

**Economic Development Task Force Session
September 22, 2014
Long Grove, IL**

Question and Answer Summary

1. Q. We have limited areas for development in the Village. What is the potential on Lake Cook Rd. (N)? West of Menards (wetlands)?, etc.?
A. Answered in the report. Please see pages 5 thru 9.

2. Q. What are/have been the most vigorous development inquires in Village right now?
A. The majority of the development inquires received by the Village over the past year have been for multi-family housing in the form of Senior Living, Apartments, Townhomes. While the Village Zoning Code does allow for Senior Living facilities as Special Uses, the Zoning Code does not have any provisions for other forms of multi-family residential and text amendments would be required to permit.

3. Q. What are the trade-offs and impacts of multi-family housing? Different types of multi-family impact differently, correct? Don't some multi-family sites attract other households than the types that create a school impact?
A. Per unit, all projection models show that multi-family development generates fewer children than single family development. At the scale contemplated for Long Grove's relatively small sites, the impact would be minor unless the schools are currently at capacity and adding a few children would require additional classrooms. At the meeting, one parent mentioned that enrollment at the high school was declining. That suggests that there may be capacity for additional students. The best way to tackle this question is to start a dialogue with the schools.

4. Q. Can "quick start" be part of a development product? Can there be trade offs?
A. With quick project approval, the trade-offs depend on what it takes to qualify for a quick approval process. With the complicated engineering and access associated with Long Grove's large sites, it is doubtful that quick approvals are possible for new development. Expanding the list of Downtown's permitted uses was a "quick start" for re-tenanting.

5. Q. What can be done to change the perception of the Village’s willingness to consider development? ... e.g., to do business with from a land use and regulation standpoint?
- A. As discussed During BDI’s presentation, the more familiar an interviewee was with community staff, the less likely it was that there was a negative perception. That suggests that staff continue to work with commercial property owners to approach the regional development community and engage in discussions about the development possibilities. It also would be helpful to seek trade publication coverage of the recently approved assisted living facilities. Those are examples of the Village’s current facilitative review process.
6. Q. Some properties (vacant) in the Village have been vacant for a while...how can we promote them?
- A. Because the lease or sale of property is a private transaction between the property owner and a tenant or new owner, the best Village role is that of “matchmaker.” Success at matchmaking involves promoting communication between all interested parties. The Village can also include information on these opportunities, at appropriate junctures, in its communication with residents via the Village website and publications.
7. Q. What prevented us (Village) from allowing the gas station/service center type developments from being sited/considered in Long Grove?
- A. Historically Long Grove has not allowed gas stations (other than the station in the downtown) due to environmental concerns. Specifically, the majority of Long Grove residents depend entirely upon the shallow aquifer and do not have other immediate alternatives. Technology and requirements for underground storage tanks have improved over the years which may address the environmental concerns; however, a text amendment to the zoning code would be necessary to allow this use.
8. Q. Do we/should we revisit our zoning code and sub-area plans? e.g., for gas stations, service centers, other types of development?
- A. Yes—I believe that type of analysis would be a natural element of a Comprehensive Plan update. The current process of reviewing village operations, economic development and finances is the initial step toward updating the village's comprehensive plan and then consideration of potential changes to the Zoning Code. The Village Board also approved funding in the current budget for a village-wide survey to update the Gallup Poll survey that was completed years ago. Input from this survey will be considered as part of any proposed changes to the Comprehensive Plan and Zoning Code as these amendments are presented for consideration by the Plan Commission during public hearings. It is extremely important for the public to have the opportunity to be involved and engaged in this process.

9. Q. How do we create a strategy for our “brand” as a community? How do we bring external monies in yet keep our identity, our values and vision?
A. Updating the Comprehensive Plan could be a starting point in establishing a strategy for the Long Grove brand. Some communities spend large sums on “branding” but that is usually a practice more associated with tourism marketing.
10. Q. Should we “brush up” our Comprehensive Plan? What *is* our vision for the future? How can/do we get owners of properties to the table?
A. As mentioned above careful consideration of a Comprehensive plan update is underway.
11. Q. Market saturation is part of the puzzle-how do we/can we determine the market impact of retail options and sales nearby?
A. The information distributed prior to the meeting illustrated the market coverage of various potential high volume tenants. As that information illustrated, Meijers has not yet covered this market. Most of the other high volume retailers have stores covering the market surrounding Long Grove. The challenge in understanding saturation is that, at lease expiration, any of the high volume businesses could elect to vacate an existing location to occupy space in Long Grove. For this reason market saturation is not a “static” part of the location puzzle. Currently, a more important issue for Long Grove’s undeveloped commercial sites is access and stormwater management. It is thought that Lake County, IDOT and surrounding communities all need to be engaged in plans to cooperate before new development will happen on Long Grove sites.
12. Q. What is going on around us (other neighboring Village’s) with regard to policies and plans (developments, comp plans, codes, etc.) that impact us?
A. As the report and the additional charts and maps provided prior to the meeting documents, Long Grove competes in a well-served retail region. Interestingly, that is also a competitive advantage because retailers build clusters rather than locating in areas distant from competitors. Because successful developments, such as Deer Park, bring customers from a greater distance, new developments such as the Kildeer Whole Foods, increase the general grocery spending in the area. The concept is that the overall “pie” is larger so that when competitors such a Sunset Foods get a narrower slice of the larger pie it remains a similar sales volume.
13. Q. Has an assessment been done of existing commercial real estate in Long Grove (have we done an inventory?)
A. The Village Comprehensive Plan identifies the sub area plans for potential future commercial development. The existing commercial development is known and we utilize Lake County’s GIS maps for details on specific parcels but we do not have a current list of commercial real estate.

14. Q. What is the occupancy rate in our commercial spaces? (Downtown and the other commercial areas of the Village as a whole).

A. Interviews conducted by BDI revealed that there are isolated individually owned vacant commercial properties, such as the PNC Bank and the restaurant space on Route 22, and office space is available in Landmark Corporate Center, Salem Walk and Kemper Lakes. Sunset Grove experienced lease turnover that required new tenant build-out that caused short-term closings and the building currently under construction is not fully tenanted. Downtown Long Grove's vacancy by units is approximately 28%. To compare to the regional vacancy rate of 9.8% (Crain's, October 13, 2014), the calculation must be based on a square footage. Using tax records on Downtown Long Grove commercial square footage the Downtown vacancy rate is slightly lower at 22%.

15. Q. Even if we have 1% inspiration and 99% perspiration to get it done...how do we get it done in our community? Do we have the resources? Willpower, etc.? We don't have twenty-three years to think it over....we have to act.

A. Although there is always room to improve, the Village's efforts to update the B1A zoning district, and the initial changes to the B1A that removed the properties situated to the west of the Covered Bridge and north of Buffalo Creek Park, remain in place and were taken into consideration when the Village updated the Comprehensive Plan in 2006 as part of the downtown master plan. The updates to the Comp Plan through the B1A and Downtown Master Plan were critically important as the Village approved the establishment of the TIF (IL 83 and Downtown), construction of the IL 83 Deep Well water system and approval of the Sunset Grove Planned Unit Development. All these developments were established as a result of this process and are critical for the further development of the properties in the B1-A including those along IL Rt 83, IL Route 53 and the Historic B1 Downtown.