



Village of Lincolnwood Economic Development Commission

Meeting
Wednesday, February 28, 2018
8:00 A.M.

**Council Chambers
Lincolnwood Village Hall
6900 North Lincoln Avenue**

Note: All Village Board Members are invited to attend this meeting

Meeting Agenda

- 1. Call to Order/Quorum Declaration**
- 2. Minutes Approval**
- January 24, 2018 Meeting*
- 3. Presentation on Results of Citizen Survey***
- 4. Workshop on Targeted Business Development Areas – Strengths/Weaknesses***
- 5. Reports**
 - a. New Business Licenses*
 - b. Development Updates*
- 6. Other Business**
- 7. Public Forum**
- 8. Prospective Businesses Forum**
- 9. Adjournment**

**Commissioner Enclosures*

The next scheduled meeting of the Economic Development Commission is March 28, 2018

Posted Date: February 23, 2018



Economic Development Commission

DRAFT

**Wednesday, January 24, 2018
Council Chambers Room**

Commissioners Present

James Kucienski, Chairman
Patrick McCoy, Vice Chair
Rivak Albazi
James Berger
Myles Berman
Maureen Ehrenberg
Genelle Iocca (arrived at 8:09)
Peter Dyer
Joe Spagnoli

Commissioners Absent

None

Staff Present

Timothy Wiberg, Village Manager
Steve McNellis, Community Development Director
Robert Merkel, Finance Director
Andrew Letson, Public Works Director
Nadim Badran, Assistant to the Public Works Director

Others Present

Barry Bass, Village President
Georjean Nickell, Village Trustee
Jesal Patel, Village Trustee

1. Call to Order/ Quorum Declaration

Noting that a quorum of nine members were present, the meeting was called to order by Chairman Kucienski at 8:03 AM.

2. Welcome to New EDC Commissioner, Peter Dyer

The Commission welcomed new EDC Commissioner, Peter Dyer, to the Board. Director McNellis noted Peter's background in business as Vice President of Operations for ATF Inc, a Lincolnwood tier 2 automotive parts supplier. He also noted that Peter has been a

Lincolnwood resident since 1999, which allows him to see economic development and the community from two different perspectives.

3. Minutes Approval

Chairman Kucienski asked the Commission if any edits were to be made to the December 20, 2017 meeting minutes.

Commissioner Ehrenberg noted that her comments under the “Business Newsletter Review” were incorrect and should have stated, “...that Lincolnwood’s prime location, housing stock, and prices should be highlighted as the most important feature of the community...” The minutes only listed the comment regarding the prime location.

Additionally, Vice Chair McCoy mentioned that the comments regarding the 2018 federal tax law, also noted in the “Business Newsletter Review,” were from a group discussion and not directly from him.

Hearing no additional corrections, Chairman Kucienski called for a motion to approve. Commissioner Spagnoli Moved and Commissioner Berger seconded the motion. There was a consensus to approve the minutes.

Chairman Kucienski proposed a mutual goal of aiming to end EDC meetings at 9:30 am. from here forward.

4. Proposed FY 2018-2019 TIF Budgets

Chairman Kucienski provided a review of the EDC’s role as a recommending body regarding projects and expenditures for TIF districts within the Village of Lincolnwood. An introductory discussion ensued regarding the purpose of TIFs, timelines and borders of current TIF Districts in the Village, and their funding allocations. It was noted the three active TIF Districts include the North East Industrial District, the Lincoln-Touhy District, and the Devon-Lincoln District.

Community Development Director, Steve McNellis began by providing information on the North East Industrial District (NEID TIF District) which was created in 1996 and is near the end of its life. Approximately \$1,400,000 in revenue has been generated each year, which will serve to fund four proposed major projects in FY 2018-2019.

The first proposed project is the Public Works Yard Expansion Construction. Village Manager, Tim Wiberg, discussed the need to revamp the look of the Public Works yard as it is highly visible since the main road leading to the Public Works offices was

developed. The projected cost for the expansion project is \$1,380,000 + \$90,000 in construction oversight.

Commissioner Dyer inquired about the breakdown of the project costs. Village Manager Wiberg explained that the plans include the construction of a permanent structure to contain construction spoils with a roof cover, structured bins for storage with a concrete foundation, a wall and/or gate around the water tower, and the extension of a brick wall.

Andrew Letson, Public Works Director, and Nadim Badran, Assistant to the Public Works Director, were in the audience to provide additional information. Mr. Letson explained that the temporary spoils structure is showing wear and tear and that the Village's coal patch supply is currently stored inside because the material cannot sustain outdoor storage. This puts pressure on the available indoor vehicle parking and other storage needs.

Discussion ensued over the proposed materials for the wall and permanent structures. Mr. Letson explained that this includes precast concrete with a brick façade to match the existing materials on the Public Works yard and to provide uniformity for long term maintenance. Commissioner Ehrenberg proposed that the plans should consider sustainable alternatives instead of concrete due to its negative environmental impact.

Director McNellis introduced plans for the proposed Street Resurfacing Design project which involve resurfacing existing roadways, adding spot curbs, and sidewalk replacements. Because several of the roads involved in this project are considered Federal Aid routes, they are eligible for 70% Federal funding. Eligible roads include Northeast Parkway, North Central Park, and North Lawndale Avenue. Another proposed project in this TIF includes plans to paint and refurbish the standpipe on the north end of North Central Park. Village Manager Wiberg added that this refurbishment is necessary because of the rusting condition of the standpipe and the need to prolong the life of the steel by reducing deterioration of the tank.

Commissioner Dyer posed a question regarding the green strip of land to the north of the ATF offices on Central Park Ave and Northeast Parkway and if there was a possibility for this area to be converted to parking, and paid for through the TIF, as the parking lot on the ATF site is completely full. Village Manager Wiberg explained that the green strip is likely owned by the Carrington whose plans originally included a walkway. Regarding the need for additional parking, Village Manager Wiberg mentioned that Northeast Parkway will be available for on-street parking once the Carrington construction has completed, which could alleviate some parking pressures.

Discussion moved to the Lincoln-Touhy TIF District which was created in 2011. This TIF District has seen a 35% decline in EAV since its beginnings and has collected \$0 in revenue since it was enacted. The Village Board has previously considered restarting the TIF and is preparing to vet the current contract purchaser of the property. With the current TIF generating no funds, a budget was not established to be utilized in this fiscal year or the next.

Director McNellis then moved to the Devon-Lincoln TIF District, created in 2014, which now creates around \$260,000 in TIF revenue annually. Projects that may be funded from this TIF fund include Devon Streetscape Phase II Engineering Plans, Devon Street Lights Installation, Parkway Tree Planting and Sidewalk Installation.

Regarding the Devon Streetscape plan, the plans include a landscape median, protected pedestrian walkway, added streetlights, and curb bump outs to protect parking. Mr. Letson added that this project is a joint effort with the City of Chicago and has been awarded a Surface Transportation Program grant which will reimburse 70% of the cost. Phase I of the Devon Streetscape was funded by the Village of Lincolnwood, but we will be reimbursed for 50% of the cost from the City of Chicago.

Village Manager Wiberg added that a goal of the Devon Ave Streetscape Phase II project is to include a crosswalk to the post office; however, the North Side of Devon Ave is under the jurisdiction of IDOT, which has complicated the process. In addition, an underground sludge line is planned for construction in 2019, so the streetscape project needed to be held back to 2019 to avoid tearing up the street again and affecting any improvements.

Commissioner Dyer questioned if the landscape median would cut off access to retailers on Devon, particularly for eastbound drivers. Mr. Letson, Public Works Director, replied that the Village would seek community input and engage in public outreach in order to best achieve the goals of the project.

Chairman Kucienski cited a study from the Urban Land Institute which stated that redecorated and narrower lanes acted as a catalyst for business stimulation.

Further discussion ensued regarding the type of vehicles allowed on Devon Avenue, parking time limits, and commercial parking, as well as the jurisdictional differences between IDOT (Illinois Dept. of Transportation) and CDOT (Chicago Dept. of Transportation).

Hearing no additional discussion, Chairman Kucienski called for a motion to Approve and recommend to the Village Board approval of the Proposed FY2018-2019 TIF Budgets for all there active TIF Districts. Vice Chair McCoy moved and Commissioner Spagnoli seconded the motion.

Motion to Recommend Consideration of the Proposed FY 2018-2019 TIF Budgets for the Village's TIF Districts:

By a vote of 8-0, EDC recommended approval for the proposed TIF Budgets.

*Commissioner Berman abstained.

5. Discussion of an Economic Development Work Plan

Community Development Director McNellis provided an overview of the fourteen goals of the Economic Development Work Plan. The objective of this agenda item was to determine if goals were still appropriate and to determine whether or not any change in focus or direction should be considered.

Commissioner Ehrenberg proposed that the EDC should choose five of the most important goals to highlight as top priority items; the remaining items could be second tier objectives.

The group discussed the need to highlight branding as the top initiative. Establishing a vision and a purpose would assist the Village in aligning with appropriate businesses. Vice Chair McCoy reiterated that the EDC does not need to create the brand for the Village, but should express that this objective is a priority to the Village Board.

Chairman Kucienski added the following suggestions: item #14 *landscaping* could be readdressed later down the line, item #9 *zoning* is already in progress, therefore staff can continue bringing this topic to the EDC when necessary, similarly, item #6 *shop & dine guide* and #7 *trade conferences* are already in progress.

The Commission proposed to combine # 3 *Branding*, #4 *Marketing*, and #11 *Signage* into one priority category.

Commissioner Ehrenberg suggested that the EDC should meet with top brokers in the Chicagoland area to get a sense of their thoughts about Lincolnwood and seek their advice. Their feedback could highlight areas of improvement and opportunities within the Village. Commissioner Ehrenberg added that this effort should precede a marketing campaign. Other preliminary research should include a roundtable discussion with millennials and local businesses. Commissioner Dyer noted that these roundtable

discussions could illuminate what events the Village is lacking from the younger generation's perspective. Several EDC members expressed their interest in partaking in the roundtable discussions.

At 9:15 am, Mayor Bass joined the meeting.

Commissioner Dyer questioned if these discussions were premature if plans for the Touhy-Lincoln Triangle property have not been established. Village Manager Wiberg and Director McNellis explained that the contract purchasers for the property had a general discussion regarding the property as part of a meeting in December, and were expected to provide more information soon. The EDC will be looped into updates as this moves forward, and will be a part of the discussion and review of the project as the developers plan to request TIF incentives, which are reviewed by the EDC.

6. Reports

a. New Business Licenses

Director McNellis reviewed the list of new businesses in the Village for January 2018.

b. Development Updates

Director McNellis provided an update on the major developments in the Village:

Stefani's Restaurant at 6755 N. Cicero is scheduled to open at the end of February.

The Lincoln Touhy Triangle Site at 4500 W. Touhy has a contract purchaser, Z-S Development of Chicago, and will be engaging in discussions with the Village in terms of their concept plan in the near future..

