

Item #9B:
Village Trustee Lyman
Downtown Analysis & Permitted Uses - Update

David Lothspeich

From: David Lothspeich
Sent: Thursday, September 19, 2013 10:57 AM
To: 'rivellino@comcast.net'
Cc: 'Bridget Lane'; 'Diane Williams:'
Subject: Village of Long Grove - Downtown Long Grove Market Interview Request
Attachments: 5B - Trustee Lyman - Downtown Market Analysis.PDF

Good morning Roshel,

As part of the Village's continued efforts to support the Historic Downtown, the Village Board has hired Bridget Lane from the consulting firm of *Business District Inc.* (BDI) to assist the Village with evaluating the issues challenging the Historic Business District in an effort to assist the sustainability of the downtown businesses (September 5, 2013 Agreement attached). Bridget Lane has extensive experience in assisting the Village of Long Grove with evaluating various projects and the creation of the Downtown Master Plan. Further information about Bridget and BDI is available at <http://www.business-districts.com/>.

As part of this process, Bridget will be interviewing up to eight (8) key stakeholders, including: commercial real estate brokers, property owners, merchants, and restaurateurs. Bridget has identified you as one of the key stakeholders in Downtown Long Grove that she would like to interview either personally at the Village Hall or via telephone on Tuesday, September 24, 2013 between the hours of 9:00 am and 3:30 pm. The interview is not anticipated to take more than thirty (30) minutes of your valuable time.

As outlined in the attached Agreement, the results of this evaluation will be presented to the Village Board during a Special Board Meeting Workshop scheduled for November 19, 2013 at 7:00 pm.

Bridget Lane and her business partner Diane Williams are copied on this invitation. Please either reply via email or call Bridget at 847-971-8635 to schedule at time that is convenient to you for the interview.

Bridget Lane
Director
Business Districts, Inc.
847 971-8635

Please feel free to contact me if you have any questions. Thank you in advance for your participation in the important project.

Sincerely,

David Lothspeich
Village Manager
Village of Long Grove
847-634-9440



September 5, 2013

David Lothspiech
Village Manager
Village of Long Grove
3110 RFD,
Long Grove, Illinois 60047

Dear Dave:

Thank you for providing this opportunity to propose a workshop to assist Long Grove elected official in determine how best to enhance their Downtown. As you requested, BDI joins with ESI in offering this project proposal.

Project Purpose

Throughout this project, Business Districts, Inc. (BDI), seeks to enable Long Grove's Village Board to focus on the market issues challenging its Downtown and possess the tools to help make local businesses more economically sustainable. To assist in determining on-street parking options, ESI will join this project.

Project Tasks

Task 1: Tour and Stakeholder Interviews. With Village and Downtown Partners staff, BDI and ESI will tour Downtown Long Grove. BDI will also conduct up to eight (8) key stakeholder interviews. During these interviews, BDI will solicit input from commercial real estate brokers, property owners, merchants, and restaurateurs. These interviews will discuss current trends and perceptions, and provide context for the demographic analysis. ESI will interview Lake County Highway Department officials to determine options for accommodating on-street parking along Old McHenry Road.

Task 2: Baseline Demographic and Sales Data. Using the Experian national demographic database, data provided by local Long Grove resources, available sales data, traffic counts, and any other reliable sources identified during interviews, BDI will compile a statistical portrait of population characteristics and spending power for Downtown Long Grove. Market information will cover these markets: convenience and bicycle (5-minute drive time), destination (20-minute drive time), and pedestrian geographies surrounding Downtown Long Grove.

Task 3: Strategic Discussion Framework Memorandum. BDI will create a briefing memorandum that places Downtown Long Grove's existing strengths, weaknesses, opportunities, and threats within the context of new economic conditions and market information from Phases 1 and 2. The briefing memo will propose strategic implementation options to improve economic conditions in Downtown Long Grove, review the zoning code current permitted uses in the downtown B-1 Zoning District, and recommend additions or deletions to permitted uses. The goal is to be sure that the permitted uses include the uses that the village would like to see in the downtown so that desired new businesses are not required to go through the time and expense of requesting zoning approvals. ESI will add information on the options for on-street parking to the briefing memorandum.

Task 4: Village Board Workshop. BDI will facilitate a Village workshop to develop guidelines for future policies that improve the competitiveness of Downtown Long Grove and create an action plan for steps to be taken by the Village and its public and private partners in the next six months. It is anticipated that action plan will detail changes in permitted uses, on-street parking, business development, and business financing support.

Task 5: Project Documentation. A final report, The Downtown Long Grove Market Development Action Plan, will be compiled. This final report will document market conditions, the recommended Village Policies, and the action plan.

This project could be accomplished for a budget of approximately \$6,300. We believe that this process will develop the tools necessary to address the issues faced by Downtown Long and we look forward to working with the Village on this critical issue.

Sincerely,

A handwritten signature in cursive script that reads "Bridget Lane".

Bridget Lane
Director, Business Districts, Inc.

CC: Joseph Chiczewski, P.E.