



Action Plan

FIGURE 17

**Public Private Partnership**

Downtown Western Springs is a valued community asset with strong local support and a long standing Western Springs Business Association to provide events and coordinated marketing. In addition to this existing strong public private partnership, implementation of this plan will involve building relationships with property owners charged with improving specific properties. It is anticipated that a series of additional public private partnerships that are project driven and designed to fill specific financing and infrastructure needs will occur as the market justifies specific projects. The action plans that follow are focused on accomplishing these partnering objectives.

- Create public/private partnerships focused on key redevelopment sites
- Encourage property owner reinvestment to renovate properties
- Strengthen relationship between property owners and the Village

**WESTERN SPRINGS**

**DOWNTOWN IMPLEMENTATION PLAN**

**ACTION PLAN: Renovation and Redevelopment**

Task	When	Who	Cost
<b>1) Objective: Create public/private partnerships focused on key redevelopment sites</b>			
1	Make monthly contact with lead property owners flanking Wolf Road a. Document leasing contacts b. Discuss incentives that might improve opportunities for desirable tenants c. Inquire about other projects undertaken by owner/developer that could establish relationships beneficial to Western Springs	Monthly	Staff 2 Hours/Month
2	Monitor general investment environment for signs of renewal	Ongoing	Staff 0
3	Attend ICSC events in tandem with property owners to show strength of Village and property owner relationship; schedule recruitment visits	October 2011 Annually	Staff \$300

<b>2) Objective: Encourage property owner reinvestment to renovate properties</b>			
1	Encourage Western Springs Business Association (WSBA) to form a subcommittee on Property Renovation. Members: a. 2 property owners b. 2 business owners c. Village d. 2 local resident volunteers who are architecture/interior design professionals	November 2011	WSBA 0
2	Using local volunteer resources, accumulate information on local or regional businesses that can support and/or give lower prices for large renovation materials orders a. Awnings b. Paint c. Siding	January 2012	WSBA 0
3	Audit existing properties for compliance with design guidelines	March 2012	Staff 10 hours
4	Investigate how Western Springs could use low interest loans and grant program as incentives for renovation a. Meet with banks to learn of their interest in providing loans b. Consider possibility of Village budget for grants	October 2011	Staff 5 hours
5	Recommend a façade program to be implemented as a partnership between WSBA and Village	December 2011	Staff



Action Plan Continued...

<b>3) Objective: Strengthen relationships between key property owners and the Village</b>				
1	Maintain current contact information on all downtown commercial parcels a. Address and phone number for current tenant(s) b. Property manager responsible for daily property management c. Leasing contact responsible for filling vacancies d. Executive/owner responsible for asset performance	July 2011	Staff	Currently Done (Needs Update)
2	Maintain monthly contact with leasing contact of Village interested tenant contacts	Ongoing	Staff	Minimal
3	Visit target properties at least monthly to note: a. New vacancies or signs of potential vacancies b. Maintenance and cleanliness problems	Ongoing	Staff	1 hour/ month
4	Call appropriate contact immediately to follow-up on monthly visit findings	Ongoing	Staff	Minimal
5	Invite property owners to a one-on-one meetings with Village staff as appropriate to improve leasing/redevelopment progress	As Needed	Staff	

**ACTION PLAN: Streetscape Enhancements**

Task	When	Who	Cost	
<b>1) Objective: Design and Build Consensus for Streetscape Plan</b>				
1	Create a conceptual design vision for streetscape improvements	Summer Fall 2011	Consultant	Included in current assignment
2	Build community consensus on the conceptual design vision	Summer Fall 2011	Consultant	Included in current assignment

<b>2) Objective: Implement Commuter Platform Area landscape enhancements between Wolf Rd &amp; Lawn Ave</b>				
1	Gain preliminary approval from Metra & ICC to enhance the commuter platform area	TBD	Staff/ Consultant	Included in current assignment
2	Design, bid and install platform paving, plantings, retaining walls, signage and lighting along commuter platform areas	TBD	Staff/ Consultant	TBD

<b>3) Objective: Develop Gateway Signage Program</b>				
1	Create a conceptual design vision for gateway and wayfinding signage program	Summer Fall 2011	Consultant	Included in current assignment
2	Finalize and document new Village Tower logo for use on all new sign elements	Fall 2011	Staff/ Consultant	\$800
3	Design, bid and install (5) aluminum wayfinding signage panels to be mounted to existing decorative light poles at entry locations into the Downtown	TBD	Staff/ Consultant	\$7,500
4	Design, bid and install (7) Gateway/ Wayfinding sign structures at Wolf Road entry to Downtown	TBD	Staff/ Consultant	\$59,500
5	Design, bid and install (2) Information Kiosks at Metra station areas (optional)	TBD	Staff/ Consultant	\$30,000
6	Design, bid and install Community Events Signs at Tower Green (and possibly near Spring Rock Park)	TBD	Staff/ Consultant	\$30,000



Action Plan Continued...

