



LA GRANGE

Village of La Grange
53 S. La Grange Road, La Grange, IL 60525
lagrangeil.gov

AGENDA

COMMUNITY & ECONOMIC DEVELOPMENT COMMISSION Thursday August 06, 2020 – 7:00 p.m.

VILLAGE HALL IS CLOSED DURING THE CEDC MEETING DUE TO ONGOING COVID-19 PANDEMIC.

In accordance with Governor Pritzker's Disaster Declaration and the continuing state of emergency, the Village President and the Chairperson of the Community & Economic Development Commission have determined that an in-person meeting is not practical or prudent at this time.

THIS MEETING WILL BE CONDUCTED ELECTRONICALLY.

To access the meeting, visit:

<https://global.gotomeeting.com/join/683327333>

or dial in by phone at: [+1 \(646\) 749-3122](tel:+16467493122)

When prompted enter meeting access code: **683-327-333**

Public comments regarding agenda items will be accepted during the meeting using the chat feature and/or audio comments. Additionally, public comments will be accepted prior to the meeting by e-mail at publiccomment@villageoflagrange.com or by phone at 708-579-2300 ext. 503 until 5:30 p.m. on the day of the meeting.

1. Call to Order and Roll Call
2. Approval of Minutes – February 06, 2020
3. New Business
 - A. Community & Economic Development Activity Report (presentation)
4. Chairman Comments
5. Adjournment

Individuals with disabilities and who require certain accommodations to participate at this meeting are requested to contact the ADA Coordinator at 579-2315, to allow the Village to make reasonable accommodations.

MINUTES

Community and Economic Development Commission
Village of La Grange

February 06, 2020

I. CALL TO ORDER AND ROLL CALL:

A meeting of the Community and Economic Development Commission was held on February 06, 2020 in the auditorium of the Village Hall at 53 South La Grange Road, La Grange, IL and was convened at 7:06 p.m. by Chairman Russ Riberto.

Present: Commissioners Buttron, Cassidy, DiDomenico, Dunne, Hanson, Hayes, Janevski, Matteucci, McGee, Palmer and Chairman Riberto.

Absent: Commissioners Carlson, Dillon, Hall, Sher, and Wimbush.

Also Present: President Tom Livingston, Trustee Mark Kuchler, Community Development Director Charity Jones, and LGBA Executive Director Nancy Cummings.

Chairman Riberto welcomed Commissioner Dunne to the CEDC.

II. APPROVAL OF MINUTES:

On motion by Commissioner Palmer, seconded by Commissioner DiDomenico, the minutes of the November 07, 2019 Community and Economic Development Commission meeting were approved.

III. NEW BUSINESS:

Community & Economic Development Activity Report

Director Jones gave a brief presentation of sales tax trends, permit activity, and new business openings. Ms. Cummings provided a brief overview of the LGBA's activities in 2019 and presented the LGBA annual report. She outlined the organization's goals for 2020, including: a focus on soliciting regional partners/sponsors to defray event costs, working with La Grange's industrial businesses and identifying how the LGBA can better serve them, and transitioning the LGBA's paper gift certificate program to a gift card program.

President Livingston arrived and briefly addressed the group. He announced his impending departure from the Village Board and thanked the CEDC for their service. He noted that their work will continue to be important as the Village faces challenges in the future, particularly as retail continues to face many challenges, even on the national level.

Gateway Signage Discussion

Chairman Riberto provided a brief summary of the history of the project. The La Grange 2020 Task Force identified a desire to update the Village's gateway signage as an opportunity to reinforce the community's brand at key entrance points. In 2015, the CEDC made progress toward identifying the gateway sign locations and desirable design elements, but then placed the project on hold in order to first complete the La Grange brand identity effort. Now that the new brand is complete, the CEDC is returning attention to the gateway signs.

Director Jones noted that the Village asked a5, who completed the recent branding effort, to develop various sign design options, using the same overall dimensions that were recommended by the CEDC in 2015. Director Jones presented each of the concepts, A-D and the commission discussed their preferences. Each concept had various options for ground and pole mounted sign designs.

