

Buffalo Grove Economic Development Strategic Plan

Applied Toolkit: Strategies and Recommendations

Economic Growth (EG) Goal: Buffalo Grove will maintain, strengthen, and grow its businesses and employment, and continue to be a key employment center for the region.

EG Recommendation 1. Enhance data and information gathering, tracking, and other associated administrative interactions with businesses.

- Enhance business license, tenant and use, and other administrative forms
- Enable renewal of licenses, payment of fees and fines, and other administrative tasks to be completed electronically
- Ensure all interactions with businesses are professional and customer-friendly
- Continue to perform cost-effective analyses on internal processes and operations

EG Recommendation 2. Improve communications and relations with businesses.

- Enhance website
- Create a business newsletter
- Develop regularly scheduled roundtable discussions
- Participate in chamber events
- Welcome new businesses with a) welcome letter b) package of resources c) meet and greet with local leaders
- Explore the creation of an Economic Development Advisory Committee

EG Recommendation 3. Develop a branding and marketing campaign.

- *Branding*
 - Create a styled guideline- logo, colors, tagline etc.
 - Implement brand on website, emails, letterhead, signs, emails etc.
- *Marketing*
 - Update website routinely with economic development information, demographics, awards, available properties etc.
 - Develop a social media presence on professional websites (LinkedIn)
 - Participate in business media and targeted advertised (Crain's Chicago Business Journal, Site Selection Magazine, etc.)
 - Work with site selectors
 - Engage in partnerships with organizations (Illinois Department of Commerce and Economic Opportunity, International Council of Shopping Centers, National Development Council)

EG Recommendation 4. Promote and support businesses.

- Promote effective “shop local” programs
- Promote business openings, expansions and relocation in business/residential newsletter
- Provide awards/spotlight businesses that have moved, expanded or made a notable contribution to local economy and quality of life
- Facilitate information and provide connections to businesses with the following resources:
 - SCORE
 - B-Impact Assessments
 - ComEd
 - Lake County Workforce/ Cook County Bureau of Economic Development etc.
 - Lake County Partners

EG Recommendation 5. Collaborate on workforce development programs to meet the needs of the businesses and current/future workforce.

- Facilitate partnerships between the Lake County Workforce/College of Lake County/Lake County Partners/Cook County Bureau of Economic Development and local businesses
- Work locally with businesses (particularly manufacturing businesses) and high schools to foster awareness of advanced manufacturing industry and other industries

EG Recommendation 6. Enhance workforce accessibility.

- Maintain Infrastructure (See Development, Redevelopment, and Infrastructure [DRI] Recommendation 8.)
- Work with partners (Pace, RTA etc.) and businesses to provide vanpools, shared rides, from Metra stations as well as other common origin/destinations

EG Recommendation 7. Explore various financial incentives and programs for businesses.

(See Development, Redevelopment, and Infrastructure [DRI] Recommendation 6.)

Development, Redevelopment, and Infrastructure (DRI) Goal: Buffalo Grove will sustain and grow its economic base with new, redeveloped, improved, and maintained commercial development and infrastructure that are functional, appealing, and contribute to the Village's competitive position.

DRI Recommendation 1. Enhance data, information, tracking of Village properties and neighboring areas.

- Create a baseline inventory of commercial properties
- Utilize commercial real estate databases (CoStar)
- Develop/maintain relationships with brokers

DRI Recommendation 2. Continue to refine Buffalo Grove's permit review and approval processes to encourage investment.

- Ensure all forms, materials (zoning map and land use map), and processes are concise, consistent, and clear
- Revisit and simplify sign code regulations
- Continue to perform cost-effective analyses on internal processes and operations (See Economic Growth [EG] Recommendation 1.)
- Ensure all interactions with development community professional are customer-friendly (See Economic Growth [EG] Recommendation 1.)

DRI Recommendation 3. Create a better vision for subareas and explore options for a community focal point.