<b>4) Objective: Develop Tower Green Landscape Enhancements</b>				
1	Install clustered seating areas along Hillgrove Avenue	TBD	Staff	\$20,000
2	Repair concrete steps and masonry cheekwalls at Tower Museum entry	TBD	Staff	tbd
3	Replace pole mounted lights with lighted bollards	TBD	Staff	\$15,000
4	Replace yews in poor condition with native flowering shrub groupings	TBD	Staff	\$8,500
5	Replace flood lights with energy efficient lighting	Complete	Staff	tbd

<b>5) Objective: Develop Downtown Streetscape Enhancements as Shown in the Concept Plans (Burlington Ave, Wolf Rd to Grand Ave; Hillgrove Ave, Wolf Rd to Lawn Ave)</b>				
1	Discuss and coordinate outdoor café seating concepts with property owners at Snackers, Starbucks and Oberweis Dairy	Summer 2011	Staff	\$0
2	Design, bid and install downtown streetscape enhancements, including pedestrian crossings, curb bump outs, raised planter curbs, specialty pavers, plantings and seating areas	TBD	Staff/ Consultant	\$520,000

<b>6) Objective: Develop Transitional Streetscape Enhancements as Shown in the Concept Plans (Hillgrove Ave; Burlington Ave; Wolf Rd)</b>				
1	Design, bid and install transitional streetscape enhancements, including pedestrian crossings, curb bump outs, specialty pavers, and plantings.	TBD	Staff/ Consultant	\$200,000

<b>7) Objective: Manage Future Implementations of Streetscape Plan</b>				
1	Establish a time frame to install future streetscape elements throughout the Village	Ongoing	Staff	\$0
2	Establish a maintenance plan for existing streetscape and landscape elements	Ongoing	Staff	\$0
3	Make yearly assessments of Village's needs for potential new and modified streetscape elements	Ongoing	Staff	\$0

◆ **MARKETING AND PROMOTION | RECRUITMENT STRATEGY**

The enhancement of downtown Western Springs involves both marketing opportunities to store and restaurant developers and also attracting more customers through consumer marketing and recruitment strategies. The Village has a strong ally in WSBA as it seeks to use marketing and promotion to improve Downtown Western Springs. The action steps that follow guide existing resources as they capitalize on the information obtained from this project by achieving these objectives.

- Create an image for downtown Western Springs that is recognized both in the Village and throughout the Chicago region
- Add the businesses and items most desired by survey respondents
- Continuously improve events and promotions to increase their appeal to potential customers



Action Plan Continued...

**ACTION PLAN: Marketing and Promotion**

Task	When	Who	Cost	
<b>1) Objective: Create an image for downtown Western Springs that is recognized both in the Village and throughout the Chicago region. This objective could serve as a logical follow-up to the current WSBA campaign "Think Local, Shop Local, Be Local"</b>				
1	Agree on the Downtown Western Springs "Brand" a. Typeface b. Logo c. Tag "in Downtown Western Springs"	TBD	Staff	TBD
2	Ask all Downtown businesses to use the "Brand" in all advertising because it is mutually beneficial	TBD	WSBA	0
3	Consider paying an amount that varies depending on the regional reach for including the "brand" in advertising	TBD	WSBA	TBD
4	Create collateral materials that emphasize the "Brand." a. Very simple, inexpensive tri-fold directory b. Parking postcard c. Event postcard	TBD	WSBA	\$2,000/ year

<b>2) Objective: Add the businesses and items most desired by survey respondents</b>				
1	Determine where the "Top 5" can already be purchased in Downtown Western Springs a. Books b. Greeting Cards/Gifts c. Specialty Prepared foods d. Shoes e. Home Accessories	July 2011	Staff	2 Hours
2	Meet with store owners to encourage publicizing these items availability	August 2011	Staff	TBD
3	Write an article for the Village Newsletter describing where to purchase these items	August 2011	Staff	0
4	Provide property owners with the list of all store and restaurant categories that over 50% of survey respondents "would spend more" if were added to Downtown Western Springs and encourage them to use this information when marketing space.	June 2011	Staff	Minimal

**ACTION PLAN: Recruitment and Retention Strategy**

Task	When	Who	Cost	
<b>1) Objective: Strengthen relationships between key property owners and the Village</b>				
1	Maintain current contact information on all downtown commercial parcels a. Address and phone number for current tenant(s) b. Property manager responsible for daily property management c. Leasing contact responsible for filling vacancies d. Executive/owner responsible for asset performance b. Logo c. Tag "in Downtown Western Springs"	July 2011	Staff	Currently Done (Needs Update)
2	Prepare monthly e-mail to leasing contact of Village interested tenant contacts	Ongoing	Staff	Minimal
3	Visit target properties at least monthly to note: a. New vacancies or signs of potential vacancies b. Maintenance and cleanliness problems	Ongoing	Staff	1 Hour/Month
4	Call appropriate contact immediately to follow-up on monthly visit findings	Ongoing	Staff	Minimal
5	Invite property owners to a one-on-one meetings with Village staff as appropriate to improve leasing/redevelopment progress	As needed	Staff	10 Hours/Year
6	Encourage property owners to focus recruitment efforts on attracting businesses based on strong service and operating policies rather than categories	As needed	Staff	Minimal
7	Continue to maintain available property database on village website	Ongoing	Staff	0
8	Annually conduct focus groups or interviews with residents or local shoppers to gather feedback about Downtown Western Springs	Annually	Staff	0
9	Consider recruitment of appropriate businesses from areas with similar demographics	Ongoing	Staff/EDC	0