



## Lake Bluff Description

Incorporated in 1895, Lake Bluff, is an inviting North Shore suburb of Chicago and was **noted as one of the Top 20 Great Towns and Neighborhoods** by Chicago Magazine (April 2010). Located in southeast Lake County, it is a Village that offers exceptional New England-like charm, a high quality of life, fine residential neighborhoods, and high performing public schools. The shores of Lake Michigan and the many activity trails throughout the community offer distinctive recreational opportunities. Lake Bluff has a daytime service population of approximately 7,600 and a full time population just over 6,000. It is home to a thriving downtown and in close proximity to major international businesses and transportation networks.



## Mission/Purpose Statement

The expression of purpose is that for which all actions, commitments and resources are in service.

**The Village of Lake Bluff provides visionary stewardship, effective services and a culture of involvement to maintain and enhance our quality of life and to honor our legacy.**

## Guiding Principles

These shared values are embraced by the Village and all its stakeholders, serve as guideposts that describe conduct and behavior in all circumstances and apply to everyone without exception.

### In Lake Bluff we...

- Serve as fiscally responsible stewards of Village resources
- Treat each other with civility and respect
- Act with integrity and accountability
- Embrace volunteerism and community participation
- Cherish our history while preparing for our future
- Hold special regard for our community's children and seniors
- Appreciate neighborliness
- Respect the natural environment
- Retain our small-town atmosphere
- Engage in open communication and transparency



# Vision for 2016

Vision Statements should be bold, compelling, ennobling and inspire others to take part, move to town, do business, shop or play in the Village.

## We envision the Village of Lake Bluff as a community where:

- Unparalleled quality of life across all neighborhoods fosters stability and well-being for our stakeholders
- Engagement and volunteerism are the essence of our community culture
- High-quality, cost-effective municipal services meet community needs and position the Village for future success
- Our business climate sustains a robust and stable local economy
- People move with ease on foot, bicycle and by automobile in a safe, accessible and well-connected system of sidewalks, paths and roads
- Housing stock diversity and strong property values serve residents at all stages of life
- Environmental stewardship enhances the natural beauty of the community

# Strategies for Vision Attainment

To move strategically toward attainment of each Vision, the Village of Lake Bluff and its stakeholders will employ these initial goals and strategies.



## Unparalleled quality of life across all neighborhoods fosters stability and well being for our stakeholders.

### Goal 1: Create an environment that fosters resident creativity, enthusiasm and initiative.

- Invite participation and shared leadership
- Create opportunities for community-wide dialogue
- Model a standard of civility in public discourse
- Respect cultural diversity

### Goal 2: Heighten the community's sense of connection and shared values.

- Utilize public spaces to cultivate community connectedness
- Participate in programs that promote wellness
- Identify and assist people in need

### Goal 3: Place special attention on our youth, seniors and the benefits of intergenerational connection.

- Link with community resources and partners to support youth and senior services
- Facilitate youth and senior engagement in the life of the Lake Bluff community
- Cultivate opportunities for intergenerational experience



Volunteerism

**Engagement and volunteerism are the essence of our community culture.**

**Goal 1: Cultivate awareness and appeal of the Village's volunteer traditions.**

- Articulate the mutual benefits to the individual and the community
  - Enrichment, opportunity and personal satisfaction to individual
  - Value to the community in terms of quality, vitality and cost savings
  - Volunteers essential to ensuring the sustainability of the Fire Department
- Recognize and celebrate the contributions of volunteers

**Goal 2: Create a new and viable volunteer model that accommodates contemporary life.**

- Create a task force comprised of diverse stakeholders and all village partners in model development
  - Include a wide range of volunteer commitment levels
  - Create entry level choices for newcomers and youth
  - Utilize guiding principles to set the standard of conduct and behavior
  - Simplify and increase transparency of elected and volunteer recruitment process
  - Consider a structure to coordinate volunteer activities and needs
- Inform the community on the essential role volunteers fill
  - Create a marketing and recruitment plan

Municipal Services

**High-quality, cost-effective municipal services meet community needs and position the Village for future success.**

**Goal 1: Ensure a sound and stable fiscal condition that matches resources with community needs.**

- Educate the community about municipal services, legal obligations and associated revenue sources
  - Enumerate municipal functions of public works, police protection, fire protection (volunteer), building, administration and finance



- Identify, implement and monitor the optimal balance between community needs/desired levels of service and available resources
  - Identify what services stakeholders consider essential
  - Develop additional sources of revenue, such as user fees

**Goal 2: Explore cost saving alternatives.**

- Collaborate with other municipalities, taxing bodies and private sector partners to identify and advance shared services opportunities
  - Expand use of purchasing consortia for various products and services
- Continue to identify and implement reductions in operating expenses
- Use the insight of employees to innovate and contain costs
- Seek and utilize cost effective service delivery alternatives
- Expand use of purchasing consortia for various products and services

**Goal 3: Maintain sound infrastructure, facilities and other capital assets.**

- Annually review and adhere to the Capital Improvement Plan
- Consult the Strategic and Comprehensive Plans to guide planning and capital investments

