

A G E N D A

COMMUNITY AND ECONOMIC
DEVELOPMENT COMMISSION
of the
VILLAGE OF LA GRANGE
Village Hall Auditorium
53 S. La Grange Road, La Grange, IL

November 3, 2016 - 7:00 p.m.

1. Call to Order and Roll Call
2. Approval of Minutes – August 4, 2016
3. Old Business
 - Valet Parking Program – First Year Analysis
 - Walgreens Kiosk Update and Further Direction
4. New Business
 - LGBA Website Preview
 - Community & Economic Development Activity Report
5. Adjournment

The Village of La Grange is subject to the requirements of the Americans with Disabilities Act of 1990. Individuals with disabilities who plan to attend this meeting and who require certain accommodations in order to allow them to observe and/or participate in this meeting, or who have questions regarding the accessibility of the meeting or the facilities, are requested to contact the ADA Coordinator at 579-2315 promptly to allow the Village to make reasonable accommodations for those persons.

MINUTES

Community and Economic Development Commission
Village of La Grange

August 4, 2016

I. CALL TO ORDER AND ROLL CALL:

A meeting of the Community and Economic Development Commission was held on August 4, 2016 in the Auditorium of the Village Hall at 53 South La Grange Road, La Grange, IL and was convened at 7:03 p.m. by Chairman Russ Riberto.

Present: Commissioners Wimbush, Augustine, Gale, Arnold, Janevski, Carlson, Stiles, DiDomenico, and Chairman Riberto.

Absent: Commissioners Palmer, Sher, Dillon, Hall, Cassidy, and Williams.

Also Present: Robert Pilipiszyn, Village Manager, Angela Mesaros, Assistant Community Development Director, and Village Clerk John Burns.

II. APPROVAL OF MINUTES:

On motion by Commissioner Gale, seconded by Commissioner Stiles, the Minutes of the May 5, 2016 Community and Economic Development Commission meeting were approved.

III. OLD BUSINESS:

UPDATE – STATUS OF VILLAGE ENTRYWAY & TRAILBLAZING SIGNS

Community Development Assistant Director Angela Mesaros presented a mockup of the vertical letters for options #6 and #10. Commissioners discussed lighting, maintenance costs, font styles, and visibility of the signs.

On motion by Commissioner Wimbush, seconded by Commissioner Arnold, the Commission voted to recommend that the Village Board approve funding for gateway signs as designed by Infinity Signs with the following conditions: (1) Staff investigate “standard” font for La Grange by looking at current CBD wayfinding signs and kiosks as well as the theatre sign; (2) the word “welcome” be made bolder; (3) Infinity provide an estimate of costs with and without lighting options; and (4) that “founded in” be put on 6B signs similar to 10B with plain stone base.

Valet Parking Annual Review

Staff reported that the one year trial of the complimentary valet program is complete – Staff has just received data from the valet company and will conduct a staff analysis and report at the next meeting.

East End Community Event

Commissioners continued discussion on potential to hold a Village event in the east end of La Grange neighborhood. Items considered included community meetings in the Community Center, advertising meetings, inclusion of residents in public forums.

After discussion, Commissioners formed a subcommittee of Chairman Riberto, Commissioners Augustine, Carlson and DiDomenico. Chairman Riberto will reach out to Commissioner Hall for participation in the subcommittee. The subcommittee will focus on engagement of the community, options/goals, and next steps.

IV. NEW BUSINESS:

Walgreens Kiosk Proposal

Staff introduces the concept of updates for the Walgreens alcove/kiosk at the corner of Hillgrove and La Grange Road and presented design concepts including the LGBA approach to market Village events in that space. Commissioners discussed options for both temporary and permanent displays. After discussion, Commissioners asked Staff for additional background information. This item will be discussed in more detail at the next meeting.

Village Update – Village Manager Robert Pilipiszyn gave an update on Village items including new Community Development Director, 50th Street storm sewer, budget surplus, Village Board workshop on communications scheduled for August 22, and public safety.

Community Development Updates – Assistant Community Development Director Angela Mesaros discussed upcoming Plan Commission actions, and major development project updates – Opus Uptown La Grange, 40 Ashland, Meadowbrook Manor, 100 S. Catherine; and community/business events including Endless Summerfest and Steak and Vine opening.

