

# *STRATEGIC PLAN*

## *2014 → 2020 → 2030*

### EXECUTIVE SUMMARY

Village Board and Executive Team



**BENSENVILLE**  
GATEWAY TO OPPORTUNITY

Bensenville, Illinois  
October 2014



Lyle Sumek Associates, Inc.  
9 Flagship Court  
Palm Coast, FL 32137-3373

Phone: (386) 246-6250  
Fax: (386) 246-6252  
E-mail: [sumekassoc@gmail.com](mailto:sumekassoc@gmail.com)

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# *STRATEGIC FRAMEWORK*

## **VISION 2030**

*“Desired Destination for Bensenville”*

## **PLAN 2020**

*“Map to Bensenville’s Destination”*

## **EXECUTION**

*“Route for Next Year”*

## **MISSION**

*“Responsibilities of Village Government”*

## **BELIEFS**

*“Expectations of Village Employees”*

## Village of Bensenville Vision 2030

**BENSENVILLE 2027 is a *BEAUTIFUL VILLAGE* <sup>(A)</sup>  
where *FAMILIES MAKE IT THEIR HOMETOWN.* <sup>(B)</sup>**

**The Village has an *ALIVE AND THRIVING DOWNTOWN,* <sup>(C)</sup>  
*STABLE RESIDENTIAL NEIGHBORHOODS* <sup>(D)</sup>  
and *ENJOYABLE LIVING* <sup>(E)</sup>**

**– “Making Bensenville a Great Place to Live.”**

**The VILLAGE is recognized as a  
*MAJOR BUSINESS AND CORPORATE CENTER* <sup>(F)</sup>  
adjacent to O’Hare Airport, has *VIBRANT,*  
*INVITING MAJOR COMMERCIAL CORRIDORS* <sup>(G)</sup>  
and *EASY CONNECTIVITY WITHIN THE VILLAGE,*  
*TO THE CHICAGO REGION AND TO THE WORLD* <sup>(H)</sup>**

**– “Making Bensenville a Great Place for Business.”**

**Gateway to Opportunity**

# Vision 2027

## Guiding Principles

### PRINCIPLE A

### BEAUTIFUL VILLAGE

#### ► Means

1. Distinctive, recognizable entry gateways to the Village
2. Well designed, well maintained streetscapes, public buildings
3. Well maintained homes and landscaping and commercial buildings
4. Well designed, well maintained parks and facilities
5. Clean community with no blight or trash
6. Small town feeling

### PRINCIPLE B

### FAMILIES MAKE BENSENVILLE THEIR HOMETOWN

#### ► Means

1. Families make the choice to locate and to stay in Bensenville; new residents making Bensenville their “hometown”
2. Recognition as a stable and safe community
3. Strong schools with quality educational programs
4. A range of affordable activities for all members of the community
5. Residents and community organizations taking pride and contributing to make it an even better community in the future
6. Residents participating in community events
7. Inclusive community with diverse population feeling welcome

**PRINCIPLE C**

**ALIVE AND THRIVING DOWNTOWN**

► **Means**

1. Attractive, clean and well maintained public areas, buildings, streetscapes
2. Home of Village government
3. Train station as a community destination providing access to Chicago region, North Industrial Park, O’Hare Airport
4. Variety of unique restaurants, retail shops and entertainment venues
5. Theaters both movie and performing arts
6. Easy access with convenient parking and walkable; and bike friendly
7. Residents going to Downtown as a destination for entertainment and enjoyment

**PRINCIPLE D**

**STABLE RESIDENTIAL NEIGHBORHOODS**

► **Means**

1. Distinctive neighborhoods with their own identity and residents take pride
2. Attractive, safe and well maintained neighborhoods from the public infrastructure to the homes
3. Quality homes with older homes remodeled, rehabilitated and modernized with a high percentage of homeownership (75%)
4. Preservation of historic homes and buildings
5. Convenient access to Village parks and trails
6. Walkable and pedestrian friendly Village and neighborhoods
7. Stable neighborhoods with increasing property values

**PRINCIPLE E**

**ENJOYABLE LIVING**

**► Means**

1. Top quality parks with a variety of recreational venues
2. Range of public facilities: Edge, White Pines, Water Park, Leisure Center, Redmond Park and new facilities
3. Community events and festivals with a high level of resident participation
4. Quiet neighborhoods for residents to enjoy
5. Cultural and performing arts venues, programs, activities
6. Bike paths connecting neighborhoods and community destinations
7. Golf courses affordable for residents

