



Business Development Strategic Plan Update

August 23, 2021

Agenda

- Purpose of Tonight's Meeting
- Business Development Strategic Plan Background
- Ongoing Objectives and Accomplishments
- Overview of Bus. Dev. Strategic Plan Update
 - Work Plan Components
 - Timeline
- Next Steps

Business Overview

- 847 Total Businesses
- 9 Business Districts
- 2020: 34 new bus.
- 2021: 33 new bus.
Ytd.



Business Development Strategic Plan

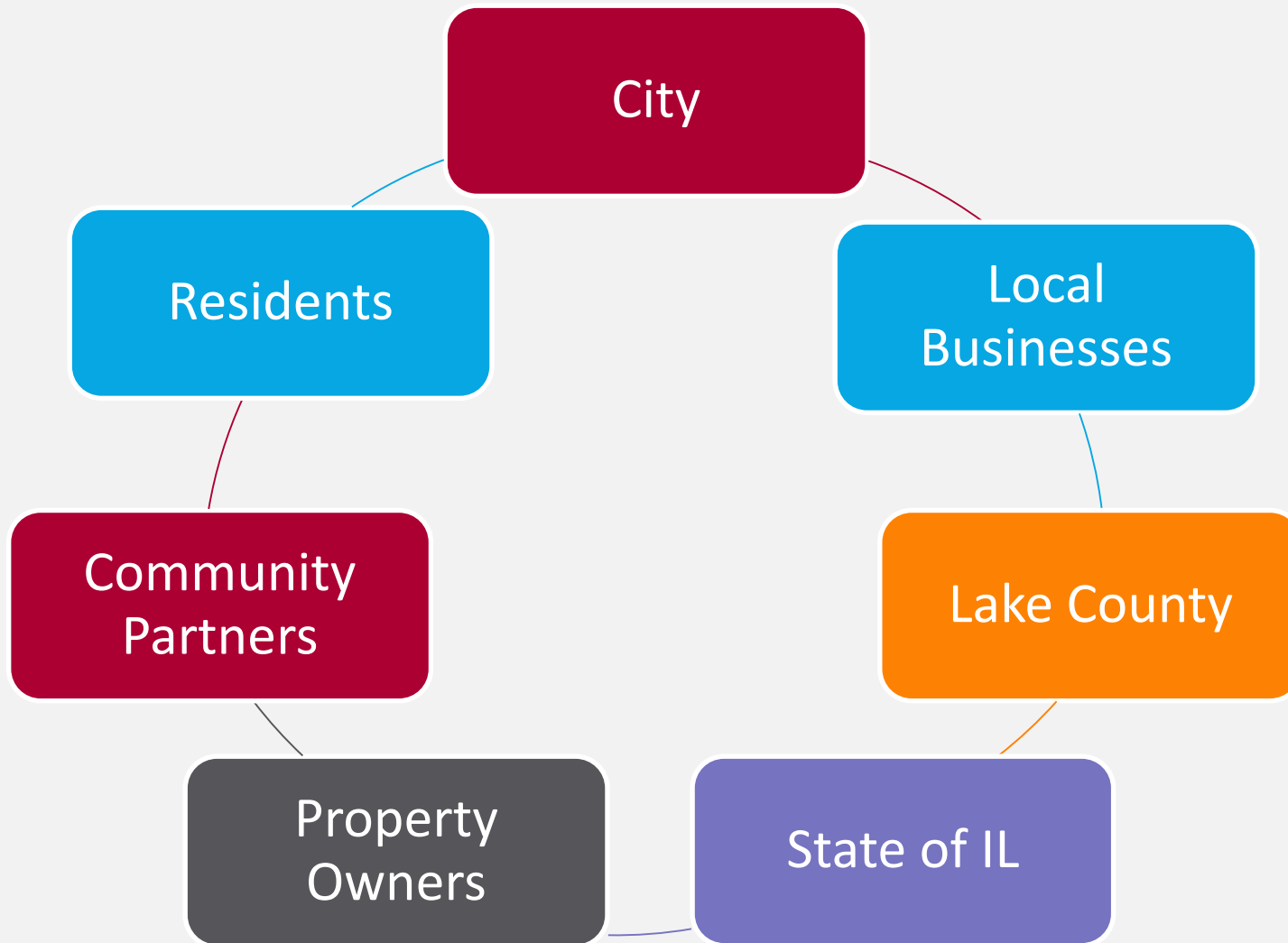
- Ambitious yet achievable plan
- Measurable strategies & actions
- Overall goals & objectives
- Attract and retain businesses
- Guides the City's business development work efforts for the specified period of time

