

Community & Economic Development Committee

Minutes of the Meeting on
February 12, 2019

**Village of Homer Glen
14240 151st Street, Homer Glen, IL 60491
Community Meeting Room**

1. Call to Order.

The meeting was called to order at 7:00 p.m. by Mayor Yukich.

2. Roll Call.

Members present at 7:00 p.m. were Eileen Crement, Dan Fleming, Dan Kenney, Bob Kman, Mike Prodehl, Chris Plouzek and Mayor George Yukich. A quorum was established. Chairman Brian Burian arrived at 7:02 p.m.

Members Absent: Jodi Adelman.

Also Present: Economic Development Director Janie Patch, Heritage Corridor Business Alliance President Mike Shackel and Executive Director Glenn Pasiewicz.

3. Approval of Amendments to the Agenda.

Director Patch indicated that representatives from the Heritage Corridor Business Alliance were present and prepared to introduce the new organization. Eileen Crement made a motion to amend the agenda to add the introduction of the new Alliance, seconded by Bob Kman. Voice vote taken, all in favor, none opposed. *Motion Carried.*

4. Heritage Corridor Business Alliance Introduction.

Director Patch introduced representatives from the new Heritage Corridor Business Alliance. Alliance President Mike Shackel and Executive Director Glenn Pasiewicz provided background on the recent merger of the Homer Glen Area Chamber of Commerce and the Lemont Chamber of Commerce to form the Alliance. A new eleven-member Board includes six Lemont representatives and five Homer Glen representatives. Mike Shackel described the merger as beneficial for both communities. The Alliance intends to be a resource to help drive business to both communities.

Chairman Burian described the merger as exciting new energy for the future of the Chamber organization in the area.

A joint Community Guide and business directory will be published in the coming months.

5. Minutes.

Chris Plouzek made a motion to approve the Committee minutes of December 11, 2018, seconded by Eileen Crement. Voice vote taken, all in favor, none opposed. *Motion Carried.*

6. Old Business.

There was no Old Business.

7. New Business.

a) Village Gateway and Wayfinding Signs Project.

Director Patch presented background on a proposed gateway and wayfinding signage project for the Village. A cohesive signage system helps to address the threats and challenges identified in the Strategic Plan related to a sense of community and consistent branding and identity. The timing is appropriate given the start of the new fiscal year budget process. Continued use of the Homer Glen brand and sign design of existing gateway signs is recommended. The one exception would be for the 159th Street western gateway sign which can incorporate some aspects of the existing brand but may take on a unique design that fits its location and function. FY20 budget placeholders amounts were researched using existing gateway sign specifications (one-post and two-post wooden sign versions) and a concept for a western gateway monument sign from the draft 159th Street Corridor Planning Study.

Eileen Crement asked if existing signs would be replaced. The proposal is to add new signs where missing or replace damaged signs at gateway locations that staff has mapped.

Bob Kman inquired about the status of an easement for the proposed western gateway monument sign. Staff will ensure that a sign easement will be indicated on the gas station site plan proposed for the Boo property.

Bob Kman asked there is any chance for a digital sign as part of the western gateway sign. The Mayor responded no, noting that the brightness and changing messages of such signs in other communities is distracting to drivers.

Mike Prodehl questioned the budget placeholder amount of \$120,000 for a western gateway monument sign, indicating that cost is too much to spend on a single sign. Based on the cost of materials, a monument sign should be achievable for far less cost.

Chairman Burian stated a preference to see a more substantial two-post sign instead of a one-post gateway sign at the 159th Street eastern gateway (Will-Cook Road).

Mike Prodehl indicated a preference for high quality wayfinding sign concept shown in the 159th Street Corridor Study Plan. The existing one-post and two-post wooden gateway signs do not convey high quality and are not the best presentation for the community. A new sign design template should be created, based on the Corridor Study wayfinding concept, and then used consistently for all Village gateway and wayfinding signs.

Chairman Burian commented that the Village should invest and have ownership of all wayfinding signs and make all such signs consistent with a design template.

Mike Prodehl suggested having designers respond with 2 to 3 design concepts for each sign type (one-post; two-post; gateway monument; and wayfinding) based on the wayfinding concept from the Corridor Study that would update the gateway and wayfinding signs in the Village. The design variations for each sign type should all use the same materials.

Chairman Burian noted that new materials are available that present well from a distance and will provide for cost savings. Chairman Burian suggested that the Village should provide designers with the Village's preferences as to materials and design. The Corridor Study wayfinding concept should be presented as one concept among the preferences. The Village Board has also made some materials selections for the Active Core of Heritage Park that can be shared with designers. The materials selected should also be based on longevity in standing up to weather. Wood has a more limited lifespan than other materials available.

Eileen Crement indicated that a sign design update is a good direction for the Village but she wants to see the existing Homer Glen brand incorporated into the new design. Chairman Burian agreed that the focus should be to update and not rebrand.

Bob Kman noted that there are interpretive standards for the use of color on signs. Brown means parks and recreation; blue mean motorist services (parking; hospital; police, etc).

The gateway sign on 159th Street at Will-Cook Road should be a two-post sign instead of the one-post sign indicated on the map exhibit. The sign should face westbound traffic at the intersection on an easement obtained from Speedway.

Dan Kenney commented that the tag line, "Community and Nature in Harmony" was attention-getting when his family was looking for a new community for their relocation. Homer Glen presented as a unique community through the use of the tag line on the gateway sign.

Mayor Yukich stated that the use of Bond Funds for new signage must be limited to signs to be located along the 159th Street Corridor. Mayor Yukich would like an inventory of the existing signs stored at Village Hall. Director Patch noted that sign contractors contacted for the purpose of budget placeholders indicated that it is more expensive to repair damaged or weather-worn signs than to replace these signs.

The CED Committee reached a consensus on the following recommendations for the Village Board:

- Approve \$150,000 as a total FY20 budget placeholder for the Village Gateway and Wayfinding Signs Project (designs and purchases of any signs will be brought to the Village Board for discussion and action separately).
- Update with a new sign design template that presents a high quality appearance and incorporates the existing Homer Glen brand (new design look; same brand).

- Use the wayfinding concept from the 159th Street Corridor Study as one example of a preferred look to base a new sign design template.
- Make all new sign types consistent with the updated sign design template.
- Use sign construction materials that stand up to weather better than wood.
- Provide prospective designers with the list of materials approved by the Village Board for the Active Core of Heritage Park as guidance.
- Determine if implementation needs to be phased over multiple fiscal years after the full scope of project cost is available.
- Continue to use existing gateway signs in place until replacement is needed. Replace retired signs over time with new signage consistent with the updated sign design template.
- Discuss sharing costs with the Road District to replace and complete a system of wayfinding signs. The Village should explore potentially funding the entirety if there is no interest to share the costs.

8. Director's Report.

a) Development Projects Update.

Director Patch covered the following development project updates: The Square at Goodings Grove; Shorewood Home & Auto; The Pride Gas Station at Boo Property; GoodLife Physical Therapy; and the gas station development at the NEC 159th/Twin Lakes Drive.

b) New Business Update.

Director Patch covered the following new business status updates: Dollar Tree; O'Reilly Auto Parts; Dialysis Care Center new corporate headquarters, Pizza Hut; Taco Bell; and the recent closure of At Ease Craft Beer Pub.


9. Public Comment.

There was no public comment.

10. Adjournment.

Motion by Bob Kman, seconded by Dan Kenney to adjourn. *Motion carried.* The meeting was adjourned at 9:00 p.m.

Respectfully Submitted:



Janie Patch
Economic Development Director