

4

Goals & Objectives



INTRODUCTION

The vision statement and goals and objectives below reflect ideas heard from the community in the public engagement process, discussions with City staff, and an interactive workshop with the Steering Committee.

As discussed with the committee, the vision statement should serve as a description of what Wood Dale could be like 20 years from now. Each goal expresses an abstract aspiration, while the objectives describe measurable actions, programs, or policies that can help to move the community towards that goal. The strategies offer ideas for steps to be taken to accomplish each objective. Overall, this element of the Plan should guide Wood Dale's elected and appointed officials and staff when making future decisions. It should serve as a reference when answering the question: "How does a City action or particular development help to achieve one or many of our goals and objectives?"

VISION

"Wood Dale enthusiastically embraces its hometown character and the diversity of its people and places. The City sustains a good quality of life for its residents and a vibrant business environment - these aspects of the City are equally important.

For residents, there is easy access to nearby forest preserves, trails and recreational activities. For businesses, the local economy is focused around commercial hubs that have unique strengths and marketplace appeal: Irving Park Road, the Thorndale corridor and the business parks.

This variety of businesses in Wood Dale and the City's sound governance practices provide economic stability for the community. Both businesses and residents benefit from proximity to Metra, Interstate highways, and O'Hare International Airport; these ports provide superb access to downtown Chicago, the region, the nation, and the world."



Wood Dale City Hall

GOAL 1: CONNECT WOOD DALE CITIZENS TO...

EACH OTHER:

◇ **Objective 1: Improve existing and create new and fun public spaces for residents.**

- » Strategy 1: Create a signature focal point and/or gathering spot that can become the center of community-wide events.

◇ **Objective 2: Increase walking and biking amenities.**

- » Strategy 1: Make pedestrians and cyclists feel more comfortable and safe on major roadways and key connectors.

JOBS:

◇ **Objective 3: Increase opportunities for Wood Dale residents to work in Wood Dale.**

- » Strategy 1: Promote retention and expansion of jobs in existing businesses.
- » Strategy 2: Encourage home-based businesses.
- » Strategy 3: Prioritize gaining a variety of new jobs when attracting new business to the City.

◇ **Objective 4: Ensure there is safe and convenient access to jobs outside the City by enhancing the Metra station area and access to the station.**

- » Strategy 1: Consider additional connections to the Metra parking lot to help commuters manage station traffic.
- » Strategy 2: Install more signage to increase public awareness of Metra station access.
- » Strategy 3: Review traffic signals for potential timing changes to assist with peak traffic.
- » Strategy 4: Monitor station parking demand and identify options for expansion, if needed.
- » Strategy 5: Review options for a shuttle connecting to the industrial park and/or other locations.

SHOPPING:

◇ **Objective 5: Increase opportunities to safely cross the City's main thoroughfares, Irving Park Road and Wood Dale Road.**

- » Strategy 1: Add signalized crossings for vehicles and pedestrians along the corridors (consider Irving Park Road and Central Avenue, or Irving Park Road and Ash Avenue).

◇ **Objective 6: Facilitate redevelopment of obsolete commercial uses along Irving Park Road.**

- » Strategy 1: Work with property owners to consolidate lots into sizes that meet contemporary business needs.
- » Strategy 2: Market Irving Park Road's unique strengths and destinations.
- » Strategy 3: Improve parking and simplify access to businesses.
- » Strategy 4: Ensure that City zoning regulations support desired uses on Irving Park Road.

GOVERNMENT:

◇ **Objective 7: Foster a communicative atmosphere in the City of Wood Dale.**

- » Strategy 1: Expand communication and transparency between the government and citizens.
- » Strategy 2: Make the City's website more user-friendly and boost social media presence to encourage easier public participation.



NATURE AND RECREATION:

◆ **Objective 8: Preserve Wood Dale's existing passive open spaces and enhance access to nearby forest preserves, the existing Salt Creek trail, and additional trails in Wood Dale.**

- » Strategy 1: Add more walking and bicycling connections to the forest preserve for those who come from the eastern side of the City.
- » Strategy 2: Increase public awareness of existing trails (such as the Salt Creek Trail) and access points through an education campaign and more signage.

◆ **Objective 9: Work with other agencies to meet resident needs for recreation spaces and facilities**

- » Strategy 1: Keep well-used playfields and seek options for additional fields.
- » Strategy 2: Expand access and hours of operation for indoor recreational facilities to provide designated spaces for teens and young adults.
- » Strategy 3: Identify and coordinate with providers of private recreation facilities in Wood Dale.

GOAL 2: BUILD COMMUNITY CAPACITY.

◆ **Objective 1: Seek opportunities for economic development.**

- » Strategy 1: Apply zoning and economic development techniques to attract new shops and restaurants.
- » Strategy 2: Continue working with Wood Dale's business community and Chamber of Commerce to advance shared economic development goals.
- » Strategy 3: Evaluate City owned properties to determine how they can best be used or sold to advance economic development or other City goals.
- » Strategy 4: Consider opportunities for renovation, expansion or relocation of City facilities if options arise.