V. ADJOURNMENT:

There being nothing further to come before the Community and Economic Development Commission, a motion was made by Commissioner Carlson and seconded by Commissioner Wimbush that the meeting be adjourned at 9:20 p.m.

Respectfully Submitted:

Angela M. Mesaros
Assistant Community Development Director

VILLAGE OF LA GRANGE
Community Development Department

MEMORANDUM

TO: Community and Economic Development Commission

FROM: Angela M. Mesaros, AICP, Assistant Community Development Director

THROUGH: Charity Jones, AICP, Community Development Director

DATE: November 3, 2016

RE: **VALET PROGRAM**

Background

In May 2015, President Livingston tasked the CEDC to consider forward-looking economic development initiatives using proceeds from the then-voter-approved increase in the Village's non-Home Rule sales tax. The referendum clearly identified for voters that a \$50,000 annual increment from the additional sales tax revenue would be allocated towards economic development.

In June 2015, the CEDC recommended three economic development initiatives to the Village Board. They were: a facade loan program, valet parking and gateway signage.

In summary, the CEDC recommended that the Village subsidize the cost to provide customers to Downtown La Grange with free valet service, and further recommended that the Village be creative in establishing a funding mechanism through a blending of revenue streams, rather than relying solely on the \$50,000 allocation from non-Home Rule sales tax receipts.

Beginning in mid-July 2015, the Village contracted with Accurate Valet to perform free valet parking services on a trial basis for a period of several months. The Village arranged to have Accurate Valet provide free valet parking service from three stations on Friday and Saturday evenings, between 5:00 p.m. – 10:00 p.m. The three stations were to be located on La Grange Road. In addition, the service was to be available to customers of any downtown La Grange business – retail, service or food/dining establishments.

At the CEDC's request, the trial period was extended in order to capture a full-year of data for trend analysis. The free valet service was heavily marketed by the Village, the LGBA, individual business owners, and by word-of-mouth.

Finally, it was estimated that the expense of providing free valet service would cost approximately \$40,000 for one year. Sales tax proceeds from the \$50,000 annual allocation for economic development have been used to pay for the program.

Program Goals

During the establishment of valet program last year, the CEDC set goals for this program. The principal goal was to provide relief of parking congestion in the central commercial district during peak times (Friday and Saturday evenings). Another goal was to encourage a positive relationship among downtown businesses. In past years, some businesses had individually and privately funded valet services, during which time one business would pay for services that might benefit other non-paying businesses. The CEDC's goal was to share costs and benefits more equally among businesses. Additional goals included distributing valet stations so as to achieve an equal balance of cars at each valet station and establishing repeat valet customers.

Valet Services

Stations & Hours of Operation

Accurate operates three stations:

- Station 1, located in front of Francesca's Bellezza at 75 S. La Grange Road;
- Station 2, located at Nickson's Eatery, 30 S. La Grange Road; and
- Station 3, located in front of Kama Indian Bistro at 9 S. La Grange Road.

Two attendants are present to run each station at all times in order to greet customers, ticket and park cars as they pull in, and monitor the keys that are hung on the valet podium. Stations operate on Friday and Saturday evenings between 5:00 p.m. until 10:00 p.m., which are considered peak business hours in downtown La Grange.

Loading Zones

Currently staging areas serve as loading zones. Station 1 (Francesca's) uses two parking spaces plus the fire hydrant area for cars to pull into, so as to not stop traffic on La Grange Road. This also allows space for 15 minute pick up orders. Station 2 (Nickson's) uses only one space on La Grange Road plus the alleyway to the south of Nickson's. Station 3 (Kama) varies from night to night but ideally uses three parking spaces on La Grange Road. The challenge with each loading zone however, is that spaces are not designated specifically for valet staging. So if a customer or employee parks in one of the staging area spaces shortly before 5:00 p.m., the valet company does not have access to use the area for staging until the person moves their vehicle.



