



2024-2025 Strategic Plan



VILLAGE OF
NORTH
AURORA
Crossroads on the Fox

Overview

The Strategic Plan will be used to guide North Aurora into the future and help determine where the Village wants to go as a municipal government, as an organization, and as a community. The Strategic Plan is updated every two years to reflect the initiatives and goals of the Village Board.

Current Village Board

President Mark Gaffino

Trustee Jason Christiansen

Trustee Laura Curtis

Trustee Mark Guethle

Trustee Michael Lowery

Trustee Todd Niedzwiedz

Trustee Carolyn Bird Salazar

Clerk Jessi Watkins

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Goal: Community Vitality



OBJECTIVE: Continue to identify ways to promote our community identity.

- Identify areas and create banners for areas throughout the community
- Continue to incorporate the Village's logo and tagline where appropriate
- Create a new police patch and identify places to display the patch and/or existing police badge in marketing efforts

OBJECTIVE: Explore opportunities to enhance the Veterans Memorial and increase its awareness.

- Hire a company to design a concept that enhances the Veterans' Memorial
- Continue to host the Veterans Day Memorial ceremony at the Veterans' Memorial
- Install wayfinding signage for the Veterans' Memorial
- Create more awareness of the Veterans' Memorial through the Village's website, newsletter and social media

OBJECTIVE: Promote more local / community identity in School District including establishing intergovernmental dialogue with School District.

- Continue to provide public safety programs to local schools
- Communicate with local schools on mutual concerns
- Coordinate tree plantings with school district for Arbor Day
- Investigate reclassification of school resource officer to full-time

OBJECTIVE: Pursue opportunities for green initiatives.

- Evaluate options for electric vehicle charging stations
- Explore green energy purchasing options when appropriate
- Evaluate potential for green fleet purchases when practical
- Review areas for potential solar farms

OBJECTIVE: Establish a dog park in North Aurora.

- Continue working with park districts to establish a dog park in the community

OBJECTIVE: Explore opportunities to create and increase community events and activities.

- Evaluate opportunities to host more Village events
- Look for partnership opportunities with other agencies for events

Goal: Economic Development



OBJECTIVE: Review zoning use classifications for all non-residential districts.

- Determine whether existing or any new zoning uses should be reclassified as permitted, not permitted or a special use

OBJECTIVE: Foster growth on vacant properties, subdivisions and future annexed lands.

- Work with residential developers to complete unfinished and undeveloped subdivisions; including, Deer Run, Autumn Ridge, Mango Creek
- Review zoning for vacant properties to ensure there is a desired mix of uses

OBJECTIVE: Explore options for the use of vacant Village properties.

- Explore opportunities for public and private uses
- Evaluate desired uses for vacant properties

OBJECTIVE: Enhance the Towne Center Development.

- Review options for signage on Orchard Road
- Explore options to address restrictions in the current owner's easement agreement
- Create dialogue with property owners
 - Work with ownership on parking lot / landscaping / garbage issues
- Review options for non-commercial uses on vacant lots

OBJECTIVE: Facilitate economic and business development activities.

- Explore options to attract restaurants, hotels, medical groups, convention centers, and destination attractions
- Explore locations and attract anchor tenant development
- Identify business retention opportunities to limit high vacancy rates
- Create Economic Development Plan that incorporates incentive policies, marketing properties and ways to enhance development
- Identify land and opportunities for an athletics complex and/or sports venue

Goal: Efficient and Effective Delivery of Core Services



OBJECTIVE: Continue long term financial planning to meet evolving capital and operating needs for infrastructure and monitor threatened shared revenues.

- Continue to monitor, develop or revise long and short term financial policies, as necessary
- Continue to monitor all state laws / legislation relative to municipal revenue streams
- Continue to seek grants when opportunities arise
- Work to maintain Village's strong credit rating and position
- Review rate and fee structures as appropriate to match long term project needs

OBJECTIVE: Review potential opportunities for a future Village Hall site.

- Review potential location options
- Review potential reuse options for current building

OBJECTIVE: Enhance resident communication options and methods to improve information distribution channels internally and externally for village services and activities.

- Evaluate current and future use of social media tools
- Evaluate current mass notification system for potential improvements
- Review options for online permitting and payment
- Review options to automate internal and external processes for efficiency
- Review locations and build a new community informational sign

OBJECTIVE: Enhance and develop governmental understanding and awareness.

- Continue to update and expand the Village's Transparency Page
- Explore opportunities for public education programs

OBJECTIVE: Explore procurement opportunities for expedited equipment acquisition and collaborative purchasing.

- Continue monitoring state, federal and joint purchasing contracts / opportunities
- Evaluate opportunities to minimize impact from supply chain delays
- Continue evaluation and possible implementation to share equipment and resources with other local units of government for cooperative measures

Goal: Efficient and Effective Delivery of Core Services (cont.)



OBJECTIVE: Facilitate community event outreach programs in the Police Department, enhance crime prevention programs and interactions, and explore expanded use of technology and methods.

- Continue working with the Citizen Corps Council
- Continue interaction with the public through police PACT program
- Explore ways to engage the community in conversation

OBJECTIVE: Enhance resident communication options and methods to improve information distribution channels internally and externally for village services and activities.

