

**VILLAGE OF DOWNERS GROVE  
ECONOMIC DEVELOPMENT COMMISSION  
GOAL SETTING SESSION**  
Village Hall, Committee Room  
801 Burlington Avenue  
Downers Grove, IL  
January 14, 2004  
8:00 a.m.

Commission Chair Riordan called the meeting to order at 8:00 a.m.

**PRESENT:** Commission Chair Mike Riordan, Jeff Bilek, Ken Bohanon, Liz Chalberg, Mike Kelch, Linda Kunze, John Luka, Mike Parilla, John Randall, Bill Weiss, Barb Wysocki

**STAFF:** Joseph Skach, Director, Planning and Community Development  
Steve Rockwell, Director of Economic Development  
Cathy Schuster, Assistant Director, Economic Development  
Lori Sommers, Planner, Planning and Community Development  
Ginny Mindo, Administrative Assistant for Economic Development

**ABSENT:** Phil Cullen, Mike Ryan, Gary Vlk

**GUESTS:** None

**APPROVAL OF MINUTES FROM DECEMBER 10, 2003**

Commission Chair Riordan's name had been omitted on page 1. Mr. Randall stated that on page 8, the document read that he was contemplating chairmanship of the Strategic Planning Committee, and that it should read instead that he has accepted the chairmanship of that committee.

**Commission Chair Riordan requested a motion to APPROVE THE MINUTES from December 10, 2003. Mr. Luka motioned to approve the minutes, Mr. Bohanon seconded the motion.**

**Vote: Yay:** Commission Chair Mike Riordan, Jeff Bilek, Ken Bohanon, Liz Chalberg, Mike Kelch, John Luka, Mike Parilla, John Randall, Bill Weiss

**Nay:** None

**Motion carried 9:0**

**CHAIRMAN'S PREROGATIVE**

Mr. Riordan suggested that due to lack of committee updates, they could be submitted via e-mail prior to the next meeting. He reviewed a few changes that have occurred since the previous meeting including Mr. Randall's decision to chair the Strategic Planning Committee and Mr. Parilla's decision to chair the Attraction and Retention Committee.

**MARKETING AND COMMUNICATIONS**

Mr. Rockwell reported that the committee is set to meet on January 12<sup>th</sup> to start moving forward with the items on their agenda.

**ATTRACTION AND RETENTION**

Mr. Rockwell reported that the Incentive Matrix is almost in final form and that this committee could work on it via e-mail. He added that he and Mr. Parilla would meet in the next couple of weeks for further review.

Mr. Bilek agreed to remain on this committee.

**DIRECTOR'S REPORT**

Mr. Rockwell brought up the issue of Discount Tire moving into the Home Depot Center and the discussion by some commission members regarding this in last month's meeting. He suggested that this Commission review what uses are allowed in the B3 district and decide which uses they believe should be added and subtracted, and take that list to the Plan Commission for their review as discussed in the strategic land use planning discussions. Ms. Chalberg noted from the discussions at the Strategic Planning Committee/Plan Commission workshops, that one of the goals was to rezone those areas that are B3 to B2 and also to unify the zoning along Ogden Avenue. Mr. Luka noted that once a use such as a tire/battery outlet is built, the adaptable uses are limited due to building reconfiguration.

Ms. Chalberg inquired if village gateways and corners could possibly be zoned differently. Mr. Rockwell replied that we could require a more stringent review. Mr. Luka suggested making tire/battery outlets special uses. Ms. Chalberg suggested redesignating gateway corners into special uses. Mr. Rockwell replied that it's important that the EDC not cross streams of Plan Commission responsibilities, but work with them for change.

Ms. Schuster reported that she has been working on the Downers Grove industry analysis noting this will be a very useful document entailing what types of businesses are in the community, and how many employees specific businesses employ. She added that they are also looking at retail sales tax trends to see which businesses are successful. Mr. Rockwell noted a draft would be completed the following week.

Mr. Rockwell discussed the CMAQ Grant to install signs on Ogden and reduce the number of curb cuts. He noted that he and Ms. Schuster have been working with Public Works and Mr. Skach to come up with a matrix of 40 curb cuts that the Lakota Group recommended. He added that this could be incorporated into the sales tax agreements. Mr. Rockwell stated that the Village has communicated with the State who is willing to take a 'hands off' approach on the street identification signs, but the other work that would be done on Ogden Avenue does belong to the State. Mr. Randall noted that the lighting issue is in the Ogden Vision.

Ms. Chalberg brought up the site on Ogden and Belmont asking if that would be appropriate as a gateway designation. Mr. Rockwell replied that the zoning for that corner is already in place for that site. At that point, Mr. Skach joined the meeting and Mr. Rockwell asked him to expound on the zoning at that particular site. Mr. Skach noted that there is definite need of review of the permitted uses because if a use is permitted by right, the petitioner can file for building permits, and if they comply with the code, they can go forward. He added that with the land use law and the zoning law, everyone is given their due process, so it is essential when modifications are made to the code, they are carefully crafted so that the Village isn't subjected to unequal protection claims. Ms. Chalberg asked Mr. Skach if gateways and strategic corners could be handled differently in regards to zoning. Mr. Skach replied that this good idea was discussed in the strategic planning discussion and this would of course entail continued committee work, as we knew, so there is backing from the code.