Parking Lots

The Village's goal was to make better use of the inventory of publicly and privately owned parking in the central business district by directing valet service to more remote and underutilized parking lots and preserve the most convenient lots for general customer parking. Valeted cars are parked in the following public parking lots: Lot 3 on the north side of Harris across from Cossitt School, Lot 4 at the northeast corner of Ashland & Harris Avenue, Lot 5 at Calendar Court, Lot 12 at Burlington and Bluff/7th Avenues. Valeted cars are also parked on private property in the Chicago Medical Health Group parking lot at 47 S. 6th Avenue and the Jackson Square Mall parking lot on Burlington. The valets also use the Cossitt School teacher's parking lot, on-street parking parallel to the Metra tracks on Burlington Avenue, and two spaces on Harris Avenue. See attached "Valet Parking Locations" map for the parking lot and valet stand locations.

According to Accurate Valet, approximately two-thirds of vehicles from Station 2 are parked in the Cossitt School teacher's lot and Lot 5. Of the remaining one-third of vehicles from Station 2, the majority are parked in Lots 3 and 4 with some vehicles parking on street along Harris Ave. All of Station 1's cars are parked at the medical lot. Vehicles from Station 3 are parked at the Jackson Square Mall lot with a few also parking along the Burlington Metra tracks. Early in the evening, cars are parked further since the valet staff is not as busy and they have more time in between cars. However, during peak dining hours (6:30 p.m. until 8:00 p.m.), cars are parked in closer spots. Accurate Valet's goal is to efficiently park cars so as not to block the street with customers waiting in their vehicles near the valet staging areas.

Trends & Peak Customer Traffic

Accurate Valet has provided the Village with monthly data on the valet services for the last year including utilization of each station, the top business users, observations on operations of the service, and customer/business feedback. Based on the data provided by Accurate Valet we can identify trends.

Accurate Valet parked a total of 8,779 vehicles in the program's first year (July 17, 2015 to July 09, 2016), with approximately 18,000 interactions between valet attendants and customers. During this period, the valet staff parked approximately 84 vehicles per night of service.

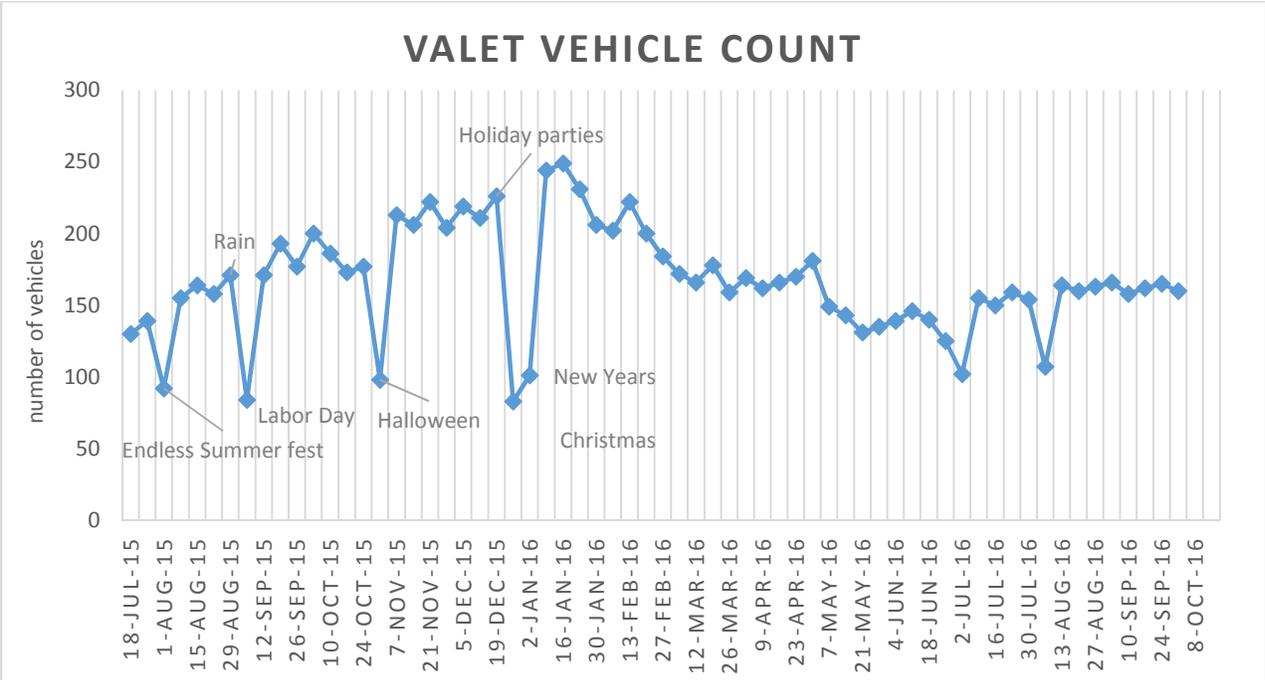
Based on data through September 2016, it appears that overall valet use continues to grow as the program enters its second year. From July 15, 2016 to September 24, 2016, the valet program parked an average of 11.8% more cars than the same period in 2015 (July 18, 2015 to September 26, 2015).

