



Village of Lombard

Village Hall
255 East Wilson Ave.
Lombard, IL 60148
villageoflombard.org

Minutes

Economic & Community Development Committee

Bill Johnston, Chairperson
Reid Foltyniewicz, Alternate Chairperson
Dennis McNicholas, Garrick Nielsen,
Matthew Pike, Brian LaVaque,
Markus Pitchford, Christopher Carter and
Paula Dillon
Advisory Members: Alan Bennett and Larry Kelly
Staff Liaison: William Heniff

Monday, August 8, 2016

7:00 PM

Village Hall - Community Room

1.0 Call to Order and Pledge of Allegiance

The meeting was called to order by Trustee Johnston at 7:00 p.m.

The Pledge of Allegiance was recited.

2.0 Roll Call

Present 7 - Bill Johnston, Dennis McNicholas, Garrick Nielsen, Matthew Pike, Paula Dillon, Alan Bennett, and Larry Kelly
Absent 3 - Brian LaVaque, Markus Pitchford, and Christopher Carter

Also present: Jennifer Ganser, Assistant Director of Community Development; William Heniff, Director of Community Development; Lynne Magnavite, Lombard Town Centre; and Scott Saxe, Charity Resources.

3.0 Public Participation

4.0 Approval of Minutes

On a motion by Mr. Pike, and seconded by Ms. Dillon, the minutes of the July 11, 2016 meeting were unanimously approved by the members present.

5.0 Unfinished Business

[160295](#)

LED Exterior Lighting

Discussion regarding the use of perimeter lighting in storefronts.
(DISTRICTS - ALL)

Mr. Heniff introduced the discussion and said no action would be taken tonight. The Village reached out to the community via a letter to businesses (with window lights), a press release, social media, the Chamber of Commerce, and thru LTC. He showed example pictures of lights around windows, a building, up lighting, and a window display. Lighting is not a sign, per the definition in the Sign Code. Mr. Heniff reviewed the benefits of the lighting and challenges. He said a key task is to determine if this is aesthetics or should be prohibited by Code. He noted that you can't vary a nuisance and that equal enforcement needs to be carried out. Mr. Heniff went over six options with the ECDC.

1. Status Quo

Mr. Heniff said this option would be to do nothing and not approve new Codes.

2. Prohibit lighting by type

He said this option could prohibit neon, or LED. He said often a business will ask what can I do, and showed a picture of neon tubing on an awning and a picture of a business using spotlights. As LED becomes more popular, this may need to be addressed.

3. Prohibit lighting based on the businesses distance from the street

Mr. Heniff noted that a business like Von Maur or Eastgate Barber is further from the street.

4. Prohibit by zoning district

Mr. Heniff noted that multiple downtown businesses have window lighting, of different styles. He said the lights at Ashtray are new, while Sparkle Again has had lights for years.

5. Prohibit lighting around the entire perimeter of the window

The lighting could be allowed around one or two sides of a window, not the entire window.

6. Prohibit window lighting as a whole

This option would be the most restrictive and prohibit all.

Mr. David Burke, Von Maur, spoke. He said he is the Director of Operations and the Yorktown store opened in 1994. He said everyone has the same goals: to help business and enhance the community. Their lights are a permanent fixture called Crystal Click, but they only run November 1 to January 1. He said it is an architectural feature and showed pictures of various stores (that were

submitted to the public record). He said the current bulbs are incandescent and 7.5 watts; they have looked at LED options which have been used at other stores. He said they could convert in the future. He asked how this would impact holiday lighting and if residential areas would have the same restrictions. He noted that geography does matter and Butterfield Road and downtown are different. He asked how this would be enforced, if permits would be required, and if existing businesses would be grandfathered in. Mr. Nielsen asked if Von Maur has stores in any towns that prohibit lighting. Mr. Burke said that there are thirty-one (31) stores and all the newer locations have the lights. He said Victor, NY has strict dark skies rules but did allow Von Maur to have the lights because they are only during the holidays. He added that occasionally the stores are lit up in September for a grand opening.

Mr. Randall Bullen, Randall Bullen Photography, spoke. He said he is curious as to how the topic got started. He has LED lights in his windows that are on for approximately three hours each evening. He is not open at the time and the lights can help people see the images in his window. He said there are many different types of lights and many different ways to use them so it could be difficult to regulate. He said his lighting mimics the lighting in the trees by the Village. Mr. Nielsen asked what time his lights are on. Mr. Bullen said in the summer they are on from approximately 8pm to 11pm and in the winter they come on earlier.

