



TENTATIVE A g e n d a
President and Board of Trustees
Monday, February 27, 2012
Village Hall
123 Madison Street

Special Meeting at 7:00 p.m. in Room 101

- I. Call to Order
 - II. Roll Call
 - III. Agenda Approval
-

Instructions for Agenda Public Comment

(3 minutes per person; 3 items per person maximum)

Comments are 3 minutes per person per agenda item, with a maximum of 3 agenda items to which you can speak. In addition, the Village Board permits a maximum of three persons to speak to each side of any one topic that is scheduled for or has been the subject of a public hearing by a designated hearing body. These items are noted with a (*).

- IV. **Public Comment**
- V. **Resolution Designating Cara Pavlicek as Interim Village Manager**
- VI. **Economic Development Discussion**
The Village Board scheduled this session in order to review current strategies related to our overall economic development approach. Village staff and OPDC will jointly lead this discussion.
- VII. **Adjourn**
For more information regarding Village Board meetings and agendas, please contact the Village Manager's Office at 708.358.5770. If you require assistance to participate in any Village program or activity, contact the ADA Coordinator at 708.358.5430 or e-mail adacoordinator@oak-park.us at least 48 hours before the scheduled activity. Agendas and agenda materials are now available electronically on the village web site. Visit www.oak-park.us mouse-over News, then click on Board Agendas and Minutes.

Memo

To: Tom Barwin, Village Manager
From: Loretta Daly, Business Services Manager
Date: February 23, 2012
Re: Econ. Dev. Meeting February 27th, 2012

Attached please find the meeting packet for Trustee review in anticipation of the Economic Development Team meeting on Monday, February 27th. The packet is meant to provide the Board with an overview of the meeting structure and the data points that will be provided.

Included in the packet are the following documents:

- Meeting Agenda
- Meeting Overview providing a brief description of each agenda item
- Recommended Economic Development Mission and Vision Statements
- Historic Commercial Overview
- Historic Commercial Corridor Plan Overview
- Business District Plan Review & Scorecard for each corridor
- Recruitment and Retention Matrices
- Infrastructure Status Review Matrix (engineering is completing data elements)

AGENDA

ECONOMIC DEVELOPMENT REVIEW BOARD OF TRUSTEES SPECIAL MEETING

Monday, February 27th 7:00 – 10:00 PM

Mission/Vision	Loretta Daly	5 Minutes
Historic Overview	Loretta Daly	5 Minutes
Plan Review Overview	Craig Failor	20 Minutes
Current Business Environment	Sara Faust	10 Minutes

ECONOMIC DEVELOPMENT PLANS

Retention Plan Matrix	Sara Faust	10 Minutes
Recruitment Plan Matrix	Loretta Daly	10 Minutes
Infrastructure Status Review	Craig Failor	10 Minutes
Collaboration	Loretta Daly	5 Minutes

Board Discussion

Open Issues

- April Meeting Structure
- ED Funding Sources
- ED Staffing
- Next Steps

ECONOMIC DEVELOPMENT MISSION RECOMMENDATION

MISSION: Enhance, strengthen, and diversify the commercial core of the community while providing goods, services, and employment opportunities that serve the needs and desires of local and area residents and visitors.

VISION - Retail Strategy Report, 2008

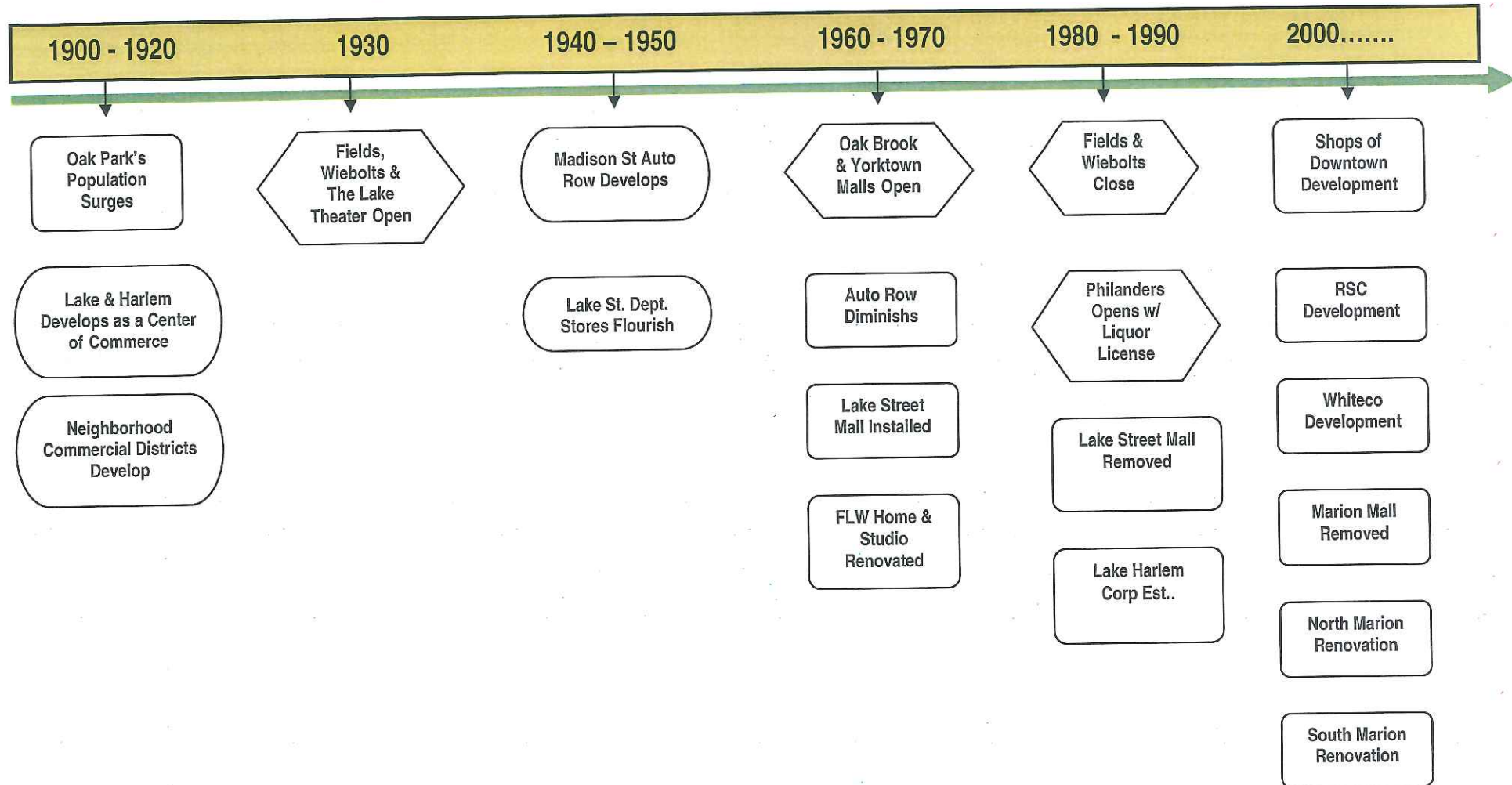
DOWNTOWN DISTRICTS: A retail destination with an authentic urban/suburban atmosphere supported by an urban street grid, authentic city buildings, and rich rapid transit opportunities – a real “authentic” working downtown. A walkable environment with high pedestrian and vehicular activity on the street, and a diverse mix of residents, tourists, and employees.