As shown in the chart on the following page, valet demand fluctuates seasonally, with higher demand in colder months and lower demand in warmer months (e.g. an average of 81 vehicles per

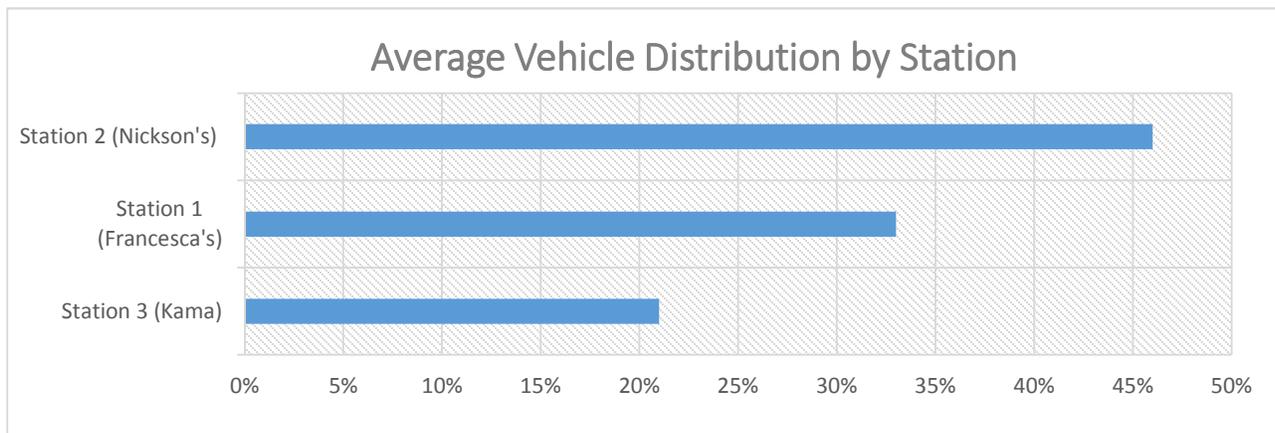
night in August 206 vs. an average of 101 vehicles per night in February 2016). Rainy or other inclement weather also appears to increase valet demand.

Valet demand is lower during holiday weekends; a trend that Accurate Valet also observes in other client communities. In addition, valet demand is lower on weekends that festivals are held outside of downtown La Grange, such as Endless Summerfest at Gordon Park.

