



# **2007 Strategic Plan**

October, 2007

prepared by



# Introduction

The purpose of the Warrenville Strategic Plan is to identify areas of concern that are considered most important to City residents and establish specific goals and objectives that provide the detailed guidance the City needs to begin addressing and improving those components that contribute to the overall quality of life in Warrenville. Designed to be focused and implementation-oriented, the Strategic Plan identifies immediate, short-term, long-term, and on-going actions to be taken. Recommendations include administrative actions, establishment of new programs and services, the creation of new City employee positions, and actions that will require capital expenditure and allocation of funding. The overall purpose of the Strategic Plan can be summarized by the following:

*To serve as a guide to help the City  
preserve and maintain the natural environment and  
small town character; develop attractive and unique commercial shopping  
and service areas; protect and enhance the City's image and sense of place;  
improve vehicular, pedestrian, and bicycle circulation and connectivity;  
and strive to continually improve  
the quality of life for residents.*

An assessment of the issues, concerns, projects, and priorities identified throughout the Community Outreach components of the strategic planning process has resulted in the establishment of ten (10) preliminary Community Focus Areas. These Focus Areas represent “umbrella” categories in which all of the identified issues and concerns are organized. Every comment or concern heard throughout the community outreach activities was important, but did not necessarily get incorporated into the Community Focus Areas’ Goals and Objectives. These Community Focus Areas and the associated Goals and Objectives serve as the foundation of the Strategic Plan. They represent the “strategic” actions that should be undertaken in a relatively short-term time period to achieve the necessary changes that would most impact the community and the overall quality of life in a positive way, based on input from the community.

The ten Community Focus Areas include the following:

- Economic Areas/Commercial Areas;
- The West Branch of the DuPage River and Other Environmental Areas;
- Communications;
- Parks and Recreation;
- Code Enforcement and Community Outreach;
- Infrastructure;
- Vehicular, Bicycle and Pedestrian Circulation;
- City Services;
- City Character, Image and Identity; and
- Long Term Financial Stability.

Goals and Objectives were developed for each of the ten Community Focus Areas. A total of ten goals (one for each Community Focus Area) and almost 60 supporting objectives were established to guide Warrenville with future decision making regarding areas of concern that were identified as most important by City residents.

For each objective, a series of initial implementation steps, priority level, and timeline has been identified. This “implementation outline” is not intended to be an exhaustive list of all the necessary steps that will be needed to accomplish identified objectives, but rather the initial implementation framework intended to “jump start” the City’s strategic planning efforts.

Several Community Outreach activities were conducted to engage the community and solicit ideas, issues, concerns, and aspirations regarding a variety of topics. Outreach activities included: Elected Officials and Senior Staff interviews; Community Workshop; and a Boards and Commissions Workshop. A review of the 2005 Community Survey was also conducted to assess and incorporate the survey’s community feedback results. Detailed summaries of these outreach activities are on file with the City and available for review.

## Understanding the Tables

A table is provided for each community focus area. Symbols and abbreviations are used throughout the table to allow for a simple layout which can better facilitate the document’s reproduction. This section presents the key to the tables contained within the Strategic Plan. A sample table header is presented below.

<i>Economic Development/Commercial Areas</i>							
<i>Priority</i>	<i>Objective</i>	<i>Implementation</i>	<i>TF</i>	<i>CA</i>	<i>CI</i>	<i>FI</i>	<i>RI</i>

### **Priority**

Identifies the priority of the objective and its implementation actions. Priorities are categorized into 4 categories described below.

- **Priority One** - Priority One objectives are the most important to the City and should be undertaken as soon as possible if not already underway. Primary One objectives are generally considered a key component of the City’s core responsibilities. Some objectives may be labeled as Priority One, not only due to their importance, but because of the overall ease (low cost, short time frame, relatively little impact on staff) with which they could be accomplished.
- **Priority Two** - Priority Two objectives are very important but will likely require a longer period before they can be undertaken by the City due to existing fiscal and/or manpower resource limitations. They are, however, objectives the City has determined it will actively work towards accomplishing and will likely become part of the City’s ongoing responsibilities. Except in unique circumstances, Priority Two objectives should not be undertaken at the expense of initiating and pursuing Priority One objectives.
- **Priority Three** - Priority Three objectives are important to the City but are not critical to the mission of the City. These objectives typically can only be initiated after specific Priority One and Priority Two objectives have been accomplished and/or new implementation resources have been procured. Priority Three objectives must typically follow a sequence of objectives, and are often dependant on other objectives being completed before they can be undertaken.
- **Priority Four** - Priority Four objectives have been determined to be desirable for the City but do not warrant specific pursuit at this time as independent projects due to the relative limited overall benefit they offer the City considering the anticipated financial/manpower resources that would need to be invested to achieve them. These objectives may be pursued on a case-by-case basis as opportunities present themselves but only after it has been determined their pursuit would not jeopardize the City’s ability to pursue and initiate other established higher priority objectives.

### ***Objective & Implementation***

Presents the goal's supporting objectives and the specific implementation items necessary to realize the City's goals.

### ***TF – Likely Time Frame***

Identifies the likely time frame for the implementation action.

- **I** – Immediate, 2007
- **S** – Short, 1-2 years
- **M** – Medium, 3-5 years
- **L** – Long, 5+ years

### ***CA – Consultant Assistance***

Whether or not the implementation item will require assistance from an outside consultant.

- **Y** – Yes, consultant assistance is likely.
- **P** – Partial assistance is likely.

### ***CI – Capital Improvement***

Whether or not the implementation item is a capital improvement that will require the City to allocate funds for the improvement.