COORIDORS: Large discount and big box opportunities along Madison St, convenience bases, mixes use, infill development along Roosevelt Rd. and North Ave.

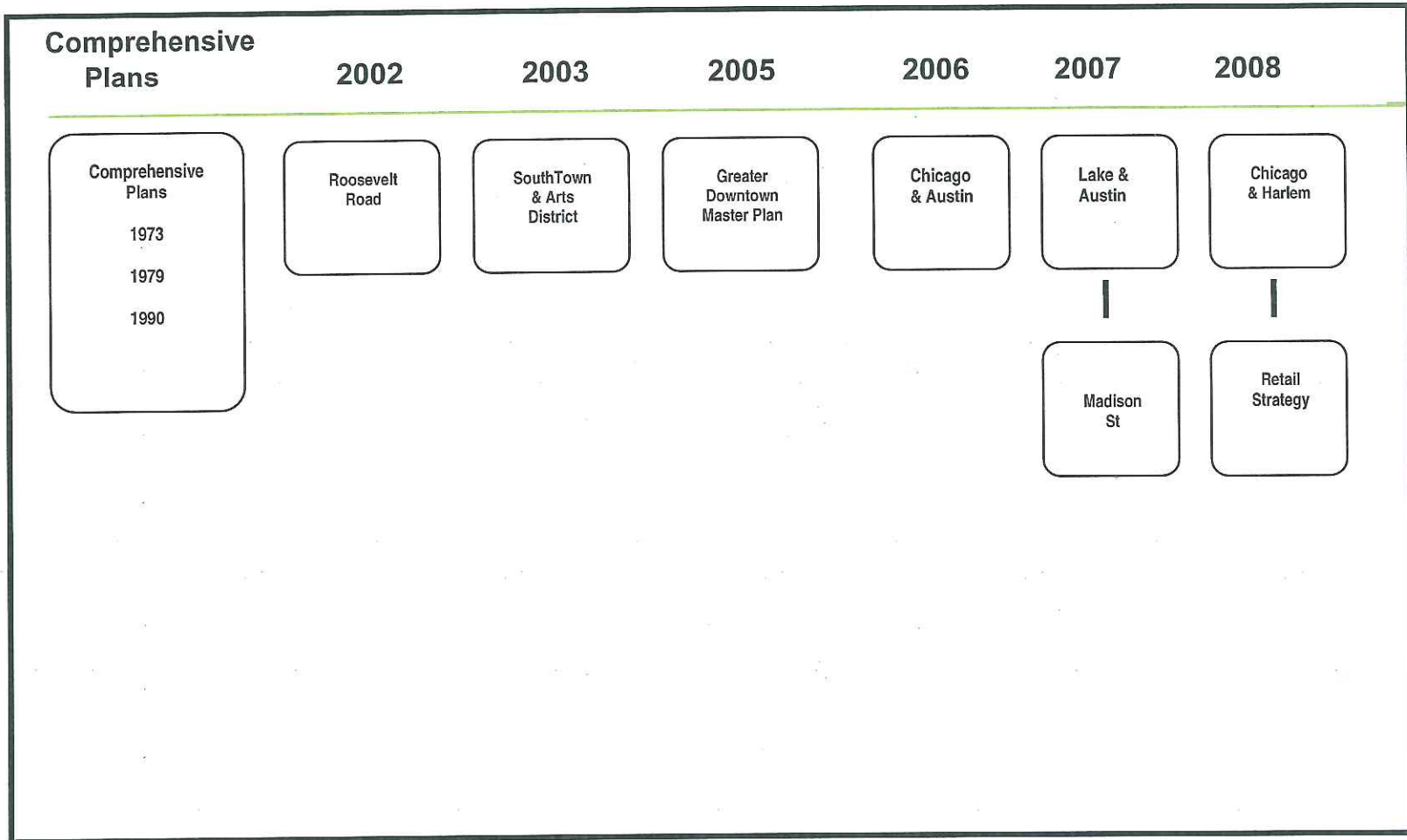
ARTS DISTRICT: Preserve and strengthen the Arts component of the district and strengthen the image as a place to dine and socialize.

