

Village of Grant Park

Regional Positioning Plan

Preferred Strategy Phase Recommendations



April 29, 2020

PROCESS

Opportunity Analysis

- Resources
- Marketplace
- Stakeholders
- Outreach
- Analysis
- Finalize



Preferred Strategy

- Strategy Statement
- Framework
- Appearance
- Community Identity Plan
- Policy
- Operations
- Capital Improvement
- Outreach



Public Realm Master Plan

- Priorities
- Actions
- Investments
- Property Improvement
- Guidelines
- Community Identity Guidelines
- Outreach
- Report

Grant Park Today

Small size, good location, traditional values

No signature natural features, variety of compact uses

Excellent road network and freight rail access

No passenger rail or regional bike trails

Inconsistent, sometimes unattractive appearance

Small town culture, Dixie Highway connection

Minimal brand recognition

Good financial tools

Exceptional regional employment

And.....

Grant Park Today

Did we mention the outstanding schools?

Grant Park Tomorrow

By 2024, position Grant Park as an exceptional, family-centered small town with big value near big experiences

OBJECTIVES

Add 100 new families

Create a distinctive image

Create more recreational and social opportunities

Elevate the county-wide and regional brand

Retain existing and **attract** market-supported businesses

PREFERRED STRATEGY

A photograph of a sidewalk with benches and planters in front of a building. The sidewalk is made of concrete slabs and runs along a street. There are several black metal benches spaced out along the sidewalk. Between the benches are large black planters filled with various flowers, including yellow and orange ones. In the background, there is a large, light-colored building with a flat roof and some industrial structures like silos. The sky is blue with some clouds.

Regional Position

Community Identity

Framework Plan

Appearance Plan

Regional Position

Positioning Statement

Located in a quiet corner of Kankakee County, just 50 miles from the heart of the “Capital of the Midwest,” Chicagoland’s original Grant Park is a small town that offers big value. The “Grant Park Experience,” defined by a 30- mile drive time, includes a rich array of features and amenities that represent the best of both town and country.

Grant Park families have easy access to not only Downtown Chicago, but even easier commuting to the Chicago Southland’s dynamic employment and cultural centers. It’s also less than 100 miles to the world class educational resources of two major universities – University of Illinois in Champaign-Urbana and Purdue University in West Lafayette. Closer to home, the local school system continues to be of the Village’s true “crown jewels.” In the past school year CUSD #6 received several prestigious nominations and awards for providing “education excellence” in a small rural setting. In addition to quality educational facilities, the Village has a distinctive agricultural legacy, surrounded by some of the world’s most productive farmland. Its skyscrapers are majestic grain silos, landmarks that forever link Grant Park to its agrarian roots.

In many respects, the Village of Grant Park is all about connections. Its families enjoy the kinds of rewarding social connections that only small towns can provide while retaining easy access to all the best urban amenities of the Chicago metro area. It truly is an “out of the way place that’s close to everything.”

Brand Promise

Grant Park provides the best of both town and country, an out of the way place that’s close to everything.

