



ECONOMIC DEVELOPMENT STRATEGIC PLAN

2006-2011

*Positioning Lincolnshire
as Lake County's Premiere Location
for Business & Community Vitality*

Adopted by the Mayor and Board of Trustees
Village of Lincolnshire
April 24, 2006

Prepared by the Department of Community Development



Introduction

This Economic Development Strategy Plan (EDS Plan) sets forth an ambitious, yet achievable, strategic economic development agenda for the Village of Lincolnshire over the next five years. The EDS Plan identifies specific goals and objectives which build upon the community's unique strengths and distinct character. Each of the objectives focuses on one or more segments of the community which factor into the economic prosperity and enhanced vitality of the Village. The EDS Plan's purpose is to articulate a set of measurable strategies and actions to facilitate continued economic growth and new opportunities in the Village's business and commercial districts. The plan identifies existing efforts and pursuits, and recommends future programs and strategies. The EDS Plan is not an exhaustive outline of all the Village's strategic economic development agenda. It is intended to provide guidance and direction for future economic development efforts and resource allocation, and will require periodic review and revision.

Historical Context

Like many other post-World War II suburban municipalities, Lincolnshire initially developed as a residential community. Lincolnshire's tranquil and semi-rural character in close proximity to Interstate 94 proved highly desirable for those who sought a suburban setting that was easily accessible to Chicago and other established employment centers in the northern suburbs. Following its incorporation in 1957, nearly all of the growth that Lincolnshire experienced over the next two decades was single-family residential development. The Village's character as a large-lot single-family community built within a heavily forested area remains the established image of the community.

However, following the sale of the Chicagoland Airport to Van Vliissingen and Co., a large corporate office developer, and the establishment of the Marriott's Lincolnshire Resort in the mid-1970's, development interests in non-residential sectors of the Village escalated at a rapid pace. Over the next decade, significant corporate investment was made within the Village limits. This growth in the non-residential sector allowed the Village to provide municipal services without imposing a municipal property tax. It also fueled further demand and growth for residential development which, in turn, fueled consumer demand for convenient and accessible retail/commercial development. Over the past decade, the Village has experienced tremendous growth in its retail/commercial sector attracting an enviable array of restaurants, retailers, and entertainment venues which serves not only Village residents and employees, but attracts diners, consumers and audiences from a broader regional market. Lincolnshire has benefitted from a sound history of financial management, while providing an exceptional level of municipal services to a growing population, the formulation of an Economic Development Strategy Plan is critical to the continued health and prosperity of the Village.



Planning Context

The Village of Lincolnshire adopted the Update: 2000 to the Comprehensive Plan, which re-examined and refreshed the visions set forth in the first Comprehensive Plan and Land Use Policies Map of 1976. The Comprehensive Plan provides broad policy guidance for the Village in the areas of land use, community design, transportation, and economic development. The Economic Development goal of the Update: 2000 seeks to expand the economic base for Lincolnshire without compromise or disruption to the residential fabric of the community.

Several of the Long Term Goals of the Village Board speak to the fiscal health of the Village and increased vitality of the community:

- Maintain Cost Effective Levels of Village Services without Imposing a Property Tax for Municipal Operations**
- Maintain High Standards for Development to Achieve Superior Design in Residential and Commercial Development to Enhance and Contribute to the Community**
- Implement Downtown Redevelopment Plan for Village-owned assemblage south of Indian Creek, east of Milwaukee Avenue**

In addition, a Short Term Goal of the current fiscal year's budget, speaks specifically of the Village Board's desire to prepare an Economic Development Strategy:

- Develop a Strategy to Attract and Retain Successful and Revenue-Generating Businesses which enable the Village to Provide Cost Effective Services and Program Delivery to all Citizens of the Community**

This Economic Development Strategy Plan (EDS Plan) represents a "first" for Lincolnshire. It will serve to focus the organization's economic development activities over the next five years, and it will be enhanced and amended as knowledge and experience is gained. A key strength of the EDS Plan is its integrative, collaborative nature. The Village has strong partnerships with established economic development engines, specifically the Greater Lincolnshire Chamber of Commerce and Lake County Partners—who also benefit from "*Positioning Lincolnshire as Lake County's Premiere Location for Business & Community Vitality.*"

Strategic Plan



Objective 1: Community Development

Goal: Create a vibrant commercial corridor which serves as a community gathering place and satisfies the basic retail needs of area residents and employees.