**PRINCIPLE F**

**MAJOR BUSINESS AND CORPORATE CENTER**

**► Means**

1. Recognized as a “Corporate Center” for Western O’Hare Airport region
2. Major regional offices for global businesses
3. Major hotels with restaurants and conference centers serving businesses and O’Hare Airport – a destination point
4. Medical facilities and healthcare services
5. Destination for sports, recreation and tournaments
6. State of the art technology infrastructure supporting business

**PRINCIPLE G**

**VIBRANT AND INVITING MAJOR  
COMMERCIAL CORRIDORS**

► **Means**

1. Unique identity for each corridor
2. Attractive gateways and entrances
3. Well designed, well maintained streetscape, landscaping and public spaces
4. Variety of retail businesses and offices
5. Restaurants
6. Small businesses providing necessary products and services for residents (e.g. grocery, hardware, shoes, etc.)
7. Mixed type housing: single family homes, town houses, condos, apartments
  - a. York Road
  - b. Irving Park Road
  - c. Thorndale Avenue
  - d. Green Street
  - e. Grand Avenue
  - f. Foster Avenue
  - g. County Line Road
  - h. Route 83

**PRINCIPLE H**

**EASY CONNECTIVITY WITHIN THE  
VILLAGE, TO THE CHICAGO REGION AND  
TO THE WORLD**

► **Means**

1. Easy access to the region via the interstate system, public transportation and rail
2. State of the art communications infrastructure linking Bensenville to the world
3. Walkable community connected by sidewalks and linked to regional trail system
4. Accessible community for seniors and special needs population
5. Convenient access to O'Hare Airport with international connections
6. Well maintained village and neighborhood streets

# **Bensenville Village Government Our Mission**

## **The Mission of Village Government**

is to be *FINANCIALLY SOUND* and provide

*CUSTOMER FRIENDLY SERVICES*

of the *HIGHEST QUALITY.*

## **The Village Government**

*ENGAGES RESIDENTS and PARTNERS*

*FOR COMMUNITY BENEFIT.*

## **Bensenville Village Government Core Beliefs**

### **As Bensenville Employees, We Are Committed To:**

- **Producing RESULTS**
- **Being PROFESSIONAL**
- **Taking RESPONSIBILITY**
- **Practicing TEAMWORK**

**As We SERVE the Community**

# **Village of Bensenville Goals 2020**

**Vibrant Major Corridors**

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**Enrich the Lives of Village Residents**

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**Financially Sound Village Providing Quality Customer  
Oriented Services**

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**Become a Major Business and Corporate Center**

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**Safe and Beautiful Village**

**GOAL 1**

**VIBRANT MAJOR CORRIDORS**

► **Objectives**

1. More attractive gateways and entrances to the village
2. Revitalize major corridors with a variety of businesses, restaurants, retail shops
3. Have the private business owners investing in the buildings and business expansion
4. Upgrade the corridor infrastructure, including roadways and streetscapes
5. Attract new businesses that are consistent with the Village’s vision, plans and direction

► **Short-Term Challenges and Opportunities**

1. Aging and blighted commercial buildings and empty storefronts along the corridors
2. Increasing the numbers of restaurants and retail shops
3. Upgrading infrastructure – sidewalks, streets, medians
4. Investment by private sector
5. Grade separation project and impacts on traffic and businesses
6. Attracting appropriate businesses at strategic locations

► **Actions 2014 – 2015**

**PRIORITY**

*Policy Agenda*

1. Brentwood Commons Shopping Center Redevelopment
2. Village Entrances/Gateways Signage and Beautification
3. Irving Park Road Corridor Revitalization
4. Façade Improvement and Incentive Program

Top Priority

High Priority

High Priority

*Management Initiatives*

1. York Road Billboard Removal/Reduction Strategy

*Management in Progress*

1. Banners for Light Poles: Grove, Irving
2. Town Homes (201 York Road): Approval, Construction

► **Major Projects 2014 – 2015**

1. Highway 83: Trees and Landscaping
2. York Planters: Installation
3. Entrance Signs: Replacement
  - A. Grove/Highway 83
  - B. Green/County Line Road
  - C. Irving Park Road/Pine
4. New Recreation Center Sign: Removal/Replacement

**GOAL 2**

**ENRICH THE LIVES OF VILLAGE RESIDENTS**

**► Objectives**

1. Have “new residents” feeling welcome – the first step in becoming their hometown
2. Have strong community events with a high level of participation by residents
3. Have the Village partnering with the Park District, Schools, Library and community organizations to enhance the quality of residents’ lives
4. Have resident oriented recreational activities available in the village
5. Protect community from flooding
6. Celebrate Bensenville’s community diversity