NEIGHBORHOOD DISTRICTS: Because of the many challenges for retail in these areas, consider non-retail uses including professional and medical services, business to business companies, educational institutions and agencies.

Oak Park – Commercial History 1900 - 2000



OAK PARK COMMERCIAL COORIDOR PLANNING HISTORY



ACTION 1 - Developing Performance Scorecard

The following is an initial "scorecard" to facilitate the Manager's Office and Board's ability to monitor the performance of our planning and development efforts.

Business Districts		Plan Status		Infrastructure* Age		Zoning		Occupancy**	
1	<i>DTOP</i>		U	23	R		G	90%	H
2	<i>Pleasant District</i>		U	0	G		U	90%	H
3	<i>The Avenue</i>		U	28	R		U	90%	H
4	<i>Lake @ Austin</i>		U	12	U		U	95%	H
5	<i>Chicago @ Harlem</i>		U	10	U		G	94%	H
6	<i>Chicago @ Austin</i>		U	6	G		U	82%	M
7	<i>Madison Street</i>		G	26	U		G	87%	M
8	<i>SouthTown</i>		R	14	U		U	95%	H
9	<i>Harrison Arts Dist.</i>		R	33	U		G	97%	H
10	<i>Roosevelt Road</i>		G	0	G		G	85%	M
11	<i>North Avenue</i>		R	6	U		U	85%	M
12	<i>Garfield @ Harlem</i>		N	none	N		U	75%	L
13	<i>Retail Study</i>		U						

Key

Redo or None or Low	
Update or Moderate	
Good As Is or High	

**Provide by OPDC January 2012

*Supplied by Engineering Department January 2012

VILLAGE OF OAK PARK

BUSINESS DISTRICT PLAN REVIEW

Chicago @ Harlem
District Plan Adopted March 2008



DEVELOPMENT ACTIVITIES

1. Doggy Day Play [façade renovation and business development]
2. Peterson's Ice Cream building [façade renovation and business development]
3. BP [New pump installation]
4. Oak Park Vintage Market

FIRST FLOOR OCCUPANCY

As of January 2012:
Based on Storefront Evaluation

94%

PUBLIC INVESTMENTS

1. Resurface Chicago Avenue
2. Façade Grant Program

PLAN GOALS

[Bold = accomplishments]

- Improve existing businesses and attract high quality retail to the area.
- Create a better pedestrian experience.
- Provide improved and convenient parking.
- Preserve existing historic structures.**
- Improve the visual quality of Harlem Ave.
- Create a gateway at Chicago and Harlem Ave.
- Provided concepts to improve parking lots for Villager Foods, O'Connor's Cleaners, New Era's Kitchen & Baths and BP.
- Provided concepts for façade improvements.
- Issues with non-conformance with zoning regulations. Window signage coverage and uses not permitted in the perimeter overlay district.**
- Streetscape improvements along Harlem including planters/bollards, curbs, additional trees.
- Planting medians along Chicago Avenue.
- Additional Bike racks.
- Create landscape buffers between sidewalks and parking areas.
- Create a Gateway feature on the BP site.
- Work with ComEd to move equipment to allow additional parking in that area.
- Create a business association scaled to the needs of the district.
- Create district marketing.

RETAIL STUDY RECOMMENDATIONS

- While each of our neighborhood districts have distinct assets, they also operate under significant retail challenges. Therefore the lower-risk options to consumer retail stores should be considered to reduce vacancies and turnover. They include professional and medical services, business to business companies, educational and other institutions, and street level offices.

VILLAGE-OWNED SITES

- Parking Lot

VILLAGE OF OAK PARK

BUSINESS DISTRICT PLAN REVIEW

Southtown & The Arts District
Plan Adopted March 2005 *Completed*
2003



DEVELOPMENT ACTIVITIES

1. New parking lot for Pan's Grocery
2. Sen Sushi [façade renovation and business development]
3. Kinderhook [awning renovation and business development]
4. Yova [awning renovation and business development]
5. Filarski Building Redevelopment
6. Open Door Theater
7. Trattoria 225

FIRST FLOOR OCCUPANCY

As of January 2012:
Based on Storefront Evaluation

SOUTHTOWN **95%**
ARTS DISTRICT **97%**

PUBLIC INVESTMENTS

1. District Planning
2. Resurface of Oak Park Avenue
3. Identify Signage along Harrison
4. Bike Racks and Benches
5. Gateway Identification in Arts District
6. Projecting Signage Program in Arts District
7. Property Assemblage in South Town
8. Façade Grants Program
9. Retail Rehab Grant Program in Arts District
10. Crosswalk Improvements

PLAN GOALS

[Bold = accomplishments]

Research the possibility of Capping the Ike

Tap underutilized transit opportunities.
Park cars conveniently without attracting more cars.
Enhance and expand viable commercial activity.
Identify the right mix of residential and retail use.

