



Village of North Aurora



2014-2015

STRATEGIC PLAN

VILLAGE OF NORTH AURORA

2014-2015 STRATEGIC PLAN

COMMUNITY VITALITY

- Explore collaborative Intergovernmental approach to wetland development and management in the Village
- Enhance resident community options and methods to improve/enhance methods information distribution channels internally and externally for village services and activities
- Evaluate / include bike trail plans during the Comprehensive Planning Process
- Facilitate completion of existing residential development sites in the Village
- Improve mass transit options and connections in the Village
- Expand the Village's branding and identity to promote our community via events signage, public relations, websites, Neighbor Magazine: develop a Village Marketing Plan
- Improve gateway signage and entrance monuments on Rt. 25 and Rt. 31
- Promote more local / community identity in School District including establishing intergovernmental dialogue with School District

ECONOMIC DEVELOPMENT

- Undertake/create more aggressive economic development marketing and promoting of North Aurora including setting parameters for incentives; Develop a clear Economic Development tool kit for staff; create clear incentive guidelines and policies
- Explore Options for the use of the Village parcel at Orchard Gateway
- Develop a strategy / policy approach to increase daytime population and densities in the Village issues to support ancillary businesses
- Explore the feasibility, interest, and requirements of a "convention center" or "destination attraction" in North Aurora on available parcels and at key locations
- Facilitate the location/opening of more sit-down restaurants and dining options in Village particularly on Orchard and Randall Roads

MAINTAIN AND STRENGTHEN THE VILLAGE'S STRONG FINANCIAL POSITION

- Continue long term financial planning to meet evolving capital needs for infrastructure and monitor threatened shared revenues, fiscal strength

EFFICIENT AND EFFECTIVE DELIVERY OF CORE SERVICES

- Explore/evaluate shared equipment and resource uses with other units of local government (consider establishing an equipment exchange)
- Develop a Village-wide Department succession and staffing plan to meet growing and changing needs
- Explore equipment acquisition opportunities from IDOT / State surplus sales
- Develop Implementation Plan for G.I.S. use in the Village
- Continue to write / refine the Village wide Disaster Preparedness Plan
- Evaluate and implement improved customer transaction services and approaches; enhance technology options and methods
- Undertake yearly or bi-yearly strategic goal update meetings
- Upgrade water meter system to fixed base system; improve loss/cost; maximize financial software
- Adjust department staffing levels on a planned basis to meet increasing demands and programs
- Facilitate new community outreach initiative in Police Department, enhance crime prevention and interactions, explore expanded technology methods

CONTINUE MAINTENANCE AND CAPITAL RESOURCE PLANNING FOR VILLAGE INFRASTRUCTURE

- Reach emergency water distribution inter-connect agreement with city of Aurora
- Finalize Well 8 site plan
- Completion of the new 750,000 gallon elevated water storage facility

REDEVELOPMENT AND ENHANCEMENT OF THE ROUTE 31 CORRIDOR

- Make a final determination on the future of the Activity Center with appropriate action plan for follow through
- Develop plan and approach for the "Block One" area of Rt. 31/56 focal point
- Work with Comprehensive Planning Consultant and group to develop a "Route 31" Corridor Master Plan
- Explore proactive redevelopment of retail / commercial parcels at Rt. 31/56 intersection
- Evaluate alternative parcels for an Activity Center and other community uses
- See progress and visible indicators and accomplishments on Route 31, including streetscape improvements and/or private development
- Implementation of "Block One" Consensus Plan - begun and underway

North Aurora is a family-friendly community that is located along the scenic Fox River which provides many recreational opportunities. The Village of North Aurora offers numerous opportunities for residential growth and economic development. North Aurora is a great place to live, work, raise a family, and visit.

The North Aurora Village Board and Staff strive to provide excellence and quality services to our residents, businesses and visitors. The North Aurora Strategic Plan will help guide the Village Board and Staff to achieve the goals that were set for the Village's future.

Village of North Aurora

25 E. State Street

North Aurora, IL 60542

Phone: 630-897-8228 / Fax: 630-897-8258

www.vil.north-aurora.il.us

Village President

Dale Berman

Village Trustees

Mark Carroll

Laura Curtis

Chris Faber

Mark Gaffino

Mark Guethle

Michael Lowery

Village Clerk

Lori Murray