- **Y** – The implementation item is a capital improvement.

### ***FI – Fiscal Impact***

The anticipated fiscal impact of the implementation item. The fiscal impact of the implementation action is defined below.

- **H** – High potential fiscal impact due to initial implementation expense of more than \$100,000 or significant additional long term administrative, maintenance and/or replacement costs.
- **M** – Moderate potential fiscal impact due to initial implementation expense between \$15,000 - \$100,000 or moderate additional long term administrative, maintenance, and/or replacement costs.
- **L** – Low potential fiscal impact due to initial implementation expense less than \$15,000 and minor additional long term administrative, maintenance, and/or replacement costs.
- **TBD** – The extent of fiscal impact to be determined pending further definition of the scope of the implementation action and/or more detailed direction from the City Council.

### ***RI – Resource Impact***

The anticipated impact of the implementation item on staff resources. The impact on staff resources is further defined into one of the following categories:

- **H** – High potential resource impact of more than 200 person hours to either implement or administer annually.
- **M** – Medium potential resource impact of at least 40 but not more than 200 person hours to either implement or administer annually.
- **L** – Low potential resource impact of less than 40 hours to both implement and administer annually.
- **TBD** – The extent of resource impact to be determined pending further definition of scope of the implementation action and/or more detailed direction from the City Council.

# Economic Development/Commercial Areas

Economic development was consistently rated throughout the community outreach activities as one of the highest priorities for the City to address. Several concerns relate to increasing tax revenue for the City, revitalizing/redeveloping the Old Town Area, planning and developing the IL Route 59 Corridor and areas along Butterfield Road, improving the overall character and quality of future development, and ensuring that existing and new commercial areas reflect the unique character and appearance of Warrenville. Overall, development was cited as a concern by many residents. It is important that new commercial development be well planned, appropriately located, and appropriately scaled and designed.

## Goal

*Provide a diverse mix of attractive, successful and appropriate commercial uses in select locations throughout the City that provide desired goods and services for residents and other shoppers, provide a strong and diverse revenue source for the City, and contribute to the City's overall character, quality, image, and identity.*

Objective	Priority	Implementation	Economic Development/Commercial Areas				
			Timeframe	Consultant Assistance	Capital Improvement	Fiscal Impact	Resource Impact
A. Generate additional tax revenue for the City through the successful establishment and development of retail and other appropriate commercial uses.	1	Implement the Route 59/Route 56 Subarea Plan, and Comprehensive Plan.	L	Y		M	H/M
		Develop and maintain a property database of commercial properties and improvements (acreage, square footage of types of building spaces, etc.) to assist local brokers, potential developers, and possible tenants. Such a database could be posted on the City's website.	M				L
		Maintain an efficient and effective review and approval process for commercial development.	I			L	L
		Develop and distribute a professional marketing brochure about the City to potential developers and businesses.	S	Y		L	L
B. Implement the Old Town/Civic Center Subarea Plan.	1	Initiate implementation of the Plan's recommendations per the implementation matrix noted in the Plan. See <i>Appendix A</i> .	L	Y		H	H
C. Develop, adopt, and implement a Route 59/Route 56 Subarea Plan.	1	Retain planning consultant to assist with the development of a comprehensive Route 59/Route 56 Subarea Plan.	L	Y		M	H/M
		Update and formally adopt the City-prepared draft plan for the southwest quadrant of the Route 59/Route 56 intersection.	I	Y		L	L
		Identify/develop/implement zoning amendments necessary to accommodate the commercial designations and character of new development reflected in approved Plan.	S	Y		TBD	M
		Adopt and implement the Sub-Area Plan and all of its components and recommendations.	L	Y		H	TBD
D. Identify and implement Economic Development incentive programs to attract and/or retain targeted development/businesses.	2	Formalize Economic Development policy, i.e. goals of incentives, application requirements, review process, award criteria, etc.	S	P		L	L
		Administer/consider various incentive options such as TIF, sales tax rebates, recapture agreements, special service areas, utility extensions, traffic impact fee rebates, and others to attract targeted development/businesses.	S	P		TBD	TBD

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**Economic Development/Commercial Areas**

Objective	Priority	Implementation					
			Timeframe	Consultant Assistance	Capital Improvement	Fiscal Impact	Resource Impact
E. Thoughtfully provide municipal utilities to all areas of the city in order to better accommodate and attract desirable new commercial development.	2	Where appropriate, consider various funding options such as tax increment financing (TIF), sales tax rebates, recapture agreements, and other approaches for working with developers to provide needed utilities in a manner that could off-set some of the initial costs.	S	P	Y	TBD	L
		Carefully implement sanitary sewer and/or water extension plan to promote large-scale, high quality, coordinated development and not piecemeal development.	L	Y	Y	H	M
F. Develop and implement a new Warrentville Comprehensive Plan.	2	Work with planning consultant to assist with the development/completion of the Warrentville Comprehensive Plan.	M	Y		H	H
		Adopt and implement the Comprehensive Plan and all of its components and recommendations.	M	Y		TBD	TBD
G. Establish Commercial Design and Development Guidelines to assist the City with the review, guidance, and control of the appearance of new commercial development.	3	Retain consultant to assist with the development and establishment of Commercial Design and Development Guidelines.	M	Y		M	M
		Use the Design and Development Guidelines as an integral part of the development review and approval process to improve the overall quality, character, and appearance of new development (this may include using the guidelines and a "standard" for all planned unit developments).	L			TBD	TBD
H. Support and encourage special events and "social interaction" gatherings within the community that involve local businesses and commercial areas.	3	Coordinate with, and support efforts by, various civic, cultural, social and business groups and institutions to organize and hold events within, and in coordination with, the different business districts.	M			TBD	TBD
		Designate a specific staff person who would be responsible for serving as a liaison and assisting groups with obtaining necessary permits and approvals.	I			TBD	M
		Review and improve/simplify the review, approval, and coordination process for such special events.	I			TBD	TBD
		Improve marketing of such events through better use of the website, newsletter, newspapers, and participating businesses and organizations.	I			TBD	M
I. Cooperate with and have a designated City representative serve as a liaison to the Warrentville Chamber of Commerce.	3	Designate a City representative/liaison for the Warrentville Chamber of Commerce.	I				L
		Have the designated representative/liaison report back to the City on a regular basis and provide timely feedback and support to the Chamber when appropriate.	I				L