The building at 6530 N. Lincoln Ave will house a new Teachers Education Center and the Hatzalah Chicago Emergency Ambulance Service. The Plan Commission reviewed and recommended approval of the requested zoning relief for this site.

The Plan Commission plans to review business-friendly Code Amendments including Auto Sales in the Office Zoning District and Sign Code amendments.

Director McNellis also discussed topics relating to various inquiries from the EDC at the December 20, 2017 EDC meeting, including: Health Inspection Reports for restaurants, the Village's green space ratio, and opportunities to advertise businesses with the use of a Geo-App.

Commissioner Berman returned the conversation to the Economic Development Work Plan discussion. He stated that the plan needed to address and identify the hard economic drivers in the Village and approach the plan through a more financially-slanted lens. Additionally, the list should include an in depth look into the funding sources available to the Village, stating that while branding is important, an understanding of available funding should come first. Discussion examples include TIFs, enterprise zones, and EAV.

7. Other Business

None

8. Public Forum

Trustee Nickell discussed how branding efforts should be completed in partnership with other Village entities such as the schools. Commissioner's also suggested other ideas regarding branding, including marketing Lincolnwood as a "self-sustaining" village and drawing on the aesthetics of the community.

Trustee Patel added the repainting project for the Lincolnwood water tower could serve as a branding opportunity, as well.

9. Prospective Business Forum

None

10. Adjournment

By consensus, the meeting was adjourned at 9:35am.

Respectfully submitted:

Ashley Reimann
Community Development Intern



MEMORANDUM

TO: Steve McNellis, Community Development Director

FROM: Charles Meyer, Assistant to the Village Manager

DATE: February 23, 2018

SUBJECT: Citizen Survey Results

Background

In the fall of 2017, the Village conducted a Citizen Survey through National Research Center, Inc. (NRC). The purpose of the Citizen Survey (Survey) was to gauge the residents' opinions on the quality of Village services and the quality of life in the Village. This was the first time that the Village conducted a survey since 2007, and the data derived from these results will be utilized as part of the upcoming 2018/2019 Budget. Attached to this memorandum is the Community Livability Report (Report) which was used to report on the factors that make Lincolnwood desirable to live in, along with a PowerPoint Presentation (Presentation) for the February 6, 2018 Committee of the Whole Meeting.

Results

The Citizen Survey was promoted on the Village's various social media platforms, website, and newsletter which resulted in 451 responses being received, which is a 30% response rate. At this level of response, NRC reports that there is a 95% Confidence Level in the results (the margin of error is no greater than +/- 5%). The attached Report and Presentation provide a complete picture of the responses received by residents but some highlights from the data include:

- Quality of Life: 84% of respondents said that quality of life in Lincolnwood was either "Excellent" or "Good";
- Place to Live: 89% of respondents said that Lincolnwood was either an "Excellent" or "Good" place to live;
- Sense of Community: 60% of respondents said that the sense of community in Lincolnwood was either "Excellent" or "Good"; and
- Quality of Village Services: 78% of respondents said that the overall quality of Village services was either "Excellent" or "Good"
 - Police Services received 85% positive rating
 - Fire Services received 93% positive rating

- The attached Report also had the following conclusions:
 - Economic development in Lincolnwood may be an area in which to focus improvements;
 - Lincolnwood is a well-designed and navigable community and residents want to keep it that way; and
 - Residents value Safety and emphasize its importance.

Next Steps

The results from the survey were presented at the February 6, 2018 Committee of the Whole, and the following actions have been taken:

- Publication of the Survey results on the Village's website;
- Creation of a press release for the Survey; and
- Promotion and updates on actions taken as a result of the Survey on the Village's social media and other platforms

Documents Attached

1. Livability Report
2. PowerPoint Presentation

THE NCSTM
The National Citizen SurveyTM

Lincolnwood, IL
Community Livability Report

DRAFT
2017



2955 Valmont Road Suite 300
Boulder, Colorado 80301
n-r-c.com • 303-444-7863



777 North Capitol Street NE Suite 500
Washington, DC 20002
icma.org • 800-745-8780

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The National Citizen Survey™
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The NCS™ is presented by NRC in collaboration with ICMA.

NRC is a charter member of the AAPOR Transparency Initiative, providing clear disclosure of our sound and ethical survey research practices.

About

The National Citizen Survey™ (The NCS) report is about the “livability” of Lincolnwood. The phrase “livable community” is used here to evoke a place that is not simply habitable, but that is desirable. It is not only where people do live, but where they want to live.

Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS captures residents’ opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement).

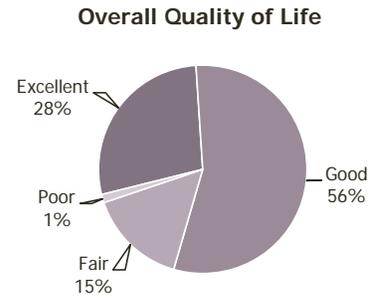
The Community Livability Report provides the opinions of a representative sample of 451 residents of the Village of Lincolnwood. The margin of error around any reported percentage is 5% for all respondents. The full description of methods used to garner these opinions can be found in the *Technical Appendices* provided under separate cover.



Quality of Life in Lincolnwood

Most residents rated the quality of life in Lincolnwood as excellent or good. This rating was similar to national comparisons (see Appendix B of the *Technical Appendices* provided under separate cover).

Shown below are the eight facets of community. The color of each community facet summarizes how residents rated it across the three sections of the survey that represent the pillars of a community – Community Characteristics, Governance and Participation. When most ratings across the three pillars were higher than the benchmark, the color for that facet is the darkest shade; when most ratings were lower than the benchmark, the color is the lightest shade. A mix of ratings (higher and lower than the benchmark) results in a color between the extremes.



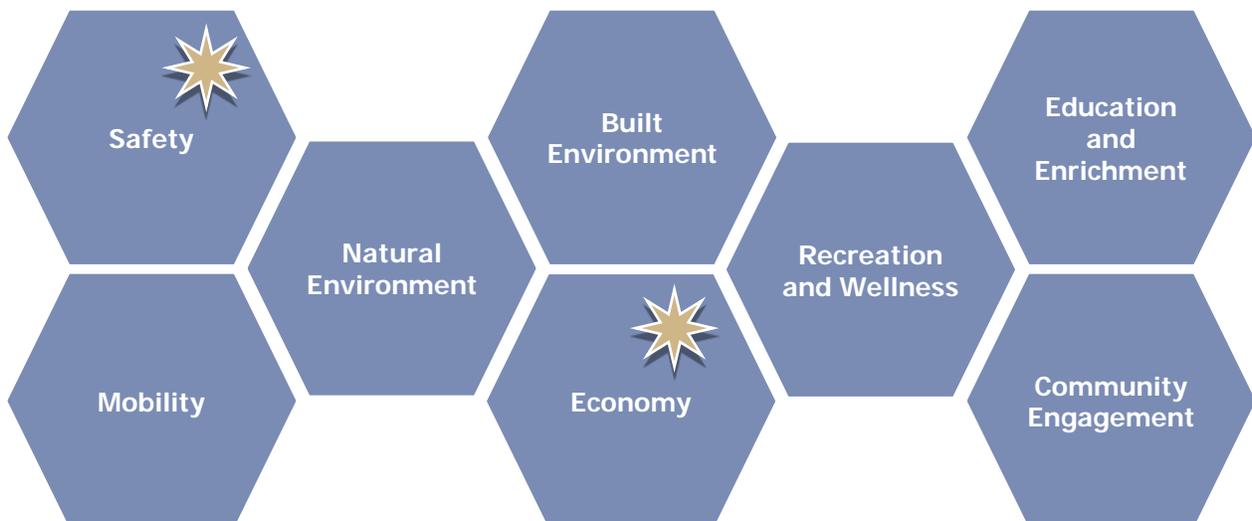
In addition to a summary of ratings, the image below includes one or more stars to indicate which community facets were the most important focus areas for the community. Residents identified Safety and Economy as priorities for the Lincolnwood community in the coming two years. Ratings for all facets were positive and similar to other communities. This overview of the key aspects of community quality provides a quick summary of where residents see exceptionally strong performance and where performance offers the greatest opportunity for improvement. Linking quality to importance offers community members and leaders a view into the characteristics of the community that matter most and that seem to be working best.

Details that support these findings are contained in the remainder of this Livability Report, starting with the ratings for Community Characteristics, Governance and Participation and ending with results for Lincolnwood’s unique questions.

Legend

- Higher than national benchmark
- Similar to national benchmark
- Lower than national benchmark

- * Most important



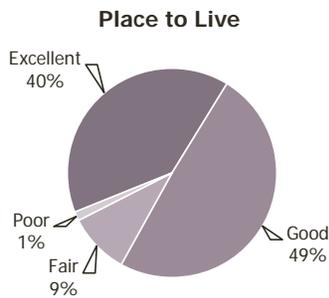
Community Characteristics

What makes a community livable, attractive and a place where people want to be?

Overall quality of community life represents the natural ambience, services and amenities that make for an attractive community. How residents rate their overall quality of life is an indicator of the overall health of a community. In the case of Lincolnwood, 89% rated the Village as an excellent or good place to live. Respondents' ratings of Lincolnwood as a place to live were similar to ratings in other communities across the nation.

In addition to rating the Village as a place to live, respondents rated several aspects of community quality including Lincolnwood as a place to raise children and to retire, their neighborhood as a place to live, the overall image or reputation of Lincolnwood and its overall appearance. Ratings for each of these aspects were similar to the national benchmark with positive ratings from at least 6 in 10 residents. Marks for the overall image of the Village as well as Lincolnwood as a place to raise children and retire decreased since the last survey administration (see the *Trends Over Time* report under a separate cover for more details).

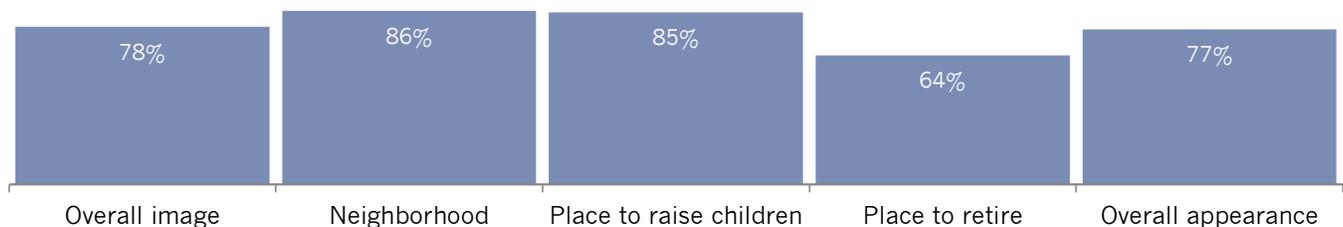
Delving deeper into Community Characteristics, survey respondents rated over 40 features of the community within the eight facets of Community Livability. Overall, ratings for Community Characteristics tended to be higher than or similar to communities across the nation. Residents were pleased with a number of aspects of within Mobility and Education and Enrichment, rating the overall ease of travel, availability of paths and walking trails, ease of travel by various modes (walking, bicycle and car), public parking, K-12 education and the availability of child care/preschool higher than in other communities nationwide. Respondents' evaluations of ease of travel by bicycle and public transportation and the availability of affordable quality child care were higher in 2017 than in 2007. All aspects of Safety, Natural Environment and Recreation and Wellness were similar to other municipalities nationally, though Lincolnwood residents felt less safe in their neighborhoods, and gave lower scores to the availability of affordable quality food over time. Within Built Environment, Economy and Community Engagement, all measures were on par with the benchmark, with the exception of three areas, new development in the Village, the vibrancy of the downtown/commercial area and opportunities to volunteer, which residents rated below the national averages. Declines for some of these characteristics were noted in 2017.