Community Identity

Functional Criteria

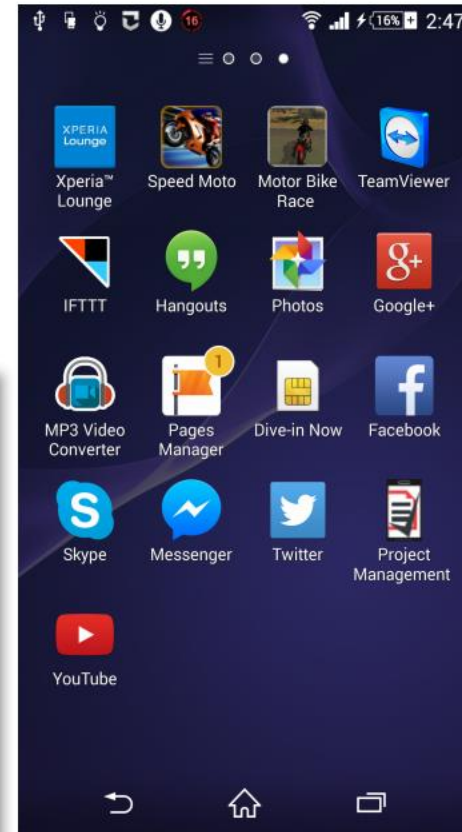
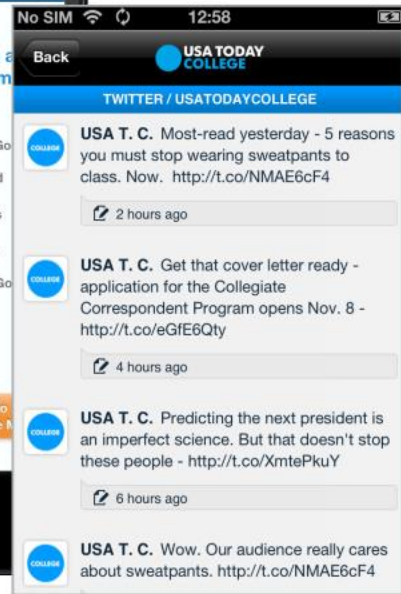
“Identity” vs. “Image”

Authentic Brand

Gateway and Identity Signage

FUNCTIONAL CRITERIA

Walmart



"IDENTITY" VS. "IMAGE"



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NW 1/4 OF NW 1/4	NE 1/4 OF NW 1/4	NE 1/4	
SW 1/4 OF NW 1/4	SE 1/4 Of NW 1/4		
N 1/2 Of SW 1/4		W 1/2 Of SE 1/4	E 1/2 Of SE 1/4
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NW 1/4 OF NW 1/4	NE 1/4 OF NW 1/4	NE 1/4	
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VILLAGE OF
GRANT PARK