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**Economic Development/Commercial Areas**

Objective	Priority	Implementation					
			Timeframe	Consultant Assistance	Capital Improvement	Fiscal Impact	Resource Impact
J. Establish and implement a promotional/branding strategy for the City.	3	Work with a design and marketing consultant to develop an identity/branding that reflects the desired character and image of the City.	M	P		M	L
		Once established, use the identity/branding in all mediums available to the City - internet, print, television, and more.	M	P		TBD	TBD
K. Develop and support an on-going tourism program to attract visitors to the City for shopping, biking, arts, dining, special events, and more.	3	Support the Tourism and Arts Commission in their efforts to encourage the formation of an independent Arts Council made up of community volunteers.	I			L	M
		Make area maps and visitor guides available for downloading from the City's website.	I	P		L	L
		Continue to use the City's website to promote and provide information on City businesses, special events, and attractions, possibly creating a new "Tourism & Attractions Information" area on the website.	S	Y		L	L
		Continue to support on-going community events such as those events funded by the City's Hotel/Motel Grant Fund program.	I			L	L

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# The West Branch of the DuPage River and Other Environmental Features

The West Branch of the DuPage River, trees, forest preserves, and other natural environment elements are cited as important components that contribute significantly to the overall character and charm of the community. Residents feel strongly that these features are valuable community assets that should be protected and enhanced. Development of a River open space, paths, and public access space was noted throughout the outreach. However providing more/better bicycle trails and connections, few specific recommendations or suggestions were given as ways to enhance the environmental features of the community.

## Goal

*Preserve and protect the River, natural features, open space, and wooded areas that contribute significantly to the City's overall character, setting, and uniqueness, and seek opportunities to showcase, access, and promote these components as important and valuable community assets.*

The West Branch of the DuPage River and other Environmental Features							
Objective	Priority	Implementation					
			Timeframe	Consultant Assistance	Capital Improvement	Fiscal Impact	Resource Impact
A. Support clean-up and maintenance of the River and adjacent natural areas.	1	Continue to coordinate with the US EPA on the West Branch of the DuPage River Thorium Cleanup project.	S			M	
		Support and continue to coordinate with DuPage County and the DuPage County Forest Preserve District on the restoration and enhancement of the Warrenville Grove area after the thorium cleanup.	L			M	
		Support the Forest Preserve and Park District, Conservation Foundation and DuPage River Coalition's annual "River Sweep," which encourages individuals and groups to volunteer to pick-up litter and debris along the River and other natural areas.	I			L	
B. Create, fund, and implement a "Master Trail Plan" that provides a network of bicycle/pedestrian trails through the community, linking together and providing access to the various open spaces, environmental features and natural areas of the community and surrounding areas.	1	Retain a consultant to assist the Warrenville Bicyclists and Pedestrian Advisory Commission with the development of a Master Trail Plan utilizing citizen input.	S	Y		TBD	
		Adopt and implement the Master Trail Plan using it to guide future land use, circulation, and capital improvement decisions.	M	Y		TBD	
		Identify and pursue appropriate grants to assist with the development and implementation of the Master Trail Plan.	L	P		L	TBD
		Require new development to provide appropriate pedestrian and bicycle circulation and amenities, providing connections and linkages to existing and future trails wherever possible.	S		P		L
		Once the plan is established, priority sidewalks and trails should be included in the City's multi-year Capital Improvement Plan as priority capital improvement projects. Develop, fund, staff, and implement a maintenance plan once improvements are complete.	L		Y	TBD	M

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**The West Branch of the DuPage River and other Environmental Features**

Objective	Priority	Implementation					
			Timeframe	Consultant Assistance	Capital Improvement	Fiscal Impact	Resource Impact
C. Incorporate appropriate "sustainable" and "environmentally sensitive" development practices by distributing information and providing technical guidance for developers and residents.	1	Consider amending Section 8A: Approval Criteria for Planned Development of the Zoning Ordinance to strengthen the standards of review and overall importance of incorporating environmentally sensitive, sustainable, LEED, or other appropriate practices and considerations.	S	P		L	L
		Assist developers and property owners with incorporating appropriate "sustainable" and "environmentally sensitive" development practices, by developing a Sustainable Development Guidelines Booklet that could be distributed to property owners and potential developers, which illustrates and provides examples of development practices the City would like to see implemented.	M	P		L	M
		Ensure that environmentally sensitive development practices are encouraged and discussed at every stage of the review and approval process, from initial concept meetings with staff to final City Council approval.	M				L
		Recognize and publicize sustainable development actions in the City.	I			L	L
D. Coordinate with/provide staff support for the new Environmental Advisory Commission	1	Attend meetings, conduct research, provide technical advice, act as liaison between Commission, staff and elected officials.	S			TB D	M
E. Evaluate community position on maintaining the area adjacent to the River as "public open space" along the entire length of the River throughout the City through the comprehensive plan process.	3	Ensure that the area along the River is designated as public open space in the City's Comprehensive Plan.	M				L
		Use the Comprehensive Plan and the open space designation as a tool to guide future land use decision making.	L				L
		Coordinate with the DuPage County Forest Preserve District, as needed, to design and maintain desirable public open space areas along the West Branch of the DuPage River corridor.	L	P		TB D	TBD
		Develop an acquisition plan/program to acquire property or easements as necessary to support any Council adopted plans.	M		P	H	M
F. Plan and develop river enhancements along the West Branch of the DuPage River, potentially incorporating a trail, scenic overlooks, fishing areas, gathering places, and other appropriate amenities.	3	Implement River enhancements per the Old Town/Civic Center Subarea Plan.	L	Y		TB D	TBD
G. Support the Conservation Foundation's efforts of working with area schools and community groups to establish educational and stewardship programs that focus on the River and other environmental features in the area.	4	Support efforts by schools and community groups to establish environmental education programs.	I				L
		Coordinate efforts of the Environmental Advisory Commission to further support and coordinate City efforts with groups such as the Conservation Foundation.	S			L	L