Percent rating positively (e.g., excellent/good)

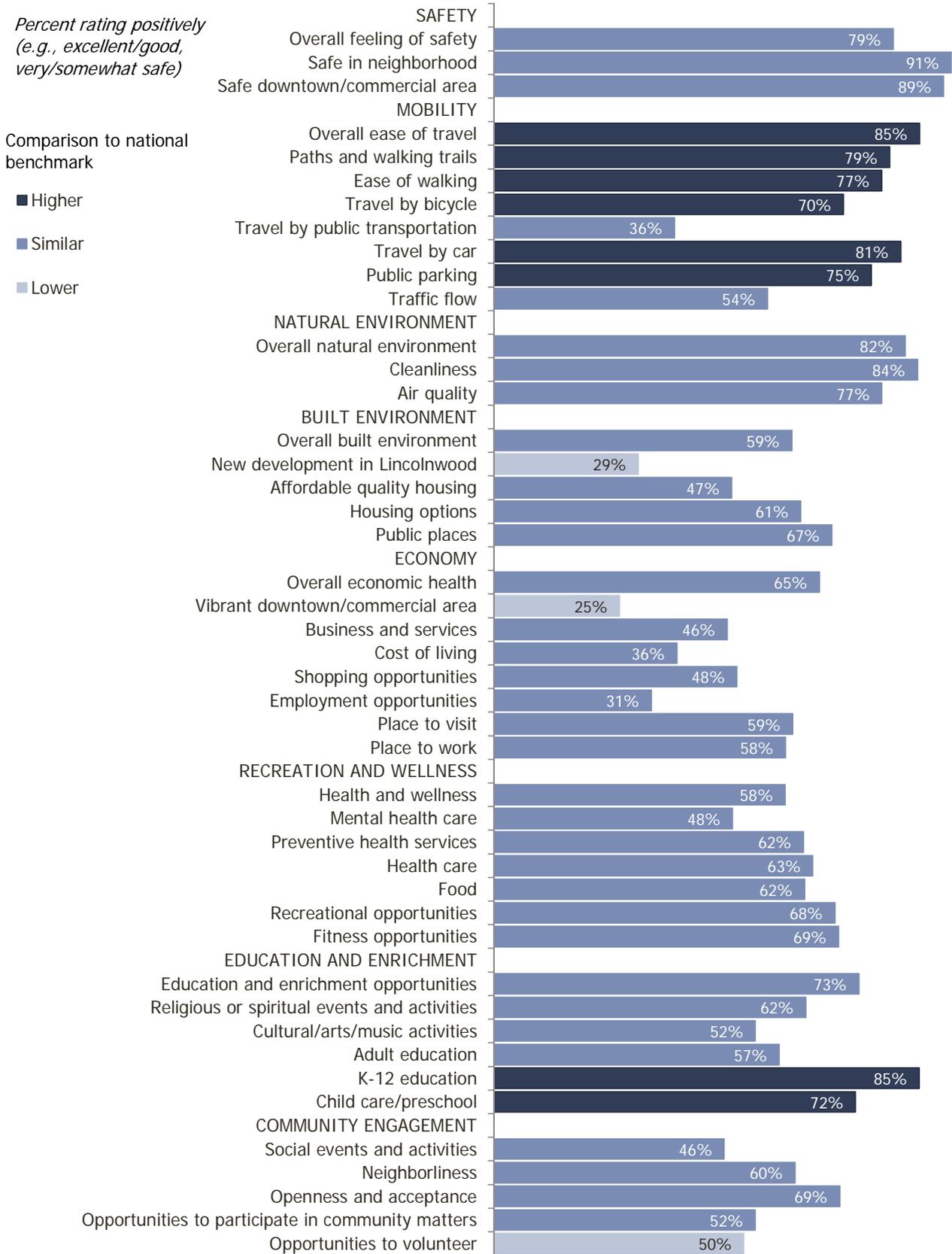
Comparison to national benchmark

■ Higher ■ Similar ■ Lower



The National Citizen Survey™

Figure 1: Aspects of Community Characteristics



Governance

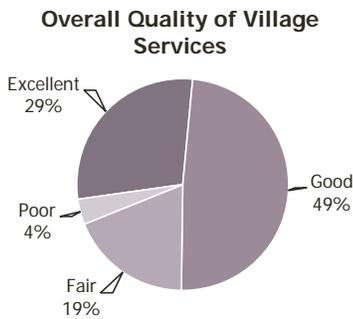
How well does the government of Lincolnwood meet the needs and expectations of its residents?

The overall quality of the services provided by Lincolnwood as well as the manner in which these services are provided are a key component of how residents rate their quality of life. About three-quarters of survey respondents gave excellent or good scores to the overall services provided by the Village of Lincolnwood, whereas about one-third awarded high marks to services provided by the Federal Government. Both of these ratings were similar to benchmark communities, but decreased from 2007 to 2017.

Survey respondents also rated various aspects of Lincolnwood’s leadership and governance. In general, about half of residents rated each aspect positively and about three-quarters were pleased with the customer service provided by Village employees; however, evaluations for the overall direction of the Village, value of services for taxes paid and the government welcoming citizen involvement decreased from 2007 to 2017. All ratings were similar to other communities nationwide.

Respondents evaluated over 30 individual services and amenities available in Lincolnwood. Broadly, residents gave ratings that were similar to national averages. Respondents did evaluate street repair and street cleaning higher than residents elsewhere. Among the highest rated services in Lincolnwood were police, fire, ambulance/EMS, garbage collection, recycling, drinking water, Village parks and public libraries with at least 8 in 10 awarding excellent or good marks to each.

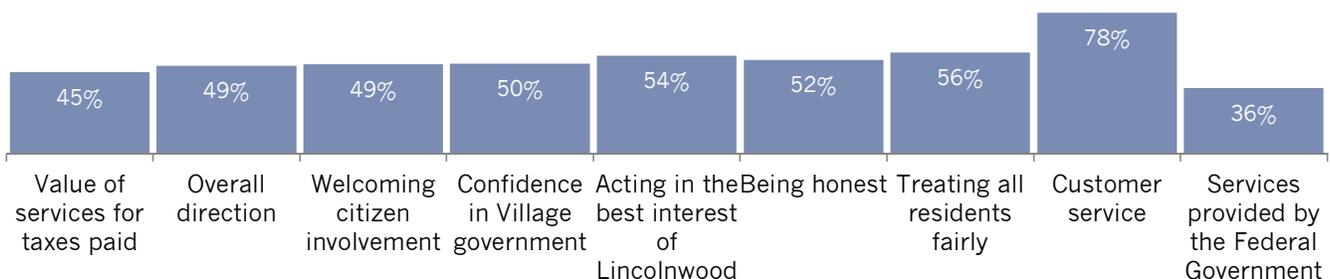
Compared to 2007, respondents’ scores for services and amenities tended to remain stable, yet there were 14 decreases across five facets and two increases (sidewalk maintenance and storm drainage) over time.



Percent rating positively (e.g., excellent/good)

Comparison to national benchmark

■ Higher ■ Similar ■ Lower



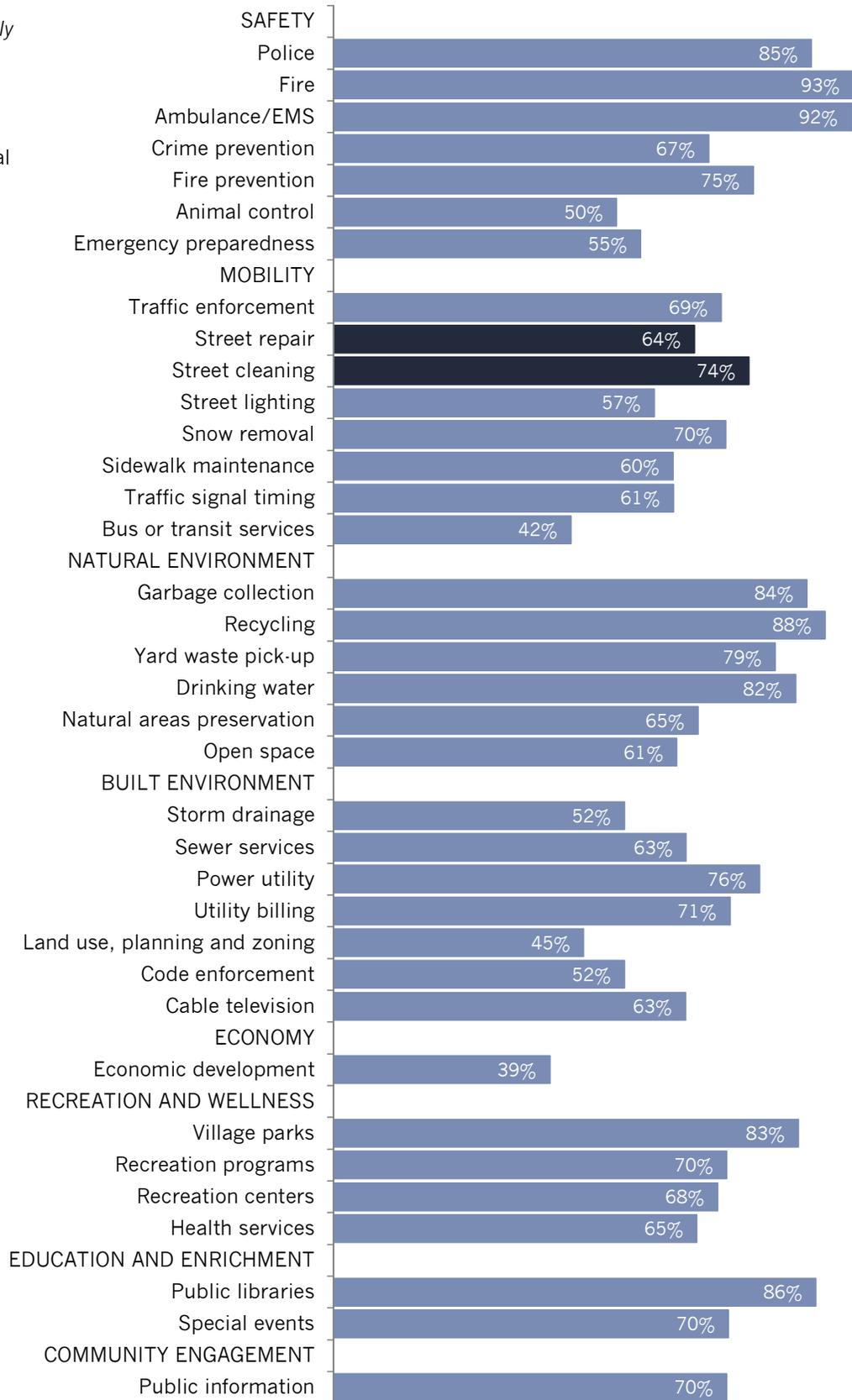
The National Citizen Survey™

Figure 2: Aspects of Governance

Percent rating positively
(e.g., excellent/good)

Comparison to national
benchmark

- Higher
- Similar
- Lower



Participation

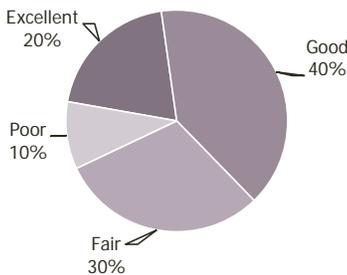
Are the residents of Lincolnwood connected to the community and each other?