 City of Highland Park BUSINESS DEVELOPMENT STRATEGIC PLAN 2019



Planning for Results to Benefit the Community

Business Development Strategic Plan



Snapshot of Development

- Zoning change to stimulate development
- Result: 370+ new MF units 2016-2021 (464 w/ Saks proposal)
 - 1645 McGovern (8-units)
 - McGovern House (73-units)
 - Laurel Apartments (26-units)
 - Laurel Residences (22-units)
 - Albion at HP (161-units)
 - Oakwood Residences (20-units)
 - Former Saks Redevelopment (94-units)
 - 515 Roger Williams (30-units)
 - Highland Park Theater Redevelopment
 - Capital Senior Housing
 - 1645 McGovern Condo (8-units)
 - Proposed Bloom Street Walkups (22-units)



Development Activities and Accomplishments

- Roundtable meetings with development community
- Improved permitting processes and customer experience
 - Simplified permit forms
 - Next day inspections
 - Building staff performing site visits with businesses to advise on permits and pre-project planning
 - Pre-construction meetings with all necessary staff and agencies
 - Digital plans now accepted
 - Permit counter staff cross-trained
 - Interior demo permits issued over the counter
 - Demo plans issued while building plans are being reviewed
 - Project manager staffing for improved customer experience



Development Activities and Accomplishments

2020 Year in Review:

- 4,138 building permits issued
- 10,624 building inspections
- 3,986 life safety inspections
- 92 technical reports

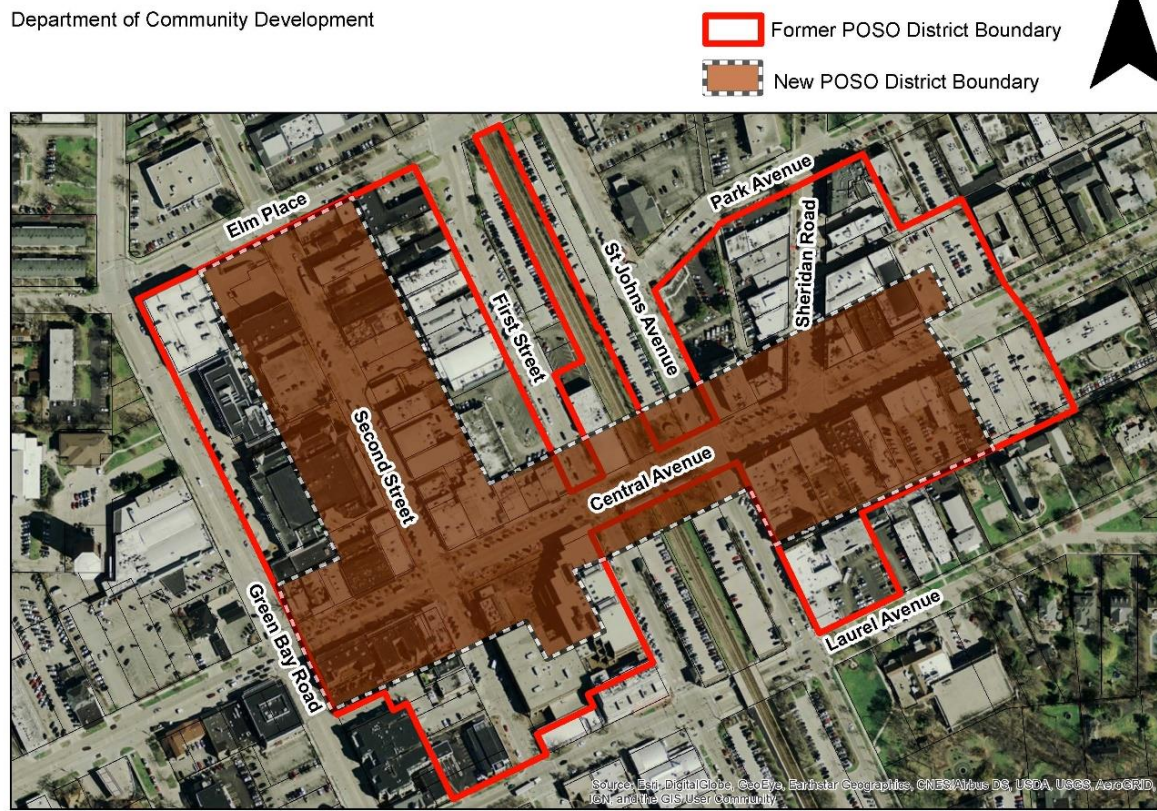


Development Activities and Accomplishments

- 2017-2019 Review of Pedestrian Oriented Shopping Overlay (POSO) in CBD
- Result: Reduced POSO in 2017; Eliminated POSO in 2020