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# Communications

Improved communication can enhance almost all facets of the City. Improved communications can result in better service to residents, allow residents to more effectively inform the City about concerns and issues, help keep in touch with and respond to the Warrenville business community, and improve coordination and efficiencies within the City organization. Although many residents believe the City does a relatively good job with communications and has greatly improved in recent years, issues related to better communications were cited throughout the community outreach activities. The objectives identified below are intended to improve communications on many different levels.

## Goal

Improve communications with City residents, businesses, neighboring communities, government entities, other organizations, and within and between the City's different departments and boards and commissions.

Objective	Priority	Implementation	Communications				
			Timeframe	Consultant Assistance	Capital Improvement	Fiscal Impact	Resource Impact
A. Maintain the City's newsletter as a monthly communication tool for local residents and businesses.	1	Continue to publish the City newsletter on a monthly basis.	I			L	L
		Include a questionnaire in the City's newsletter annually and monitor feedback on a regular basis.	I			L	L
		Publish/make available City newsletters in Spanish.	S			L	L
B. Conduct annual or bi-annual "town hall" meetings to facilitate open forums for community discussion on any topics that might be of interest to residents.	2	Set a date for the event and advertise/notice it to maximize attendance and participation.	I				L
		Establish a format that will accommodate a wide range of topics in a managed but open dialogue environment.	I				L
		Provide a summary of the event so those who were unable to attend would know what was discussed and those who attended would know it was accurately recorded.	I				L
		Based on feedback from the town hall events, review and make appropriate updates/amendments to City plans and policies.	S			L	L
C. Improve communications and outreach with Hispanic residents, including but not limited to a Hispanic section of the City's webpage, an Hispanic information phone number for the City, Hispanic informational programs on local cable, continued representation and participation with the Hispanic Council, and annual or bi-annual Hispanic "town hall" meetings.	2	Establish a new City staff part-time position or contract with an outside consultant to serve as the City's "Hispanic Relations Officer."	M			H	H
		Devote a section of the City's website and newsletter to information that is provided in Spanish.	M	P		M	M
		Conduct an annual "Town Hall" meeting that is publicized and conducted in Spanish and targeted as outreach to the Hispanic portion of the City's population.	M				M

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**Communications**

Objective	Priority	Implementation	Communications				
			Timeframe	Consultant Assistance	Capital Improvement	Fiscal Impact	Resource Impact
D. Transition the City's website from an informational tool for residents to an interactive tool in which residents could pay bills, view maps, and submit forms.	3	Maintain and improve the website on an on-going basis.	I	Y		M	M
		Provide a "feedback tool" (such as a questionnaire or survey) to allow website users to evaluate and suggest improvements to the website.	M	Y		M	H
		Improve the website to accommodate on-line bill payment and other features.	S	Y		L	L
		Improve the website to include an interactive data search option GIS mapping in which residents could view different "layers" in order to learn more about a specific property (i.e. zoning district, garbage day, voting district, etc.)	L	Y	P	M	H
		Improve the website so users can submit forms, plans, and other documents online in a manner that reduces staff time performing data entry.	L	Y	P	M	H
E. Conduct an "educational series" that could consist of a series of presentations and discussions on topics of interest to the community, such as zoning, building permits, public safety, development, etc. These presentations could be videotaped and played throughout the year on local cable.	4	Fund the hiring/contracting of a producer.	S	P		H	H
		Work with staff and officials to identify the most important topics to be addressed.	S	P			L
		Establish a schedule for the informational series and post the dates and topics in the City newsletter and on the City's website (example: January - building permits; February - public safety; March - zoning and variations; etc.).	M	P			
		Videotape the events and run the video as an installment/program on the local cable channel.	M	P		M	H
F. Continue to use cable and other media as a communication tool and work to improve the frequency, quality, and content of cable and other media to inform and educate residents.	4	Consider staffing necessary to ensure cable and other media sources are provided in a professional and up-to-date manner.	M			M	H
		Reach out to local schools, institutions, and organizations to broadcast informational "shorts" on a variety of topics - travel, art, the environment, etc.	M			M	H

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# Parks and Recreation

Throughout the community outreach activities, residents consistently cited a desire for improved/additional park and recreational facilities within the City. It was also cited that the City should minimize their involvement in recreational facilities/activities, and transfer its existing City parks to the Park District. Limitations on available land, funding, and other resources currently limit the availability of parks and recreation sites.

