

VILLAGE OF HINSDALE
ECONOMIC DEVELOPMENT COMMISSION (EDC)

Minutes of the Meeting on
Tuesday, August 28, 2012

Members Present: Luis Alvarez, Craig Chapello, Elizabeth Garvey,
Mike Goebel, Molly Hughes, Jan Grisemer, John Karstrand,
Steve Potter, and Elyce Rembos

Staff Present: Timothy Scott, AICP, CNU-A
Director of Economic Development

Others Present: Jan Anderson, Executive Director, Hinsdale Chamber of
Commerce; Doug Geoga, Village Trustee; Susie Azarello,
QT Apparel, Gifts & Accessories; and, Holly Bell and Rita
Walker, *The Doings*

Call to Order

At 7:05 p.m., Chairman Karstrand called to order the Meeting of the Economic Development Commission (EDC) of Tuesday, August 28, 2012. (Agenda Item 1)

Approval of Minutes

Mr. Chapello made a motion to approve the minutes of the special meeting of the EDC that was held on July 24, 2012. Ms. Garvey seconded, and the motion was approved unanimously. (Agenda Item 2)

Review of Revenues

Mr. Scott relayed that the positive trend for sales tax revenue continued. He stated that base sales taxes for the month of August, the fourth month of the fiscal year, totaled \$228,600, which showed an increase of \$23,499 or 11.5% over the total for the same month last fiscal year. Mr. Scott added that total sales tax revenue through August (reflecting sales through May 31st) was \$995,710, which revealed an increase of \$80,078 or 9.1% in relation to last fiscal year.

Mr. Scott added that for the first three months of the fiscal year, food-and-beverage revenue totaled \$79,716, which was \$1,842 or 2.4% more than the projected total from a monthly budgeted amount of \$25,958. (Agenda Item 3)

Media Presentation By *The Doings*

Holly Bell and Rita Walker of The Doings were attendance to provide information on their new “community network” product. Ms. Walker provided background on *The Doings* and its reach as well as that of its parent, Sun Times Media. She reviewed the web-centric approach of the community network and how the product is search engine optimized and formatted for easy viewing from mobile devices.

Ms. Hughes asked about the target audience, if ads were placed on the dedicated municipal sites, the nature of the content that would be authored for the Village, and whether the idea was similar to the established Metromix. Ms. Garvey asked for the number of businesses that would be required to make the site and program successful for the Village. Mr. Potter inquired about how the program would work with and complement the websites of the Village, the Chamber of Commerce, and individual businesses. Ms. Walker answered all of these questions. Mr. Karstrand requested that this presentation be given to Dan Grisko of Direct Advantage since he could not be present for the meeting. (Agenda Item 4)

Merchant Event Consideration

Ms. Susie Azarello of QT Apparel, Gifts & Accessories informed members of the EDC of an event that she and other downtown merchants (17 in total) were holding on September 20th. She noted that the theme would be “Girls Night Out” and that a percentage of sales from participating merchants would be donated to The Wellness House. Ms. Azarello asked about potential financial support from the Village for the event. While lauding the initiative and effort of Ms. Azarello and her fellow participants, Mr. Karstrand explained that Village resources can only be used by the EDC or in support of the non-profit Chamber of Commerce. Noted was the challenge inherent in the idea of supporting individual for-profit merchants or small groups of them and the Village’s policy on the use of funds to support charitable organizations. (Agenda Item 5)

Holiday Sales Promotion Idea

Mr. Scott showed two videos prepared by Mr. Alvarez to generate interest in the “Small Business Saturday” event. Mr. Alvarez explained that this AmEx-created promotion is held the Saturday after Thanksgiving, between the big box-geared “Black Friday” and “Cyber Monday.” He noted the national attention that the event has generated and suggested that it would make a fine fit given the timing and the Village’s collection of unique, independent stores. Members offered support and suggested that it somehow be incorporated into the EDC’s holiday promotion. (Agenda Item 6)

