

VILLAGE OF GLENCOE  
PLAN COMMISSION

Regular Meeting  
October 22, 2014

1. CALL TO ORDER

A regular meeting of the Plan Commission of the Village of Glencoe, Cook County was called to order by Chairman Thomas in the Village Hall Council Chamber at 7:35 p.m. on the 22<sup>nd</sup> day of October 2014.

2. ROLL CALL

The following were present:

Caren Thomas, Chairman, Public-at-Large Representative  
Barbara Miller, Vice-Chairman, Village Board Representative  
Louis Goldman, Glencoe Public Library Representative  
Ed Goodale, Zoning Board of Appeals Representative  
Bruce Huvard, Public-at-Large Representative  
Marya Morris, Public-at-Large Representative  
Seth Palatnik, Glencoe Park District Representative  
Gary Ruben, School District #35 Representative

The following were absent:

Tom Scheckelhoff, Historic Preservation Commission Representative

The following were also present:

Philip Kiraly, Village Manager  
David Mau, Director of Public Works  
Nathan Parch, Planning & Development Administrator  
Lee Brown, Village Planner

3. CONSIDER THE SEPTEMBER 23, 2014 PLAN COMMISSION MEETING MINUTES

The minutes from the September 23, 2014 Plan Commission meeting were approved.

4. PUBLIC COMMENT TIME

None

5. CONTINUE DISCUSSION OF DOWNTOWN TUNE UP

Consultant Bridget Lane, of Business Districts, Inc., together with Village Planner Lee Brown led a discussion on economic development issues pertaining to downtown business districts, with specific focus on downtown Glencoe.

Ms. Lane reviewed the four markets relevant to a local economy: (1) Community (Glencoe); (2) Pedestrian; (3) Convenience; and (4) Destination.

The Community Market includes the residents of Glencoe who choose to shop in town because of community pride and to support local businesses.

The Pedestrian Market is within a ½-mile area of Downtown Glencoe and includes residents and employees within walking distance.

The Convenience Market is within a 5-minute drive or 10-minute bike ride and extends outside of Glencoe to those businesses on Skokie Boulevard in Northbrook and Hubbard Woods in Winnetka. Consumers are attracted to this market area for convenience – there is no excuse to travel further away for routine goods and services such as grocery, pharmacy, clothing care, quick meals, etc. The Convenience Market provides businesses with 50-85 percent of their yearly sales. Downtown Glencoe's Convenience Market includes Grand Foods, Parkway/Walgreens, multiple dry cleaners and nail/hair salons, Shell gas station, among others.

The Destination Market is within a 15-minute drive and extends outside of Glencoe to those commercial areas in Highwood on the north, Northbrook Court and The Glen Town Center on the west, and Northfield and Old Orchard on the south. Consumers are attracted to this market area for unique products and services. Downtown Glencoe's Destination Market attracts those from outside the area to Writers Theatre, Guildhall, Advanced Dermatology, among others.

Ms. Lane reviewed annual resident and employee spending in each of the market areas. She noted that Downtown Glencoe captures, to various degrees, all four markets. While market is not a problem for Glencoe, Ms. Lane explained that the greater challenge is Glencoe's position within a competitive region.

Ms. Lane noted that customers are drawn to Downtown Glencoe for a variety of uses and experiences, including: ambiance & scale, interaction with friends/neighbors, safe place for kids, the Library, convenience goods & services, unique food establishments, and cultural/arts (Writers Theatre).

Ms. Lane explained several national trends impacting downtown areas that should be considered in the plan for Glencoe. Such trends include telecommuting/home offices, co-working office/event spaces, food trucks, short-term leases/pop-ups, omni-channel retailing, which includes all available modes of shopping, and pending laws regarding internet sales.

Examples of the fixed startup costs for retail and restaurant uses were shared along with monthly operating expenses. The intent was to provide an understanding of the level of investment required for a new business to open and operate in the area.

Ms. Lane concluded by sharing examples of policy decisions for the Plan Commission to consider as part of the Downtown Tune Up. One example was consideration of a cultural arts focus for Downtown Glencoe, building on the presence of the Library, Writers Theatre, and several art galleries.

Following the presentation, Chairman Thomas asked staff to develop a report summarizing the issues relative to economic development in Downtown Glencoe.

6. STANDING COMMITTEE REPORTS

Commissioner Goodale stated that the Glencoe Historical Society's kick-off event for the Ravine Bluffs Centennial on September 28<sup>th</sup> included 140 attendees. He noted that the next event will be held at 5:00 p.m. on Sunday, November 2<sup>nd</sup> at the Library.

7. SCHEDULE NEXT MEETING OF THE PLAN COMMISSION

The next meeting of the Plan Commission was scheduled for 6:30 p.m. on Wednesday, November 12, 2014.

8. ADJOURNMENT

The meeting was adjourned at 9:00 p.m.

Respectfully submitted,

Nathan Parch  
Planning & Development Administrator