



**MINUTES OF THE VILLAGE BOARD OF LONG GROVE
SPECIAL WORKSHOP
Tuesday, November 19, 2013 at 7:17 P.M.
3110 RFD, LONG GROVE, ILLINOIS 60047-9613**

CALL TO ORDER:

At 7:17 P.M., Village President Underwood called the November 19, 2013 Village Board Meeting to Order.

OFFICIALS IN ATTENDANCE:

Village President:	Underwood
Trustees Present:	Barry, Borys, Lyman, Marshall, Wachs, Yaeger
Trustees Absent:	none
Village Manager:	Lothspeich
Village Clerk:	Locker-Scheer
Village Attorney:	not present
Village Planner:	Hough
Village Engineer:	Chiczewski

Call To Order:

**Moment of Silence for Illinois Residents impacted by Tornado
Recitation of the Pledge of Allegiance**

ACTION/DISCUSSION ITEMS:

Item #1: Downtown Market Analysis and Permitted Uses – Presented by Bridget Lane from Business Districts Inc. (BDI)

Discussion: Report provided by consultant Bridget Lane on the results of the study of the Long Grove business districts. Reviewed from the perspective of Market, Resources, and Community Vision.

Market topics: trends, Long Grove market facts (demographics within radius, spending potential), Target market possibility comparisons of other cities/villages – Highwood, Geneva, Chicago neighborhoods, Lake County Illinois tourism (daytime visitors).

Resource topics: fixed startup cost for retail businesses, operating expenses, hours (recommends 11:00 a.m.-7:00 p.m.), goal for property is 7% return, conceptual investment return can be calculated with RSMMeans QuickCost Estimator (website:

<http://www.rsmeans.com/calculator/index.asp?specialUser=FSONL>), property owner performance standards, Government investment, public infrastructure, festival support, government performance standards, LGBCP investment, festival brand is very strong (e.g., 18,000 attended recent festival), performance standards (e.g., SSA return on investment).

Community Vision topics: Permitted uses using NAICS codes/terminology (website:

<http://www.naics.com/search.htm>)

Old McHenry Road parking: north/south traffic patterns (hourglass figure funneling south into downtown Long Grove and then expands out after village area), convenience of parking near business competes with thoroughfare for traffic, safety, capacity and economics (convenience/quantity)

Goal: by 2016, Downtown Long Grove will be a premier collection of independent businesses that attracts residents with convenient goods and services, and attracts Chicagoland destination visitors and tourists with unique experiences.

Adopt a strategic approach that improves the “playing field”. Parties involved: government, property owners, and business owners. National average: \$300 sales per square foot of real estate.

Streetscape / Sidewalks: part of the charm of the village. Need to make sure that the walkways are safe and well-lit. Old McHenry: Village Manager Lothspeich provided current status of intersection. Current plan is for a traffic signal, not including a turn lane. It will remain a two-lane road. Reconstruction of road, not just repaving, including drainage. Main issue that is being contested is to keep on-street parking. Partnering with ESI (Village Engineer) to allow traffic to flow. Power lines/Utility improvements: plan is to have current overhead lines buried underground, still have transformers that need to be addressed.

Archer parking lot: Plans allocated 4 pads in corners, each handling 7000 square foot building. Lots came online just as economy took a downturn. Restaurants are around in suburbs attaining the conceptual investment return.

Significant sales tax revenue from the following types of businesses: home improvement, automobile, mass volume seller.

Long Grove is relevant as an “experience”, as shown by numbers that attend the festivals.

Need to have the codes managed. Agreement by participants that it is important to have the exteriors in shape to attract customers.

Question about the creation of a Main Street Organization (e.g., Libertyville). Response was that Long Grove’s LGBCP is modeled after this.

Code Enforcement: Have seen committees organized with representatives from Village (possibly volunteers) and Businesses. Don’t have to have own village inspectors; service organizations are available to provide these types of services. Trustee Marshall discussed the existing codes/historic building codes and age of some of the buildings and difficulties in management. Recommends review of materials from National Trust for Historical Preservation. Cost of remodeling versus reconstruction. Bridget Lane said that she would provide additional information about historical buildings.

Customer Friendly Hours: Consortium of independent businesses. Recommended hours: 11 a.m. – 7:00 p.m., including Saturdays and Sundays.

Food trucks: Discussion about bringing people in; ordinances would have to be reviewed.

Driving traffic from Hwy 83: Signage getting people off of main thoroughfares. Example: the Glen.

Need to get traffic in. Need to get destination businesses into the Village. Need to put some emphasis on daytime traffic e.g., open bar, painting class to paint fountains, reinforce that Long Grove is different.

Item #2: Direction to add permitted uses of downtown to the upcoming agenda for review.

Discussion: Village Manager Lothspeich proposed discussing the zoning codes on the agenda at the next meeting to put in front of the planning commission. Planning commission will review and take into consideration the suggestions from this meeting and provide recommended list to Village Board.

Item #3: Building permit and plan review.

Discussion: Village Manager Lothspeich proposed adding discussion of a possible request for proposal from B&F for help with additional enforcement of codes in the buildings that have maintenance deficiencies in the historical downtown district.

Item #4: Public Water to Downtown area.

Discussion: Village Manager Lothspeich said that ECODIVO said that the number one priority is public water because of the quality of the water in the downtown area. System is at the two corners and we know the cost to get the water. SSA in downtown area as mechanism for funding of water as well as other public improvements could be discussed. Recommendation by Trustee Wachs to review the short and long term plans. Old McHenry Road improvements on schedule for Spring 2015, and could incorporate the addition of water improvements at the same time. Preliminary discussion recommended for next agenda. Meeting in advance between Village Manager Lothspeich and Trustee Wachs.

Item #5: Signage.

Discussion: Possible inclusion in 2014 budget to include signage in surrounding areas (e.g., monument sign on Hwy 83) to attract traffic as well as way-finding signage once in the Village.

Item #6: Assignment of Deputy Registrar.

Discussion: Village Manager Lothspeich will approach the staff of Long Grove about their ability to attend training. Guidance of dates to be provided by Village Clerk Locker-Scheer as well as submission of names of candidate(s).

Item: Adjournment.

At 9:46 P.M., Trustee Marshall moved to Adjourn; seconded by Trustee Barry.

VOICE VOTE:

All ayes, no nays (Motion carried 6-0).