

MINUTES OF A SPECIAL MEETING OF THE PLAN COMMISSION OF THE VILLAGE OF
KENILWORTH HELD AT THE KENILWORTH VILLAGE HALL, 419 RICHMOND ROAD, AT 7:00
P.M. ON MONDAY, FEBRUARY 6, 2006.

A special meeting of the Plan Commission of the Village of Kenilworth was held at 7:00 p.m. on Monday, February 6, 2006. The following Commissioners were present:

Present:	Robert Smietana	Chairman
	Tom Feeney	Member
	Henry Mawicke	Member
	Susan Hoopes	Member
	Elizabeth Bannon	Member
	Tolbert Chisum	Member
	Gwen Sommers Yant	Member
	Robert Cunningham	Member

Absent:	Dirk Degenars	Member
	Tim Dugan	Member

Other Village Officials Present:	Max Slankard	Village Manager
-------------------------------------	--------------	-----------------

Others Present:	Todd Meyer	HOK
	Colin Greene	HOK
	Dick Star	ERA
	Bill James	Camiros
	Jean Lindwehl	Camiros

The purpose of this meeting was to hear presentation from the various companies who were bidding to be planning consultants.

The first company was HOK. Todd Meyer of HOK said most people know HOK as a large architecture group, but he and Colin Greene focus on landscape and urban design. He said that quite often they work with private residents. Mr. Meyer said he felt the depth of their experience qualifies them. He said they want to work with the Village and build a broad consensus. He lives in Evanston, and would work through and identify the hot button issues. Dick Star said the problem before us is from an economic standpoint. He said he has been with ERA for 30 years. The first thing to do is identify what are the priorities, goals and objectives. He said there are 3 criteria: 1) How do you protect and enhance real estate values, 2) How does it serve the community, and 3) What is the market? Mr. Star said they have done the high end of prestige homes, and understand the concern about the character of the Village. Colin Greene said they use hi-tech tools and a hi-touch approach. He discussed their work in Fenton, Missouri where they used form based coding, and Clarendon, Washington D.C. where understanding the market helped and a sector plan for Arlington. Todd Meyer said in Clarendon, they used a website with workshop comment.

Colin Greene asked the Commission what they desired or feared. He then talked about H Street in Washington D.C. which is 1½ mile long with frontage only, but the plan is 10 pages long. Todd Meyer said the goal is to end up with a descriptive, prescriptive document which describes to residents the community the Board would want it to be. He said rather than a phone book, the Village would get a simple, clear graphic plan that, in the long run, would probably be more valuable. HOK would work with the Village on scope. They would probably survey residents and business owners. Dick Star said HOK

will find out what the priorities and goals are, and who has resources. The designs will be practical and implementable. Todd Meyer said HOK looks at the traffic and marketing strategy. They consider priorities, options and opportunities, then come up with a tangible implementation strategy for visible results. They are available to work on call with the staff.

Elizabeth Bannon asked who they primarily work with? Todd Meyer said both public and private sectors. He said it was 50/50. Dick Star said a lot of his clients are investors. Bob Cunningham asked what the relationship is between the two. Susan Hoopes asked how they can get a consensus. Mr. Meyers said they bring people in, and people usually react positively or negatively to their imagery. Dick Star said they can also explain market relationships, including costs and how to get there.

Chairman Smietana said HOK is a huge company. How can the Plan Commission be assured that you are appropriate for Kenilworth. Todd Meyers said HOK is in the final negotiations with Mokena, which is similar in scale and has similar issues. Colin Greene said HOK has a 65 person practice group but 8 or 9 would do the work for Kenilworth. Bob Cunningham asked what the end result would be for the Village. Tim Meyers said we do not know at this point what meets Kenilworth's needs.

Chairman Smietana said because of having such a small staff, we need consultants to lead us where we want to go. Mr. Meyer said HOK does have the tools and experience for how to get to the end result, They do recognize the Commission are the decision makers who can accept or reject HOK's plans.

Henry Mawicke asked if the Commission should assume Mr. Meyers and Mr. Greene would be on the project team. Mr. Meyers said he would be the project manager. Mr. Greene will work extensively with design issues. Elizabeth Bannon asked if all their jobs were in Chicago. Mr. Meyers said he and Mr. Star were in Chicago, but Colin Greene was in Washington D.C. Susan Hoopes asked how much Illinois work they do. Mr. Meyer answered that they did a lot in Chicago with both downtown and suburban firms. Dick Star said they had also done projects in Peoria and Rock Island. He said they've been in the Chicago area for 32 years.