Zoning Map Amendment Related to the Pedestrian Oriented Shopping Overlay (POSO) - Sept. 25, 2017

Department of Community Development



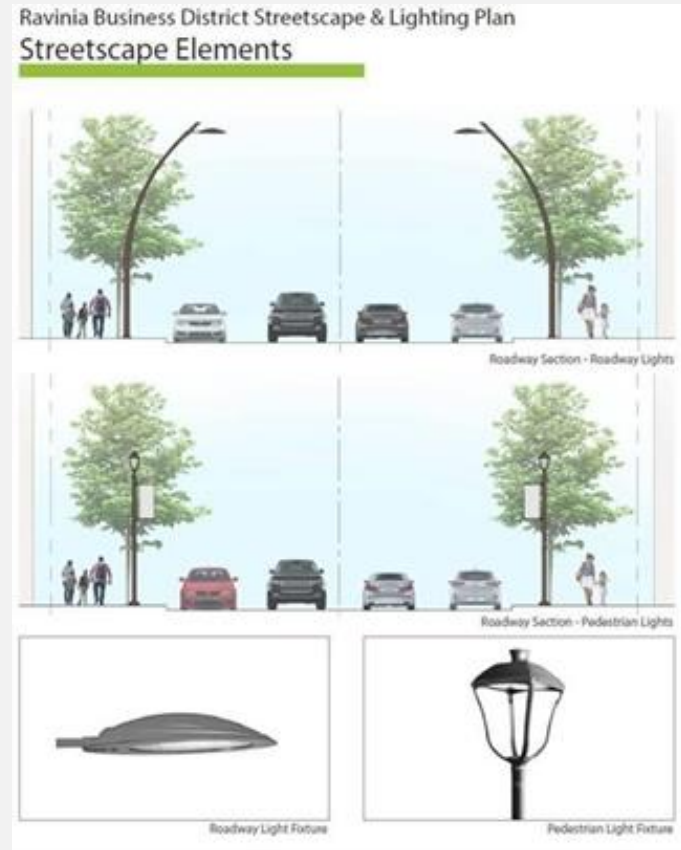
Development Activities and Accomplishments

- Ravinia Business District Streetscape Improvements via TIF and SSA
- Community feedback on design options



Development Activities and Accomplishments

- Ravinia Business District Streetscape Improvements via TIF and SSA
- Result: Installation of signage, lighting, benches, and streetscape elements in the RBD



Development Activities and Accomplishments

- Experiential Uses in Zoning Code, downtown property maintenance, and Briergate Planning

Results:

- Walk-thru with staff and property owners to address public and private improvements
- Experiential uses in Zoning Code
 - Cultural, recreational, and entertainment uses not otherwise regulated
 - Brew pubs and craft-breweries, distilleries, wineries, cideries, meaderies with tasting shops
 - Performance venue
 - Arts and drama studios
 - Tutoring services including music and drama schools

Activities and Accomplishments

Communications and Marketing

- Advertisements in developer publications and online
- Promote existing businesses and community assets to increase awareness locally and regionally

ENJOY

highland park

Highland Park is the heart of the North Shore. I vibrant business districts, tree-lined streets, an Central Business District, where you'll discover Ravinia Festival and numerous special events! Highland Park.

Highland Park is a warm, friendly community, p and entertainment venues, and welcoming, pro shopping nestled in a stunning natural environ again.



DEVELOPMENT AT THE FOREFRONT: HIGHLAND PARK, ILLINOIS

Many development projects are currently planned or already underway in the city of Highland Park since the city dramatically increased zoning, density and height allowed downtown. To advance commerce, the city also reduced the footprint of the Pedestrian Oriented Shopping Overlay (POSO), which requires retail or restaurant service businesses on the ground floor. The city will re-evaluate the overlay again this year.