An engaged community harnesses its most valuable resource, its residents. The connections and trust among residents, government, businesses and other organizations help to create a sense of community, a shared sense of membership, belonging and history. Similar to other communities in the U.S., about 6 in 10 of respondents gave excellent or good scores to the sense of community in Lincolnwood, which was lower than ratings in 2007.

At least 8 in 10 survey respondents indicated they would recommend living in Lincolnwood to someone who asked and planned to remain in the community for the next five years; these ratings were similar to those reported across the nation. About two-thirds of residents reported they had contacted Village employees, which was higher than levels reported elsewhere.

The survey included over 30 activities and behaviors for which respondents indicated how often they participated in or performed each, if at all. Participation rates within Lincolnwood tended to be on par with national peers. Village residents reported higher levels of public library visitation (76%) than residents across the U.S. Lincolnwood participants' rates of civic engagement tended to vary; about 8 in 10 or more indicated they had talked to/visited with or done a favor for their neighbors, read or watched the local news and voted in local elections, which increased in 2017. Additionally, about 3 in 10 residents had contacted Village elected officials, which was higher than reported elsewhere. On the other hand, fewer respondents reported they had attended or watched local public meetings in 2017 and rates of participation for volunteering and participating in clubs were lower than those throughout the country. Lincolnwood residents also reported below average rates for working within the Village and were under more housing stress than their national counterparts.

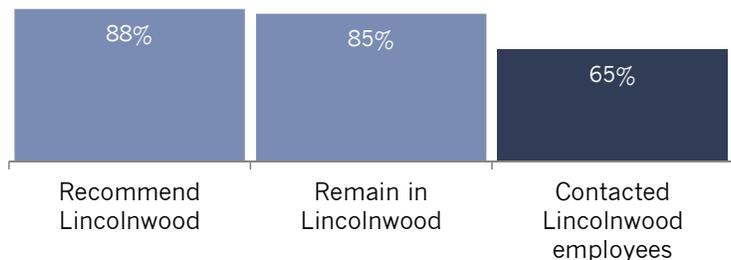
Sense of Community



Percent rating positively
(e.g., very/somewhat likely,
yes)

Comparison to national
benchmark

■ Higher ■ Similar ■ Lower



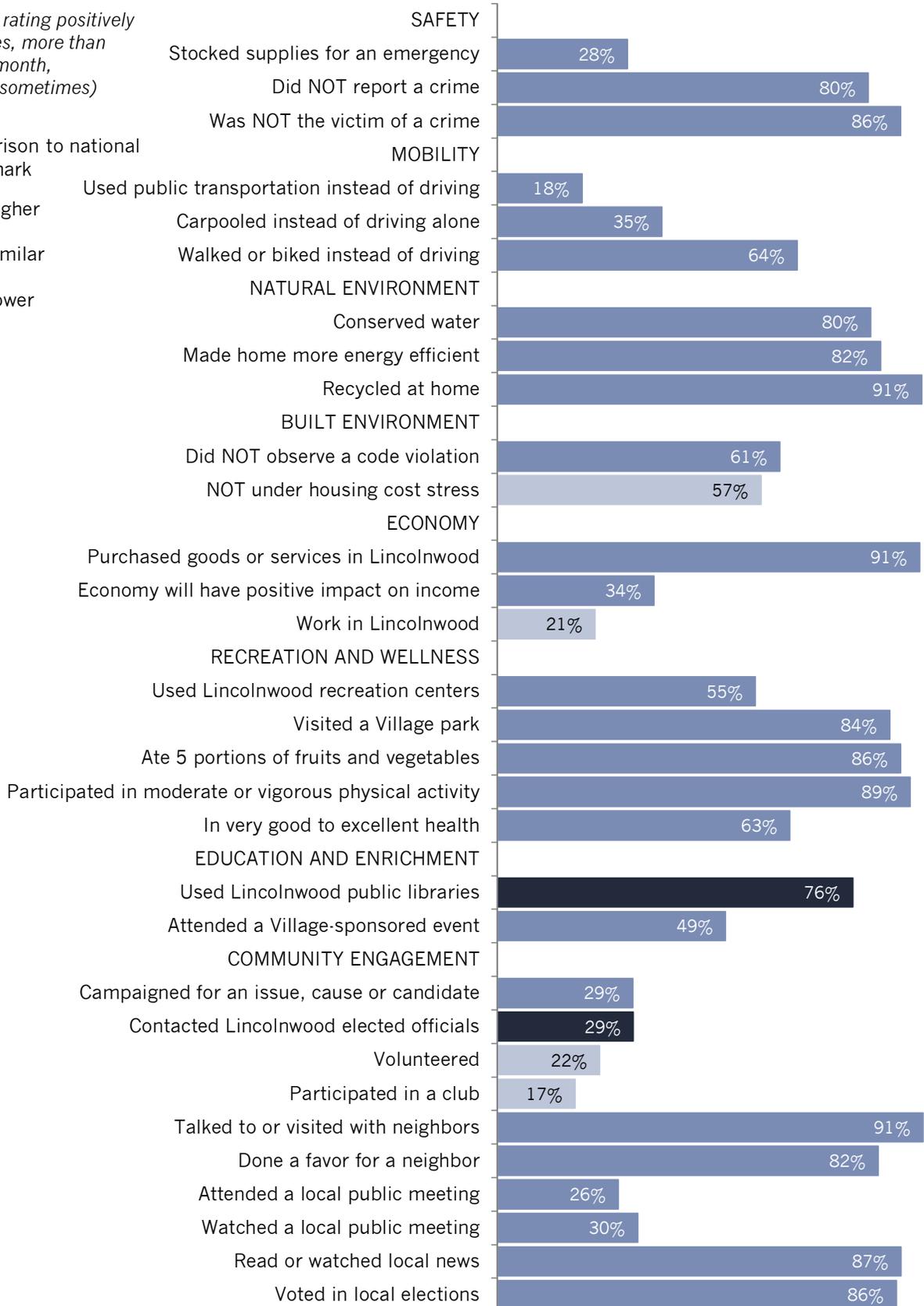
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Figure 3: Aspects of Participation

Percent rating positively
(e.g., yes, more than
once a month,
always/sometimes)

Comparison to national
benchmark

- Higher
- Similar
- Lower



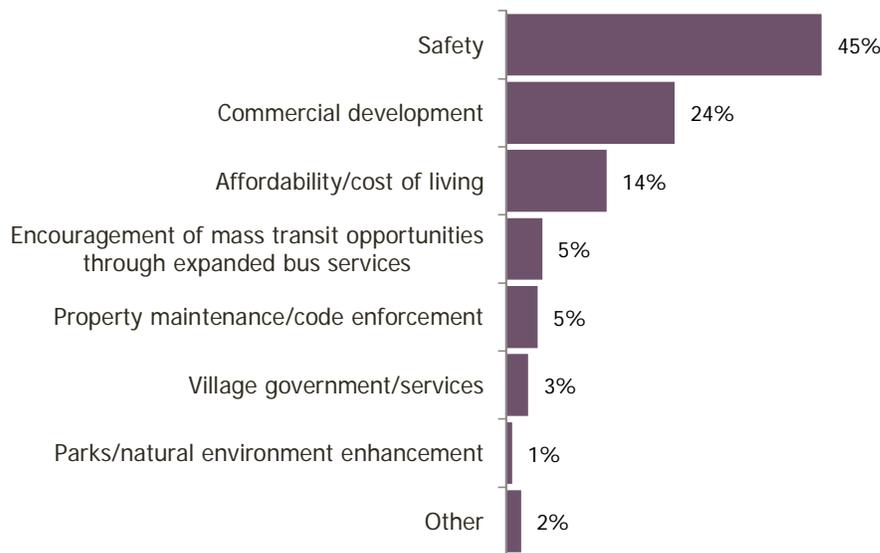
Special Topics

The Village of Lincolnwood included several questions of special interest on The NCS. City leadership sought residents' opinions on priorities for the future, sources of information, infrastructure improvements, contact with City employees and their satisfaction with these interactions.

The Village inquired about a list of projects and issues that would be important for the City to address in the next five years. Safety was identified as a priority by at least 4 in 10 survey participants and one-quarter prioritized commercial development.

Figure 4: Resident Priorities

What is the single most important priority for the Village of Lincolnwood to address in the next five years?