## Goal

*Support a system of parks and recreation facilities and services that meets the active and passive recreational needs of the Warrenville community.*

Objective	Priority	Implementation	<b>Parks and Recreation</b>				
			Timeframe	Consultant Assistance	Capital Improvement	Fiscal Impact	Resource Impact
A. Redevelop the Bob Walters Commons	1	Hire consultant and coordinate preparation of final landscape/engineering plans, specifications and cost estimates.	I	Y		M	M
		Coordinate and oversee bidding, hiring of contractor, and construction of project.	S	P	Y	M	M
B. Work with Park District to transfer the operation and maintenance of City parks to the Warrenville Park District.	2	Work with the City/Park Task Force to develop a timetable and plan for transferring ownership.	M				L
		Develop and adopt intergovernmental agreement to finalize transfer.	M				L
C. Renovate/upgrade or replace the existing community building in order to enhance the recreational, social, educational, and civic programming needs of the community.	3	Determine if rehabilitation or new construction is the most efficient method of creating desirable space.	M			M	M
		Develop plans and construction costs estimates for the project.	M	Y	Y	H	M
		Secure funding for construction and retain a contractor/undertake construction.	M	Y	Y	H	H
		Negotiate/strengthen partnership with the Park District to manage, program, and operate the Community Building.	M				M
D. Improve/enhance the Leone Schmidt Historical Park	3	Hire consultant and coordinate preparation of final landscape/engineering plans, specifications and cost estimates.	M	Y		M	M
		Coordinate and oversee bidding, hiring of contractor, and construction of project.	M	P	Y	TBD	M
E. Work with the Park District to establish additional park sites throughout the community that are of sufficient size to accommodate programmable needs for organized sports, including soccer, softball, and baseball.	4	Complete and adopt a Comprehensive Plan, incorporating appropriate feedback and input from the Warrenville Park District, that designates existing and future parks sites and open space.	M	Y		M	H/M

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# Code Enforcement and Community Outreach

Code enforcement and zoning related concerns were frequently mentioned throughout the community outreach process. Concerns related to municipal codes primarily include: enforcement, standards for new residential construction, and property maintenance.

## Goal

*Improve code enforcement throughout the community and develop appropriate residential standards that result in appropriate infill residential development.*

Objective	Priority	Implementation	Code Enforcement and Community Outreach				
			Timeframe	Consultant Assistance	Capital Improvement	Fiscal Impact	Resource Impact
A. Revise and enforce the City's property maintenance code as necessary to address specific property maintenance concerns.	1	Examine property maintenance codes from other communities to evaluate and determine the effectiveness and appropriateness for Warrenton.	S				L
		Review the cost benefit of implementing a mandatory property transfer inspection program.	S				L
		Review the cost benefit of implementing a mandatory rental inspection program.	S				L
B. Improve code enforcement through expanded community outreach.	1	Train police officers to provide assistance to the Code Enforcement Officer regarding specific actions such as service of citations and summons.	S				L
		Continue to identify and explore areas of support and coordination between the Police Department and code enforcement efforts.	S			TBD	TBD
		Expand local administrative adjudication process to accommodate property maintenance code violations.	S			TBD	L
		Improve communications, outreach, and educational efforts (as identified throughout the Strategic Plan) to inform residents of code requirements and frequent/common code enforcement violations and issues. Continue to support and implement the "Strong Neighborhood = Strong City" program.	I			L	L
C. Support residents and subdivisions' efforts to improve property.	2	Pursue CDBG grant funds to help fund specific neighborhood quality of life improvements	M				M
		Coordinate with WYFS, Hispanic Council, and HOPE Fair Housing to improve outreach efforts with minority residents	S				L
		Implement proactive enforcement groups to address quality of life and criminal issues in areas with the largest concern.	M				M

**TF - Likely Time Frame**

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 L - Long, 5+ years

**CA - Consultant Assistance**

Y - Yes, consultant likely.  
 P - Partial assistance likely

**CI - Capital Improvement**

Y - Step is capital improvement

**FI - Fiscal Impact**

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 TBD - Impact to be determined

**RI - Resource Impact**

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# Infrastructure

Some areas of the City are well served by utilities and infrastructure while other areas are not. Planning, funding, and providing needed infrastructure improvements are some of the most fundamental functions of a City. The objectives identified below seek to improve the condition of infrastructure throughout the City, and establish needed planning actions to ensure that all areas of the City are appropriately served.

## Goal

*Improve the quality of the City's infrastructure to ensure the proper design and implementation of utility infrastructure systems to provide necessary services to all areas of the City.*

Objective	Priority	Implementation	Infrastructure				
			Timeframe	Consultant Assistance	Capital Improvement	Fiscal Impact	Resource Impact
A. Expand and update the multi-year Capital Improvement Plan and budget and review and update on an annual basis, as a means of planning and budgeting for the City's anticipated and needed capital improvement projects.	1	Expand and update the multi-year Capital Improvement Plan as part of the City's annual budgeting process.	L	Y		H	L
		Review and maintain a schedule, and update and prioritize capital improvements annually.	L				L
		Incorporate any expansion of sidewalks, trails, pathways and other public improvements into the Capital Plan.	L	Y	Y	H	M
B. Extend water and sanitary sewer and infrastructure to all areas of the City, per existing expansion plan.	1	Incorporate utility installation and expansion programs into the City's multi-year capital improvement plan.	L			H	M
		Create a public infrastructure specification manual to ensure consistent and cost effective design and construction of public improvements.	L	P		M	M
C. Implement sound stormwater and water basin management techniques for all new development.	1	Direct the public to information resources, such as the Conservation Foundation, regarding the incorporation of green/Best Management practices on residential properties.	I				L
		Work with developers to install stormwater drainage systems that incorporate Best Management Practices/green techniques, reduce stormsewer infrastructure, and benefit the City and areas surrounding the development site, rather than just accommodating the site itself.	M	P	P		L
		Develop policies and programs to inspect private property detention facilities.	M	P		L	TBD