In addition to these changes, further streamlining measures are being developed and implemented, including code amendments, greater capacity for in-house review for small commercial and residential projects, and the implementation of a new permitting database system for the organization. The city also continues to streamline its board and commission processes and its voting code.

In 2018, the city established a Tax-Increment Financing District (TIF) in the Bridgegate Business District. The intent of the proposed Bridgegate TIF is to encourage investment and property redevelopment in a thoughtful manner to revitalize the subject area, benefit all taxing bodies, provide for economic development, job growth and improve the quality of life in the community. The infrastructure improvements will serve to increase safety in the area, including replacement of the roadway and installation of curb and gutter, sidewalks, parking bays and lighting, which presently do not exist in this district.

Subsequently, the city proactively completed an area planning process for a portion of the Bridgegate Business District off of US 41 that resulted in the implementation of a new zoning district that allows

multifamily residential uses, among other business uses.

The Ravinia TIF District funded several streetscape improvements, including construction of new crosswalks, installation of pedestrian and roadway lighting, special event lights as well as gateway and wayfinding signage. In conjunction with the TIF, the Ravinia District Special Service Area will fund streetcape furniture, including benches, bike racks and waste receptacles.

A five-story, 140-unit luxury multifamily development is underway in downtown Highland Park, overlooking Sunset Woods Park, the city's premier open space.

A two-story, commercial mixed-use development is ready completed on the site of the former Highland Park Theater. The new development features restaurant and retail uses on the first floor, offices on the second floor and an open-air courtyard, enhancing the pedestrian experience on Central Avenue.

A new four-story, 20-unit multifamily project has been initiated on Calwood Avenue near downtown Highland Park. The site is situated on the west side of Calwood Avenue, south of La Salle Place at Mulberry Place and is less than one-quarter mile from the Downtown Highland Park Metro Station.

The building will incorporate 40 underground parking spaces, which preserves open space and several large trees in the rear of the property. The project is expected to be completed in fall 2020.

Land Coors completed a 16-unit second phase on Laurel Avenue near downtown Highland Park. The project includes underground parking, open



315-5555 Roger Williams Ave.

space and easy access to parks, the Metro and other downtown amenities.

Construction of a four-story, 20,311-square-foot mixed-use transit-oriented development is continuing at 525 Roger Williams Ave. in the Ravinia District. The development is comprised of 30 dwelling units with 5,470 square feet of ground-floor commercial space. The project is expected to be completed in fall 2020.

For more information about location or development opportunities, please contact Business Development Manager Carolyn Hensch at 847-926-1027 or chensch@cityofhlp.com.

City of Highland Park, Illinois

Whether you are a national retailer or one-stop enterprise, there is a place for you in Highland Park. What makes for business success?

- A local population of 29,000+ with significant spending power made possible by an average household income of \$137,500
- The ability to draw from a population of 500,000+ living within 5 miles from the City center
- Highly educated & skilled workforce
- Excellent Quality of Life & Diverse Housing for All Employees

Choosing Highland Park for your Business Offers Many Advantages:

- 25 Minutes from O'Hare Airport, the Chicago Loop, and other key business centers
- Easy Access to I-94 and I-294
- Proximity: Along US41 with Exposure to 74,000 Vehicles Daily
- Streamlined Permitting Process with Optional Expedited Reviews
- 2 Tax Incremental Financing Districts
- Special Service Areas Focused on Promoting the Business Districts
- Business Promotion on Multiple Platforms
- Connections to International Economic Development & Tourism Partners
- Incentive Opportunities for Eligible Businesses

City of Highland Park

www.cityofhlp.com

847.926.1027

ENJOY SUMMER IN HIGHLAND PARK



Ravinia Festival
June 1–September 16
418 Sheridan Road

Bitter Jester® Music Festival
Fridays June 1–22 / 7 PM
Port Clinton Plaza, 600 Central Avenue

Ravinia Farmers Market
Wednesdays June 6–October 31 / 7 AM–1 PM
Roger Williams and Dean Avenues

Ravinia Food Truck Thursdays
Thursdays June 7–September 13 / 4:30 PM–dusk
Roger Williams, Dean and St. Johns Aves., Jens Jensen Park

Festival of Fine Arts
June 23–24 / 10 AM–5 PM
Sheridan Road between Central and Park Avenues