◆ **Objective 2: Expand job opportunities in the community.**

- » Strategy 1: Leverage Wood Dale's location as a prime opportunity to attract a range of industries.
- » Strategy 2: Market the industrial park's access and location in the region.
- » Strategy 3: Work with local businesses to train and hire Wood Dale residents.
- » Strategy 4: Pursue a range of business uses along the IL 390 Corridor to attract jobs and visitors into the City.

◆ **Objective 3: Improve community services and intergovernmental coordination.**

- » Strategy 1: Work with school, park, and library districts, as well as other local institutions, to promote a sense of belonging to one community.
- » Strategy 2: Consider opportunities for cost savings by sharing equipment or service provision with other governmental bodies.

◆ **Objective 4: Support improvements to existing housing stock and investment in residential neighborhoods.**

- » Strategy 1: Review current City processes to increase guidance for residents on how to add on to and renovate their houses.
- » Strategy 2: Identify and support programs that help residents maintain and enjoy their homes.
- » Strategy 3: Review City zoning regulations to ensure that any tear down residential development fits into the existing community.

◆ **Objective 5: Ensure that local infrastructure is extended and maintained as needed to support both residential and business areas.**

- » Strategy 1: Continue to use the City's Capital Improvements Plan to address identified needs and support plan implementation.

◆ **Objective 6: Pursue annexation of locations that can add value to the City by incorporating desired business, residential sites, or recreational function.**

- » Strategy 1: Keep up-to-date on opportunities that might arise in surrounding areas and communicate with property owners as appropriate.

GOAL 3: EMBRACE SMALL-TOWN CHARM.

- ◇ **Objective 1: Strengthen community identity and pride with an authentic brand that resonates with existing residents and attracts the attention of new investors and visitors.**
 - » Strategy 1: Create a visual identity that aligns with and supports the City's brand position.

- ◇ **Objective 2: Enhance the appearance and "curb appeal" of commercial corridors and residential areas.**
 - » Strategy 1: Strengthen Irving Park Road's image and appeal by planting more trees and installing streetscape enhancements that incorporate art and culture and create a fun environment.
 - » Strategy 2: Facilitate assembly of properties to establish viable development sites along Irving Park Road.
 - » Strategy 3: Identify opportunities in residential areas to improve pedestrian safety and comfort.
 - » Strategy 4: Continue to apply code enforcement in commercial corridors and residential neighborhoods as needed.

- ◇ **Objective 3: Support and enhance existing businesses in Wood Dale through outreach efforts that build and strengthen partnerships.**
 - » Strategy 1: Promote the City's facade improvement program to encourage businesses to renovate and modernize buildings and signage.
 - » Strategy 2: Work with owners on remodeling and expansion options for existing commercial buildings.

GOAL 4: KEEP WOOD DALE DIVERSE.

- ◇ **Objective 1: Ensure there is housing stock for current and future residents through development of new owner-occupied and rental housing.**
 - » Strategy 1: Designate appropriate areas for single- and multi-family development that are in keeping with community goals and surrounding land uses.
 - » Strategy 2: Ensure zoning requirements support desired forms of residential development.

- ◇ **Objective 2: Manage development to create a balanced mix of land uses, promoting economic vitality and a sustainable quality of life.**
 - » Strategy 1: Remain current on the changing real estate market's needs for contemporary industrial uses that can be located in the city and complement existing industries.
 - » Strategy 2: Match zoning to current development needs and identified future trends.
 - » Strategy 3: Incorporate open space into planning to enhance City appearance and give residents more recreational amenities.
 - » Strategy 4: Encourage expanded commercial options through efforts to attract retailers that complement existing businesses.
 - » Strategy 5: Seek to limit potential negative impacts of businesses on residential areas.

- ◇ **Objective 3: Capitalize on cultural uniqueness.**
 - » Strategy 1: Embrace and celebrate the international element of Wood Dale through unique aesthetic improvements and community special events.

GOAL 5: PROTECT LAND VALUES

◇ **Objective 1: Mitigate flooding in existing neighborhoods and in redevelopment areas.**

- » Strategy 1: Plant more trees throughout the City.
- » Strategy 2: Minimize development within the floodplain.

◇ **Objective 2: Improve quality of life through noise reduction.**

- » Strategy 1: Continue to work with the Suburban O'Hare Commission, O'Hare Noise Compatibility Commission, Wood Dale O'Hare Noise Group Committee, and Federal Railway Authority to address train and plane noise in the City.
- » Strategy 2: Encourage soundproofing in existing homes and in new development.
- » Strategy 3: Consider options to minimize impacts of industrial traffic on residential areas.

◇ **Objective 3: Encourage investment through redevelopment and by attracting new visitors and residents.**

- » Strategy 1: Balance land use decisions to maintain strong tax base and minimize property tax burden on residents.
- » Strategy 2: Emphasize the City's variety of good schools to appeal to potential new families.
- » Strategy 3: Market Wood Dale as a Metra-friendly City with direct access to Chicago's world class amenities.