Parking Grant

Mr. Scott informed members of the group that he authored an application to the Chicago Metropolitan Agency for Planning (CMAP) for consideration of a parking analysis grant through their Local Technical Assistance Program (LTAP). He noted that the intention is to engage an unbiased, unpaid, third-party expert with a fresh set of eyes to assist the Village in its efforts to best manage its existing parking supply. Mr. Scott underscored the competitive nature of this process, citing 88 applicants and their 109 project ideas. Mr. Scott added that recipients would be announced in October. (Agenda Item 7)

Professional Services Directory

Mr. Scott highlighted the effort to update the retail list of businesses and corresponding map and stated that the end product would be placed on the EDC's website and in the information kiosk of the Washington Street Shopper Parking Lot. He added that a supplemental effort was conducted that took inventory and field verified all of the businesses in the commercially-zoned districts of the Village. Mr. Scott offered for consideration by members the development of a professional services directory. In addition to consumer convenience, he suggested that it could be considered a value-add for service-oriented businesses that also pay business licenses.

While recognizing the desire to take an equitable and comprehensive view of the community's businesses, several members suggested that the effort was simply not worth the time given the ever-changing office users, the destination- and perhaps appointment-driven nature of many of these businesses, and the convenience of the Web, particularly from handheld mobile devices, to find the same information that would otherwise take staff a great deal of time to compile and maintain. (Agenda Item 8)

Electric Service in Burlington Park

Mr. Scott explained that the EDC's investment to increase power to Burlington Park had been completed. He noted that as a result, the performance stage at Uniquely Thursdays was powered without the use of generators. He added that to capitalize further on this increase in capacity, a network within the park would have to be constructed. He informed members that this would likely be done with shallow-depth trenching or directional boring. Mr. Scott noted that he had spoken with the Village Forester to confirm that such work would not pose any threat to the health of the park's trees. Members expressed support given what appear to be available resources in the group's allocation for "physical/urban design" projects. (Agenda Item 9)

Business Signage

Mr. Scott emphasized that one of the Village's differential competitive advantages is its quaint charm and historic character. He explained that business signage can be compatible with the Village's established character but that it has to be governed. Mr. Scott commented that this occurs through three elements: code standards, approval processes, and enforcement. He elaborated on each subject and then informed members that further exploration would be done and that their feedback would be requested.

Adjournment

With no additional business before the Commission, Ms. Grisemer made a motion to adjourn. Mr. Alvarez seconded, and the motion passed unanimously. The August 28, 2012 Meeting of the EDC was declared adjourned at 8:58 p.m. (Agenda Item 11)

Respectfully submitted,

Timothy Scott, AICP, CNU-A

MEMORANDUM

To: Chairman Karstrand & Economic Development Commission Members

From: Timothy J. Scott, AICP, CNU-A – Director of Economic Development 

Date: September 20, 2012

RE: Sales Tax Review

Following is a review of sales tax revenue for the first three months of Fiscal Year 2012-13.

Base Sales Tax – Distributed on a point-of-sale basis

(These are taxes which relate directly to sales taxes paid to merchants of the Village of Hinsdale. The Village receives 1% of the total sales taxes sent to the State of Illinois.)

Base Sales Tax receipts for the month of September (June sales) amounted to \$237,841 as compared to the previous year's receipts of \$214,751. This represents an increase of \$23,090 (10.8%) for September.

Total base sales tax receipts through September (sales through June 30, 2012) totaled \$1,112,685 as compared to the previous year's receipts of \$1,007,714. This represents an increase of \$104,971 (10.4%).

Local Use Sales Tax – Distributed on a per-capita basis

(These are taxes which are received on a per-capita basis from the State of Illinois; they are included in the Village of Hinsdale's revenue account, "Sales Tax Revenue.")

Local Use Sales Tax receipts for the month of September (June sales) amounted to \$23,594 as compared to the previous year's receipts of \$21,834. This represents an increase of \$1,760 (8.1%) for September.

Total local use tax receipts through September (sales through June 30, 2012) totaled \$104,460 as compared to the previous year's receipts of \$104,503. This represents a decrease of \$43.

Total Sales Tax: Base Sales Tax plus Local Use Sales Tax

Total Sales Tax receipts for the month of September (June sales) amounted to \$258,943 as compared to the previous year's receipts of \$236,585. This represents an increase of \$22,358 (9.5%) for September.