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VILLAGE OF
GRANT PARK


 **USA T. C.** Most-read yesterday - 5 reasons you must stop wearing sweatpants to class. Now. <http://t.co/NMAE6cF4>


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Existing Community Signage



Gateway Signage



**Community Events
Signage**



**Community Center
Signage**

Community Signage Concepts



Comparable Images

Framework Plan

Project area/landmarks

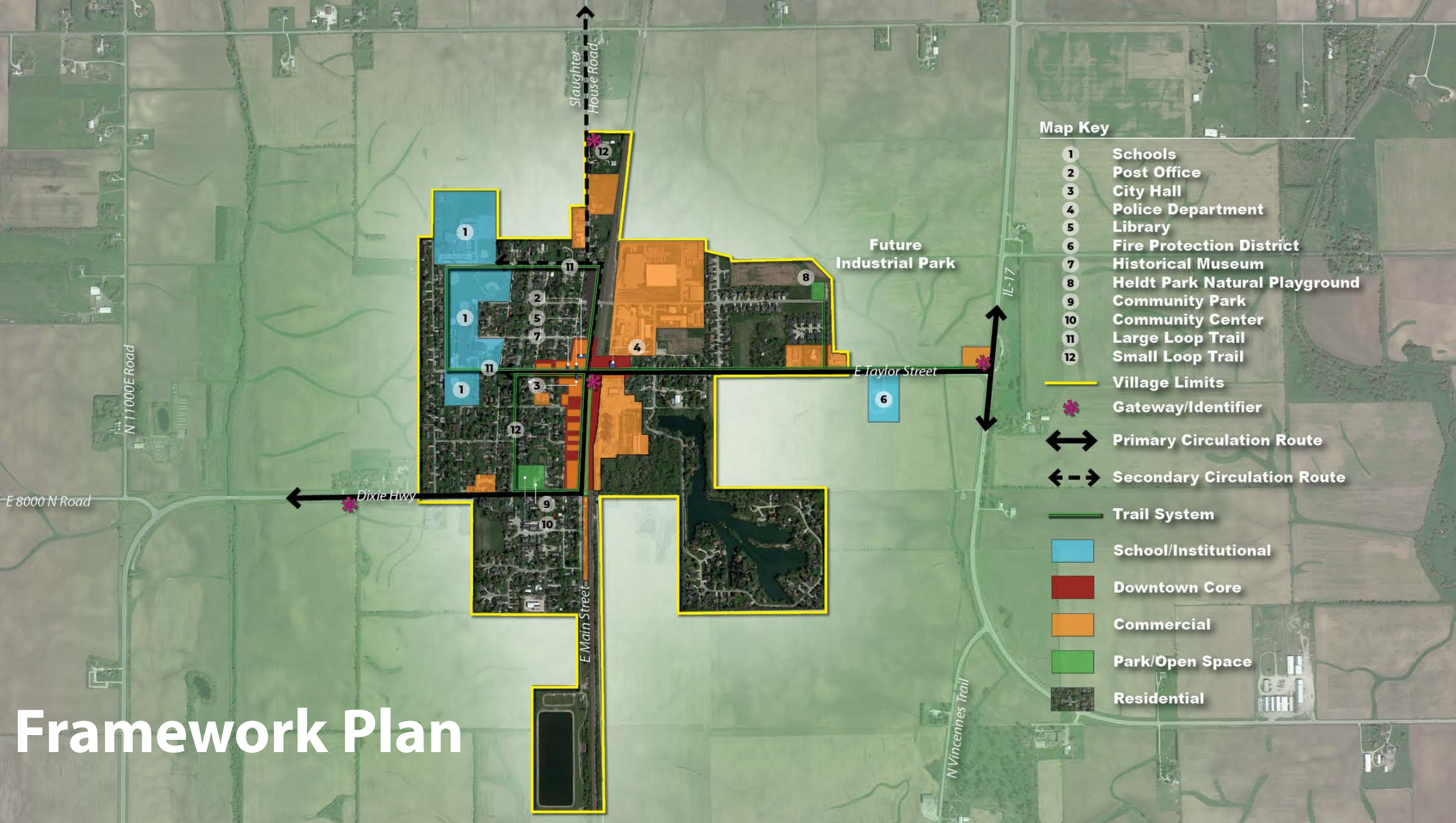
Land use

Future development

Connectivity/circulation

Gateways

Framework Plan



Appearance Plan

Dixie/Taylor/Main route

Downtown streetscape/Façade improvements

Loop walking path

Improve roads

Paint/cleanup private properties

School Campus improvements

Community Park improvements



Campus improvements

Define parking

School campus entry sign

Add street trees to reinforce trail loop

Loop walking trail

Connection to Downtown

Community Enhancements Large Loop



Connection to
Downtown

Community
events sign

Defined parking
with landscape
buffer

Main route
improvements

Loop walking trail

Landscape
enhancements

Street trees

Community Park
improvements

Community Center
sign

Community Enhancements Small Loop