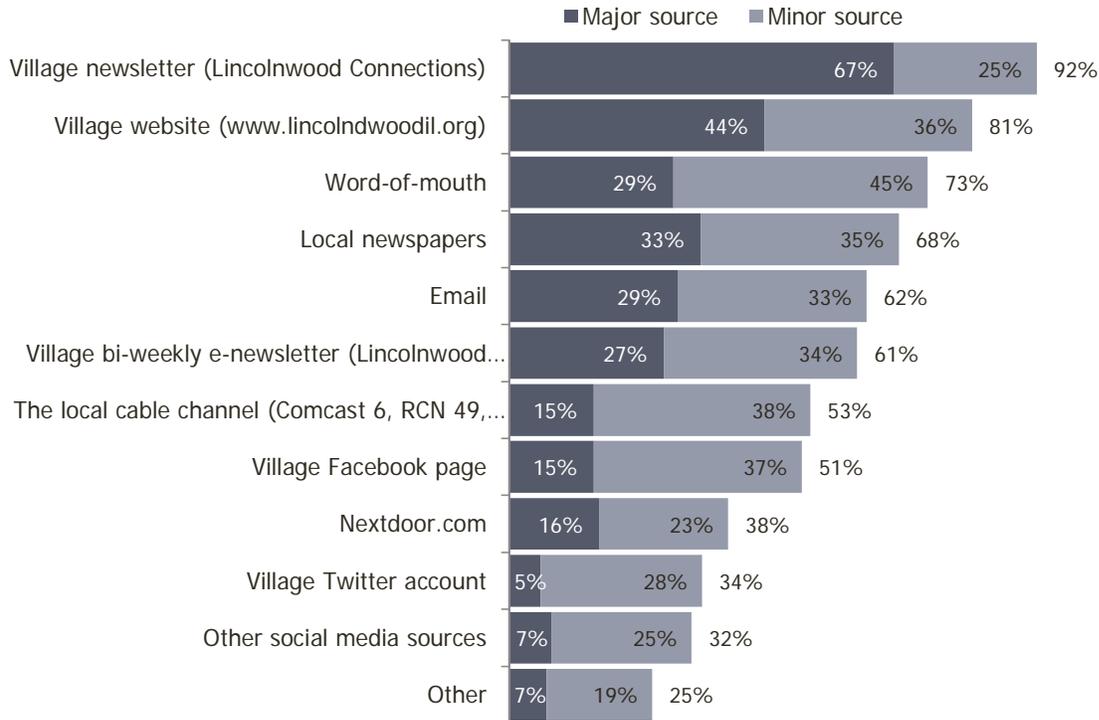


The National Citizen Survey™

When asked what sources of information they used to learn about the Village’s government, activities, events and services, about 9 in 10 residents said the Village newsletter was a major or minor source and roughly 8 in 10 relied on the website as at least a minor source of information. About one-quarter of respondents used sources other than those listed for information about Lincolnwood.

Figure 5: Sources of Information

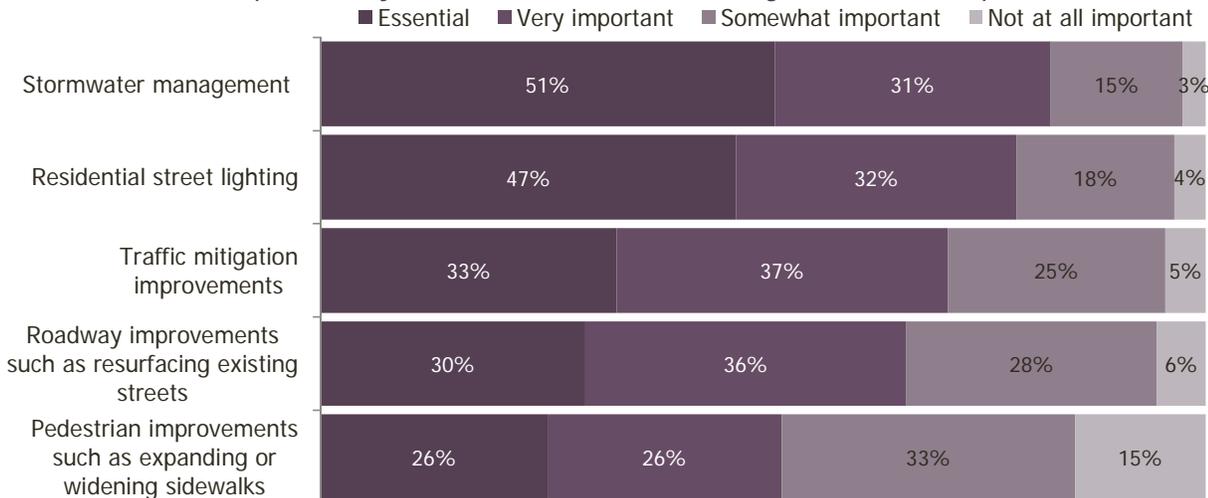
Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the Village government and its activities, events and services:



In response to a list of potential infrastructure improvements for the Village to prioritize, approximately 8 in 10 residents identified stormwater management and street lighting and about two-thirds indicated that traffic mitigation and roadway improvements were essential or very important. About half of participants prioritized pedestrian improvements.

Figure 6: Importance of Infrastructure Improvements

Please indicate how important to you, if at all, each of the following infrastructure improvements would be:



The next set of questions asked residents if they had contacted a Village of Lakewood employee in the last 12 months and if so, what their impression was of the employee from their most recent contact. About 6 in 10 residents reported they had interacted with a Village employee in the 12 months prior to the survey. Of these respondents, at least 8 in 10 awarded excellent or good scores to all aspects of the encounter, including their overall impression of the Lincolnwood employee.

Figure 7: Contact with Village Employees

Have you contacted any Village of Lincolnwood staff (parks, police, public works, parking, etc.) in-person, by phone, email or web within the last 12 months?

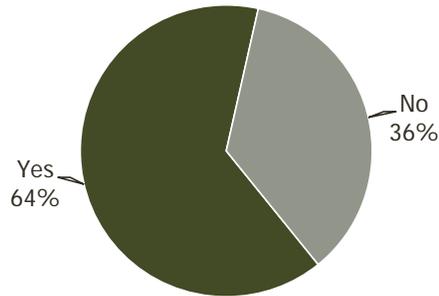
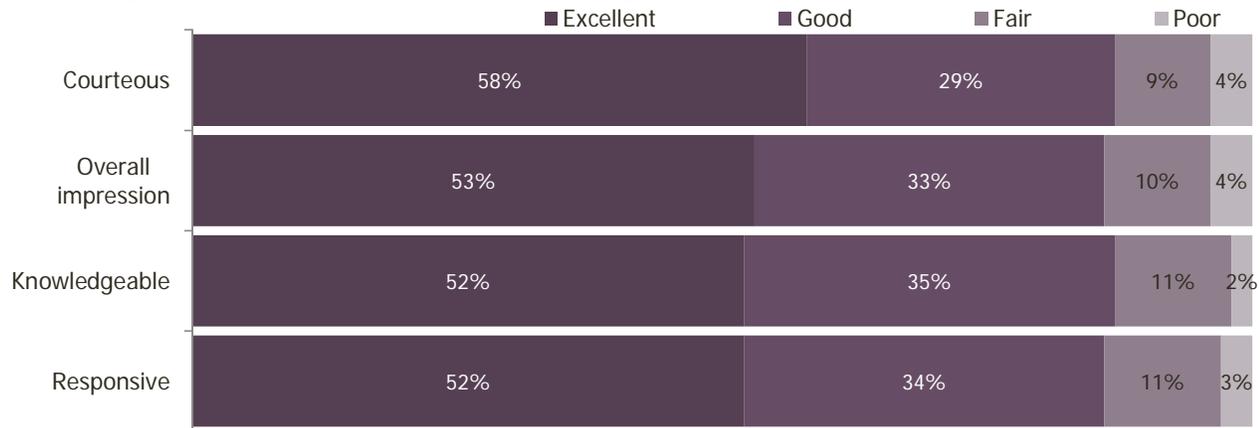


Figure 8: Village Employee Performance

What was your impression of the staff member(s) in your most recent contact?



Only asked of respondents who indicated they had contacted an employee in the last 12 months.

Conclusions

Economic development in Lincolnwood may be an area in which to focus improvements.

Survey respondents indicated that Economy was an important priority for the Village to focus on the coming years. Ratings for most Economy-related aspects were similar to those given in other communities; about 6 in 10 awarded high marks to the overall economic health and Lincolnwood as a place to visit and work. However, residents gave lower-than-average assessments to the vibrancy of the downtown/commercial area and to new development in the Village, a rating that declined over time. Lincolnwood residents also reported lower rates of working within the Village than national comparisons. Additionally, scores for the Village as a place to work, shopping opportunities and economic development decreased from 2007 to 2017.

While residents appreciated the availability of affordable quality housing, an aspect of community livability that was similar to communities elsewhere and increased since 2007, more Village respondents were under housing cost stress compared to U.S. averages. When participants were asked to identify the single most important priority for Lincolnwood in the next five years, about 1 in 10 felt that affordability and cost of living was key for the community to address.

Lincolnwood is a well-designed and navigable community and residents want to keep it that way.

Residents see Mobility as a strength, with at least 8 in 10 indicating the overall ease of travel in Lincolnwood was excellent or good. The availability of paths and walking trails, ease of travel by various modes (walking, bicycle and car) and public parking, as well as street repair and cleaning services were all rated favorably by more than 6 in 10 respondents and were higher than national averages. Further, more residents were pleased with ease of travel by bicycle and public transportation and sidewalk maintenance in 2017 than in the previous survey administration.

In response to possible infrastructure improvements, roughly 8 in 10 respondents indicated that residential street lighting was essential or very important and at least two-thirds prioritized traffic mitigation and roadway improvements.

Residents value Safety and emphasize its importance.

Residents indicated Safety should be a priority in the coming two years for Lincolnwood. Across the board, residents gave positive reviews to Safety-related measures that were on par with communities nationwide. About 9 in 10 participants indicated they felt safe in their neighborhoods and in the Village's downtown/commercial area and approximately 8 in 10 felt safe in the community overall, though this level was lower in 2017 than in 2007. First responder services were scored favorably by at least 8 in 10 Lincolnwood respondents; however, ratings for crime prevention, fire prevention and animal control were lower in 2017. Finally, over 4 in 10 residents felt that safety was the single most important priority for the Village of Lincolnwood to address in the next five years.