Total Sales Tax receipts through September (sales through June 30, 2012) totaled \$1,214,653 as compared to the previous year's receipts of \$1,112,217. This represents an increase of \$102,436 (9.2%) for Fiscal Year 2012-13.

If you have any questions, please feel free to contact me at (630) 789-7005 or at tscott@villageofhinsdale.org.

cc: President Cauley & Board of Trustees
David C. Cook, Village Manager

Village of Hinsdale

Sales Tax Report

Base Sales Tax									
Receipt Month	Liability Month	FY 11-12	FY 12-13	Dollar Change	Percent Change	FY 11-12 YTD	FY 12-13 YTD	Dollar Change	Percent Change
May	February	189,567	193,823	4,256	2.2%	189,567	193,823	4,256	2.2%
June	March	200,806	229,428	28,622	14.3%	390,373	423,251	32,878	8.4%
July	April	197,489	222,993	25,504	12.9%	587,862	646,244	58,382	9.9%
August	May	205,101	228,600	23,499	11.5%	792,963	874,844	81,881	10.3%
September	June	214,751	237,841	23,090	10.8%	1,007,714	1,112,685	104,971	10.4%
October	July	209,788							
November	August	223,850							
December	September	225,252							
January	October	214,533							
February	November	218,174							
March	December	267,064							
April	January	190,625							
Total		2,557,000							
Local Use Tax									
Receipt Month	Liability Month	FY 11-12	FY 12-13	Dollar Change	Percent Change	FY 11-12 YTD	FY 12-13 YTD	Dollar Change	Percent Change
May	February	20,920	17,700	(3,220)	-15.4%	20,920	17,700	(3,220)	-15.4%
June	March	21,708	21,883	175	0.8%	42,628	39,583	(3,045)	-7.1%
July	April	20,281	20,181	(100)	-0.5%	62,909	59,764	(3,145)	-5.0%
August	May	19,760	21,102	1,342	6.8%	82,669	80,866	(1,803)	-2.2%
September	June	21,834	23,594	1,760	8.1%	104,503	104,460	(43)	0.0%
October	July	17,475							
November	August	20,812							
December	September	15,785							
January	October	19,850							
February	November	19,987							
March	December	30,545							
April	January	19,519							
Total		248,476							
Total Sales Tax									
Receipt Month	Liability Month	FY 11-12	FY 12-13	Dollar Change	Percent Change	FY 11-12 YTD	FY 12-13 YTD	Dollar Change	Percent Change
May	February	210,487	211,523	1,036	0.5%	210,487	211,523	1,036	0.5%
June	March	222,514	251,311	28,797	12.9%	433,001	462,834	29,833	6.9%
July	April	217,770	243,174	25,404	11.7%	650,771	706,008	55,237	8.5%
August	May	224,861	249,702	24,841	11.0%	875,632	955,710	80,078	9.1%
September	June	236,585	258,943	22,358	9.5%	1,112,217	1,214,653	102,436	9.2%
October	July	227,263							
November	August	244,662							
December	September	241,037							
January	October	234,383							
February	November	238,161							
March	December	297,609							
April	January	210,144							
Total		2,805,476							

MEMORANDUM

To: Chairman Karstrand & Economic Development Commission Members

From: Timothy J. Scott, AICP, CNU-A – Director of Economic Development 

Date: September 20, 2012

RE: Food and Beverage Tax Revenue

For Fiscal Year 2012-13, the budget projection for food-and-beverage tax revenue is \$311,500 or approximately \$25,958 per month.

For August, the fourth month of the fiscal year, the Village collected \$30,135 in food-and-beverage tax revenue, respectively.

In terms of this year's projected average monthly revenue of \$25,958, August (July collection) was off \$4,170 (or -12.2%) in relation to the same month last year.

For the first four months of the fiscal year, the Village has received \$109,851 in food-and-beverage tax revenue. This exceeds budget by \$6,019 or nearly 5.8%. However, collections in relation to the same period last year are off \$19,979 (or -15.3%).

As noted last month, the planned openings during the current fiscal year of three new businesses - a small artisanal coffee roaster/cafe and two new restaurants - should hopefully affect food-and-beverage tax revenue in a positive way. The two full-service restaurants are Fox's on York at Gateway Square and Cine in the central business district.