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**Infrastructure**

Objective	Priority	Implementation	Infrastructure				
			Timeframe	Consultant Assistance	Capital Improvement	Fiscal Impact	Resource Impact
D. Evaluate and define how the City will manage stormwater infrastructure, comply with state and federal regulations and oversee administrative and enforcement of the countywide stormwater management and floodplain ordinance.	1	Coordinate with DuPage County on all stormwater management issues.	S			L	TBD
		Consider becoming a full waiver community under the countywide stormwater ordinance.	S			TB D	TBD
E. Monitor and improve the stormwater drainage systems within the City, extending service where necessary.	3	Monitor existing stormwater drainage systems and identify areas in need of improvement.	L	P		TB D	L
		Monitor and test stormsewer outfalls into the West Branch of the DuPage River to comply with evolving state and federal NPDES regulations.	M	P		L	M

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# Vehicular, Bicycle and Pedestrian Circulation

The objectives identified below seek to improve the condition and safety of vehicular, bicycle, and pedestrian circulation throughout the City. An efficient and well maintained street system is essential and having good bicycle and pedestrian trails and facilities could lessen dependence on the automobile for mobility, and would be consistent with and supportive of the community's overall small town character and natural setting.

## Goal

*Establish a network of streets, paths, and trails throughout the community to safely accommodate vehicular, bicycle, and pedestrian circulation, improve the overall "walkability" of the community, and provide connections to existing trails, neighboring communities, shopping areas, residential neighborhoods, the River, civic center, schools, parks, and various other points of interest.*

### Vehicular, Bicycle and Pedestrian Circulation

Objective	Priority	Implementation					
			Timeframe	Consultant Assistance	Capital Improvement	Fiscal Impact	Resource Impact
A. Develop and implement a Bicycle and Pedestrian Circulation Master Plan.	1	Retain a consultant to work with the Bicyclists and Pedestrian Advisory Commission to assist with the development of a Bicycle and Pedestrian Circulation Master Plan, possibly as part of the Comprehensive Plan.	S	Y		TBD	TBD
		Adopt and implement the Bicycle and Pedestrian Circulation Master Plan and all of its components and recommendations.	M	Y	Y	TBD	TBD
		Once the plan is established, priority sidewalks and trails should be included in the City's multi-year Capital Improvement Plan as priority capital improvement projects.	L		Y	H	H
B. Incorporate sound bicycle and pedestrian planning and policies into all new development.	1	Consider amending Section 8A: Approval Criteria for Planned Development of the Zoning Ordinance to strengthen the standards of review and overall importance of incorporating bicycle and pedestrian amenities, safety, and circulation into new development.	S	P	P	TBD	L
		Evaluate opportunities for bicycle and pedestrian safety and circulation practices to be incorporated into developments during the review and approval process.	S				L
C. Consider the redesign/improvement of the Warrenville Road/Batavia Road/River Road intersection.	1	Implement improvements per the Old Town/Civic Center Subarea Plan, including design planning, community input, property acquisition, coordination of the project, funding, implementation and long-term maintenance.	L	P	Y	H	H

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**Vehicular, Bicycle and Pedestrian Circulation**

Objective	Priority	Implementation					
			Timeframe	Consultant Assistance	Capital Improvement	Fiscal Impact	Resource Impact
D. Plan for the widening of Butterfield Road by IDOT, being sure to provide input on the design to mitigate the roadway from "dividing" the community.	1	Determine what level of improvements, as reflected in the Old Town/Civic Center Subarea Plan, the City will take responsibility for, taking into consideration partial or full implementation and long-term maintenance costs.	M	P	P	TBD	M
		Continue working with IDOT to address City's concerns and improvement goals related to this project. Identify funding for City-desired improvements that IDOT will require local participation.	L	P	P	TBD	M
		Inform the public and get their approval/buy-in for support of City's goals with this project.	L	P		TBD	L
		Provide sufficient pedestrian crossings and strong visual elements between the north and south sides to mitigate the impact of the physical barrier imposed by a wider road.	L	P	P	TBD	L

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**Vehicular, Bicycle and Pedestrian Circulation**

Objective	Priority	Implementation					
			Timeframe	Consultant Assistance	Capital Improvement	Fiscal Impact	Resource Impact
E. Evaluate opportunities for the establishment of wayfinding signage at key locations.	2	Develop a Citywide wayfinding system for, bicycle and pedestrian circulation, identifying the location, type, and purpose of signs to be installed. Such a system could be planned and implemented in one area at a time, rather than for the entire City at once.	M	P	P	TBD	TBD
		Install wayfinding signs incrementally as needed or as funding is available.	M		Y	TBD	TBD
		Incorporate signage into the multi-year capital improvement plan for long-term maintenance.	L		Y	TBD	TBD
F. Establish a network of sidewalks and paths that prioritizes safe pedestrian and bicycle access to schools and parks.	2	Ensure that any Bicycle and Pedestrian Circulation Master Plan prioritizes and establishes safe walking and biking access to all of the City's schools and parks. In addition to a service radius around each school and park, specific corridors should be designated for a continuous system of sidewalks or trails.	L		Y		L
		Design and implement new path/trail connection in Galusha Road ROW between Herrick and Winfield Roads.	S	Y	Y	H	M
		Update design, bid, hire contractor and construction Meadow Avenue Pedestrian Bridge/Path improvement project.	S	Y	Y	M	M
G. Establish a bicycle/pedestrian trail where possible along the West Branch of the DuPage River as it runs through Warrenville.	3	Ensure that a trail along the West Branch of the DuPage River is designated as part of the Bicycle and Pedestrian Circulation Master Plan.	S		Y	TBD	TBD
		Work with the Forest Preserve, adjacent private property owners, and other appropriate agencies and organizations to finalize the exact route and design of the trail.	M				L
		Pursue grant funding to assist with the installation of the trail along the River.	L	P			L
		Incorporate City-owned improvements into the multi-year capital improvement plan for long-term maintenance.	L		Y	TBD	TBD