Action Strategy: Quality Downtown Development

- Finalize and approve Redevelopment Agreement with the Village's preferred developer to initiate redevelopment of the Village-owned assemblage south of Indian Creek (Lincolnshire Marketplace).
- Encourage the private sector development of the vacant property located southeast of the intersection of Half Day Road and Milwaukee Avenue (DeSantis Property).
- Encourage and facilitate the private sector redevelopment of vacant and underutilized properties within the downtown which complement established businesses and contribute to the distinct character and appealing aesthetics of the district.
- Maximize the unique environmental features in the design and configuration of all downtown development and redevelopment projects to distinguish Lincolnshire's downtown from other post-WWII suburban downtowns.

Action Strategy: Corridor Transportation Improvements

- Complete construction of critical links in the Village's pedestrian path system to provide safe and convenient access to the downtown area.
- Create an Identification & Pedestrian Plan for Lincolnshire's Downtown to ensure connections encourage pedestrian activity. Such a plan may include gateway features, wayfinding signs and a pocket map illustrating business locations, municipal, education & other institutional facilities, and the Prairie View Metra station location, as well as connections to other area path systems (e.g. Des Plaines River Trail and other municipal bike paths).
- Cooperate with the private developer of the DeSantis Property to extend Knightsbridge Parkway north of Marriott Drive to Half Day Road.
- Work with the Illinois Department of Transportation (IDOT) to transfer the western leg of Old Half Day Road to the Village's jurisdiction and gain authorization to re-align its intersection with Milwaukee Avenue to a four-way signalized intersection connecting with the northern entrance to Lincolnshire Marketplace.



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- ❑ Work with IDOT to transfer the eastern leg of Olde Half Day Road to the Village's jurisdiction and prepare a corridor improvement plan to enhance the cross-section and streetscape to more appropriately reflect the Village's design standards and provide an enhanced gateway into the downtown district.
- ❑ Provide critical connections in the Village's pedestrian and bike path system to better integrate the residential neighborhoods with the retail, restaurant and recreational venues along the Milwaukee Avenue corridor.
- ❑ Ensure that the future development of key properties in the commercial corridor are designed to encourage and facilitate pedestrian and bicycle access and parking.

Action Strategy: Business Attraction and Retention

- ❑ Secure a lifestyle grocer to anchor the downtown redevelopment project.
- ❑ Focus marketing efforts to target people who work but do not live in the Village, emphasizing the convenience of Lincolnshire, encouraging them to patronize Village businesses to complete routine errands and shopping. Possible programs may include "Lincolnshire Lunchtime" and/or "Lincolnshire After Hours".
- ❑ Work with key retail property owners to create an enhanced, effective and aesthetically pleasing comprehensive signage system to identify retail businesses and promote special events.

Action Strategy: Community Events

- ❑ Continue to organize and promote community events, such as the Holiday Tree Lighting, Toys-for-Tots Drive, and Fireworks Display for the Village Green; encourage businesses to extend their store hours to encourage after-hours shopping in downtown businesses.
- ❑ Consider the establishment of outdoor seasonal markets in the festival arcade at Lincolnshire Marketplace; to coincide with Village-wide celebrations, including the Holiday Tree Lighting Ceremony, BooFest, Spring Flower Mart, etc...
- ❑ Continue sponsorship of Chamber of Commerce events, particularly the Taste of Lincolnshire, which promotes and attracts employees and residents throughout the northern metropolitan area to the Village's downtown.
- ❑ Promote and encourage the continued operation and expansion of the annual



Lincolnshire Art Festival, as well as the weekly concert series sponsored by the private owners of retail developments within the Village.

Objective 2: *Visitor and Cultural Opportunities*

Goal: Promote the Village throughout the metropolitan area through marketing efforts and promotion of destination activities.

Action Strategy: Marketing Program

- Update and distribute the Lincolnshire Shop & Dine Guide, and/or other promotional materials, on an annual basis to promote the Village's businesses, retailers, restaurants, theaters, and recreational opportunities to residents throughout the greater region, as well as provide a calendar of annual events held throughout the community.
- Consider the establishment of a Village Merchants Association to assist in the formulation of a marketing plan and to foster strengthened relationships among various retailers, restaurants, theaters and entertainment venues, who mutually benefit from attracting visitors to Lincolnshire.
- Create a marketing component on the Village's website which promotes Lincolnshire's hotels, restaurants, meeting spaces, special event opportunities, retail businesses, etc...
- In conjunction with area realtors produce marketing materials, including a community profile, which highlight and promote Lincolnshire's quality of life, recreational opportunities, educational institutions, and municipal services.