If you have any comments or questions, please do not hesitate to contact me by phone at (630) 789-7005 or via e-mail tscott@villageofhinsdale.org.

Thank you.

cc: President Cauley & Board of Trustees
David C. Cook, Village Manager

MEMORANDUM

To: Chairman Karstrand & Economic Development Commission Members

From: Timothy J. Scott, AICP, CNU-A – Director of Economic Development



Date: September 20, 2012

RE: Advertising Campaigns

As you are aware, the Economic Development Commission (EDC) is again pursuing its dual-track advertising strategy, with campaigns developed to reach two distinct audiences. These remain residents and potential visitors from nearby communities.

As with the recent past, the EDC's advertising campaigns have emphasized the importance and benefits of shopping locally and highlighted the attractiveness of the Village as a unique and charming place to visit.

Campaign Themes

"Village Values" will celebrate the characteristics of the place residents call home. These ads will underscore the value and importance of shopping locally and celebrate the pride that residents have in their hometown. As of this writing, two ads have run in *The Hinsdalean*. The three businesses featured in the first were from the "for the home" category of shopping, while the second featured "salons/spas."

The "H-H" campaign features two punchy sentences at the top of each ad. The first sentence reveals an attribute that begins with the letter "h", while the second sentence is always, "It's Hinsdale." To date, two ads have run in *West Suburban Living Magazine*. The first was a fashion ad with the headline, "It's Hot. It's Hinsdale." The second ad, which is current, highlights the Village's dining options. It has the headline, "It's Heavenly. It's Hinsdale."

Placement

As in the past and so far this fiscal year, the vehicles for these print ads have been *The Hinsdalean* and *West Suburban Living Magazine*.

During the last fiscal year the regional campaign was adapted for the Internet with ads reformatted into banners for placement on websites that targeted likely

visitors from the region. These ads offered viewers the ability to click-through to categorical micro-websites HinsdaleForTheHome.com, HinsdaleFashion.com, HinsdaleDining.com, and HinsdaleSpas.com, all of which listed business names, contact information, and websites. Last year's ads were placed on the sites of Patch, and Savvy Hinsdale, Style Chicago, and West Suburban Living. The "H-H" campaign is currently being reformatted for website placement.

Commission interest and budget resources permitting, other placement options include, among others, *The Doings* (representatives presented at the last meeting of the EDC), *Hinsdale 60521*, and *Hinsdale Living*.

If you have any questions, comments, or new ideas in advance of the meeting, please do not hesitate to contact me by phone at (630) 789-7005 or via e-mail tscott@villageofhinsdale.org.

Thank you.

cc: President Cauley & Board of Trustees
David C. Cook, Village Manager

MEMORANDUM

To: Chairman Karstrand & Economic Development Commission Members

From: Timothy J. Scott, AICP, CNU-A – Director of Economic Development 

Date: September 20, 2012

RE: Holiday Events and Sales Promotion

Introduced at the last meeting of the Economic Development Commission (EDC), was the “Small Business Saturday.” Members embraced the idea of leveraging this concept with a local promotion, which was started by American Express. The promotion is the Saturday after Thanksgiving and is nestled between Black Friday (which is typically associated with medium- and big box-stores) and Cyber Monday.

Such an effort would further the effort of the EDC to develop themes that appeal to the Village’s retailers and lead to a critical mass of participants. Prior efforts include the “Customer Appreciation Celebration” and the “Shop Small Business Event,” both of which were conducted in the spring.

As noted at the last meeting of the EDC, such a promotion could kick-off the holiday season. It would then be followed by the Christmas Walk and then the Village-Chamber festivities on December Saturdays in Burlington Park. Please see attached for a draft of the program outline as proposed by Direct Advantage. This is intended to stimulate discussion among members.

In addition to these ideas, the EDC will again seek a vendor to provide illumination of the large spruce on the south lawn of the Memorial Building, downtown street trees, and the fountain and select trees in Burlington Park. A tree lighting ceremony has occurred the past two seasons to kick off the season. This could again be conducted if the group showed support for it. If members have new ideas or thoughts to revise or evolve existing traditions, the meeting will provide a forum to communicate them.