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**Vehicular, Bicycle and Pedestrian Circulation**

Objective	Priority	Implementation					
			Timeframe	Consultant Assistance	Capital Improvement	Fiscal Impact	Resource Impact
H. Conduct educational programs and outreach activities to inform residents on bicycle safety and to promote walking and cycling within the community.	3	Work with City staff, Police Department, Park District and the Bicyclists and Pedestrian Advisory Commission to continue annual bike rodeo for bicycle safety and cycling opportunities within the City and surrounding areas.	I				M
		Advertise the seminar locally using the City newsletter, website, television, and more.	I				L
		Videotape the bike rodeo and run the video as an installment/program on the local cable channel.	I			M	M
		Conduct the bike rodeo annually or as needed.	I			L	L
		Continue to support the Bike Rodeo and encourage and support additional cycling events within the community.	S				
		Develop (or obtain) handouts and informational materials on bicycle safety and cycling opportunities in Warrentville, working with the Park District and School Districts to distribute the materials to the public.	S	P			L

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# City Services

Throughout the community outreach activities, residents indicated an overall very favorable opinion of City services, City staff, and City officials. The Public Works Department was often specifically cited as doing an excellent job with very little staff. Differing opinions were heard regarding the need and desire for some services, such as the municipal van program. The goals identified below seek to further improve the services offered to residents by the City.

## Goal

*Continue to evaluate and enhance the quality and type of City services and programs provided to residents and businesses within the Warrenville Community, while continuing the existing high level of professionalism, fiscal responsibility, and efficiency.*

Objective	Priority	City Services					
		Implementation	Timeframe	Consultant Assistance	Capital Improvement	Fiscal Impact	Resource Impact
A. Establish a multi-year maintenance plan and on-going maintenance program for City buildings, equipment, vehicles, facilities, and properties.	1	Establish a multi-year maintenance plan and ongoing maintenance program including designated personnel and appropriate funding.	L	P		H	M
		Identify necessary staffing and funding required to establish and maintain such a program.	S				M
		Hire new staff as needed.	S			H	L
		Include funding for such a program in the City's annual budgeting process.	S			H	
		Include review of the multi-year maintenance plan as part of the City's Capital Improvement Plan.	L				L
		Incorporate into existing long-range capital plan (building, equipment and vehicles).	L		Y	H	L
B. Continue to provide excellent, proactive, public safety service. Assess and develop a decentralized, autonomous, professional management model for the development of personnel and efficiency of service delivery.	1	Develop personnel through communication, training, & encouraging critical thinking.	I			L	L
		Decentralize department operations; empower first-line supervisors in development, mentoring, & accountability.	S				L
		Continue to foster and expand interagency collaboration with local, county, state and federal agencies to gain experiential learning opportunities for department personnel.	S				L
		Address and implement proactive enforcement groups to address quality of life areas in blighted areas of the City.	S				M
		Develop & implement traffic complaint protocol to address traffic safety concerns.	I				L
		Continue to train in, and review mandated compliance requirements of the National Incident Management System, as required.	S			L	M
		Recruit the best-qualified candidates; raise educational requirements for prospective officers.	L			M	L
		Investigate the need and explore funding opportunities for a School Resource Officer (SRO) at the new proposed middle school.	M			M	M

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Objective	Priority	City Services					
		Implementation	Timeframe	Consultant Assistance	Capital Improvement	Fiscal Impact	Resource Impact
		Continue to monitor and investigate the use of technology to enhance public safety within the City, i.e. Red Light Cameras.	M	Y		H	H
C. Conduct an assessment to determine what services are most desirable, least desirable, too costly, or no longer needed, and use the results as a foundation for future service planning and programming.	2	Utilize the result of the 2005 Community Survey to plan for/determine service levels, resource allocation and staffing levels.	M				
		Conduct a community survey every five years per the survey consultant's recommendation.	L	P			L
		Review City service levels to determine appropriate staffing levels and/or consultant/contractor support for all City departments.	L	P		L	M
		Identify what additional staffing is needed and what tasks/responsibilities require additional resources.	L	P		L	M
		Evaluate individuals and position responsibilities to ensure new positions and resources are being allocated efficiently to maximize the benefit of new hires to the City.	L				M
D. Evaluate technology demands to support current and future City service levels.	2	Maintain and improve the website on an on-going basis.	I				
		Evaluate, maintain, and upgrade IT hardware and software based on what is needed to support current and future service levels.	S	Y		H	M
		Evaluate growing GIS demands, including public demand for maps, online mapping, and inventorying City infrastructure into GIS. Determine how best to meet the demands.	M	P		TBD	M
		Evaluate, maintain and upgrade as necessary the City's telecommunications system and connectivity network.	L	P		H	M
		Evaluate, maintain, and upgrade as necessary cable equipment for the City's public access channel.	L	P		M	L
		Incorporate equipment into the multi-year capital improvement plan for long-term maintenance and upgrading.	L		Y	H	L

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# City Character, Image and Identity

Most residents overwhelmingly agree that the City’s overall small town character is desirable and primarily established by the natural environment, abundance of trees, and overall wooded/park-like setting. Several residents indicated a desire to see the community “promoted” as bicycle friendly, small town, having wonderful family-oriented events and festivals, etc. The overall character, image and identity of a community are dependent on a number of interrelated factors.