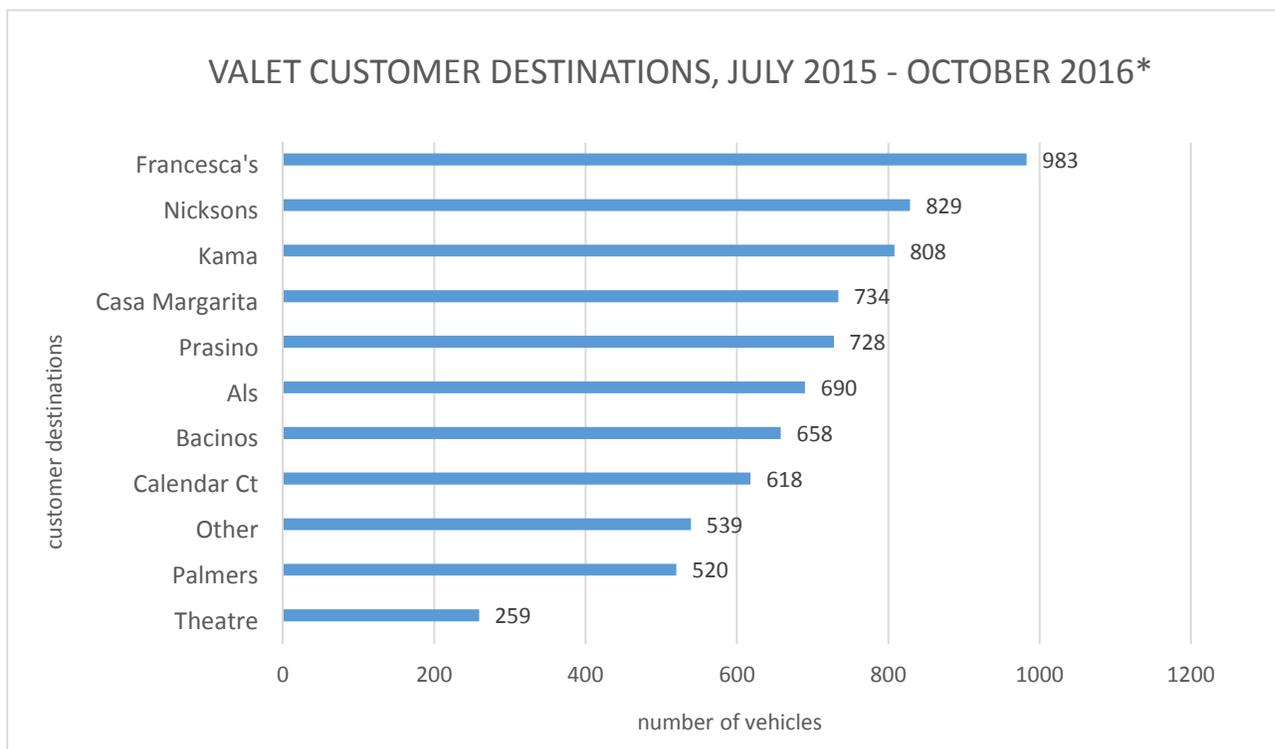
Valet demand is also impacted by individual businesses’ events; one example of this was a high valet count on January 15th/16th that was likely connected to large events at Palmer Place (large party) and Francesca’s (rehearsal dinner). The valet service is in communication with business owners and is able to prepare for events like these by shifting workers to stations where they expect more traffic. For instance, if a known event is scheduled for a business near Station 1, three attendants might staff Station 1 while only one attendant staffs Station 3.



As shown on the chart on the following page, the most used valet station is Station 2, Station 1 is second in usage and Station 3 has the lowest usage. Although this may appear to be an uneven distribution of use across stations, Station 2 is the only valet station on southbound La Grange Road, while Stations 1 and 3 provide two outlets for valet demand on northbound La Grange Road. Therefore, valet use is generally evenly distributed between north bound and southbound La Grange Road.



Top destinations for valet customers are the three restaurants with stations directly in front of their businesses in the following order: Francesca’s, Nickson’s Eatery, and Kama Bistro. Intake from Station 2 includes customers patronizing Nickson’s Eatery, Al’s Charhouse, Casa Margarita and Bacino’s, as well as businesses located on Calendar Avenue. Station 1 parks vehicles from customers patronizing Francesca’s and surrounding restaurants, as well as theatre goers. The valet company also reports that customers have indicated they may dine first and then watch a movie afterward. Station 3 serves mainly Kama and Adele customers but staff expects that distribution to change as Steak and Vine is now open.



*Missing vehicle counts for Sept 11, 12, 18, 19, and November 20, 21, 27, 28, December 4, 5, 2015

Sales Tax

Staff analyzed sales tax receipts for the first year of the valet program as compared to prior years' sales tax data. Although sales tax during the first year of the valet program was higher than the prior year, there is not an observable correlation between the valet program and sales tax when considering multiple years of sales tax trend data. One factor that may contribute to the lack of relationship is the fact that the available sales tax data is village-wide, while the valet program is limited to only the central business district.

Demographics

Based on observations by the valet attendants, it appears that many of customers live in La Grange, Western Springs, and Hinsdale. The valet attendants also noted customers from Countryside, Brookfield, Riverside, Burr Ridge, Indian Head Park, La Grange Park, Westmont, Schaumburg and Chicago.

Marketing

Currently, advertising for valet service is on the Village website and street maps. General Managers of central business district restaurants are encouraged to refer customers to valet services when taking reservations, and to put information about the program on their websites.