If you have any questions in advance of the meeting, please do not hesitate to contact me by phone at (630) 789-7005 or via e-mail tscott@villageofhinsdale.org.

Thank you.

cc: President Cauley & Board of Trustees
David C. Cook, Village Manager

HINSDALE FOR THE HOLIDAYS 2012

It's time for the 6th Annual Hinsdale for Holidays promotion, sponsored by the Village of Hinsdale and the EDC.

This promotion has become a highly anticipated event for the Village residents, and also attracts our neighbors from the surrounding communities.

Held on three Saturdays in December in Burlington Park, the staples of the event include:

GINGERBREAD MAN COOKIE DECORATING TENT

Cookies purchased from Toni (Toni Marie's) and Sweet Ali's; 2011 total: 1,140 cookies

Decorating supplies provided

Heated tent for comfort, 15' x 45', including tables and chairs

Banners for the tent and various locations in village to promote event

HORSE AND CARRIAGE RIDES

Eighteen-passenger wagon with two horses for four (4) hours each Saturday

MEET SANTA CLAUS, sponsored by the Hinsdale Chamber of Commerce

HOLIDAY STORY BOOKS, sponsored by the Hinsdale Chamber of Commerce

All downtown and park lighting paid for by the EDC

EVENT PROMOTION

Print ads in *The Hinsdalean*

Online banner ads on sites of West Suburban Living, Patch, Savvy Hinsdale, and StyleChicago (additional media options under consideration include The Doings and direct mail)

BUDGET

Hard costs for tent, cookies, supplies, horse and carriage, banners, labor	\$12,500
Advertising costs come from the general ad budget	\$5,000
Lighting costs have their own line item in the budget	\$20,000

CONSIDERATIONS FOR 2012


DATES: Definite dates are 12/8 and 12/15. Should the third date be 12/1 or 12/22?
Consider two weeks instead of three?

Rental of additional table or brochure rack for retailer promotional distribution

“Secret Shopper” giveaways (Hinsdale Gift Card used in the past)

MEMORANDUM

To: Chairman Karstrand & Economic Development Commission Members

From: Timothy J. Scott, AICP, CNU-A – Director of Economic Development 

Date: September 20, 2012

RE: Business Signage

The following italicized text was shared at last month's meeting of the Economic Development Commission (EDC).

Hinsdale's charm, quaint atmosphere, and historic character have been recognized by the Economic Development Commission (EDC) as differential competitive advantages. The EDC's work often celebrates these traits along with the Village's noteworthy collection of independent, owner-operated businesses.

Business signage can have a dramatic effect on the public realm. Succinctly, there are three main elements to the issue: (1) standards from the zoning code; (2) approval processes; and perhaps most important, (3) enforcement.

This subject will remain a priority for the foreseeable future. As of now, we have begun to look at standards, which include the following for informational purposes and discussion:

Window Signs: Window signs are currently treated as wall signs. Applying the current provisions would reveal that many if not most first floor businesses downtown would be in violation of the code. This would seem to indicate that business owners believe that window signs provide great utility. One way to strike a balance between supporting business owners and maintaining character is to establish dedicated standards for window signs. Examples include: (1) not having window signs count against the permitted total of signs per business and (2) a percentage of window coverage (e.g., 30% of total surface). If the idea advanced, it would seem appropriate that window sign proposals be required to go through the approval process, whether through administrative review or Plan Commission.

Awnings: Awnings currently require multiple meetings to receive approval. In order, these are: Plan Commission, Zoning and Public Safety Committee, Plan Commission, and Village Board of Trustees. When the advance submittal and fabrication are added into this process, it is not uncommon for awnings to take

more than four months to be installed. It seems that when it comes to awnings, the Village's Trustees traditionally have supported the decisions of the Plan Commission, recognizing the thoughtful, dutiful consideration that members give each submittal. Therefore, could this process be streamlined to the first step? If so, it would seem possible that this more business-friendly process would not compromise the character of business districts. Also, while it is commonplace to see communities permit awning signage on the top of awnings, the Village currently restricts awning signage to the valance. It would seem safe to say that this placement restriction has effectively helped to protect community character, particularly downtown.