Citizen Survey Results

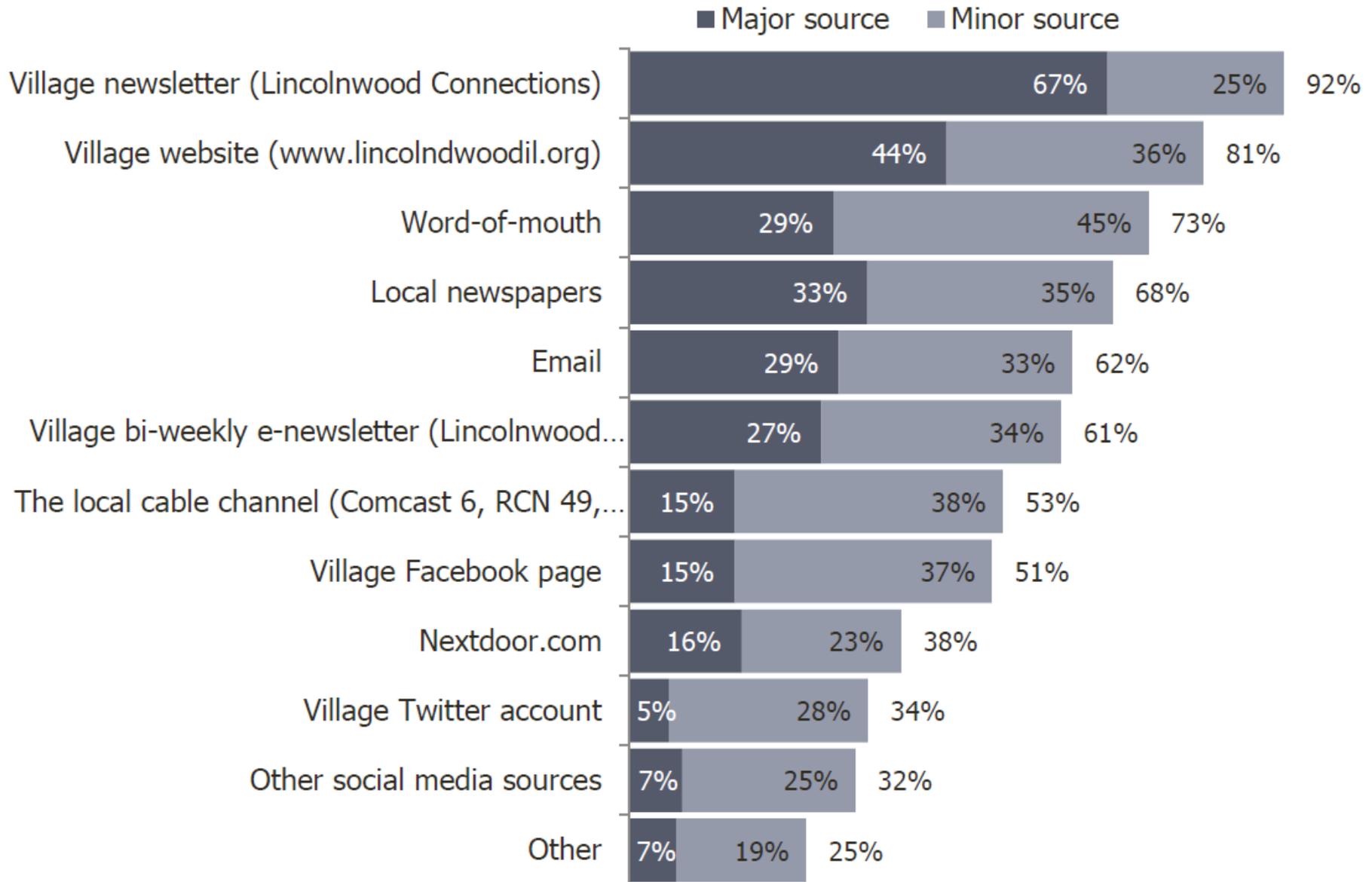
Economic Development Commission

February 28, 2018

Citizen Survey Process

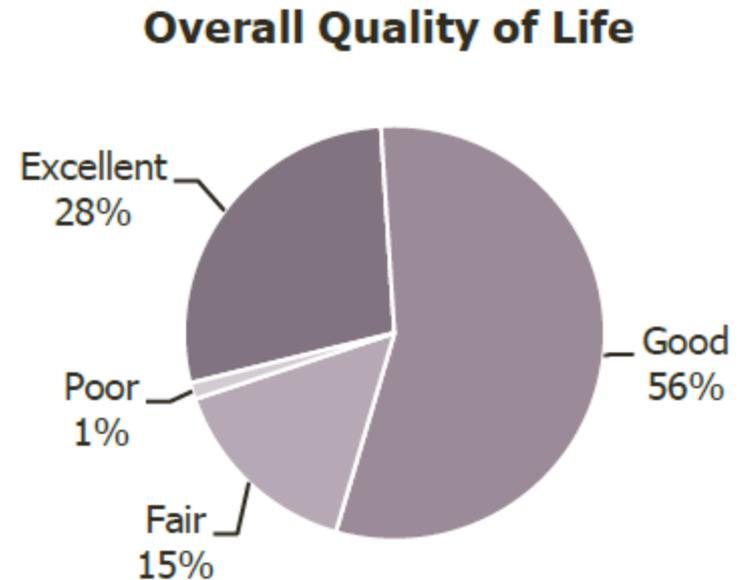
- Survey was issued in late September and results were received through early November
- Survey was promoted in the newsletter, social media, website along with a postcard and two letters sent on behalf of the Mayor to all recipients
- 1,500 surveys were sent out and 451 were received in total (30% response rate)
 - 95% Confidence level

Source of Information



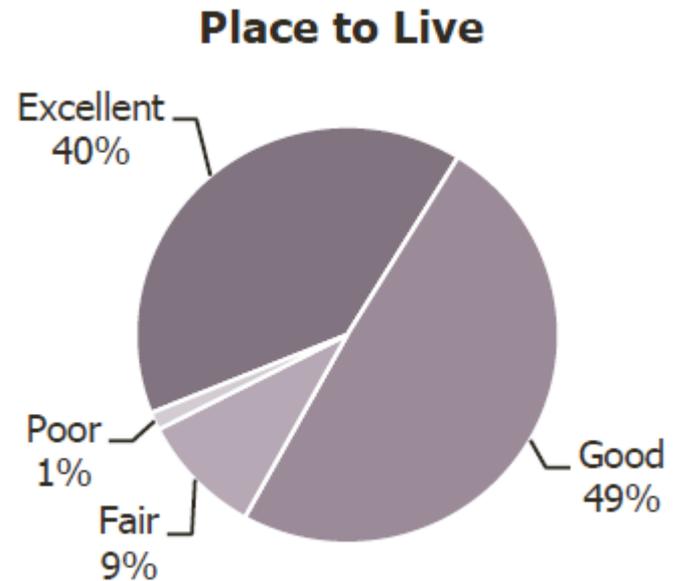
Results – Quality of Life

- Quality of Life – Residents were asked to rate the overall quality of life in the Community and 84% of respondents answered either “Excellent” or “Good”



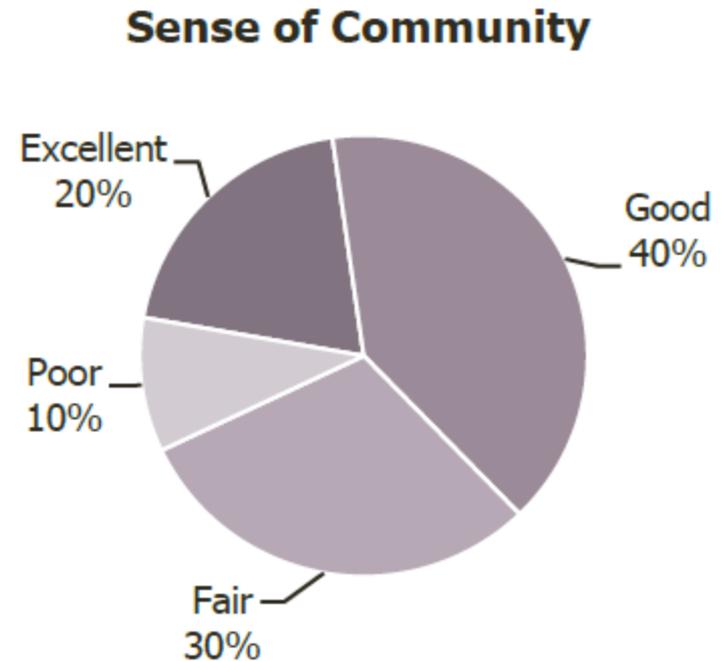
Results – Place to Live

- Place to Live – Represents the natural ambience, services, and amenities that make for an attractive community
- Residents were asked to rate Lincolnwood as a place to live and 89% of respondents answered either “Excellent” or “Good”



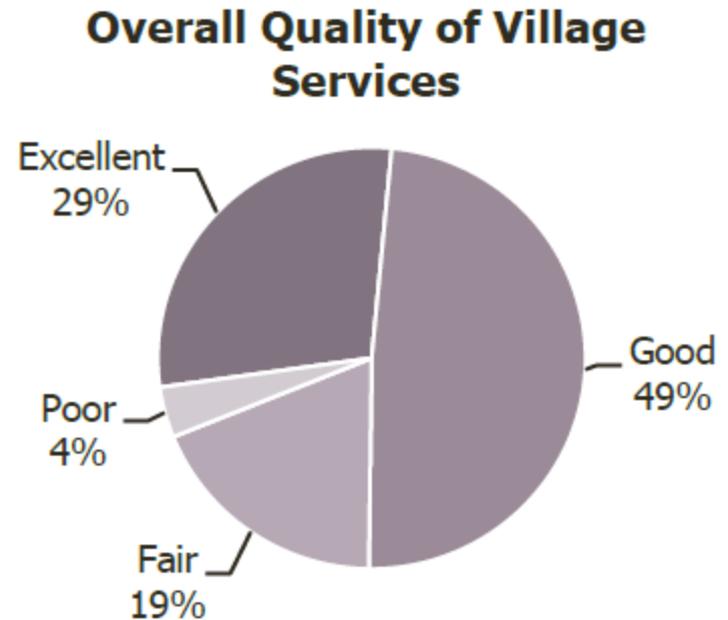
Results – Sense of Community

- Sense of Community – Represents the connections and trust among residents, government, businesses and other organizations to help create a sense of community
- Residents were asked to rate Lincolnwood in terms of a sense of community and 60% of respondents answered either “Excellent” or “Good”



Results – Quality of Village Services

- Quality of Village Services – Represents the services provided by Lincolnwood
- Rated on 30 services and amenities with similar ratings when compared to national responses and high marks for street repair and street cleaning
- Residents were asked to rate Lincolnwood’s overall quality of Village services and 78% of respondents answered either “Excellent” or “Good”



Results

- Residents were asked to respond to various services and amenities of the community
- Results are depicted graphically showing the percent rating positively
- Results are color-coded to compare to national benchmarks:

