



STREETSCAPE AND ECONOMIC ENHANCEMENT COMMITTEE **MINUTES**

Committee Date: April 2, 2018
Present: Ald. Art Woods, Ald. Sonny Sorrentino, Shirley Siebert, Mitchell Tau, Mike Melone, Steve Mikos (arrived at 6:33 pm)
Absent: Linda Luciana
Also Present: Kelley Chrisse, Mo Khan, Grant Paplauskas, Iwona Gebala, Dariusz Gebala
Meeting Convened at: 6:30 p.m.

CALL TO ORDER

Alderman Woods called the meeting to order. A quorum was present.

APPROVAL OF MINUTES

Mr. Tau motioned to approve the minutes of the January 8, 2018 meeting, which was seconded by Ald. Sorrentino. The minutes were unanimously approved as presented via voice vote.

NEW BUSINESS

A. Simba Kids (170 W Irving Park Rd) Façade Grant Application

Mr. Khan began the discussion introducing the Façade Grant Application submitted by Iwona & Dariusz Gebala for 170 W. Irving Park Rd. The Staff Memo was summarized, highlighting improvements being made to the street-facing façade, the overall scope of the project and the estimates received for the eligible expenses, the lowest being in the amount of \$99,408.

A score of 13 out of 20 was given by Community Development Staff and a score of 16 out of 20 was given by the applicant. Mr. Khan stated though improvements are being made to the street-facing façade, the improvements are limited especially since the street-facing façade lacks a functional main entrance. However, the project is part of a larger project that improves the use of the building.

Mr. Khan stated staff is recommending to the Streetscape Committee that they recommend approval of a grant agreement not to exceed \$37,278, which is 37.5% of the eligible expenses, to the City Council.

Committee asked if there is anything that can be done to increase the level of funding. Mr. Khan stated that if design changes or other improvements are made



such as relocating the main entrance to the street-facing façade that it may increase the score and the funding potential.

The applicant shared that the entrance was placed in the rear of the building to be near the parking lot and be more functional for their business operations. Staff shared that these design options were talked about with the applicant and understand the reason for the entrance at the rear, however, it does limit the improvements to the street-facing façade.

Ald. Woods made a motion to recommend approval of a grant agreement not to exceed \$37,278. Ald. Sorrentino seconded the motion. A roll call vote was taken with the following results:

Ayes: Ald. Woods, Ald. Sorrentino, Mr. Tau, Ms. Siebert, Mr. Melone, Mr. Mikos
Nays: None
Abstain: None
Motion: Carried

B. Beautify Wood Dale

Mr. Paplauskas began the discussion stating that Mayor Pulice brought this idea to the Special Events Committee and it models a curb appeal contest done by the Village of Des Plaines. The funding has been approved by City Council and there will be one winner per ward and there is a coupon that can be used at two local businesses.

The Committee shared concerned over the number of businesses participating in the coupon as well as that smaller businesses may not be able to offer the coupon due to their profit margin. The Committee also shared concern that the program may not have been thought out completely.

Ms. Chrise stated that if it becomes an annual program, modifications can be made to the program to address any concerns but this would be a pilot year to see how it is received by the Community.

Ms. Chrise stated there is also a conflict with the date the winners have to be announced and the timing of Streetscape Meeting. All images of properties have to be submitted by July 1 and winners have to be announced by July 15. The only Streetscape Meeting between those two dates is July 2 and this would not allow enough time to get a packet out to the Committee for review. Due to the timing conflict between the dates of the contest and the meeting dates, it was



suggested to reschedule the July 2 meeting to July 9, which was agreed upon by the Committee.

C. Street Banner Design, Schedule and Location

Ms. Chrissy began the discussion by stating that City Council has budgeted for new street banners for the current fiscal year which ends at the end of the month. The City Council recently approved the new leaf logo which has been incorporated into the banner designs. Staff is seeking a recommendation from the Committee on the design, location and display schedule of the banners.

The Committee suggested that for the design to reduce the number of smaller leaves, provide more “white space” by increasing the space between leaves, stack “Wood Dale”, replace some of the smaller leaves with seasonal images such as snowflakes, flowers, etc. For the summer and autumn banner, two options were proposed to the Committee. The Committee selected Option #1 for the summer banner and Option #2 for the autumn banner.

The Committee agreed on the schedule proposed by Staff with the one modification that the Tree Lighting banner be only 25% of total banners rather than 50% and have the remaining 25% of the banners remain the “Shop Local” banners.

The Committee agreed on the location of banners: installed along Irving Park Road and Wood Dale Road (between Center and Division St.) not including the Irving Park-Wood Dale Road intersection and Metra right-of-way. The Committee agreed to recommend installing the banners on all the light poles proposed, including those at the train station. If there is a need to reduce the number in the future that it would be considered.

The Committee suggested that the cost to install be evaluated, comparing the cost of having Public Works Staff install and change out the banner versus hiring an outside company to do the work.

Mr. Mikos made a motion to approve the street banner design with the revisions suggested, the schedule and location of the banners. Mr. Tau seconded the motion. A voice vote was taken with all voting aye and the motion carried.

ADJOURNMENT

A motion to adjourn was made by Ald. Sorrentino, seconded by Ms. Siebert, and carried unanimously by voice vote. The meeting adjourned at 8:03 pm.



The next meeting is scheduled for May 7, 2018.

*Minutes taken by Mo Khan
Approved June 4, 2018*