Temporary Signage: This type of signage is often applied to a storefront facade in order to provide identification for a new business while its owner is seeking approval for permanent signage. While it is allowed by code for 60 days, currently such signage is not formally approved. It would seem that at the very least this sign type should be approved through the administrative review process. This would ensure timely submittals of permanent sign requests and better monitoring of the display period for temporary signage by business.

Temporary Sidewalk Signs: Also referred to as "A-frames" and "sandwich boards," this sign type has proliferated in the central business district. This can result in a visually-busy streetscape and even pose impediments to pedestrians, which works against the Village's asset of predominantly-compact, walkable business districts. Currently, this sign type is prohibited by code. With that said, members may wish to consider whether there is a business type or a set of standards that could legitimize the use of these signs? Some questions include: Could they be allowed for restaurants only? Could this type of sign be used on a temporary basis for any new business with adequate sidewalk width? If limited use is considered an idea worth exploring, should these signs count against the permitted sign total and be subject to the approval process (administrative or Plan Commission)? Should there be detailed standards for size, number of colors, materials, content, and placement (in right-of-way next to storefronts and ensuring at least four feet of sidewalk clearance)? Should there be a cap on the number of boards per building in the case of a multi-tenant building? Even with the utility that business owners likely believe this sign type has, should the current prohibition of this sign type be maintained?

Colors: The current code allows three (3) colors to be used on a sign, although white or black do not count against this limit when either is used for background. In addition, shades of color are currently considered separate colors. It seems fair to say that on balance the three-color rule has served the Village well in that limiting the use of color likely has resulted in more understated and elegant sign faces, and as a result, character has been protected.

However, does this rigid standard have the potential to occasionally prevent an otherwise tasteful sign from appearing? Could there be a way to accommodate applicants who wish to add depth or dimension to their signs (or a single element within) by using shading or gradients of color? If this is something that members wish to open for discussion or advance, one potential suggestion could be to maintain the current number of colors but allow Plan Commission to consider the limited use of shading/gradients (e.g., the condition/restriction that only one of the approved colors could utilize shading).

Open Signs: Similar to temporary sidewalk signage, there seems to be a number of bright “open” signs that have found their way into storefronts. While open neon is prohibited by code, the current generation of “open” signs often features light emitting diode (LED) technology, which is similarly bright. These signs also feature new technology that allows them to animate, with a sequential pattern of illumination not uncommon. This function qualifies under the “attention-getting device” category, which is restricted by code.

It should be reiterated that the review of the code standards cited above is meant to raise awareness and elicit feedback and also to keep in mind the balancing of a supportive business climate with the preservation of the community’s charming and well-established character.

Lastly, as noted previously the most impactful element for protecting character (as it relates to signs) is enforcement. This is a resource-intensive function, and the Community Development Department has one code enforcement officer for the Village. Residential work alone can occupy the officer’s time. In addition, it is important to note that enforcement must be fair and conducted universally. Something that may be tasteful in many eyes may actually be illegal when compared to code standards.

If you have any questions in advance of the meeting, please do not hesitate to contact me by phone at (630) 789-7005 or via e-mail tscott@villageofhinsdale.org.

Thank you.

cc: President Cauley & Board of Trustees
David C. Cook, Village Manager

MEMORANDUM

To: Chairman Karstrand & Economic Development Commission Members

From: Timothy J. Scott, AICP, CNU-A – Director of Economic Development



Date: September 20, 2012

RE: Five Year Capital Plan

Attached you will find the Five Year Capital Plan of the Economic Development Commission (EDC) as submitted. This has been reviewed by the Village's Finance Commission and Board of Trustees.

The estimated total of this plan is \$300,000. The average of \$60,000 per year reflects the 40% of the EDC's annual budget that may be allocated to capital improvements. It should be noted that these projects are new and their costs roughly estimated. Given their nature, respective project costs could vary based upon the required, fabrication/construction-ready design work, corresponding estimates, and/or the relative interest and feedback attained during any formal bid processes.

If you have any comments or questions, please do not hesitate to contact me by phone at (630) 789-7005 or via e-mail tscott@villageofhinsdale.org.

