

**COMMITTEE OF THE WHOLE MEETING**  
**Village Hall, 102 S. Second Street**

**April 13, 2015 - 7:00 pm**  
**Village of West Dundee**

**I. CALL TO ORDER:**

President Nelson called the Committee of the Whole Meeting to order at 7:03 pm.

**II. ROLL CALL:**

Present were Village President Christopher Nelson, Trustees Billy Pflanz, Dan Wilbrandt, Michelle Kembitzky, Tom Price, Pat Hanley and Andy Yuscka.

Also present was Village Manager Joseph Cavallaro and forty-nine (49) people in the audience.

**III. PLEDGE OF ALLEGIANCE:**

Trustee Price led those in attendance in the Pledge of Allegiance.

**IV. APPROVAL OF AGENDA:**

**MOTION:** Moved by Trustee Pflanz and seconded by Trustee Yuscka to approve the agenda. Motion was approved unanimously by voice vote.

**V. VILLAGE PRESIDENT'S REPORT:** There was none.

**VI. REPORTS AND QUESTIONS FROM TRUSTEES:** There were none.

**VII. VILLAGE STAFF REPORTS:** There were none.

**VIII. ITEMS FOR DISCUSSION:**

**A. Downtown Redevelopment Plan Final Presentation (Trustee Price)**

Trustee Price provided an overview of the 12-month process undertaken to develop the final document being presented this evening. Rick Hitchcock of Hitchcock Design and Bridget Lane of Business Districts, Inc. presented the West Dundee Downtown Plan.

Ms. Lane discussed market conditions and how consumers engage with the marketplace, noting that downtown West Dundee would best succeed with destination and experience driven businesses and public resources. She further noted the need for high quality standards in terms of the conduct of business, and the need for fluid and ongoing communication between business owners, property owners and the Village.

Mr. Hitchcock discussed the survey results, noting that consumer perception is that of "one Dundee". He discussed present challenges, such as parking, Route 72 and Appearance Review procedures, and strategy to overcome these challenges.

Mr. Hitchcock noted that the rear entrances of the Main Street businesses should be considered primary entrances and improved to reflect such. He discussed the recommendation for way-finding signage and connection to the Fox River Trail in order to improve access and visibility for

businesses, public space and parking, and the recommendation to add recreation opportunities such as bicycle and river access amenities.

Mr. Hitchcock discussed the recommendation to extend the Riverwalk south of Main Street and the addition of a public space at Oregon and First Street, with area that can double both as a parking lot and festival-type use. The preservation and use of the existing Pump House is central to this concept and recommended as an opportunity for a seasonal attraction, potentially related to a recreational use.

Mr. Hitchcock presented the recommendation to expand the downtown footprint to include transitional zoning opportunities for such uses as office or lodging (bed & breakfast), in order to attract additional daytime populations to the area to support downtown dining, service and retail operations. Five locations in the downtown were identified for development, redevelopment or repurposing opportunities, including First American Bank, Dundee Supermart, Bob's Trading Post, the Samata Properties and Ace Hardware/South Parking Lot.

Mr. Hitchcock provided an overview of conceptual financial projections and timeframes to implement the recommendations of the plan, including public policy improvements, operational improvements, capital improvements and property improvements. The figures attempted to acknowledge the cost of staff time in addition to potential costs associated with physical improvements.

Trustee Price noted the code changes would have to come first and that marketing of the downtown should be done in partnership with the business community, reiterating the "one Dundee" perspective. He stated that the Downtown Plan is a "living document" that will set the direction for public and private investment.

President Nelson stated that partnerships with developers would be integral to improvement strategies, and have been initiated, adding that the plan illustrates to potential developers the Village's vision and commitment. He stated that a copy of the full report is available online at the Village's website.

President Nelson invited members of the audience to ask questions or provide comments:

Robin Doyle, 1056 Pember Circle, asked Ms. Lane to elaborate on what is "our brand". Ms. Lane indicated that the intact nature and quality of historic facades and Riverwalk/river access were central to the existing branding of downtown West Dundee. Ms. Doyle asked why way-finding signage is needed for the relatively small footprint of the downtown area. Mr. Hitchcock noted that signage is recommended to attract visitors to downtown from other traffic routes, then to get them to parking areas and provide ease in locating amenities once they arrive downtown. He stated that signage will also convey the brand message and reinforce expectations of quality. Trustee Pflanz added that signage will help capture drive through traffic.

Ann Romano, 2616 Chesire Court, expressed concern about vacant buildings and asked if any retailers have expressed interest in the downtown. President Nelson commented that several properties have been significantly improved and currently house service businesses, which are less visible than retail, but just as important to the success of the downtown. He stated that the former theater and restaurant at 96 & 98 Main have been acquired by a single owner and a similar use is expected. Trustee Price pointed to the Spa Bleu reinvestment. Manager Cavallaro added that the retailers that form the backbone of downtown are often overlooked or underappreciated,

and that each parcel has its own story. Trustee Price reiterated that daytime population is needed to support retail and dining establishments.

Jay Corriea of DreamCo Design, 102 W Main, recommended that the Village consider partnering with East Dundee in terms of the “Discover Dundee” marketing campaign launched last year, or to use this as a relevant case study for downtown improvement. President Nelson noted that the two communities have collaborated on downtown events, but passed on the invitation to share costs associated with East Dundee’s marketing staff & campaign based lack of finances to fund or sustain the program, and lack of support from downtown stakeholder for cost-sharing concepts such as an SSA. Manager Cavallaro added that East Dundee has provided a standing invitation to participate in their marketing efforts, but that participation and leadership from the business community is needed.

Becky Gillam, 407 Highland, inquired about a recommendation for a traffic study, and what specific data should be collected. Mr. Hitchcock stated that IDOT would require a traffic study to support a left turn onto South First Street, additional pedestrian improvements or any potential options for return of parking on Main Street.

Manager Cavallaro stated that if no major changes are desired by the Board, that the Downtown Plan would be placed on the agenda for adoption at the next Board Meeting.

**IX. MISCELLANEOUS:**

Trustee Price advised that the Annual Dundee Township Meeting is scheduled for tomorrow, April 14, 2015, seeking input regarding the Longmeadow Parkway Bridge project. He stated that the venue has been changed to Premiere Banquets on Route 25 based expectation of a large turnout. All Dundee Township registered voters may submit their vote for or against placement of an advisory question opposing the project on the ballot of the March 2016 General Election. He encouraged any interested parties to attend. It was requested that information about the meeting and the Longmeadow Bridge project be added to the Village’s website.

**X. ITEMS SCHEDULED FOR FUTURE MEETING DATE:**

- Formal adoption of the West Dundee Downtown Plan.

**XI. ADJOURNMENT:**

**MOTION:** Moved by Trustee Hanley and seconded by Trustee Pflanz to adjourn the Committee of the Whole Meeting. Motion was unanimous.

The Committee of the Whole meeting adjourned at 8:40 pm.

**ATTEST:**

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Kim Tibbetts  
Deputy Village Clerk

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Christopher Nelson  
Village President