W Curtis St

Alma St
W Alma St

Dixie Hwy

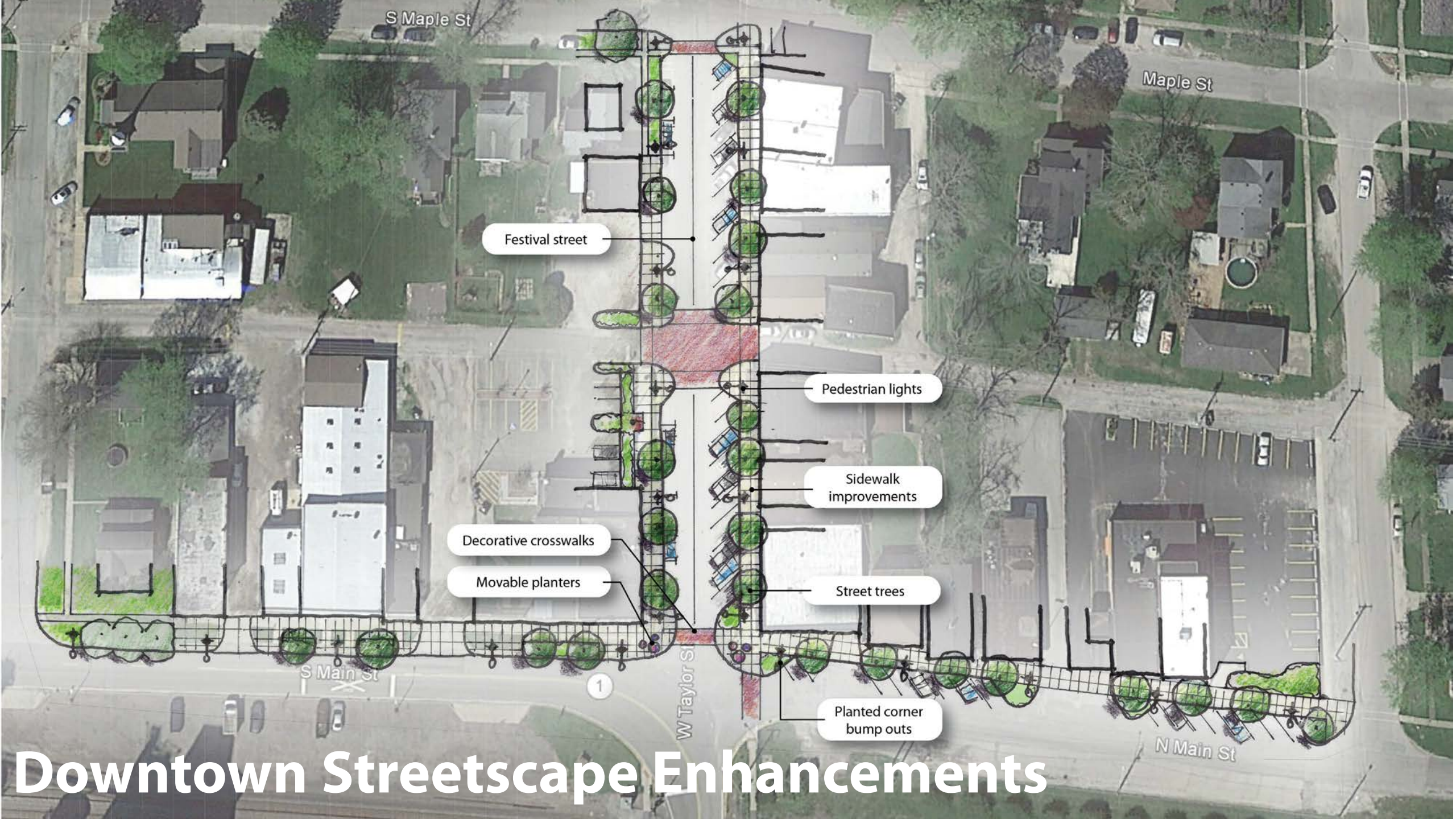
E Taylor St

E Curtis St

S Willis St

S Stanley St

Park St



S Maple St

Maple St

Festival street

Pedestrian lights

Sidewalk improvements

Decorative crosswalks

Movable planters

Street trees

Planted corner bump outs

S Main St

1

W Taylor St

N Main St

Downtown Streetscape Enhancements











N Main St



 VILLAGE OF
GRANT PARK





GRANT PARK
SCHOOLS





COMMUNITY CENTER
1000 W. 10TH ST.
ST. LOUIS, MO 63104

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Implementation

Public Policy Improvements

Operational Improvements

Capital Improvements

Public Policy Improvements

1. Endorse
 - Approve plan
 - Update Comprehensive Plan
2. Codify and Enforce
 - Update development, sign, maintenance and other codes and regulations
 - Consistently enforce regulations
3. Entitlement
 - Encourage entitlement of high-visibility and other key properties, including changing Ag 1 zoning to Commercial
4. Streamline Review and Approval Processes
 - Expediently review development and improvement submittals
 - Consistently apply ordinances and regulations

Public Policy Improvements (continued)