As general matters, Commissioner Sher noted that all concepts should be evaluated to ensure they will be legible at their proposed locations and Chairman Riberto suggested that future renderings should include a point of reference for scale of the ground mounted signs. Commissioner Janevski noted that it would be nice to see an example of the proposed dimensional letters before finalizing a design decision. Commissioner Hanson suggested that the Design Review Commission review and comment on the proposed sign concepts.

Two of the concepts (C and D) included an option for a gray or black background; there was a general consensus that a gray or black background was not preferable. Several of the concepts included variations in which the letter "La" were stacked above the letters "Grange"; the commission preferred designs in which the letters "La Grange" all appeared on one line. With these two detailed preferences confirmed, the commission then focused discussion on the overall design concepts.

Concept A

Commissioners Buttron and DiDomenico preferred a ground sign with a stone base, instead of the pole style supports in concept A. Chairman Riberto noted that concept A seemed like a good, but safe choice. Commissioner Palmer noted that concept A may be more economical.

Concept B

Commissioner Matteucci expressed support for concept B, but felt the ground mounted version needed a taller base. Commissioner DiDomenico agreed. Commissioner Palmer stated that both A and B were nice designs; a blend of traditional and contemporary look.

Concept C

Commissioner Dunne stated that he liked the look of option C and felt it looked high end. Commissioner Janevski said he did not prefer concept C because the word "La Grange" was vertical on the ground mounted sign and he preferred the concepts in which "La Grange" was horizontal. Commissioner DiDomenico also pointed out that concept C didn't

include the words “welcome to,” which he felt was important.

Concept D

Several Commissioners felt it was too difficult to discern the logo in Concept D and it was therefore confusing or not effective as a gateway sign design.

Chairman Riberto asked each Commissioner to select their top choice among concepts A-D. No commissioners selected concepts A or D. Concept B was selected by commissioners Matteucci, Hanson, Cassidy, Button, Janevski, Hayes, Palmer, DiDomenico, and Chairman Riberto. Several commissioners noted the base on concept B should be made taller. Concept C, specifically option C2, was selected by commissioners Dunne, Sher, and McGee.

Valet Program Update

Director Jones provided a brief update of the valet service through January 2020. In December 2019 the average number of vehicles parked per night was approximately 22; in January the average was approximately 26.

Commissioner Palmer offered a suggestion to improve visibility of the valet stand on Harris Avenue by adding a light. Commissioner Janevski suggested that the time has come for the CEDC to recommend ending the program. Commissioner McGee noted that the valet program provides a beneficial service for those with limited mobility. Chairman Riberto noted that the CEDC has tried many strategies for the program to work but it has never really performed at the desired level. Commissioner Cassidy asked what other economic development uses the money could be put toward; how else could the resources be utilized. Commissioner Dunne asked if there was a way to turn a negative into a positive – could parking be part of the attraction of downtown.

Chairman Riberto said he is encouraged that the Village plans to undertake a parking study to better quantify the parking dynamics in the downtown. Commissioner Janevski noted that the parking study will help but the Village also needs to address the narrative around parking; on the La Grange Facebook page maybe there is a way to make available parking more prominent. Commissioner Sher inquired about use of Cossitt school’s property. Commissioner Palmer noted that the school didn’t build the playground in such a way to support vehicles. Commissioner Sher suggested it is time for the Village and school district to work together to provide parking on the school property. Chairman Riberto stated that if the parking study shows additional parking is needed, that is a topic that should be revisited. He further noted that the study should help the CEDC in better understanding perceptions versus reality of parking issues, including hot spots, peak hours of demand, etc.; it is a topic that will certainly be discussed again.

V. ADJOURNMENT:

There being nothing further to come before the Community and Economic Development

Commission, a motion was made by Commissioner Janevski and seconded by Commissioner Hall that the meeting be adjourned at 9:03 p.m.

Respectfully Submitted:

Charity Jones
Community Development Director