**► Short-Term Challenges and Opportunities**

1. Tapping the economic potential of recreational assets
2. Who pays and degree of cost recovery or by the Village: degree of subsidy
3. Noise from O’Hare airport impacting neighborhoods and residents’ life
4. Maintain recreational assets
5. Developing bike mobility

**► Actions 2014 – 2015**

*Policy Agenda*

1. O’ Hare Noise Strategy
2. Mohawk School/Park
3. Bike Path Policy and Plan
4. Street Improvement Program: Expansion
5. 2<sup>nd</sup> Marquee (at Green/York)

**PRIORITY**

Top Priority

Top Priority

High Priority

High Priority

► **Actions 2014 – 2015** *(Continued)*

**PRIORITY**

*Management in Progress*

1. Neighborhood Town Hall Meetings (3)
2. Quiet Zone (24 hours): Wayside Horn; ROW Permit
3. Facility Use Long Term Agreements: Audit
4. Housing Report: Adoption
5. Immigrant Integration Tool Kit: Development and Implementation
6. Music in the Park: Opening Act, Site Plan Review
7. “B – Well” Walkathon and Family Fest Event: Marketing, Site Plan
8. Senior Citizens Luncheon: Promotion
9. Year End Evaluation
  - A. Liberty Fest
  - B. Holiday Magic

► **Major Projects 2014 – 2015**

1. Soccer/Football Field Press Box
2. Illinois 19 Water Main/Culvert Project
3. Snow Pit Pumps: Jefferson/John Street
4. Jefferson Resurfacing
5. Center Street Awnings/Signage
  - A. 3 South Center
  - B. Theater
  - C. Redmond
6. Baseball Stadium Sound System: Re-Design and Protocol
7. Volleyball Courts: New Sand
8. Pool Upgrade/Maintenance Project
9. Foster Resurfacing Project
10. Wetlands Mitigation/Planning Projects
11. Church Road Resurfacing
12. Church Road Bike Path
13. Aquatic Check-in/Registration Area Remodel

<b>GOAL 3</b>	<b>FINANCIALLY SOUND VILLAGE PROVIDING QUALITY CUSTOMER ORIENTED SERVICES</b>
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- Objectives**
1. Provide services of the highest quality within given financial resources
  2. Increase cost effectiveness and efficiency in Village service delivery
  3. Enhance customer service by Village government
  4. Increase residents’ trust and confidence in Village government
  5. Maintain a productive, motivated Village workforce

- Short-Term Challenges and Opportunities**
1. Funding for aging Village infrastructure and facilities
  2. Meeting expectations with reduced resources
  3. Property value erosion throughout the Village
  4. Retaining/attracting sales tax producing businesses
  5. Meeting increasing debt service obligations
  6. Shared services with other municipalities/taxing bodies

<b>► Actions 2014 – 2015</b>	<b>PRIORITY</b>
<i>Policy Agenda</i>	
1. Old Police Station Redevelopment	High Priority
2. Water Rates: Review	High Priority
3. Debt Policy: Review	
<i>Management Initiatives</i>	
1. Financial Control Systems: Upgrade	Top Priority
2. Tax Base Erosion Analysis Report/Public Information	Top Priority
3. Internal Audit/Fraud Risk Assessment	High Priority
4. Parking Lot at the Edge	High Priority
5. Community Survey	High Priority

► **Actions 2014 – 2015** (*Continued*)

PRIORITY

6. Elk Grove Sanitary Sewer IGA
7. Aquatic Check In/Registration Area Remodel
8. Village Facility Security: Phase 1, Phase 2
9. Travel Policy: Modification

*Management in Progress*

1. Emergency Management Plan
2. On Line Payments and Services: New Business License
3. Theater Operations Plan/Report
4. Community Investment Plan (5 year): Update
5. Five Year Financial Plan and Projections
6. Food Concession Analysis and Business Model
7. Referendum Ballot Measure (3)
8. Water Loss Initiative: Meter Replacement
9. Marketing Program Implementation: Realtor Outreach/Sponsorships/Advertisements
10. Electronic Time Sheets: Development
11. Employee Policy Manual/Handbook
12. ATM at the Edge
13. Employee Newsletter: Institutionalization
14. GIS Implementation Resolution
15. Performance Measurement/Metrics System (including Dash Board)
16. Leak Detection
17. Village Wide Safety Committee and Program: Development
18. Labor Contract: MAP, Teamster, AFSCME
19. NIMS Training
20. Continuity of Operation Plan (COOP): Development
21. Records Management Plan (including Laserfische)
22. Permits on Line
23. National Weather Service “Storm Ready” Certification