Provide design guidelines to encourage the new with respect for the old. *Prepared but not implemented*

Improve pedestrian and auto access to businesses.

Develop two parking garages; one behind the bank building and the other south of the Ike.

Sidewalks 15 feet wide.

Increase density to support successful transit oriented mixed use development.

Front Setbacks: Set backs on upper floors of new commercial buildings can be set back at least 15 feet above the prevailing cornice line to preserve the visual integrity of the existing street wall.

Densities of 6 to 10 stories should continue south of Harrison and four stories on the north side.

Heights along Oak Park Avenue between Van Buren and Lexington should be limited to 55 feet with four floor mixed-use buildings.

Mixed-use or exclusively multi-family residential structures of six to eight stories would locate adjacent to the freeway along Garfield Avenue in close proximity to the train station.

Create Harrison Street Design Plan.

Created Harrison Street Gateway Signs

Maintain tree canopy.

Bury utility cables.

Plant flower beds between trees bordered with wrought-iron fences.

Widen sidewalks at the 3 major intersections.

Improve streetlights, pedestrian lighting, and public seating.

Create public plaza/park.

RETAIL STUDY RECOMMENDATIONS

- Preserve & strengthen the arts component of the area by creating clusters of artists workshops and cooperatives should be explored.
- **Strengthen districts reputation as a popular neighborhood place to dine & socialize through the recruitment of new restaurants and the assessment of parking restrictions. The area now contains 4 restaurants with a 5th expected to open in 2011. Parking restrictions have been reassessed and changes have been approved**
- **Provide alternative locations for independent retailers to relocate rather than close. Two local retailers have relocated and expanded their operations**
- **Pursue a small arts theater. Open Door Repertory Company Theater is set to opened in 2011**
- Improve signage and streetscape
- While each of our neighborhood districts have distinct assets, they also operate under significant retail challenges. Therefore the lower-risk options to consumer retail stores should be considered to reduce vacancies and turnover. They include professional and medical services, business to business companies, educational and other institutions, and street level offices.

VILLAGE OF OAK PARK

BUSINESS DISTRICT PLAN REVIEW

Madison Street
District Plan Adopted June 2006



DEVELOPMENT ACTIVITIES

1. Madison Highlands Mixed Use Development [BOT Approved] Previously Village-Owned
2. Interfaith Housing Development
3. Chicken and Waffles Opened [façade renovation and business development]
4. Walgreens Development
5. Community Garden
6. Wendy's
7. McDonalds
8. Dunkin Donuts
9. Hospital – Same Day Surgery
10. Numerous Façade Grants; Sears Pharmacy, Village Players, Merrell Becker Knoll, etc.
11. Fenwick's Master Plan Goals
12. Madison / Lyman & 44 Madison
13. Walgreens Parking Lot
14. Valero Gas Station –remediation
15. Demolition of Gas Station @ Kenilworth
16. Triad Automotive

FIRST FLOOR OCCUPANCY

As of January 2012:
Based on Storefront Evaluation

87%

PUBLIC INVESTMENTS

1. District Planning
2. Foley Rice Retention Agreement
3. Median Landscaping
4. Resurface Madison Street
5. Volvo Retention Agreement
6. Property Assemblage
7. Façade Grant Program

PLAN GOALS

[Bold = accomplishments]

Encourage mixed use developments, and residential development.

Improve aesthetics.

Create gateway enhancements.

Create business retention and recruitment strategies for the corridor.

Create shared structured parking at key activity areas.

Update or Create Streetscape which includes trees, lighting.

Create Streetscape wayfinding signage.

Front: 5 feet min. A 20% of a building façade may have a greater setback as necessary to accommodate entries and active amenity areas.

On the primary north-south cross streets (Harlem, Oak Park, Ridgeland, and Austin) the setbacks have been increased slightly from 0-15 to 5-15 feet.

Secondary side streets are recommended to have a setback of 0-15 feet.

Rear: 25 feet.

Consideration should be given to adding additional parking standards in the zoning code or including them as part of a Madison Street zoning overlay district.

Move Pace Bus Stop to west side of Harlem.

Create westbound to northbound right turn lane at Harlem.

Create bump outs at intersections.

Create Madison Street Coalition

RETAIL STUDY RECOMMENDATIONS

Redevelopment projects such as Madison & Highland should be pursued as it can act as a catalyst for area revitalization. Project PUD and RDA have been approved

- A mixed use/multi storied development at Oak Park and Madison should be pursued

Redirect non-retail to upper floors. Zoning changes that encourage this have been approved

VILLAGE-OWNED SITES

- Village Hall
- Northeast Corner of Oak Park Avenue and Madison Street
- 260 Madison Street

VILLAGE OF OAK PARK

BUSINESS DISTRICT PLAN REVIEW

Lake Street @ Austin
District Plan Adopted March 2007



DEVELOPMENT ACTIVITIES

1. Stinger Golf at Lake and Lombard (formally Blockbuster)
2. Asian Auto Redevelopment
3. Dominick's Interior Investment
4. Historical Society Agreement
5. The Ridgeland mixed use development
6. Ridgeland Station Townhome development
7. Park District Gymnastic Center - Acquisition

FIRST FLOOR OCCUPANCY

As of January 2012:
Based on Storefront Evaluation

95%

PUBLIC INVESTMENTS

1. Reservoir Reconstruction
2. Façade Grant Program

PLAN GOALS

[Bold = accomplishments]

- Identify economic development and increasing sales tax opportunities.
- Creating a better pedestrian experience.
- Improving the districts sense of safety.
- Providing convenient parking.
- Preserving existing historic structures.
- Create a gateway at Austin and Lake.
- Create Structured parking to support existing and proposed retail uses.
- Establish district parking plan.
- Provide parking incentives or financing options.
- Reconfigure Harvey.
- Work with CTA to improve transit station and add entrance on Oak Park side of street.
- Upgrade streetscape.
- Upgrade rail embankment and underpasses.
- Encourage LEED certification
- Prepare design guidelines.** *Prepared but not implemented*
- Prepare pedestrian lighting plan.
- Prepare streetscape and landscape design.
- Establish way-finding signage program.
- Fill vacancies with high quality tenants.