5. Incentivize

- Determine practical incentives (loans, loan forgiveness, fee waivers) and related award criteria that will facilitate rehabilitation and re-tenanting of qualified properties (commercial and residential)
- Consider incentives such as fee waivers and completion rebates for new home construction

6. Finance

- Prepare a 5-year capital improvement plan (CIP) that funds prioritized improvements
- Appropriately fund related operational initiatives
- Renew the tax increment finance district
- Identify and apply for state and federal grants (ITEP for instance) that support CIP and master planned capital improvements
- Fund qualified private property rehabilitation and improvement incentives

Operational Improvements

1. Serve

- Recruit and empower a standing implementation team to lead this initiative
- Assign responsibilities to elected and appointed Village officials, volunteers and consultants
- Create a Grant Park Community Foundation that connects current and former residents and encourages alumni support of the schools

2. Program

- Continue annual fall festival; add a strong resident reunion program
- Consider more frequent, smaller scale events, such as mission-centered “walks”
- Initiate an annual community clean-up event
- Strengthen the role of the Library as a community-connection location for both families and entrepreneurs

3. Promote

- Refine website and print collateral using updated brand strategy, promise and identity guidelines
- Prepare a community fact sheet for website and print collateral
- Coordinate with school district to expand introductory video to include more Village information and create promotional PowerPoint presentation
- Collaborate with Economic Alliance of Kankakee County, Kankakee County Convention and Visitors Bureau, and Kankakee Chamber of Commerce

Operational Improvements (continued)

3. Promote (continued)

- Connect with regional governments, employers, developers, and lenders
- Locate and communicate, regularly, with former residents

4. Coordinate

- Coordinate development and improvement policies with County officials
- Coordinate strategies, messaging and initiatives with school district officials
- Coordinate a campus improvement plan with the school district

5. Recruit

- Host an annual familiarization event for regional HR professionals, developers, lenders and economic development leaders
- Identify and actively recruit a signature destination (microbrewery or distillery)
- Identify and actively recruit complementary businesses (cold storage)
- Collaborate with local churches to attract immigrant families

6. Maintain

- Collaborate with commercial property owners and businesses to update facades and improve properties
- Consistently enforce building, property and maintenance codes

Capital Improvements – First Priority

Community Signage (phase 1)	\$50,000
Downtown Streetscape (phase 1)	\$450,000
Dixie Highway/Main Street Route (phase 1)	\$150,000
Loop Trail to High School (phase 1)	\$100,000
<hr/>	
First Priority Total	\$750,000