## Goal

*Maintain and promote the City as an attractive community of small town character and charm, with beautiful natural areas and environmental features, family-oriented events, and high quality shopping, dining, and entertainment amenities.*

Objective	Priority	Implementation	City Character, Image and Identity				
			Timeframe	Consultant Assistance	Capital Improvement	Fiscal Impact	Resource Impact
A. Maintain the City’s small town character and natural setting.	1	Work with other appropriate agencies to maintain, preserve, and protect the natural environmental areas, open spaces, wooded areas, and other environmental features that contribute to the City’s overall character.	I				L
		Develop a residential design handbook to ensure that new residential construction (including infill redevelopment/teardowns) and additions are of an appropriate scale and character.	S	P		L	L
		Implement the Old Town/Civic Center Subarea Plan to ensure the Old Town and Civic Center area is developed as planned.	L	Y		H	H
		Bury utility lines where resources are available with new developments or capital projects.	L	Y		TBD	TBD
B. Improve the appearance on major streets through improved streetscaping, signage, lighting, and maintenance.	2	Work with a consultant to develop design guidelines and standards for the City’s commercial areas. As a resource, utilize existing volunteer groups such as America in Bloom.	M	Y		M	M
		Implement a streetscape improvement program in different areas over time, possibly with use of TIF funds or developer assistance, prioritizing those areas where aesthetic improvements are most needed or where conditions are most conducive for funding or assistance. Coordinate and utilize existing volunteer groups, such as America in Bloom.	L	Y	Y	TBD	TBD
		Undertake scheduled street improvements according to City’s multi-year street maintenance program.	L		Y	H	M
		Explore corporate sponsorship opportunities.	M				L

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**City Character, Image and Identity**

Objective	Priority	Implementation					
			Timeframe	Consultant Assistance	Capital Improvement	Fiscal Impact	Resource Impact
C. Amend the Zoning Ordinance to establish new standards for new residential construction to ensure compatibility with the existing and desired character of the City.	3	Analyze existing build-out scenarios for actual lots within the City to provide an overview of what the existing code allows in terms of residential construction – examining height, setbacks, lot coverage, floor area ratio, and other “bulk” variables.	M	P		L	L
		Review and discuss findings with the Plan Commission/Zoning Board of Appeals. Research other municipal zoning ordinances to determine if new bulk standards are needed to adequately regulate new residential construction and additions in Warrentonville.	S			L	L
		If it is determined that new zoning regulations are warranted, after careful analysis and test application of proposed amendments, hold required public hearings and adopt Zoning Ordinance Text Amendments.	L	P		L	L
D. Promote and support the Arts as an important component of the City’s unique image, character, and charm.	3	Support the Tourism and Arts Commission’s efforts to encourage residents to form a volunteer Arts Council.	I			L	L
		Encourage the new Arts Council to develop events and programs that could be funded by Hotel/Motel Grants.	S			L	L
		Designate a member the Tourism and Arts Commission to serve as support for the Arts Council.	I				
		Coordinate efforts between the Tourism and Arts Commission to continually include the arts in City tourism efforts.	S				L
		Continue to use the City’s website to promote the arts.	S				L

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# Long-Term Financial Stability

Since incorporation, the City has worked hard to make sound fiscal decisions. A diversified tax base, a balanced budget and a healthy reserve have been consistent priorities. As assets, demographics, and service levels change and expand, maintaining financial stability becomes increasingly challenging, but just as significant.

## Goal

*Maintain fiscally conservative and long-range financial resources.*

Objective	Priority	Implementation	Long-Term Financial Stability				
			Timeframe	Consultant Assistance	Capital Improvement	Fiscal Impact	Resource Impact
A. Maintain stable revenue sources	1	Increase revenue base through use of economic development and re-development	L	Y		H	H
B. Maintain a balanced annual budget overall and at the fund level.	1	Annually provide sort-term and long term projections for the City General Corporate and all other Budgetary Funds (5 - 7 years) and Council and staff annually review with the budget preparation process	I			L	M
C. Provide adequate funding for Existing City Obligations.	1	Provide long-term funding for the City capital programs	I			H	H
		Full contribution funding of pension fund	I			H	L
		Fund and manage maintenance of City buildings, grounds, ROW, facilities.	M		Y	H	H
		Staff to annually review City Obligations and report to Council regarding any that are not adequately funded	I			L	M
D. Continue to Provide Quality City Services and Customer Service.	1	Develop Economic Development Incentives Per an Approved City Economic Development Plan (consider the net cost and financial benefit)	M	Y		M	H
		Consider long-term capital replacement, maintenance, and operating costs of all proposed capital projects after all existing obligations are adequately addressed and a sustainable funding source is identified for the new project.	I			H	H
E. Consider the long-term implications of New and Additional Programs, Services, and Projects.	2	Maintain Competitive wages and benefits to attract and retain quality employees	I			H	L
		Provide training, professional development, and educational programs to encourage and ensure a well trained, and skilled workforce at all levels	L			L	L
		Provide tools, technology, and equipment to assist and support the program or service	L		Y	H	M

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