Gwen Yant said we want efficient meetings. She asked how HOK would organize Kenilworth's effort. Colin Greene said he would make sure the workshops are on the point. He said it requires strong leadership.

Next, the Plan Commission heard the presentation of Camiros. The representatives were Bill James and Jean Lindwahl. As a precursor to action steps, there is a follow-up process. They do data collection and analysis. Then they create and define the vision, and come up with an improvement strategy. Jean Lindwahl said they have great graphics capability that allows clients to see their ideas. Bill James said that is a very important component. They use the Plan Commission meetings and workshops to create commercial improvement strategies that are successful.

Jean Lindwahl said one of their hallmarks is to learn from historical preservation. She cited the town of Riverside where the downtown has emerged from a powerpoint plan done in a workshop and a fiscal impact analysis. Bob Cunningham asked which of their community studies is most similar to Kenilworth. Bill James said he did not think that was relevant. Jean Lindwahl said Highland Park and Ravinia were similar. Bill James said it is not just location, but how people relate to the location. Henry Mawicke asked if Camiros was equipped to identify logical uses regarding market analysis and the marketing element. Bill James said there are different approaches. He said market analysis often fall short of the mark. He said they have teamed up with such firms many times before but they seem to fall short. He suggested the Commission look at case studies and talk to developers, rather than have analysis. The smaller the Village is, the less reliable analysis is.

Bob Cunningham asked if Bill James was personally involved with other towns. He said yes. Henry Mawicke asked if they involve the internet. Mr. James said they have done that. Susan Hoopes asked how they handle diverse views. Bill James said they respect all views and find out where the attitudes are coming from. They stress the difference between improvement and change. Ms. Hoopes asked if Camiros takes the lead to move the project along. Mr. James said yes. He explained that one approach is to let everyone tell about their vision because there tends to be a consensus in this. He went on to say that one good thing about a slope is getting all the data on lots. Lot size is a significant constraint. He said this is vision development which is why visuals are so important.

Elizabeth Bannon asked who they had worked for. Bill James said 70% of their clients are public entities and 30% private. Chairman Smietana asked if Camiros would be able to help the Village understand what they want and how to do it. He explained that it is limited in sizes. Bill James said yes. He said it is important to understand where we are in the process. He said the first step is important and it is to develop a policy that others will work with. Camiros has done a lot of streetscapes. The most important this is a consensus on vision.

The next presenters were Brian Peterson and Jeff Rainwater of the Planning and Design Institute. They encapsulated their presentation on handouts they gave out. Brian Peterson said they have worked in a range of communities. It is a 50/50 split between their public and private work. He said they do not think of demolition when they think of redevelopment, but of careful knitting. They believe in working with the community, business owners, property owners and developers. He used the town of Sun Prairie as an example, explaining that each sub-area had a steering committee. Mr. Peterson said PDI believes in plans with multiple market outcomes. He said they did work in Glenview. Gwen Yant asked where. Mr. Peterson said in 8 different areas of the town. In the end it comes down to strategic versus a comprehensive plan. He said they looked at 8 key areas. He said they investigate the redevelopment and investment possibilities. They prefer using surveys. He said implementation is on-going. They have worked for many communities in this role.

Elizabeth Bannon asked about the team members and was told that Brian Peterson would be the manager. Chairman Smietana asked if they had looked at Green Bay Road and wondered what their initial take was. Brian Peterson said there are areas that are good and other "dark areas". He said there is no continuity and it needs some sense of action. He said it may be a strategy of connecting the data. Mr. Peterson went on to say that the first project is important because that usually sets the standard. Jeff Rainwater said they just activated Whitefish Bay. He said there are some similarities. He said affordable housing would be a different activation. Mr. Peterson said creating live/work units can be helpful with affordable housing.

Susan Hoopes asked how they see the meeting role. Mr. Peterson said they have found it to be effective to create smaller groups, though this is a plan that needs approval from a larger body. Gwen Yant asked if he had any thoughts on the planning process. Brian Peterson said usually a comprehensive plan is more general in nature while a strategic plan zeroes in to more specifics.