Business Feedback

Staff developed a survey to collect data and solicit feedback from the business community as to the performance of the valet program during the first trial year, as well as to gather opinions on future program funding. Surveys were distributed to the business community through an LGBA email blast, staff distribution of surveys at the LGBA member meetings, and direct emails from staff to businesses noted as the top destinations for valet service customers. We received ten responses with the following comments:

- Eight out of 10 respondents indicated that their customers use the valet service.
- Nine out of 10 (90%) respondents expressed support to continue the program. Four respondents out of 10 (40%) supported sharing the cost between the Village and CBD businesses. Four respondents were not in support and two did not provide any answer to this question.
- Respondents rated the valet program as follows: Excellent – 3 (30%); Good – 3 (30%); Fair – 3 (30%); and Poor – 1 (10%). (Note that one of the respondents rated the program as “fair” and commented that the reason for this rating is due to limited interaction with the valet service. Another respondent rated services as “poor” based on their perception that valet cars are being parked in areas that negatively impact that respondent’s customers.)

- The following are improvements suggested in surveys and from conversations with participants:
 - Businesses on Calendar Avenue expressed concern that they did not benefit from the program and requested an additional valet station on Calendar Avenue.
 - Explore other alternatives using the alley south of Nickson's for valet staging, specifically cars parked in the alley south of Nickson's Eatery was problematic.
 - Move the Valet parking from Lot 4 (Ashland and Harris) and do not use parking spaces on the streets at Ashland, Harris and Calendar as that impacts businesses by taking their customer parking.
 - Increase awareness that the service is available for all customers in downtown La Grange and not only the customers of businesses next to the valet stations. Existing valet stations appear as though they privately-serve the businesses that are adjacent. There may be an opportunity to improve signage or kiosks to better reflect that it is complimentary by the Village for all businesses.
 - At least one business on Ashland between Calendar and Harris has raised a concern that the valet program negatively impacts their business by reducing foot traffic in that area and by valet cars occupying parking spaces nearby their business.
- Individual survey comments included:
 - *“Valet makes the experience of dining more enjoyable when parking options are limited.”*
 - *“Parking continues to be one of the number one issues brought up by our clients!! I think this program is very important to the CBD.”*
 - *“Definite need for valet service in the downtown area. Guests and employees alike share parking frustrations.”*

Customer Feedback

Although staff did not formally survey customers, we have received positive feedback over the year. According to the Accurate Valet, feedback from customers has been mainly that they appreciate that the valet service is free. Customers have commented that they like that all parking is free. The valet attendants inform the customers that "valet is compliments of the Village," not necessarily provided by each restaurant.

Budget

Valet services were budgeted at \$40,000 for the first year of operation. The program finished the first year under budget; payment to the valet company for the one year period from July 2015 to July 2016 was \$34,716.

Goals & Accomplishments

As stated previously, our expectation was that the complimentary valet program would help relieve parking congestion in the central commercial district during peak times (Friday and Saturday evenings), that we would see equal balance of cars at each valet station, and that we might establish repeat customers through quality service.

Based on the number of vehicles parked and feedback from businesses as well as customers, the program appears to be providing quality service to the community. We have seen consistently strong numbers of customers using this program and nine out of ten survey respondents support continuing the program. The program reduces parking demand within Village lots by parking approximately 64 vehicles on an average night in private parking lots that otherwise would not have been otherwise available for customer parking. Some modifications to valet parking locations, discussed in more detail below, would help the valet program further relieve parking congestion within the central business district.

We do not see complete balance among usage of the three stations; Station 2 has the highest percentages of customers. However, as mentioned previously, Station 2 is the only valet station on southbound La Grange Road and therefore a higher volume at this station is not unexpected.

Potential Improvements

1. *Additional Station on Calendar Avenue*

- a. With six restaurants on Calendar, consider adding a fourth valet station on or near Calendar Avenue. According to Accurate Valet, the best location for the fourth station would likely be in front of the UPS store (on the south side of Calendar Avenue, west of the Calendar parking lot). The valet company estimates the need for 15 parking spaces to service an additional station on Calendar.
- b. The valet company has indicated that they could manage a fourth station by adding one attendant and shifting attendants to staff the station by rotating an attendant from another station as a “floater” to help at all stations as needed.
- c. The estimated cost increase to add one attendant to service a new valet station on Calendar is \$576/month or \$6,912 annually. This would result in a projected annual total program cost of \$41,628, (\$6,912 added to the first year’s total cost of \$34,716.)