- Review biennial Strategic Plan progress with Village Board
- Provide monthly operational updates to the Village Board

OBJECTIVE: Continue efforts to attract and retain employees.

- Explore creative ways to recruit and retain employees
- Review opportunities to increase, reclassify and restructure staffing when appropriate
- Explore teambuilding, wellness and training opportunities
- Identify employees for future succession planning and provide professional development opportunities

Goal: Continue Maintenance and Capital Resource Planning for Village Infrastructure



OBJECTIVE: Take advantage of state and federal funding programs to improve the Village's transportation corridors .

- Determine the potential eligibility of any upcoming projects for funding programs such as the Illinois Transportation Enhancement Program, Federal Surface Transportation Program, and Community Development Block Grant Program

OBJECTIVE: Stabilize existing water supply and storage.

- Finalize master water plan study for future water source, infrastructure improvements and water rates
- Build a third water storage tower
- Evaluate methods to increase water pressure in identified areas
- Evaluate methods to increase daily water production
- Perform Fox River water main crossing study
- Complete Flow Modeling Study
- Install a new comprehensive SCADA system for the water system

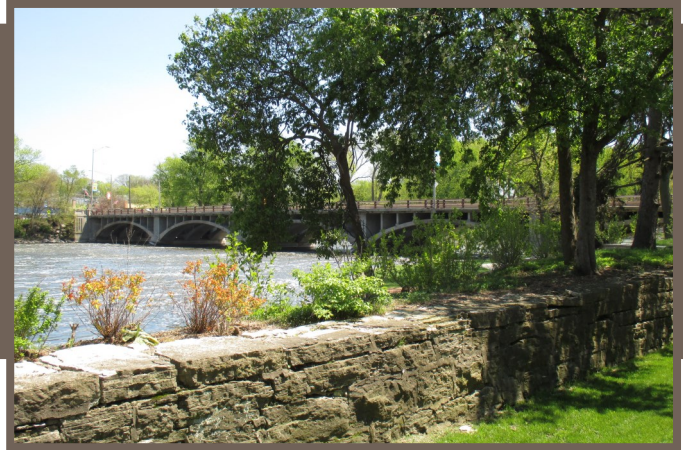
OBJECTIVE: Continue design and building of new Public Works facility.

- Continue to work with architects / engineers regarding space needs, building design and site layout
- Determine funding opportunities for facility
- Review proposed build with Village Board for potential approval to construct

OBJECTIVE: Continue long term evaluation of annual infrastructure and maintenance programs.

- Create a stormwater detention basin condition inventory
- Create and/or update policies for Public Works operations
- Create a public education program to enhance water conservation efforts
- Continue to finalize accurate inventory for private lead water service lines
- Create a lead service line replacement program
- Evaluate building maintenance systems for the Village Hall and Police Department

Goal: Revitalize the Route 31 Corridor and Create a Community Focal Point



OBJECTIVE: Explore redevelopment options to create a focal point of the Route 31 Corridor between John and Oak Street and between Route 31 and Route 25.

- Explore opportunities for public/private partnerships to facilitate redevelopment
- Review opportunities for pedestrian friendly accommodations
- Evaluate options to bury power lines

OBJECTIVE: Evaluate alternate uses and partnerships for the silo on the Fox River.

- Investigate grant opportunities for silo enhancements
- Coordinate future silo enhancements with appropriate entities

OBJECTIVE: Develop amenities along the riverfront and enhancements to North Aurora Riverfront Park.

- Pursue riverfront events and activities
- Evaluate opportunities to implement amenities from the Riverfront Park Concept Plan
- Explore opportunities for riverfront enhancements with Fox Valley Park District

OBJECTIVE: Evaluate removing the Fox River Dam.

- Work with Fox Valley Park District to review engineering results of dam removal from the Illinois Department of Natural Resources
- Work with Illinois Department of Natural Resources and Fox Valley Park District for funding, project planning and construction
- Host a public forum for community feedback and information dissemination about the dam removal
- Coordinate any necessary Intergovernmental Agreements (IGAs) for dam removal
- Explore shoreline restoration options with the Fox Valley Park District and/or the Illinois Department of Natural Resources

Goal: Revitalize the Route 31 Corridor and Create a Community Focal Point (cont.)



OBJECTIVE: Monitor progress, visible indicators and accomplishments of redevelopment on Route 31, including streetscape improvements and/or private redevelopment.

- Work with business owners to gain compliance with Village building and property maintenance codes
- Evaluate options to install sidewalks
- Evaluate opportunities and build public parking areas where appropriate

OBJECTIVE: Utilize Village TIF Districts for redevelopment projects.

- Promote TIF Façade Grant program
- Evaluate infrastructure projects
- Explore opportunities to acquire properties

OBJECTIVE: Coordinate efforts with Illinois Department of Transportation (IDOT) on Corridor Enhancements.

- Evaluate possible road reconfiguration on Route 31 to address lane width
- Work with IDOT to address repair and maintenance issues in a timely fashion
- Pursue funding for infrastructure improvements
- Evaluate safety options for State Street from Grant Street to the Route 25 intersection