

VILLAGE OF LOMBARD
REQUEST FOR BOARD OF TRUSTEES ACTION
For Inclusion on Board Agenda

Resolution or Ordinance (Blue) _____
Waiver of First Requested
Recommendations of Boards, Commissions & Committees (Green) _____
Other Business (Pink) _____

X

TO: PRESIDENT AND BOARD OF TRUSTEES

FROM: David A. Huliseberg, Village Manager *dash*

DATE: September 11, 2008 (B of T) Date: September 18, 2008

TITLE: Downtown Lombard Plan - Community Input Process

SUBMITTED BY: Department of Community Development *AMR*

BACKGROUND/POLICY IMPLICATIONS:

The Department of Community Development transmits for discussion a memorandum relative to a proposed community input process and requests that the Board of Trustees authorize the Village Manager to enter into the various contracts to facilitate the stakeholder community input meetings.

Please place this item on the September 18, 2008 Board of Trustees agenda for discussion.

Fiscal Impact/Funding Source:

Review (as necessary):

Village Attorney X

Finance Director X

Village Manager X

[Handwritten Signature]

Date

Date

Date

9/11/08

NOTE: All materials must be submitted to and approved by the Village Manager's Office by 12:00 noon.

Wednesday, prior to the Agenda Distribution.



MEMORANDUM

TO: David A. Hulseberg, Village Manager

FROM: William J. Heniff, AICP, Acting Director of Community Development *WJD*

DATE: September 10, 2008

SUBJECT: Downtown Lombard Plan – Community Input Process

This memorandum provides background and a suggestion as to how the Village Board could seek community input on the Downtown Lombard Community Vision plan and, in particular, the redevelopment of 101 S. Main Street.

DOWNTOWN LOMBARD COMMUNITY VISION – BACKGROUND

Initially begun in 2003, the *Downtown Lombard Community Vision* is a compilation of the various projects that have been proposed or envisioned for the downtown, and is meant to share the Village of Lombard's vision for the downtown area. It provides suggestions that aim to guide growth and development toward the goals and objectives already adopted by the Board of Trustees. In general, Village staff is supportive of those projects that are in keeping with the ideas set forth within the Vision. This comprehensive document is available to the general public for download from the Downtown Lombard Information page on the Village's website.

In 2003, 2005, 2007 and January 2008 the Board of Trustees ranked the projects discussed within the *Downtown Lombard Community Vision* in terms of their importance to the Village. After the 2007 and 2008 rankings were tabulated, the Village Board adopted the *Downtown Lombard Community Vision* as an official policy document. This action was taken to provide a clear statement of the Village's intentions for the downtown area, and it allows staff to guide redevelopment in accordance with the goals and projects set forth in the Vision.

Since that time, many of the ranked projects have been completed or are underway, while a number of new projects and programs have been proposed. While the plan contains comments from the Village's Community Forums and both the Village Board and Lombard Town Centre have been polled on the plan's contents, the general public has not had the opportunity to engage in an open dialogue on this document. Staff believes that it would be appropriate to obtain public input on the plan prior to the next Village Board review.

101 S. MAIN STREET – BACKGROUND

The Village of Lombard received the 101 S. Main Street property as a gift from Big Idea Productions, Inc. on November 19, 1999. The gift was recorded with DuPage County on December 10, 1999 as R1999-255760 and titled "First Amendment to Redevelopment Agreement."

On page five (5) of the First Amendment to Redevelopment Agreement, Big Idea Productions, Inc. requested that:

"5. Charitable Criteria. The nature and amount of any proposed developer's charitable contribution to Lombard charities benefiting the citizens of Lombard, and in particular benefiting children and families, be an important, but not a disqualifying, factor used in considering each developer's proposal."

Since that time the Village has sought proposals on the redevelopment of that property which would have restored all, part or none of the structure. While proposals did come forward, no project received the necessary Village Board approval. Village funds in excess of \$911,244 have been expended in maintaining, demolishing or seeking proposals for the redevelopment of the 101 S. Main Street property.

On April 5, 2007 the Village Board voted to demolish the structure on 101 S. Main Street. As part of the demolition process, three (3) underground storage tanks were found that were not previously identified. The Village is still exploring the options on how best to remediate the site. A final cost for this remediation has not been determined.

