	Due to staffing, this project was put on hold. However, this information is online and available by request.		
Develop a business oriented "Green Building Handbook" to educate local businesses about environmentally friendly options.	Report completed and shared with appropriate committees and development community; measurements include entities incorporating green practices into new construction activity.	Community Development Dir	1/1/2017 for report completion; 1/31/2018 for report on success levels	On hold. Due to staffing, this project was put on hold. However, this information is online and available by request.		
Revise and consolidate the Community Development Departments economic development information on the Village website.	This will include census data, development information, success stories, and downtown information. It will also include web-based questionnaires to solicit suggestions and input.	Community Development Dir ECDC	3/31/2016 and Ongoing	Ongoing. Staff gave a presentation in April 2016 on the website and other technology CD is using.		