2018 Constellation Senior Players Championship
July 9–15 / 6 AM–11 PM
Exmoor Country Club

Sidewalk Sale Days
July 26–28 / 9 AM–5 PM
Sidewalks throughout Downtown Highland Park

Kids, Rigs & Heroes!
July 28 / 11 AM–2 PM
St. Johns North Parking Lot (just behind Veterans Memorial at Central & St. Johns; entrance on Park Avenue)

Port Clinton Art Festival / Taste of Highland Park
August 24 (Taste only), 25 & 26
5–10 PM Fri.; 10 AM–10 PM Sat. & 10 AM–6 PM Sun.
Central Avenue and Green Bay Road

City of Highland Park

For more events visit
cityofhlp.com/thingstodo



Activities and Accomplishments

- Social Media and eNews

 **City of Highland Park, Illinois - Government** 
Published by Anna Nicole  · July 15 · 




Home to unique boutiques and shops, exceptional restaurants, vibrant arts and culture events and so much more, the City of Highland Park is the heart of the North Shore.

Explore. Experience. Enjoy Highland Park: enjoyhighlandpark.com



Instagram

Search

 enjoyhighlandpark Message   ...

21 posts 609 followers 201 following

City of Highland Park, IL
Government Organization
Official City of Highland Park, Illinois Instagram.
sprout.link/enjoyhighlandpark

POSTS GUIDES TAGGED

Activities and Accomplishments

Incentives

- Façade Improvement Grants
- Sales Tax Incentives



Activities and Accomplishments

COVID Assistance

- Financial Assistance for Retailers & Restaurants (FARR) Grants
- Outdoor Expansion Permits at No Cost



Activities and Accomplishments

Special Events

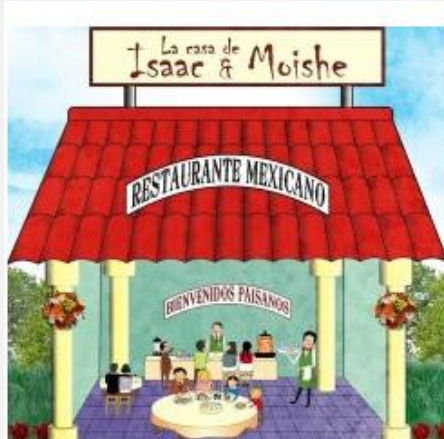
- Arbor Day Celebration; Bitter Jester Music Festival; Farmers Market; Oktoberfest; Food Truck Thursdays; Art Festivals; Holiday Tree Lighting



Activities and Accomplishments

Sustainability

- Expanded restaurant food scrap composting participation



LAKE COUNTY **COMPOSTER**

since 2018



Bluegrass

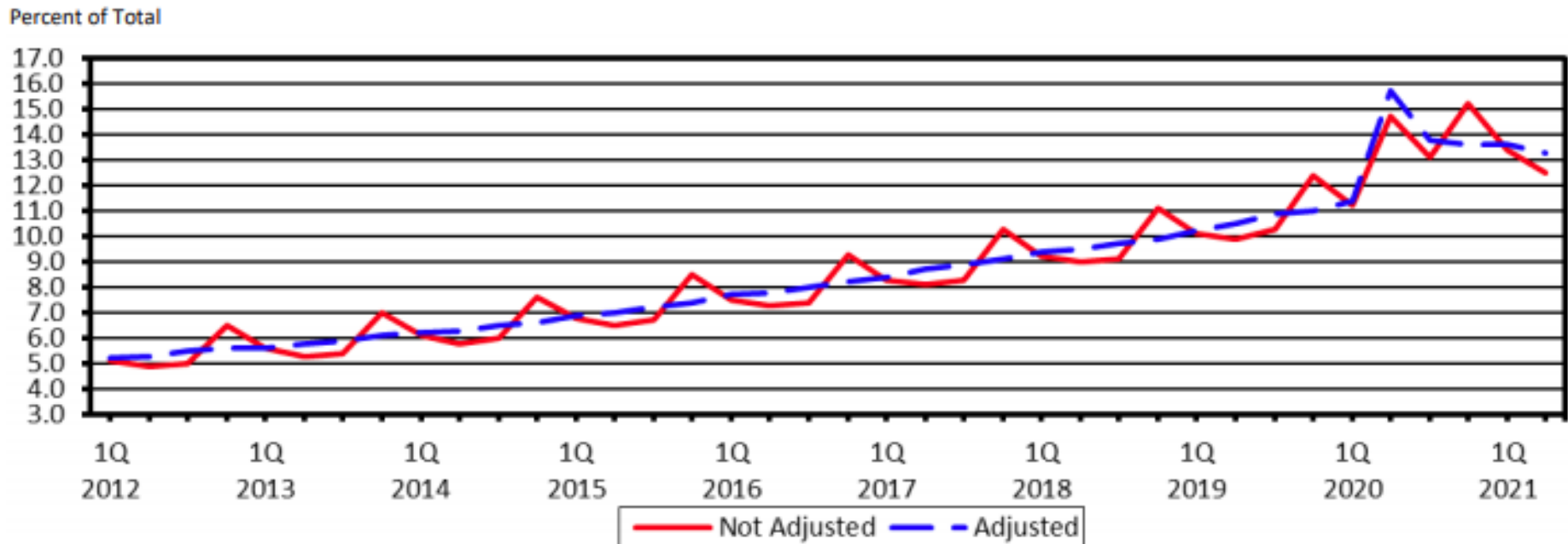
Jim Lederer
Bluegrass Restaurant
Highland Park, IL