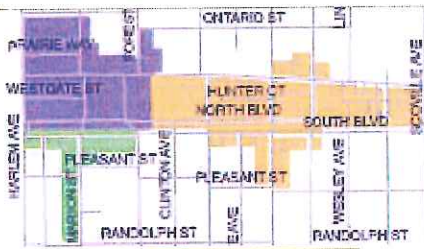
RETAIL STUDY RECOMMENDATIONS

- **Improve condition of the general shopping environment. Streetscape investment occurred in 2007**
- While each of our neighborhood districts have distinct assets, they also operate under significant retail challenges. Therefore the lower-risk options to consumer retail stores should be considered to reduce vacancies and turnover. They include professional and medical services, business to business companies, educational and other institutions, and street level offices.

VILLAGE OF OAK PARK

BUSINESS DISTRICT PLAN REVIEW

Greater Downtown
District Plan Adopted March 2005



DEVELOPMENT ACTIVITIES

1. RSC Mixed Use Development
2. Whiteco Residential Mixed Use Development
3. Opera Club Mixed Use Development
4. Lake and Forest Mixed Use Development [BOT Approved]
5. Mid-Week Market 2010-2011
6. Visitor's Center Relocation
7. Colt Site Development: *under discussion*
8. Morningside Development: *under discussion*
9. SoHo: *under construction*
10. Numerous New Businesses, Façade Renovations and Business Development

FIRST FLOOR OCCUPANCY

As of January 2012:
Based on Storefront Evaluation

DTOP **90%**
PD **90%**
AVE **90%**

PUBLIC INVESTMENTS

1. Lake and Forest Parking Garage
2. District Planning
3. Oak Park Avenue Resurfacing
4. Lake Street Resurfacing
5. Holley Court Garage Expansion
6. Avenue Garage Development
7. Water and Sewer replacement - Lake
8. Marion Street Redevelopment
9. Hunter Court Renovation
10. Oak Park Avenue Viaduct
11. Multi-Modal Station
12. Property Assemblage
13. Public Art
14. Façade Grant Program
15. Retail Rehab Grant Program
16. South Marion Renovation

PLAN GOALS

[Bold = accomplishments]

- Evaluate TIF program.
- Identify TIF priority projects.**
- Increase transit ridership.
- Improve pedestrian, bicycle, transit and auto traffic patterns with additional studies.**
- Identified catalyst projects incorporated into the TIF plan, CIP.**
- Coordinate catalyst projects with CTA, Metra, and Pace.
- Proposes additional housing, retail, office space within 1/4 mile radius of train station.**
- Properties along Lake Street 80 feet max.**
- Other B-4 max. 125 feet**
- Front: Create street wall, minimum setbacks.**
- Prohibit forecourts, gardens or other setbacks.**
- Create a Design Commission.
- Create Development Guidelines. Prepared but not implemented**
- Open Marion Street.**
- Improve sidewalks, lighting, landscaping and street furniture (partially)**
- Create Founders' Square and Station Square.
- Underpass improvements.**
- District-Wide Streetscape Improvements**
- Lake/Forest parking garage.**

RETAIL STUDY RECOMMENDATIONS

- Create a larger unified CCBD district**
- Unified Streetscape design & Central Marketing Efforts**
- Consistent Signage Graphics
- Dedicated Shuttle Service
- Retail Mix Strategy for entire Area
- Lake & Harlem Intersection -new expanded CCBD retail offering.
- Colt Development should set the tone
- Reduce the duplication of retail concepts- Create one Super Shopping Destination:
Downtown – Apparel, Avenue – Home furnishings & Décor, Marion & South Marion – latest dining and assorted shopping boutiques
- Take Advantage of River Forest Town Center traffic
- Fill in merchandise category gaps-Retail Mix Strategy
- Recruit new, select national chain concepts to broaden the market
- Establish a distinct retail identity for each district
- Downtown Districts Branding**
- Better Capture spending by out of town visitors to Oak Park
- Relocate Visitors Center to corner of Lake & Forest**
- Install unmanned kiosk signs at both Harlem and OP Ave Stops
- Unify Visitor marketing efforts by Oak Park's major attractions

VILLAGE-OWNED SITES

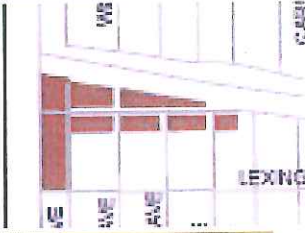
- Colt Site
- 1118 & 1133 Westgate
- NWC Euclid Avenue and Lake Street [Tasty Dog Site]
- SEC Harlem Avenue and South Boulevard / Maple Street and South Boulevard
- Three Parking Garages and various parking lots

VILLAGE OF OAK PARK

BUSINESS DISTRICT PLAN REVIEW

Garfield-Harlem

No Plan For this District.