Mr. Skach then discussed the previously discussed possibility of assembling a Preliminary Petition Review Subcommittee which entails coordinating a forum of 3-5 people, potentially composed of members of various commissions. The developer/petitioner, and the staff planner, would meet approximately a ½ hour prior to the Plan Commission meeting to review the projects, on a very

preliminary basis. A preliminary staff assessment/report with very short minutes would be forwarded to the Plan Commission, EDC, ZBA, and the Council.

Ms. Chalberg asked if someone from the EDC was on the Plan Commission because many times this commission finds out about projects after the fact. She added that it might be beneficial for a reverse liaison committee member to be on both possibly in an ex-officio capacity. Mr. Skach agreed that this issue may warrant another joint meeting with the Plan Commission to consider this and potentially recommend that to the Council so that it could be formalized. Ms. Chalberg also suggested that the Directors of both commissions meet. Mr. Rockwell informed everyone that the Planning and Community Development and the EDC staff meet weekly to discuss projects that are in the works and new items. Mr. Riordan asked Mr. Rockwell if he could put together a report on what was discussed at the meetings. Mr. Rockwell said he that he would.

Mr. Skach stated that a bigger picture issue may be to explore is where does the EDC fit into the landuse review process. Ms. Chalberg noted that there is going to be a step by which the Plan Commission will review projects regarding meeting requirements, and that it will also have to ask whether they meet the Ogden Avenue Strategic Plan. Mr. Skach confirmed that this is part of the process in evaluating petitions; however, by right projects, handled through Code Services, rely on the permitted use table for a particular district. Ms. Chalberg noted that this is a significant step forward in terms of discussions regarding architectural review.

Mr. Bilek went back to the subject of zoning allowances clarifying that if someone owns a property, they can make changes to their property, as long as they comply with code requirements, without informing the Village. He added that unless there is a requirement that the property owner petition the Council, nothing will change. Mr. Luka added that the Village might have to be more restrictive, specifically in TIF districts and gateways. Mr. Skach concurred and reiterated the importance of moving forward and annually revisiting the Village Comprehensive Plan that is adopted as policy.

Mr. Rockwell reported that the Chamber of Commerce had sent out their invitations to their 2004 Ice Festival Community Ball. He added that the former EDC Golden Shovel Award, now the newly designed Vision Award would be presented at this function. He then encouraged the Commission to attend and handed out invitations.

Mr. Rockwell brought up the issue of the EDC's endorsement of the draft packet of future land use plan recommendation that is going to the Council on January 27<sup>th</sup>. Mr. Skach gave an overview on what was accomplished at the Strategic Planning Committee/Plan Commission discussions citing the assembly's identification, review, and future goals for amendment of the Future Land Use Plan for the 14 strategic areas in Downers Grove. He noted that the Plan, which would be a working document, once endorsed by the Council, would become formal policy. Mr. Skach added that it has already been beneficial in discussions with businesses and in the administration of development petitions. Ms. Chalberg asked when issues such as coming up with strategic gateways would come into play. Mr. Skach replied these might be handled in a special manner, for example, a possible Design Review Commission's involvement; this process question will entail additional joint committee work, and that the EDC and Plan Commission would come together at least on a yearly basis to re-review.

Mr. Rockwell reported that in the last two weeks of the year, the EDC website had 357 hits on the Ogden Vision, 150 of which were downloaded. He added that the activity on Ogden is very high. Mr. Riordan asked Mr. Skach if it would be helpful for them to have a plan laid out for the next year displaying what the dates and maps mean so that this Commission could understand the resource constraints as they relate to our accomplishments. Mr. Randall agreed that was a good idea, and it would help get a 'game plan' in order and also help put the priorities in order. Mr. Skach concurred, adding that we need a consensus direction on what the priorities are. Mr. Randall noted that it would be helpful to also show what the Council's and Village Manager's plans are. Mr. Skach stated that there is certainly a need for the commissions to meet, as well as the Council to get a consensus on what the priorities should

## APPROVED MINUTES

be, and possibly have the commissions meet on a more regular basis. Ms. Chalberg asked if the EDC and Plan Commission should meet to discuss the concept of design guidelines because design review is an extremely effective screening process. Mr. Skach replied that it would be helpful because the minutes from that meeting could be given to the consultants who are selected to do the design guidelines. Mr. Randall suggested that the process could be hastened by benchmarking a few villages or a big city and then staff would do the work and the Commission would give strategic viewpoints on processes and procedures. Mr. Riordan suggested that the staff meet with himself and subcommittee members to put together a plan for the next year showing this Commission and staff, other commissions, the Village Manager's, and the Council activities.

**Mr. Riordan asked the Commission if there was a motion to support the draft packet of future land use plan recommendation.** Ms. Chalberg moved that the EDC endorse the draft Recommendations for a Comprehensive Plan established by the combined EDC/Plan Commission. Mr. Randall seconded the motion.