Thank you.

cc: President Cauley & Board of Trustees
David C. Cook, Village Manager

FIVE-YEAR DEPARTMENTAL CAPITAL ADDITIONS/CHANGES

Department: Administration/Finance
(Economic Development Funded) **Fiscal Year:** 2013-14

Item: Community Information Signs **Amount:** \$33,000
Northeast Corner of Burlington Park

Justification:

The northeast and northwest corners of Burlington Park act as entry points into downtown. They also provide function, with signs informing citizens and visitors of community events. While functional, the current post and vinyl banner system perhaps does not reflect the level of quality inherent in the Village's character. The proposed system would replace the vinyl banners with a series of posters in attached cabinets. The footprint of the new structures would match that of the existing, and the bases would be landscaped. The overall design has a familial appearance with the other signage projects that have been completed over the last five years.

Department: Administration/Finance
(Economic Development Funded) **Fiscal Year:** 2013-14

Item: CBD Hardscape Improvements **Amount:** \$25,000

Justification:

There are several roadway-adjacent areas in the CBD that have become unsightly; in some instances, the unevenness of these areas could even pose potential trip hazards. The Village's Public Services Department has reported that the turf grass has deteriorated due to roadway salt and foot traffic. To improve appearance, durability, and safety, it may be preferable to convert at least some of these roadway-adjacent areas to decorative paving. Areas to consider include, among potentially others:

Garfield Street (west side) between Corner Bakery and 1st Street
2nd Street at and west of Washington Street (along Steinway Piano)
2nd Street between Washington Street and Lincoln Street (along on-street diagonal parking)
Washington Street between 2nd Street and 3rd Street (along on-street diagonal parking)
Washington Street and the BNSF railroad tracks (northeast corner)

FIVE-YEAR DEPARTMENTAL CAPITAL ADDITIONS/CHANGES

Department: Administration/Finance
(Economic Development
Funded)

Fiscal Year: 2014-15

Item: Way-finding Signs (4)

Amount: \$30,000

Justification:

Several years ago, four way-finding signs were installed, with three at the corners of Ogden and York and one at Garfield and approximately Walnut. These four signs were the first grouping of a larger system that is designed to direct traffic from the major thoroughfares that frame the Village to business districts and community institutions. While their function is one of utility, these decorative post-and-panel assemblies respect and enhance the public realm of the Village

Department: Administration/Finance
(Economic Development
Funded)

Fiscal Year: 2014-15

Item: Community Information Signs
Northwest Corner of Burlington Park

Amount: \$33,000

Justification:

The northeast and northwest corners of Burlington Park act as entry points into downtown. They also provide function, with signs informing citizens and visitors of community events. While functional, the current post and vinyl banner system perhaps does not reflect the level of quality inherent in the Village's character. The proposed system would replace the vinyl banners with a series of posters in attached cabinets. The footprint of the new structures would match that of the existing, and the bases would be landscaped. The overall design has a familial appearance with the other signage projects that have been completed over the last five years

FIVE-YEAR DEPARTMENTAL CAPITAL ADDITIONS/CHANGES

Department: Administration/Finance
(Economic Development)
Funded)

Fiscal Year: 2015-16

Item: CBD Pedestrian Safety
Improvements

Amount: \$46,000

Justification:

Increased vehicular and pedestrian traffic are the byproduct of successful commercial districts. After its building stock, another key element of Downtown Hinsdale's established character is its compact, walkable environment. Although a sign of vitality, traffic should be tamed to ensure pedestrian safety without impeding commerce. Curb extensions (a.k.a. "bump outs" or "curb bulbs") and speed tables (i.e., a slightly elevated walkway) help provide safer crossings for pedestrians.

Landscaped Curb Extension, NW Corner First and Garfield: \$6,000
Speed Table Elevated Walkways Hinsdale and First at Village Place: \$20,000 (ea.)

Department: Administration/Finance
(Economic Development)
Funded)

Fiscal Year: 2015-16

Item: CBD Hardscape Improvements

Amount: \$18,000

Justification:

Concrete brick paving at the bi-level walkway on the south side of 1st Street from east of Washington Street to the Hinsdale Chamber of Commerce has faded drastically and some areas have begun to sink, which leaves potential tripping hazards. Replacing paver-bricks would improve the aesthetic and safety (level surface) of this highly visible and trafficked area. To ensure durability and color-retention, replacement pavers would be genuine clay. New pavement would complete enhancements to this area, with the brick wall having been re-pointed, the concrete wall cap having been replaced, and the steel fence-and-railing system having been refinished.