- Develop a vision/explore options for a community focal point in the following areas:
 - Lake-Cook Mixed-Use Corridor
 - Milwaukee Mixed-Use Corridor
 - Town Center Retail/Commercial Corridor
 - Dundee Retail/Commercial Corridor
 - Northern Industrial/Office Corridor
 - Southern Industrial/Office Corridor
 - Prairie View Station Area
 - Buffalo Grove Station Area

Ensure visioning includes:

- Vision and plan should identify the typologies for corridors/subareas and then promote development that is appropriate to the corridor typology.
- Appropriate signage and wayfinding.

Visioning resources include:

- Urban Land Institute Technical Advisory Panel (ULI TAP) to specifically examine the potential for a community focal point (Buffalo Grove Station Area, Buffalo Grove Town Center, other locations)
- *Village of Buffalo Grove Transit Station Area Study*

DRI Recommendation 4. Expand municipal boundaries.

- Continue to execute the Boundary and Planning Agreement Between the Village of Lincolnshire and the Village of Buffalo Grove
- Develop a plan to annex other unincorporated areas

DRI Recommendation 5. Update Zoning Code.

- Modernize the organization of the zoning code
- Update regulatory content of zoning code to reflect vision

DRI Recommendation 6. Explore various financial incentives and programs for commercial development.

- Explore the following incentives, many of which can be applicable to businesses and commercial developments. Incentive and programs include:
 - Tax increment financing (TIF)
 - Special service area (SSA)/special Assessments
 - Business Improvement District (BID)
 - Industrial revenue bonds (IRBs)
 - Fee reduction
 - Revenue sharing (property tax abatements, sales tax rebates)
 - Encourage the utilization of county tax incentive programs
 - State, regional, and local grants and programs

DRI Recommendation 7. Encourage environmentally sustainable development and infrastructure.

- Provide zoning and other regulatory incentives for environmentally-friendly site improvements
- Promote energy efficiency programs in new and current buildings
- Encourage green infrastructure and other stormwater best management practices

DRI Recommendation 8. Maintain and enhance infrastructure.

- Monitor and collaborate with partners on the 53/120 project
- Maintain and monitor industrial infrastructure (truck routes, broadband etc.)
- Collaborate with partners on the Lake-Cook Road expansion
- Explore Complete Streets concept
- Maintain roads and sewers
- Implement Bike Plan

Quality of Life (QL) Goal: Buffalo Grove will maintain and enhance services, amenities, resources, and partnerships so to foster a vibrant, livable, and desirable community in which to live, work, and play.

QL Recommendation 1. Enhance housing stock and market.

- Promote Buffalo Grove to relators
- Diversify housing opportunities – workforce/job-housing spatial mismatch, aging baby boomers
- Continue to work with Northwest Suburban Housing Collaborative

QL Recommendation 2. Implement beautification strategies.

- Review and update the Appearance Review Code
- Continue enforcement of property maintenance (vacant and occupied)

QL Recommendation 3. Monitor livability, quality of life, and other related issues and trends.

- Keep up with ongoing trends
- Provide education and guidance for village officials and stakeholders on issues and trends
 - 53-120 projects
 - Special uses in industrial district
 - Aging-in-place concept
 - Emerging millennials
 - Parking issues
 - Environmental sustainability
 - Planning and Zoning Commission continuing education

QL Recommendation 4. Maintain and enhance Buffalo Grove's livability and quality of life.

- Work with partners to maintain and enhance
 - Parks and open space
 - Walkability
 - Safety
 - Schools and other services
 - Community Character
- Enhance collaborations with local partners (park district, school districts, etc.) on local development plans
- Maintain partnerships with various entities
 - Buffalo Grove – Lincolnshire Chamber
 - Lake County

- Cook County
- Neighboring communities
- Chicago Metropolitan Agency for Planning
- Regional Transit Authority/Pace
- Metropolitan Planning Council

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