



## MEMORANDUM

TO: Village of Long Grove Planning Commission & Zoning Board of Appeals  
FROM: JAMES M. HOGUE, Village Planner  
DATE: March 20, 2014  
RE: Public Hearing – Downtown Land Uses

At the March Meeting the PCZBA again considered both permitted and special uses within the downtown (B-1) Historic District.

At that meeting, the PCZBA began reviewing a list of uses from other “comparable” downtowns which included Lake Bluff, Geneva and Winnetka and suggestions from Mr. Ron Roberti, a realtor who has been retained by the Village and the LGBCP.

Additionally, staff also suggested the Commission consider modifying the provisions Section 5-11-13 (E) of the current zoning code to reflect the use of NAICS code as opposed to the SIC code. NAICS was developed under the auspices of the Office of Management and Budget (OMB), and adopted in 1997 to replace the Standard Industrial Classification (SIC) system. The NAICS code provides general classifications of use. For example, NAICS 446110 would qualify as an “apothecary” under the interpretation provisions of the Section 5-11-13 (E) of the code so that Apothecaries, Drug Stores, Institutional Pharmacies, on-site and Pharmacies may be considered as permitted uses although not specifically spelled out. While this is useful in some instances it may also potentially permit uses not necessarily intended nor desired in the B-1 District.

To that end staff has prepared a comprehensive listing of both currently allowable and potential uses as discussed at the March Meeting. This document is lengthy but should serve to facilitate discussion on the land uses within the downtown district and NAICS Code.

In the simplest outcome we may be able to identify all uses within the NAICS classification as permissible ( or Special Uses as the case may be). For example; the NAICS Classifies “Book Stores”

### **451211 Book Stores [ Matrix Use #11 “Book Stores” ]**

This U.S. industry comprises establishments primarily engaged in retailing new books.

#### **Cross-References. Establishments primarily engaged in--**

- Retailing books via electronic home shopping, mail-order, or direct sale--are classified in Subsector 454, Nonstore Retailers; and

- Retailing used books (including used rare books)--are classified in Industry 453310, Used Merchandise Stores.

2002 NAICS	2007 NAICS	2012 NAICS	Corresponding Index Entries
451211	451211	451211	Book stores
451211	451211	451211	Religious book stores

In this instance the zoning code could potentially list “Book Stores”: as NAICS 451211 and uses contained in that classification could be considered as permitted. As this example only contains two types of book stores (selling primarily new books), both appearing very compatible with the “Unique Combination Approach” envisioned for the downtown it provides a simple example of how this could work. The NAICS reference would work well in this instance. Other NAICS classifications list numerous uses however some desirable others perhaps not so desirable. Hopefully there will be consensus among the PCZBA on uses to be considered within the B-1 District.

I believe we are moving toward the “Unique Combination Approach” the “model” for the future of downtown Long Grove. This model strives to retain the “destination” status of Long Grove while also incorporating uses which would be beneficial to village residents and meet more of their day to day shopping and service needs. This should be kept in mind when discussing uses.

The “Book Store” example above is also useful in explaining the attached report. Uses are generally listed by the NAICS Code number (451211 “Book Stores” in the example). I have also cross referenced the numbers from the “Permitted Uses Comparison Matrix” originally prepared by Bridget Lane and modified by the LGBCP and others. I have included both the uses as discussed at the March Meeting and uses currently allowed as permitted in the zoning code. These appear in red with the number associated with that use from the table. Where there is a match between the precise language from the NAICS code and “Matrix Use”, the use is highlighted in yellow.

Please note the “Cross-References” which are from the NAICS Code as well. These serve to identify other similar uses within other NAICS categories but not uses under that specific category. Again, using the “Book Store” example, a used bookstore would not be considered as permitted as it falls under use category 453310 “Used Merchandise Stores” per the attached “Cross-Reference”.

I am out of the office until meeting day so I am unable to answer any questions you may have. Hopefully this is more or less self evident and not overly complex and will provide additional discussion on uses within the B-1 District.