Next, Houseal Lavigne made a presentation. The representatives were John Houseal, Devon Lavigne and Goodman Williams. They cited Prairie Grove as an example of their current work. John Houseal was the project director. They have been the consultants for the commercial development in Winnetka. He said they use graphics and are a small firm. He said their rates are lower and they are more efficient. They worked in River Forest so they are familiar with a similar community, in which some buildings were back and some were forward. He talked about their work in Geneva, which had a comprehensive plan and a corridor plan. Gwen Yant asked about in-fill development in an historic context.

Mr. Houseal said every community is facing senior empty nester situations. This is an opportunity for communities to have business with residences above them. This is also appropriate for affordable housing. He said Kenilworth probably has a residential market that needs to be provided for. He said comprehensive plans are becoming more strategic. He noted that when they worked in Northbrook, they had 5 sub-area plans. Geneva had 3 sub-areas. Comprehensive plans are the foundation for the next 15 years. Strategic plans are shorter term and more precise. He said they keep everyone involved and Houseal Lavigne becomes the sounding board. They conduct community workshops and always do a project website.

Mr. Houseal went on to say they use resident surveys and business surveys. They also do on-line surveys at no cost. They track the participants. They never do a planning process without talking to residents. They also have Plan Commission member access to draft documents. Their timeline is 4 to 5 months. He said they understand how important the context is here.

Bob Cunningham asked what happens at the end. Mr. Houseal said they have a 7 step process, but all you really need is 3 steps which are where you are located, what both residents and the market wants, and the vision of where the Village wants to go. They would develop recommendations for implementation. He reviewed the 7 steps in their process and said they also have a question and answer workshop. Devon Lavigne said they would identify funding sources.

Bob Cunningham said Houseal Lavigne knows the area, and asked what should Kenilworth do. Mr. Houseal said to get rid of one story businesses and do something with the sidewalks. Chairman Smietana asked how the Village can make something happen. Mr. Houseal said the biggest obstacle is assembling of properties. He said also, when working with local property owners, some sites will never change without other properties changing. Bob Cunningham how do you get it done. Mr. Houseal said there is a market and you will get a residential developer who will do a token retail store on the first floor. It will be good architecture. Devon Lavigne said community developers are required to put up escrow money. John Houseal said the developer needs fair certainty. He said the process itself is often a big marketing tool.

Elizabeth Bannon asked would your role relating to the Commission be as an educator or leader. Mr. Houseal said the Commission would educate them and they would lead the Commission. Ms. Bannon said there are totally divergent views within the community between home owners and commercial property owners. Therefore, you will never get 100% agreement, and it will be important to incorporate all the comments at the workshops.

Henry Mawicke asked how big the firm is. Mr. Houseal said it is 3 people. Bob Cunningham asked if Goodman Williams was small. Mr. Houseal said 2 people with 1 associate.

With the presentations over, Henry Mawicke made a motion to ask back Houseal Lavigne and Goodman Williams to firm up a proposal and have them take a closer look at the Village's scope and present examples of their work. Chairman Smietana said the scope of work should be presented to a sub-committee.

Bob Cunningham asked about a comprehensive plan versus a strategic plan. Gwen Yant said she leaned toward doing both. She said it is important to know the vision of the entire community. Tolbert Chisum said the Ad Hoc Committee will eventually be dissolved. Gwen Yant said they have a lot of institutional knowledge. Chairman Smietana said that would not change what the Village is asking them to do. Gwen Yant said there has to be a set of policies that need to be written and understood before we go forward. She said if we value old buildings, we would never consider bulldozing them. Tolbert Chisum said if we play our cards right, we will have expert coaching to do this. Ms. Yant suggested folding everything into

one document. Henry Mawicke said if we have a time frame of 4 to 7 months, he thought the Commission should knock out a plan. Gwen Yant said she thought both plans should be woven into one.

Chairman Smietana said the Commission should not delay, and should have the planner in the room. Gwen Yant asked what the scope is. Bob Cunningham said a comprehensive plan would not be inconsistent with what the Village will do with the commercial area. Ms. Yant said you cannot do one plan without the other. Chairman Smietana said the Village has already somewhat pieced together a residential plan. He said now we need a commercial plan, and we should tie them together. He said it may not be the best way, but we have to deal with reality. Gwen Yant said some policy things need to be decided.

Mr. Chisum made a motion to ask Houseal Lavigne for a proposal to undertake the services. Mr. Cunningham seconded the motion, which passed 8-0”.

Tom Feeney made a motion to adjourn. Tolbert Chisum seconded the motion which was unanimously carried.

Respectfully submitted,

Max Slankard
Village Manager