

# 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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