PLAN GOALS

[**Bold** = accomplishments]

DEVELOPMENT ACTIVITIES

1. Office Development being considered by property owner
2. Animal Shelter [façade renovation]
3. Volvo Dealership

FIRST FLOOR OCCUPANCY

[As of January 2012:
Based on Storefront Evaluation]

75%

PUBLIC INVESTMENTS

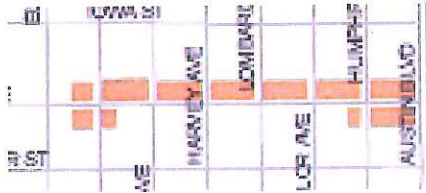
1. Street Resurface of Garfield
2. Volvo Tower
3. Public improvements adjacent Mohr Concrete

RETAIL STUDY RECOMMENDATIONS

VILLAGE OF OAK PARK

BUSINESS DISTRICT PLAN REVIEW

Chicago @ Austin
District Plan Adopted February 2006



CURRENT/RECENT DEVELOPMENT ACTIVITIES

1. Planek Building [façade renovation and business development]
2. States Attorney Satellite Office Established
3. Jamaican Grill [awning renovation and business development]
4. PJ's Hardware
5. Enterprise Rent a Car

FIRST FLOOR OCCUPANCY

As of January 2012:
Based on Storefront Evaluation

82%

PUBLIC INVESTMENTS

1. Streetscape Project
2. Resurface Chicago Avenue
3. Public Art
4. Façade Grant Program

PLAN GOALS

[Bold = accomplishments]

- Address current development constraints.
- Identify key redevelopment opportunities and catalyst projects.**
- Create an inviting pedestrian experience.**
- Improve the district's sense of safety.**
- Provide convenient parking.
- Preserve existing historic structures.**
- Create parking plan.
- Create Retail Design Guidelines.** *Prepared but not implemented*
- Create storefront zone with 70% minimum area for transparent glass to promote visibility within a storefront.**
- Encourage lighting which creates an inviting appearance and accentuates entries, signage and displays**
- Coordinate security elements, lighting, signage, and entries with architectural elements.**
- Update Sign Ordinance.**
- Encourage signage that is clear and uncluttered.
- Update Awning regulations.**
- Improve streetscape, pedestrian lighting and landscape design.**
- Create Wayfinding signage.
- Brick Crosswalks.**

RETAIL STUDY RECOMMENDATIONS

- Vacant store fronts should be covered with professional window coverage & lighting above storefronts installed
- While each of our neighborhood districts have distinct assets, they also operate under significant retail challenges. Therefore the lower-risk options to consumer retail stores should be considered to reduce vacancies and turnover. They include professional and medical services, business to business companies, educational and other institutions, and street level offices.

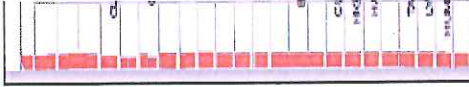
VILLAGE-OWNED SITES

- 2-10 Chicago Avenue and Parking Lot

VILLAGE OF OAK PARK

BUSINESS DISTRICT PLAN REVIEW

Roosevelt Road
District Plan Adopted March 2005
Completed 2002



PLAN GOALS

[**Bold** = accomplishments]

NOTE: *The Roosevelt Road Plan was developed for the Village of Oak Park and City of Berwyn*

DEVELOPMENT ACTIVITIES

1. Residential Development at Gunderson Avenue and Roosevelt Road
2. Began Review of Facades Relative to Deterioration Concerns & Upgrade Opportunities.
3. Established Form-based Code Zoning / Development Overlay District
4. Façade Grants; Salerno's Pizza
5. Camp Bow-Wow
6. Auto Experts

FIRST FLOOR OCCUPANCY

[As of January 2012:
Based on Storefront Evaluation]

85%

PUBLIC INVESTMENTS

1. Received \$7M in ITEP and IDOT Funding for Streetscape Project + Oak Park contribution
2. District Planning
3. Underground infrastructure enhancements
4. Façade Grants
5. Retail Rehab Grants

- Create an accessible site for all visitors.
- Create an identity that will draw visitors & businesses.**
- Determine & encourage appropriate development.
- Create a continuous pedestrian-friendly experience.**
- Provide parking in strategic locations throughout the corridor.
- Widen sidewalks from 5 feet to 10 feet.
- Front Setbacks: 0-5 feet max.**
- Adopt & enforce a consistent signage ordinance.**
- Create/maintain alley access for all businesses.
- Improve lighting.**
- Add bump outs, landscaping, street furniture and landscaped medians.**
- Establish a Joint Redevelopment Authority (RRAC).**

RETAIL STUDY RECOMMENDATIONS

New Streetscape configuration to create pedestrian friendly zoned & neighborhood oriented centers should be pursued. Tri-Village streetscape project has been funded and is underway

Leverage on grocery and pharmacies to create neighborhood-oriented centers within pedestrian-friendly zones.

The Oak Park economic picture and current business climate.

On behalf of the team, we will present an overview of current economic climate including information garnered on our streets to national data that puts Oak Park in the broader perspective. Wherever possible we will provide a comparison to information provided last year.

