



CITY OF WOOD DALE

STREETSCAPE AND ECONOMIC ENHANCEMENT COMMITTEE **AGENDA**

Date & Time: May 6, 2024 at 6:30PM
Location: Executive Session, City Hall, 404 N Wood Dale Rd, Wood Dale, IL 60191
Members: Chairperson Ald. Peter Jakab, Vice-Chair Ald. Michael Curiale, Shashwat Baxi, Paula Masilotti, Michael Melone, Steven Mikos, Nicholas Lucania
Staff Liaison: Andrew Koterak, Planner

I. CALL TO ORDER

II. ROLL CALL

III. BUSINESS ITEM

A. Approval of Meeting Minutes from April 1, 2024

IV. REPORT AND RECOMMENDATION

A. Façade Improvement Grant Application - 123 W Irving Park Rd (Shorty's)

V. OTHER BUSINESS

A. Future Agenda Items

VI. ADJOURNMENT

The next regularly scheduled meeting of the Streetscape & Economic Enhancement Committee is June 3, 2024.

STREETSCAPE & ECONOMIC ENHANCEMENT COMMITTEE MINUTES

Committee Date: Monday, April 1, 2024
Present: Chairperson Ald. Peter Jakab, Mike Melone, Nick Luciana, Steve Mikos
Absent: Vice-Chair Ald. Michael Curiale, Shashwat Baxi, Paula Masilotti
Also Present: Andy Koterak, Planner, Gosia Pocięcha, Senior Planner
Meeting Convened at: 6:30 PM

CALL TO ORDER:

Chairperson Ald. Jakab called the meeting to order at 6:33 pm. Roll call was taken and a quorum was present.

BUSINESS ITEMS:

A. Approval Of the Minutes

Ald. Jakab motioned to approve the minutes of the March 4, 2024 meeting with corrections (Mr. Mikos did attend that meeting), seconded by Mr. Melone. The minutes were unanimously approved via voice vote.

B. Façade Improvement Policy Revisions

Planner Koterak presented a short introduction of the Façade Improvement Grant program. More specifically the potential need to revise the policy to make it easier for businesses to apply and to increase the number of eligible properties. A short history of the program was presented starting with the establishment of the program in 2014, clarifications to the policy in 2015, then further revision in 2016 to increase the total award amount and implement scoring matrix. Prior examples of completed projects that utilized the Façade Improvement Grant funds were presented; JB's, Crossroads, etc. Proposed changes to the policy were presented including expanding the program to all commercially zoned properties and industrial properties that front Community Gateway Corridors (Devon, Wood Dale, Mittel, Thorndale North and South, Central and Route 83). In addition to expansion of the geographic scope, the proposal calls for increasing the total award amount from \$130,000 to \$150,000 with the possibility of City Council increasing the amount for special projects. The total number of required quotes is proposed to be reduced from 3 to 2. The policy would be revised to allow the applicant

to apply for the grant after starting construction. The total project cost is proposed to be reduced from \$10,000 to \$5,000.

There was a discussion on industrial properties including a review of The Gateway Corridors. The possibility of eliminating the applicant match requirement was discussed, but it was noted that having the applicant provide match funds ensures more ownership in the project. Motion to begin discussion of possible amendments to the program that would increase interest and participation in the program, which in turn would beautify the City's streetscape was made by Ald. Jakob and seconded by Mr. Mikos. Motion passed unanimously, 4 "yes" to 0 "no" and the proposed revisions will move forward to the Planning, Zoning and Building Committee.

C. Future Projects Discussion

Planner Koterak displayed the future projects master list to discuss potential future projects. Mr. Melone mentioned the pedestrian bridge on Irving Park Road and how it is currently utilized. It was also brought up that the Irving Park Road sidewalk over the Salt Creek is not plowed in the winter. Staff will check with the Public Works Department to verify who is responsible for plowing that sidewalk. Also discussed was the bike path mentioned in the Vision Plan, which would run along and cross Salt Creek. Ald. Jakob mentioned that the Council recently discussed additional holiday decorations. Veterans Park medallions were brought up with ideas to fill the empty space on the wall. It was noted that the United States Space Force is officially recognized as one of the US Military branches. Mr. Luciana expressed interest to work on projects that include green infrastructure.