2. *Valet Parking Locations*

- a. Staff suggests that the valets no longer use public parking lots 3, 4, & 5 in order to preserve these conveniently located and highly visible lots for customer parking, as well to mitigate any negative impacts the valet program may currently be having on Ashland Ave businesses.
- b. If lots 3, 4, & 5 are no longer available for valet parking, approximately 30 valet parking spaces will need to be made available in alternative locations. Alternative parking locations to consider should include the private parking lot behind Blueberry Hill, better utilization of the Cossitt School Teacher's parking lot, the Village parking lot behind the Police Department, and/or parking along the Metra tracks on Burlington, west of Ashland.

3. *Other*

- a. Should the program be continued, items such as better management of loading zones, marketing, improved signage, and the like will need to be addressed as operational matters in the furtherance of the service.

Recommendation

Staff recommends that the free valet service program be continued with consideration of the above suggestions for improvements to the program. Staff's recommendation is based on three primary considerations. First, data and feedback from the business community is that the program is popular and well received. Second, valet utilization, stated in both gross and net terms, better optimizes the use of our existing supply of available public and private parking. It is a very cost effective strategy for managing peak demand as compared to committing public funds for new infrastructure to increase parking capacity. Third, free valet is an amenity offered in other nearby shopping and dining districts and we want to position La Grange and its business community at an advantage in an increasingly competitive market place.

Program cost is a challenge. At approximately 80% of the annual increment of \$50,000, the valet program expense leave little room for supporting other economic development initiatives from the non-home rule sales tax revenue. In framing the outcome of this agenda item, the objective is to:

1. provide the Commission with an opportunity to discuss the program evaluation and merits of making the program a permanent service; and
2. present the Commission's consensus opinion as a recommendation to the Village Board for their consideration in the development of the upcoming FY 17-18 Village budget.

Attachments

1. "Valet Parking Locations" map



VILLAGE OF LA GRANGE
Community Development Department

MEMORANDUM

TO: Community and Economic Development Commission

FROM: Angela M. Mesaros, AICP, Assistant Community Development Director

THROUGH: Charity Jones, AICP, Community Development Director

DATE: November 3, 2016

RE: **WALGREENS ALCOVE/KIOSK**

At the last meeting of the CEDC we discussed the possibility of working with the LGBA to use the alcove/kiosk on the southeast corner of the Walgreens building at 2 N. La Grange Road in La Grange Crossings for display of marketing/promotional materials or community murals. The idea was that we could improve the appearance of this space, which is now empty, with displays promoting our community.

In September, staff provided a memo to the CEDC summarizing the background regarding the Walgreens alcove space. As stated in that memo, there is a license agreement between the Village and the property owner to allow the use of the 311 sf space by the Village for a display. However, the license agreement states that the premises can be used “solely for installation of a nonpermanent display of photographs” by the Village only and that “no changes, modifications or alterations from approved plans and specifications may be made” without prior written approval from the property owner. Additionally, the license agreement stipulates that the license can be terminated by the Village or property owner at only five days’ notice.

Staff has subsequently met with Mid America Asset Management, the manager of the property, to discuss the potential for changes to the currently permitted display on the property and consider other potential revisions to the current license agreement. Mid America felt the property owner would be open to considering alteration of two provisions of the license agreement, including changing the cancellation notice term to be longer than five days and broadening the definition of the allowable use of the space. Staff is currently working with the Village Attorney to prepare proposed agreement revisions for consideration by the property owner.

At this point, staff is seeking direction from the Commission to help guide staff in its negotiations with the property owner. Specifically, we would like your feedback on display type:

1. Should the display be permanent in nature and changed infrequently; or
2. Should the display be changed out seasonally?

3. Should the display be used to promote events or other similar local attractions? If the display is used to promote community events, the event schedule will likely drive the frequency of display turnover.
4. Should the display be static or incorporate active elements such as electronic moving images or lighting?

Staff will present various examples of different types of displays with general cost implications for each to aid discussion at your meeting.