

VILLAGE OF ITASCA SPECIAL BOARD OF TRUSTEES MEETING MINUTES

Joint Session with Plan Commission

March 16, 2016 – 7:00PM

- Call to Order:** Mayor Jeff Pruyn called the Special Village Board Meeting to order at 7:09PM.
- Roll Call:** Present: Trustees – Marty Hower, Jeff Aiani, Frank Madaras, Ellen Leahy, Mike Latoria, Lucy Santorsola; Deputy Village Clerk – Jacob Lawrence.
- Present: Plan Commissioners – Mark Kischner, Lori Drummond, Robert Hoffmann, Jeffrey Holmes, Nina Lill, Krista Ray, Eric Swets.
- Also present: Village Administrator – Evan Teich; Community Development Director – Nancy Hill; Village Planner – Shannon Malik; Village Attorney – Yordana Wysocki; Community Development Intern – Christopher Strom.
- Absent: Village Clerk – Melody Craven.
- Audience Participation:** None.
- President’s Comments:** (President of BDI’s Market Analysis) Mayor Pruyn thanked the audience for attending the joint Special Village Board meeting with the Plan Commission.
- Ms. Nancy Hill, Community Development Director, opened the conversation by providing an overview and background. In July 2015, Business Districts, Inc. (BDI) was approached by Hamilton Partners with a request to perform an independent market analysis for a site on Irving Park Road west of Rohlwing Road (1349 W. Irving Park Road in Itasca). Hamilton Partners had recently entered into a contract to purchase the land, and Hamilton Partners does not believe that this site’s current zoning allows for the market to positively respond for development. Hamilton Partners has a proposed use which would require a zoning change. With Hamilton Partners approval, BDI suggested that the study be done under the oversight of the Village of Itasca in order to assure transparency, which all parties required.
- Subsequently, the Village of Itasca asked BDI to complete a market analysis for the study area bounded by Rohlwing Road on the East, Irving Park Road on the South, Baker Drive on the West, and the Milwaukee Road rail tracks on the North with a particular emphasis on the site under contract to Hamilton Partners. The area and site are shown in the cover illustration. This market analysis examines the optimal use(s) for the primary parcel under consideration and provides an overview of the other sites located within this study area. As part of this

analysis, BDI considers the study area's market context within Itasca and the region, given Hamilton Partners' proposal for the largest of the study area's parcels, and the nearby existing uses, including those at the northwest (NW), northeast (NE), southeast (SE), and southwest (SW) corners of the Irving Park Road/Rohlwing Road intersection.

The Scope of Services contract with BDI, approved by the Village of Itasca, included the following:

I. **Project Initiation:** BDI met with Village staff to confirm the scope of work, complete plans for all project work, and review any previously completed market information and planning studies relevant to the study area.

II. **Interviews:** Based on a schedule created with the Village of Itasca, BDI interviewed the following: the property owner and their commercial broker representative of the largest parcel (the parcel under contract with Hamilton Partners); the proposed developer (Hamilton Partners) for the Irving Park Road site; Itasca's Mayor; a Village Plan Commission member who is also a commercial broker; Village staff; and a property owner at the northwest corner of Rohlwing Road/Irving Park Road. The purpose of these interviews was to identify owner objectives, ascertain business and investment interest in the study area, and to discuss current market conditions, trends, and perceptions affecting the study area.

III. **Baseline Market Data:** Using the Experian national demographic database, U.S. Census Bureau reports, American Community Survey data, Illinois Department of Revenue sales tax reports, Illinois Department of Transportation traffic counts, and any other reliable sources identified with Village staff, BDI compiled a statistical picture of market characteristics and logical markets for the study area. BDI also examined area traffic generators and regional market trends for each use as part of this task. Analysis of this Baseline Market Data is included in the Market Analysis by Use section of this report

IV. **Market Analysis By Use:** BDI evaluated all potential uses for study area parcels. This evaluation identified the market opportunities and constraints for all uses (i.e. residential, retail, industrial, and office). With a current proposal for an industrial development on the study area's largest parcel, BDI considered whether there is sufficient demand, given the area's nearby uses.

The results of this market analysis and recommendations can be found at www.itasca.com/BDIanalysis.

Audience Participation: Ms. Hill turned the presentation over to a question and answer

session. Several audience members participated.

Discussion ensued over the aesthetic and practical cases of an industrial use versus a retail/commercial use at the site location. Terry Jenkins and Diane Williams from BDI fielded many questions about varying factors influencing their conclusion that the site would be best suited for an industrial use.

Mark Hamilton, Hamilton Partners, stated his wishes for the site to be industrial and cited examples as to why this was the case.

Jeff Rand, Lee Associates, stated he had substantial commercial real estate experience. He pointed out that the Village needed to start "re-gentrification" and that a prime example is what failed next to the Post Office. It is telling of the whole quadrant. If the development is crisp and clean, it will succeed.

Trustee Madaras asked Mr. Rand what type of business he would suggest.

Mr. Rand responded that speculative, light industrial in the greater O'Hare market with good glass and curb appeal typically results in sales tax revenue. He added that companies would be willing to pay a premium to be on a main thoroughfare for a guarantee. He suggested Mr. David's Carpet as a prime candidate for success in the area.

Commissioner Kischner asked the window of the market study and if projecting more than two years would be feasible.

Terry Jenkins responded that the best answer wouldn't be years, it'd be if you read any type of review on retail on a national and a regional basis, it's a strong feeling that there's 120-130% over demand of retail.

Ms. Nancy Hill asked the Village Board and Plan Commission for direction on what to tell developers about the property.

There was cautious consensus of the Village Board and Plan Commission that the site should be an industrial use. The Mayor stated that he would support some industrial development on that site if it were to help the Village achieve other goals.

Trustee Hower agreed with the Mayor if we could entice a company with a showroom that would generate revenue tax.

Commissioner Kischner stated that it cannot be a typical industrial development; it has to look and feel right, and the access has to be right.

Ms. Hill summarized the Board and Commission's feedback and concerns, and stated she would go back to the developers with staff and create a broader plan, perhaps one involving the construction of a Tax Increment Financing (TIF) district.

Trustee Aiani urged the Board and Commission that we need to come up with an answer for staff and developers sooner than later.

Adjournment:

Trustee Latoria made a motion to adjourn the Village Board meeting at 8:41PM; Trustee Santorsola seconded the motion. Motion carried by a unanimous voice vote.

Minutes by: Jacob A. Lawrence, Deputy Village Clerk