**Goal 4: Maintain our commitment to public safety.**

**Goal 5: Expand the use of technology to improve service, increase communication and cost effectiveness.**

- Explore the use of social media
- Enhance the website



**Our business climate sustains a robust and stable local economy.**

**Goal 1: Create a sustainable revenue base.**

- Develop a marketing plan
- Explore strategic annexation of commercial properties located at the northeast quadrant of US 41/ IL Rt 176, IL Rt 43 and the IL Rt 176 corridor
- Further engage local businesses and business groups in dialogue to retain existing and attract new business
- Reposition the Business Parks for the new economy
  - Re-examine highest and best uses of business parks
  - Improve access to and within the Business Park

**Goal 2: Foster a business friendly environment.**

- Streamline the business development process
  - Evaluate codes and explore zoning techniques
- Strengthen our Central Business District
  - Complete the downtown streetscape and integrate the Train Station
  - Facilitate more seasonal events
- Maintain relationships with the auto park community



Accessibility/  
Transportation

People move with ease on foot, bicycle and by automobile in a safe, accessible and well-connected system of sidewalks, paths and roads.

**Goal 1: Develop a master plan for all desired transportation improvements.**

- Perform needs analysis to improve accessibility and enhance safety
- Consider the following for inclusion in the master plan
  - Sidewalk extensions and pedestrian ramp cuts at key village intersections
  - Improvement of the East Sheridan Rd./ Moffett Rd. intersection
  - Expansion of walking and bike paths
  - Feasibility study of a second east-west transportation corridor from Green Bay Rd. to Sheridan Rd.
  - Train station traffic flow improvements
  - Completion of planning and design of the US 41/ IL Rt 176 intersection

**Goal 2: Pursue federal, state and private funding for accessibility and transportation improvements.**

**Goal 3: Cultivate working relationships with all transportation agencies and providers.**

**Goal 4: Reduce the overall number of vehicular traffic movements.**

- Encourage walking, biking, carpooling and increased use of public transportation
- Explore the expansion of public transportation opportunities

Housing  
Diversity

Housing stock diversity and strong property values serve residents at all stages of life.

**Goal 1: Assess the balance of housing types that will meet the needs and desires of our community.**

- Review all existing plans and regulations for compatibility with identified needs and retention of community character



Environment/  
Green  
Initiatives

- Develop a senior housing plan to address our current and future senior housing needs
- Review the Affordable Housing Plan to ascertain its compatibility with community needs

**Goal 2: Educate the community and the individual homeowner on the benefits of historic preservation.**

**Environmental stewardship enhances the natural beauty of the community.**

**Goal 1: Take the initiative to prioritize and advance environmental stewardship.**

- Assess the community's preference as to the natural environment's level of priority
- Educate the community on methods to utilize environmentally conscious behaviors
- Publicize current and past successes at advancing environmental stewardship
- Enlist volunteers to maintain litter-free streets and blocks
- Identify incentives and building codes that encourage green building

**Goal 2: Enhance the quality of public and private open spaces.**

- Partner with the Park District to improve access and aesthetics of the lakefront and ravines
- Educate the public regarding native plantings
- Increase the number of quality trees and expand on the Tree City USA program

**Goal 3: Maintain and enhance recycling efforts.**

- Place recycling bins in and around town
- Maintain Village Public Works Recycling/Waste Facility
- Incent businesses to recycle
- Monitor existing recycling regulations
- Encourage environmental practices at home

**Goal 4: Explore alternative energy regulations for residential and commercial uses.**



## Stakeholder Inventory

A stakeholder list was created by the Steering Committee to bring to mind the spectrum of perspectives and interests present in the Village’s “system.” It was generated by answering three questions: **Who does the Village serve? Whose support does it need? Who is impacted by its work?** Participants made several additions to the list which now reads as follows:

### Residents

- Seniors
- New
- School Age Parents
- Newcomers
- DINKs
- Youth
- Empty Nesters
- Geographic locations

### Taxpayers

### Not for profit organizations

### Parade Committee

### Vliet Museum

### Garden Club

### Women’s Club

### LF/LB Chamber of Commerce

### Open Lands Association

### Farmers Market

### Committee/Users

### Artists on the Bluff

### Volunteer Fire Department

### Churches (2), Beach Church (1)

### Other Local Governments

- Library
- School District #115 Lake Forest High School
- School District #65
- Park District
- Shields Township
- CLCJAWA

### American Legion

### Rotary Club

### Kiwanis

### Boy Scouts

### Lions Club

### Lake Bluff BBQ Society

### Lake Bluff Baseball Association

### Hospital (NWLFB)

### Downtown Merchants

### PTO

### Forest Bluff Montessori

### Boards and Commissions

- Plan Commission
- Zoning Board of Appeals
- Architectural Board of Review
- Board of Fire and Police
- Police Pension Fund Board
- Historic Preservation Commission
- Senior Resources Commission
- CROYA

### The Lake Bluff Caucus

### Business

- Large Employers
- CBD & Other small employers
- Geographic locations
- Type (Auto, retail, food, etc.)

### Major Employers

### Surrounding Communities

- Lake Forest
- North Chicago
- Knollwood

### Employees

- Public Works

### Trustees

### Public Safety

### Trustee/Elected Officials

### Alumni

### Realtors

### Contractors

### Preservationists

### Commuters

### Great Lakes Naval Station

### Homeowner Associations

- The Sanctuary
- Tangle Oaks
- Armour Woods
- Belle Foret

### Lake Bluff Yacht Club

### Building Community

### Media



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