We will include information obtained by the Village, including

- business license renewal, new licenses and lost licenses
- business type, ownership and size
- retail sales revenue as a comparison to previous years
- retail sales in comparison to other communities
- permit numbers and revenue

We will include information obtained by OPDC, including

- responses from local surveys of Oak Park businesses
- relevant comments from the SWOT analysis in OPDC strategic plan
- occupancy information from OPDC surveys
- demographic and market information from a variety of sources

Retention - Grow business & commerce to further enhance the quality of life in Oak Park by retaining the existing commercial base and stimulating private commercial investment

- Objectives - 2012**
- 1) Retain Existing Business Base
 - 2) Grow Jobs Base
 - 3) Leverage Public Investment
 - 4) Promote Growth & Expansion w/in base

- Measurables - 2012**
- 1) Business License Renewals
 - 2) FTE Employees
 - 3) Sales Tax Generation
 - 4) Private Investment
 - 5) District Occupancy & Market Mix

Project	Strategies	Project Components	Status	Staff Lead	Time Line																				
					J	F	M	A	M	J	J	A	S	O	N	D									
Process																									
VOP Process Enhancements	Provide VOP process clarity	Business Service Center	OG	LD																					
	Develop more efficient & productive processes	BPS & Health process recommendations	P	LD, TB																					
	Determine data gathering requirements for market analysis & communication	Analyze business licensing process	IP	LD, TB, TP, OPDC																					
		Provide process recommendations	P	LD, TB, TP																					
Business Support																									
Business Education & Tech. Support	Provide one-on-one counseling	SCORE services (monthly)	OG	OPDC																					
	Provide access to information	Identify new educational opportunities	P	OPDC, LD, BAC																					
		Business seminars	P	OPDC, LD																					
		Develop business resources & information	P	OPDC, VOP																					
Access To Equity & Debt	Provide access to financial tools	Manage loan and grant programs	OG	OPDC, DTOP, VOP																					
		Review existing grant programs	C	OPDC Grant Committee																					
		Conduct a financing gap analysis in conjunction with business owners	P	OPDC, LD																					
		Explore/establish new grant opportunities	P	VOP, OPDC																					
		Review existing/consider new loan programs	P	OPDC Loan Committee																					
Business Association Dev.	Improve Business Associations Impact	Coordinate staff meeting attendance	IP	LD, OPDC																					
		Explore Main Street as a way to assist w/assoc. development	P	LD, TB																					
		BAC - Action Plan for 2012	IP	LD																					
Business Communication																									
Building Relationships	Proactive outreach to businesses	Develop business call survey	P	OPDC, LD																					
		Implement weekly call strategy	P	OPDC, LD																					
		Develop an annual survey in conjunction with business licensing process	P	OPDC, LD, VC																					
		Meet with industry leaders regularly	Develop a bi-monthly meeting schedule	P	OPDC, LD, TB																				
Marketing																									
Consumer Marketing	Expand VOP consumer base through CBD marketing	Develop Downtown District brand	C	Cooperative																					
		Execute the CBD brand marketing plan	IP	Cooperative																					
		Provide support to enhance marketing for business/areas	Create & maintain on-line and hard copy directory	IP/OG	OPDC, Associations																				
			Promote OP business/areas locally and beyond	P	Assns, LD, OPDC, Visit Oak Park, etc																				
			Promote district campaigns	P	LD, Visit Oak Park, Assns, OPDC																				
		Encourage business web presence	P	OPDC																					

Status Key: C=Complete IP = In Progress P = Planned OG = Ongoing

Recruitment - Develop appropriate market mix in each commercial corridor that provides goods and services to area residents and pulls from the largest consumer base possible.

- Objectives - 2012**
- 1) Develop Market Mix Recommendations
 - 2) Assess Current Job Base
 - 3) Develop Public Investment Strategy
 - 4) Develop Retail Strategies

- Measurables - 2012**
- 1) Implement Retail Strategies
 - 2) Assemble Recruitment Teams
 - 3) Develop New Marketing Materials

Project	Strategies	Project Components	Status	Staff Lead	Time Lines																			
					J	F	M	A	M	J	J	A	S	O	N	D								
Market Mix																								
Develop Market Mix Recommendations	Develop market mix by district	Plans - corridor, retail study	C																					
		New comprehensive plan	P	CF																				
Analyze Market Mix	Update market mix analysis by district	Downtown districts market mix analysis	P	LD, OPDC, DTOP																				
		Other districts market mix analysis	P	LD, OPDC																				
Recruitment Strategies																								
Retail Recruitment	Create national strategy Create local/regional strategy	Maintain a database of available properties	OG	OPDC																				
		Review/revise recruitment material	OG	LD, OPDC																				
		Develop national/regional show strategy	P	LD, OPDC																				
		Establish a recruitment team	P	LD, OPDC																				
		Develop target list	IP/OG	LD, OPDC, Team																				
		Engage identified targets	OG	OPDC, VOP																				
		Conduct broker tours	P	VOP, OPDC																				
		Report on monthly progress	OG	LD, OPDC																				
Commercial/Professional	Create a strategy for commercial/prof.	Expand database of available properties	OG	OPDC																				
		Establish a recruitment team	P	LD, OPDC																				
		Develop target list	P	LD, OPDC, Team																				
		Develop recruitment material	P	LD, OPDC																				
		Engage identified targets	IP/OG	OPDC, VOP																				
New Development	Create a strategy for attracting new dev.	Maintain a database of available sites/properties	OG	OPDC																				
		Establish a recruitment team	P	LD, OPDC																				
		Review/revise recruitment material	OG	LD, OPDC																				
		Report on monthly progress	OG	LD, OPDC																				
Recruitment Tools																								
Access To Equity & Debt	Provide access to financial tools	Manage loan and grant programs	OG	OPDC, DTOP, VOP																				
		Review existing grant programs	C	OPDC Grant Committee																				
		Conduct a financing gap analysis in conjunction with business owners	P	OPDC, LD																				
		Explore/establish new grant opportunities	P	VOP, OPDC																				
		Review existing/consider new loan programs	P	OPDC Loan Committee																				
Zoning Review & Revision	Ensure zoning supports vision	Review site zoning for development	P	CF																				
		Explore new ED funding opportunities	IP/OG	LD, OPDC																				