► **Major Projects 2014 – 2015**

1. Joint Police/EMA Headquarters
2. Waste Water Treatment Plant Facility: Upgrade

<b>GOAL 4</b>	<b>BECOME A MAJOR BUSINESS AND CORPORATE CENTER</b>
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- Objectives**
1. Plan for future development around O’Hare Airport
  2. Retain and grow local businesses which are consistent with the long term direction of the village
  3. Increase the number of businesses in Bensenville which are consistent with the long term direction of the village
  4. Attract major hotel(s) with conference center
  5. More businesses and residents in Downtown

- Short-Term Challenges and Opportunities**
1. Enhancing the new image and reputation of Bensenville
  2. Elgin-O’Hare and Western Access with business opportunities
  3. Attracting high sales tax producing businesses
  4. Attracting international investments
  5. Future of O’Hare Airport modernization projects and impact of South runway
  6. Role of Village government in economic growth and development

<b>► Actions 2014 – 2015</b>	<b>PRIORITY</b>
<i>Policy Agenda</i>	
1. Grand/County Line TIF #4	Top Priority
2. Grand Subaru Expansion: Direction	Top Priority
3. Downtown Redevelopment Projects	Top Priority
4. Downtown Streetscape and Design Guidelines	High Priority
5. Land Acquisition TIF #12	High Priority

► **Actions 2014 – 2015 (Continued)**

**PRIORITY**

*Management Initiatives*

1. Restaurant Attraction Strategy
2. New Industrial Facility (340 County Line Road)
3. Elgin – O’Hare and Western Development
4. Hotel Attraction Strategy

Top Priority

Top Priority

Top Priority

High Priority

*Management in Progress*

1. Grisko Marketing Plan: Implementation
2. Available Property Database Subscription
3. New Business License Application: On Line
4. Robert Morris University: Contract Renewal Discussion
5. Local Business Visitation Program: Implementation
6. Bensenville Connects: Development
7. Marketing Bensenville: Implementation

**GOAL 5**

**SAFE AND BEAUTIFUL VILLAGE**

**► Objectives**

1. Upgrade village and neighborhood infrastructure – streets, sidewalks
2. Have a reputation as “great place to live, great place for business”
3. Improve the visual appeal of the village – more attractive
4. Improve flood protection and stormwater management system
5. Upgrade the quality of the older housing stock
6. Maintain and upgrade water distribution system

**► Short-Term Challenges and Opportunities**

1. Aging and abandoned homes and buildings
2. Image of Bensenville
3. Property owners taking responsibility
4. Condition of aging water and wastewater system
5. Impacts of economic recession on residents and businesses
6. Aging infrastructure: White Pines area

**► Actions 2014 – 2015**

**PRIORITY**

*Policy Agenda*

1. White Pines Action Plan
2. Village Wide Landscape Beautification Plan
3. Integrated Security/Surveillance Policy/Program
4. Emerald Ash Borer Strategy

Top Priority

*Management Initiatives*

1. Comprehensive Plan: Adoption
2. Residential Street Lighting Policy/Program
3. Redmond Storm Water Options and Funding

High Priority

High Priority

► **Actions 2014 – 2015** (*Continued*)

**PRIORITY**

*Management in Progress*

1. Volunteers in Policing Program: Development
2. Police Accreditation (State of Illinois): Tier II
3. e Crash Program: Installation
4. Care Tracker Program
5. Damage Assessment Report: Development
6. Local Ordinance on Industrial Pre-Treatment: Phase 2
7. Emergency Management: Table Top Exercise
8. Appearance Code
9. Zoning Ordinance: Review

► **Major Projects 2014 – 2015**

1. Annual Sewer Lining Project
2. Illinois 19 Streetscape Project: Phase I, Phase 2
3. Reflectivity Sign Replacement Program

# **Village of Bensenville Policy Agenda 2014 – 2015**

## **TOP PRIORITY**

**O'Hare Noise Strategy  
White Pines Action Plan  
Grand/County Line TIF #4  
Grand Subaru Expansion: Direction  
Brentwood Commons Shopping Center Redevelopment  
Mohawk School/Park  
Downtown Redevelopment Projects  
120 W. Green, 3 South Center, La Huerta**