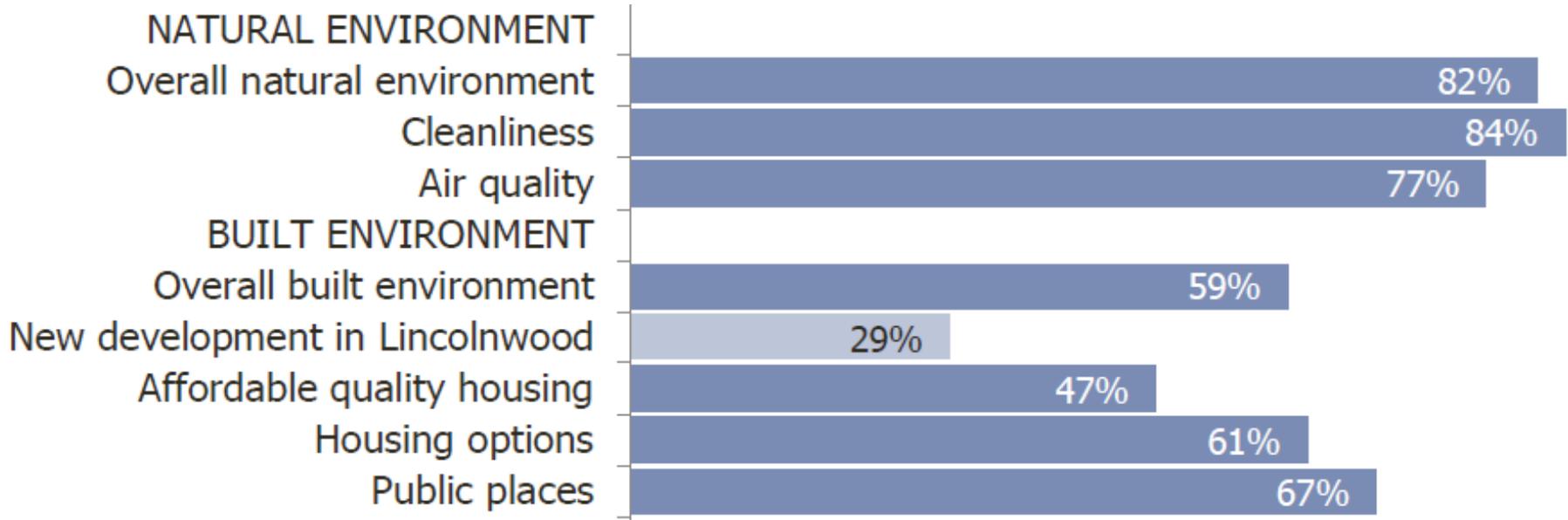
Comparison to national benchmark

■ Higher

■ Similar

■ Lower

Aspects of Community Characteristics



Comparison to national benchmark

■ Higher

■ Similar

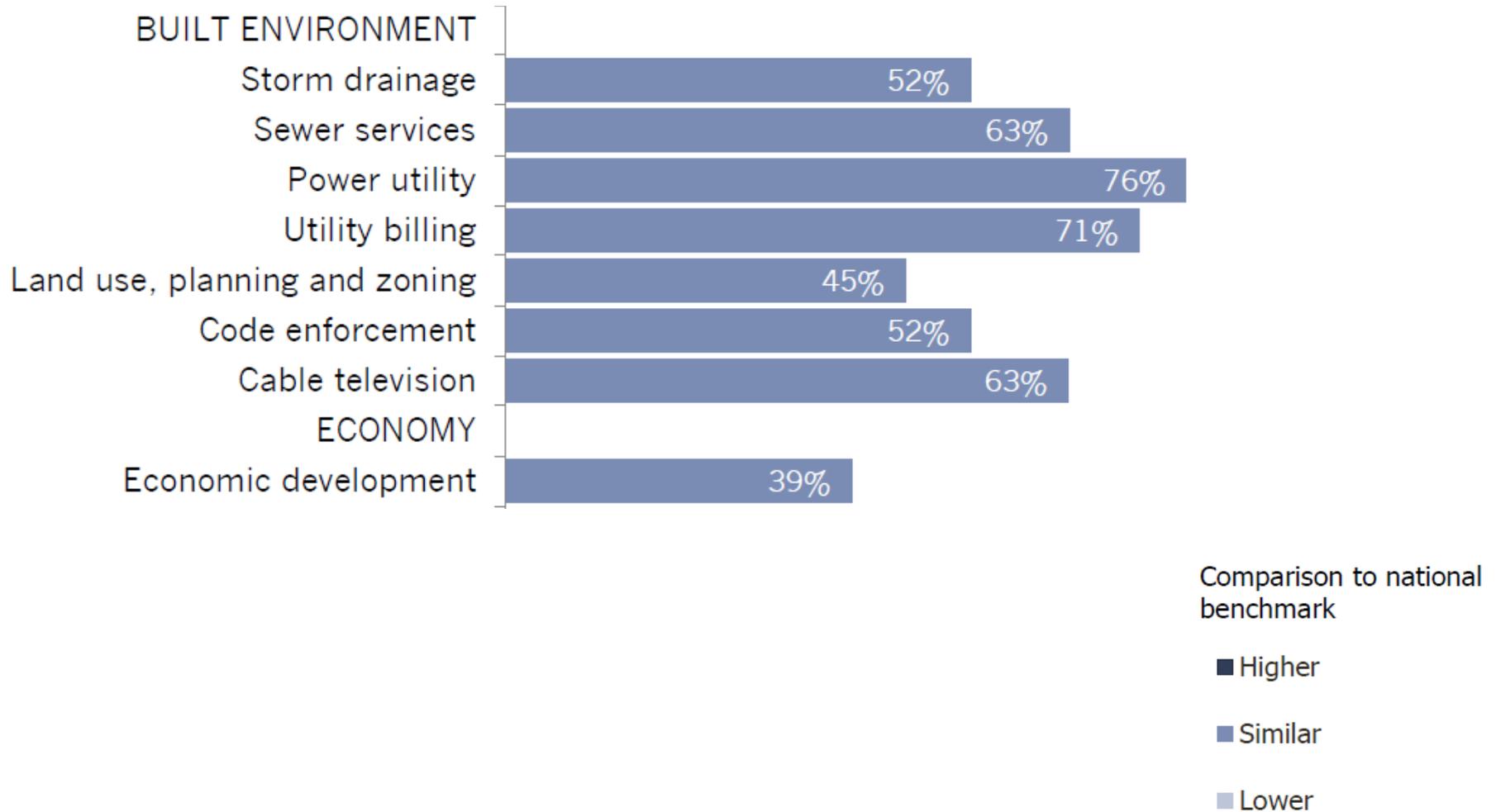
■ Lower

Aspects of Community Characteristics

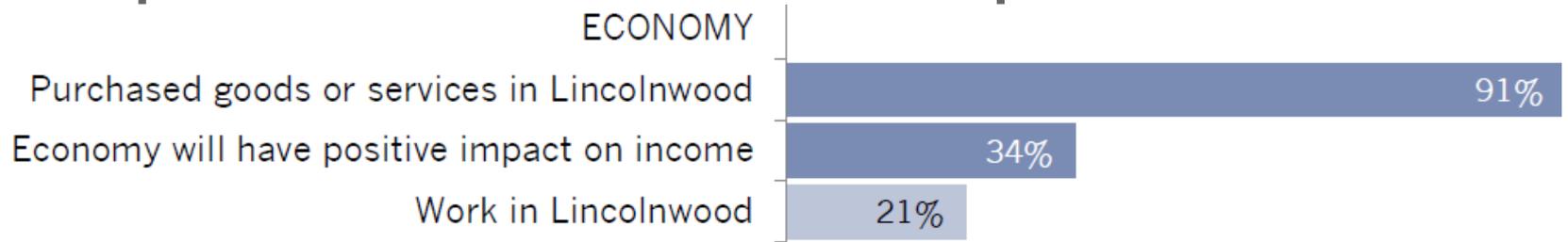
ECONOMY



Aspects of Governance



Aspects of Civic Participation



Comparison to national benchmark

■ Higher

■ Similar

■ Lower

Figure 4: Resident Priorities

What is the single most important priority for the Village of Lincolnwood to address in the next five years?

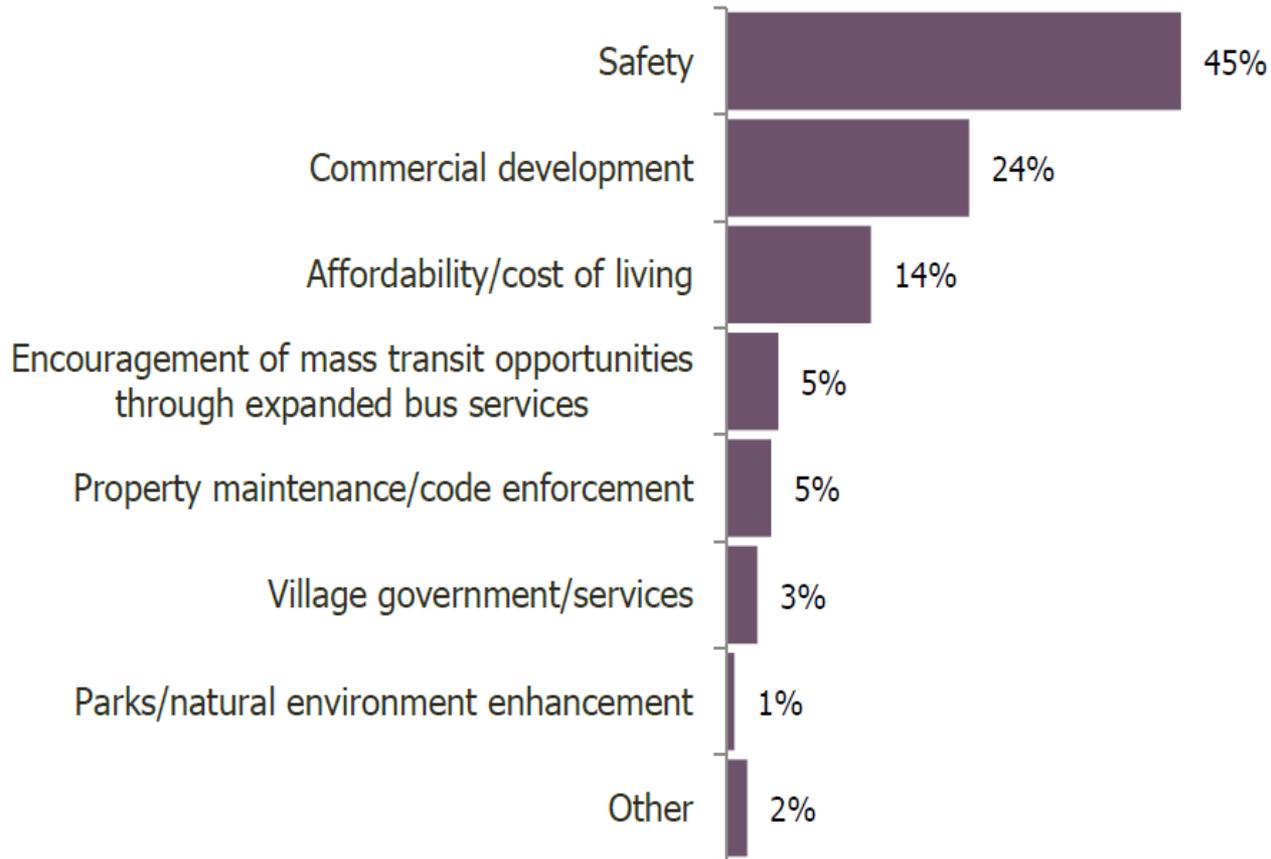
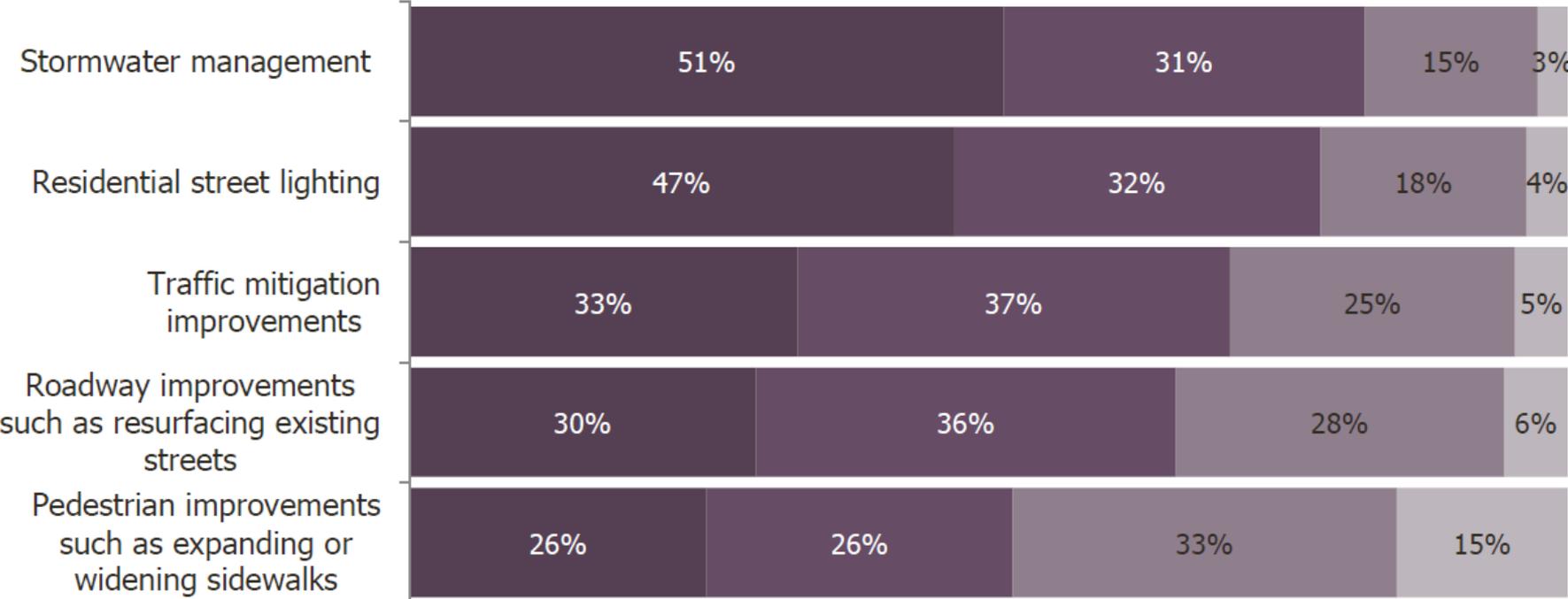