ADJOURNMENT:

A motion to adjourn was made by Mr. Mikos and seconded by Chairperson Ald. Jakob; it carried unanimously by voice vote. The meeting adjourned at 7:34 pm.

Minutes taken by Gosia Pocięcha

CITY OF WOOD DALE

Community Development



MEMO

DATE: May 6, 2024
TO: Streetscape & Economic Enhancement Committee
FROM: Andrew Koteris, Planner
SUBJECT: Façade Improvement Grant for Shorty's (123 W Irving Park Rd.)

OVERVIEW

A Façade Improvement Grant application has been submitted to request reimbursement of exterior improvement expenses for the commercial property at 123 W Irving Park Road. The proposed improvements include painting the exterior of the building, painting an existing sign, and installing additional landscaping.

Required Documents & Submittals

The following items were submitted with the application and are attached to this memo:

Exhibit A: Completed Façade Improvement Program application

Exhibit B: Proof of ownership or lease

Exhibit C: Detailed contractor cost estimates:

1. Painters USA (Painting)
2. Five Star Painting (Painting)
3. Lyndon's Remodeling (Painting & Landscaping)
4. Planted Landscaping (Landscaping)
5. Platt Hill (Landscaping)

Exhibit D: Illustrations of proposed improvements

Exhibit E: Plat of survey

Exhibit F: Proof of ownership

ANALYSIS

The subject property is located along Irving Park Road adjacent to the City Clocktower and is zoned TCB: Town Center Business. The applicant is the proprietor of Shorty's, a drive-in style quick-service restaurant serving American fare. The subject property was recently purchased by the current owner with the intention of enhancing the visual appearance and visibility from Irving Park and Wood Dale roads.

Background

The building was originally constructed in 1968 and purchased by the current owner in 2024. Per the current Façade Improvement Program Policy, properties may be eligible for a grant award of up to 50% of the total improvement cost, or a maximum of \$200,000 whichever is less. The improvements shall be maintained in their finished form, except as may be approved by the City Council, for a period of 3 years from completion. The Streetscape Committee recently recommended changes to the Façade Improvement Policy which were approved by the City Council. The revised 2024 policy shall apply to this application.



Subject Property Existing Conditions

Proposed Façade and Site Improvements

The applicant received three quotes for each of the proposed site improvements; painting of the building exterior / sign and installation of arborvitae plantings along the rear property line (see Exhibit C). The total project cost exceeds the minimum construction value of \$5,000 and is eligible for reimbursement.

Per the Façade Improvement Program Policy, improvements eligible for reimbursement shall focus on the street-facing façade and/or areas visible from the public right-of-way. Because the proposed painting of the façade and sign, as well as the evergreen plantings, are visible from Irving Park Road, they are aligned with the spirit and intent of the policy.

The applicant would prefer to paint the trim of the building yellow as seen in the attached illustrations (Exhibit D). However, should the Streetscape Committee feel strongly in favor of another color that better compliments the existing colors, materials of the building, or design guidelines of the City, the applicant has indicated a willingness to consider other suggestions. According to the City's Design Guidelines, commercial properties should use different building materials that do not clash in color or finish and a logical and attractive family (palate) of colors should be applied. A reddish color would complement the existing

red brick on the structure. The following tables summarize the 6 cost estimates provided by the applicant. Note that the maximum grant award is typically based upon the lowest cost estimate received. The total Lowest Bid Cost Estimate is **\$16,580**.

Cost Comparison: Painting			
	Painters USA	Five Star Painting	Lyndon's Remodeling
Façade & Sign	\$16,482.00	\$16,937.19	\$15,000.00
Est. Permit Fee:	\$300.00	\$300.00	\$300.00
Total:	\$16,782.00	\$17,237.19	\$15,300.00

Lowest Bid

Cost Comparison: Landscaping			
	Planted Landscaping	Platt Hill	Lyndon's Remodeling
Façade & Sign	\$2,698.00	\$1,280.00	\$1,850.00
Est. Permit Fee:	\$0.00	\$0.00	\$0.00
Total:	\$2,698.00	\$1,280.00	\$1,850.00

Lowest Bid

Staff Scoring (Painting + Arborvitaes Only)