Status Key: C = Complete/Event IP = In Progress P = Planned OG = Ongoing

COMMERCIAL CORRIDOR - INFRASTRUCTURE HISTORY

	Last Streetscape	Project	Streetscape Planning Status	Short Term Investment Opportunities	Infrastructure Years Remaining
Downtown Districts					
North Oak Park Ave	1984	Lighting, sidewalks, planters	50% Drawings	Install New Palatte	Water 0/Sewer 7 s
South Oak Park Ave	1984	Lighting, sidewalks, planters	50% Drawings	Install New Palatte	Water 80/Sewer 0
Plaza	1984	Lighting, sidewalks, planters	50% Drawings	Install New Palatte	Water 0/Sewer 0
Lake St. Oak Park Ave	1984	Lighting, sidewalks, Planters	0% Drawings	Planning Process	Water 91/Sewer 0
Lake St. Harlem	1989	Remove Mall, Lighting, sidewalks, Furniture, Planters	0% Drawings	Planning Process	Water 67/Sewer 77
Westgate	1989	Lighting, sidewalks, planters	0% Drawings	Planning Process	Water 0/Sewer 14
North Blvd			0% Drawings		Water 0/Sewer 0
South Blvd			0% Drawings		Water 0/Sewer 0
North Marion	2007	Remove Mall, New Palette	Complete	N/A	N/A
South Marion	2011	New Palette	Complete	N/A	N/A
North Avenue	2008	Lighting, Medians 1/3 only	1/3 Complete	Complete Final 2/3	
Chicago Ave - Harlem	2002	Lighting, Sidewalks	Complete	Install Gateway Feature	
Chicago Ave - Austin	2006	Lighting, Sidewalks, Parkway	Complete	Install Gateway Feature	
Lake - Austin	2000				
Madison St	1986	Lighting, Sidewalks, Parkway	Planning Complete	TIF Streetscape Investment	
Southtown	1998	Lighting, Sidewalk, Furniture			
Arts District	1979	Lighting, Sidewalk, Furniture	Planning Complete		
Garfield/Harlem	None				
Roosevelt Road	2011	Lighting, Sidewalk, Furniture	Complete	N/A	

✓

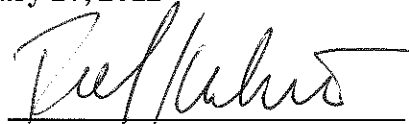
VILLAGE OF OAK PARK
AGENDA ITEM COMMENTARY

Item Title: RESOLUTION DESIGNATING Ms. CARA PAVLICEK AS INTERIM VILLAGE MANAGER

Resolution or Ordinance No. _____

Date of Board Action February 27, 2012

Staff Review:



Human Resources Director: Frank Spataro

Village Manager's Office: _____

Item History: The Village Board has selected Ms. Cara Pavlicek, currently serving as the Village's Parking and Mobility Services Manager to be designated as the interim Village Manager effective upon the position becoming vacant March 1, 2012.

Item Policy Commentary: As the interim Village Manager, Ms. Pavlicek shall be the chief administrative officer of the Village and exercise all powers and duties assigned by Statute and such other authority as may be granted by the Board of Trustees. As the interim Village Manager, Ms. Pavlicek shall be charged with the enforcement of all laws and ordinances within the Village insofar as their enforcement is within the powers of the Village. Ms. Pavlicek shall attend all meetings of the Board of Trustees, shall keep the Board informed as to the affairs of the Village, and shall recommend to the Board such actions as may be necessary or expedient for the welfare of the Village.

Item Budget Commentary: Sufficient funds are available for adjusting Ms. Pavlicek's salary for the time she is serving as the interim Village Manager.

Proposed Action: Approve the Resolution.

**RESOLUTION DESIGNATING Ms. CARA PAVLICEK AS INTERIM VILLAGE
MANAGER**

BE IT RESOLVED by the President and Board of Trustees of the Village of Oak Park, Cook County, State of Illinois, that Ms. Cara Pavlicek, currently serving as the Village's Parking and Mobility Services Manager be designated as interim Village Manager.

As the interim Village Manager, Ms. Pavlicek shall be the chief administrative officer of the Village and exercise all powers and duties assigned by Statute and such other authority as may be granted by the Board of Trustees. As the interim Village Manager, Ms. Pavlicek shall be charged with the enforcement of all laws and ordinances within the Village insofar as their enforcement is within the powers of the Village. Ms. Pavlicek shall attend all meetings of the Board of Trustees, shall keep the Board informed as to the affairs of the Village, and shall recommend to the Board such actions as may be necessary or expedient for the welfare of the Village.

THIS RESOLUTION shall be in full force and effect from and after its adoption and approval as provided by law.

ADOPTED this 27th day of February, 2012 pursuant to a roll call vote as follows:

AYES:

NAYS:

ABSENT:

ADOPTED AND APPROVED by me this 27th day of February, 2012.

David G. Pope
Village President

ATTEST:

Teresa Powell
Village Clerk