Brick pathway replacement (with genuine clay pavers) 1st bi-level walkway: \$18,000

FIVE-YEAR DEPARTMENTAL CAPITAL ADDITIONS/CHANGES

Department: Administration/Finance
(Economic Development
Funded)

Fiscal Year: 2016-17

Amount: \$57,000

Item: Village Gateway Improvements

Justification:

The Village is served and framed by major roadways. The edges of these roads offer opportunity to acknowledge and celebrate arrival in the Village and help communicate sense of place. The existing sandblasted wood panel signs have aged and their aesthetic contribution has perhaps diminished. The proposed system has two-tiers, with gateway type dependent upon location prominence and available space. Designs would have a familial appearance with the other signage projects that have been completed over the last five years. (Note: A village-hospital partnership could be formed to address funding of gateway at the key location of I-294 and Ogden Ave.)

Fabrication Drawings (readies two concepts): \$2,000
Construction of Ogden Primary Gateway (east entrance): \$55,000

Department: Administration/Finance
(Economic Development
Funded)

Fiscal Year: 2017-18

Amount: \$58,000

Item: Parking Lot Enhancements

Justification:

Although utilitarian, parking areas occupy prominent locations in and around greater downtown Hinsdale and some currently lack landscaping, decorative hardscaping, and scale-appropriate, visible signage. The largest open land area adjacent to downtown is the Village's main commuter lot. Its condition is deteriorating and the unadorned area does not complement the character of the adjacent historic district.

Village Commuter Lot, Washington and Lincoln Entrances
Entry way sign, curb, landscape, hardscape, directory, and lighting: \$29,000 (ea.)
(Future phase could include internal lot landscaping and lighting)

MEMORANDUM

To: Chairman Karstrand & Economic Development Commission Members

From: Timothy J. Scott, AICP, CNU-A – Director of Economic Development



Date: September 20, 2012

RE: Tenant Update

Following are brief summaries of tenant activity in each of the Village's main business districts.

Downtown

Café La Fortuna, the artisanal coffee roaster on Village Place, is under construction. I just met with the owner to discuss signage and other potential exterior improvements. A fall opening is hoped for/planned.

The construction of Cine, a Latin-influenced restaurant in the historic Hinsdale Theater building, is progressing nicely. The owner's exterior appearance plan (awnings and signage) was just approved by Plan Commission. A fall opening is still hoped for/ planned.

Gateway Square

The text amendment to list fitness facilities as a special use on the B-1 Community Shopping District has been moving successfully through Village process. Air Fitness, which has operated downtown, is pursuing this text amendment and a special use permit to allow them to operate in Gateway Square.

Inland, the owner of Gateway Square, has submitted plans for an external staircase that will serve as the required secondary means of egress from the planned family restaurant, Fox's. Also included in these plans is the required lift/elevator to meet the accessibility code. Once this work is underway, it will allow the restaurateur to submit plans for his build-out and time the construction of the space accordingly.

Greater Grant Square Area

Zazu Men, which has assumed the tenant space at Grant Square formerly occupied by the Jeffrey Charles Salon, is on the verge of opening. A walk-

through by the Village's Building and Fire Departments to ensure that the space is safe and habitable for staff and clients may even take place by the time of the EDC's meeting.

Hinsdale Dance Academy is pursuing a special use permit to operate on West Chestnut Street. This and the owner's request for exterior appearance improvements (awning and signage) were well-received by Plan Commission, which represents the first step in the approval process. In addition to instruction, Hinsdale Dance Academy will also operate a retail boutique. Interestingly, a dance school operated in this space years ago.

Recently-opened Core Power Yoga at Vine and Lincoln has suggested that they may make additional improvements to the exterior of their building and site, which could include replacement of the shingles on the mansard roof, signage, and landscaping. The required approval process has been mapped out for the business owner.

If you have any comments or questions, please do not hesitate to contact me by phone at (630) 789-7005 or via e-mail tscott@villageofhinsdale.org.

Thank you.

cc: President Cauley & Board of Trustees
David C. Cook, Village Manager