Criteria	Points
Visual Impact	
<i>Improved curb appeal</i> The curb appeal of the property is being improved by repainting the façade which has faded over time	3
<i>Improved pedestrian experience</i> The proposed project will not change the architectural details of the building.	0
<i>Significant visual improvements</i> The proposed façade improvements will not add additional entry features, windows, or doors. The massing and scale of the façade will not be changed.	0
Financial Impact	
The proposed improvements are limited to the façade improvement renovation eligible for grant funding. The applicant is not leveraging more private investment than required to obtain grant funding.	1
The proposed project is part of a larger project that improves both the façade and site. Additional landscaping is being installed along the rear property line which is visible from Irving Park Road.	3
Property Use	
Restaurant & Entertainment	3
Points Total:	10

When asked to submit a façade improvement scoring sheet, the applicant scored their application at 10. Staff are in agreement with this assessment. Projects scoring between 6-10 points are eligible for 25.0% reimbursement.

Additional Landscaping

City staff believe there may be an opportunity to provide additional landscaping between the front of the building and Irving Park Road right-of-way. The purpose of the façade improvement policy is to beautify street-facing areas of businesses along the City's primary commercial corridors. Staff contacted the applicant to suggest three (3) alternatives for adding more landscaping around the building, however he has not indicated an interest in pursuing planters at this time. The following alternatives were presented.

1. Purchase multiple rectangular planters and place on existing concrete surface / step between the front railing and sidewalk. Plantings could include decorative grasses, flowers, or other greenery.
2. Purchase round planters and place on existing asphalt surface between striped parking spaces and public sidewalk.
3. Completely remove the concrete area between the front railing and public sidewalk. Replace with sod, flowers, shrubs, and edging to define and protect the space.

Several freestanding planter products have been identified that may fit within the existing concrete / asphalt open space between the building / railing and outside edge of the public sidewalk. The Streetscape Committee may wish to consider discussing the additional landscaping with the petitioner. If planters are provided, staff believe the project would score 12 points, placing the entire project in a higher reimbursement tier of 37.5%.

Staff Scoring (Painting, Arborvitaes, and Planters)

Criteria	Points
Visual Impact	
<i>Improved curb appeal</i> The curb appeal of the property is being improved by repainting the façade which has faded over time	3
<i>Improved pedestrian experience</i> The proposed project will not change the architectural details of the building.	0
<i>Significant visual improvements</i> The addition of planters would represent a significant visual improvement	2
Financial Impact	
The proposed improvements are limited to the façade improvement renovation eligible for grant funding. The applicant is not leveraging more private investment than required to obtain grant funding.	1
The proposed work is part of a larger project that improves the façade and site. Landscaping in the front and rear will be visible from the public Right-of-Way.	3
Property Use	
Restaurant & Entertainment	3
Points Total:	12

Available Planter Products



Miami Rectangular Planter

- 24" L x 12" W x 18" H (Other sizes available)
- \$395.27 ea.



Ecopots Paris Rectangle Planter

- 32" L x 15" W x 15.75" H
- \$179.00



Lechuza Trio Cottage Wicker Planter Box

- 39" L x 13" W x 13" H (Other sizes available)
- \$128.00 ea.



Real Wood Products Brown Wood Rustic Barrel

- 26" W x 17.5" H
- \$54.98



American Essence Spokane Cylinder Planter

- 27" W x 21.5" H (Other sizes available)
- \$149.00



Crescent Garden Delano Round Planter

- 26" D x 13" H (Other sizes available)
- \$159.00

RECOMMENDATION

Staff recommend entering into a grant reimbursement agreement with the applicant in an amount not to exceed twenty five percent (25%) of eligible costs. Based on the lowest cost estimates provided by the applicant for each improvement, the total reimbursement value shall not exceed four thousand one-hundred forty-five dollars \$4,145 (25% of \$16,580). Staff's recommendation is based upon the eligibility of the project and total project score which totaled to 10 points. Alternatively, should the applicant be willing to install planters, staff recommend entering into a grant reimbursement agreement with the applicant in an amount not to exceed thirty-seven- and one-half percent (37.5%) of all eligible costs. In both scenarios, the project exceeds the \$10,000 minimum cost requirement, the property is more than 30 years old, and the proposed improvements fall the under eligible expense categories of Façade Improvement and Landscaping.