Existing Macro Conditions

- E-commerce impact on brick and mortar retail environments
 - Amazon represented 5.7% of total retail sales in 2020 (eMarketer)
 - US Dept. of Commerce E-Commerce Sales Report Q2 2021:
 - E-Commerce sales in Q2 2021 accounted for 13.3% of total sales
 - E-Commerce sales increased 9.1% Q2 2021 vs. Q2 2020

**Estimated Quarterly U.S. Retail E-commerce Sales as a Percent of Total Quarterly Retail Sales:
1st Quarter 2012 – 2nd Quarter 2021**



Business Development Plan Update 2022-2024

- Address evolving trends under current and projected conditions with a 3-year plan to attract, retain, and grow business prosperity
- Identify aggressive opportunities to maximize profitability for existing businesses
- Attract new ventures and intriguing experiential businesses
- Bring visitors and future home buyers to the community
- Offer exciting and intriguing opportunities for residents of all ages and encourage residents to age in place
- Showcase Highland Park as a hub for cultural vibrancy, dining, and entertainment
- Develop new incentive opportunities to attract businesses
- Regularly assess Plan objectives with performance metrics

Business Development Plan Update 2022-2024

Suggested Plan Topics:

1. Community Profile and Business Districts Overview
2. Local/Regional Partnerships
3. Communication, Outreach, and Marketing
4. Community Vibrancy and Events
5. Financial Resources and Incentives
6. Development, Redevelopment, and Repositioning Opportunities
7. Business District Land Uses and Parking
8. TIF Districts and SSAs
9. Working with the City (City Processes)
10. Sustainability

Business Development Plan

September – October 2021

Work Plan:

September and October:

- Research and benchmarking of best-in-class cities for business attraction
- Focus Group Meetings and community outreach:
 - Business owners and management staff
 - Property owners
 - Commercial/Office
 - Industrial
 - Restaurants
 - Meetings with largest sales tax generators
 - Realtors (commercial and residential)
 - Partner meetings (DCEO, SBA, CMAP, LCP, SCORE, Chamber)
 - Resident feedback at open houses and special events

Business Development Plan

November – December 2021

Work Plan:

November:

- Draft Strategic Plan
- Present public feedback, suggested considerations, and Strategic Plan draft to BEDAG
- Present proposed Strategic Plan to COTW

December:

- Introduce and kick-off plan

Business Development Plan Update 2022-2024

What can we all do immediately as the project is underway:

1. The City is constantly pursuing leads for new businesses and restaurants and connecting business leaders with property owners and realtors
 - The City is a facilitator but does not negotiate tenant/landlord deals
2. Visit a local store before deciding to make an online purchase and encourage others to do the same
 - Without your support, businesses can't survive
3. Have negative feedback? Share it with management while you're at a business. Give the business a chance to improve before posting negative reviews online.
4. Highland Park has over 60 restaurants – Plan your meals in town
5. Encourage friends and family to visit Highland Park
6. Heard a rumor? Fact check it directly with the business or the City before posting online. Call the City Manager's Office with questions - 847.926.1000
7. Know someone who wants to start a business? Refer them to the City's Business Development Office – 847.926.1027



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