Capital Improvements

Community Signage

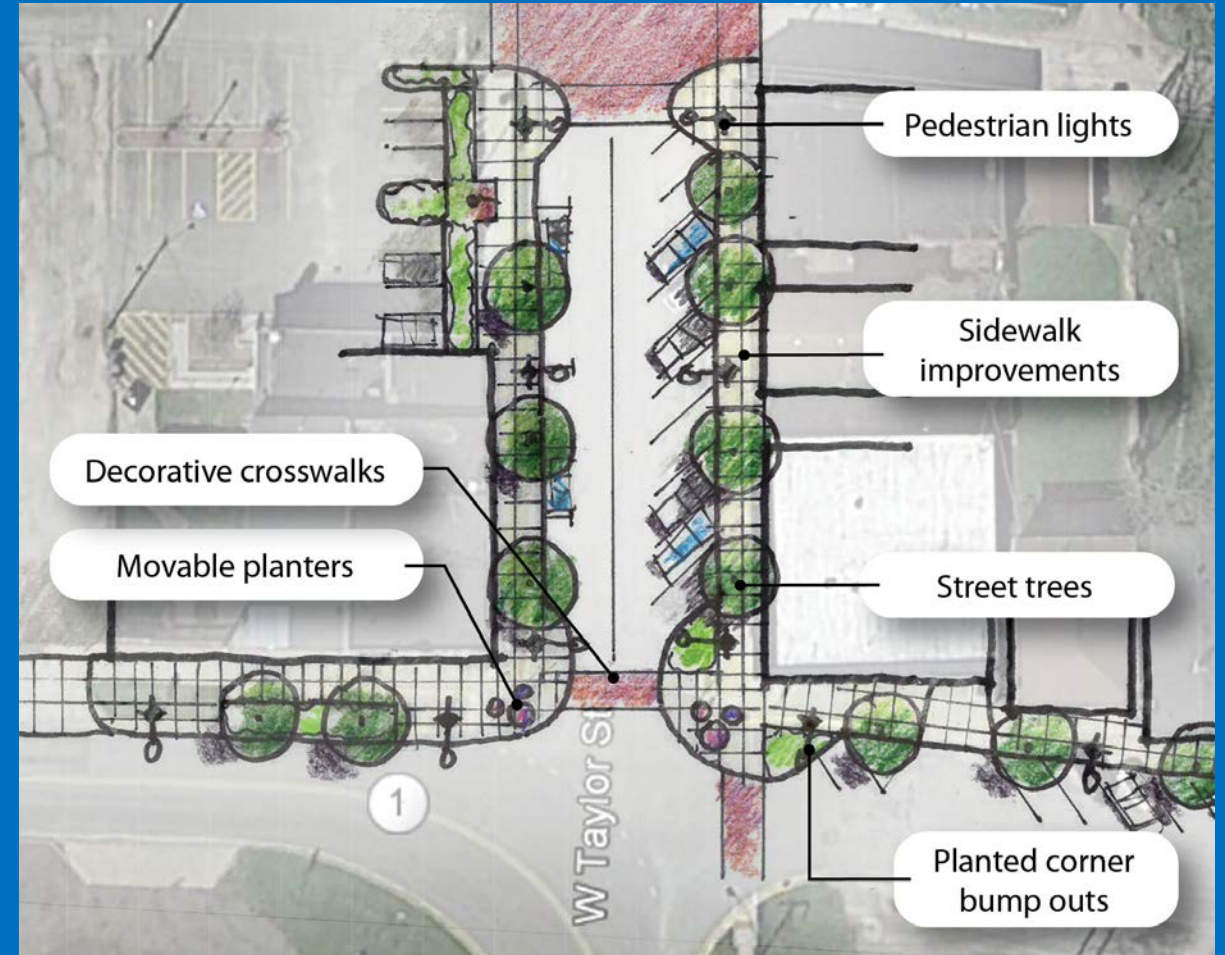
Gateway Signage (west Village limits)	\$35,000
Gateway Signage (east Village limits) with Love's sign	\$5,000
Contingencies, Design and Engineering	\$10,000
Total:	\$50,000



Capital Improvements

Downtown Streetscape (Phase 1)

Hardscape	\$210,000
Landscape	\$50,000
Lighting and Utilities	\$100,000
Contingencies, Design and Engineering	\$90,000
Total:	\$450,000



Capital Improvements

Dixie Highway/Main Street Route (phase 1)

Hardscape	\$70,000
Landscape	\$25,000
Lighting and Utilities	\$25,000
Contingencies, Design and Engineering	\$30,000
Total:	\$150,000



Capital Improvements

Loop Trail to High School (phase 1)

Hardscape	\$60,000
Landscape	\$20,000
Contingencies, Design and Engineering	\$20,000
Total:	\$100,000



Capital Improvements

Both public and private sector leaders and property owners will be responsible for executing the actions outlined in this plan, often in close collaboration with each other. With the periodic assistance of legal, marketing and other business consultants, community leaders can accomplish many modest cost initiatives, such as policy and operational changes, relatively quickly. By comparison, because of their scale, complexity and cost, most of the capital improvements will require the assistance of design and engineering consultants and involve considerable Village financial investment. Larger scale land development scenarios will be heavily influenced by market, investor and property owner circumstances that are difficult to forecast.

Next Steps

Stakeholder and community discussions

Master Plan Phase

3-year Action Plan

Property Improvement Guidelines

Community Identity Guidelines

Final Report

Implementation