Letters were sent to the chief elected official of the "sister" governmental units determining the level of interest in the 101 S. Main property (District 44, District 87, Lombard Park District, Helen M. Plum Memorial Library). Districts 44 and 87 indicated via telephone calls that they have no interest in the property. The Lombard Park District they are potentially interested in a shared use building concept or as an extension of Lilacia Park. The Helen M. Plum Library stated that they have no specific plans to pursue a library building at the site, but they would welcome the opportunity to participate in future discussions.

LOMBARD TOWN CENTRE MEMO

On August 18, 2008, the Lombard Town Centre organization requested an active role in the decision-making process regarding the 101 S. Main Street property and shared its decisions regarding the redevelopment of the property. The Lombard Town Centre Board of Directors moved that they would support any land use, provided that the following four guidelines are followed:

1. The development should be a point of significant architectural interest;

2. The development should not have a residential component;

3. The development should contain, support, or promote a destination of retail and restaurants; and

4. The development should include a public space for entertainment, education, and the performing arts.

As justification for Guideline No. 3, Lombard Town Centre presented its belief that the current inventory of residential units within the downtown area meets and/or exceeds demand; therefore, the inclusion of additional residential units in any 101 S. Main Street redevelopment would be an encumbrance to the financial well-being of the downtown.

PROPOSED STAKEHOLDER MEETING PROCESS

At the request of Village President William Mueller, staff developed a proposed community input process to encourage stakeholder involvement in determining appropriate land uses, site design, bulk requirements and site amenities for the 101 S. Main Street property as well as input on the downtown in general. There are four (4) community meetings which are proposed. The number of meetings could be expanded based upon community interest. The first stakeholder meeting would be with the immediate residential property owners located within 350' feet of the 101 S. Main Street property. The second stakeholder meeting would be with downtown businesses and downtown property owners, ideally led by Lombard Town Centre and its representatives. The final two (2) stakeholder meetings would be with the community at large.

The four (4) stakeholder meetings would be facilitated by a consultant trained in the use of Audience Response Systems (ARS). This technology offers the following:

- Assess participant knowledge and understanding in real time.
- Gather critical data and feedback instantly.
- Track the program effectiveness based on the input of your entire audience rather than a select few.
- Save hours of hand survey input with automatic reports.

The structure of the stakeholder meetings would commence as follows:

1. Introduction and review of the agenda.
2. Review of the Village's Downtown Vision Plan.
3. Review of the ARS technology
4. 101 S. Main Street site design issue feedback
- a. Land use issue feedback
- b. Bulk issue feedback (building height, density)
- c. Desired site amenities on the property

DELIVERABLES

Upon conclusion of the stakeholder meeting process, the facilitator will deliver a report to the Village on its findings. Village staff will then utilize that information in developing a white paper to the Village Board to be discussed at a Committee of the Whole.

PROCESS COST

Excluding Village staff time, the cost of this approach is expected to be roughly \$15,000 for a facilitator and use of the ARS technology.

ADDITIONAL CONSULTANT OPTIONS

A real estate consultant could be hired to prepare and examine a market analysis to identify whether market demands can be served at a price sufficient to induce feasible private investment, or alternatively how much subsidy, if any, would be needed to move beneficial projects to the point of feasibility. Such an analysis would cost approximately \$25,000 for a basic market study and another \$10,000 for the real estate economic analysis.

Alternatively, the Board could consider hiring a consultant to produce a full-scale downtown strategic plan. Glen Eilyn initiated this process in 2008, spending \$100,000 for a one-year analysis of and development of recommendations for their downtown.

TIMELINE

The schedule to complete the work is as follows:

- November – Identify, interview and hire consultant and facilitator
- December – Consultant preparatory time
- January – Stakeholder meetings
- February – White paper developed
- March – Committee of the Whole discussion

RECOMMENDATION

Staff recommends that the Village Board authorize the Village Manager to enter into the various contracts as identified to facilitate the stakeholder community input meetings at a cost not to exceed \$15,000. Thereafter, staff will seek direction from the Village Board on how to proceed.