Figure 6: Importance of Infrastructure Improvements

Please indicate how important to you, if at all, each of the following infrastructure improvements would be:

■ Essential ■ Very important ■ Somewhat important ■ Not at all important



Conclusions from the Report

- Economic development in Lincolnwood continues to be an area in which the Village focuses on for improvements
- Lincolnwood is a well-designed and navigable community and residents want to keep it that way
- Residents value Safety and emphasize its importance

Action Item Ideas

- Economy / Commercial Development
 - Creation of business-centric communication pieces in the form of a business / economic development newsletter that highlights ongoing projects and opportunities in the community
 - Work with Economic Development Commission to develop branding materials for the community
 - Review of building permit / business license / contractor license process to ensure the Village aligns with best practices
 - Develop a plan with specific initiatives designed to market vacant / under-developed properties within the community to potential developers
 - Promotion of the Village through active participation in regional commercial tenant and business development conferences

Action Item Ideas

- Mass Transit
 - Work with the Chicago Transit Authority, Pace, and the Regional Transit Authority to increase mass transit opportunities to further connect Lincolnwood residents to Jefferson Park, Skokie, and Metra train lines



MEMORANDUM

TO: Chair and Members
Economic Development Commission

FROM: Steve McNellis
Community Development Director

DATE: February 28, 2018

SUBJECT: **Workshop on Targeted Business Development Areas –
Strengths/Weaknesses**

At the January 24, 2018 EDC meeting, Chairman Kucienski requested a subcommittee be formed to further discuss an action plan and strategies to address economic development in the Village. The goal was for this discussion to lead to full EDC consideration of a plan that would be forwarded to the Village Board.

The Subcommittee met on February 12, 2018, with Chairman Kucienski, Commissioner Albazi, Commissioner Ehrenberg, Commissioner Spagnoli, and Village staff in attendance. At that meeting, the Subcommittee discussed the ultimate goal to seek Village Board endorsement of a plan and resources to brand and market the Village to the appropriate target audience.

However, it became evident that the EDC should first take a step back and analyze the existing commercial environment in the Village, its strengths, and weaknesses. The Subcommittee recommended that a workshop be undertaken to review the various commercial corridors and nodes in the Village in order to better define the hot zones (successful commercial areas) and cold zones (areas that are not currently successful). At Wednesday's EDC meeting, staff will provide a large-scale map of the Village to be used in an interactive workshop where the EDC will review the commercial corridors and nodes; their amenities, traffic counts, transit connections, visibility challenges, pedestrian accessibility, etc. This analysis will identify hot and cold zones and help determine what the Village does well, the amenities that help certain areas be more successful, and where additional resources must be utilized.

Additionally, it is recommended the EDC work on vision and mission statements and defining the core values of the community as they pertain to economic development. With this foundation, we can begin to answer the questions: who are we and what do we want? These are questions that must ultimately be answered to begin to address the goal of branding and marketing the Village.

In advance of Wednesday's meeting, staff offers the following "first draft" of Core Values, Vision, and Mission to be used simply as a starting point for the discussion after the interactive portion of the workshop:

Core Values:

- Experience
- Reliability
- Welcoming (to all)
- Health & Wellness
- Arts & Culture
- Accessibility
- Operational Excellence
- Collaborative (partnerships)
- Communication & Connectivity
- Environmental Improvements

Vision:

Lincolnwood is a well-rounded, multi-cultural community that blends the advantages of urban proximity with quality suburban amenities including housing, business opportunities, and educational excellence in a safe, family-friendly environment.

Mission:

Lincolnwood is committed to offering the educational opportunity, family lifestyle, security, and charm of small town America alongside the diversity, vitality, freedom of individual expression, entertainment options, and opportunity of a metropolis.



Village of Lincolnwood
Community Development Department
New Business Licenses
February 2018

Business Type	Business Name	Business Address	Contact Name	Telephone Number
Cart/Kiosk	Caramel on Nuts	3333 West Touhy Avenue	Syed Faizan	408.854.0221
Care Assistance	Care Assist, Inc.	7301 North Lincoln Avenue Suite 199	Joanna Sanchez	773.964.0711
Beauty Salon	Regis Salon N1419	3333 West Touhy Avenue Suite D3	The Beautiful Group Mgmt, LLC	310.299.4100
Food and Beverage Service Distribution	Food for Thought Catering Professionals	6955 North Hamlin Avenue	Nancy Sharp	847.722.5692
Foodservice	Grill Express Lincolnwood	3333 West Touhy Avenue Unit VC04	GBSW, Inc.	224.587.3815
Scrap Metal Brokers	Kormet Metals, LLC	6677 North Lincoln Avenue Suite 330	Craig Koresian	312.208.4526



Village of Lincolnwood

Community Development Department

Development Updates

February 2018 Report

Lincoln-Touhy Triangle Site at 4500 West Touhy Avenue

At their February 20, 2018 meeting, the Village Board adopted a Resolution directing enforcement of the Village Code against the above-referenced property. This Resolution enumerates all of the existing Building and Property Maintenance violations on the property, including remnant foundations and paving that have not been removed and restoration that has not yet been completed. The property owner will be given 60 days to remedy these violations. In addition, the Village Board discussed a proposed Ordinance authorizing initiation of the steps necessary to pursue acquisition of this property via Eminent Domain. Z-S Development of Chicago, the contract purchaser for the property, was present at the meeting and presented their case to work with the Village to continue acquisition and development of the property, in lieu of Village acquisition through Eminent Domain. The Village Board tabled a decision on this Ordinance to the March 6, 2018 meeting, at which time staff will have additional information on financing mechanisms if Village acquisition were pursued.

6530 North Lincoln Avenue

The proposal to approve Zoning relief to redevelop this property for a Teachers Education Center and the Hatzalah Chicago Emergency Ambulance Service was approved at the February 6, 2018 Village Board meeting. Building Permit submittals are expected in March, and the prospective tenants expect to complete construction over the summer.

Outdoor Seating Requests for L. Woods and Stefani's Restaurants

At their February 6, 2018 meeting, the Village Board approved Zoning relief necessary for L. Woods Restaurant, at 7100 North Lincoln Avenue, to construct a small outdoor seating area at the northwest side of their building, facing Kostner Avenue. Stefani's Prime Restaurant, opening in March at 6755 North Cicero Avenue, has submitted an application to allow seasonal outdoor seating on the south side of their building. This request will be heard by the Plan Commission at their March 7, 2018 meeting.

Food for Thought at 7001 North Ridgeway Avenue

Mayor Bass and Village staff have recently met with the owner and representatives of Food for Thought, who informed us that after evaluating a move of their facility into the City of Chicago, in order to be able to compete geographically with their competitors, they have decided to stay in Lincolnwood. They will instead renovate their building at Ridgeway and Lunt to better present their brand, their values, and the customer experience they wish to evoke. Staff is excited to work

with their team on significant aesthetic improvements to both the interior and exterior of the building. We are hopeful that the improvements at this property will be a catalyst for aesthetic improvements throughout the Lincolnwood Business Center. The proposed improvements will entail some Zoning relief requests, which are anticipated to be scheduled for March/April review.

Business-Friendly Zoning Code Amendments

The Village Board approved an amendment to the Zoning Code, at their February 6, 2018 meeting, to establish an Auto Uses Overlay Zone that will permit auto sales in the area of the Village Office Zoning District between Lincoln Avenue, Cicero Avenue, the northern Village municipal boundary, and Chase Avenue. Auto Sales and Service, which was not permissible in the Office Zoning District, will now be allowed with Special Use approval. This Zoning Code amendment was previously endorsed by the EDC.

Building Permits

Below is a summary of building permits issued in January 2018.

January	# of Permits	Building Value	Permit Fees
2018	35	\$2,088,810.57	\$16,252.75
2017	23	\$701,256.30	\$12,901.22
2016	39	\$2,431,607.00	\$49,438.59
2015	27	\$1,151,620.04	\$15,929.33
2014	32	\$1,633,722.00	\$25,644.00
2013	43	\$376,772.00	\$24,194.00
2012	32	\$1,660,536.00	\$51,925.00
2011	28	\$502,443.00	\$11,010.00
2010	20	\$54,524.00	\$4,959.00
2009	22	\$167,799.00	\$8,612.00
2008	27	\$1,018,530.00	\$32,774.00