Mr. John Suarino, Art Life Studio, spoke. He said the ECDC needs to define the problem they are trying to solve, which may make a difference in how it is applied. He said he has rope lights in his business and has noticed the rope lights and the pump lights at the gas station at 610 S Main Street. He noted that LED is better in terms of cost and availability. It is more environmentally friendly. He said neon is often custom ordered and is more expensive. He said his lights are ornamental and his soffit has recessed can lights. He has looked into making the can lights LED for cost savings. He noted he also has items in his windows and want the windows lit when closed. He said though he is near residential property, it is more than 100 feet away from his building. He asked if there would be exemptions. He said he is concerned about over regulation and potentially damaging local business.

Trustee Johnston read a letter he received from a constituent who had lighting concerns in the downtown; they liked the window lights but not the rope lighting. Trustee Johnston said he has talked with people who like the lights, including a police officer who noted they allow him to see into the business or notice a broken window. Mr. Kelly said he

reviewed regulations of other municipalities and would want to be business friendly. He said he likes the status quo approach. Ms. Dillon asked who initiated the concern. Trustee Johnston said it was brought to his attention as an aesthetics issue, by someone who noticed the lights outside of Lombard and wanted the issue discussed. Mr. McNicholas said his concern comes with extremes. He noted the differences between the window lights in downtown Lombard. He said it could impact downtown seating, though a distance requirement would impact the downtown the most. Ms. Dillon said perhaps the lights could be reduced to only one light per business. Mr. Pike noted that Von Maur and the photography studio turn off their lights around 11pm. He said perhaps a business bothered by the lights could ask their neighbor to turn them off earlier. Mr. Nielsen said the rope lights can project a different image than ornamental lighting. He agreed with Mr. McNicholas's comments on outdoor seating. Ms. Magnavite of Lombard Town Centre said that when a business lights their windows it looks like something or someone is there. Lights can give a cohesive community feel and help a business express their personality. She noted that Lombard had a downtown of unique businesses with different personalities. Mr. McNicholas said this reminds him of the Potter Stewart quote "I know it when I see it". He wondered how you would craft an ordinance and said he is inclined to not venture into this, as it could impact downtown business. Mr. Pike said it's an aesthetics issue and thinks the community should talk to the business owners or not patronize a business if they don't like the lights. Trustee Johnston thanked everyone for attending and said the committee should do more research and exploring.

[160243](#)

Lombard Town Centre Strategic Planning Efforts & Visioning and 2017 Funding Request

Review of the proposed strategic plan and 2017 budget. (DISTRICT #1)

Mr. Heniff said that subsequent to this meeting LTC prepared materials to review. The funding vote will occur in September. Ms. Magnavite said last month LTC presented the big picture in the strategic plan document, and the rest of 2016 will be on details. The memo gives the ECDC a glimpse into the next six months. She said they are working a finding a new executive director with a personal committee. She talked about Cruise Nights, an upcoming Bears Game, and the Summerfest. Purple Plans has been updated and will focus on marketing and business outreach. Ms. Dillon asked if there were any early indicators from the business check-ins and Ms. Magnavite said with her skillset being marketing she is talking to business owners about marketing and encouraging businesses to share information. Mr. McNicholas asked if LTC can talk about what

the organization will look like at the end of the Downtown TIF. Mr. Saxe said the strategic plan was to show that LTC will be decreasing their ask from the Village and will be raising revenues in the next 3-5 years. He said in 1-2 years that answer will be clearer as the summer event should help with revenues. He noted the volunteer base needs to grow and that LTC could look different but will continue on. Ms. Magnavite said they need to identify the unique skills and services that LTC can help a downtown business and that will help LTC evolve.

6.0 New Business

7.0 Other Business

8.0 Information Only

Lombard Town Centre Report

Ms. Magnavite referred to her monthly report memo and noted that the date for the Spooktacular business forum was changed to August 28th at 6pm.

Development Project Update

Mr. Heniff noted that Kmart has been demolished, staff is reviewing the Sam's Club plans, and the single family homes at Route 53 and North Avenue will be demolished soon to make way for a Thorton's. Mr. Kelly asked if there were any updates on the DuPage Theatre site and Mr. Heniff said not at this time. Mr. Bennett asked about 440 S. Finley and Ms. Ganser said Pulte Homes is proposing to buy the property owned by DuPage County, raze the existing structures, and build 16 new single-family homes. Mr. Kelly asked about Route 53, south of St. Charles Road and Mr. Heniff said that is the Village's new pump station.

9.0 Adjournment

On a motion by Mr. McNicholas and a second by Mr. Nielsen, the meeting adjourned at 8:19 p.m.