**Vote: Y:** Commission Chair Mike Riordan, Jeff Bilek, Ken Bohanon, Liz Chalberg, Mike Kelch, John Luka, Mike Parilla, John Randall, Bill Weiss

**Nay:** None

### **Motion carried 9:0**

Ms. Schuster reminded everyone that the Ogden Vision called for historic design guidelines, and the EDC does have a grant of \$50,000 that she and Mr. Rockwell are in the process of writing the RFP to go out to companies who will bid on constructing or developing a whole series of design guidelines with a historic feel. She added that once that is approved, it can be taken and expanded on and the whole village will benefit from it. Mr. Randall added that it is a very fast and economical way of doing it.

Mr. Riordan suggested that the subcommittee chairs meet to put together a plan for the commission and the subcommittees. Mr. Randall stated that it was a good idea to get together before the joint commission meeting.

Ms. Chalberg asked if a visual, similar to a Gant chart, which would display the simultaneous efforts going on from various organizations with their deadlines and topics and how they correlate could be produced. Mr. Rockwell said they could do that.

## **CHAMBER OF COMMERCE**

Ms. Chalberg discussed the upcoming 2004 Ice Festival Community Ball noting this year they are having a comedian. She also mentioned that the auction would be smaller than in the past. Also noted was that the Citizen of the Year would be named. Ms. Chalberg informed everyone that Carlucci Restaurant would be holding a membership drive on January 20<sup>th</sup>. Ms. Chalberg added that the Village/Chamber directory is in its final stages of production. Also mentioned was that the Chamber has merged nine databases of business community information.

## **TOURISM AND EVENTS/DOWNTOWN MANAGEMENT CORPORATION**

Mr. Rockwell reported that the Ice Carving Festival is scheduled for January 23, 24, and 25. Mr. Randall added that this year a gold metal champion ice carver would be participating. He also mentioned that the 2004 Ice Festival Community Ball is being held at the Hickory Ridge Marriott.

**PLANNING AND COMMUNITY DEVELOPMENT DIRECTOR'S REPORT**

Mr. Skach reported that the parking deck is moving forward, though they have run into some problems due to the possibility of frost damage to a new concrete pour which may require some remediation of issues to be resolved on a technical level. He added that there also have been problems with the union intervention.

Mr. Skach reported that the Council has decided that they would like to hear presentations from developers responding to the Curtiss Block RFQ prior to going out for RFP, so the Council is looking at what dates and times they want to bring in the petitioner which would be open to the public.

Also mentioned was that the Saab project was approved.

Mr. Skach also informed the group that the Aldi project is moving forward.

Mr. Skach discussed Home Depot and their desire to put a warehouse structure behind the Home Depot building. He noted, as an example of the tangible benefit of the strategic land use discussions, that the Village would likely not support this because it is zoned B3 which doesn't allow it by right, and that it isn't part of the Future Land Use Plan discussions for this area in the future.

Mr. Skach noted that the Village is continuing to work with Walgreens on 63<sup>rd</sup> and Main Streets. He noted that there have been some issues with respect to storm water retention that they have to work out.

Mr. Skach reported that the Village has been working with Jewel on Ogden Avenue and they are expected to present their plans soon. Mr. Rockwell added that they do not plan to start demolition until next December.

Mr. Skach reported that Harris Bank will likely move in on Ogden Avenue between Saratoga and Prince. He added that they would require some variations.

A discussion then ensued regarding design guidelines. Ms. Schuster noted that the Vision is historic, and that it is important to maintain this. Mr. Skach stated that the issue is good design and execution. Ms. Chalberg noted the need to be careful not to lead the prospective developers in a specific direction, but rather to facilitate good design. Ms. Schuster stressed that it is important to determine what the Village is going to be design-wise, and that the Village shouldn't send out dual messages. Ms. Chalberg agreed with Ms. Schuster that direction needs to be provided for the developers and also with Mr. Skach in that guidelines may not want to be design prescriptive but rather encourage creativity within the guidelines. Mr. Skach said that would be part of the project meetings. Ms. Chalberg asked if a committee has been formed to provide guidance. Mr. Rockwell informed her that the Council would likely come back to the staff to put together how to implement it with the Ogden Committee and possibly put together an ad hoc group. Mr. Skach informed the Commission that the Hinsdale Community Bank at Warren and Forest is going to require a special use, and that they will temporarily occupy the existing medical building, but then demolish it and put up a new bank facility with a Romanesque design.

**COMMITMENT LIST**

1. Mr. Rockwell will prepare a monthly report detailing the Planning and Community Development and Economic Development staff meetings.
2. The EDC Subcommittee Chairs will meet prior to the joint commission meeting.
3. Staff will prepare a visual display of the timetables of the Village commissions, committees, Council, and Village Manager.
4. Prepare resolution for Council meeting on February 10<sup>th</sup>, 2004.

**ADJOURNMENT**

Commission Chair Riordan requested a motion to adjourn the meeting; so motioned by Mr. Parilla, seconded by Mr. Luka.

Respectfully submitted,

Ginny Mindo, Recording Secretary