Action Strategy: Destination Activities

- Foster partnerships among businesses to create cross-promotional activities, such as "Dinner & a Movie Date Night" specials, weekend golf getaways for the whole family, or hotel/day spa incentives.
- Promote Lincolnshire's "Furniture Row" throughout the region, targeting specifically buyers in high-growth, upscale residential developments.
- Provide support for, and partner with, the Lake County Convention & Visitors Bureau which helps attract regional and national events to the area to enjoy Lake County's, including Lincolnshire's, shopping & dining opportunities, sporting events & outdoor recreation, and entertainment & cultural attractions.



- ❑ Create marketing programs aimed at promoting Village businesses, retailers, restaurants and recreational opportunities for area hotels guests, whether visiting the area on business or for pleasure. Possible programs may include development of a “Lincolnshire Passport” which would incorporate method to evaluate the success of the efforts.
- ❑ Explore, evaluate and, if deemed appropriate, establish a Lincolnshire Lodging Association to explore ways to attract regional and national seminars, meetings, conferences and tournaments to increase hotel stays.
- ❑ Encourage continued investment in upgrading existing lodging and meeting facilities to maintain competitive edge through a stream-lined review approval and permitting process.

Objective 3: Commercial Business Recruitment

Goal: Attract revenue generating retailers and restaurants, and target destination entertainment venues, which complement the Village’s existing array of shopping and dining opportunities.

Action Strategy: Promotion of Village to Retailers & Commercial Brokers

- ❑ Create promotional materials targeted towards retailers, restauranteurs, and commercial brokers highlighting the community’s enviable consumer profile.
- ❑ Maintain a current database of vacant and available retail space within the Village, along with contact information to aide in the recruitment of desired businesses to the community.
- ❑ Maintain a current database of market demographics.
- ❑ Participate in regional retail & restaurant trade shows to promote the Village to revenue generating businesses.
- ❑ Conduct a Daytime Population Survey of all Village-based businesses every five (5) years to maintain a current and accurate count of the Village’s daytime population which broadens the appeal to establish a presence for most retailers and restaurant operators.

Action Strategy: Destination Entertainment Venues

- ❑ Organize and host regional sporting events at various Village venues to draw visitors to the Village.



- ❑ Encourage and facilitate the replacement and enhancement of the Marriott marquis sign to ensure an effective and aesthetically appealing solution is achieved. Work with the resort operator to develop appropriate signage, if and when Knightsbridge Parkway is extended north of Marriott Drive to Half Day Road.
- ❑ Install pathway informational signs near regional trails to highlight location of Village Hall and retail centers where users may find eating establishments, refreshments, shelter, and/or restrooms.

Objective 4: *Business Development & Diversification*

Goal: Retain and encourage the expansion of existing businesses, and attract new businesses to locate in the corporate and business centers.

Action Strategy: Promote a Business-Friendly Environment

- ❑ Implement the Building Permit Processing software to streamline the plan review and inspection services; and to provide predictability for the business and development community.
- ❑ Maintain a current database of vacant and available office and industrial space within the Village, along with contact information to aide in the recruitment of new businesses to the community.
- ❑ Conduct a survey of Village businesses to ascertain their overall satisfaction with Village services, and possible identification of areas and means to strengthen the Village-business relationship.
- ❑ Continue and possibly expand the Village Landscape Awards Program to formally recognize and encourage investment in quality landscape designs and materials which project a positive image of Lincolnshire's commercial and corporate developments.
- ❑ Evaluate the feasibility of providing a shuttle-bus service for daytime employees from the Prairie View Metra Station.
- ❑ Continue to serve on Lake County Partners' Business and Government Relations Committee and work towards development of a Framework Plan to encourage the attraction of new corporate investment and creation of jobs in the community.

Objective 5: *Partnerships*



Goal: Foster relationships with area communities, organizations, economic development authorities and Village-based businesses to positively effect the long-term financial health and stability of Lincolnshire.

Action Strategy: Collaboration and Cooperation

- Continue collaboration and cooperation on economic development issues and opportunities with Lake County Partners, the Greater Lincolnshire Chamber of Commerce, the Illinois Department of Commerce and Economic Opportunity, and local educational institutions.
- Through a public relations and education effort, work with the local development community, area schools districts, other taxing districts and business leaders to reinforce the importance and benefits of Lincolnshire's employers and corporate investment in the community.
- Maintain active and open lines of communication with neighboring municipalities with regards to pending development proposals and possible development activities within overlapping planning jurisdiction.

Implementation

This EDS Plan identifies numerous implementation strategies and actions which should be examined and evaluated on a regular basis to prioritize resource allocation and determine their effectiveness. A community is not simply a municipal corporation seeking to provide cost-effective services to its residents and businesses. A community is comprised of people living and working within a common environment where municipal decisions must balance competing, and often conflicting, social, economic and ecological interests to provide a fair and consistent playing field for businesses to operate and grow.