## **HIGH PRIORITY**

**Village Entrances/Gateways Signage and Beautification  
Irving Park Road Corridor Revitalization  
Old Police Station Redevelopment  
Downtown Streetscape and Design Guidelines  
Water Rates: Review  
Land Acquisition TIF #12  
Bike Path Policy and Plan  
Street Improvement Program: Expansion**

# **Village of Bensenville Management Initiatives 2014 – 2015**

## **TOP PRIORITY**

**Financial Control Systems: Upgrade**  
**Tax Base Erosion Analysis Report/Public Information**  
**Restaurant Attraction Strategy**  
**New Industrial Facility (340 County Line Road)**  
**Elgin – O’Hare and Western Development**

## **HIGH PRIORITY**

**Internal Audit/Fraud Risk Assessment**  
**Parking Lot at the Edge**  
**Hotel Attraction Strategy**  
**Comprehensive Plan: Adoption**  
**Residential Street Lighting Policy/Program**  
**Community Survey**

# Village of Bensenville Management in Progress 2014 – 2015

1. **Banners for Light Poles: Grove, Irving**
2. **Town Homes (201 York Road): Approval, Construction**
3. **Neighborhood Town Hall Meetings (3)**
4. **Quiet Zone (24 hours): Wayside Horn; ROW Permit**
5. **Facility Use Long Term Agreements: Audit**
6. **Housing Report: Adoption**
7. **Immigrant Integration Tool Kit: Development and Implementation**
8. **Music in the Park: Opening Act Site Plan Review**
9. **“B – Well” Walkathon and Family Fest Event: Marketing, Site Plan**
10. **Senior Citizens Luncheon: Promotion**
11. **Year End Evaluation: Liberty Fest, Holiday Magic**
12. **Emergency Management Plan**
13. **On Line Payments and Services: New Business License**
14. **Theater Operations Plan/Report**
15. **Community Investment Plan (5 year): Update**
16. **Five Year Financial Plan and Projections**
17. **Food Concession Analysis and Business Model**
18. **Referendum Ballot Measure (3)**
19. **Water Loss Initiative: Meter Replacement**
20. **Marketing Program Implementation: Realtor Outreach/Sponsorships/Advertisements**
21. **Electronic Time Sheets: Development**
22. **Employee Policy Manual/Handbook**
23. **ATM at the Edge**
24. **Employee Newsletter: Institutionalization**
25. **GIS Implementation Resolution**
26. **Performance Measurement/Metrics System (including Dash Board)**
27. **Leak Detection**

- 28. Village Wide Safety Committee and Program: Development**
- 29. Labor Contract: MAP, Teamster, AFSCME**
- 30. NIMS Training**
- 31. Continuity of Operation Plan (COOP): Development**
- 32. Records Management Plan (including Laserfische)**
- 33. Permits on Line**
- 34. National Weather Service “Storm Ready” Certification**
- 35. Grisko Marketing Plan: Implementation**
- 36. Available Property Database Subscription**
- 37. New Business License Application: On Line**
- 38. Robert Morris University: Contract Renewal Discussion**
- 39. Local Business Visitation Program: Implementation**
- 40. Bensenville Connects: Development**
- 41. Marketing Bensenville: Implementation**
- 42. Volunteers in Policing Program: Development**
- 43. Police Accreditation (State of Illinois): Tier II**
- 44. e Crash Program: Installation**
- 45. Care Tracker Program**
- 46. Damage Assessment Report: Development**
- 47. Local Ordinance on Industrial Pre-Treatment: Phase 2**
- 48. Emergency Management: Table Top Exercise**
- 49. Appearance Code**
- 50. Zoning Ordinance: Review**

## **Village of Bensenville Major Projects 2014 – 2015**

- 1. Highway 83: Trees and Landscaping**
- 2. York Planters: Installation**
- 3. Entrance Signs: Replacement: Grove/Highway 83, Green/County Line Road, Irving Park Road/Pine**
- 4. New Recreation Center Sign: Removal/Replacement**
- 5. Soccer/Football Field Press Box**
- 6. Illinois 19 Water Main/Culvert Project**
- 7. Snow Pit Pumps: Jefferson/John Street**
- 8. Jefferson Resurfacing**
- 9. Center Street Awnings/Signage: 3 South Center, Theater, Redmond**
- 10. Baseball Stadium Sound System: Re-Design and Protocol**
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- 15. Church Road Resurfacing**
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- 21. Illinois 19 Streetscape Project: Phase I, Phase 2**
- 22. Reflectivity Sign Replacement Program**