




MEMORANDUM

TO: William "Bill" Ware, Chairperson
Economic and Community Development Committee

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

DATE: November 4, 2009

SUBJECT: Downtown Lombard Market Study

BACKGROUND

On April 2, 2009, the Village Board considered the Houseal Lavigne consultant report pertaining to the public input visioning process for the downtown Lombard area. This report synthesized the public comments, thoughts and suggestions raised through this participatory process.

At the June 4, 2009 Village Board meeting, staff presented a Downtown Plan that contained goals and recommended actions that were refined directly from the feedback obtained at the downtown visioning workshops. The actions outlined included two key work products to be completed by October 2009: a property inventory and a market study. The property inventory was completed by staff in early August 2009 and provided to Houseal Lavigne Associates for use in their market study. In July 2009, Houseal Lavigne Associates was hired to perform the market study recommended in the Downtown Plan. The attached report sets forth their findings. The market study report was reviewed by the Village Board at its October 15, 2009 meeting who referred it to the Economic and Community Development Committee for their review.

PROPOSED NEXT STEPS

As outlined in the June 2009 Downtown Plan, staff intends to use the findings of the market study to develop a marketing strategy that can be used by Lombard Town Centre in its business retention and recruitment efforts. Also, Lombard Town Centre should assume responsibility for maintenance and update of the property inventory information.

The market study identified a number of opportunity sites including the vacant, Village-owned properties as well as potential private property assemblages. Staff proposes that a range of development plans be created for these opportunity sites that represent a variety of public and private investment opportunities. These plans can then be used to guide and encourage future development within the downtown.

ACTION REQUESTED

The Economic and Community Development Committee is asked to review the market study report and provide comments and recommendations. These comments and recommendations will then be forwarded back to the Village Board for their final approval and adoption of the report.

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